

BORDENTOWN/ OCEAN SPRAY

Redevelopment & Linkage Plan Study

Prepared for:

City of Bordentown
324 Farnsworth Avenue
Bordentown, NJ 08505

DATE ADOPTED:

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The original of this report was signed and sealed in accordance with N.J.S.A. 45:14A-12.

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Department of Economic Development and Regional Planning

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EXECUTIVE SUMMARY

OVERVIEW

VISION

SUMMARY OF PREFERRED REDEVELOPMENT SCENARIO

Overview

The *Bordentown/Ocean Spray Redevelopment & Linkage Plan Study* is the result of a ten-month planning process led by a consultant team comprising planners and real estate market analysts, overseen by a Steering Committee convened by the Planning Board, and with full participation by members of the public throughout the process. The purpose of the Study was to engage the community in an evaluation of potential alternative reuses for the former Ocean Spray properties and surrounding areas (the Redevelopment Area).

The Bordentown/Ocean Spray Redevelopment Area comprises 56.16 parcel acres divided among 12 tax lots within the City of Bordentown. Though close to Downtown, Thornton Creek and the wetlands that flank the waterway isolate the bulk of the Redevelopment Area from the heart of Downtown, and the Conrail freight line that extends through Bordentown City northward to Robbinsville fragments the site itself. The creek and rail line thus divide the Redevelopment Area into three smaller areas.

- Park Street Frontage – the portion of the Redevelopment Area that hosts the former Ocean Spray bottling plant, wastewater pre-treatment plant, and pump station, and several smaller vacant properties between the Park Street and the rail line.
- Elizabeth Street Frontage – the other half of the former Ocean Spray site, which hosts a modern warehouse and distribution facility.
- Ann Street Frontage – a collection of formerly industrial, now vacant properties on the north side of the street, situated along the active railroad, and facing an intact residential block on the south side of Ann Street.

The planning process included an analysis of existing conditions within the Redevelopment Area, a market study, an exploration of redevelopment alternatives with different future land use mixes, and an evaluation of the alternatives that included the fiscal impacts associated with each redevelopment scenario for the City of Bordentown and the Bordentown Regional School District.

The *Study*, which documents the process and conclusions, serves to inform decision-making in keeping with the community’s vision for the former Ocean Spray properties as redevelopment moves forward. It is the foundation for the *Bordentown/Ocean Spray Redevelopment Plan* authored by the Burlington County Bridge Commission, Department of Economic Development and Regional Planning, which is the technical document that will be amended to the City Code to govern redevelopment of the Ocean Spray properties.

Vision

Five key themes from the public input collected over the course of the ten-month planning process informed the vision for the Ocean Spray redevelopment; the redeveloped site should be:

- Connected to downtown both in terms of a complementary business mix, as well as physically, through improvements that encourage walking and biking to and from the site and downtown
- A shared space with a strong design and sense of place, accessible to all community members and a destination for visitors
- Activated and energized with a sense of activity fostered by a mix of uses and entertainment options, particularly those related to food and drink
- Tied to history as a place of work, remaining a location for jobs, be they traditional industrial jobs, or new commercial uses
- A creative mix, home to a unique mix of tenants and land uses that could include artist studios, artisanal production, galleries, live-work space, and residential – especially loft-style housing

Goals for the redevelopment of the Ocean Spray properties expressed by residents

COMMUNITY GOALS FOR THE FUTURE F&P CENTRE:

What should redevelopment of the former OCEAN SPRAY site accomplish for BORDENTOWN ?



welcome a
unique
MIX OF USES*
that complement
Downtown
Bordentown

MAINTAIN A
WORKING SITE,
BUSTLING WITH
ACTIVITY
& COMMERCE

create
shared spaces
accessible by
community members
& visitors, alike

improve
connections
between F&P
and Downtown
so people can
explore both
as one
experience

* As for the mix of uses, community members are excited about:

- entertainment uses
- food & beverage destination
- space for creative production
- housing

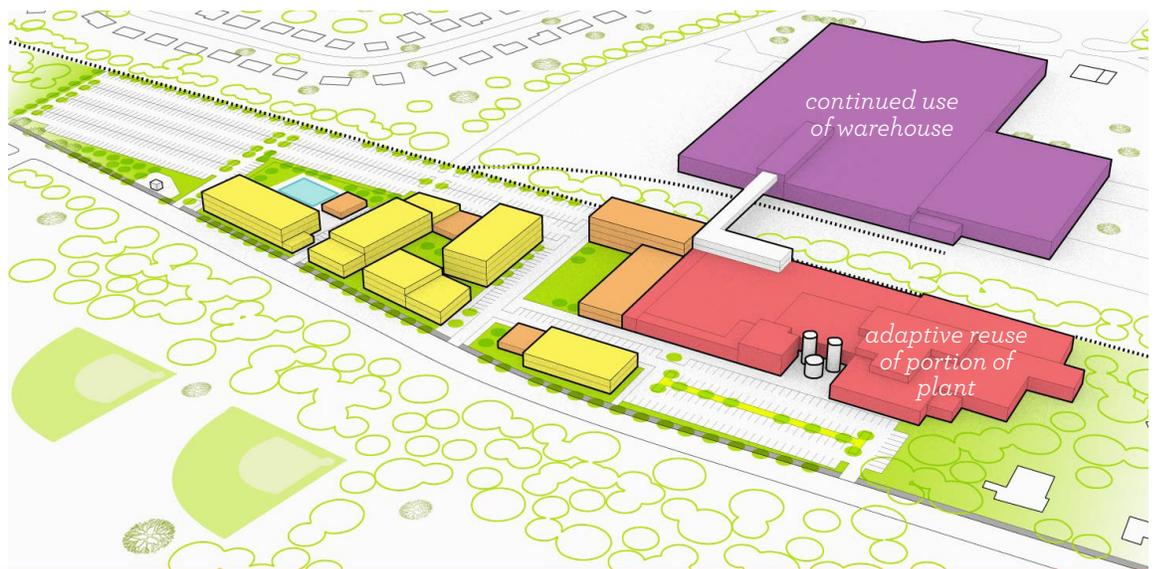
Summary of Preferred Redevelopment Scenario

The preferred redevelopment scenario, detailed in the Recommendations chapter, calls for the following approach to redevelopment:

- Park Street Frontage – mixed use reuse that retains a portion of the former bottling plant, coupled with new residential and mixed use infill to create a place where people can live, work, and play; this redevelopment scenario reflects resident preferences for a unique and catalytic redevelopment that honors the past, serves the existing community, supports downtown businesses, invites new residents and businesses into Bordentown City, and offers the greatest market flexibility.
- Elizabeth Street Frontage – continued light industrial use, given current operations and a long-term lease held by Bai Beverage at the renamed Fruit & Produce Centre; existing commercial/industrial zoning shall remain in place, and intensification of use shall be permitted only to the extent allowable under current zoning. Any expansion of operations must consider the impacts on adjacent residential areas and seek to mitigate the potential impacts of additional traffic through traffic calming, signage, pedestrian infrastructure, and beautification of edge conditions.
- Ann Street Frontage – residential redevelopment in keeping with recent proposals to transform the north side of the block in keeping with the residential nature of the south side of the block

The Recommendations chapter also details supporting recommendations for improvements to Park Street, Elizabeth Street, and a network of trails and gateways that will help strengthen connections between the redevelopment area and downtown Bordentown.

Conceptual massing plan, showing land use, for the former Ocean Spray properties



- INDUSTRIAL
- COMMERCIAL
- MIXED COMMERCIAL/RESIDENTIAL
- RESIDENTIAL

NOTE: this conceptual sketch was presented to the public for comment during the planning process; it represents one of the ways the design principles can be applied to the site and is not a redevelopment site plan.

REDEVELOPMENT & LINKAGE PLAN STUDY

FORMER OCEAN SPRAY BOTTLING FACILITY FROM PARK STREET

I.

INTRODUCTION

BACKGROUND

REQUIREMENTS AND PURPOSE OF THE REDEVELOPMENT PLAN STUDY

PLANNING PROCESS

I INTRODUCTION

Background

On July 9, 2012, the City Commissioners passed a resolution (Resolution 2012-89) requesting that the Burlington County Bridge Commission's Department of Economic Development and Regional Planning prepare a *Determination of Redevelopment Needs Study* for the Planning Board covering the soon-to-be-abandoned Ocean Spray Cooperative bottling plant, wastewater pre-treatment plant, and warehousing facility as well as adjacent underutilized or vacant properties along the Conrail line that bisects the Ocean Spray site. Two additional properties were added to the study through a September 10, 2012 amendment to that resolution (Resolution 2012-104).

In October 2012, the Burlington County Bridge Commission submitted the *Determination of Redevelopment Needs Study for the Ocean Spray Cranberries Cooperative Juice Plant Area* to the City of Bordentown Joint Planning and Zoning Board. The Study recommended that the Planning Board and City Commissioners pursue an Area in Need of Redevelopment designation for 10 of the 11 properties studied: Block 1102, Lot 2; Block 1301, Lot 1; Block 1601, Lots 1, 2 (which has since been subdivided into lots 1601-2 and 1301-1.01), 21, and 21.01; Block 1702, Lots 1.01, 2, 3, and 4.1 In December 2012, the City of Bordentown Joint Planning and Zoning Board and City Commissioners acted upon the Study's recommendations, finding the area in need of redevelopment.

In December 2014, the City of Bordentown, in conjunction with the Joint Planning and Zoning Board of Adjustment, as well as the New Jersey Business Action Center – Office for Planning Advocacy and Burlington County Bridge Commission's Department of Economic Development and Regional Planning, issued a Request for Proposals (RFP) for a consultant team to evaluate the potential alternative reuses for the Ocean Spray properties and surrounding areas (the Redevelopment Area). The RFP called for the planning team to develop a redevelopment plan study which "creates a vision that promotes community engagement, business retention and attraction, and diversifies the City's economic base."

The Delaware Valley Regional Planning Corporation (DVRPC) provided a Transportation and Community Development Initiative (TCDI) grant to fund the planning process and creation of the Redevelopment Plan Study. The City of Bordentown convened a Steering Committee comprising residents, property owners, Planning Board members, and Burlington County representatives to oversee the planning process. The Steering Committee hired a consultant team lead by Interface Studio to develop the Study. Arcadia Land Company conducted the market analysis that informed the plan, and RES Advisors conducted the fiscal impact analysis to evaluate alternative redevelopment scenarios.

¹ Burlington County excluded one of the properties studied (Block 1102, Lot 1) from the recommended Area in Need of Redevelopment because the vacant property had already been approved as the site of four new townhomes.

Requirements and Purpose of the Redevelopment Plan Study

New Jersey's Local Redevelopment and Housing Law (LRHL) (N.J.S.A. 40:12A) stipulates that "no redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body, upon its finding that the specifically delineated project area is located in an area in need of redevelopment." *The Bordentown/Ocean Spray Redevelopment & Linkage Plan Study* meets the statutory requirements of the LRHL as outlined in section 7, which states that the Redevelopment Plan shall provide "an outline for the planning, development, redevelopment, or rehabilitation of the project area" and include the following details:

- The Redevelopment Plan's "relationship to definite 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" as well as the Plan's consistency with the municipal Master Plan
- The Redevelopment Plan's relationship to "(a) the master plans of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the *State Development and Redevelopment Plan* adopted pursuant to the "State Planning Act"
- The Plan's relationship to existing zoning, subdivision, and site plan ordinances and the "proposed land uses and building requirements in the project area"
- A listing of "any property within the redevelopment area which is proposed to be acquired in accordance with the Redevelopment Plan" and
- "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."

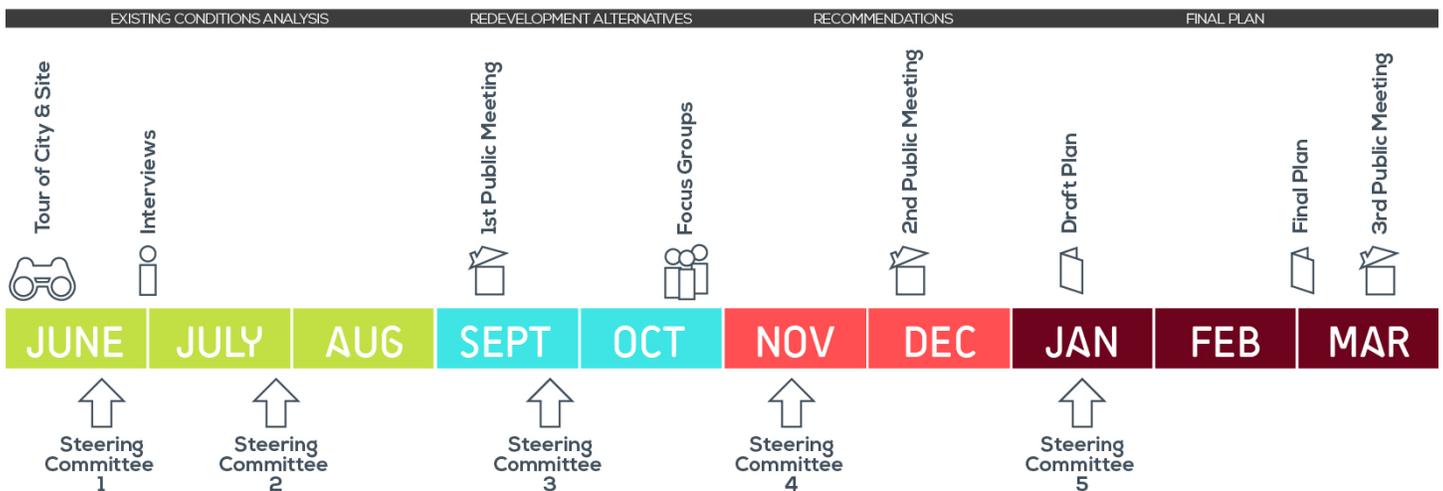
The Study serves to guide change and decision-making in keeping with the community's vision as redevelopment and plan implementation proceed; it will also serve as a resource for property owners and investors exploring reuse, rehabilitation, and redevelopment opportunities within and near the designated Redevelopment Area.

The Redevelopment Plan and Study now go to the City of Bordentown Joint Planning and Zoning Board for consideration, and ultimately to the City for review, revision, amendment, or adoption.

Planning Process

The ten-month planning process commenced in June 2015 and concludes in March 2016. The project unfolded in four phases:

- **Phase I – Analysis of Existing Conditions** in which the planning team conducted a field survey and physical analysis of site conditions, as well as a real estate market analysis
- **Phase II – Redevelopment Alternatives** in which the planning team developed three potential land use scenarios along with a conceptual development program for each alternative, based on public input at the first public hearing
- **Phase III – Recommendations and Fiscal Impact Analysis** in which the planning team refined the redevelopment alternatives and weighed the benefits and drawbacks of each scenario, including the fiscal impacts for the City of Bordentown and the Bordentown Regional School District
- **Phase IV – Plan Development** in which the planning team integrated public input and all project deliverables into this Redevelopment Plan Study



The Steering Committee convened by the City of Bordentown met five times throughout the process, reviewing the planning team’s work at each stage. In addition, the team conducted 13 interviews, three focus group discussions, and two interactive public hearings to invite community input.

- **Interviews** – as part of Phase I, seeking background on the City and the Redevelopment Area as well as insights into the local and regional real estate markets, the team interviewed representatives of the following entities:
 - City of Bordentown
 - Burlington County Bridge Commission
 - Downtown Bordentown Association
 - Modern Recycled Spaces
 - NVR, Inc. – a national developer of for-sale housing
 - Kessler Development Consulting – a retail development expert
 - KJohnson Enterprises – a medical office and fitness developer in the region
 - Alliance Partners – a developer with expertise in adaptive re-use of industrial structures
 - Bimbo Bakeries USA – an expert in food production and distribution
 - Global Food Properties – an expert in food production and distribution
 - Rutgers Food Innovation Center – an regional provider of technical assistance to entrepreneurs in food and drink production
 - And one individual (resident/contractor/developer)



Images from Public Forums

- **Focus Groups** – at the end of Phase II, once the sketch redevelopment alternatives were ready for consideration, the team floated the concepts with three groups for feedback:
 - Downtown Bordentown Association – 15 business owners representing retail, restaurants, bars, galleries, and service providers, brand new businesses and long-term operators, participated
 - Near Neighbors – 8 residents residing on streets within the Redevelopment Area participated
 - Citywide Residents – 6 residents from elsewhere in the City participated

- **Open Public Hearings** – at the end of Phases I and III, the team facilitated open and interactive community meetings during joint hearings of the Planning Board and City Commissioners:
 - First Public Hearing – included an overview of the analysis of existing conditions and market study conclusions as well as activities designed to capture community members’ visions for the future of the site and goals for redevelopment and linkages that better connect the former Ocean Spray site with downtown
 - Second Public Hearing – included an overview of the three redevelopment scenarios, the fiscal impact analysis, and activities designed to assess community preferences for land use mix and design considerations for the site

The community input collected over the course of the project provided the foundation for this *Redevelopment & Linkage Plan Study*. Thank you to all who attended a meeting and added their voice to the planning process. Your ideas are sprinkled throughout the plan.



II.

EXISTING CONDITIONS

CONTEXT

REDEVELOPMENT AREA DESCRIPTION

LAND USE / ZONING

TRANSIT ACCESSIBILITY

PLANT CONDITIONS

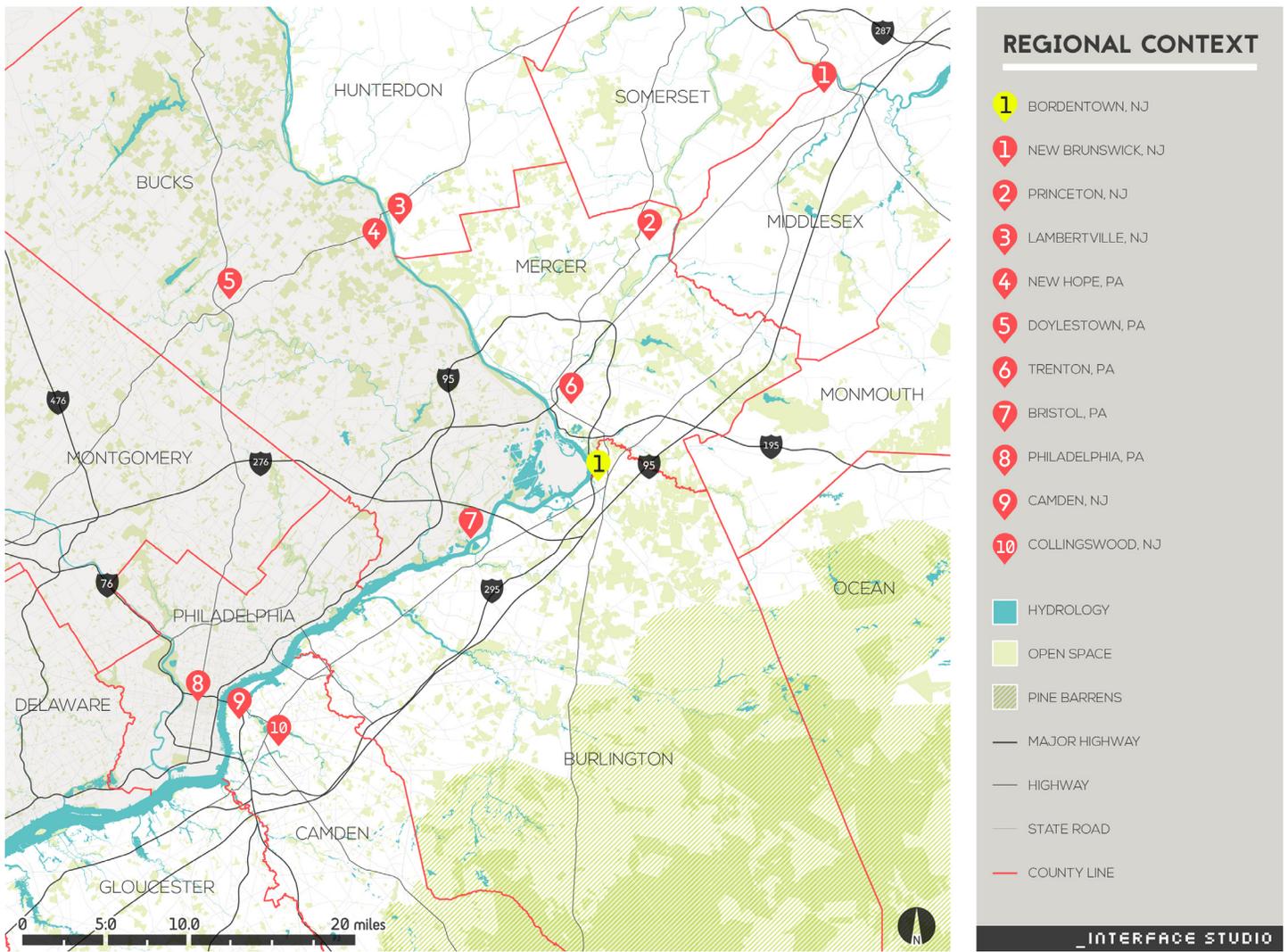


FIG 1: Regional Context

II EXISTING CONDITIONS

Context

Bordentown is located in the northern tip of Burlington County, New Jersey, approximately five miles south of Trenton on the Delaware River. A historic transportation crossroads, Bordentown has benefited from its proximity to the transfer of goods between Philadelphia and New York City dating back to the 1700s. Located on the shortest stagecoach route between Perth Amboy and the Delaware River, Bordentown historically served as a transfer station of goods from road to river. The city again played a strategic role as the headwater of the Delaware & Raritan Canal upon its completion in the 1830s, allowing goods to be transported from New York City to Philadelphia solely by water via the Raritan River, D&R Canal, and Delaware River.

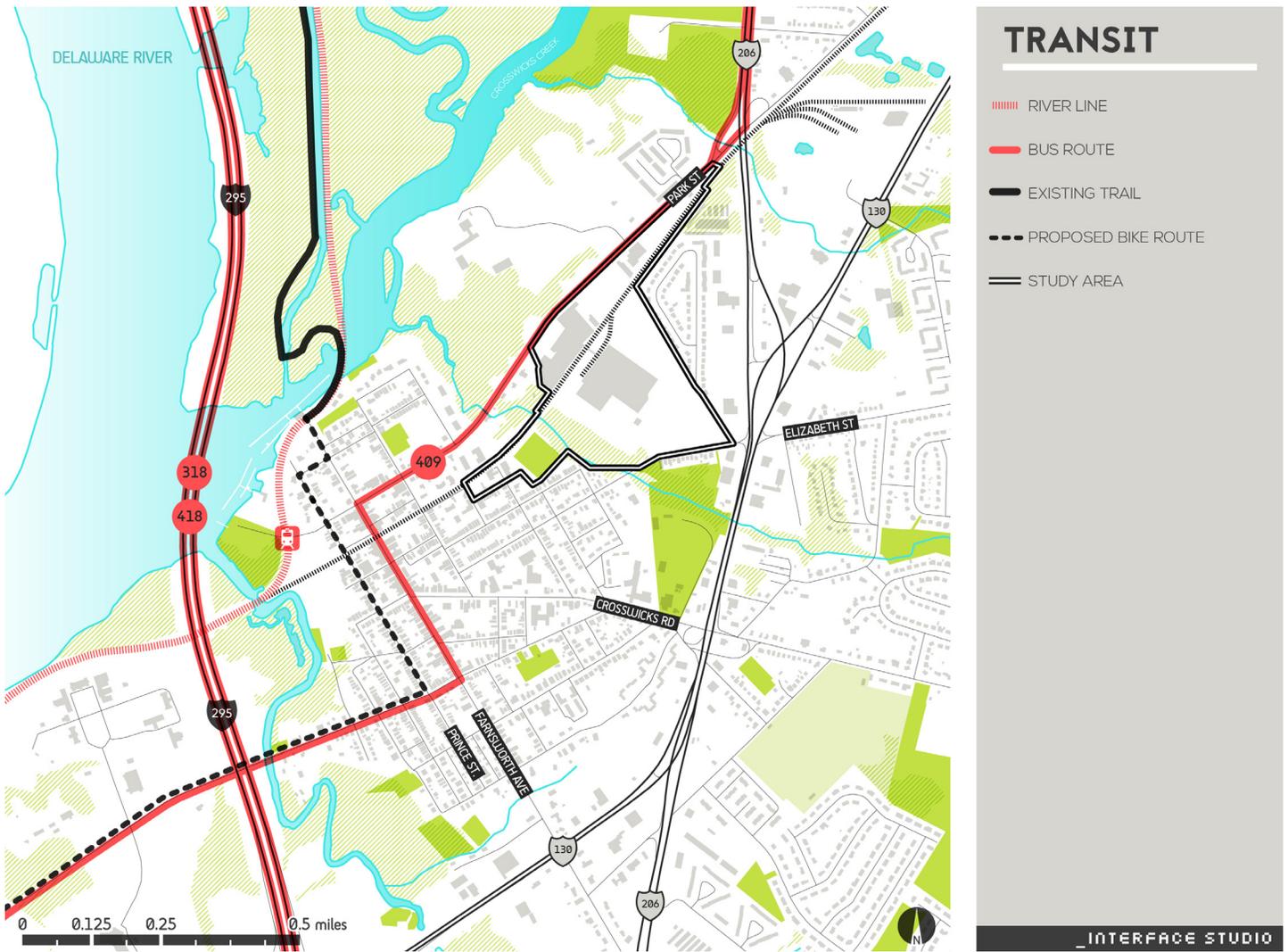


FIG 2: *Bordentown Transit*

A rail connection arrived with the completion of the Camden – Perth Amboy railroad, traversing through the heart of Bordentown as well as the former Ocean Spray site and Redevelopment Area for this plan. In the 1930s, Routes 130 and 206 connected Bordentown to local New Jersey towns, and later the completion of the PA/NJ Turnpikes and I-295 connected Bordentown to more regional destinations along the Eastern Seaboard. Public transit serves the city via a downtown stop on the NJ Transit River Line connecting directly to Trenton and Camden, access to Amtrak’s North East Corridor’s Trenton Transit Center, and NJ Transit’s bus system.

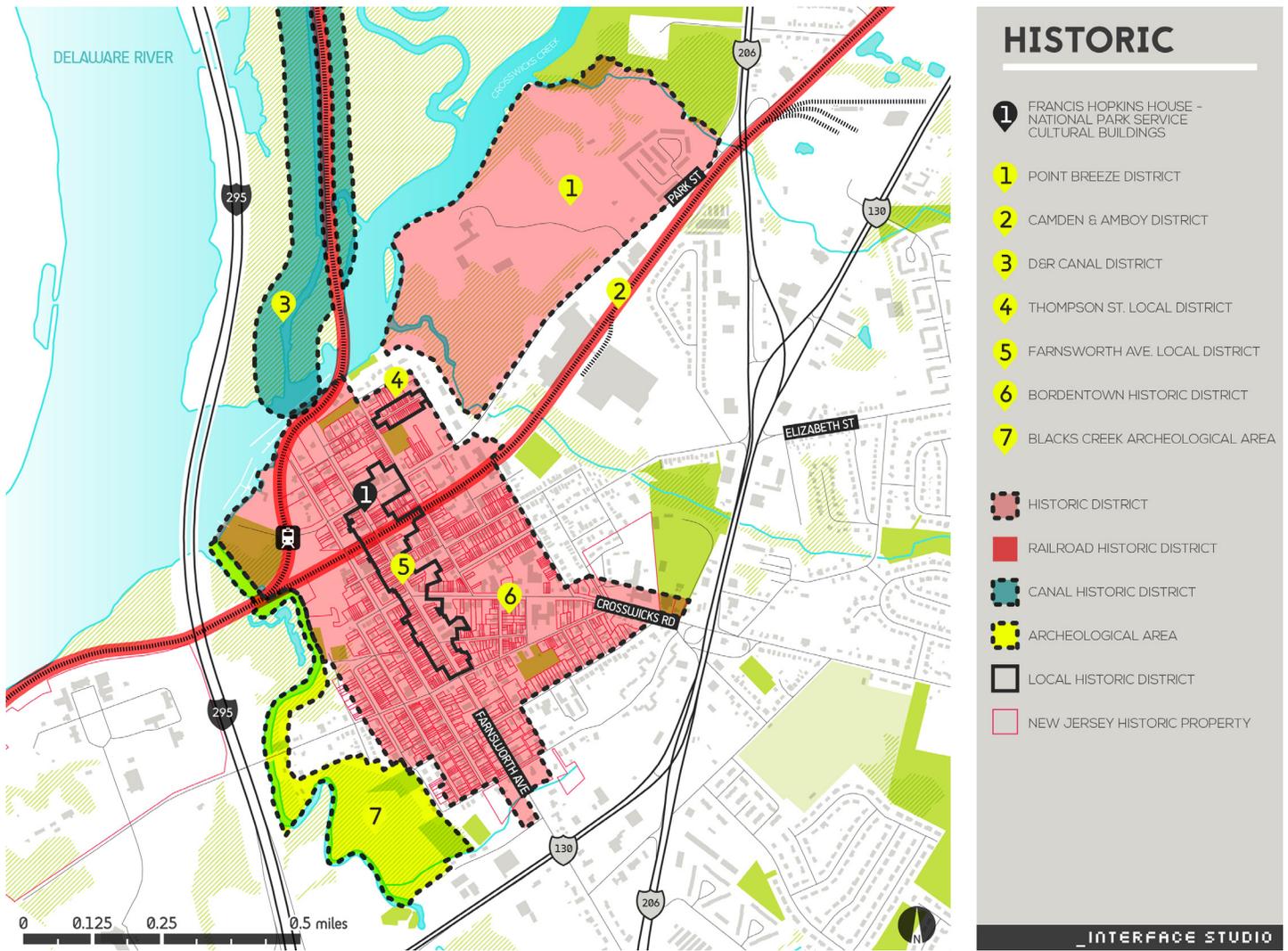


FIG 3: *Historic Bordentown*

Bordentown’s preserved historic core provides a dense, walkable, and charming town known for its restaurants, antique stores, specialty shops, local services, and year-round festivals. The city’s main street, Farnsworth Avenue, as well as its historic architecture and compact development, stand in contrast to the postwar suburban development of neighboring municipalities and auto-dependent commercial developments along Routes 130 & 206.

Redevelopment Area Description

The Bordentown/Ocean Spray Redevelopment Area is within 0.65 miles (or a 13 minute walk) of Downtown Bordentown and the River Line's Bordentown Station. The site comprises 56.16 parcel acres divided among 12 tax lots within the City of Bordentown.

Though close to Downtown, Thornton Creek and the wetlands that flank the waterway isolate the bulk of the Redevelopment Area from the heart of Downtown, and the Conrail freight line that extends through Bordentown City northward to Robbinsville fragments the site itself. The creek and rail line thus divide the Redevelopment Area into three smaller areas.

- **Park Street Frontage** – the portion of the Redevelopment Area that hosts the former Ocean Spray bottling plant, wastewater pre-treatment plant, and pump station, as well as several smaller vacant properties between the Park Street and the rail line. The former bottling plant is set back from the street and surrounded by parking areas and a chain link barbed wire fence. Though Park Street (County Road 662) is wide, the Park Street frontage lacks a sidewalk leading to downtown. Across from the bottling plant is wooded land on The Divine Word property.
- **Elizabeth Street Frontage** – the other half of the former Ocean Spray site, which hosts a modern warehouse and distribution facility. The structure is set back from Elizabeth Street and buffered from Lucas and Landon streets by landscaping and a perimeter fence, but the truck traffic approaching the facility from Routes 206/130 nonetheless presents a concern and quality of life issue for the block of residential homes on Elizabeth Street directly across from the industrial site's driveways.
- **Ann Street Frontage** – an intact residential block on the south side of the street, facing a collection of formerly industrial, now vacant properties on the north side of the street, situated along the active railroad.



Park Street frontage



Park Street frontage

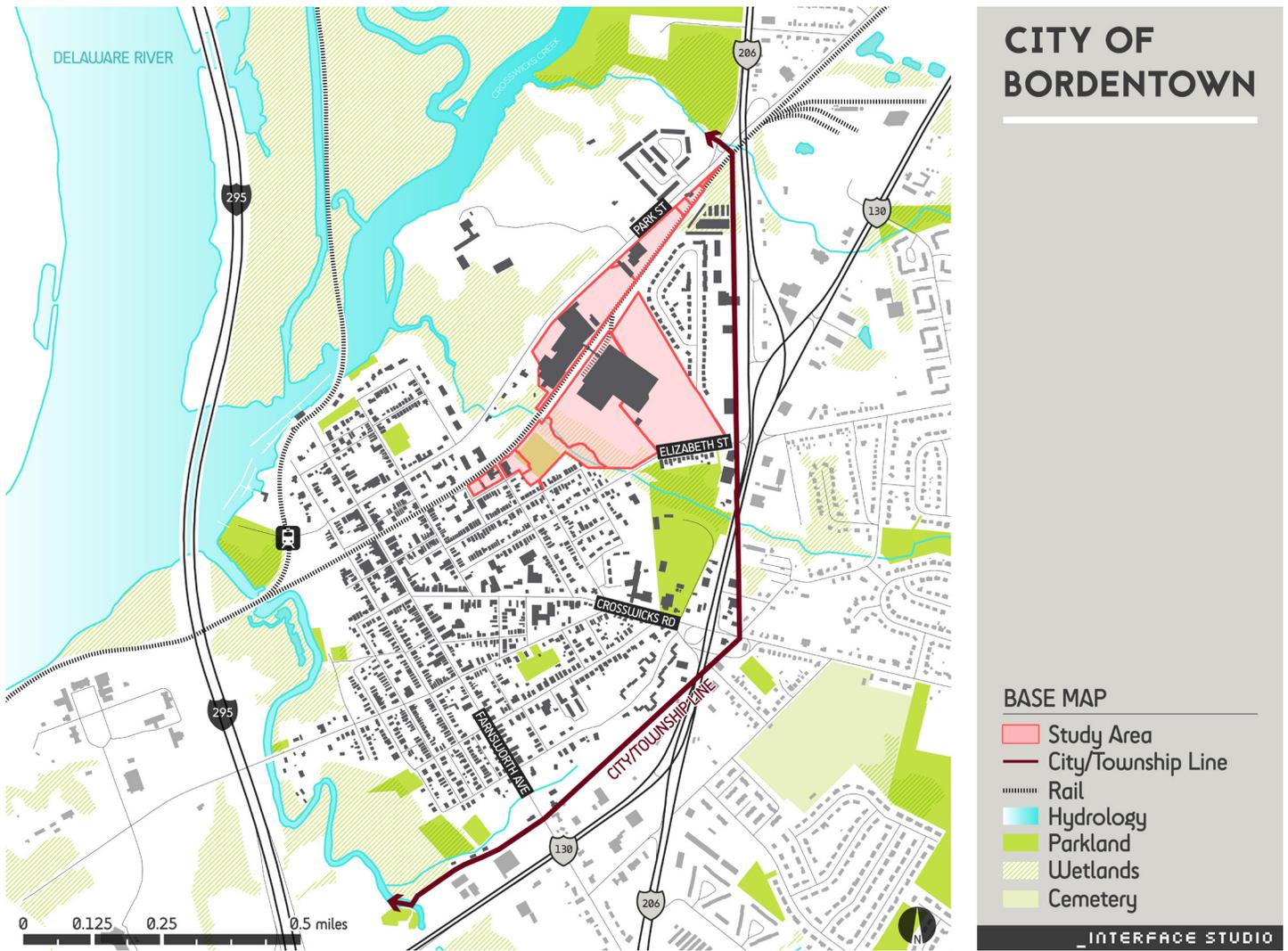


FIG 4: City of Bordentown and Redevelopment Area

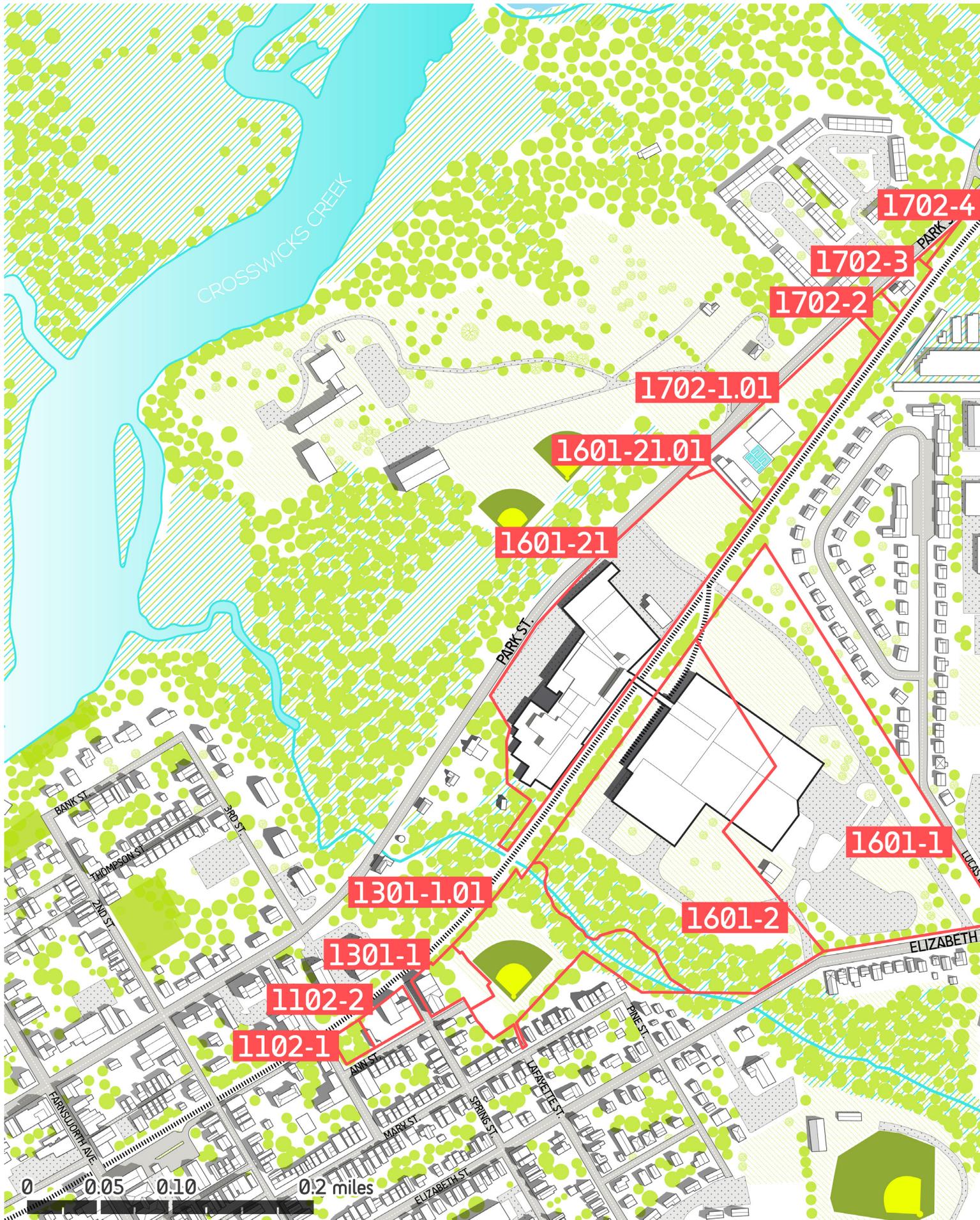


Ann Street frontage



Elizabeth Street frontage

FIG 5: Redevelopment Site Area



TAX LOT MAP

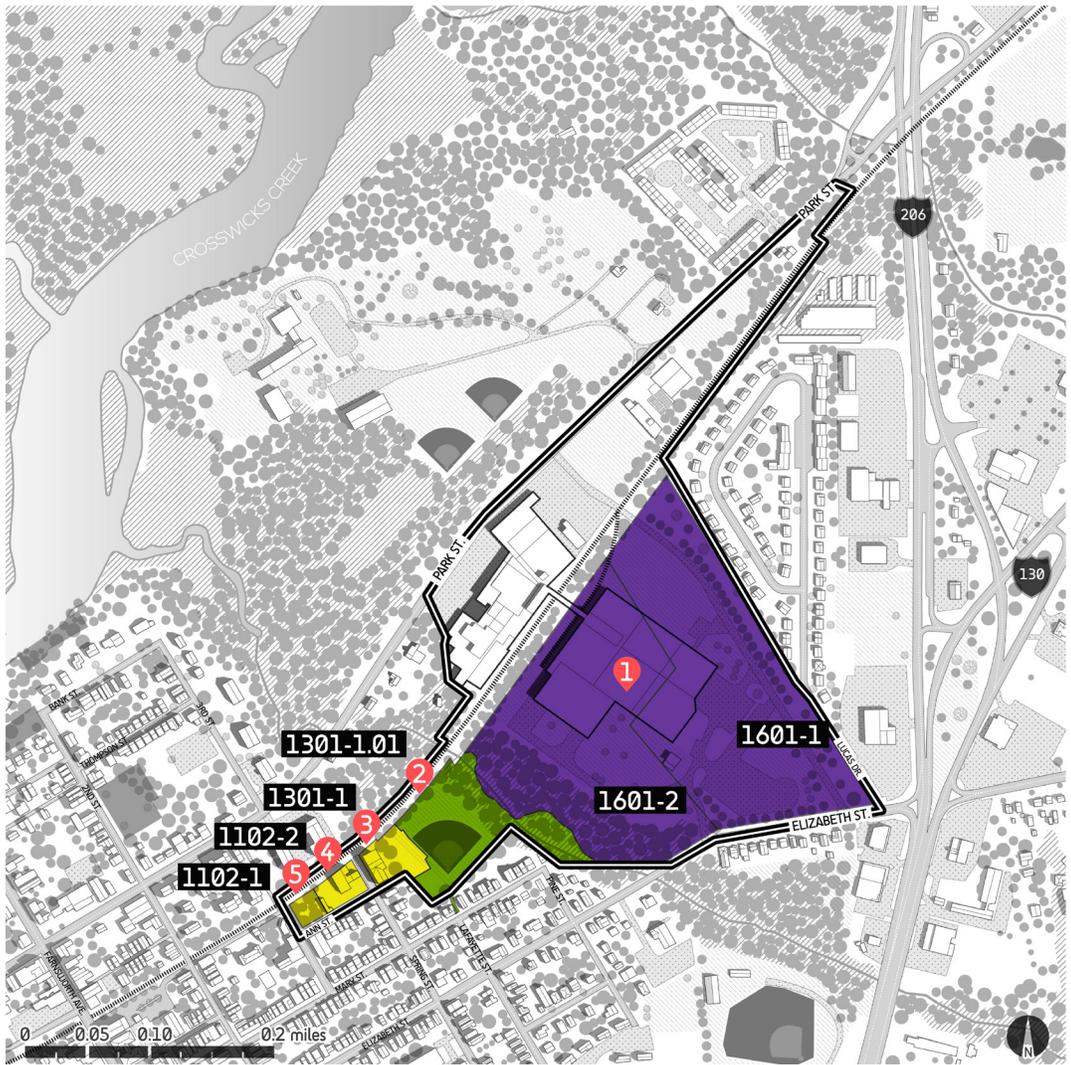


- 1102-1** VACANT LAND /
Approved Townhomes
- 1102-2** VACANT STRUCTURES /
Former Modern Equipment
Office & Warehouse/Approved
Townhomes
- 1301-1** MISSION FIRST SENIOR APTS
Former Shirt Factory
- 1301-1.01** SPRING STREET PARK
- 1601-1** FRUIT & PRODUCE CENTRE
Warehousing
- 1601-2** FRUIT & PRODUCE CENTRE
Warehousing
- 1601-21** FRUIT & PRODUCE CENTRE
Former Ocean Spray Processing
- 1601-21.01** SEWERAGE AUTHORITY
Pump Station
- 1702-1.01** WASTEWATER PRE-TREATMENT
- 1702-2** VACANT LAND
City-Owned
- 1702-3** VACANT STRUCTURE
(Dwelling)
- 1702-4** VACANT LAND

-  REDEVELOPMENT AREA
-  WATERWAY
-  WETLAND
-  FIELD
-  PARK
-  TREE CANOPY

In the months since the City issued the *Bordentown/Ocean Spray Redevelopment & Linkage Plan Study* RFP, several real estate development projects have advanced, directly affecting seven of the 12 properties within the Redevelopment Area.

- **Block 1102, Lot 1 (1-7 Ann Street)** – Prior to the 2008 recession, the City of Bordentown reviewed and approved a site plan proposing to build four townhomes on the vacant lot at the corner of Ann and Third streets. Following the recession, the development faltered, but the site was purchased in early 2015 by a local developer who intends to construct the four townhomes as approved. As such, this Plan accepts single-family residential as the long-term use for Block 1102, Lot 1.
- **Block 1102, Lot 2 (9-19 Ann Street)** – The former Modern Equipment office and warehouse property, vacated several years ago, has also been proposed for residential redevelopment, and a site plan has been approved for five for-sale housing units. Four of the units are within two duplex structures, and the fifth unit, accessible off of Spring Street, will be a single-family detached home. This Plan thus accepts single-family residential as the long-term use for Block 1102, Lot 2, as well.
- **Block 1301, Lots 1, 1.01 (1 Spring Street)** – On May 18, 2015, Mission First Housing Group, a non-profit affordable housing developer, broke ground on Bordentown Senior Apartments in the former sewing factory at 1 Spring Street (Lot 1). The 49 units of affordable senior housing will be financed with Low-Income Housing Tax Credits, which mandate that the units remain affordable rental units for at least 30 years. As such, this Plan accepts multi-family residential use as the long-term use for Block 1301, Lot 1. Block 1301, Lot 1.01 is a newly created lot subdivided from Block 1601, Lot 2 after the purchase by Modern Recycled Spaces in June 2015. The lot was transferred over to the city to be retained as Spring Street Park.
- **Block 1601, Lots 1, 2 (201 Elizabeth Street)** – Together, these lots host the former Ocean Spray Warehouse as well as the wetlands flanking Thornton Creek, which divides the industrial property from the City park. In June 2015, developer Modern Recycled Spaces closed on Lots 1 & 2 (Lot 2 has since been subdivided into Lots 1601-2 & 1301-1.01 with the developer retaining Lot 1601-2 and the City acquiring Lot 1301-1.01 as a public park), rebranding the site Fruit & Produce Centre (F&P Centre) and welcoming Bai Brands as the new long-term tenant. Bai, a fast-growing beverage company headquartered in Hamilton, New Jersey, will use the site for distribution and warehousing, much as Ocean Spray did. This Plan assumes continued industrial use for the Elizabeth frontage of the former Ocean Spray property to the extent allowable under (but not exceed) existing zoning.
- **Block 1702, Lot 2 (354 E. Park Street)** – In preparation for the sale of 201 Elizabeth Street, the City negotiated a land swap, claiming Spring Street Park as permanent public park, to be owned by the City, in exchange for an option on the publicly-owned vacant lot on Park Street adjacent to the wastewater pre-treatment plant, should that parcel be desired by the owner seeking to redevelop the Park Street frontage of the former Ocean Spray facility. Mission First Housing



PRE-DETERMINED LAND USES

- 1 FRUIT & PRODUCE WAREHOUSING
- 2 SPRING STREET PARK
- 3 MISSION FIRST SENIOR APARTMENTS / FORMER SHIRT FACTORY
- 4 MODERN EQUIPMENT TOWNHOMES
- 5 APPROVED TOWNHOMES

- REDEVELOPMENT AREA
- INDUSTRIAL
- PARK SPACE
- RESIDENTIAL

_INTERFACE STUDIO

FIG 6: Pre-determined Land Uses



New F&P Centre on Elizabeth Street



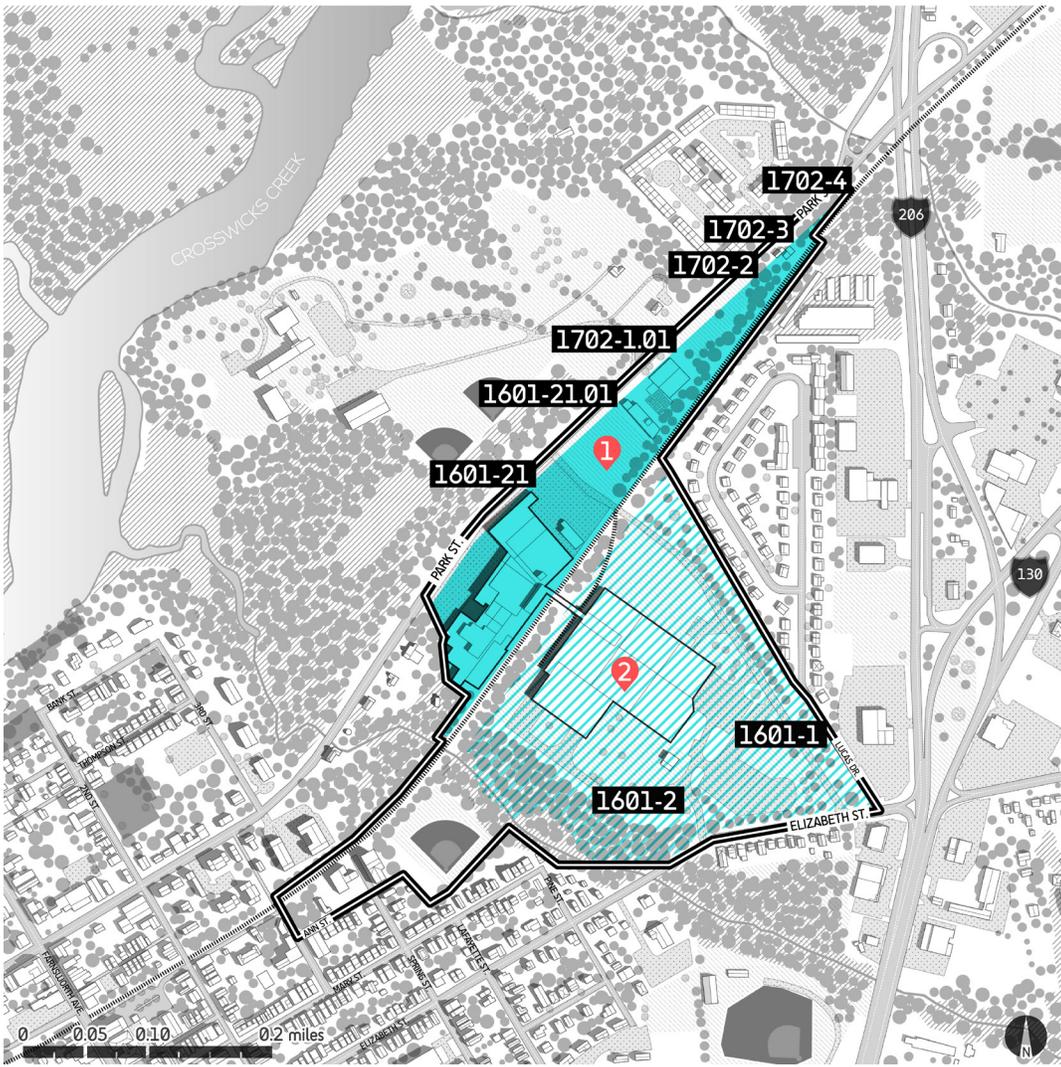
Construction proceeds on the Mission First Senior Housing

Group, developer of the Bordentown Senior Apartments, will provide shared parking at the park to service the apartments as well as the ballfield.

The Redevelopment Plan Study thus focuses primarily on the properties that comprise Park Street frontage, where Modern Recycled Spaces has an option on the properties that host former Ocean Spray bottling plant, wastewater pre-treatment plant, pump station, as well as the adjacent vacant lot.

The table below summarizes the properties within the Redevelopment Area, their size, current zoning, prior or current land use, and assumptions regarding pre-determined future land uses where relevant.

REDEVELOPMENT AREA: Base Conditions						
Block	Lot	Address	Acres	Current Zoning	Past/Current Land Use	Assumptions of Determined Future Use
1102	1	1-7 Ann St	0.32	R3	Vacant Lot (Privately-owned)	4 Approved Townhomes
1102	2	9-19 Ann St	0.61	R3	Former Modern Equipment Office / Warehouse (Privately-owned)	5 Approved Residences: 2 duplexes and 1 single-family detached home
1301	1	1 Spring St	1.00	R3	Former Sewing Factory (under construction)	Mission First / Bordentown Senior Apartments (49 units)
1301	1.01	Spring Street Park	4.78	CI	Spring Street Park	Spring Street Park
1601	1 & 2	201 Elizabeth St	33.85	CI	Former Ocean Spray Warehouse	Fruit & Produce Centre Continued Warehousing / Light Industrial
1601	21	104 E. Park St	10.68	CI	Former Ocean Spray Bottling Plant	<i>under study</i>
1601	21.01	E. Park St	0.07	CI	Former Ocean Spray Pump Station	<i>under study</i>
1702	1.01	E. Park St	3.39	CI	Former Ocean Spray Wastewater Pre-Treatment Plant	<i>under study</i>
1702	2	354 E. Park St	0.34	CI	Vacant Lot	<i>under study</i>
1702	3	356 E. Park St	0.39	CI	Vacant Dwelling	<i>under study</i>
1702	4	385 E. Park St	0.10	CI	Vacant Lot	<i>under study</i>



GENERALIZED SITES FOR ANALYSIS

- 1 PARK STREET FRONTAGE
- 2 ELIZABETH STREET FRONTAGE

- REDEVELOPMENT AREA
- DEVELOPMENT or REDEVELOPMENT OPPORTUNITY
- OPPORTUNITY TO INTENSIFY USE

INTERFACE STUDIO

FIG 7: Generalized Sites for Analysis



Former Ocean Spray Bottling Plant.



Redevelopment Area along Park Street.

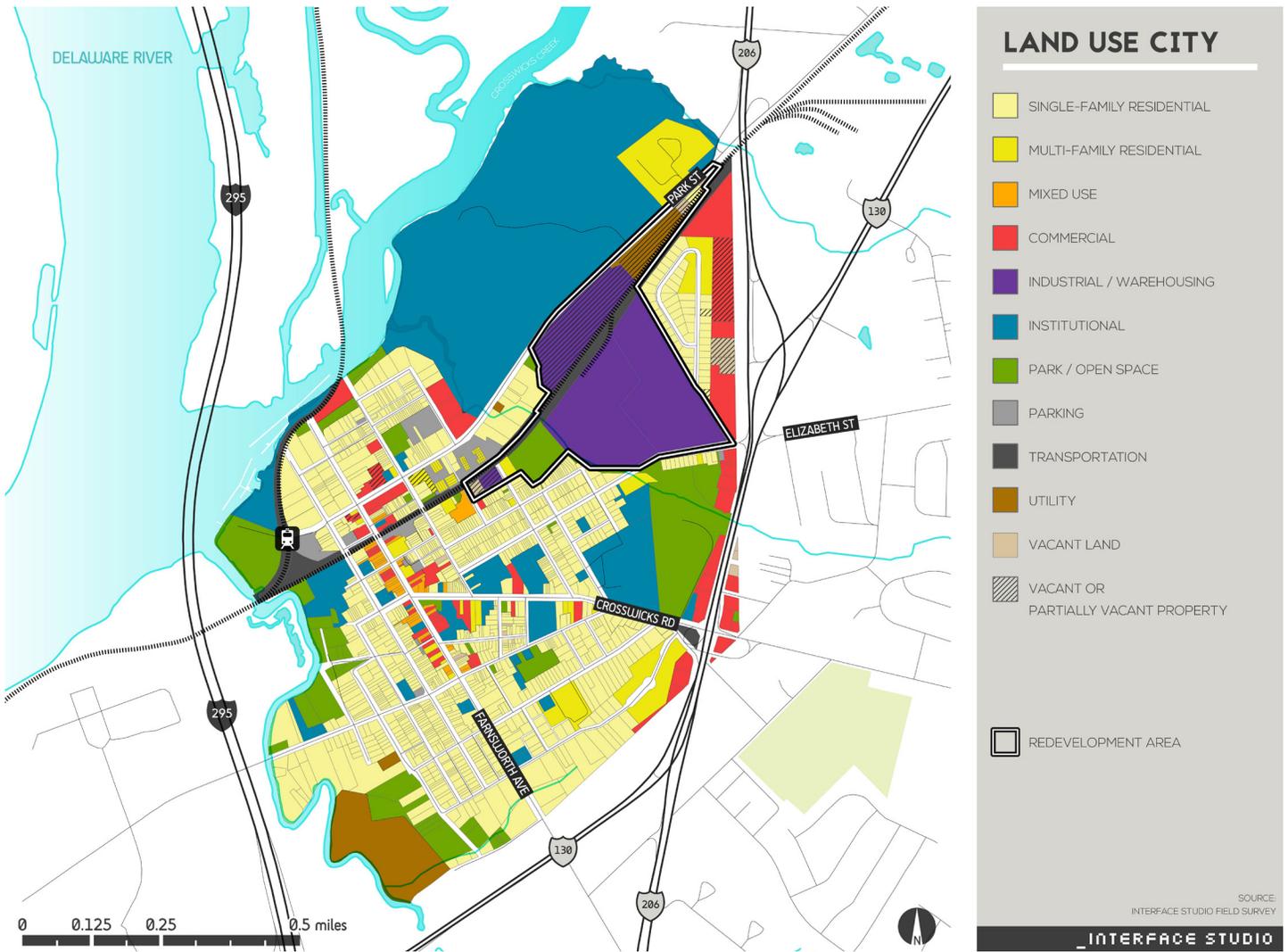


FIG 8: Land Use

Land Use

To better understand the on-the-ground conditions, Interface Studio conducted a parcel-by-parcel field survey of the redevelopment area, adjacent parcels, and the main commercial corridors in Bordentown. For the rest of the city, the land use data came from a County database. The land use map, Figure 8, reflects the combined datasets to illustrate the overall land use pattern in the city and, more specifically, the Redevelopment Area.

Bordentown City hosts of a variety of land uses, the majority of which are some form of residential (attached and detached single-family homes, multi-family housing, and mixed use). There are several commercial corridors, including Farnsworth Avenue and Crosswicks Street, as well as auto-oriented commercial on Routes 130 and 206. Various institutional uses such as schools and churches are scattered throughout the city, and there are very few vacant lots or buildings. The former Ocean Spray Bottling Plant and Warehouse sites are the only industrial uses citywide.

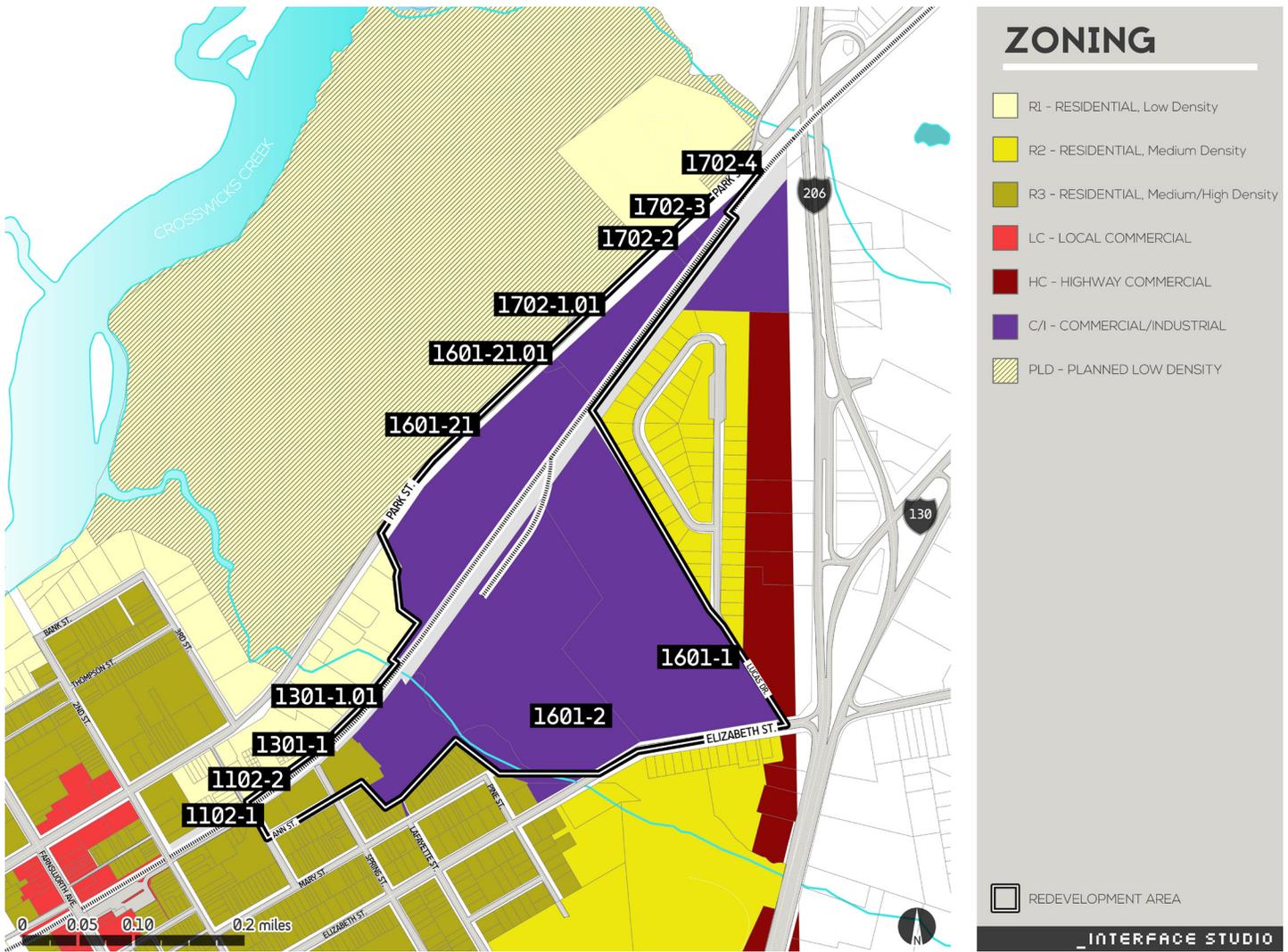


FIG 9: Zoning

Zooming in more closely to the site offers a more detailed picture of the Redevelopment Area including some of the partial vacancies. The full Park Street frontage is vacant or inactive, including the vacated bottling plant and wastewater pre-treatment facility, vacant lots, and a vacant dwelling. On the Ann Street frontage, the former Modern Equipment site is vacant, as is the lot at Ann and Third. The Elizabeth Street frontage was temporarily vacant following the closure of Ocean Spray but has found a new tenant in Bai. A closer look at the Redevelopment Area also affords a glimpse of the adjacent residential neighborhoods particularly on Elizabeth, Ann, and Mary Streets. The close proximity to these residential blocks was of particular importance in developing alternatives and recommendations.

Zoning

The zoning classifications found within the Redevelopment Area are R3 – Residential Medium Density, and C/I – Commercial Industrial. All zoning regulations can be found in Chapter 300 of the City of Bordentown Code.

FIG 10: Residential Zoning Diagram

R-3 RESIDENTIAL

SOURCE: City of Bordentown Code

PERMITTED AS OF RIGHT:



R3 – Residential Medium Density – is Bordentown’s zoning classification for single-family attached, single-family semi-detached, and single-family detached houses.

Permitted uses:

- Single Family detached dwellings
- Single Family semi-detached dwellings of not more than two units
- Single Family attached dwellings in buildings of not more than six units

Area and bulk requirements:

- The building shall not exceed 2.5 stories or 35 feet in height, whichever is less.
- Maximum land area to be covered by all impervious surfaces shall not exceed 50% of the total area.
- Maximum overall tract density shall not exceed eight units per acre

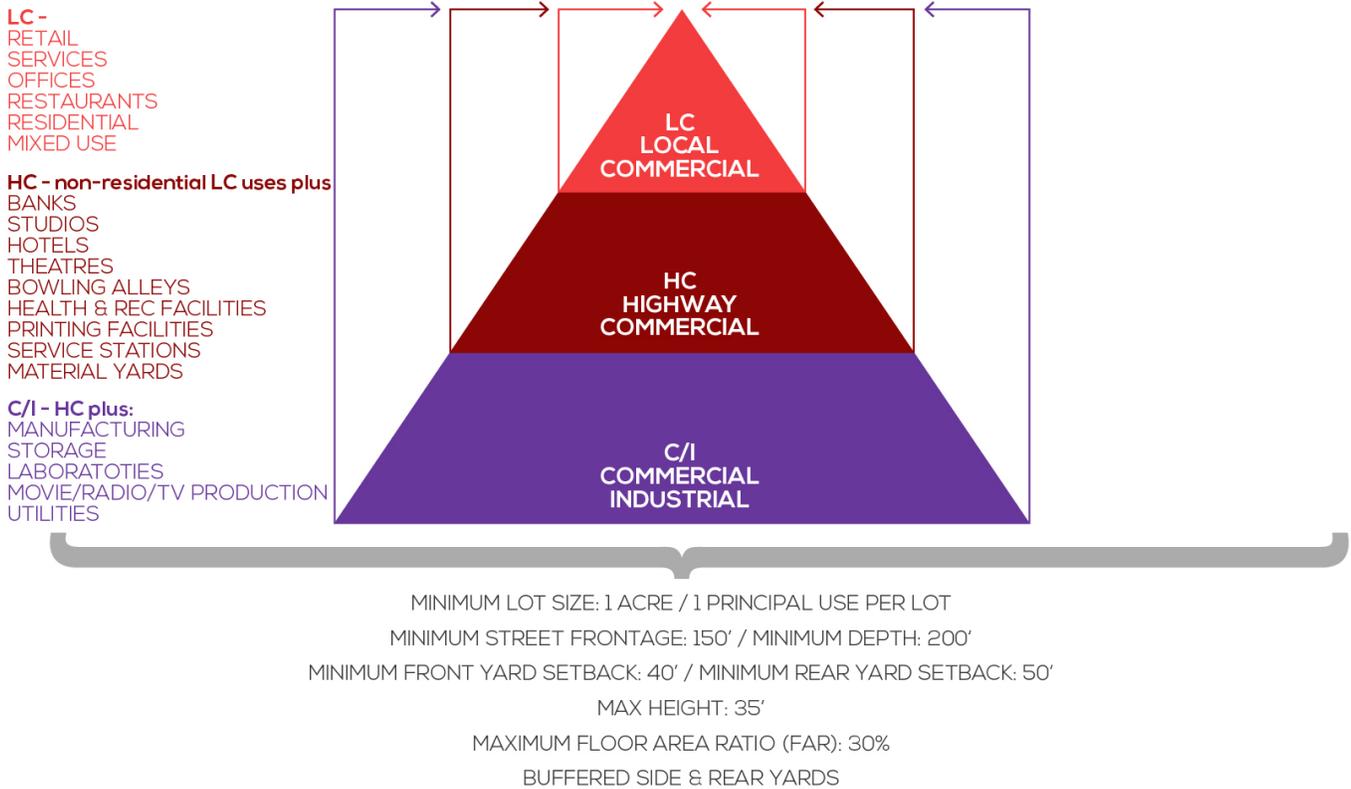
The residential redevelopments recently approved for the 1102 Block of Ann Street may be built as of right within the R3 zone. For more information, refer to the zoning code.

FIG 11: Pyramidal Zoning Diagram

C/I COMMERCIAL/INDUSTRIAL

SOURCE: City of Bordentown Code

PERMITTED AS OF RIGHT:



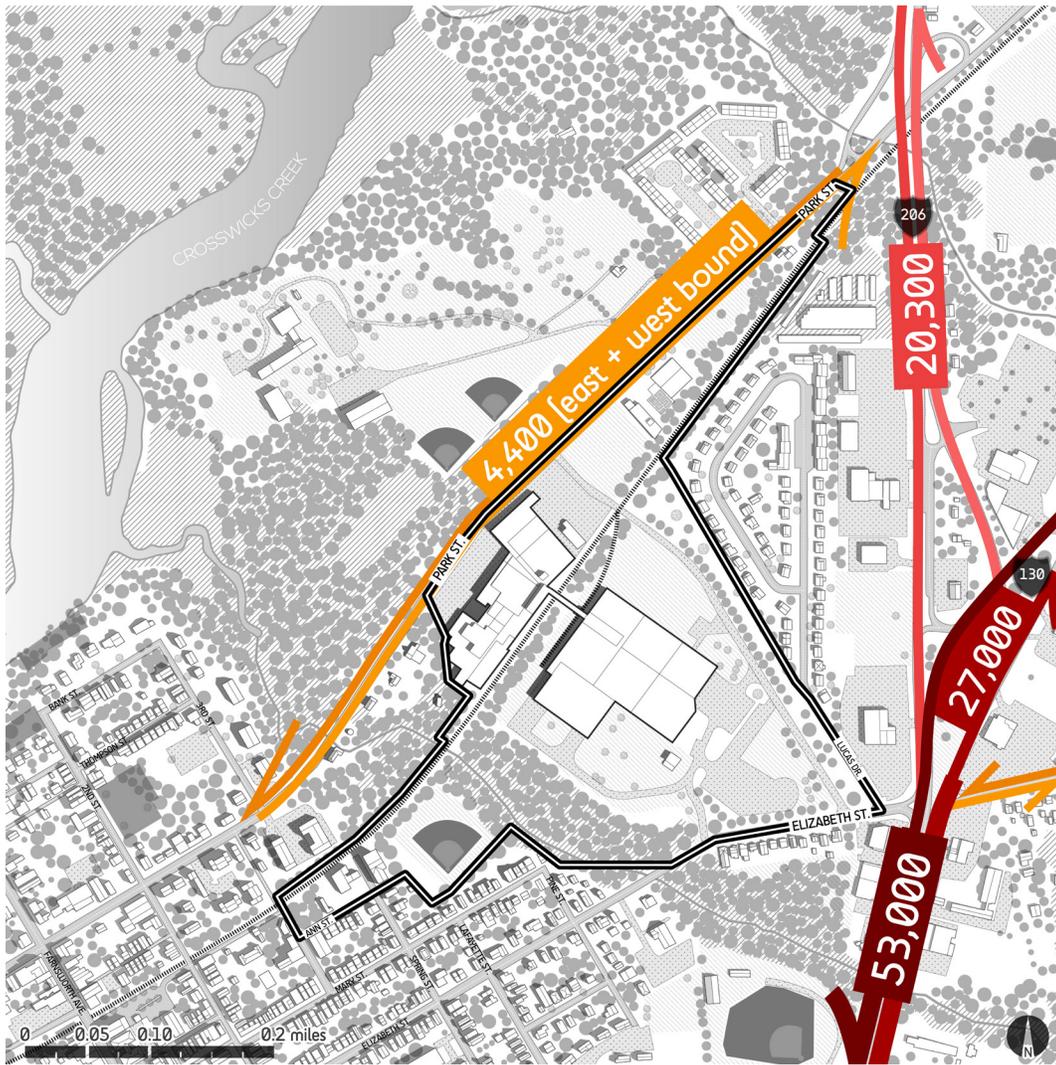
CI – Commercial Industrial – is Bordentown’s most permissive zoning classification, permitting as of right a mix of commercial and light industrial uses which have a limited impact on the environment and surrounding neighborhood. Residential is not permitted in this zoning classification.

Permitted uses:

- All primary uses permitted in the Highway Commercial and Local Commercial Zones
- Offices and office record storage; science or research laboratories; cinema, radio, and television production
- Various light manufacturing uses and utilities

Area and bulk requirements, parking, buffers:

- Minimum lot area of 43,560 square feet (1 acre)
- Minimum lot width of 150 feet at the street line
- Minimum lot depth of 200 feet
- The height of the principle structure shall not exceed 35 feet
- The maximum floor area ratio shall not exceed 30%
- There shall be only one principle use on each lot
- Additional side, rear, and buffer requirements



TRAFFIC

AVERAGE ANNUAL DAILY TRAFFIC VOLUMES (AADT) 2011

Source: DVRPC

_INTERFACE STUDIO

FIG 12: Traffic Counts

ACCESS

Vehicular

Cars and trucks access the former bottling plant via Park Street and the warehouse and distribution center via Elizabeth Street, approaching from Routes 130 and 206, if not from downtown. Routes 130 and 206 experience high levels of Average Annual Daily Traffic (AADT) with 20,300 vehicles and 27,000 vehicles respectively proximate to Bordentown City. The merged highways accommodate 53,000 vehicle; in contrast, an average of 4,400 cars traverse Park Street per day. From a retailing perspective, the difference in AADT between Park Street and the highways is significant, as there is less visibility for the former bottling plant, and retail seeks highly visible sites.

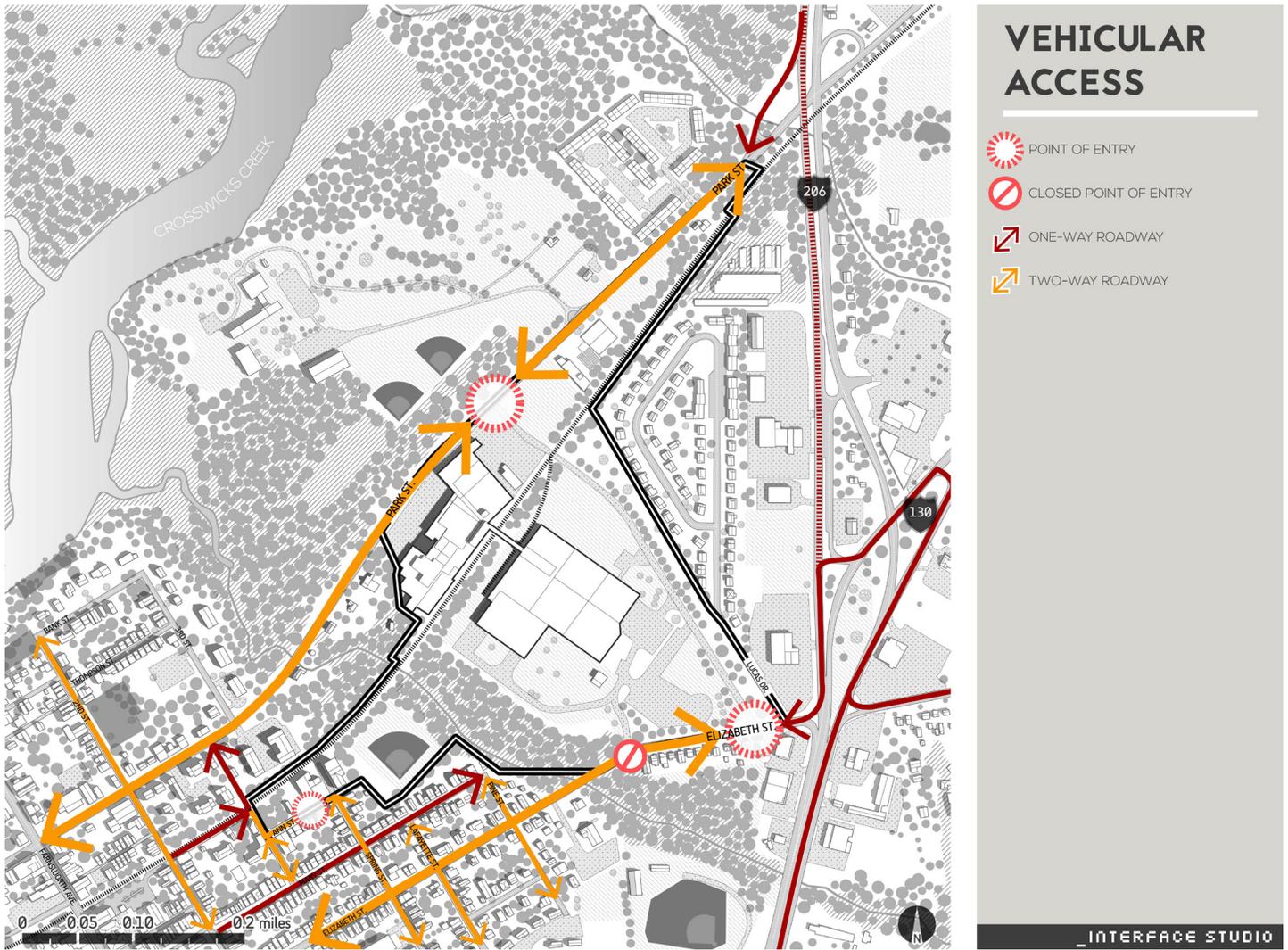


FIG 13: Vehicular Access

The former Ocean Spray site has an interior private road that connects Elizabeth Street to Park Street, but it was solely used for the transfer of goods and materials across the railroad tracks between the two former Ocean Spray facilities, not as a traffic through pass. Truck drivers at times miss the entrance to the warehouse facility due to poor signage and the short distance between the highway turnoff and driveway entrance. When this occurs, drivers struggle to navigate Bordentown’s narrow and tree-lined historic streets, creating a quality of life issue for residents and land use conflict between industrial and residential uses. Supporting recommendations for this Redevelopment Plan Study seek to address this issue.

Steps taken to mitigate truck traffic.

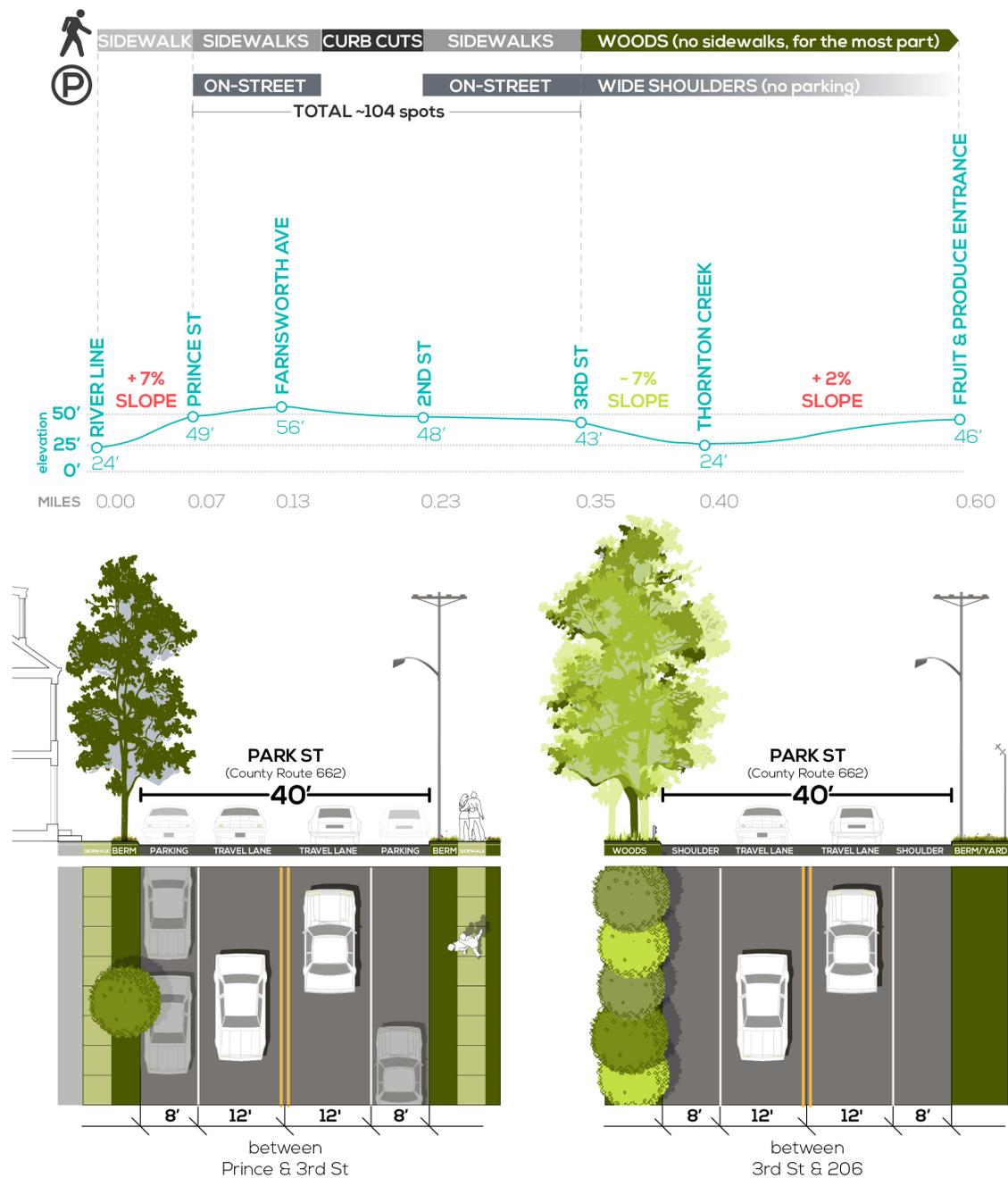


Distance from driveway to 206/130 on Elizabeth Street.



FIG 14: Park Street Diagrams

0.6 MILES [12 MINUTES]  Crosswicks & Farnsworth >>> Fruit & Produce
River Line Station >>> Fruit & Produce



Pedestrian

Park Street offers the only pedestrian connection to the bottling plant and provides a varied experience for someone walking from Farnsworth, about a half mile or 10 minute walk. Between Prince and Third, closer to downtown, Park Street has parallel parking and sidewalks on both sides of the street creating a comfortable walking environment. Past Third, closer to the Redevelopment Area, Park seems to widen because the protective on-street parking and sidewalks disappear; cars drive quickly here due to the broad shoulders, rendering pedestrians and cyclists vulnerable. The density of buildings diminishes, and approaching the bottling plant, the street has a more wooded character.

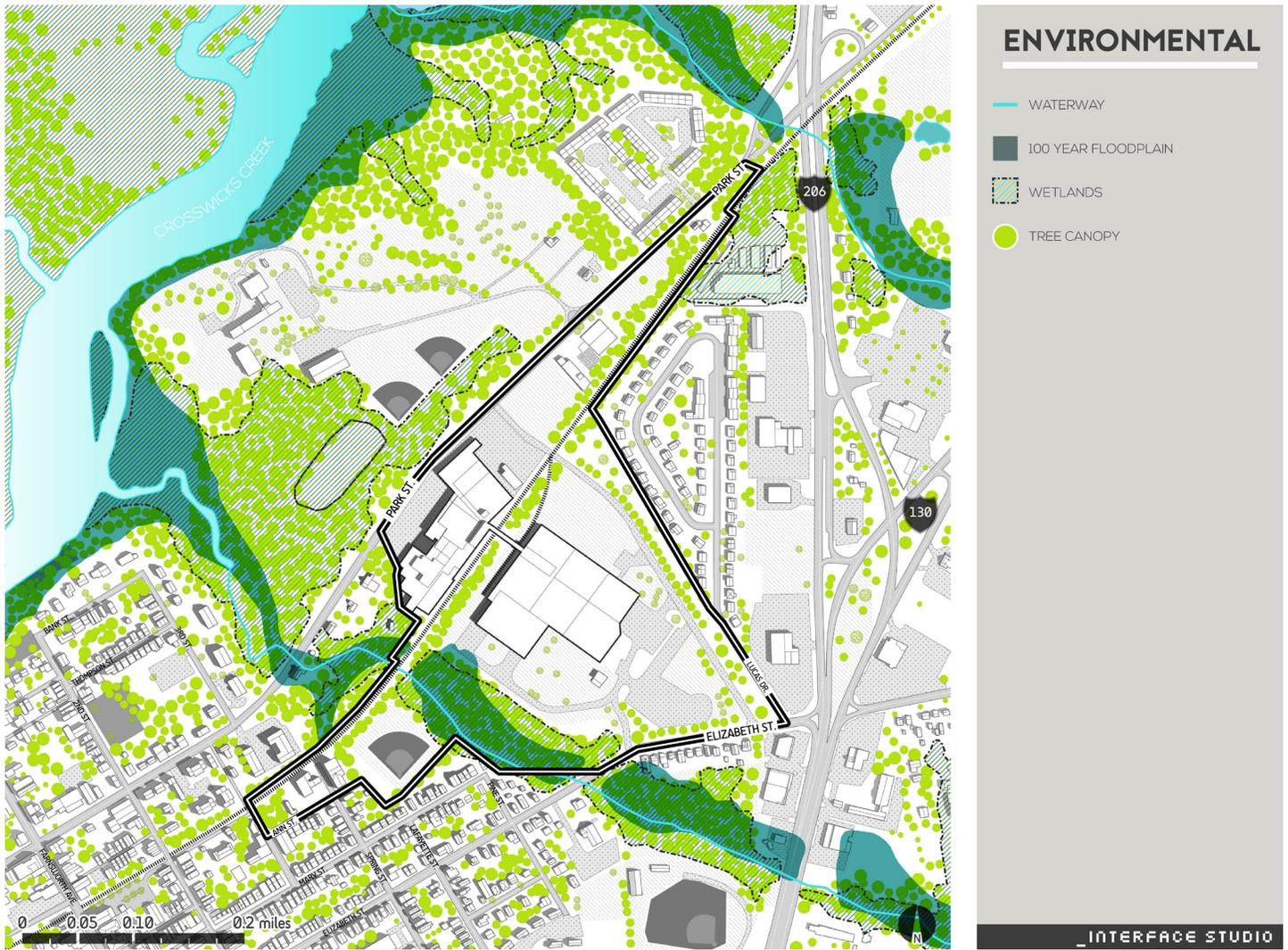


FIG 15: *Environmental Conditions*

In addition to a continuous sidewalk along Park Street linking the Redevelopment Area to downtown, many community members expressed interest in the opportunity to create an off-street walking, jogging, and biking trail to connect potential new development on the Park Street frontage (as well as the residential neighborhood on Lucas and Landon east of the Redevelopment Area) with downtown along the lightly used rail right-of-way. This trail segment, while likely a long-term vision, could also connect with trails along Thornton Creek proposed in prior planning studies.

Park Street lacks a sidewalk in the Redevelopment Area.

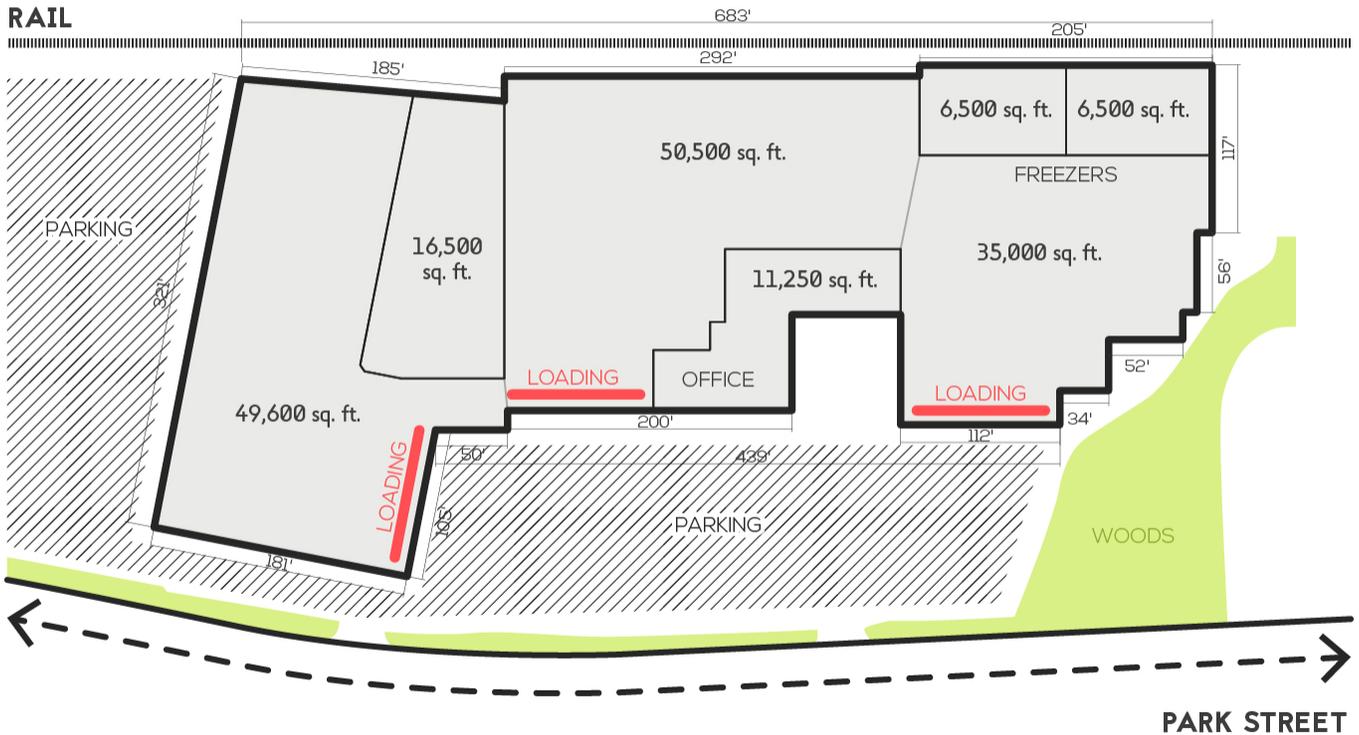


The community desires an off-street trail connecting to downtown.



BOTTLING PLANT FLOOR PLAN

Approximately 175,641 sq. ft.



* SQ. FT are rounded off.

FIG 16: Bottling Plant Floor Plan

Plant Conditions

Warehouse

The warehouse facility now leased and occupied by Bai is a moderately sized facility of approximately 280,000 square feet, with 28 foot clear ceilings, large continuous floor plans, numerous loading docks, and large capacity freezers/chillers. Its move-in-ready condition and the strong demand for such facilities in the region, enhanced the new owner's ability to lease the facility so soon after Ocean Spray's departure.

Bottling Facility

Originally a mill building, the former Ocean Spray bottling facility has evolved over time. It retains portion of the original brick structure as well as more modern additions on the north-eastern end resulting in a complex of approximately 176,000 square feet. Some parts of the building have high ceilings and exposed systems, as well as Ocean Spray bottling machinery components. The interior of the building is compartmentalized and contains a variety of different floor configurations ranging from large open spaces to smaller multi-level offices. With 17 loading docks and working freezers, the building lends itself to a multi-tenant redevelopment opportunity with a mix of both industrial and commercial. For reuse by a single-industrial tenant, it is likely functionally obsolete.



Interior machinery in former Ocean Spray Bottling Plant.



Open floor plan in the former Ocean Spray Bottling Plant.



Interior machinery in former Ocean Spray Bottling Plant.

III.

DEMOGRAPHICS + MARKET ANALYSIS

BASELINE DEMOGRAPHICS

MARKET OVERVIEW

MARKET ANALYSIS

- **INDUSTRIAL**
- **RETAIL**
- **OFFICE**
- **SINGLE FAMILY RESIDENTIAL**
- **MULTI FAMILY RESIDENTIAL**
- **CONCLUSION**

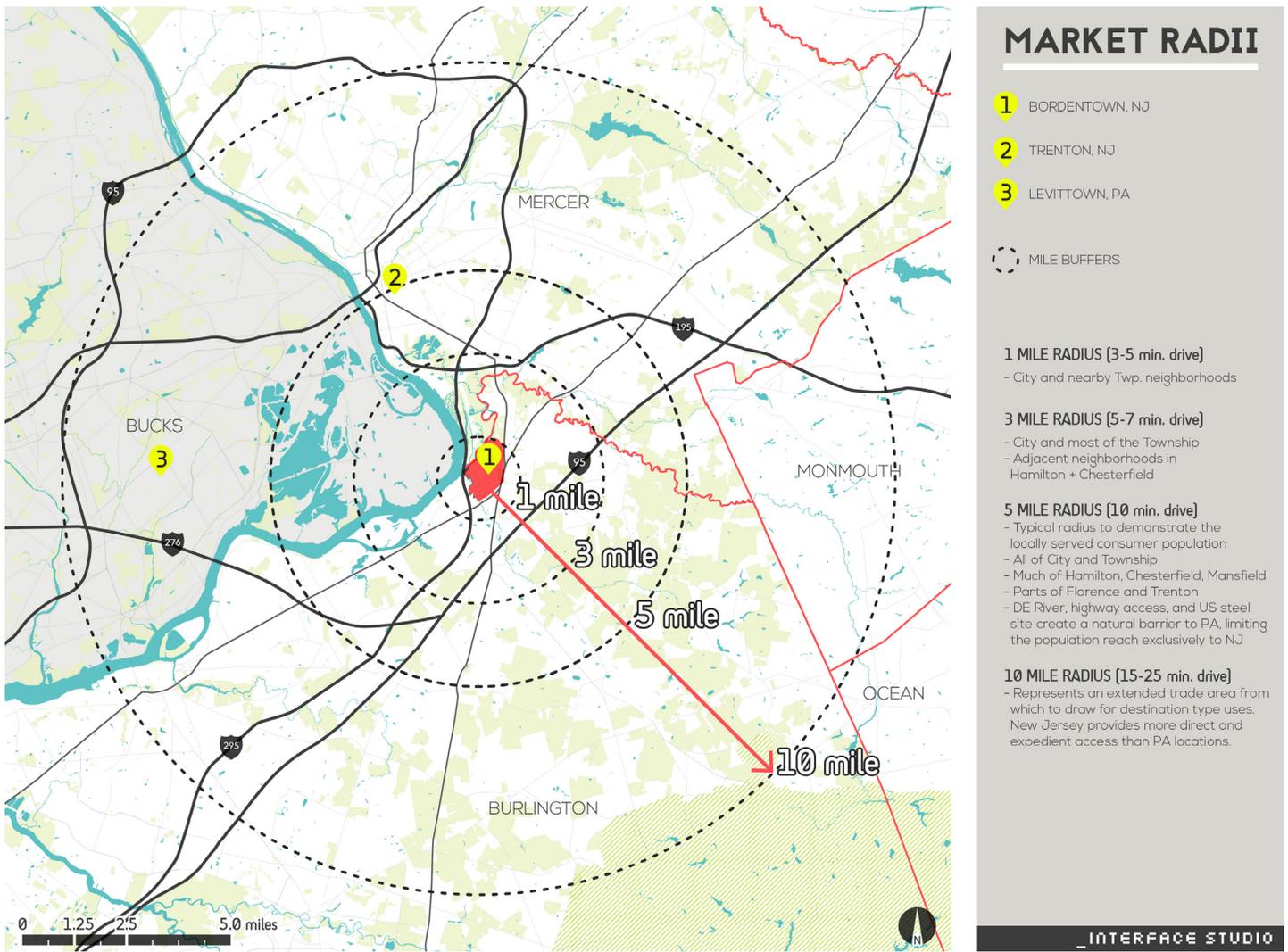


FIG 17: Market Radii

III DEMOGRAPHICS + MARKET ANALYSIS

Baseline Demographics

The geographies used for the demographic profile included Bordentown City, radii of one, three, five, and 10-miles, as well as Burlington and Mercer Counties. Arcadia Land Company, the real estate market analysts on the consultant team, determined that these geographies would provide an accurate picture of the demographic and market trends relevant to the Redevelopment Area, Bordentown City, as well as proximate areas to use for contextual purposes. Comparing the City of Bordentown to the broader market radii provides insight into the demographic concentrations in the city that make the city unique and distinguish it from its surroundings. Data sources included the Burlington County Bridge Commission Department of Economic Development, Gale Cengage Learning, 2015 Experian Information Solutions, Choose NJ County profile, U.S. Census and the Bureau of Labor Statistics. The following pages provide a demographic overview; the Appendix contains a more extensive demographic profile prepared by Arcadia Land Company.

Population

In 2014, the City of Bordentown had a population of 3,197 persons, just .66% of the 10-mile radius population of 481,904 persons. The city has a smaller proportion of school age children and a higher concentration of employment-age millennials as well as baby boomers than the surrounding 10-mile radius, and this is projected to continue over the next five years. These demographic cohorts tend to have smaller households with fewer or no children (often pre-child or empty nesters). As such, their housing needs can be accommodated by the smaller historic housing stock found in the city, and their lifestyle demands are met by the walkable amenities offered by the charming historic character and businesses in the downtown area.

Household

The city also has a more diverse household structure than the one-mile, five-mile, and 10-mile radii. Twenty-nine percent of households in Bordentown City are non-family households, including singles, roommates, and non-married couples. The city is also home to a greater concentration of formerly married population compared to adjacent radii, with 31% either divorced, widowed or separated.

Housing Tenure

Bordentown City has a greater proportion of renters than owners compared to the broader market radii, with over 46% of households renting. This is significantly higher than the one, three, five, and 10-mile radii. The renter population is, however, fairly stable, with most renters choosing Bordentown having lived in the city since before 2009 (at least six years). Renters comprise most of the new households moving to the city since 2010. The combination of the high quality of life and relatively affordable housing stock attracts the stable renter population that is found in the city.

Education + Income

In 2014, Bordentown City had a greater concentration of residents 25 and older with a college degree at 50%, which is higher than all radii analyzed. In addition, among the employed civilian population aged 16+, over 74% are employed in white collar jobs, which is also a concentration that is higher than the 1, 3, 5, and 10 mile radius. The median household income is \$64,607 dollars a year (greater than the five and 10-mile radii, but less than the one and three-mile radii), but the city does have the highest per capita income of \$36,908, which most likely can be attributed to the prevalence of single, non-family residents.

Employment

The largest employment sector in Burlington and Mercer counties is “Education and Healthcare Services” at 23% and 27% respectively. The largest occupation is “Office and Administrative Support” at 18% in both counties, and the fastest growing employment sector (2010-2020) is “Professional and Business Services.” Most nearby job growth is projected to occur to the north in Mercer County. Hamilton Township is the adjacent township with the greatest number of jobs. The greatest percentage growth will come from the NJ Turnpike exits to the south in Florence & Mansfield due to the prevalence of available land and the lower existing job base compared with Mercer County. Bordentown City was expected to lose jobs between 2010 and 2015, due to Ocean Spray’s closure.

FIG 18: Demographic Age Cohorts

CITY ATTRACTS MORE MILLENNIALS & BABY BOOMERS

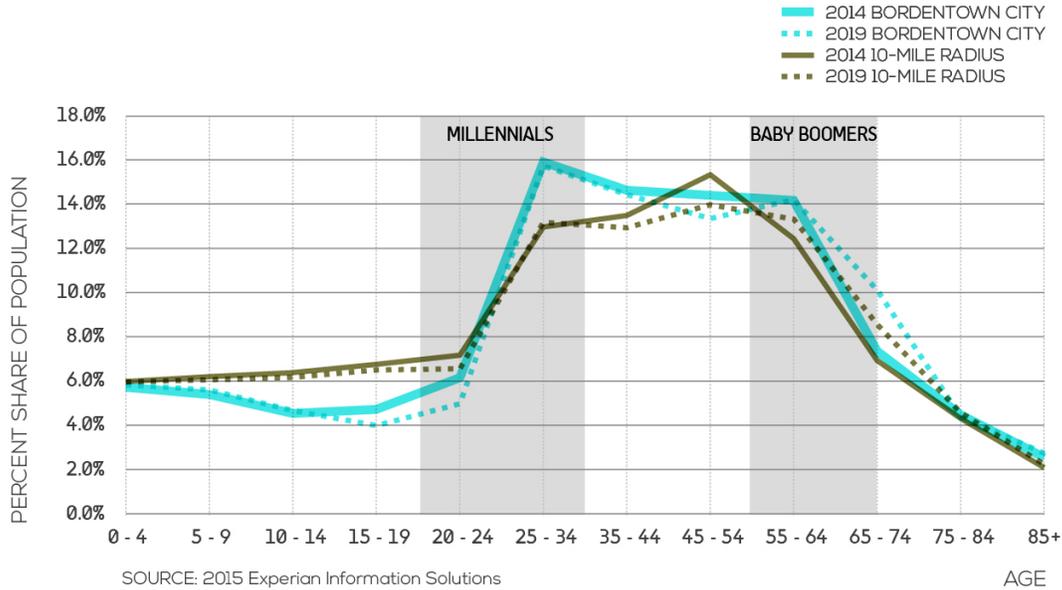
SOURCE: Burlington County Department of Economic Development, Gale Cengage Learning

*** CITY OF BORDENTOWN POP (2014):**
3,917

* Smaller percentage school-age children
Higher concentration of employment age millennials (25-34)

*** WITHIN 10 MILE RADIUS POP (2014):**
481,904

* Middle aged (45-54) represent largest cohort



DAYTIME vs NIGHTTIME POP.

SOURCE: Burlington County Department of Economic Development, Gale Cengage Learning

*** CITY ATTRACTS A SLIGHTLY HIGHER POPULATION DURING THE DAY DUE TO SCHOOLS**

*** CITY HAS GREATER CONCENTRATION OF WHITE COLLAR PROFESSIONALS**

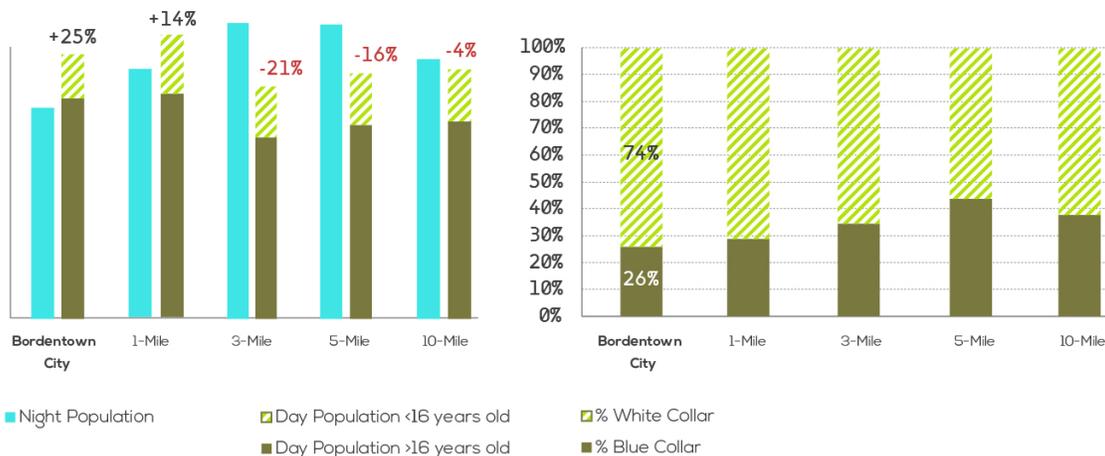


FIG 19: Daytime versus Nighttime Population

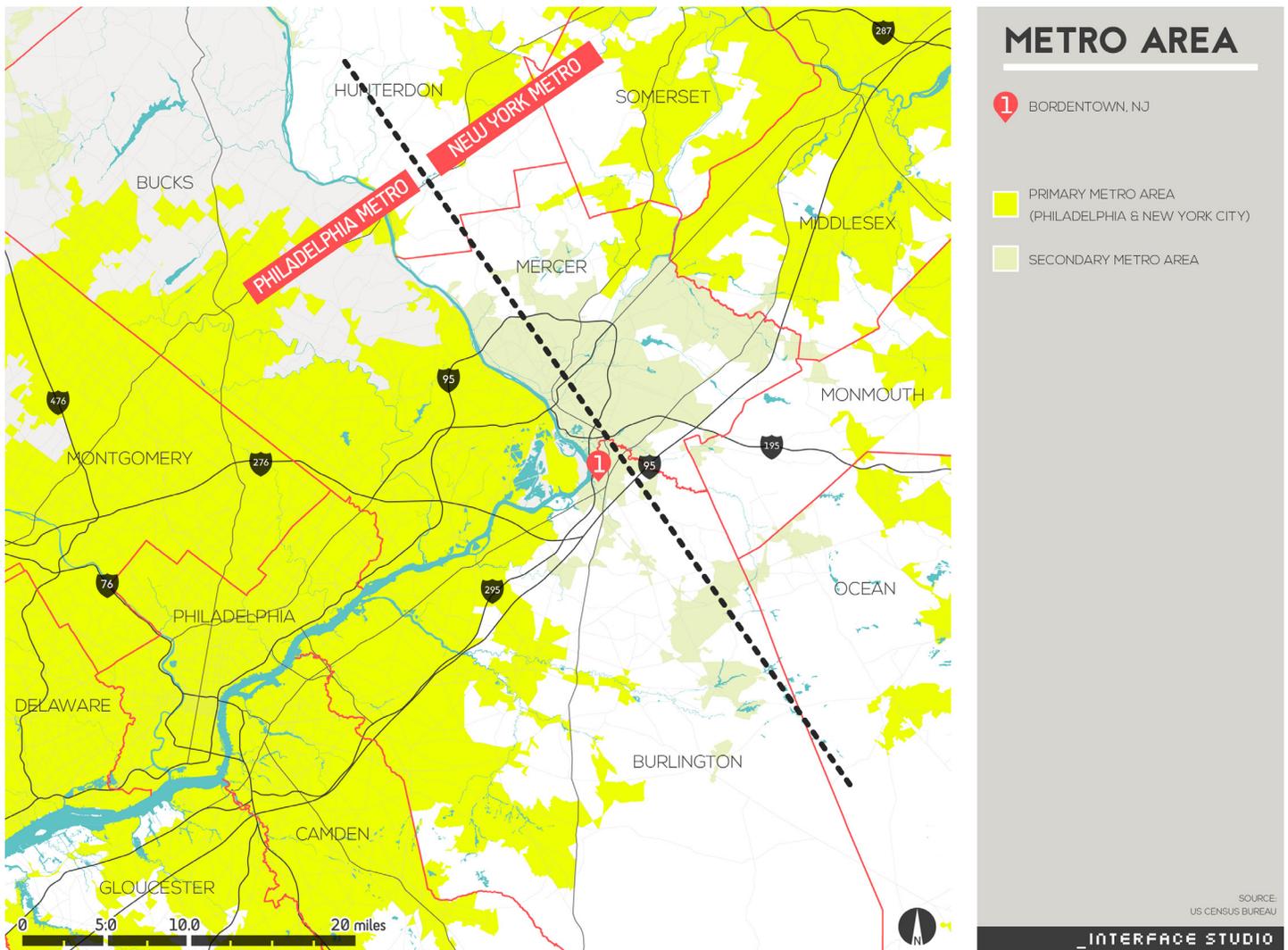


FIG 20: Metropolitan Statistical Areas

Market Overview

Bordentown benefits from its proximity to both the New York City metro (20+ million people) and Philadelphia metro (6+ million people) markets. Being located at the threshold of these two Metropolitan Statistical Areas (MSA's) is a strategic advantage for Bordentown, as the region provides the affordability of the Philadelphia market with which Bordentown is more broadly associated, yet still offers access to the higher price points accepted by New York City metro consumers. Major highways provide accessibility across the Mid-Atlantic region, and the relatively low population density just outside of the city results in open land upon which to construct the large scale warehouse and distribution facilities that have seen a spike in construction in the past few years.

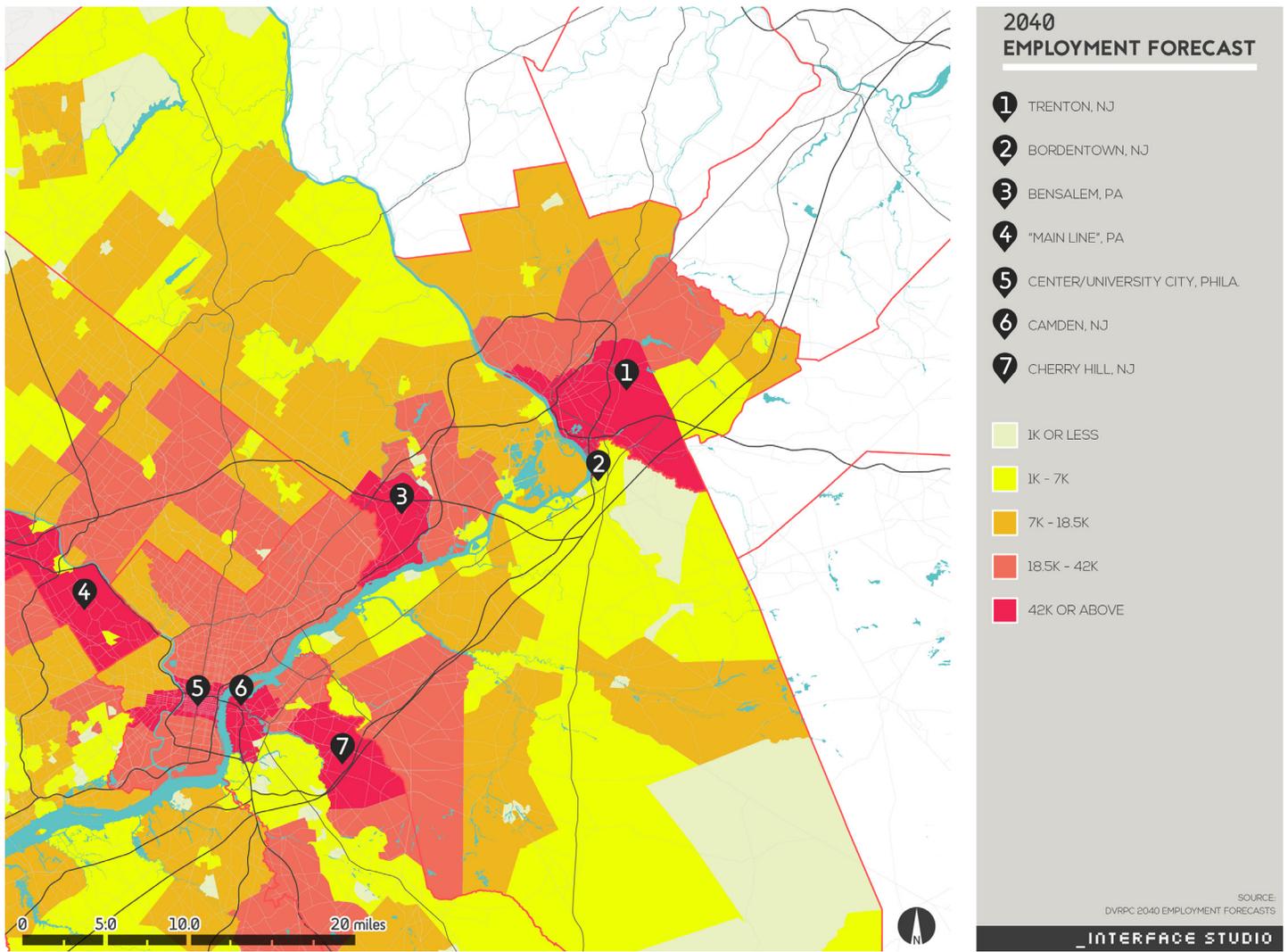


FIG 21: 2040 Employment Forecasts

While the Bordentown region itself is not a large employment center, it offers convenient access by car to places that are. Employment projections into the 2040's show little employment growth in Bordentown but identify the largest growth in the proximate areas of Trenton, Bensalem, Cherry Hill, Camden, and Philadelphia.

Overall, Bordentown is considered a bedroom community. People live in the city because of its charm and sense of community, but typically commute to nearby job centers that are easy to access by car via nearby highways.

NON-RESIDENTIAL BUILDING PERMITS by SQ. FT.

SOURCE: State of NJ Department of Community Affairs

*** STRONG SPIKE IN WAREHOUSE FACILITIES IN 2014 IN BURLINGTON COUNTY DUE TO MAJOR NEW DEVELOPMENTS ALONG NJ TURNPIKE EXITS.**

- Storage Facilities
- ▨ All Other Uses (dormitories, industrial, education, institutional, utility & misc., hotel, hazardous, stadiums, food + drink, worship, recreation, libraries, etc.)

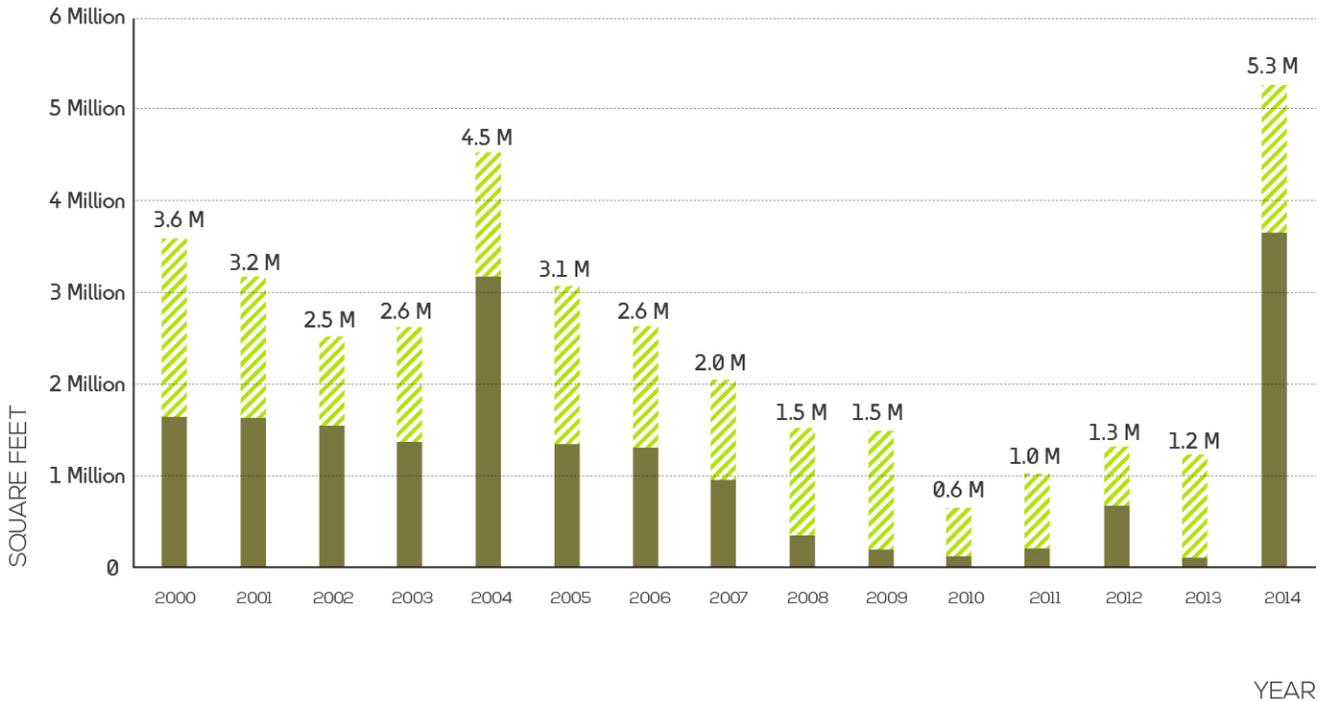


FIG 22: Non-Residential Building Permits by Square Feet

Market Analysis

Industrial

Due to major infrastructure upgrades along the PA and NJ Turnpikes along with a rebound of the broader national and regional economies in the last several years, there was a strong spike in warehouse facilities constructed in Burlington County in 2014. With 1.2 million square feet at Exit 7A on the NJ Turnpike in Robbinsville, 1.3 million square feet at Central Crossing Business Park, and 1.1 million square feet at the Haines Industrial Center, Burlington County has by far the most industrial development activity in the greater Delaware Valley region. The new 1.3 million square foot WW Grainger facility will add 400 jobs alone to Bordentown Township. While Bordentown City is not a Class A location with direct access to a highway exit, it is a robust sub-market nevertheless.

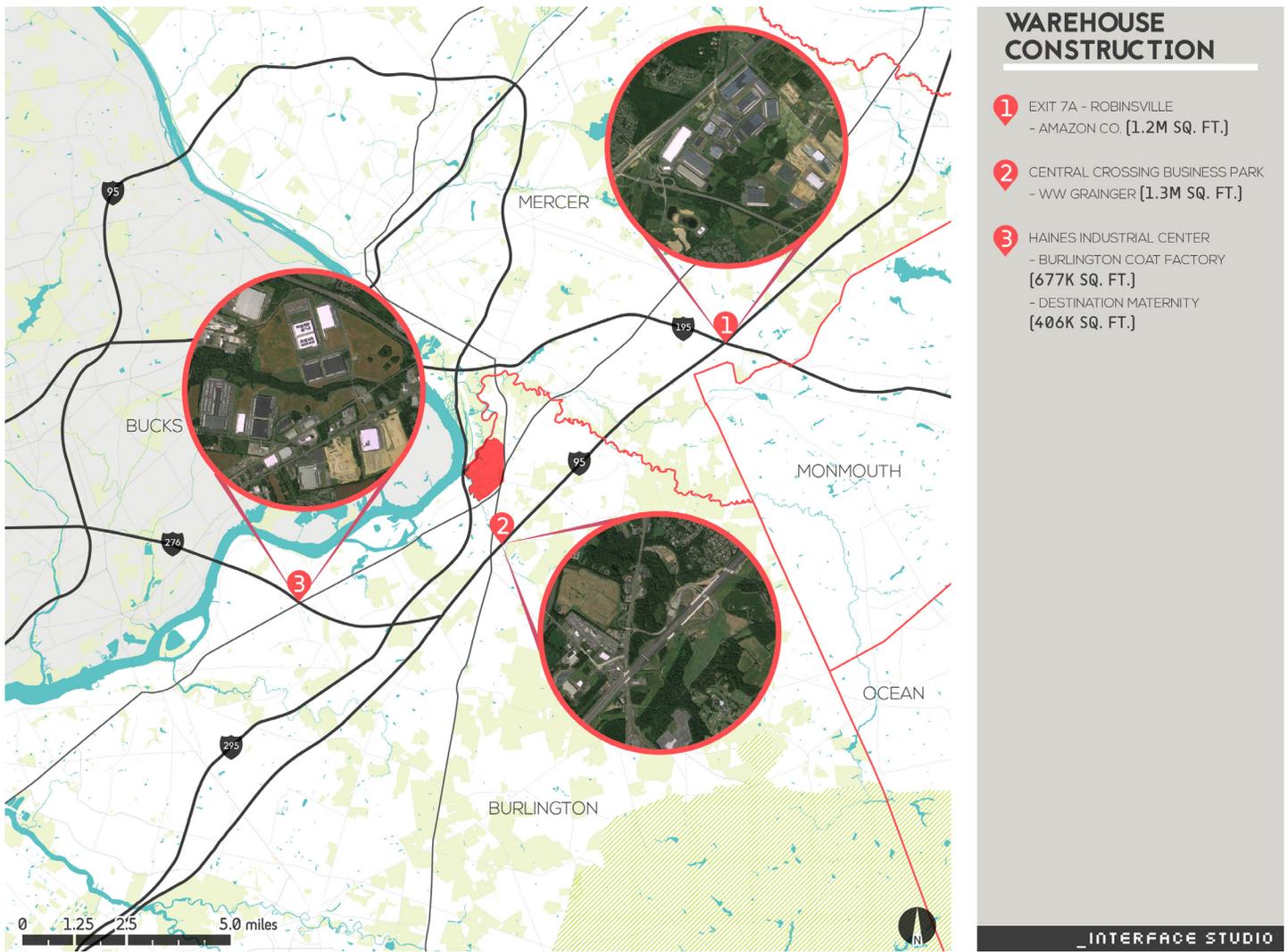


FIG 23: Warehouse Construction

Unlike warehousing facilities, food processing and manufacturing has consolidated into low cost locations. The existing bottling plant is functionally obsolete from a modern industrial and manufacturing standpoint, hence Ocean Spray's departure. The bottling plant within Bordentown City was added to over the years and as a result is carved into smaller spaces, lacking the long linear line of site required by modern processing.

In short, the market for warehousing and distribution is strong, hence the immediate lease by Bai Beverage and restored occupancy to the Elizabeth Street frontage. The market for reuse of the bottling facility by a large single operator intending to re-use the facility for large scale food production is weak due to an obsolete building, site constraints, in-direct highway access, and market trends in the big food industry. Smaller multi-tenant food production space could make sense in some portion of the bottling facility, and interest was express from the Rutgers Food Innovation Center for exploring the potential for shared use production space as an incubator or potentially for the Innovation Center to act as a feeder of prospective tenants who are developing specialty food products to meet growing niches in the food market.

RETAIL SPACE AUTHORIZED BY BUILDING PERMIT

SOURCE: State of NJ Department of Community Affairs (2000-2014)

— GREATER BORDENTOWN REGION
— BURLINGTON
— MERCER

* LITTLE RETAIL DEVELOPMENT IN BURLINGTON/MERCER CO.

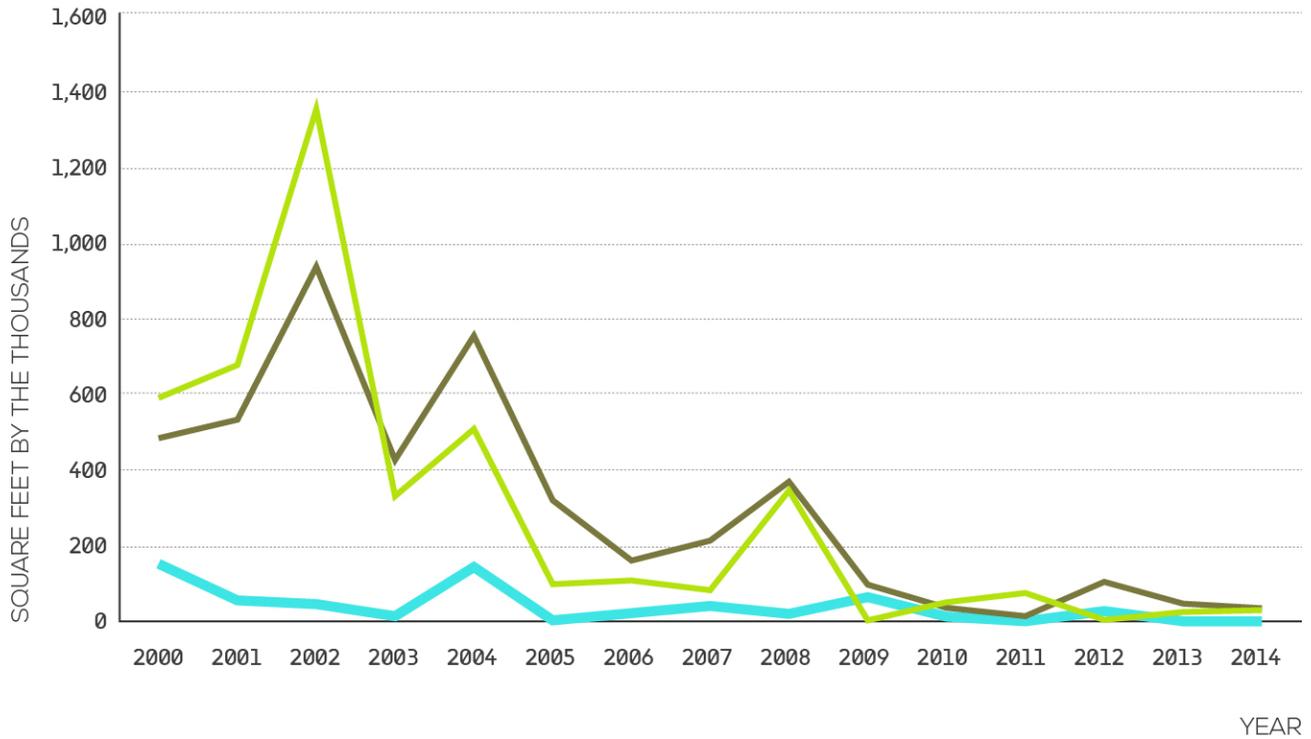
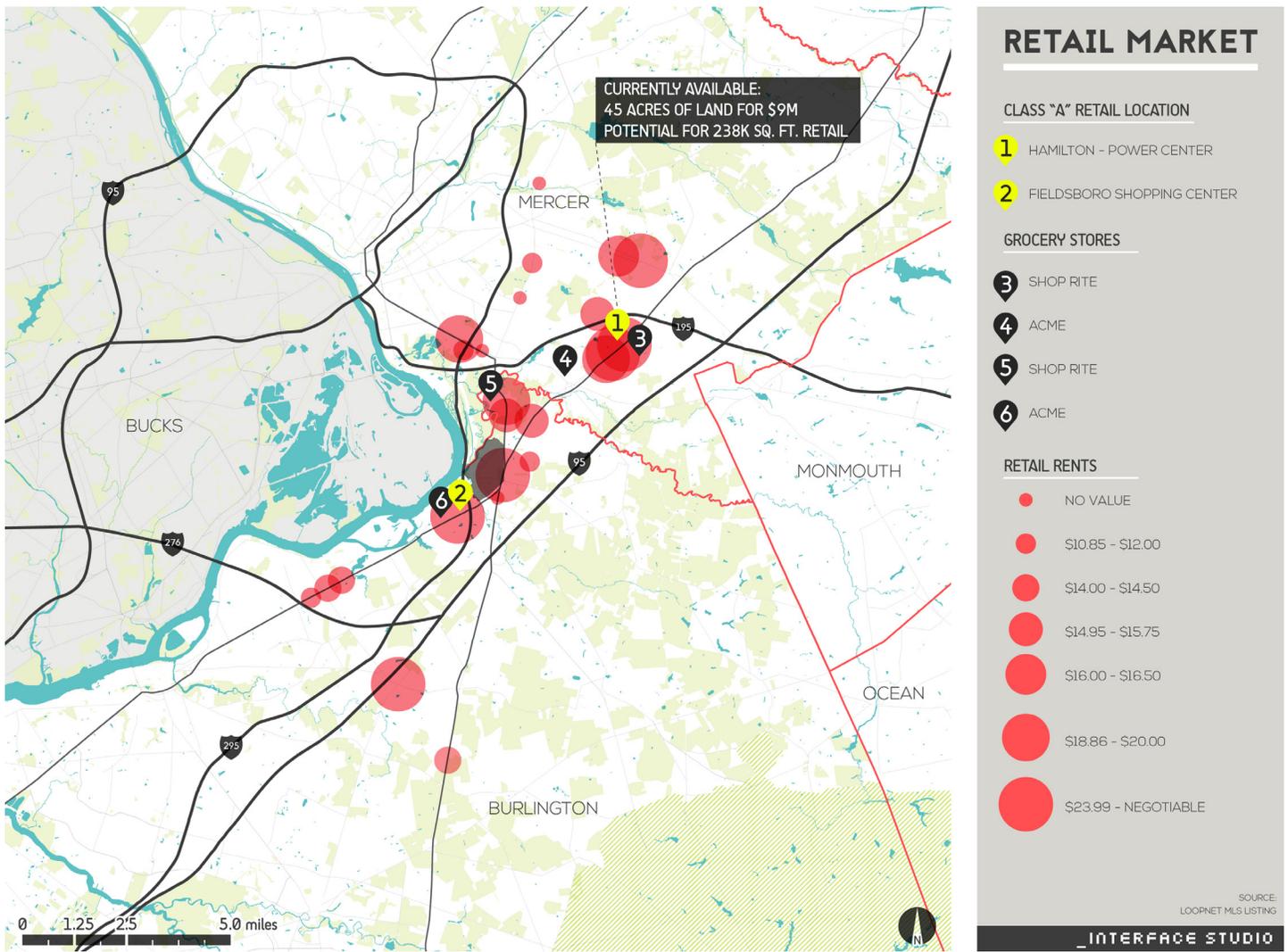


FIG 24: Retail Space Authorized by Building Permit

Retail

Retail development in Burlington and Mercer counties has been flat. Most new retail development occurs at large shopping centers with access and visibility from high traffic volume roads. Some of these newer Class A facilities include the Power Centers just north on Route 130 near I-195 in Hamilton Township and the Fieldsboro Shopping Center along Route 130 near I-295 in Bordentown township. In Bordentown City there are two different types of retail: auto-oriented retail development on Routes 130 and 206, which commands higher rent (\$14 - \$24 per square foot) due to the large numbers of cars that drive by every day, and the more boutique retail situated along the historic Farnsworth Avenue, Bordentown’s main street.

The Downtown Business Association (“DBA”), a consortium of the business owners and property owners in Downtown Bordentown, provides the programming and marketing support for the downtown that helps to attract patrons for the businesses. These retail spaces are small, ranging from 1,000 - 3,000 square feet, and have lower rents of \$9 - \$12 per square foot. The current tenant makeup on Farnsworth Avenue includes 17 “Boutiques, Antiques, and Galleries,” 12 “Eateries,” and 29 “Professional Services.” Lower rents and smaller spaces allow creative entrepreneurs



and small businesses an opportunity to minimize overhead costs and take risks on new business ideas that are synergistic to the others downtown. Lower rents also provide a competitive advantage for Bordentown compared to other boutique, arts, and antique destination towns such as New Hope, Princeton and Haddonfield.

Due to former Ocean Spray site's limited visibility and location close but apart from Downtown, a retail-driven redevelopment or major shopping destination is unlikely. The ~4,400 annual average daily traffic ("AADT") trips along Park Street is inadequate to support a new large scale retail development that demands visibility and access from the major vehicular corridors of Route 130 (~53,000 AADT) or Route 206 (~22,000 AADT). Successful retail at the former Ocean Spray site must either be i) a unique destination that attracts patrons despite its lack of visibility, ii) synergistic with the downtown businesses in order to utilize the programming and promotions that are being managed by the DBA, and/or iii) supportive retail for other uses within the redevelopment (e.g. small store for boutique specialty food production that may also be occurring on the site).

OFFICE SPACE AUTHORIZED BY BUILDING PERMIT

SOURCE: State of NJ Department of Community Affairs (2000-2014)

GREATER BORDENTOWN REGION
 BURLINGTON
 MERCER

*** NEW OFFICE DEVELOPMENT ON THE RISE IN MERCER COUNTY, BUT NOT BURLINGTON COUNTY**

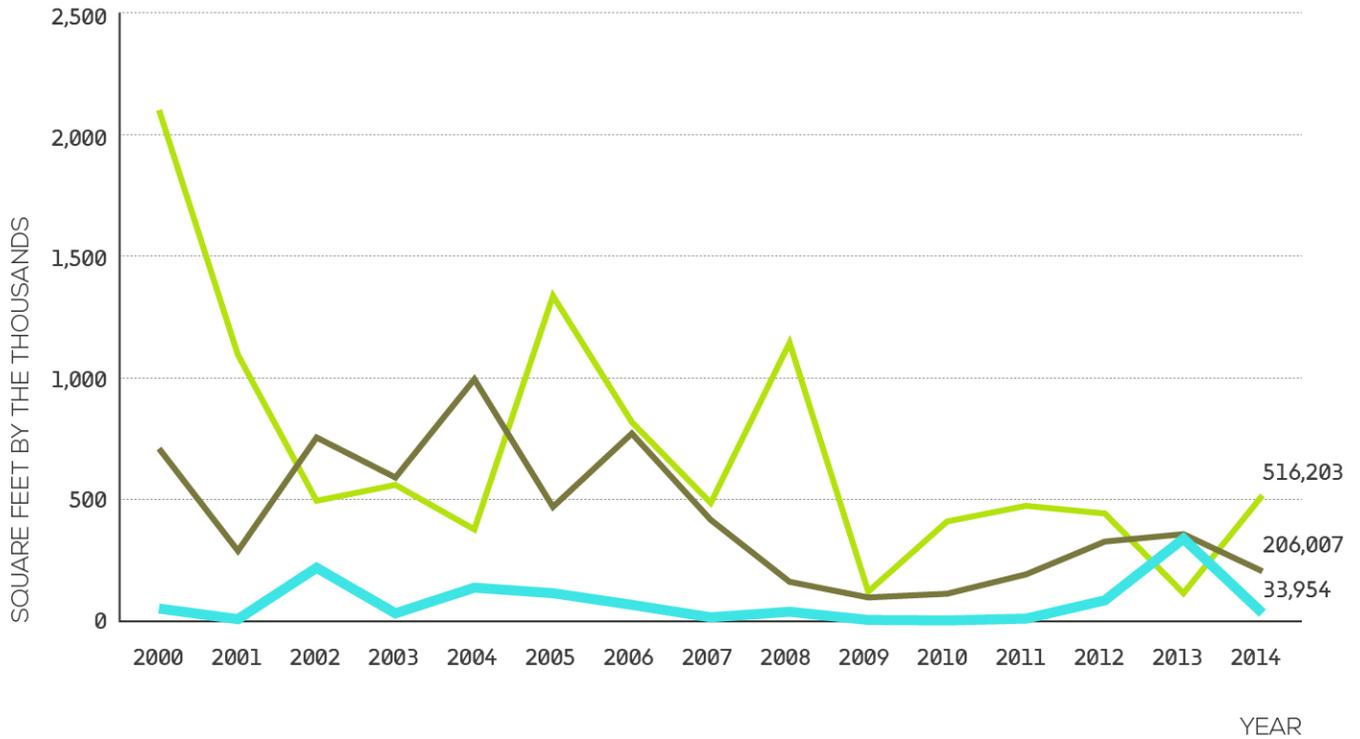


FIG 26: Office Space Authorized by Building Permit

Office

New office development is increasing in Mercer County, but not Burlington County. Regional Class A office sub-markets are not found in Bordentown but do exist in southern Burlington County in Moorestown, Mt. Laurel, and Marlton. Little new office demand is coming to Burlington County from outside the market. The County has seen four consecutive quarters of Class A occupancy loss, as tenants move to more urban locations or jump around the market. Adaptive reuse of office buildings is widespread in the region, but little new product is being brought to the market. The nearest Class A office sub-market to Bordentown is The Central Jersey market, that includes Mercer County. There is new construction proposed in the southern Hamilton section of the market mostly due to key business sectors expanding in financial services, biopharma, internet/software, and education/non-profit. The office space that does exist in Bordentown City consists of small old spaces with inexpensive rents. Spaces are typically 1,000 - 5,000 square feet, cost \$10 - \$13 per square foot, and are predominantly occupied by local service professionals.

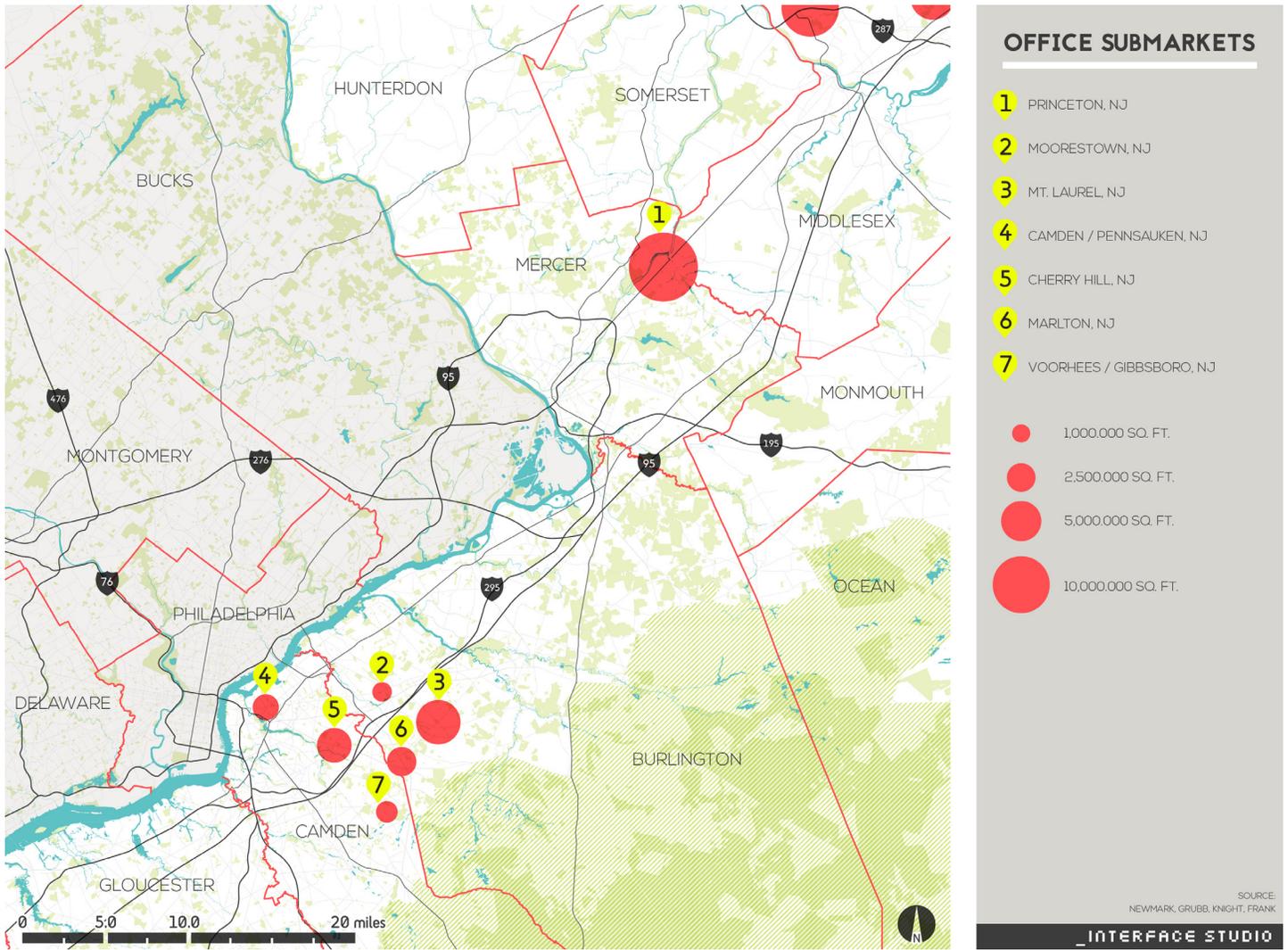


FIG 27: Regional office Sub-markets

Boutique, design-oriented multi-tenant office space at affordable rents, similar to the Hamilton Park project (an industrial re-use in Hamilton Township by equitable owner, Modern Recycled Spaces), has little, if any, supply in Bordentown and could be successful in attracting artists, startups, service providers and other office/workspace tenants seeking a truly unique space. This model translates well to certain portions (but not all) of the former bottling plant facility, and office space that supports other uses within the redevelopment should be included as part of the mix of uses.

Office space along Farnsworth Ave.



SF HOUSING AUTHORIZED BY BUILDING PERMIT

SOURCE: State of NJ Department of Community Affairs (2000-2014)

■ GREATER BORDENTOWN REGION
■ BURLINGTON
■ MERCER

*** SINGLE-FAMILY HOUSING UNITS ON THE RISE IN BURLINGTON CO. IN 2014 BUT NOT IN GREATER BORDENTOWN REGION**

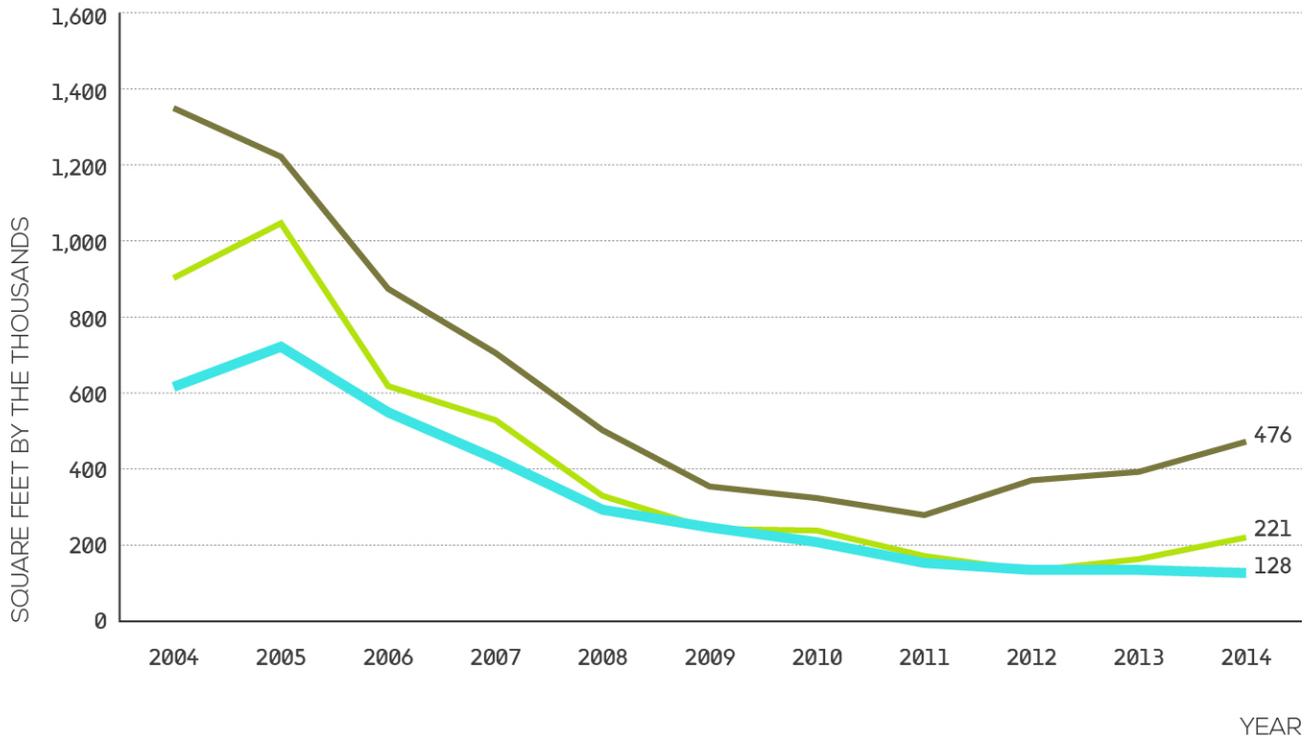


FIG 28: Single Family Housing Authorized by Building Permit

Single Family Housing

Single-family housing units were on the rise in Burlington County in 2014, but not in the Greater Bordentown region. Since 2011, Bordentown’s home sales have clustered between \$100,000 - \$250,000 for 1,000 – 2,000 square feet. Most New Jersey homes within the 10-mile radius cluster around \$500,000 and 3,000 square feet and are conventional suburban detached product. New attached product clusters between \$200,000 - \$400,000 for 1,000-2,000 square feet. Examples of new single family development in the Bordentown region include “The Washington Town Center – Robbinsville,” “Traditions at Chesterfield – Hamilton Township,” “Oak Mill – Florence,” and “Hamilton Chase – Hamilton Township.” Within the city of Bordentown, small scale infill development was occurring prior to the recession / housing downtown and is beginning to commence again since the residential market has now stabilized. New home sale prices in the city could be expected in the mid \$200,000s for attached product and high \$200,000s to low \$300,000s for new detached homes. For-sale housing is most appropriate on lower traffic residential streets with other adjacent residential uses (e.g. Ann Street) and is not the optimal use for the former Ocean Spray lands that are wedged between Park Street and the railroad tracks.

FIG 29: Bordentown Home Sales Since 2011

- * **BORDENTOWN HOME SALES CLUSTER BETWEEN \$100K - \$250K AND 1,000 - 2,000 SQ. FT.**
- * **THERE ARE HIGHER END SALES IN THE \$400,000'S AND PRICE PER SQ. FT. > \$200 PER SQ. FT.**

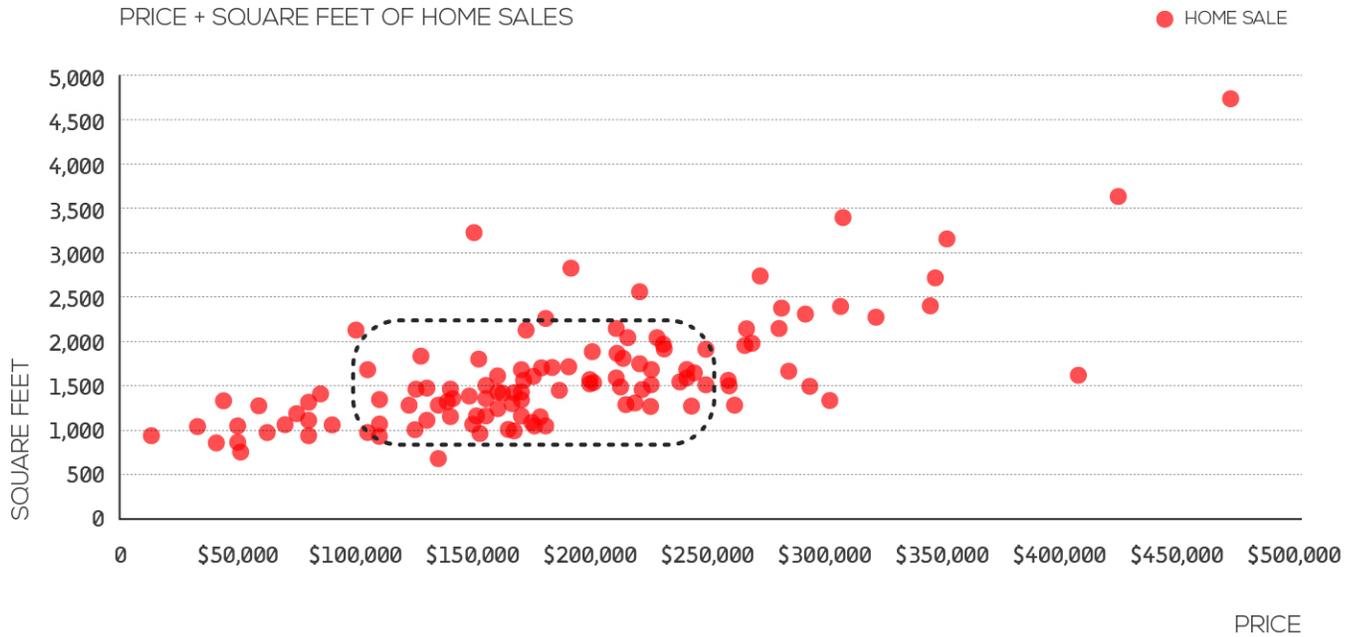
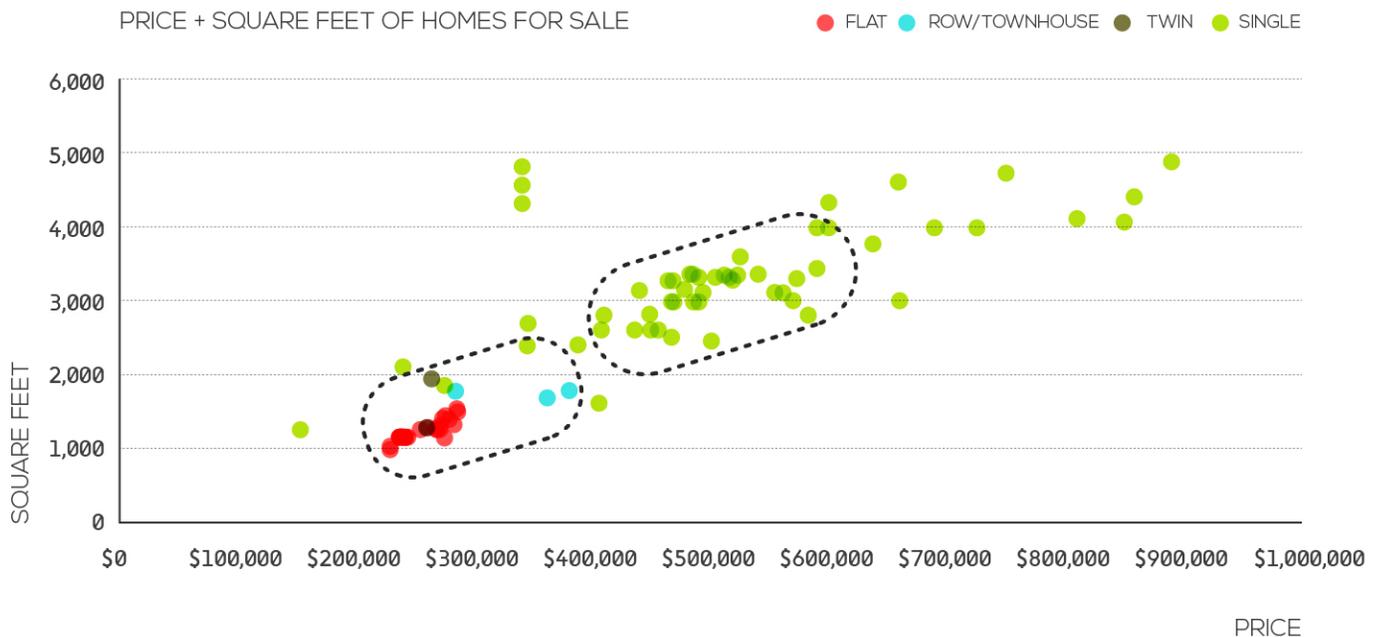


FIG 30: All Sales Within Last Year - 10 Mile Radius

- * **MOST NJ HOMES WITHIN 10 MILE RADIUS CLUSTER AROUND \$500K - AND 3,000 SQ. FT. AND ARE CONVENTIONAL SUBURBAN DETACHED PRODUCT**
- * **NEW ATTACHED PRODUCT (FLATS, ROW/TOWNHOUSE, TWINS) CLUSTER BETWEEN 1,000 - 2,000 SQ. FT. AND \$200K - \$400K.**



MF HOUSING AUTHORIZED BY BUILDING PERMIT

SOURCE: State of NJ Department of Community Affairs (2000-2014)

GREATER BORDENTOWN REGION
 BURLINGTON
 MERCER

*** MULTI-FAMILY HOUSING IS ON THE RISE IN BURLINGTON COUNTY.**

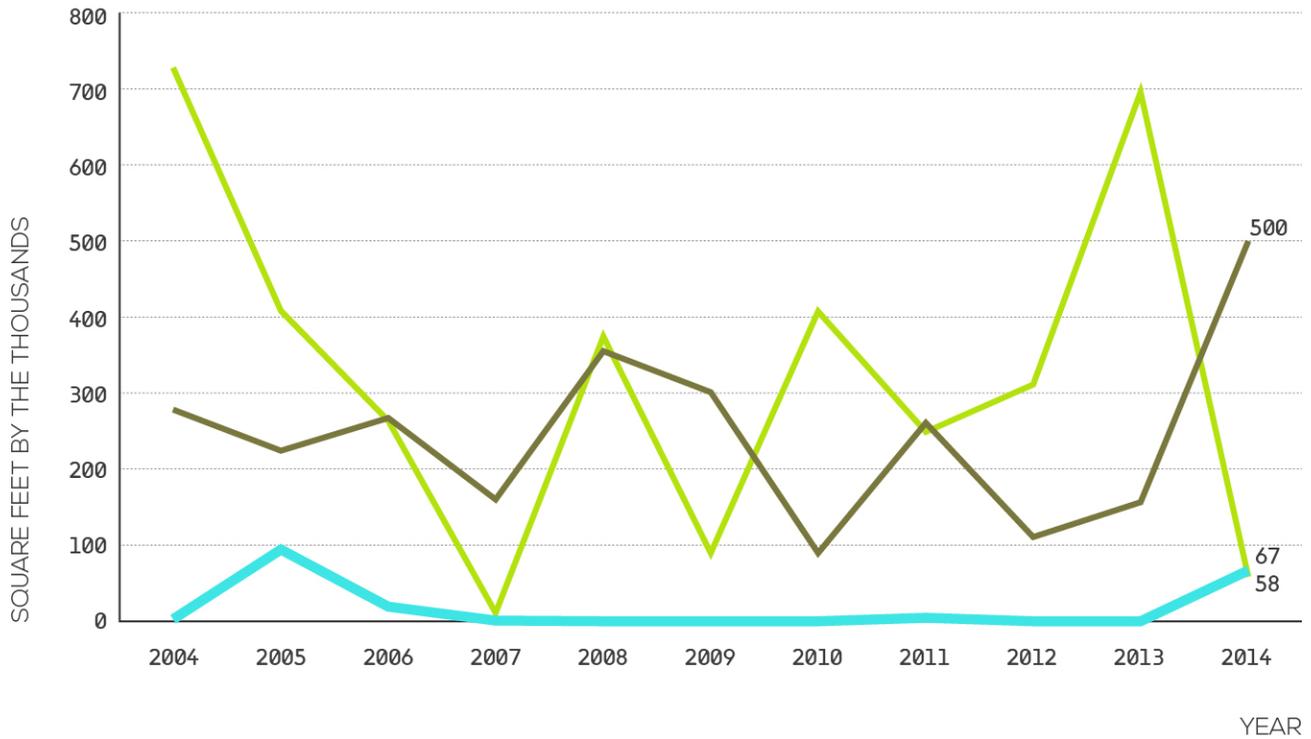


FIG 31: Multi-Family Housing Authorized by Building Permit

Multi-Family Housing

The existing multi-family rental complexes in and around the City of Bordentown are older (typically built in the 1950s and 1960s) and despite not having the most current designs and layouts, vacancy remains very low with communities surveyed reporting between 97% - 100% occupancy with units that become available quickly re-leasing. Housing fundamentals across the nation and region favor rentals with many prospective residents desiring the lower maintenance and mobility that renting provides, and multi-family building permits, often built in an urban context, are surging in the Delaware Valley to meet this demand. Multi-family housing increased in Burlington County in 2014. The Bordentown region has seen new multi-family housing in recent years as well. The newest example of a new multi-family development is the Rivergate Bordentown Apartments in Bordentown Township, the first new rentals to enter the market in years. Lease-up rates of about 12 units per month demonstrate a strong demand, and rents range from \$1,325 a month for a one-bedroom to \$1,800 a month for a two-bedroom. These market dynamics suggest that multi-family rentals would be successful as a component of the redevelopment plan, especially since the unique charm of the city of Bordentown and its historic

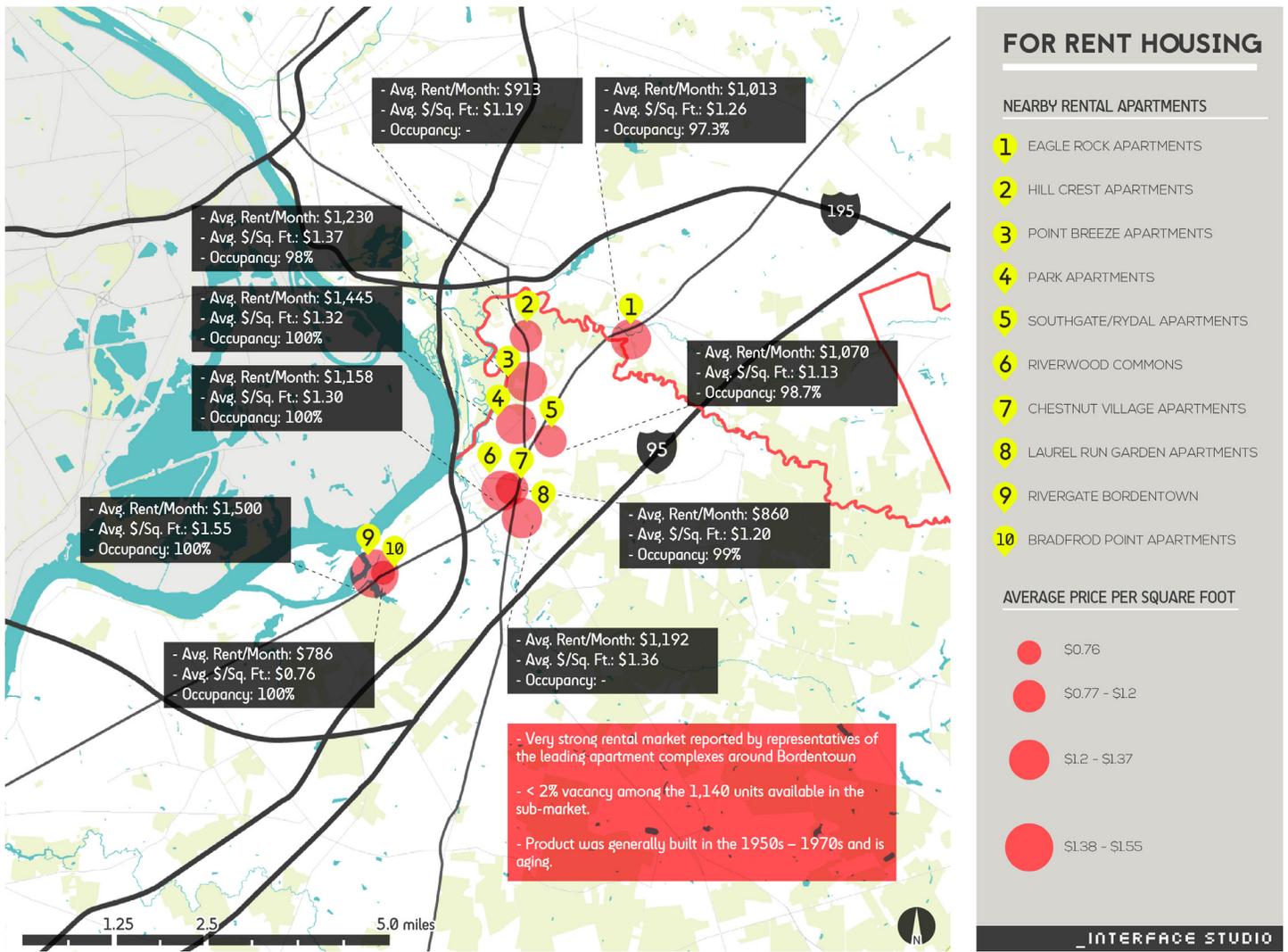


FIG 32: For rent housing nearby

downtown are consistent with the walkable mixed use lifestyle amenities that many renters are seeking, which could be further enhanced with a mixed use solution for the former Ocean Spray site.

Often multi-family residential densities are necessary in order to support the cost of land acquisition and demolition of existing improvement associated with redevelopment because sale and/or rental prices must remain within a competitive market range for the development to be feasible. In the case of the former Ocean Spray bottling facility, not only would single-family detached residential density likely generate inadequate land value to support the redevelopment costs but the site context is suboptimal for single family for-sale product. A new multi-family apartment community requires adequate scale (typically 150 - 300 units in the greater Delaware Valley region) in order to support the amenities and on-site management necessary to maintain the community at a high level for long-term attraction of residents and sophisticated future owners / investors. Multi-family apartments would be economically feasible in the redevelopment area and would also introduce new housing product in an otherwise antiquated and under supplied rental sub-market.



Examples of possible tenants for a multi-tenant adaptive reuse of the former bottling plant.

Conclusion

In conclusion, the market analysis identified great promise for a multi-tenant commercial/light-industrial adaptive reuse of at least a portion of the bottling plant, coupled with a component of new residential construction. Much like the contract owner's Studio Park project in Hamilton, NJ, the site could accommodate, and the market analysis suggests support for, a creative and flexible mix of tenants that could be categorized as "food and wellness," "home," or "arts and entertainment," including:

- Micro-brewery, with supporting restaurant
- Artisanal food production, specialty food retail
- Indoor recreation and fitness (yoga, climbing gym, trampoline gym, etc.)
- Boutique office space
- Showrooms, galleries
- Studio/workshop spaces
- Performance space, small movie venue
- Bowling, roller rink, arcade



Benefits of this recommended mixed use reuse scenario for the site include:

Multi-Tenant Commercial:

- Multiple operators reduce the risk of the entire building falling vacant once more
- Catacomb-like interior lends itself to multiple tenants
- Potential to create a destination through a mix of businesses that are complementary to downtown
- Possibility of utilizing water capacity and/or rail access, depending on tenant mix
- Contract owner's prior experience
- Remains a place of work, retains history of site

Residential:

- Opportunity to introduce new modern housing product to market
- Will attract new residents who will support downtown businesses and mix of commercial tenants on site
- Can create positive visual improvement to gateway into Bordentown from 206
- Faster timeline for redevelopment and occupancy will restore activity on site sooner

IV.

VISION, GOALS, + PRIOR PLANS

VISION FOR REDEVELOPMENT

GOALS FOR THE CITY

CONSISTENCY AND ALIGNMENT WITH PRIOR PLANS

IV VISIONING, GOALS & CONFORMANCE WITH PRIOR PLANS

Vision for Redevelopment

At the first public hearing in September 2015, the planning team invited members of the public to close their eyes, imagine what they would like to see at the former Ocean Spray site in two years, and write a postcard from the future (postmarked 2017) describing their vision. The team received 20 postcards at the hearing and a handful submitted to the City in the following months. The postcard statements provided the inspiration that guided the redevelopment alternatives developed in Phase II of the planning process. Five key themes emerged; the redeveloped site should be:

- **Connected to downtown** both in terms of a complementary business mix, as well as physically, through improvements that encourage walking and biking
- **A shared space**, accessible to all community members and a destination for visitors
- **Activated and energized** with a sense of activity fostered by a mix of uses and entertainment options, particularly those related to food and drink
- **Tied to history as a place of work**, remaining a location for jobs, be they traditional industrial jobs, or new commercial uses
- **A creative mix**, home to a unique mix of tenants and land uses that could include artist studios, artisanal production, galleries, live-work space, and residential – especially loft-housing



“Postcard from the Future” visioning exercise from the first Public Meeting

unique galleries tenants shared
artist makerspace prosper
creative artisans studios
innovation spirit community industrial equipment
loft apartments destination movies family
mix housing millennials visitors
commercial bustling activity
rail retail connect parking
FUN downtown business
wholesale greenway
entertainment factory pedestrian lighting rail-trail
restaurant bike trail sidewalks walk
equipment fruits veggies drinking
micro-brewery market bakery learning
roasting expand walking nightlife baking kitchen
food local grow outdoor
chocolate chefs farmers cooking rejuvenate
health coffee jobs youth
cheese seating eating

COMMUNITY GOALS FOR THE FUTURE F&P CENTRE:

What should redevelopment of the former OCEAN SPRAY site accomplish for BORDENTOWN ?



welcome a
unique
MIX OF USES*
that complement
Downtown
Bordentown

MAINTAIN A
WORKING SITE,
BUSTLING WITH
ACTIVITY
& COMMERCE

*create
shared spaces
accessible by
community members
& visitors, alike*

improve
connections
between F&P
and Downtown
so people can
explore both
as one
experience

Goals for the City

Also at the first public hearing, the planning team asked those attending about what they hope redevelopment of the former Ocean Spray site can accomplish for Bordentown. Redevelopment must reinforce the following guiding principles:

- **Welcome a mix of uses** that complement Downtown Bordentown and could include entertainment options, food and beverage destinations, space for creative production, and a mix of housing and live-work lofts
- **Maintain a working site**, bustling with activity and commerce and honoring the site's legacy of production
- **Create shared spaces** accessible by community members and visitors alike
- **Improve connections** between the site and Downtown so people can explore both destinations as one experience

Consistency and Alignment with Prior Plans

In addition to responding to public input, the Redevelopment Plan must also conform with previous plans pertaining to the study area. The 1985 New Jersey State Planning Act² mandates coordinated planning between state and local governments to ensure that planning and implementation efforts reinforce and complement prior initiatives in order to achieve comprehensive and coordinated development, redevelopment, revitalization, and conservation efforts over time. This plan further supports the goals and priorities of, or would benefit from the outcomes of, the following plans:

New Jersey State Development and Redevelopment Plan (SDRP)

The 2012 *State Development and Redevelopment Plan* provides an updated strategy to achieve the goals of the State Planning Act. As a municipally-designated Area in Need of Redevelopment and thus a Priority Growth Investment Area, redevelopment according to this Redevelopment Plan Study will help to achieve eight out of ten Garden State Values, or best management practices, espoused by the SDRP:

- **Concentrate Development and Mix Uses** in a Priority Growth Investment Area, providing culturally enriching experiences within convenient walking distance of home and jobs, and built with suitable designs and densities that support walking, biking, and public transportation
- **Prioritize Redevelopment, Infill, and Existing Infrastructure** through the reuse and remediation of existing sites and structures
- **Increase Job and Business Opportunities** near housing, infrastructure, and transportation
- **Create High-Quality, Livable Places** that are environmentally healthy places to live, work, and recreate, enhancing community character, especially in historic areas, but reusing significant buildings, incorporating art, pedestrian friendly streetscapes, and public spaces
- **Provide Transportation Choice and Efficient Mobility of Goods** through enhanced transportation options for pedestrians, bicyclists, transit-users, ride-shares, and drivers
- **Diversify Housing Opportunities** through the construction of homes that meet the needs of households of varying sizes and income levels, located near jobs and transit
- **Provide for Healthy Communities through Environmental Protection** by preserving sensitive lands, ecosystems, and natural resources
- **Protect, Restore and Enhance Agricultural, Recreational, and Heritage Lands** by promoting locally-grown food consumption and providing accessible neighborhood parks and recreational systems³

2 N.J.S.A. 52:18A-196 et seq.

3 The New Jersey State Development and Redevelopment Plan, 2012. pp. 14-15.

New Jersey Comprehensive Statewide Historic Preservation Plan

The 2013-2019 *Statewide Historic Preservation Plan* views historic preservation “as both a tool for building economically and environmentally sustainable communities and a means of understanding how our past shapes who we are today and who we will be tomorrow.” By retaining a portion of the historic bottling plant for mixed use adaptive-reuse, redevelopment according to this Plan will help to achieve three out of six statewide historic preservation goals, including:

- Use historic preservation as a tool to strengthen and revitalize the local economy in a sustainable manner
- Demonstrate that historic places have economic value
- Increase stewardship and support to protect the authentic places that tell the stories of New Jerseyans⁴

Burlington County Open Space Master Plan

The 2002 *Burlington County Open Space Master Plan* outlines strategies to: expand public access to parks and recreational facilities; protect the County’s natural resources and farmland; preserve and enhance the County’s culture and heritage; and coordinate park preservation and development with growth. The plan also seeks to support park system connectivity through the development of multi-use off-road trails and bicycle compatible roadways, as well as the creation of the Delaware River Heritage Trail, which traverses the City of Bordentown.⁵

During the planning process for the Bordentown/Ocean Spray Redevelopment & Linkage Plan Study, community members underscored the need to preserve and enhance the Spring Street Park, particularly for use by the residents who will soon occupy the adjacent Bordentown Senior Apartments. Community members also emphasized the desire to develop a walking, jogging, and biking trail along the rail to link the Redevelopment Area with Spring Street Park and Downtown Bordentown. Under this Redevelopment Plan Study, no built development will occur within the environmentally sensitive lands adjacent to Thornton Creek.

Burlington County Bicycle Master Plan

The 2013 Phase I of the *Burlington County Bicycle Master Plan* strives to make Burlington County “the safest and most bicycle-friendly county in New Jersey” through the creation of a countywide bikeway network utilizing roads and off-road trail segments. While the primary and secondary bikeways proposed in the plan do not touch the Redevelopment Area directly, supporting recommendations for bicycle amenities in this Redevelopment Plan Study would support bicycle safety and utilization in the area.

4 2013-2019 New Jersey Comprehensive Statewide Historic Preservation Plan. pp. 3, 29, 32.

5 Burlington County Parks and Open Space Master Plan, 2002. pp. 2-4.

Northern Burlington County Growth and Preservation Plan

The 2010 *Northern Burlington County Growth and Preservation Plan* responds to residential and commercial development pressures threatening to permanently alter the rural and agricultural landscape. The plan identifies Bordentown City as an Existing Center where growth and redevelopment are goals, and characterizes the city as a Town Core, “intended to be mixed use with the presence of commercial and even light industrial uses, but also a significant amount of moderate to high density residential development.” Design standards listed in the plan include, and consistent with this Redevelopment Plan Study include:

- Parking behind or beside buildings
- A public realm with lighting, landscaping, and pedestrian amenities
- High levels of connectivity within the network of streets, sidewalks, bikeways, and transit
- Compact blocks
- Buildings that meet the street⁶

City of Bordentown Master Plan – Open Space Preservation Element

The City’s 2005 *Open Space Preservation Element* provides goals and strategies for preserving environmentally sensitive lands and open space. The Preservation Plan acknowledges the multiple streams and waterways that surround and flow through Bordentown, Crosswicks Creek and Thornton Creek among them, flanked by floodplains, wetlands, woodlands, and steep slopes along creek embankments that abut and traverse the Redevelopment Area. Plan goals that pertain to this Redevelopment Plan Study include:

- Redevelopment that creates opportunities for environmental preservation – the Redevelopment Plan Study preserves natural habitats throughout environmentally sensitive areas within the site
- Creation of greenways along stream corridors, including Thornton Creek – two proposed trails touch the Redevelopment Area: Thornton Creek Trail, which would originate at Gilder Field and Crosswicks Street and connect to the Delaware River Heritage Trail near the rail trestle over Crosswicks Creek, and Thornton Creek Trail Link, which would link the Creek Trail at the rail spur, traveling along the rail line southwest to the light rail station stop and the Delaware River Heritage Trail where it meets Farnsworth Avenue⁷

6 Northern Burlington County Growth and Preservation Plan, 2010. pp. 1, 8, 91-94.

7 City of Bordentown Master Plan – Open Space Preservation Element, 2005. pp. 3, 5, 10.

City of Bordentown Master Plan – Reexamination Report

New Jersey’s Municipal Land Use Law requires all municipalities to reexamine their Master Plan at least every six years. The City’s 2011 *Master Plan Reexamination Report* acknowledges Ocean Spray’s announcement of plant closure as of September 2013. The following policies from the 2002 Reexamination Report and pertaining to this Redevelopment Plan Study were elevated to inform the Master Plan update:

- Strengthen and diversify the City’s economic composition; upon identifying the appropriate mix of uses for specific areas, establish innovative overlay zones to enable redevelopment
- Protect and preserve environmental assets
- Address parking demand and support multi-modal transportation alternatives; explore opportunities for shared parking
- Strengthen efforts to preserve the City’s history and heritage as part of the local identity

The following assumption of the 2002 Reexamination Report, relevant to this Redevelopment Plan Study, was also carried forward:

- [There is a] need to identify all vacant, undeveloped property and identify the optimum growth and density that can be accommodated.

The following Goal and Objective of the 1993 Master Plan, relevant to the Ocean Spray properties, was carried forward:

- Facilitate adaptive reuse of empty industrial buildings... Flexible zoning should be created to allow for the reuse and redevelopment of the industrial areas in the City.

City of Bordentown Master Plan – Historic Preservation Element

The City's 2012 Historic Preservation Element prepared by the Burlington County Bridge Commission establishes a historic preservation goal and six main objectives. The goal and objectives pertinent to this Redevelopment Plan Study are listed here:

Goal: Conserve the historic, small town character of the City by:

- Respect existing architectural styles
- Preserve local historic landmark buildings and historic places

The key focus of this Redevelopment Plan Study, the former Ocean Spray properties, do not fall within a designated historic district, and thus, the City's Land Use Ordinance cannot regulate the demolition, alteration, or architectural design of appearance of a structure on site. While not binding, the public views Ocean Spray's legacy as of local historic importance, and desires a redevelopment approach that retains the older brick portions of the bottling plant, preserving both the site's heritage and historic character.

Two designated historic districts do intersect with the Redevelopment Area:

- The Camden and Amboy Railroad Main Line Historic District, following the rail line and bisecting the Redevelopment Area, is recognized by the State Historic Preservation Officer.
- Block 1102 of Ann Street between Third and Spring falls within the Bordentown Historic District, which is on the National and New Jersey Register of Historic Places. The District was nominated in 1976, and the filing only highlights a limited number of the District's hundreds of homes and non-residential buildings.⁸

DVRPC Traffic Calming Alternatives Study

The 2012 *Traffic-Calming Alternatives for Routes 130 & 206 in Bordentown, NJ* prepared by DVRPC addresses local concerns regarding pedestrian and motorist safety. Alternatives were developed to reduce excessive speeding and improve pedestrian crossing opportunities. While most of the recommendations do not directly touch the Redevelopment Area, the intersection of Elizabeth Street and 130/206 is addressed. The following 3 alternatives are proposed for the intersection:

- Road Diet – Adds new pedestrian friendly crossings
- Round About – Creates a new Round-about where 130, 206 Elizabeth, and Ward converge
- Left Turn – Creates a new light with left turn lanes at the intersection allowing pedestrians/cars/trucks to cross 130 and 206 from Elizabeth and Ward Streets, which is currently prohibited.

This Redevelopment Plan Study is supportive of both the round-about and left-turn scenarios which will significantly improve truck access to the Bai warehouse and distribution facility at the F&P Centre and help to keep trucks out of the Downtown and residential streets.

⁸ City of Bordentown Master Plan – Historic Preservation Element, 2012. pp. 9, 10, 17 28.



Photos from the various public meetings.



V.

ALTERNATIVES, FISCAL IMPACTS

ALTERNATIVES

FISCAL IMPACT

COMMUNITY PREFERENCE

V ALTERNATIVES

Alternatives

Based on thorough existing conditions analysis, market research, resident input, and a review of prior plans, the planning team developed possible land use alternatives.

Given the active warehousing use at the Elizabeth Street properties and Bai Beverage’s long-term lease at the Fruit & Produce Centre, the only land use alternative explored for the Elizabeth Street properties was the extent to which additional light industrial development could occur as of right under the existing zoning. Due to the proximity of existing residential areas, intensification of use should not be permitted beyond what is currently allowable under CI zoning.

The current lot size is of 1601-1 and 2 is 33.9 acres; with a maximum permitted FAR of 30% under current CI zoning, a total of 443,005 square feet could be constructed. The existing building is approximately 270,480 square feet, so a maximum additional 172,525 square feet is permitted assuming no limiting site conditions, such as stormwater management, parking requirements, and loading areas required to support anticipated uses. Additional development allowable within current zoning would require site plan applications, and at such time, further study of the traffic impacts should also be considered.

Due to the limited options for redevelopment on the Elizabeth Street frontage, the alternatives focus on the redevelopment of the Park Street frontage, addressing the following tax lots:

ALTERNATIVES ANALYSIS: Park Street Frontage						
Block	Lot	Address	Acres	Current Zoning	Past/Current Land Use	Ownership
1601	21	104 E. Park St	10.68	CI	Former Ocean Spray Bottling Plant	<i>Ocean Spray / Modern Recycled Spaces</i>
1601	21.01	E. Park St	0.73	CI	Former Ocean Spray Pump Station	<i>Bordentown Sewerage Authority</i>
1702	1.01	E. Park St	3.41	CI	Former Ocean Spray Wastewater Pre-Treatment Plant	<i>Ocean Spray / Modern Recycled Spaces</i>
1702	2	354 E. Park St	0.34	CI	Vacant Lot	<i>Optional Lot - City to Transfer to MRS at closing of 1601/21, 21.01 and 1702/1.01</i>
1702	3	356 E. Park St	0.39	CI	Vacant Dwelling	<i>Privately-held</i>
1702	4	385 E. Park St	0.10	CI	Vacant Lot	<i>Privately-held</i>

Each alternative represents a redevelopment scenario based upon the opportunities and constraints of both the site and the real estate market. One of the alternatives (1) was created within the site’s existing C-I zoning, while the others (2 and 3) would require a zoning change and/or overlay to allow for mixed-use or residential development. The purpose of the alternative concepts was to invite public comment and input regarding the Plan’s recommendations for redevelopment.

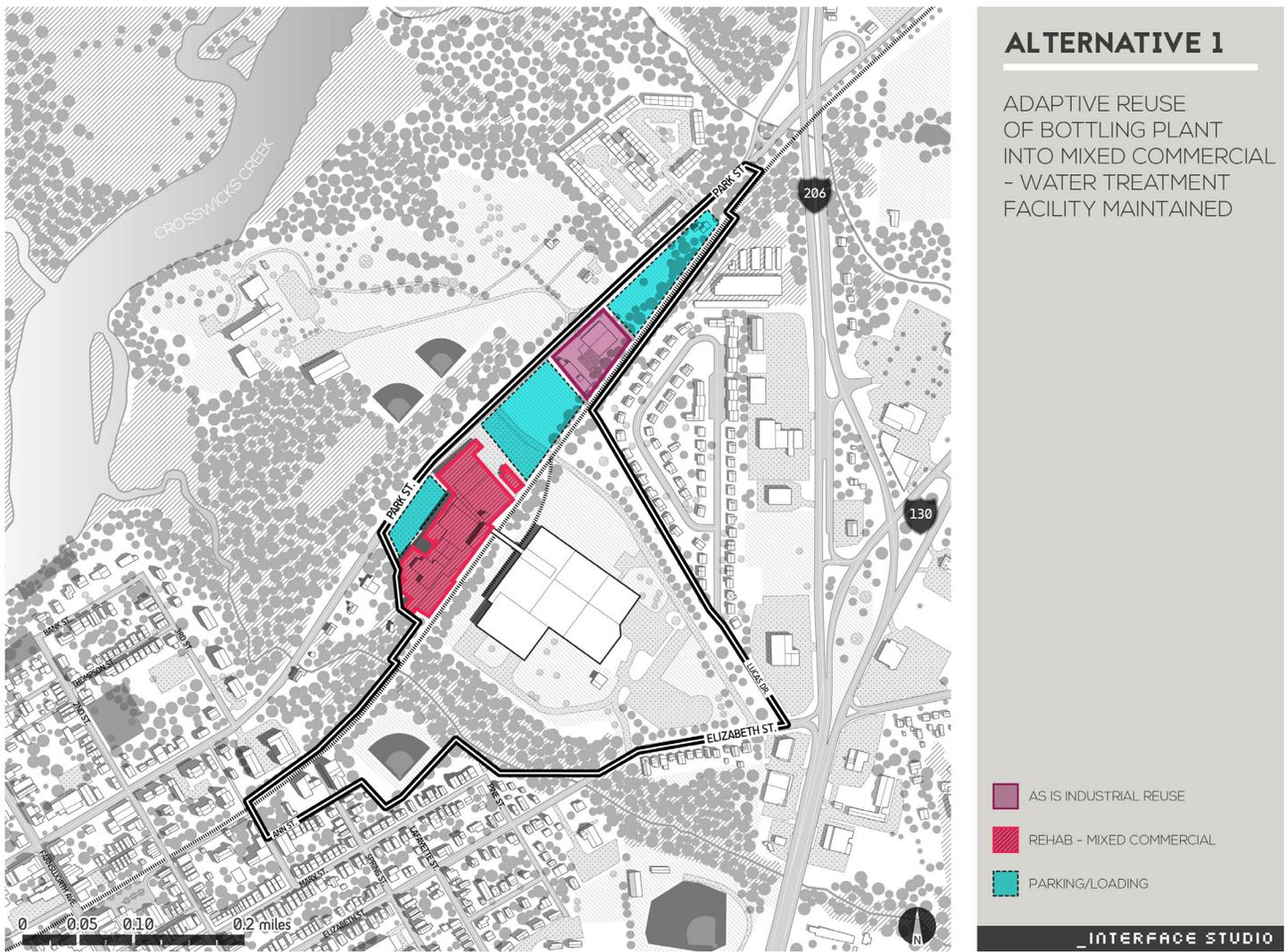
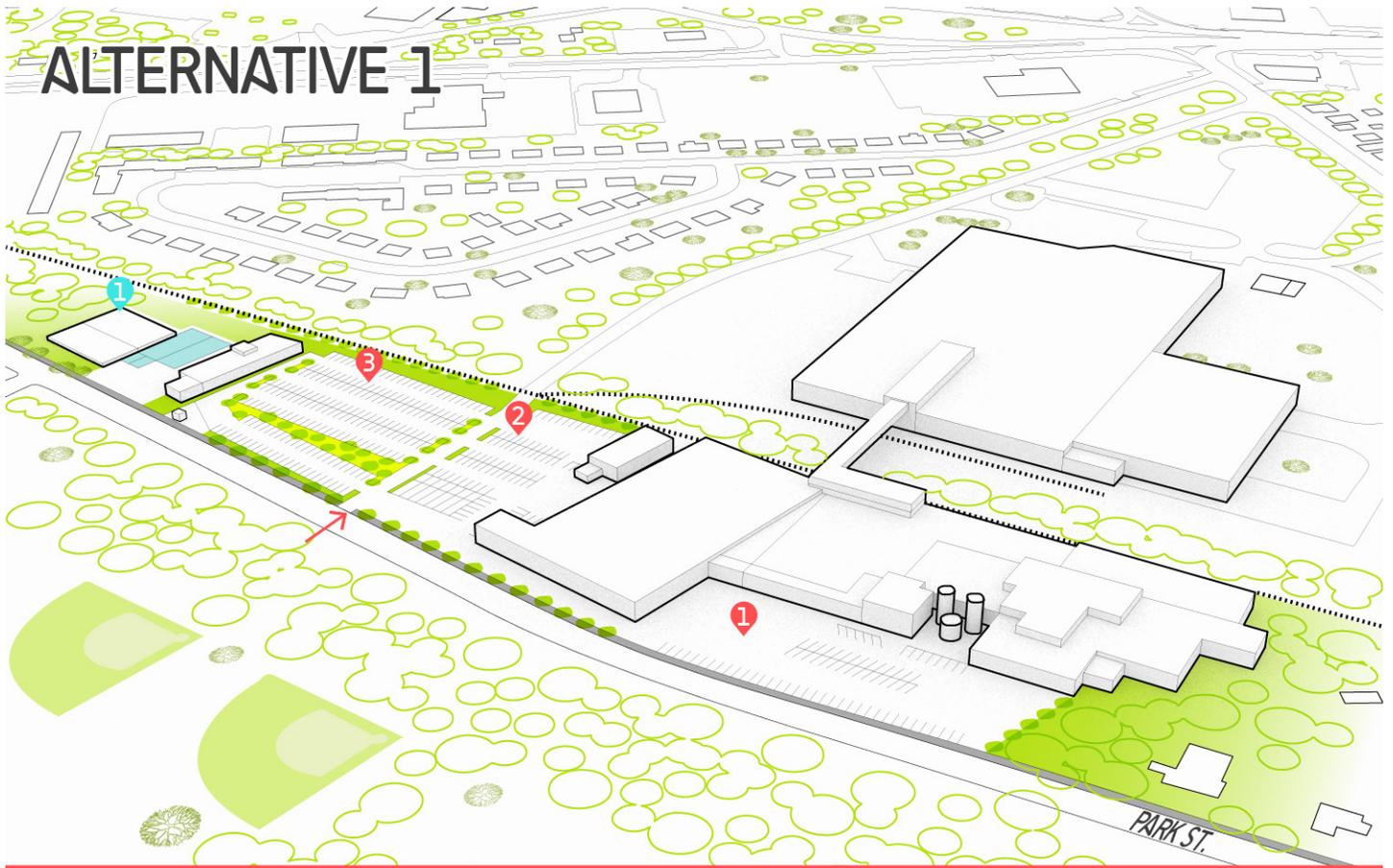


FIG 33: *Alternative 1 Land Use*

ALTERNATIVE 1: ADAPTIVE REUSE retains the existing 176,000 square foot bottling plant and wastewater pre-treatment plant, adding additional surface parking to the empty lots on either side of the wastewater pre-treatment facility. In this redevelopment scenario, the bottling plant would be repurposed into a mixed commercial/industrial space that has the flexibility for numerous tenant configurations. The additional parking spaces would serve employees of the commercial and industrial tenants as well as customer parking for any retail or service tenants.

The tenant mix could include a range of users such as a micro-brewery as the anchor tenant, a restaurant to support the brewery, a food innovation center that provides business support and facilities for food and drink entrepreneurs, artisanal food production and specialty food retail, indoor recreation like a yoga studio or climbing gym, boutique office space, art studios, or antique/furniture sales warehouse, among other commercial and light-industrial operators.

Required parking will vary according to the mix of uses, but based on existing zoning, building square footage, and a conceptual tenant mix developed to test capacity on site, roughly 400 parking spaces would be needed to serve the mix of uses.



- ❶ EXISTING PARKING/LOADING - 65 ❶ WATER TREATMENT FACILITY
- ❷ EXISTING PARKING/LOADING - 110
- ❸ NEW PARKING - 219

COMMERCIAL SPACE: 176,000 SQ FT
 TOTAL PARKING: 400
 REQUIRED: COM: 400

FIG 34: *Alternative 1 Concept Site Plan*

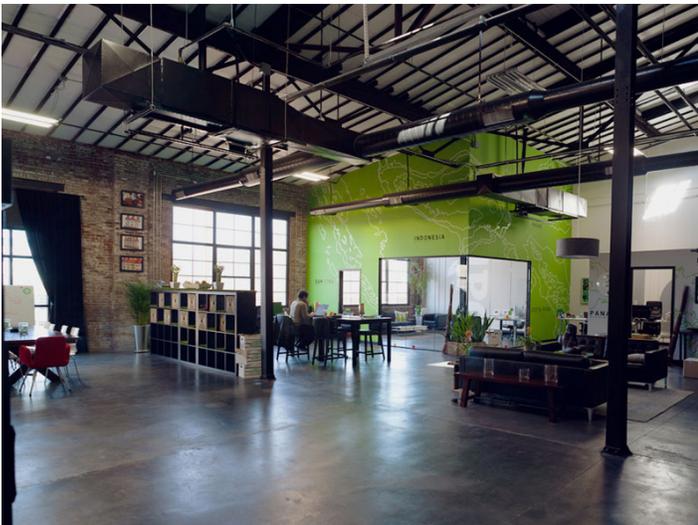


FIG 35: *Alternative 1 Precedents*

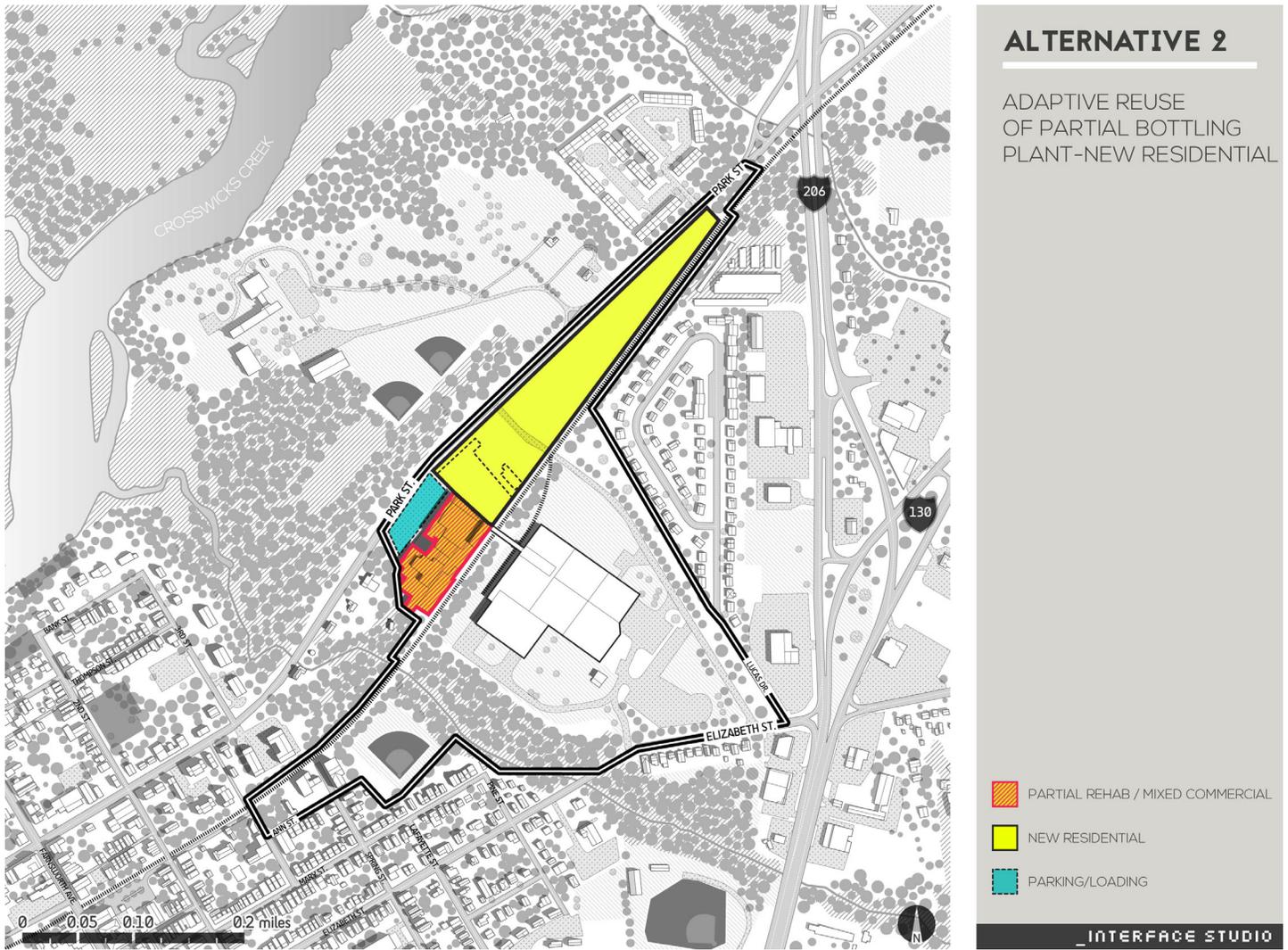
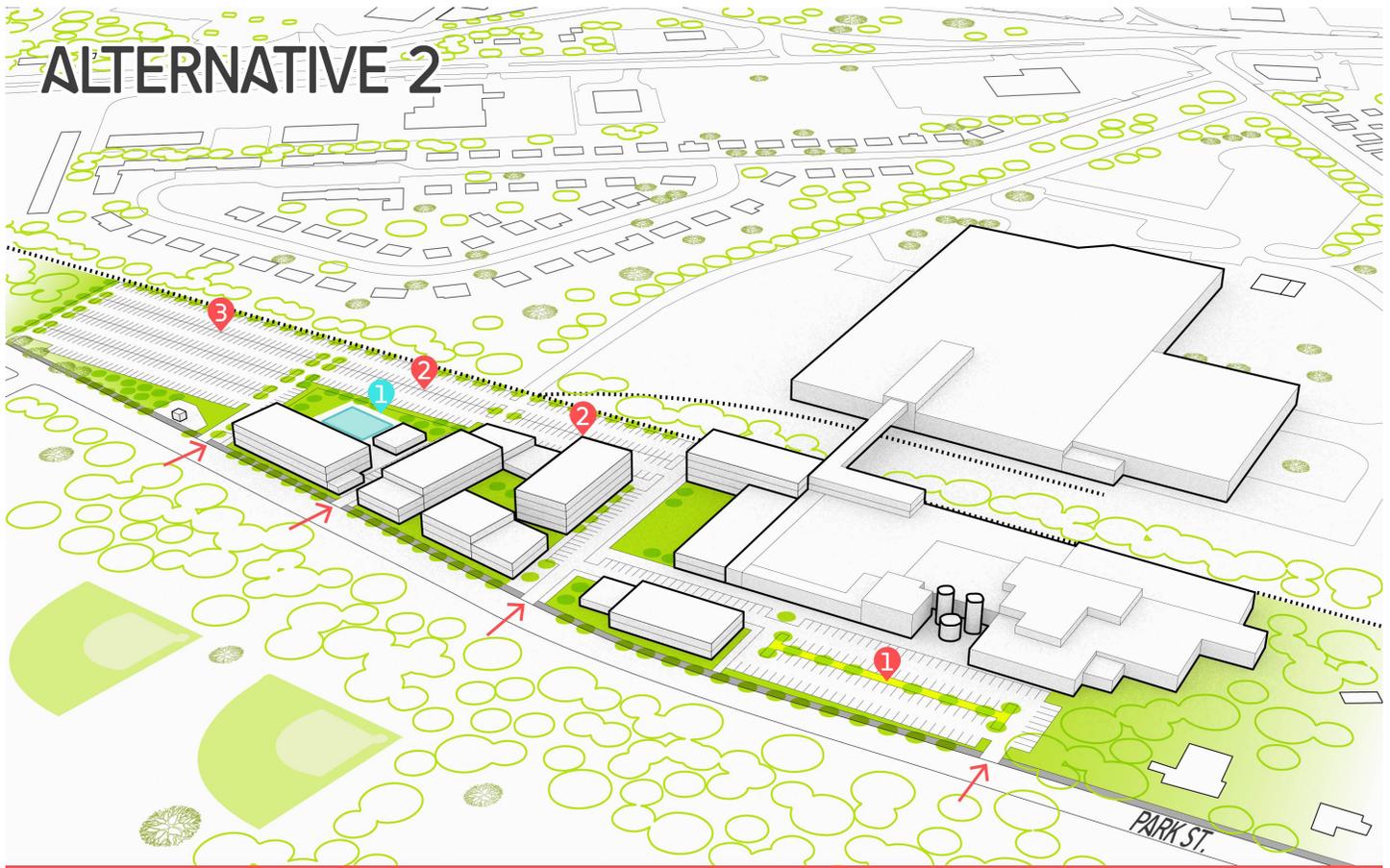


FIG 36: *Alternative 2 Land Use*

ALTERNATIVE 2: MIXED USE REUSE repurposes a portion of the bottling plant, demolishing newer additions that have less architectural character to make room for a new construction residential component. In this scenario, the wastewater pre-treatment plant would be removed, enabling a development of 150 to 250 one and two bedroom residential units, likely rental apartments, built within three and four story multi-family buildings.

The conceptual sketch illustrated in Figure 36 retains 110,000 square feet of the existing 176,000 square foot building to test site capacity. To respond to the community’s vision, retain the most historic portions of the building with the greatest character, and remain flexible to respond to market conditions, at least 50,000 square feet of the building should be retained. To make room for a sizeable enough residential component, the portion of the building retained for reuse should be no more than 110,000 square feet in mixed use scenario.

The potential tenant mix for the adaptive reuse component is consistent with the commercial and light industrial uses listed in Alternative 1. Parking ratios vary, but if between 50,000 square feet and 110,000 square feet of the building are retained, the multi-tenant commercial factored between 200 and 440 parking spaces.



- ❶ COMMERCIAL PARKING - 161 ❶ CLUB HOUSE/POOL
- ❷ COMMERCIAL/RESIDENTIAL PARKING - 228
- ❸ OVERFLOW/RESIDENTIAL/EMPLOYEE PARKING - 354

COMMERCIAL SPACE: 110,000 SQ FT
 RESIDENTIAL UNITS: 150
 TOTAL PARKING: 743
 REQUIRED: RES: 300 - COM: 440 - TOTAL: 740

FIG 37: *Alternative 2 Concept Site Plan*

The conceptual design shows the apartment buildings clustered near the existing bottling plant to create a cohesive development and active street frontage. The 150 units illustrated in the test scenario would be 50% one-bedrooms (75 units) and 50% two-bedrooms (75 units), reflecting market trends and catering to smaller millennial and empty nester households. Though the minimum required parking ratio is 1.8 spaces per dwelling unit, the design accommodates 2 spaces per unit or 300 spaces for residents. The parking spaces buffer the apartment buildings from the rail and are shielded from public view, creating higher quality public spaces for use by residents, commercial tenants, customers, and visitors alike.

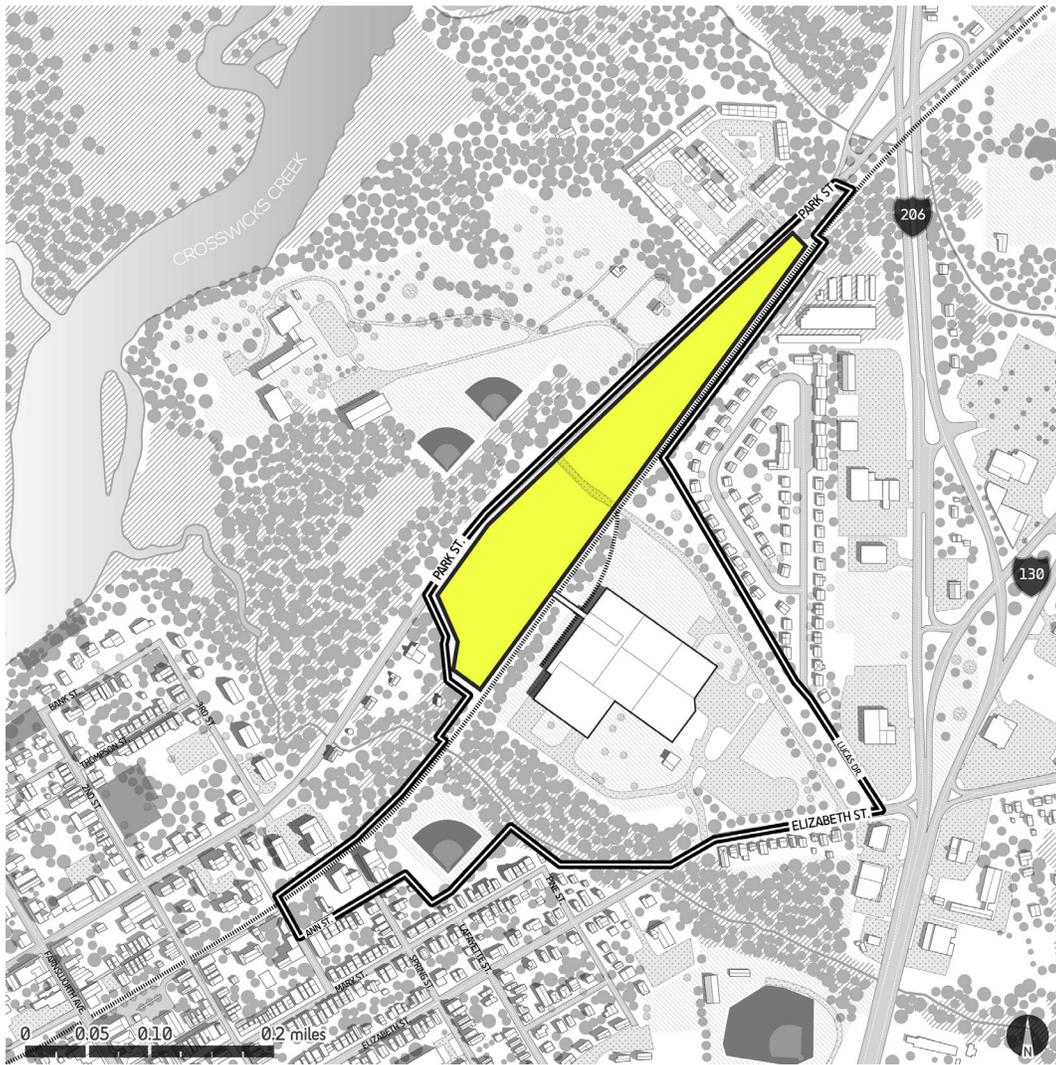
The residential units would rent for between \$1,300 - \$1,400 per month for a one-bedroom and between \$1,500 - \$1,800 for a two-bedroom unit. Up to 23 units would remain affordable (reflecting a maximum of 15% COAH units on site). Amenities for all residents would include a pool, clubhouse, and shared opens spaces.

Design considerations discussed with the community included the opportunities to integrate windows in the bottling plant building facade and to incorporate an industrial aesthetic in new construction elements in reference to the historic plant.

FIG 38: *Alternative 2 Precedents*







ALTERNATIVE 3

DEMOLITION OF
BOTTLING PLANT -
NEW RESIDENTIAL

NEW RESIDENTIAL

INTERFACE STUDIO

FIG 39: *Alternative 3 Land Use*

ALTERNATIVE 3: DEMOLISH AND REBUILD would demolish the bottling plant and wastewater pre-treatment plant, resulting in a large continuous plot of land to redevelop as a purely residential community. At a density of 20 dwelling units per acre, the 15.55 acre site could accommodate 311 units. The units would be housed in ten three or four story buildings, depending on whether or not a portion of the ground floor is used for parking. Again, 50% of the units (156) would be one-bedroom apartments; 48% (149) units would have two bedrooms, and the remaining 2% (6 units) would have three bedrooms. Rental prices are consistent with those in Alternative 2, and up to 47 units would remain affordable (maximum 15% COAH units).

The conceptual site plan again provides two parking spaces per dwelling unit for 622 spaces total, above the required 1.8 space per unit (560 spaces). The site design locates buildings to create a pedestrian-friendly walking environment, with boulevard streets, shared green spaces, and a clubhouse and pool, with parking pushed against the rail.

In clearing the site for complete redevelopment, the site loses connection with its past. New construction could thus range from traditional to modern in style, or could seek to retain an industrial character.



- ❶ PARKING LOT - 536
- ❷ PARKING STREET - 104
- ❶ CLUB HOUSE/POOL

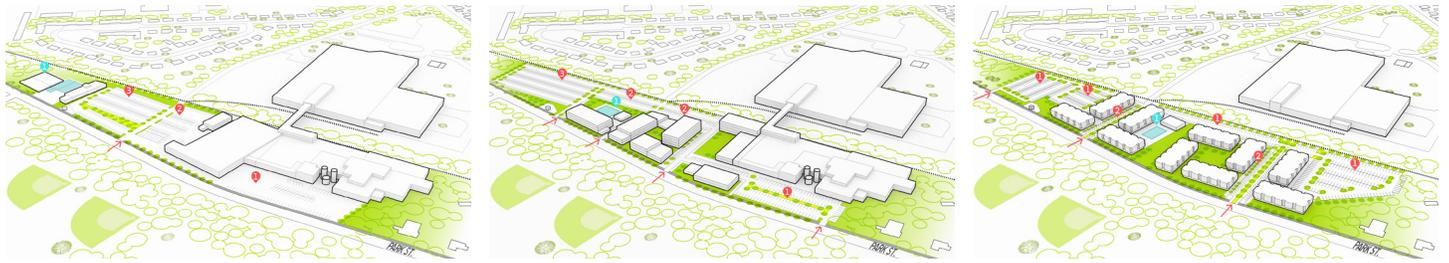
RESIDENTIAL UNITS: 311
 TOTAL PARKING: 640
 REQUIRED: RES: 560-622

FIG 40: *Alternative 3 Concept Site Plan*



FIG 41: *Alternative 3 Precedents*

FIG 42: *Alternative Fiscal Impacts*



NET FISCAL IMPACT SUMMARY
[not including water utility impact]

	CITY OF BORDENTOWN	REGIONAL SCHOOL DISTRICT	TOTAL NET LOCAL FISCAL IMPACT
ALTERNATIVE 1 [all commercial]	+	++	++
ALTERNATIVE 2 [residential/commercial]	++	○	++
ALTERNATIVE 3 [all residential]	+++	---	-

Fiscal Impacts

Each alternative discussed above will have a different fiscal impact on Bordentown City and the Regional School District. RES Advisors prepared a full Fiscal Impact Analysis, included in the Appendix. This section presents a summary of the findings, which were presented to the public for consideration in weighing the pros and cons of each alternative.

Projections for growth or change in new residents, employees, and public school children are estimated using various multipliers developed by Rutgers University. Once anticipated residential and non-residential growth was quantified, costs to the City and School District were calculated based on new residential and employee populations multiplied by the per capita municipal expenditures associated with residential activity, as well as new public school children multiplied by cost per pupil. Revenue generated by each alternative reflects incremental real estate taxes, water utility charges, and other miscellaneous revenues. Projections for new populations, households, and employees can be seen in Figure 43.

FIG 43: *Population, Households, and Employment Growth*

CITY OF BORDENTOWN

- * 2010 Census Population: 3,924
- * 2015 DVRPC Population Forecast: 3,926 (population stable)
- * 2010 Employment: 1,535
- * 2015 DVRPC Employment Forecast: 1,236 (loss of Ocean Spray)

GROWTH ASSOCIATED WITH REDEVELOPMENT ALTERNATIVES

	ALTERNATIVE 1 ADAPTIVE REUSE COMMERCIAL	ALTERNATIVE 2 MIXED USE COMM / RES	ALTERNATIVE 3 DEMOLISH & REBUILD RESIDENTIAL
POPULATION	---	291	612
HOUSEHOLDS	---	150	311
PUBLIC SCHOOL-AGED CHILDREN	---	30	65
EMPLOYMENT	310	216	---

ALTERNATIVE 1 – ADAPTIVE REUSE (ALL COMMERCIAL)

Adaptive reuse of the existing building for commercial purposes will result in employment growth only. Under this scenario, employment in the city increases by 25% over 2015 estimates, adding an estimated 310 jobs based on the conceptual tenant mix developed by the team; total employment would surpass the 2010 job count. No new public school children will be added to the School District in this alternative. Based on the Fiscal Impact Analysis, Alternative 1 will result in positive annual net incremental revenue for the City by \$32,742 and the School District by \$65,580, resulting in a total annual net local fiscal gain of \$98,592.

ALTERNATIVE 2 – MIXED USE REUSE (RESIDENTIAL AND COMMERCIAL)

Modifying the existing building for partial commercial adaptive re-use plus infill residential will result in both employment and residential growth. Employment increases by 18% over 2015 estimates, adding an estimated 216 jobs and approximating a return to the 2010 job count (before Ocean Spray closed). Adding 150 new residential units will result in an estimated 291 new residents, increasing population by 7%. Thirty new public school children will be added to the School District. Alternative 2 will result in positive annual net incremental revenue for the City totaling \$88,632. The School District more or less breaks even, with an annual net gain of \$4,928. The resulting total annual net local fiscal impact is a gain of \$93,559.

FISCAL IMPACT SUMMARY

	CITY OF BORDENTOWN	REGIONAL SCHOOL DISTRICT	TOTAL NET LOCAL FISCAL IMPACT
ALT 1 COMMERCIAL			
New Revenue	\$50,469	\$ 65,580	\$116,319
Incremental Public Costs	\$ [17,727]	---	\$ [17,727]
Net Incremental Revenue	\$32,742	\$65,580	\$ 98,592
ALT 2 COMM / RES			
New Revenue	\$ 257,006	\$ 385,688	\$ 642,693
Incremental Public Costs	\$(168,374)	\$(380,760)	\$(549,134)
Net Incremental Revenue	\$ 88,632	\$ 4,928	\$ 93,559
1-Time Water Connection Fees	\$ 250,800		
ALT 3 RESIDENTIAL			
New Revenue	\$ 460,811	\$ 698,389	\$ 1,159,200
Incremental Public Costs	\$(354,106)	\$ [824,980]	\$(1,179,086)
Net Incremental Revenue	\$106,706	\$(126,591)	\$ [19,885]
1-Time Water Connection Fees	\$ 519,992		

FIG 44: Fiscal Impact Summary

ALTERNATIVE 3 – DEMOLISH AND REBUILD (ALL RESIDENTIAL)

Demolishing existing structures and redeveloping for solely residential will result in population growth of 16% (612 residents) and zero employment growth. Sixty-five new public school children will be added to the School District. Alternative 3 will result in positive annual net incremental revenue for the City amounting to \$106,706, which is offset by a sizable annual net revenue loss for the School District of \$126,591, resulting in a total annual net local fiscal impact loss of \$19,885.

ALTERNATIVES EVALUATION

PROS	ALTERNATIVE 1 ADAPTIVE REUSE COMMERCIAL	ALTERNATIVE 2 MIXED USE COMM / RES	ALTERNATIVE 3 DEMOLISH & REBUILD RESIDENTIAL
CONS			
RISK	DIFFICULT TO FILL 176,000SF	EASIER TO RE-TENANT 50-110KSF COMMERCIAL, RESIDENTIAL MARKET EXISTS	DOES NOT DIVERSIFY CITY'S ECONOMIC BASE
TIMELINE	LONG TIME TO REACH FULL OCCUPANCY, DELAY IN RE-CAPTURING REVENUES	RESIDENTIAL CAN MOVE FORWARD IN NEAR-TERM, WILL RE-CAPTURE REVENUE SOONER	RESIDENTIAL CAN MOVE FORWARD IN NEAR-TERM
FISCAL	NET-POSITIVE FOR CITY & SCHOOL DISTRICT	MOST BALANCED OPTION: GOOD FOR CITY, BREAK-EVEN FOR SCHOOL DIST	VERY COSTLY FOR SCHOOL DISTRICT
COMMUNITY PRIORITIES	RESIDENTS DESIRE MIX OF COMMERCIAL USERS	NEW HHs WILL SUPPORT DOWNTOWN, COMMERCIAL CREATES JOBS & DRAW FOR RESIDENTS	EXISTING RESIDENTS NOT IN FAVOR
	BUSINESSES WORRY ABOUT COMPETITION IF TOO BIG		MORE HOUSEHOLDS TO SUPPORT DOWNTOWN
SUMMARY		MOST TRANSFORMATIONAL	

FIG 45: Alternatives Evaluation

Alternative Evaluation

In evaluating the overall impact of each alternative, various factors must be considered in addition to the fiscal impact including level of risk, timeline for redevelopment, and community priorities, all of which all play an important role in selecting a preferred alternative. Figure 45 summarizes the pros and cons of each alternative, factor-by-factor, concluding that for Bordentown and the former Ocean Spray property, a mixed commercial-residential rehab and redevelopment strategy would be most transformative and beneficial.

FIG 46: Land Use “Thermostat”

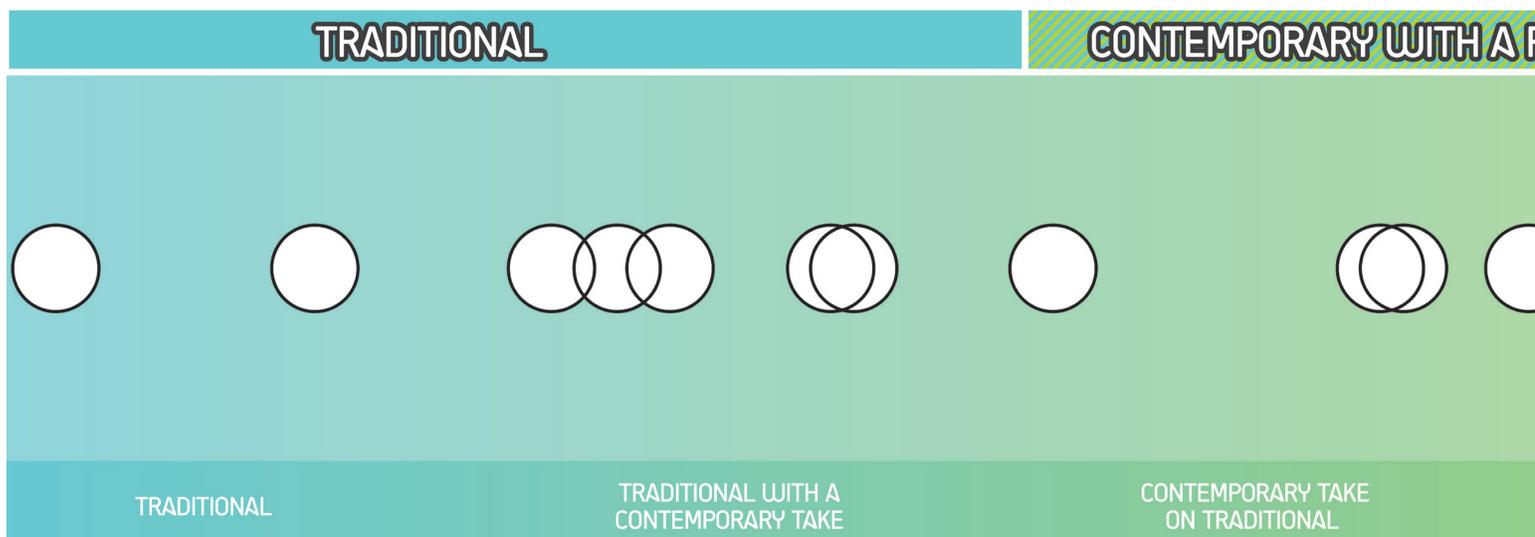
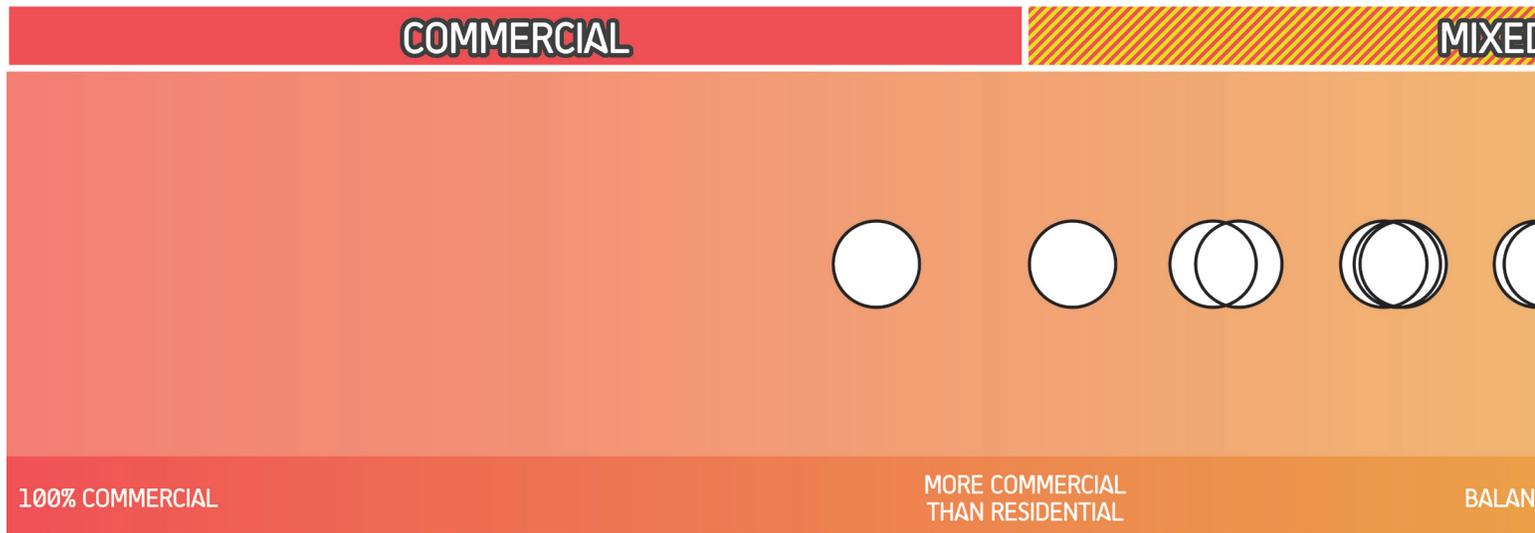


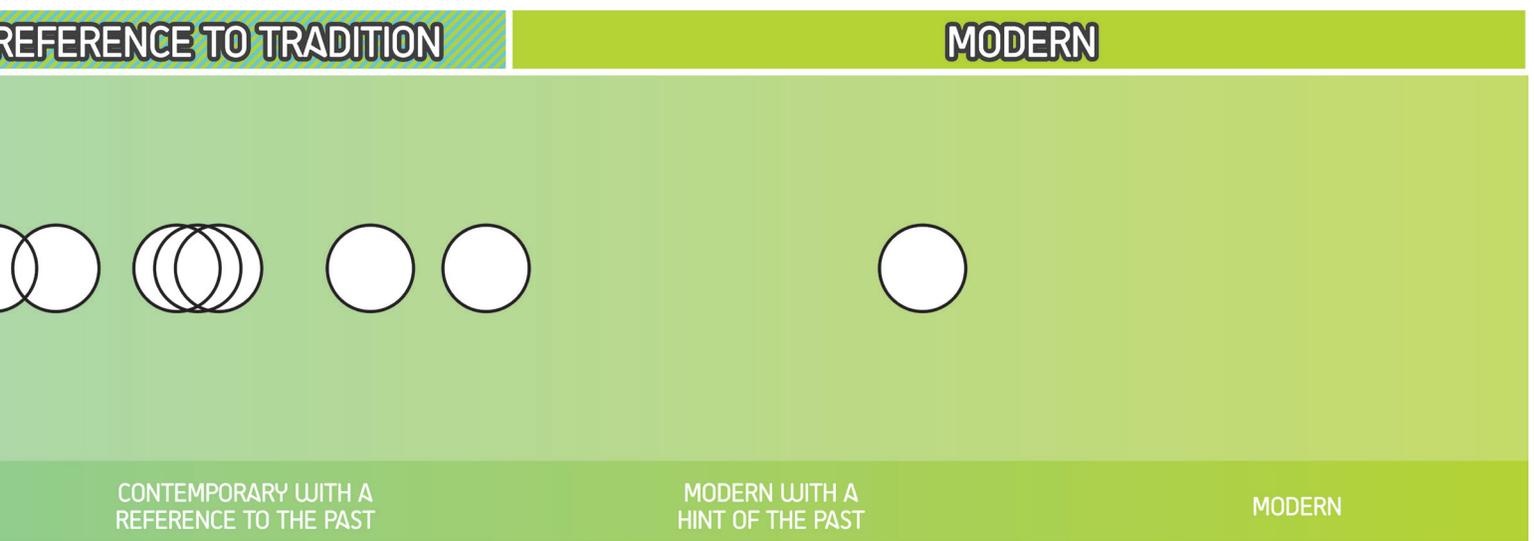
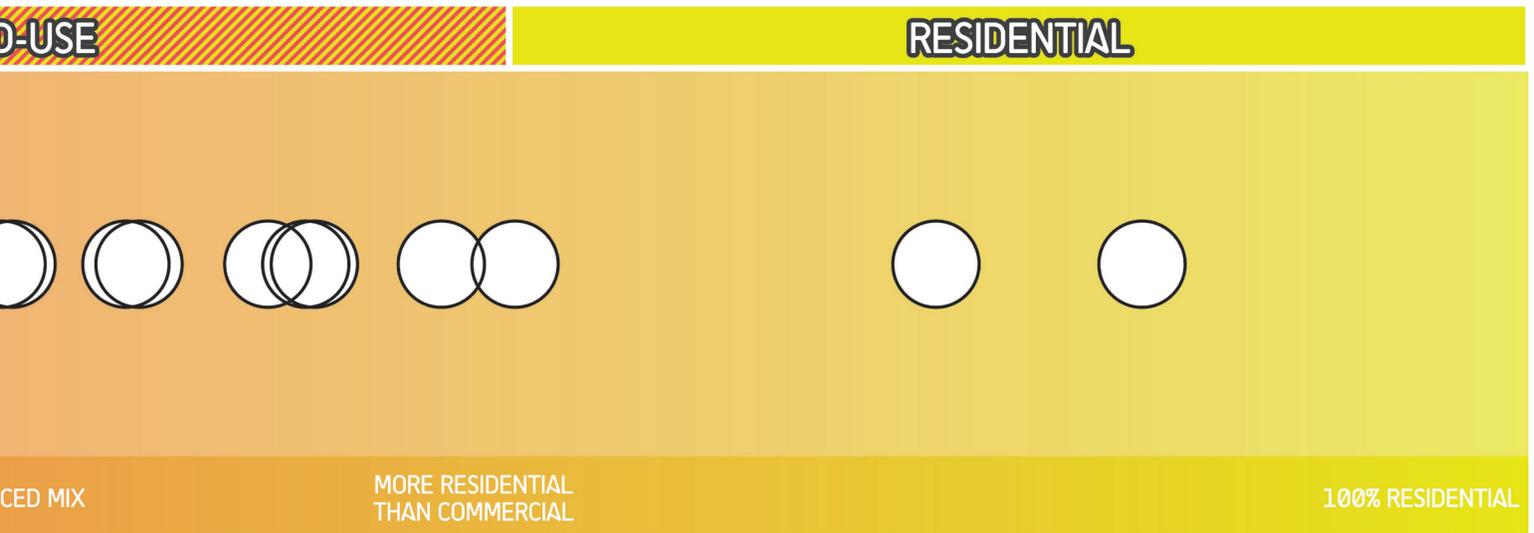
FIG 47: Design “Thermostat”

Community Preferences

At the second public hearing in December 2015, the planning team gave a brief presentation recapping the planning process, analysis, and public input to date, outlining the three redevelopment alternatives, and describing their various impacts on the community. Following the presentation, attendees were asked to participate in two exercises to take the “temperature of the room” using “thermostats” to determine community preferences for land use mix (commercial, mixed-use, or residential) and design approach (traditional, contemporary with a reference to tradition, or modern).

LAND USE: Opinions varied but the majority of attendees preferred the land use alternative that introduces a mix of uses to the site. Some of the reasons cited included:

- Provides a benefit for both schools and businesses
- Mixed use provides the best balance of retention of the old building with unique industrial character, new commercial uses, and new residential housing types
- Diversification, provides a hedge against future market vagaries



DESIGN APPROACH: The public tended to respond favorably to a contemporary feel that references the industrial history and tradition of the site. Others preferred a more traditional look that fits in with the historic architecture of Bordentown. As such, the Plan’s framework considered the following:

- Nice blend of old and new; history is part of Bordentown’s charm; modern traditional industrial
- Buildings and materials should complement the historic charm of the city while still being modern and attractive to new investment opportunities
- Modern buildings can boost the economy; external industrial aesthetic with modern finishes

VI.

RECOMMENDATIONS

PREFERRED SCENARIO

DESIGN GUIDELINES

SUPPORTING RECOMMENDATIONS

VI RECOMMENDATIONS

Recommendations for the Ann Street Properties

Proposed residential developments for Ann Street are allowable as of right and in keeping with nearby residential character; such investments should proceed as planned.

Recommendations for the Elizabeth Street Frontage

CONTINUED LIGHT INDUSTRIAL USE is the presumed future land use for the Elizabeth Street properties. Such use shall not intensify beyond what is currently permissible under existing zoning (a maximum additional 172,525 square feet provided that the site can accommodate all necessary stormwater management, parking, and loading requirements). Expansion of existing uses within what is permitted as of right must consider the adjacency of residential areas on Elizabeth, Lucas, and Landon and seek to mitigate the potential impacts of additional traffic to the site through improvements in traffic calming, signage, pedestrian infrastructure, and beautification of edge conditions. See the supporting recommendations at the end of this chapter for more detail.

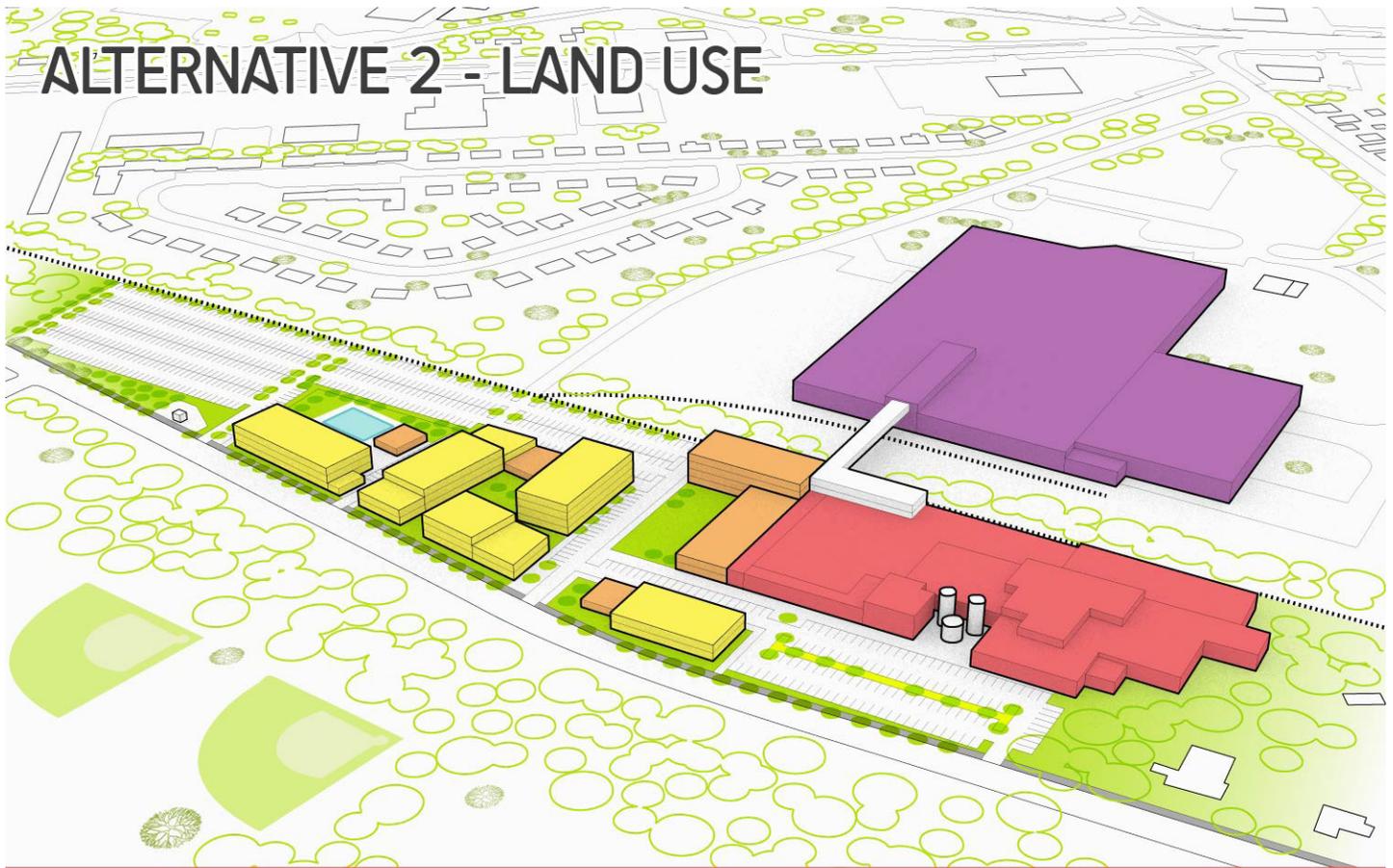
Preferred Scenario for the Park Street Frontage

MIXED USE REUSE is the preferred scenario and the basis of this Redevelopment Plan Study. Reflecting resident preferences, the best overall fiscal impacts for the City, and a unique opportunity to welcome a catalytic redevelopment that honors the past, serves the existing community, and welcomes new residents and businesses, the Mixed-Use option works to achieve the greatest market flexibility. The Plan utilized Alternative 2 as its basis for the following recommendations.

The Plan allows for partial adaptive reuse of the bottling plant, retaining a minimum of 50,000 square feet of the original brick structure for uses such as multi-tenant mixed commercial and light industrial. These uses are currently permitted as of right under the City's CI zoning.

In order to facilitate such an investment, the Redevelopment Plan Study also includes a new construction multi-family residential component. Based on the Alternatives evaluated, the site can accommodate between 150 and 250 units (at 16 dwelling units per acre on the Ocean Spray property and 20 dwelling units per acre including the option lot, respectively), situated within a true mixed-use community that repurposes the former bottling plant in order to create a destination where people can not only live, work, and play, but bolster the existing Downtown business district as well.

The residential component will occupy portions of the properties that currently host the bottling plant and pump station (Block 1602, Lots 21 and 21.01), the property that currently hosts the wastewater pre-treatment plant (Block 1702, Lot 1.01), as well as Block 1702, Lot 2, which is the City's lot to be transferred to the owner. The site will require some demolition and reconfiguration to accommodate the residential development in a way that fully integrates the uses to create the unique place that the community envisions.



- INDUSTRIAL
- COMMERCIAL
- MIXED COMMERCIAL/RESIDENTIAL
- RESIDENTIAL

FIG 48: *Conceptual Massing Plan, showing Land Use*

This conceptual sketch was presented to the public for comment during the planning process; it represents one of the ways the design principles can be applied to the site and is not a redevelopment site plan.

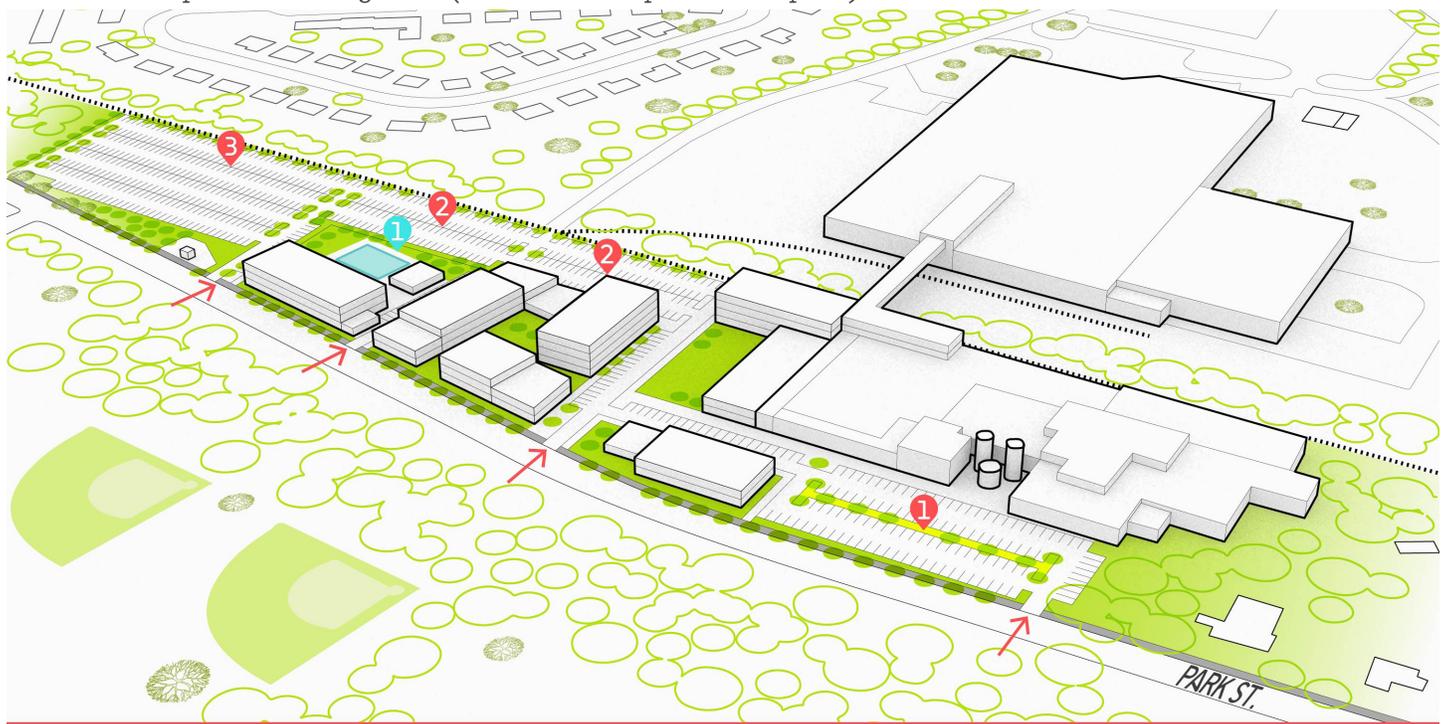
Bordentown’s CI zoning does not permit residential land use, and the existing City Code does not accommodate a larger-scale mixed-use development such as the one envisioned by this Redevelopment Plan Study. As such, the CI-zoned parcels that together comprise the Park Street frontage – the Ocean Spray property, plus the two oddly shaped parcels along the rail closest to 206, should they be acquired and assembled – should be blanketed by an Ocean Spray Overlay.

The recommended land uses will require parking spaces to serve the commercial mixed use at the repurposed bottling plant and the residential development. The parking ratios for commercial tenants vary; the conceptual site planning analysis concludes that it is possible to accommodate up to four spaces per 1,000 square feet to serve the adaptive reuse at the bottling plant, though a lower parking ratio may be sufficient depending on the tenant mix. The Residential Site Improvement Standards (RSIS) specify 1.8 parking spaces per one-bedroom dwelling unit and 2.0 parking spaces per two-bedroom unit. Due to Bordentown’s more urban nature and historic fabric, the City Code empowers the Planning Board to permit a shared parking arrangement for tenants up to 20% of the required parking.

While convenience is one factor in locating parking, the most important factor in creating a sense of place is to design a site plan that fosters a beautiful public realm and strong relationship between buildings on site. The site plan should balance parking needs with other modes of transportation including Zip-Cars, utilization of existing bus service on the 409, and facilities that encourage walking and biking between the site, Downtown, and the RiverLine. In concert with the shared parking, on-street parking possibilities on Park Street, and alternative transportation considerations, the Plan recommends parking maximums of 3-5 spaces per 1,000 square feet of commercial, an average of 1.8 parking spaces per residential unit and existing parking requirements for other uses currently within the CI zone.

REDEVELOPMENT AREA PLAN						
Block	Lot	Address	Acres	Zoning Change / Overlay	Future Land Use	Notes
1102	1	1-7 Ann St	0.32	None (R3)	Single-Family Residential (4 units)	As of Right
1102	2	9-19 Ann St	0.61	None (R3)	Single-Family Residential (5 units)	As of Right
1301	1	1 Spring St	1.00	None (R3)	Multi-Family Residential (49 units)	NA
1301	1.01	Spring Street Park	4.78	None (CI)	Park	NA
1601	1 & 2	201 Elizabeth St	33.85	None (CI)	Warehouse & Distribution	As of Right
1601	21	104 E. Park St	10.68	CI with Ocean Spray Overlay	CI with Mixed Use: Adaptive Reuse of former Bottling Plant with Multi-Family Residential and shared public spaces	Retain minimum of 50,000 SF of plant for reuse; new residential development at 16 - 20 dwelling units per acre; option to assemble with City transfer property
1601	21.01	E. Park St	0.07	CI with Ocean Spray Overlay	See 104 E. Park Street	Part of mixed use development described above
1702	1.01	E. Park St	3.39	CI with Ocean Spray Overlay	See 104 E. Park Street	Part of mixed use development described above
1702	2	354 E. Park St	0.34	CI with Ocean Spray Overlay	See 104 E. Park Street	Part of Ocean Spray / Modern Recycled Spaces Acquisition - City Option
1702	3	356 E. Park St	0.39	CI with Ocean Spray Overlay	Mixed Use / accessory parking or open space	Could support redevelopment, only if acquired and assembled
1702	4	385 E. Park St	0.10	CI with Ocean Spray Overlay	Mixed Use / accessory parking or open space	Could support redevelopment, only if acquired and assembled

FIG 49: Conceptual Massing Plan (not a redevelopment site plan)



- 1 COMMERCIAL PARKING - 161 1 CLUB HOUSE/POOL
- 2 COMMERCIAL/RESIDENTIAL PARKING - 228
- 3 OVERFLOW/RESIDENTIAL/EMPLOYEE PARKING - 354

COMMERCIAL SPACE: 110,000 SQ FT
 RESIDENTIAL UNITS: 150
 TOTAL PARKING: 743

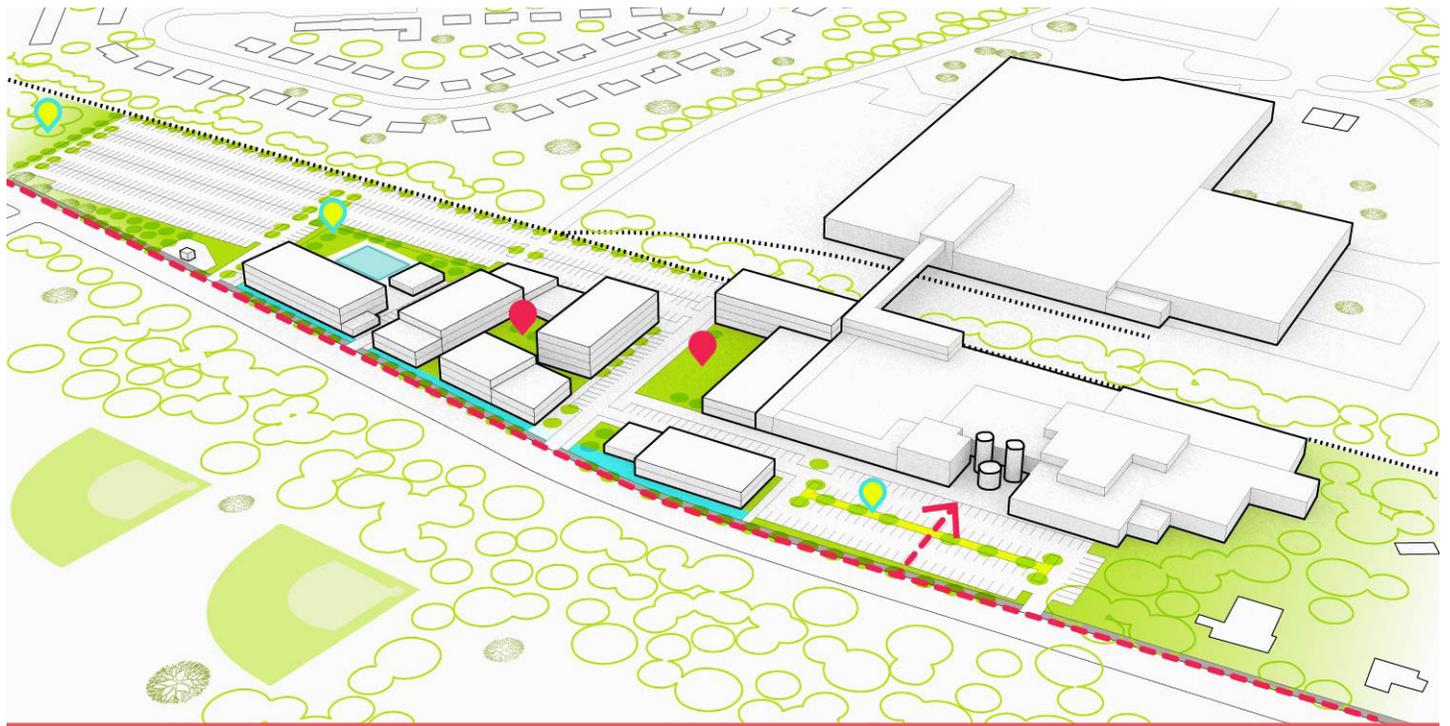
REQUIRED: RES: 300 - COM: 440 - TOTAL: 740

Design Standards

While the Plan includes a preferred redevelopment scenario, the intent is to remain flexible so that redevelopment can proceed within a range of acceptable land use mixes and breakdowns. The following standards will help accommodate the full range of development program while also creating a one-of-a-kind, community-oriented, pedestrian-friendly destination in the City of Bordentown that:

- Employs a strong design to create a special place for people to live, work, and play
- Designs public amenities to include public art and historical references
- Utilizes interior circulation, pathways, and access points to guide building layout, use, and functionality
- Integrates pedestrian-oriented streetscape elements to foster improved connectivity to Downtown
- Includes alternative transportation resources such as bike parking, ride-share, and shared and/or structured parking tucked behind active uses.

FIG 50: Conceptual Massing Plan - Design Concepts



- POTENTIAL STORMWATER CAPTURE
- MAINTAIN STREET WALL
- OPEN SPACE / PLAZA
- - - PEDESTRIAN ACCESS

BULK & LOT REQUIREMENTS

Lot Requirements	The minimum lot area shall be at least 43,560 square feet (1 acre), consistent with CI zoning.
Setbacks	There shall be a front yard setback along Park Street of not less than 25 feet from the right-of-way line.
Lot Coverage	The maximum land area to be covered by all impervious surfaces should be minimized and shall not exceed 70% of the total area. Due to prior negotiations, the preserved green space at Spring Street Park can contribute to permeable land cover within the redevelopment.
Density	The maximum overall tract density for residential shall not exceed 20 dwelling units per acre.
Parking Ratios	Parking provided to serve commercial uses shall not exceed 3.5 spaces per 1,000 square feet of commercial. Parking provided to serve the residential development shall average 1.8 spaces per dwelling unit.
Height	Buildings facing Park Street shall not exceed three stories or 35 feet in height, whichever is lesser. Buildings of four stories or 45 feet in height, or more, will be considered subject to setbacks from the street.

Site Design

The conceptual design in Alternative 2, which was generally accepted by the public, shows the apartment buildings clustered near the existing bottling plant to create a cohesive development and active street frontage. The parking spaces buffer the apartment buildings from the rail and are shielded from public view, creating higher quality public spaces for use by residents, commercial tenants, customers, and visitors alike.

The Public Realm

Shared public space are an important design feature, which can take many forms. The Plan envisions incorporating these spaces as important site and community amenities, including but not limited to the following:

- Public Space – Plazas and park spaces that can be used by residents as well as patrons of the commercial spaces. Buildings and streets with six foot sidewalks arranged to create a strong pedestrian environment as well as to create and enclose intimate spaces. Allowing commercial spaces to open up into plazas and other public spaces will foster greater activity levels and vibrancy.
- Private Space – Open space that is usable only by residents is another important amenity for the residential component. Arranging buildings to include courtyards and other residential amenities such as a pool or clubhouse will allow for a more private/secure space that can be easily accessed by new tenants.
- Streets - The public realm along Park Street will be greatly improved through a new sidewalk, street trees, rain gardens, and various other landscaping methods utilizing native plant species. Internal circulation shall be designed in a similar way to give the feel of a city street that is appealing to walk along as opposed to a parking aisle. This includes on-street parking as an important design element for creating a strong pedestrian environment.

Stormwater

The site design should address stormwater through nonstructural or “green infrastructure” where possible, unless conditioned or deemed infeasible by existing Brownfield rules and regulations. Consideration should be given to creative urban stormwater management practices, including but not limited to:

- Retention basins above or underground
- Green roofs, rain barrels, or other roof features that capture stormwater
- Minimizing impervious surfaces
- Permeable paving
- Low maintenance landscaping that encourages retention (rain gardens, etc.)
- Vegetated open channel conveyance systems (bioswales, etc.)
- Taking advantage of topography and natural features to manage stormwater at an area wide level.

Park Street, internal circulation, and parking aisles could be designed to incorporate rain gardens and bioswales. Public and private plazas/parks should incorporate significant stormwater management practices as well. Impervious pavements should be kept to a minimum and pervious paving should be considered cost permitting and if not limited by Brownfield conditions.

Height

Typically the height of any new building should relate to adjacent buildings. As the site is isolated from the rest of the city and the existing bottling facility is of industrial nature with varying heights, consistent building heights are of less significance. New buildings within the redevelopment should range from three to four stories in height, with additional consideration given to height features that provide diversity and architectural interest through design, such as in loft-style adaptive reuse of industrial buildings. Taller structures should be set back from the street.

Architectural Design Considerations

To create an integrated complex mixing new buildings with the historic bottling plant, the following complementary features shall be considered:

- Elevation – The directional expression of the current front elevation is horizontal in nature and this orientation could be carried over to new construction. It is critical to create strong streetwalls with architectural definition along all street frontages.
- Facade - The varied nature of the existing facade, with setbacks, height variations, solids and voids, should be a design principle that is carried forward.
- Materials – Brick is an important material used on the existing facility and should be integrated into the new development. Stone, metals, woods, or more modern materials should also be utilized to create strong architectural appeal.
- Roof – The existing facilities roof is flat, typical of most industrial buildings. However, cornices, cupolas, and a variety of roof treatments and types should be integrated to create visual interest.
- Green – New construction should strive to meet the highest level of environmental sustainability, and incentives will be given through the Bordentown City Green Development Incentive Program.

Relocation Provision

Because the properties identified for redevelopment according to this Redevelopment Plan Study are not currently home to any residents, the requirement that the Plan address adequate provisions made for temporary and permanent relocation of area residents is not applicable.

Supporting Recommendations

It is critical through complex redevelopment of formerly industrial properties that a strong public-private partnership be established and maintained as the project moves toward completion. For the public good – to remove blight, bring the public’s shared vision for the site to reality, and create amenities for residents and visitors – the City, County, and developer must be prepared to work together and pool resources to from varied sources to facilitate implementation. If necessary, the City shall work on a Payment in Lieu of Taxes (PILOT) program and other “But For” programs to bring the project to reality. The following supporting recommendations pertain to improved circulation through public infrastructure improvements surrounding the Redevelopment Area.

Park Street

1. Introduce on-street parking on one or both sides of Park Street – Park Street is County Road 662, and thus all changes must be coordinated with the Burlington County Engineer. Currently the road has a 40-foot cartway that encourages cars to travel quickly, faster even than the 40 miles per hour speed limit. Converting the shoulder(s) to parallel parking lane(s) would have multiple benefits, including effectively narrowing the street and encouraging cars to travel more slowly, as well as providing additional parking (more than 100 spaces on one side of the street, alone) to serve the redevelopment. The County Engineer stated that for this improvement to be considered, it would be necessary to build bump outs at any entrance to the Redevelopment Area; these landscaped bump-outs can create a beautiful gateway to the property and should, if possible, be coordinated with parking and site improvements on site for efficiency. These additional spaces could contribute to the site’s required parking.
2. Fill gaps to build a continuous sidewalk between Third Street and Route 206 – Sidewalks currently extend from the River Line and Farnsworth Avenue along Park to Third Street, but after Third, they are inconsistent, and much of the Redevelopment Area lacks any sidewalk at all. To foster walkability and encourage new visitors and residents to make the 10-minute walk between downtown and the Redevelopment Area, build a sidewalk for pedestrian comfort and safety. This improvement should proceed with Redevelopment on site as well.
3. Explore the possibility of bicycle lanes on Park Street (or a cycle track bi-directional bike lane) in the shoulder opposite the Ocean Spray frontage) – Designated bicycle infrastructure is needed to help encourage travel by bicycle to and from Downtown and the Redevelopment area. This will mitigate additional parking burdens Downtown and foster a stronger linkage between the two destinations. Currently, Park Street/County Road 662 has minimal street paint indicating a shared lane for bikes and cars on Park. Restriping to accommodate one lane of on-street parking plus a bicycle lane on either side of the street would create a safer dedicated route for cyclists.

PARK STREET CONNECTION

BIKE LANES EACH DIRECTION
PARKING LANE + SIDEWALK

RIGHT: 166 SPACES

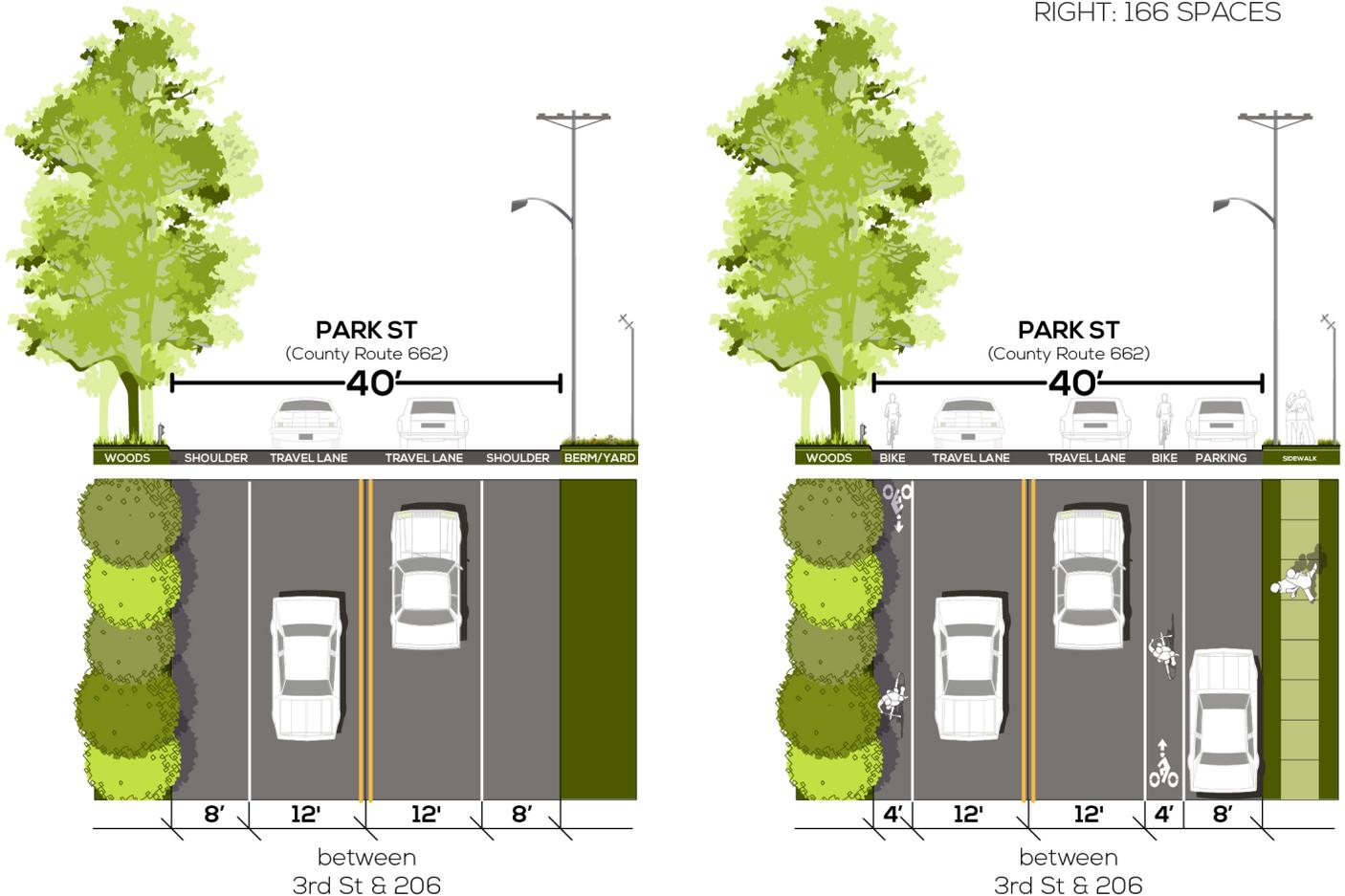


FIG 51: Possible Park Street Section (cycle track and one lane of on-street parking)

To avoid shifting the centerline, an alternative solution would be to stripe one shoulder as a dedicated space for cyclists. As the shoulder becomes an on-street parking lane west of Third, design work will be required to delineate safe transitions from bike lanes or cycle track to on-street shared lanes for cyclists traveling in each direction

Camden Amboy Rail Line

4. Pursue a walking, jogging, and biking trail along the lightly used Camden Amboy rail line – This concept received great resident interest and support, but is nonetheless a long-term recommendation as the rail line remains operational. The vision is for an off-street trail that provides unique access between downtown and the Redevelopment Area, particularly for the mixed use development on the Park Street frontage. This investment would greatly improve the linkage between these two destinations and become a destination of its own.
5. Introduce a walking trail and other amenities in Spring Street Park – With the Bordentown Senior Apartments soon to be occupied by older residents, great opportunity exists to improve Spring Street Park to encourage better health with safe walking paths, lighting, and benches for rest. The path could one day connect with the rail-trail segment and a larger trail system along Thornton and Crosswicks Creeks.

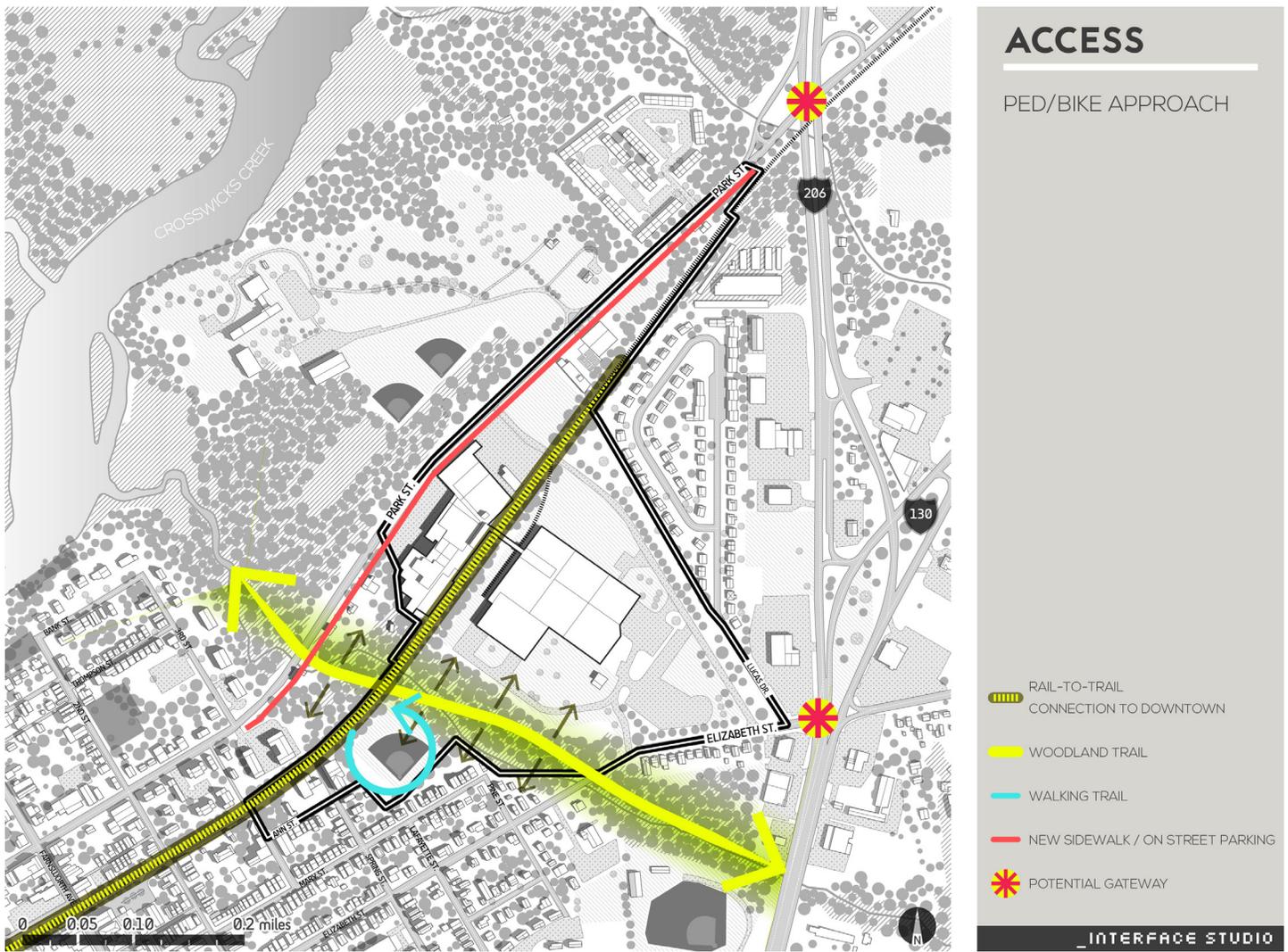


FIG 52: Redevelopment Site Access Diagram

Elizabeth Street

6. Improve signage for truck drivers to more clearly show them where to turn, rather than where not to turn – This resident based suggestion responds to a desire to prevent trucks from getting lost and subsequently stuck in Bordentown’s narrow streets and thick tree canopy. One concept, in addition to the traditional signs on posts already installed, is to paint the street itself with directional signage.
7. Investigate the potential to implement traffic calming measures west of the F&P Centre driveways – These improvements would work to signal to all drivers, but most importantly truck drivers, that they are entering a residential neighborhood where cars must proceed slowly and trucks should turn around. Additional development allowable within the current CI zoning on the Elizabeth Street portion of the former Ocean Spray property will necessitate further study of the impact on traffic, circulation, and pedestrian safety.

8. Review the landscaped buffer on the F&P property street edge for possible improvements – A row of houses stands on Elizabeth Street immediately across from the F&P Centre on Elizabeth. Ocean Spray installed a berm or raised grass edge to improve views from the homes and buffer them from the industrial activity on site. Additional plantings along this edge could further beautify the property for residents and people entering Bordentown City via Elizabeth Street.
9. Complete the sidewalk connection for a continuous route to downtown – Much like on Park Street, Elizabeth Street lacks continuous sidewalks leading into downtown. The sidewalks that line the former Ocean Spray property dead end at the Creek. Adding a sidewalk segment from just east of Pine Street to Thornton Creek would complete the pedestrian pathway into downtown, improving the linkage to residential areas on Elizabeth, Lucas, and Landon.

Routes 130 and 206

10. Install Gateway Signage along the highly visible Route 130 and 206 corridors – As discussed, both the Elizabeth and Park Street frontages suffer from limited visibility along these main corridors and can be difficult to find for new visitors and truck drivers. Members of the Downtown Bordentown Association (DBA) also lamented that Farnsworth can remain unseen and unknown to potential customers traveling on 130 and 206. Seek opportunities for signage and landscaping on 206 approaching Park Street and 206/130 at Elizabeth Street to highlight the Redevelopment Area as well as point drivers toward Bordentown’s historic business district.

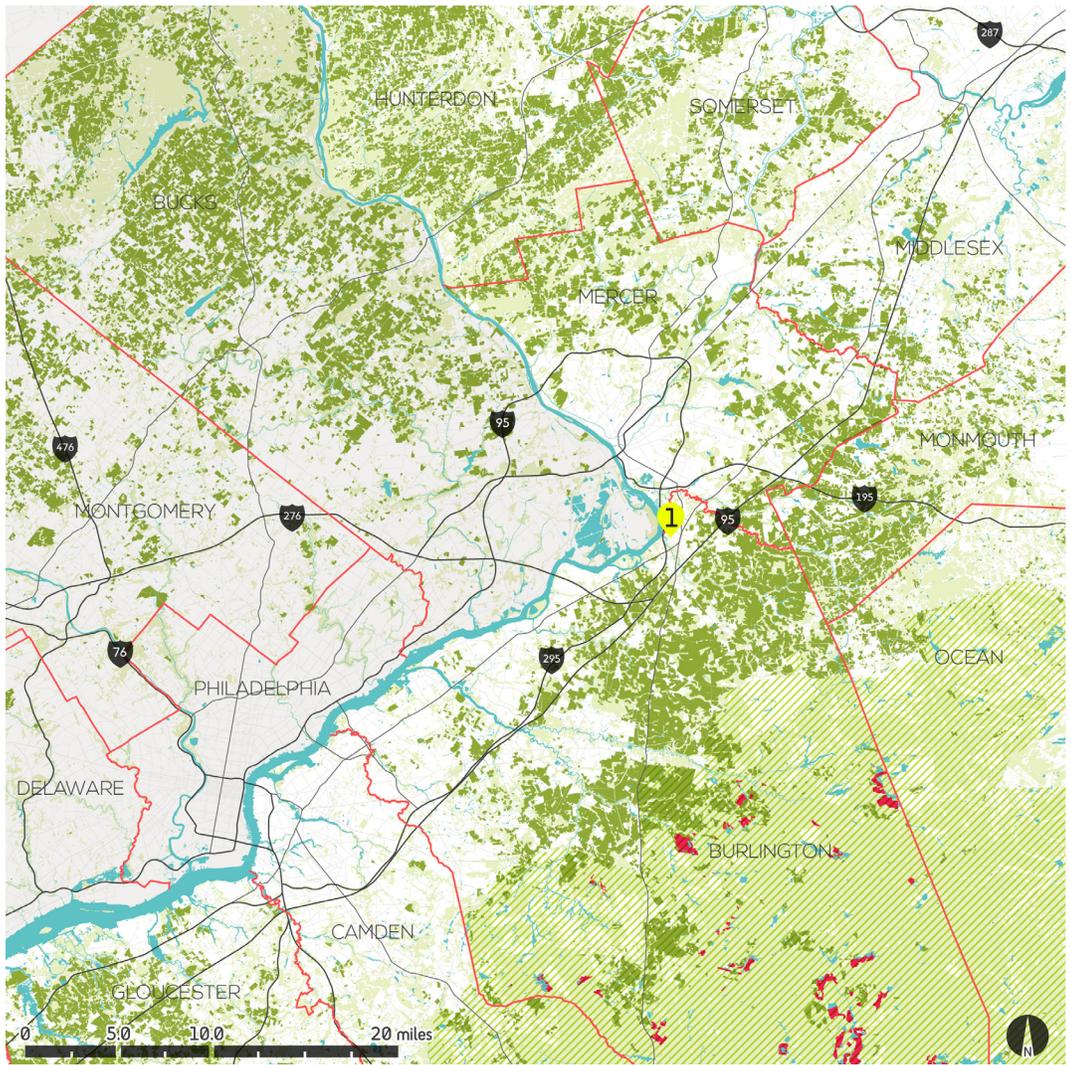
VII.

APPENDIX

**SUPPORTING ANALYSIS MAPS
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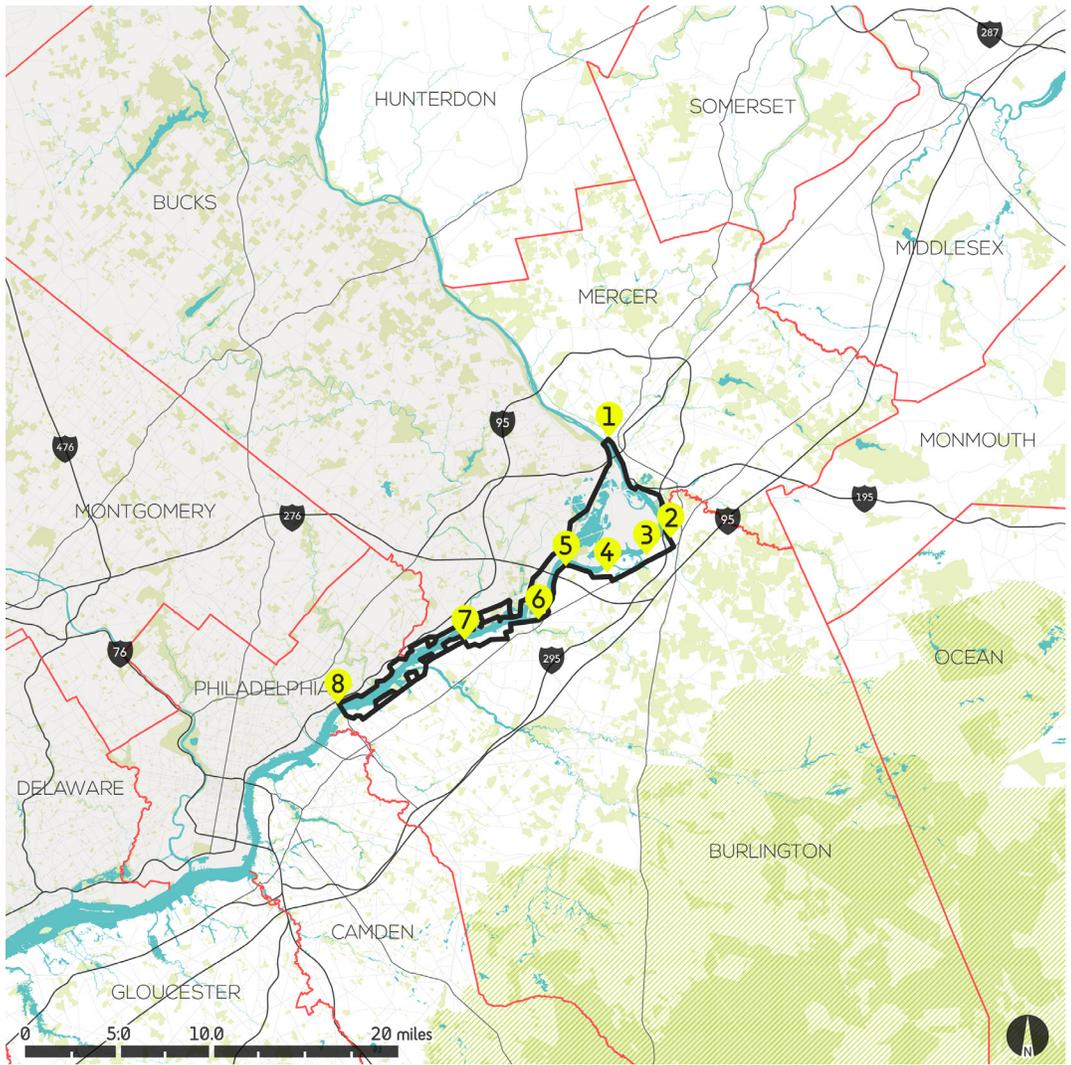


AGRICULTURE

- 1 BORDENTOWN, NJ
- AGRICULTURE / FARMLAND
- WOOD / FOREST
- AGRICULTURAL BOG
- PINE BARRENS

_ INTERFACE STUDIO

FIG 53: Agriculture Land



HERITAGE TRAIL

- 1** TRENTON, NJ
- 2** BORDENTOWN, NJ
- 3** FIELDSBORO, NJ
- 4** ROEBLING, NJ
- 5** FLORENCE CITY, NJ
- 6** BURLINGTON, NJ
- 7** BEVERLY CITY, NJ
- 8** TACONY / PALMYRA BRIDGE

SOURCE:
DELAWARE RIVER HERITAGE TRAIL

_ INTERFACE STUDIO

FIG 54: Delaware River Heritage Trail

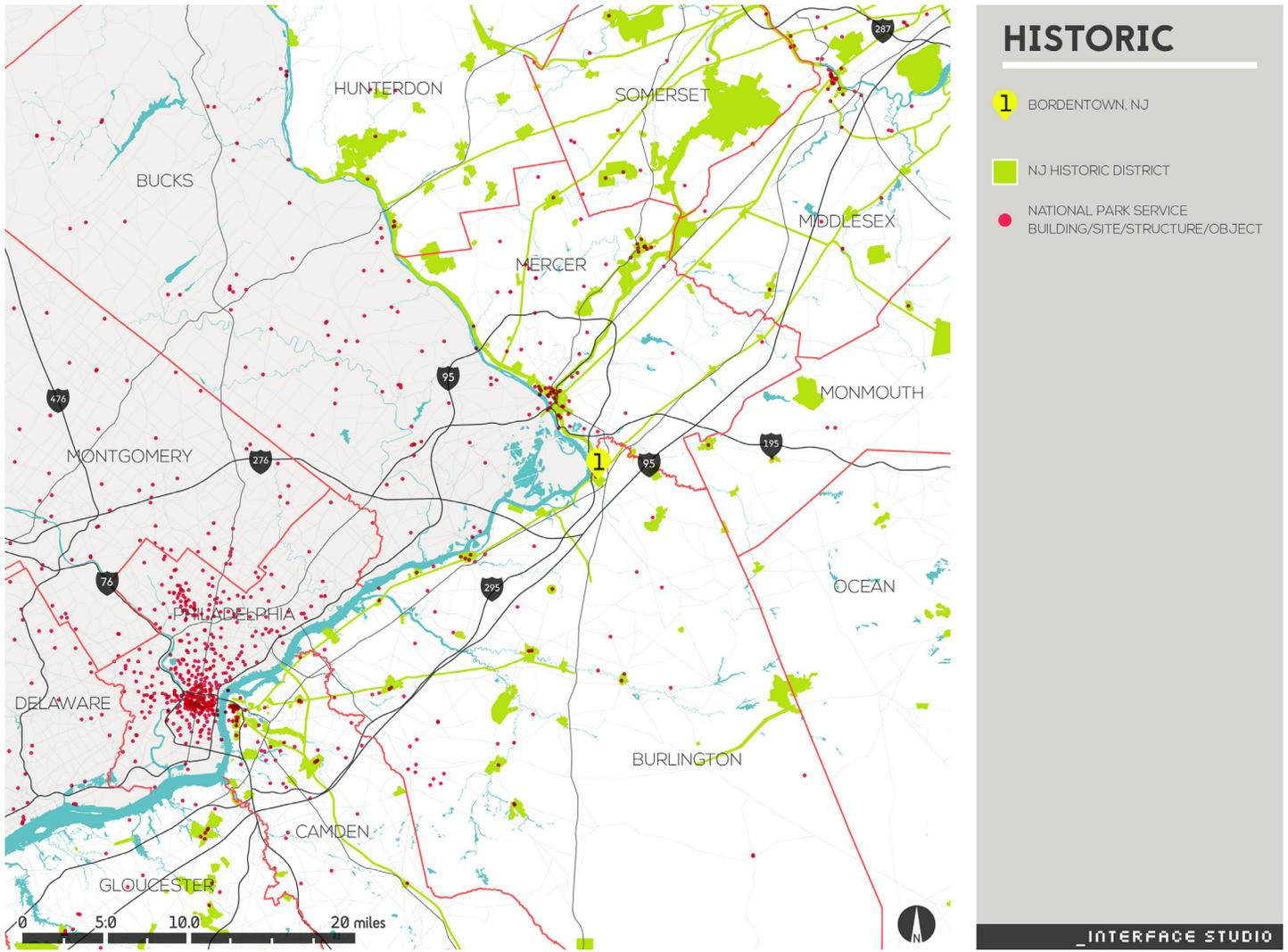
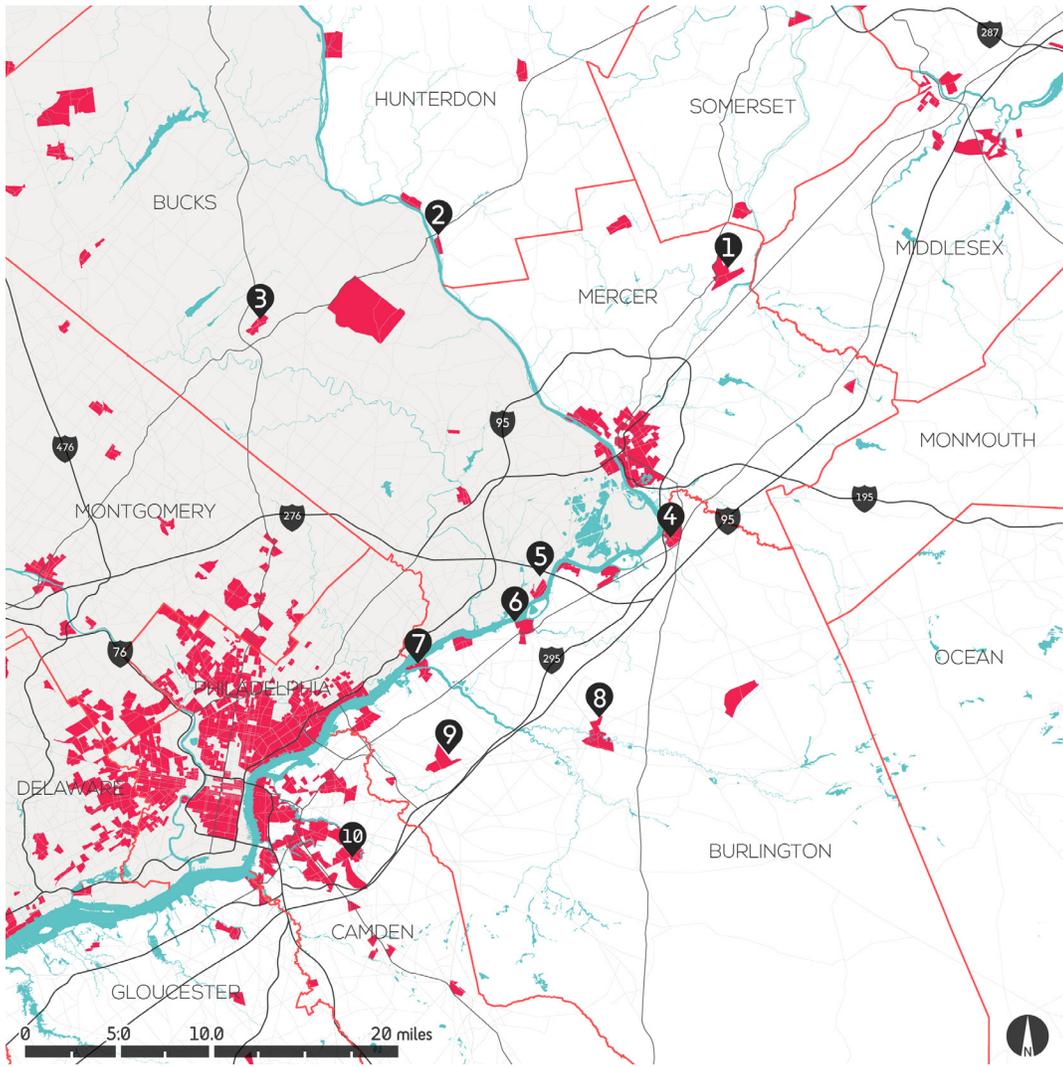


FIG 55: *Regional Historic Sites*



PLACE BASED TOWNS

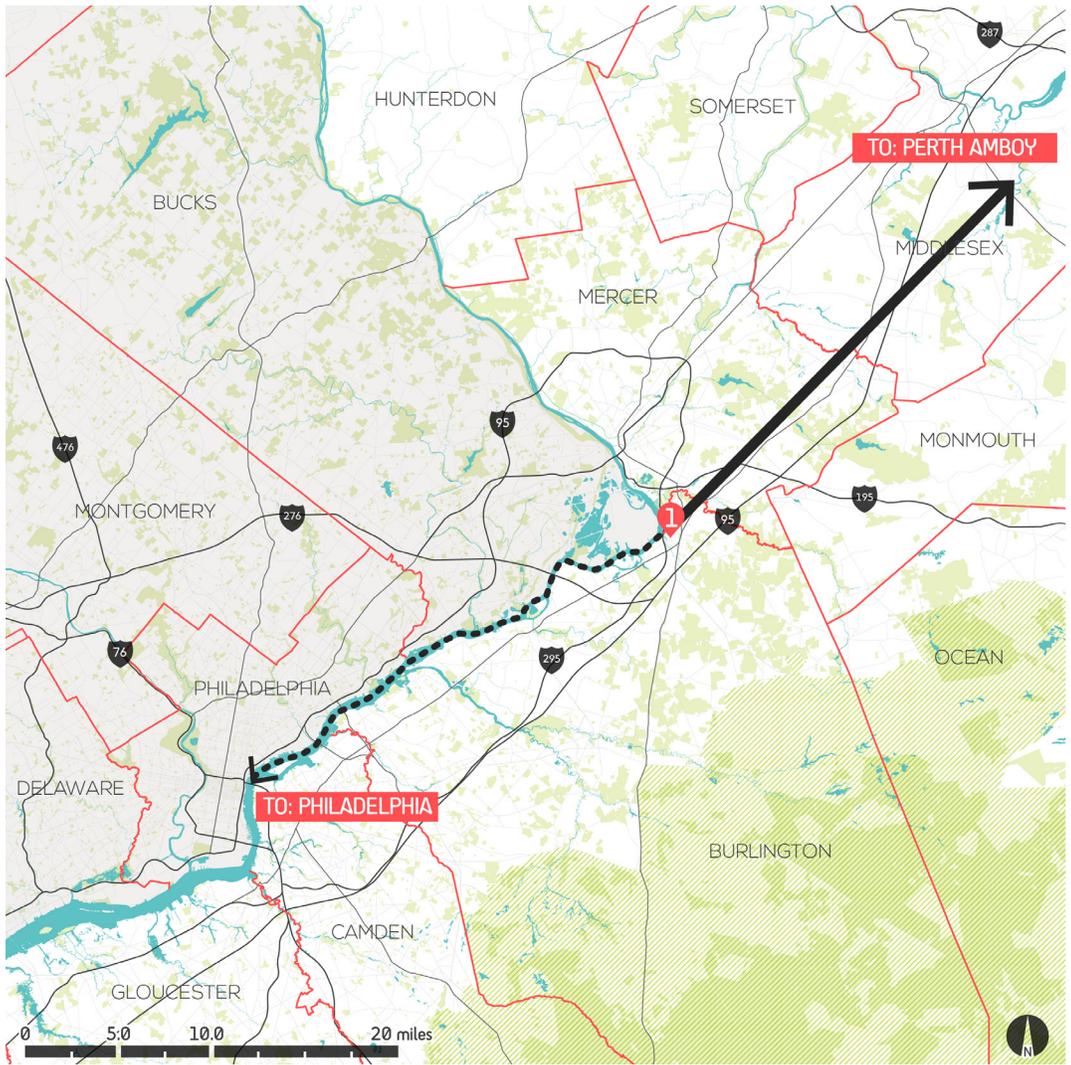
- 1 PRINCETON, NJ
- 2 LAMBERTVILLE, NJ
- 3 DOYLESTOWN, PA
- 4 BORDENTOWN, NJ
- 5 BRISTOL, PA
- 6 BURLINGTON, NJ
- 7 RIVERSIDE, NJ
- 8 MT. HOLLY, NJ
- 9 MOORESTOWN, NJ
- 10 HADDONFIELD, NJ

BEFORE 1945

SOURCE:
2011 ACS 5 YR. ESTIMATES

_INTERFACE STUDIO

FIG 56: Regional Place Based Towns

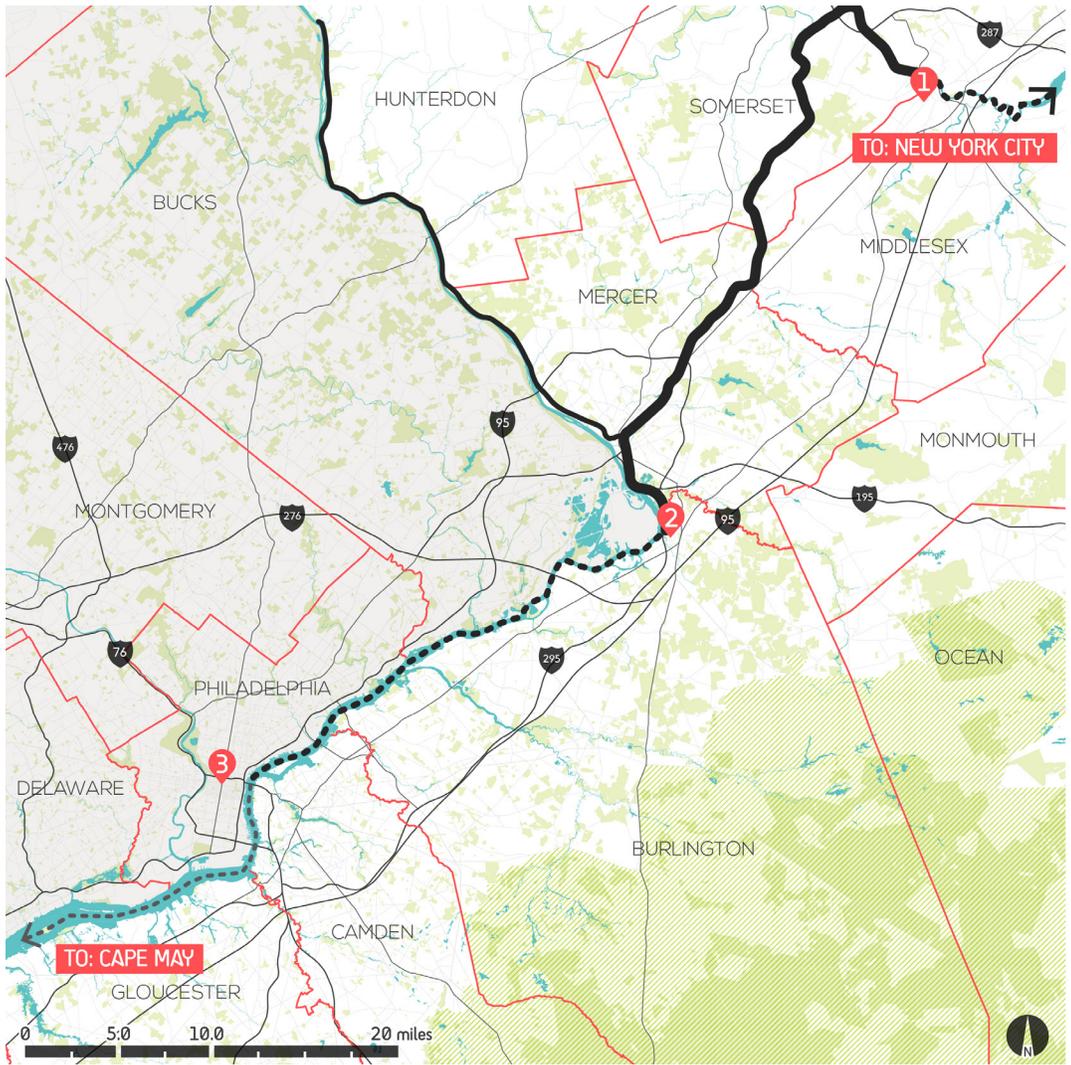


PHILA - NYC, 1740'S

- 1** BORDENTOWN, NJ
- LAND ROUTE - STAGECOACH
- - -** RIVER ROUTE - PACKET LINE

_ INTERFACE STUDIO

FIG 57: *Transit - 1740's*



D&R CANAL - 1830'S

- 1 NEW BRUNSWICK, NJ
- 2 BORDENTOWN, NJ
- 3 PHILADELPHIA, PA

- DELAWARE-RARITAN CANAL
- DELAWARE-RARITAN CANAL SPUR
- - - RIVER ROUTE

_INTERFACE STUDIO

FIG 58: *D&R Canal - 1830's*

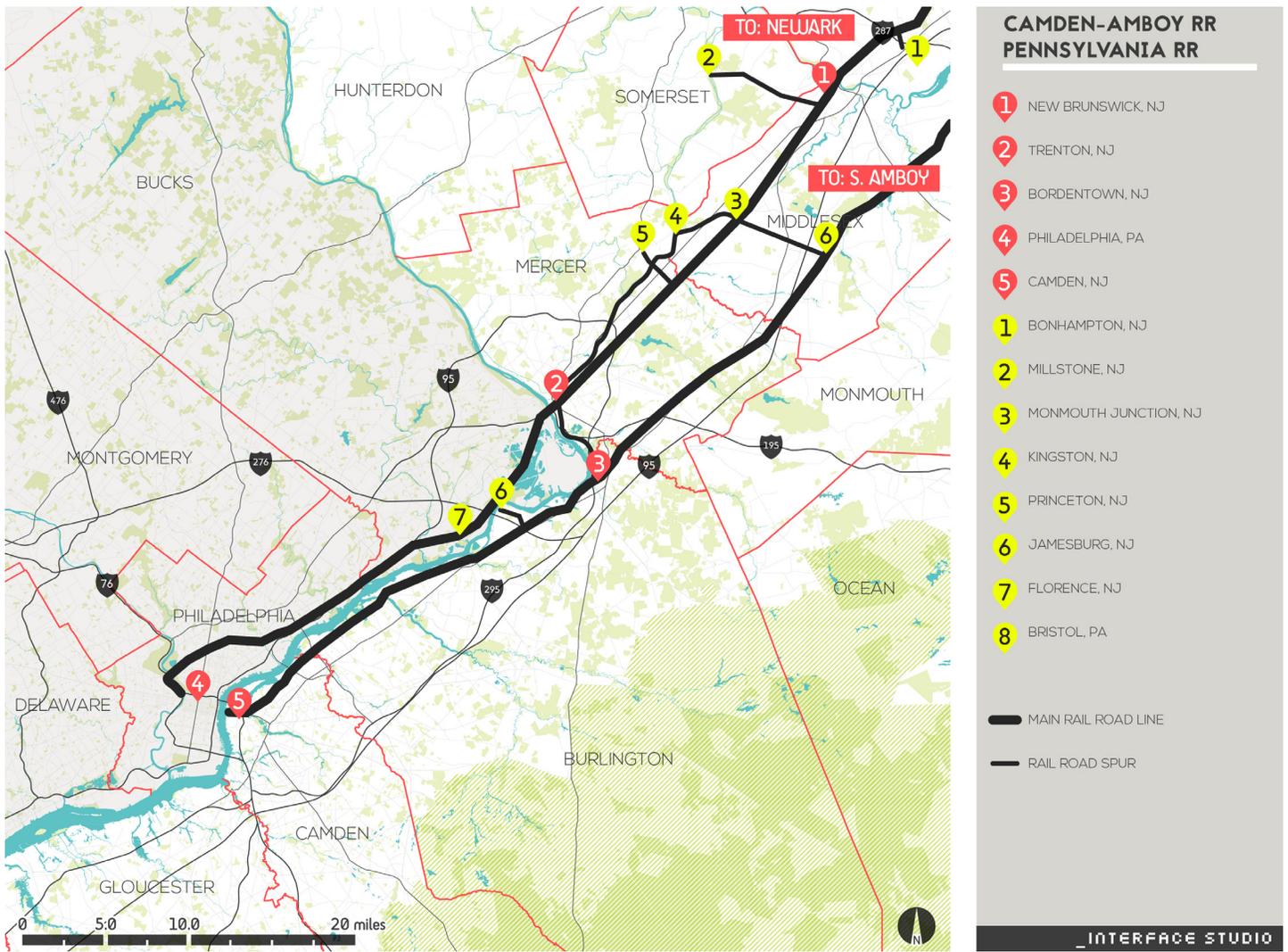
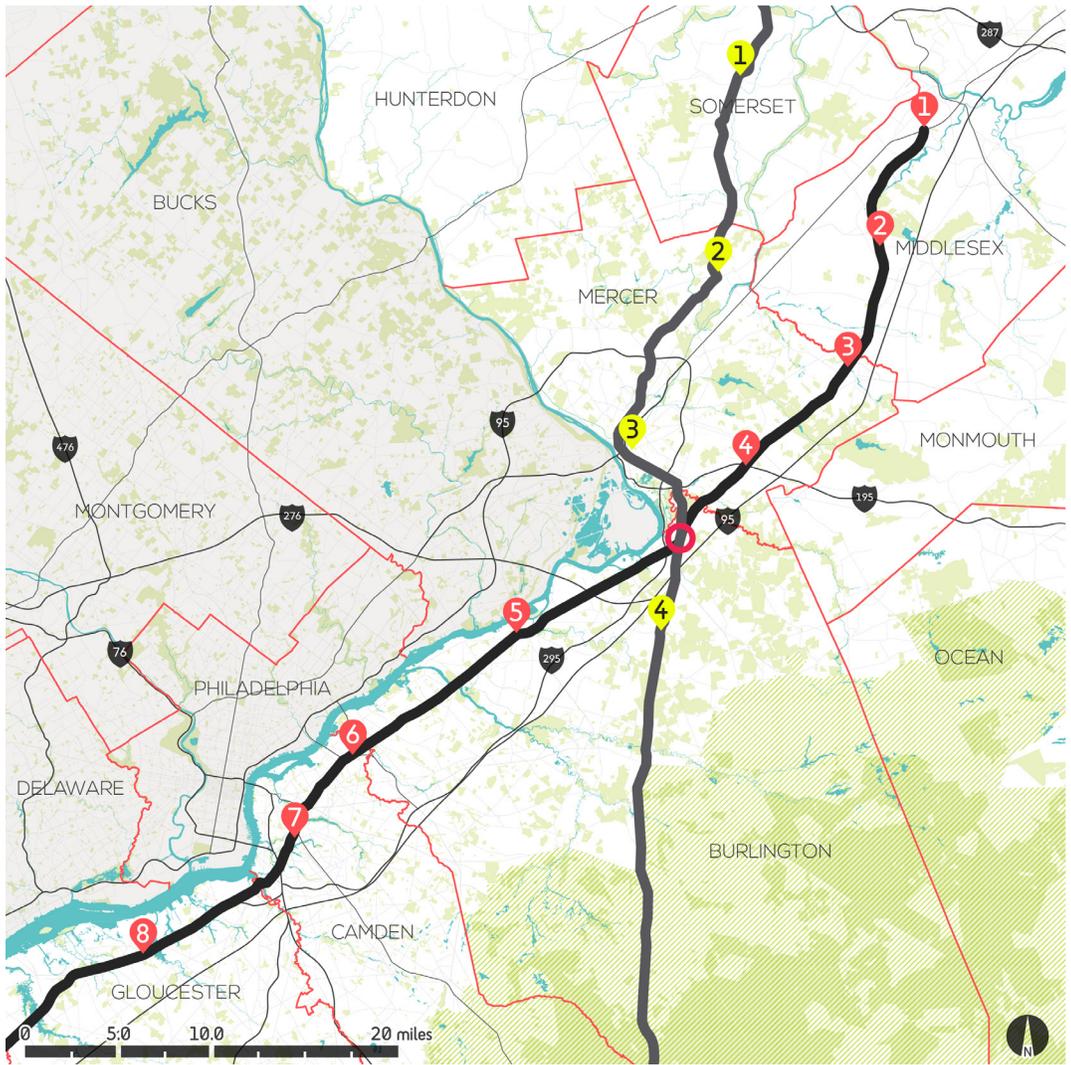


FIG 59: Historic Railroads



US RT. 130 & 206 - 1930'S

U.S. ROUTE 130

- 1 NEW BRUNSWICK, NJ
- 2 SOUTH BRUNSWICK, NJ
- 3 HIGHTSTOWN, NJ
- 4 ROBBINSVILLE, NJ
- 5 BURLINGTON, NJ
- 6 PENNSAUKEN, NJ
- 7 COLLINGSWOOD, NJ
- 8 PAULSBORO, NJ

U.S. ROUTE 206

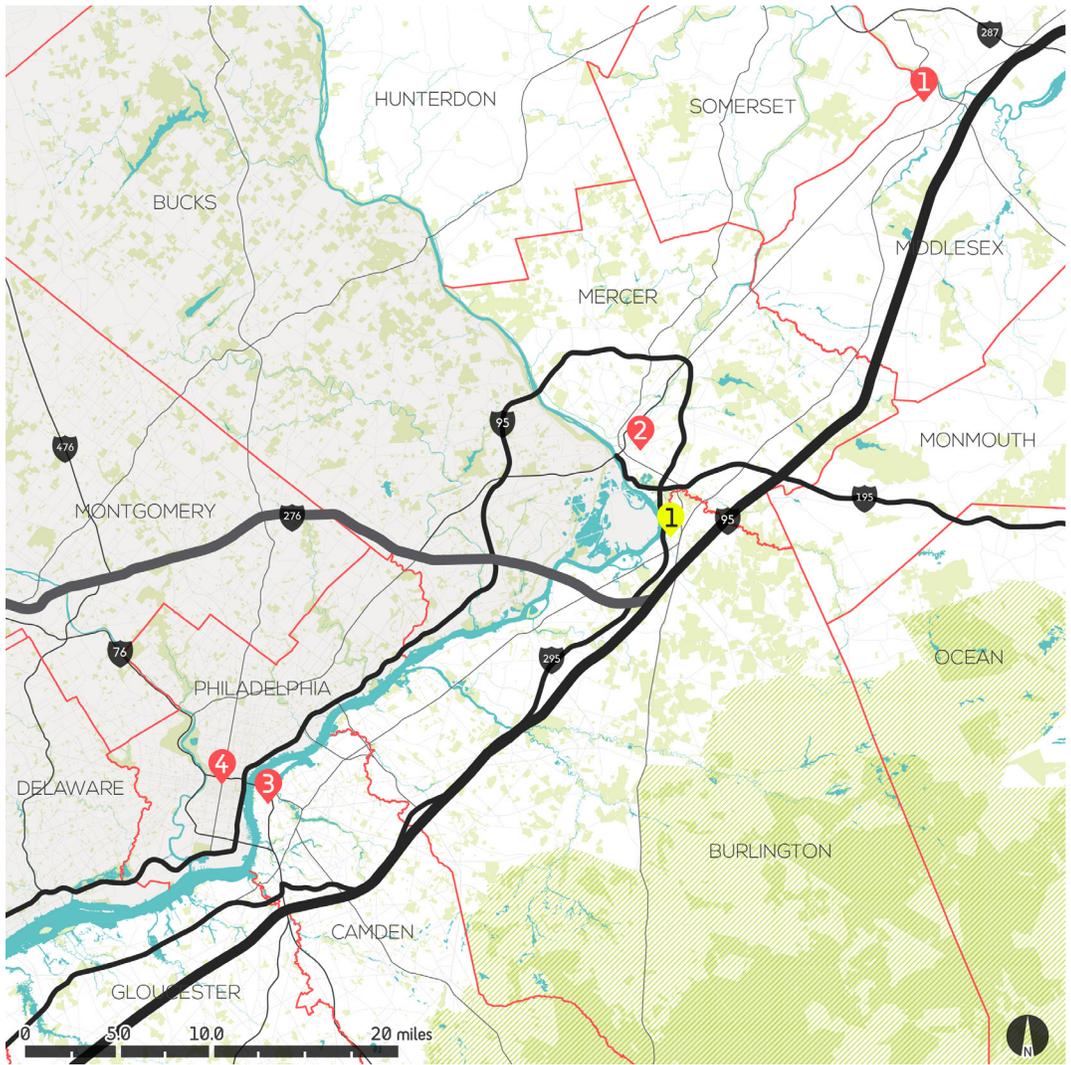
- 1 HILLSBOROUGH, NJ
- 2 PRINCETON, NJ
- 3 TRENTON, NJ
- 4 MANSFIELD, NJ

— U.S. ROUTE 206

— U.S. ROUTE 130

_INTERFACE STUDIO

FIG 60: Routes 130 & 206



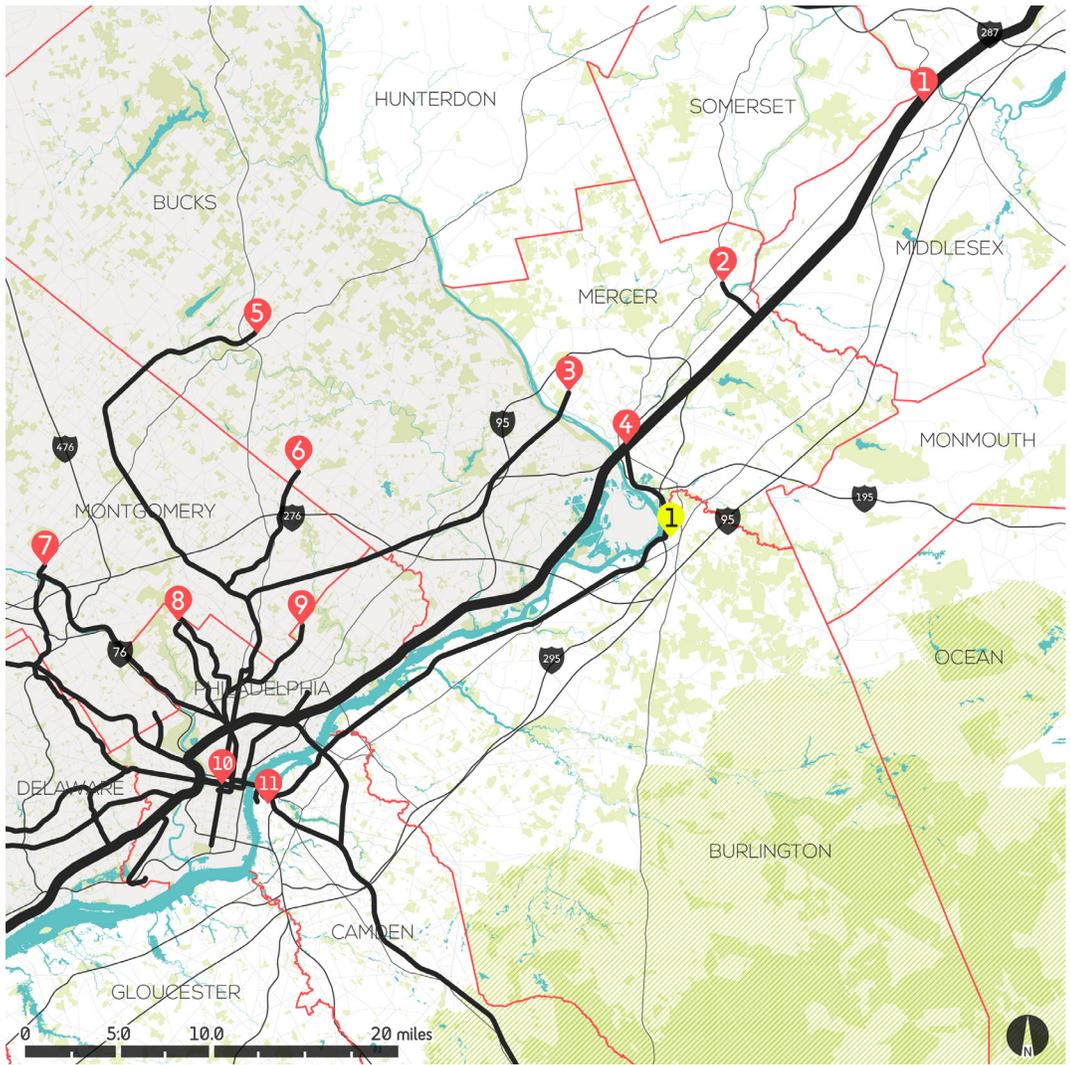
MAJOR HIGHWAYS

- 1 BORDENTOWN, NJ
- 1 NEW BRUNSWICK, NJ
- 2 TRENTON, NJ
- 3 CAMDEN, NJ
- 4 PHILADELPHIA, PA

- PA TURNPIKE
- NJ TURNPIKE
- MAJOR HIGHWAY

_ INTERFACE STUDIO

FIG 61: Major Highways



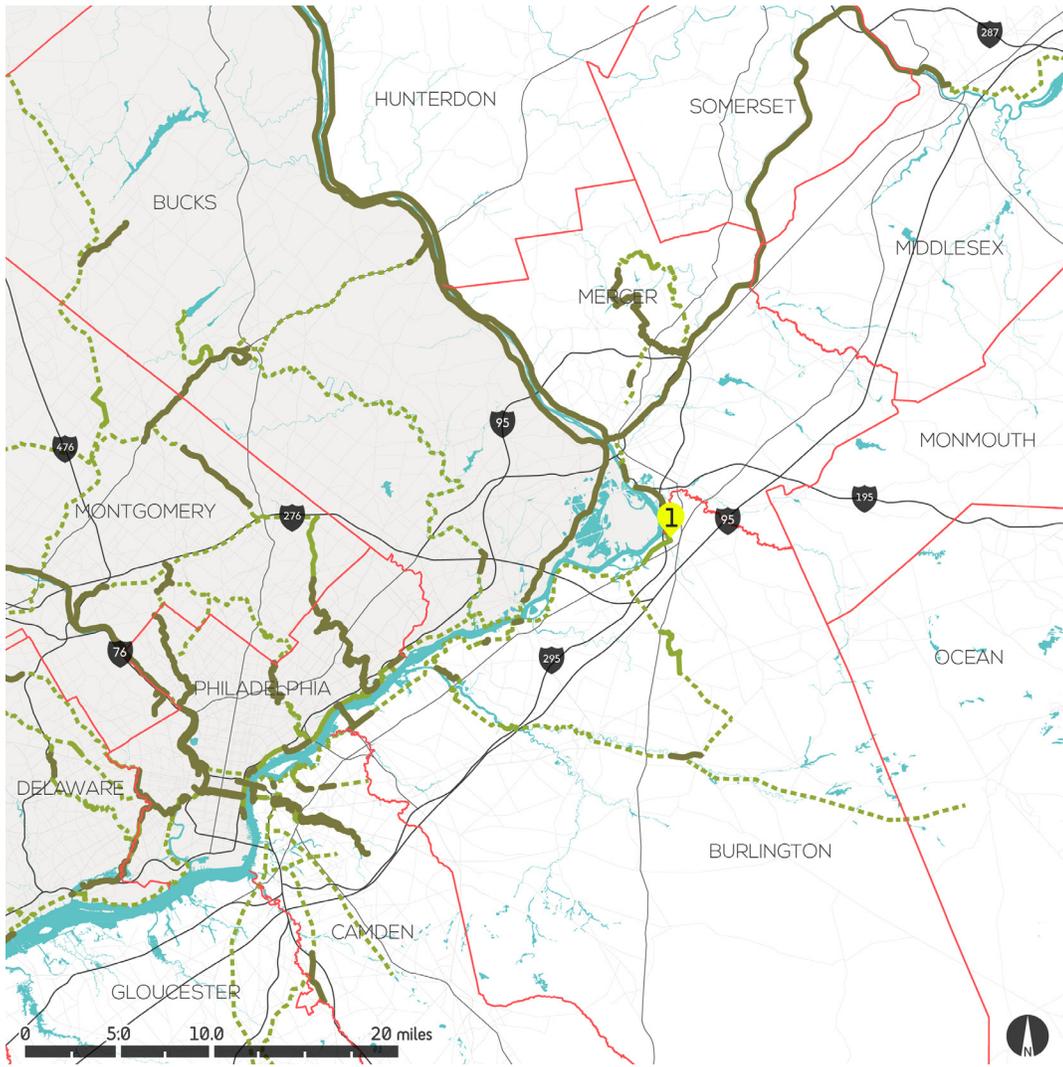
REGIONAL RAIL

- 1 BORDENTOWN, NJ
- 1 NEW BRUNSWICK, NJ
- 2 PRINCETON, NJ
- 3 WEST TRENTON, NJ
- 4 TRENTON, NJ
- 5 DOYLESTOWN, PA
- 6 WARMINSTER, PA
- 7 NORRISTOWN, PA
- 8 CHESTNUT HILL, PHILADELPHIA, PA
- 9 FOX CHASE PHILADELPHIA, PA
- 10 CENTER CITY PHILADELPHIA, PA
- 11 CAMDEN, NJ

- NORTH EAST CORRIDOR
- COMMUTER LINE

_ INTERFACE STUDIO

FIG 62: Regional Rail

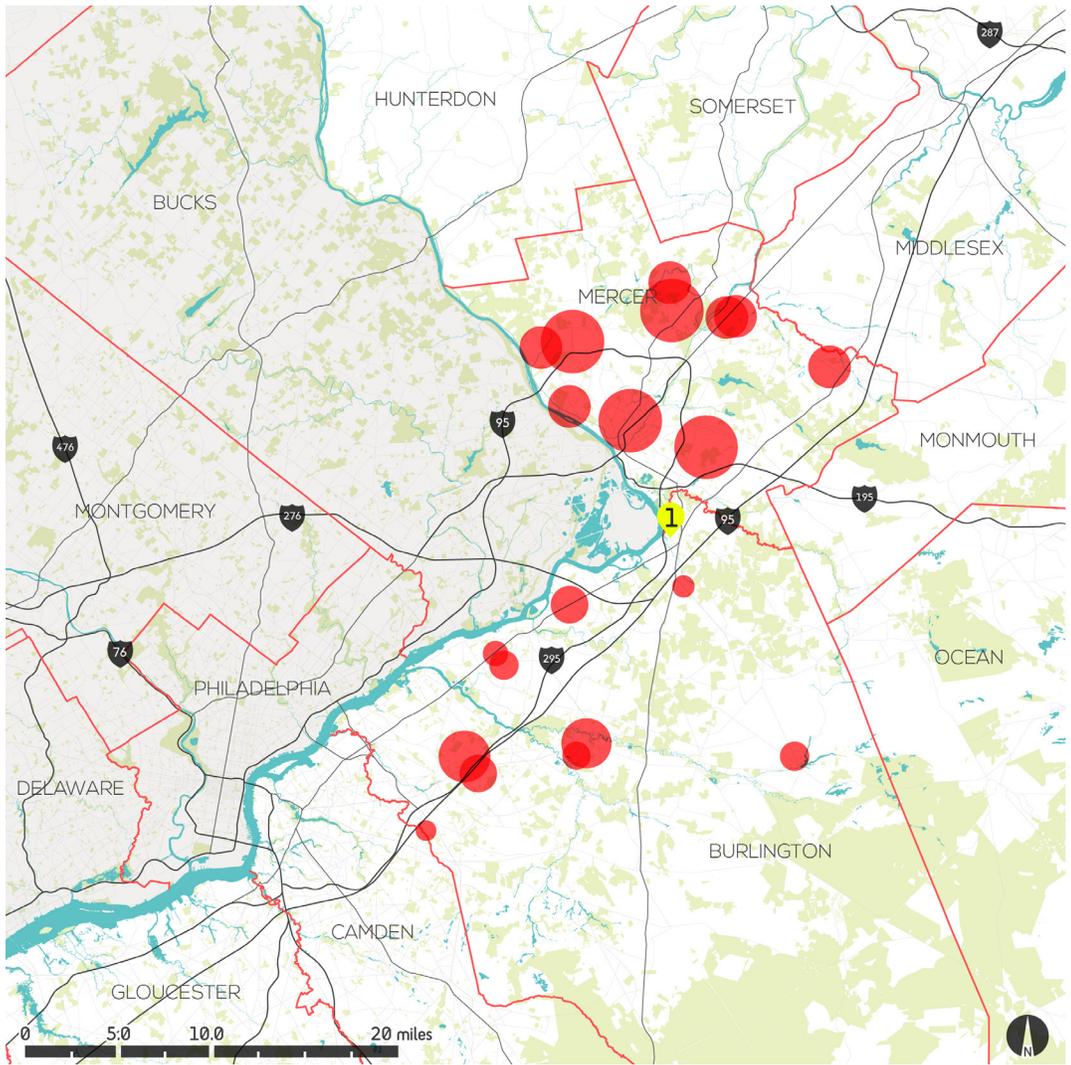


THE CIRCUIT

- 1** BORDENTOWN, NJ
- EXISTING TRAIL
- - - IN PROGRESS TRAIL
- · · PROPOSED TRAIL

_INTERFACE STUDIO

FIG 63: *The Circuit*



TOP 20 EMPLOYERS

1 BORDENTOWN, NJ

TOP 10 EMPLOYERS BY COUNTY
MERCER & BURLINGTON COUNTIES
- PRIVATE SECTOR EMPLOYERS



SOURCE:
CHOOSE NJ - COUNTY PROFILES

INTERFACE STUDIO

FIG 64: Top 20 Regional Employers

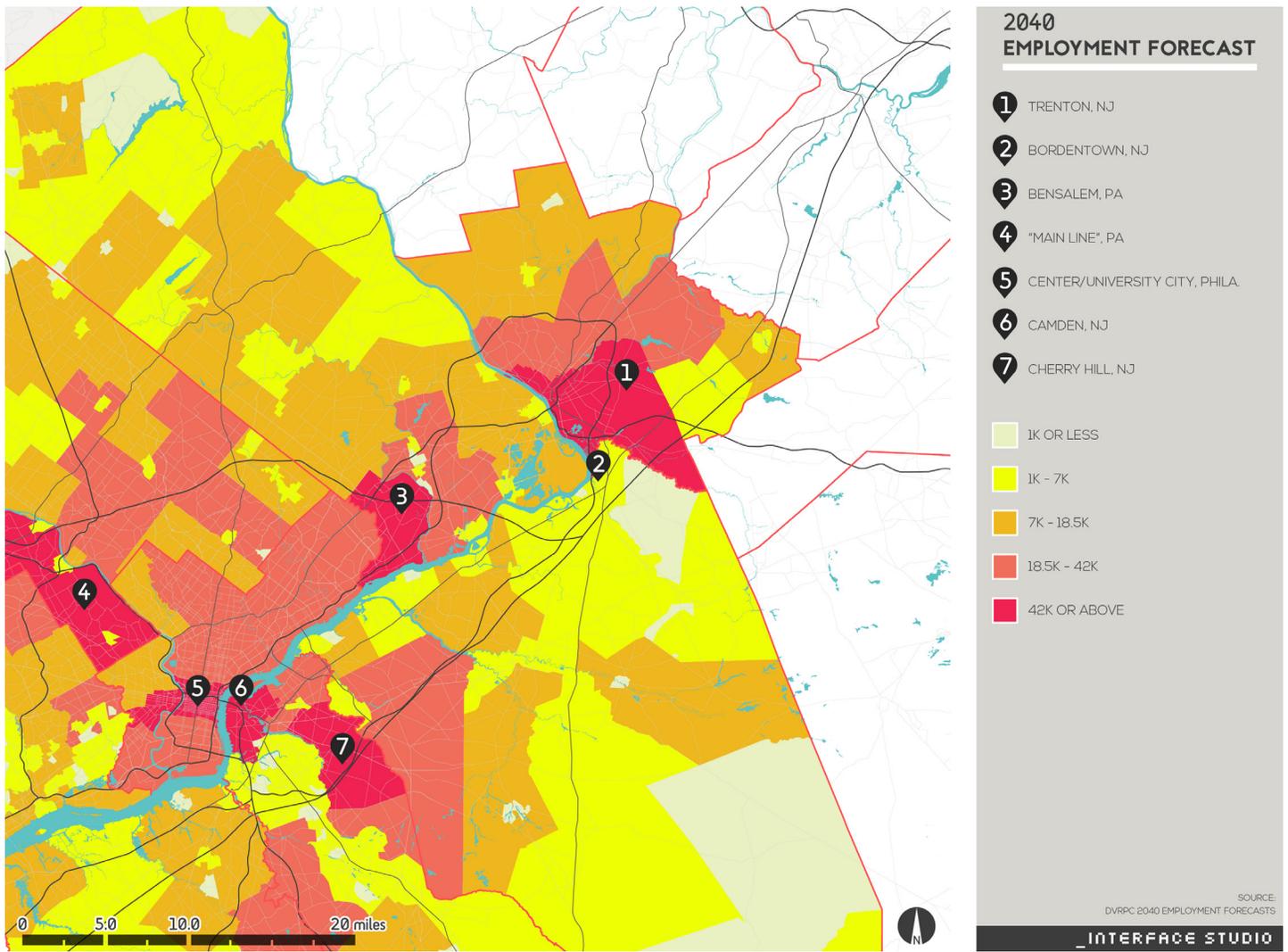


FIG 65: 2040 DVRPC Employment Forecast

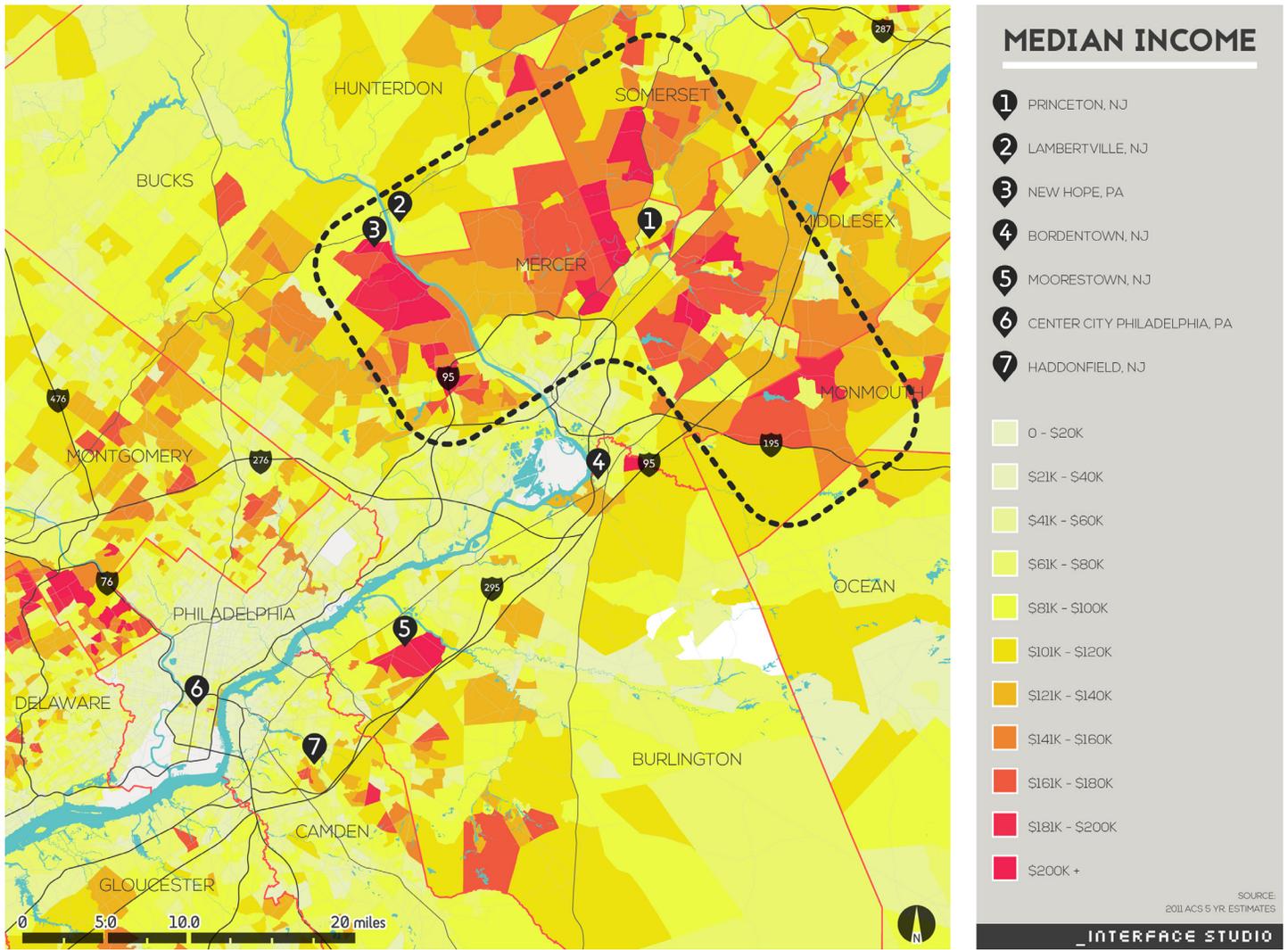
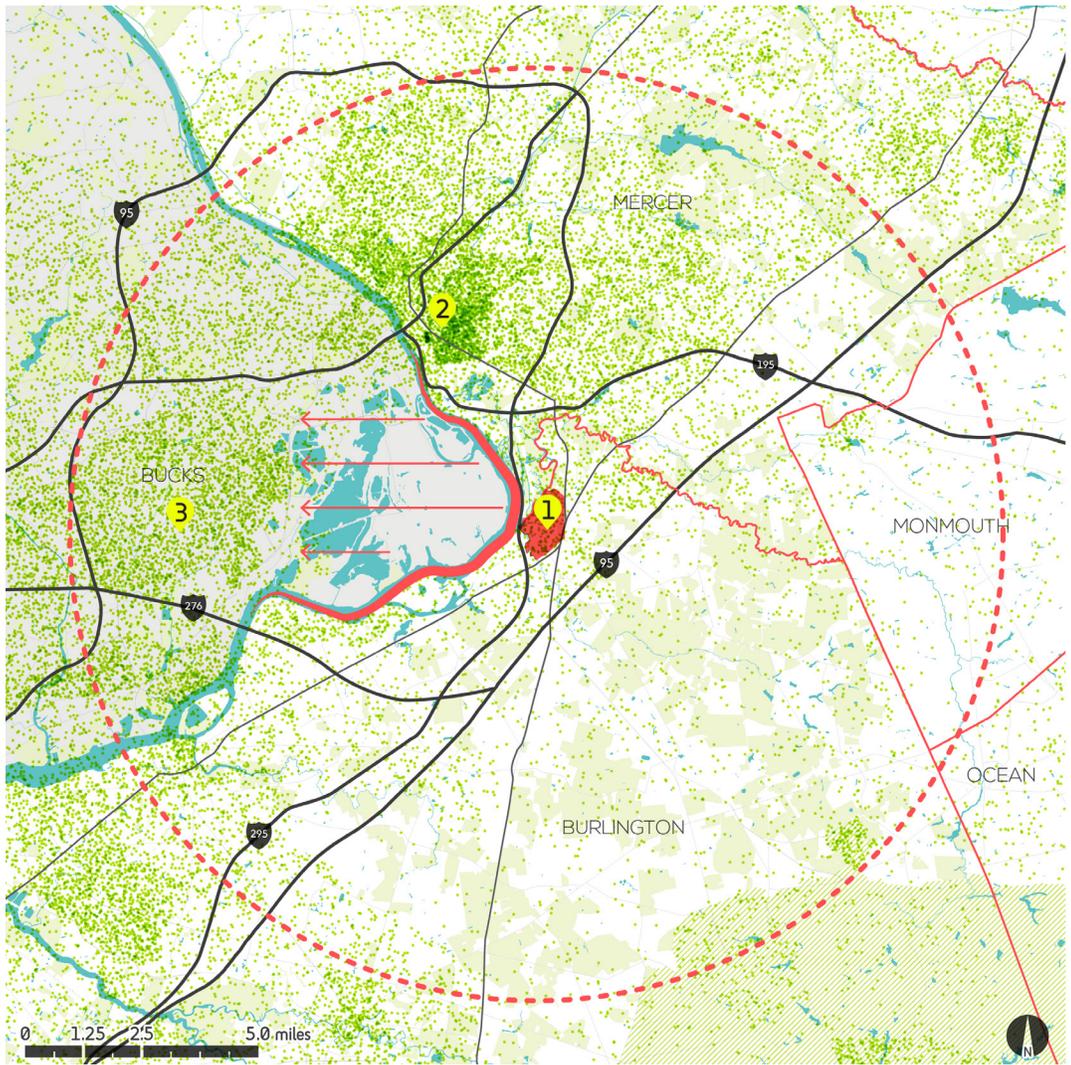


FIG 66: Regional Median Income



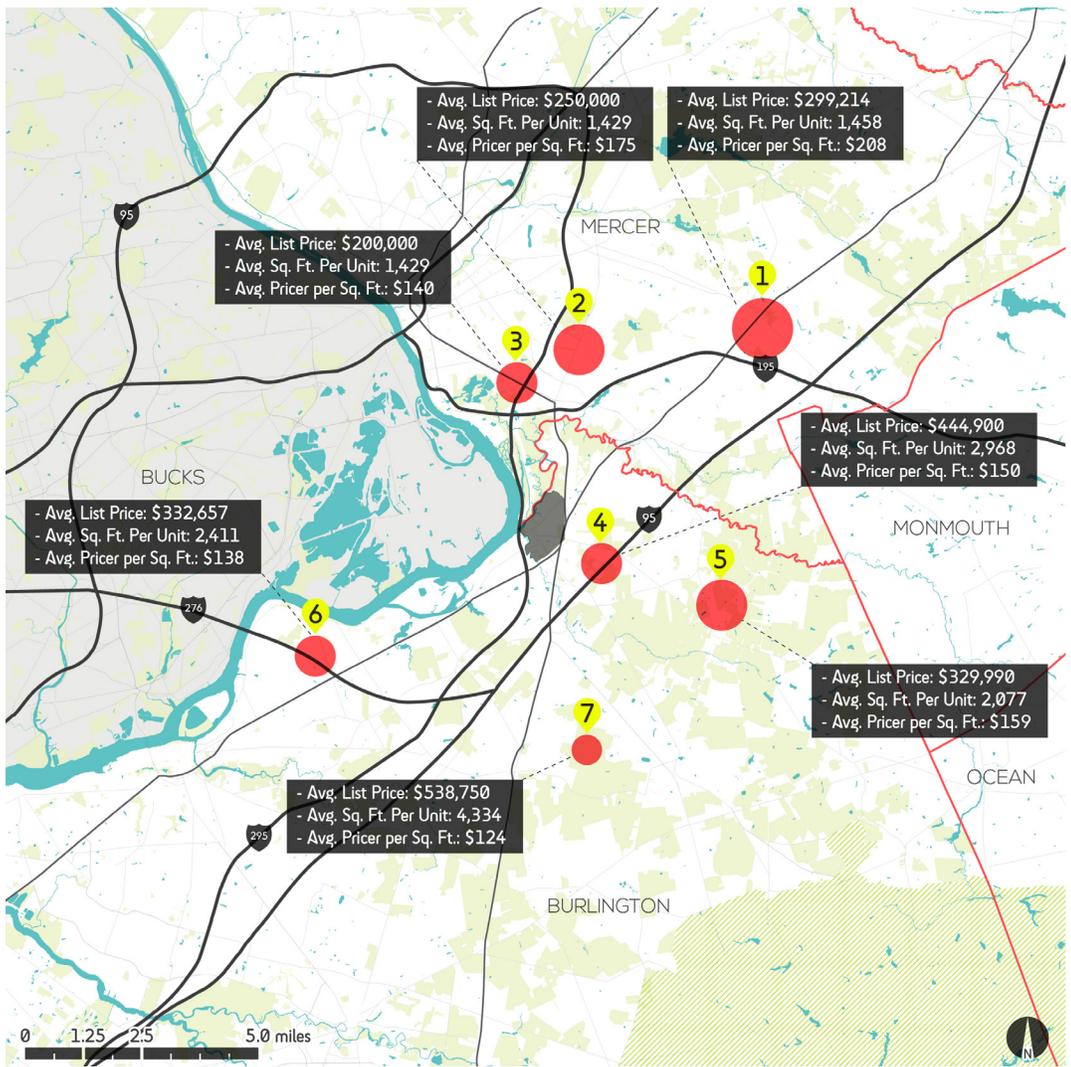
POPULATION

- 1 BORDENTOWN, NJ
- 2 TRENTON, NJ
- 3 LEVITTOWN, PA
- = 25 PERSONS
- 10 MILE BUFFER

SOURCE:
2010 DECENNIAL CENSUS

_ INTERFACE STUDIO

FIG 67: Population



FOR SALE HOUSING

AVERAGE LIST PRICE FOR ACTIVE NEW FOR-SALE HOUSING IS BETWEEN ~ \$300,000 - <\$540,000

DEVELOPMENTS WITH ACTIVE LISTINGS

- 1 WASHINGTON TOWN CENTER
- 2 HAMILTON CHASE
- 3 HAMILTON COURT
- 4 EAST HAVEN WOODS
- 5 TRADITIONS AT CHESTERFIELD
- 6 OAK MILL
- 7 LEGENDS AT MANSFIELD

AVERAGE PRICE PER SQUARE FOOT

- \$124
- \$125 - \$150
- \$151 - \$175
- \$176 - \$208

_ INTERFACE STUDIO

FIG 68: For Sale Housing

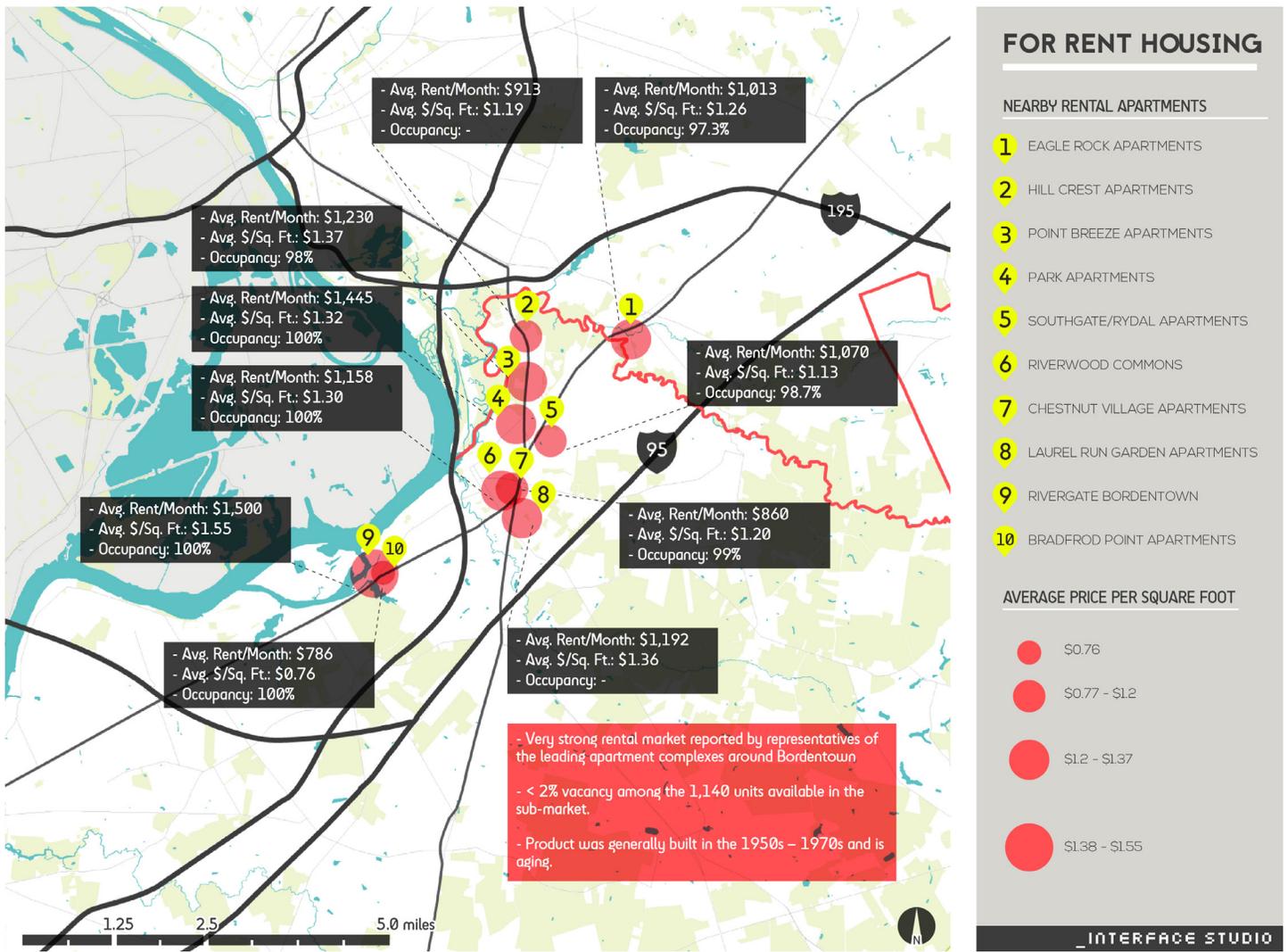
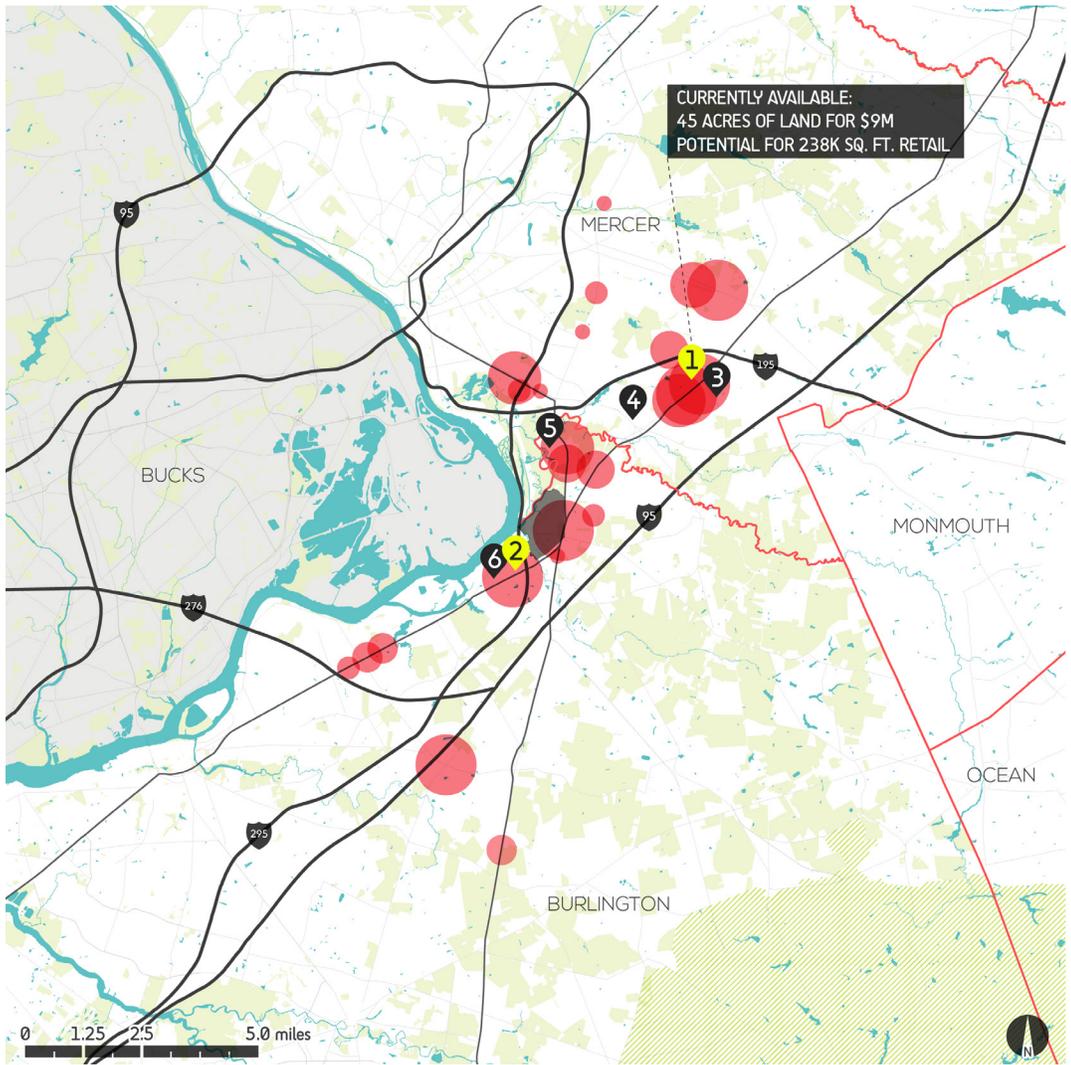


FIG 69: For Rent Housing



RETAIL MARKET

CLASS "A" RETAIL LOCATION

- 1 HAMILTON - POWER CENTER
- 2 FIELDSBORO SHOPPING CENTER

GROCERY STORES

- 3 SHOP RITE
- 4 ACME
- 5 SHOP RITE
- 6 ACME

RETAIL RENTS

- NO VALUE
- \$10.85 - \$12.00
- \$14.00 - \$14.50
- \$14.95 - \$15.75
- \$16.00 - \$16.50
- \$18.86 - \$20.00
- \$23.99 - NEGOTIABLE

SOURCE:
LOOPNET MLS LISTING

INTERFACE STUDIO

FIG 70: Retail Market

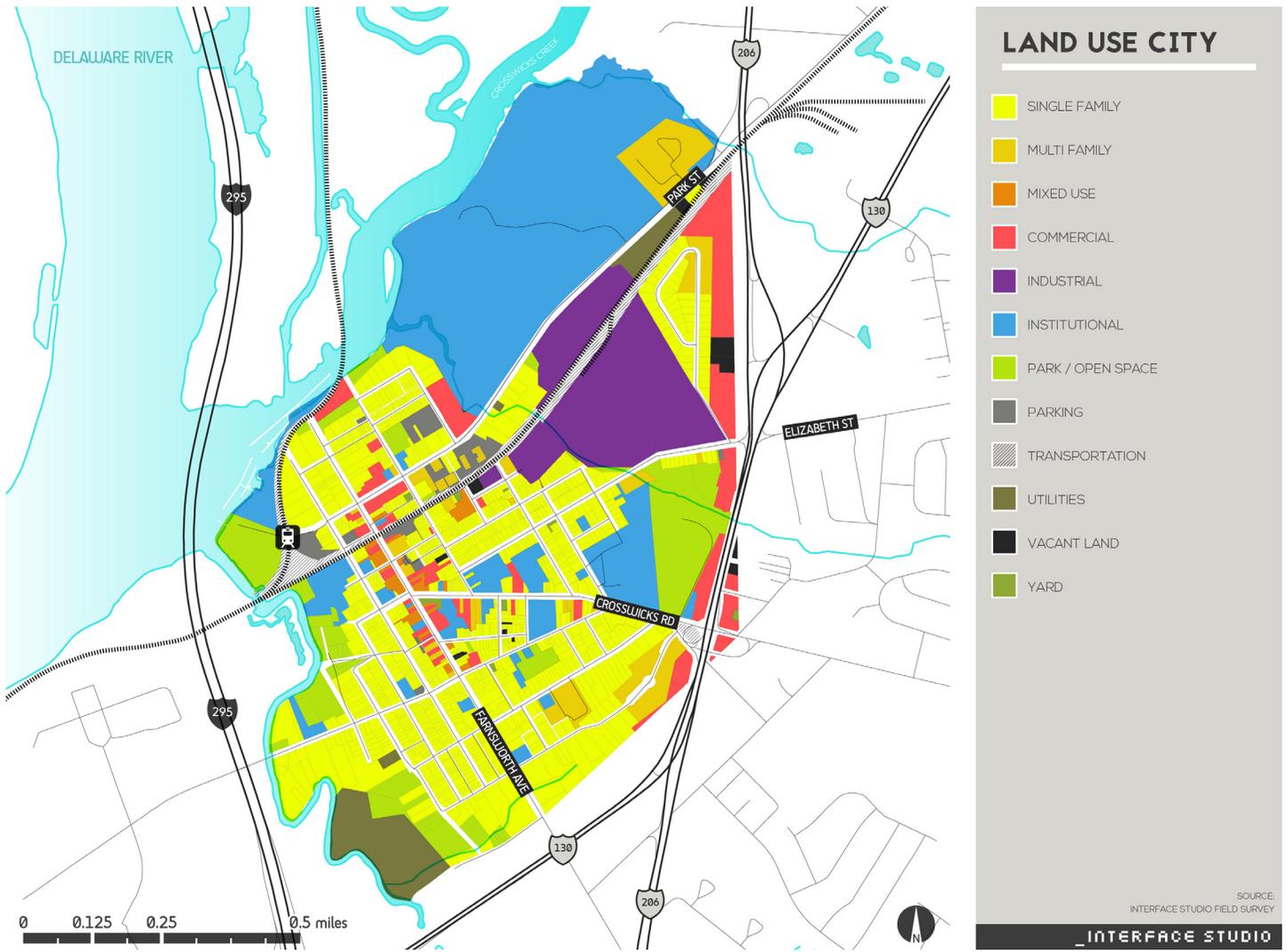


FIG 71: Land Use City

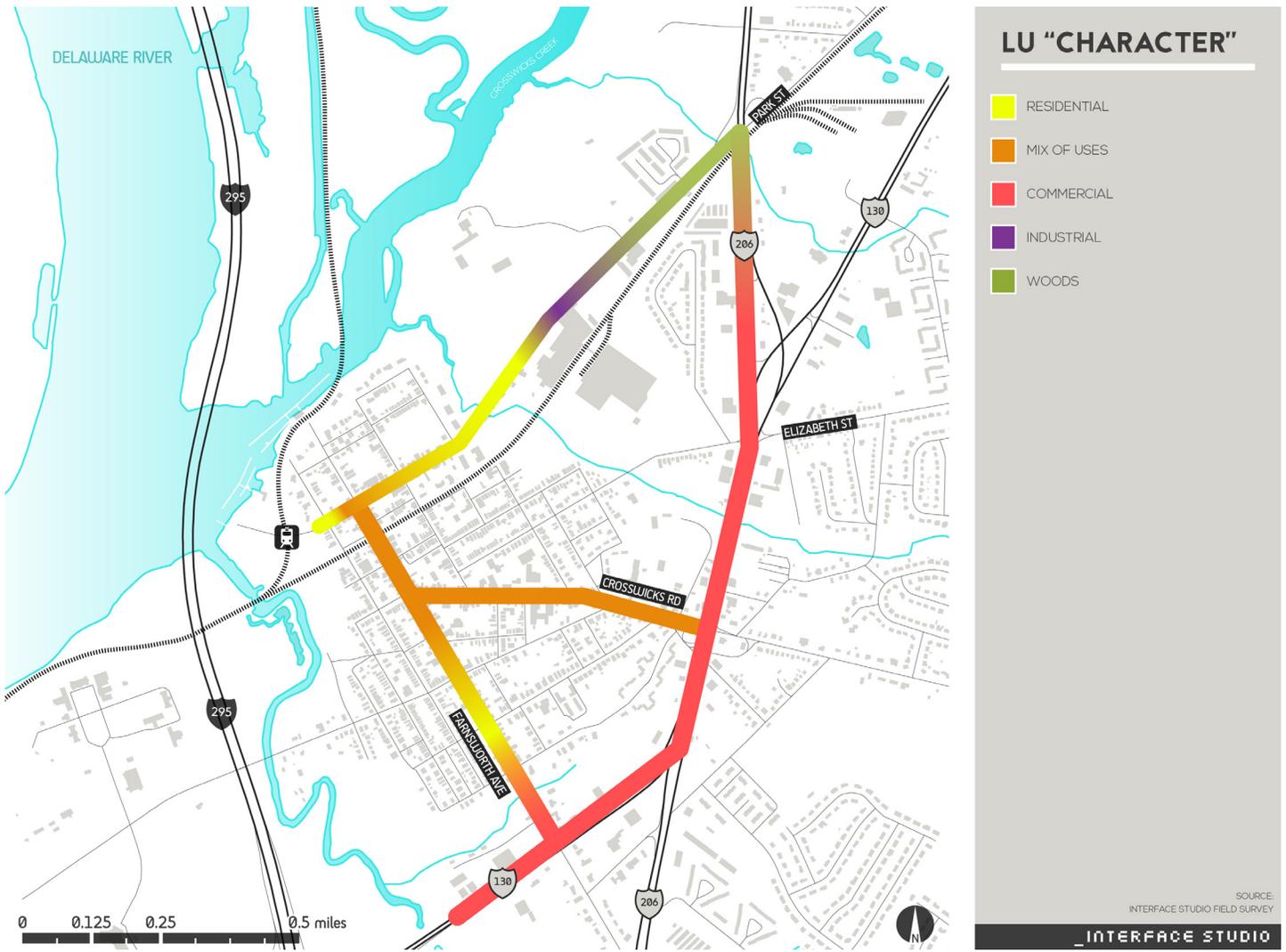


FIG 72: Land Use Character Diagram

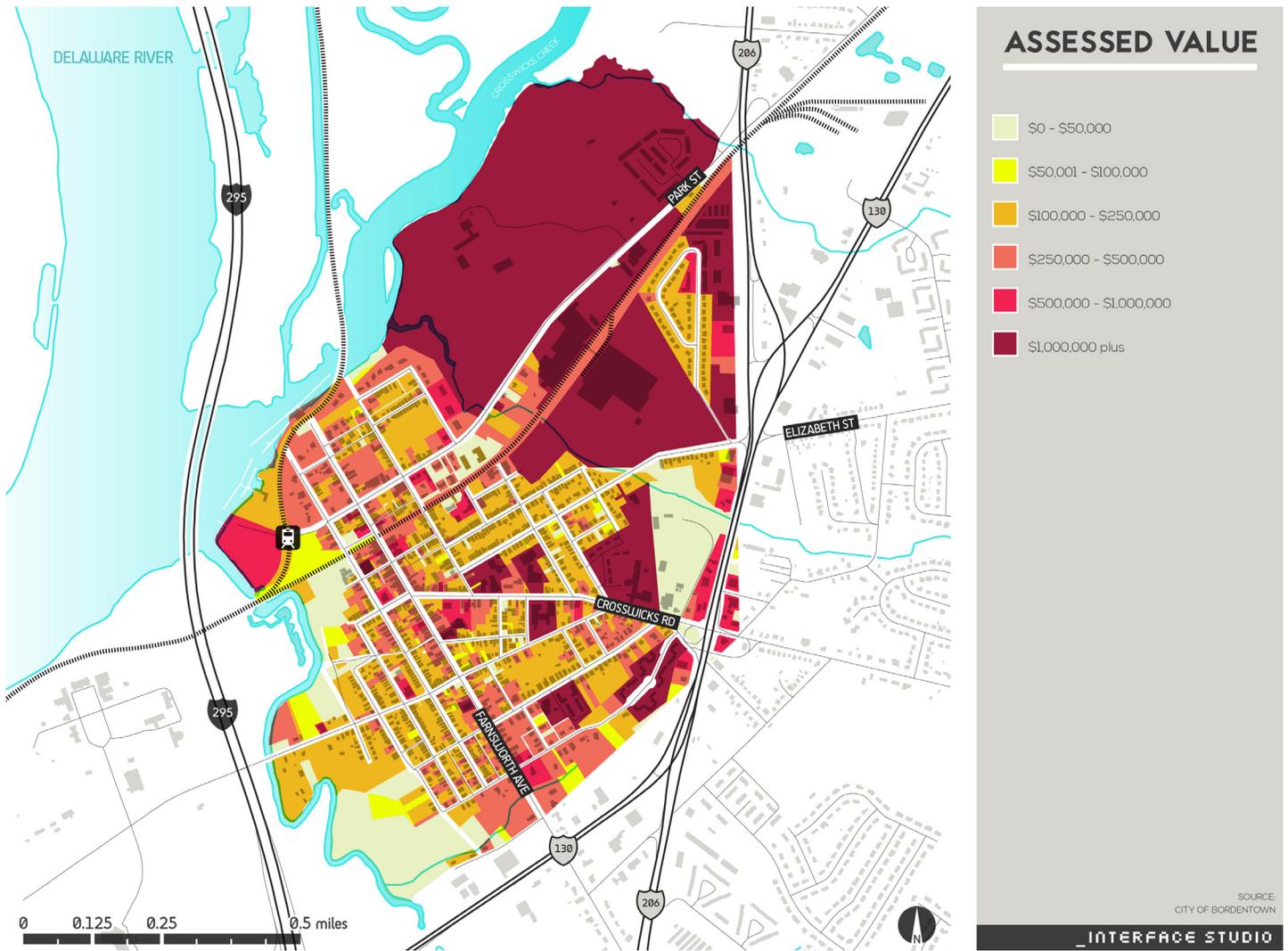
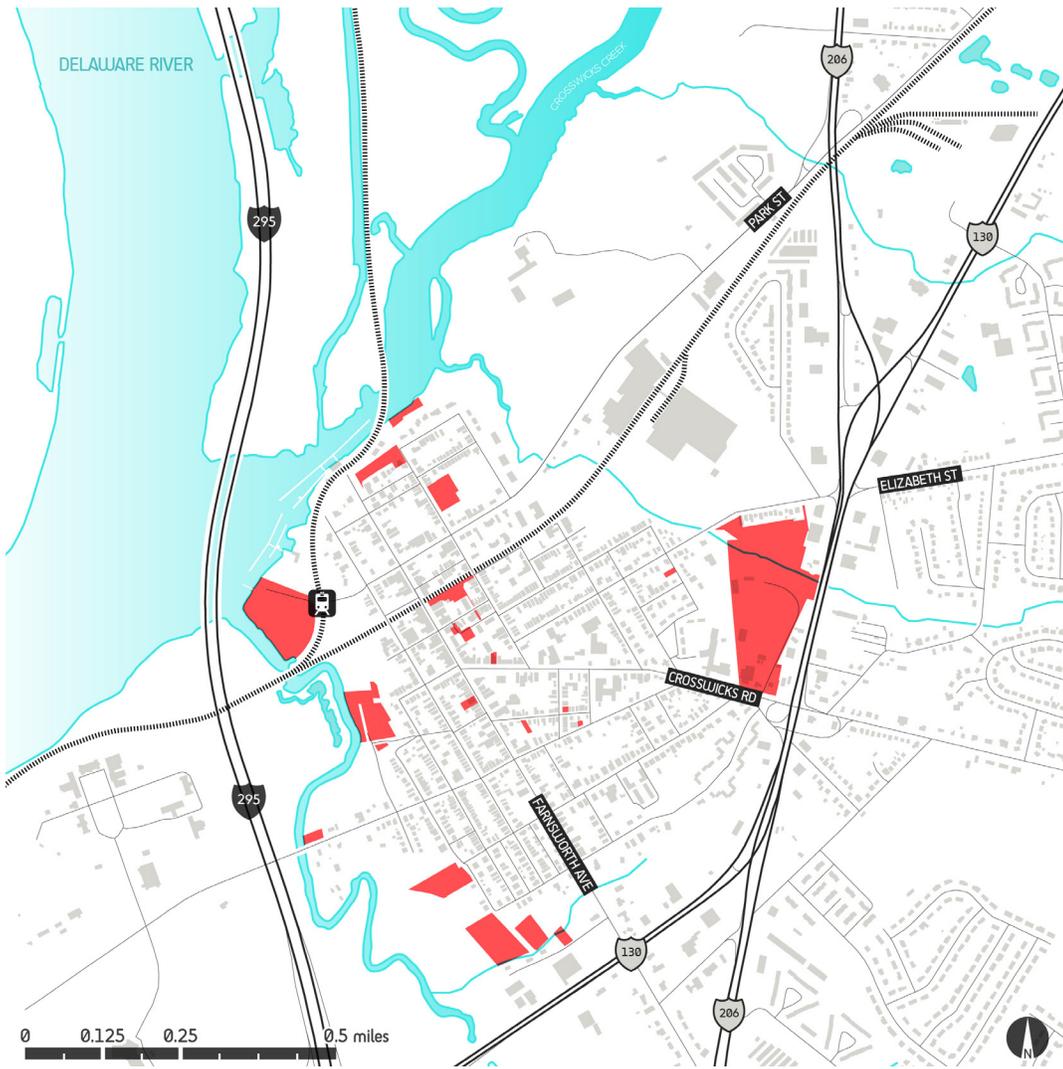


FIG 73: *Bordentown Assessed Value*



CITY OWNED

■ CITY OWNED PARCEL

SOURCE:
CITY OF BORDENTOWN

_INTERFACE STUDIO

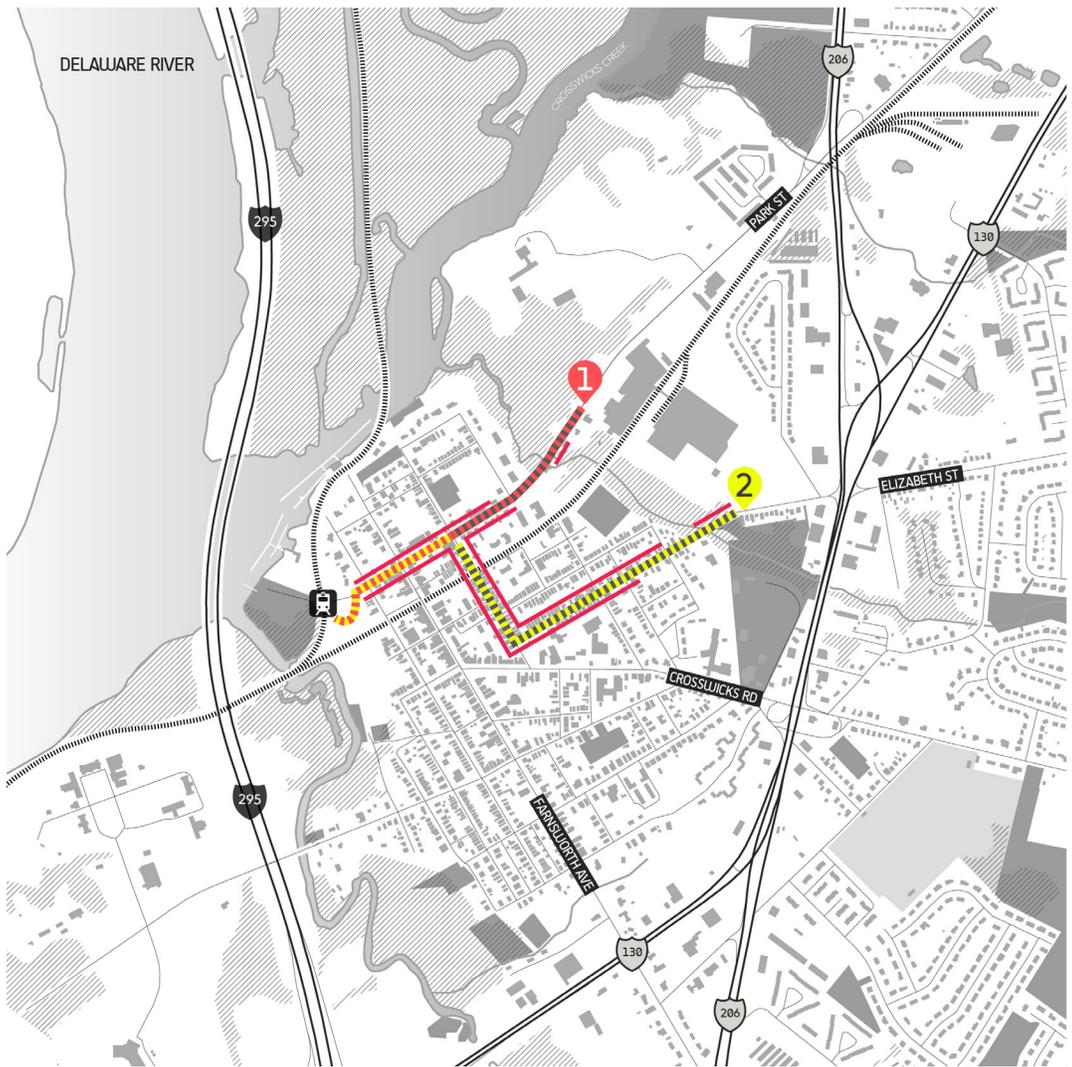
FIG 74: City Owned Properties



FIGURE GROUND

_INTERFACE STUDIO

FIG 75: *Figure Ground*



WALKING DISTANCE

ROUTE 1  

0.6 MILES - 12 MINUTE WALK

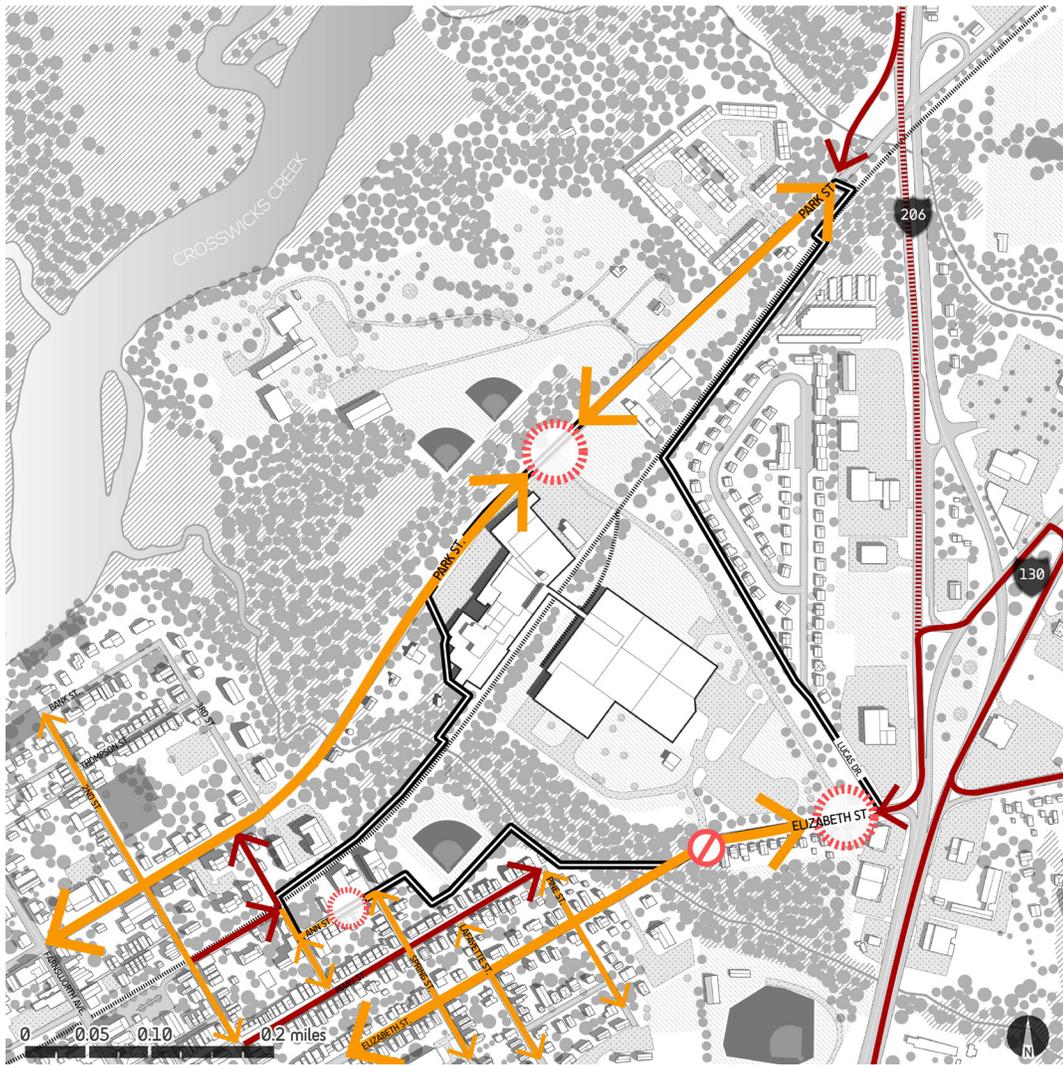
ROUTE 2  

0.8 MILES - 17 MINUTE WALK

 SIDEWALK

_ INTERFACE STUDIO

FIG 76: Walking Distance Diagram

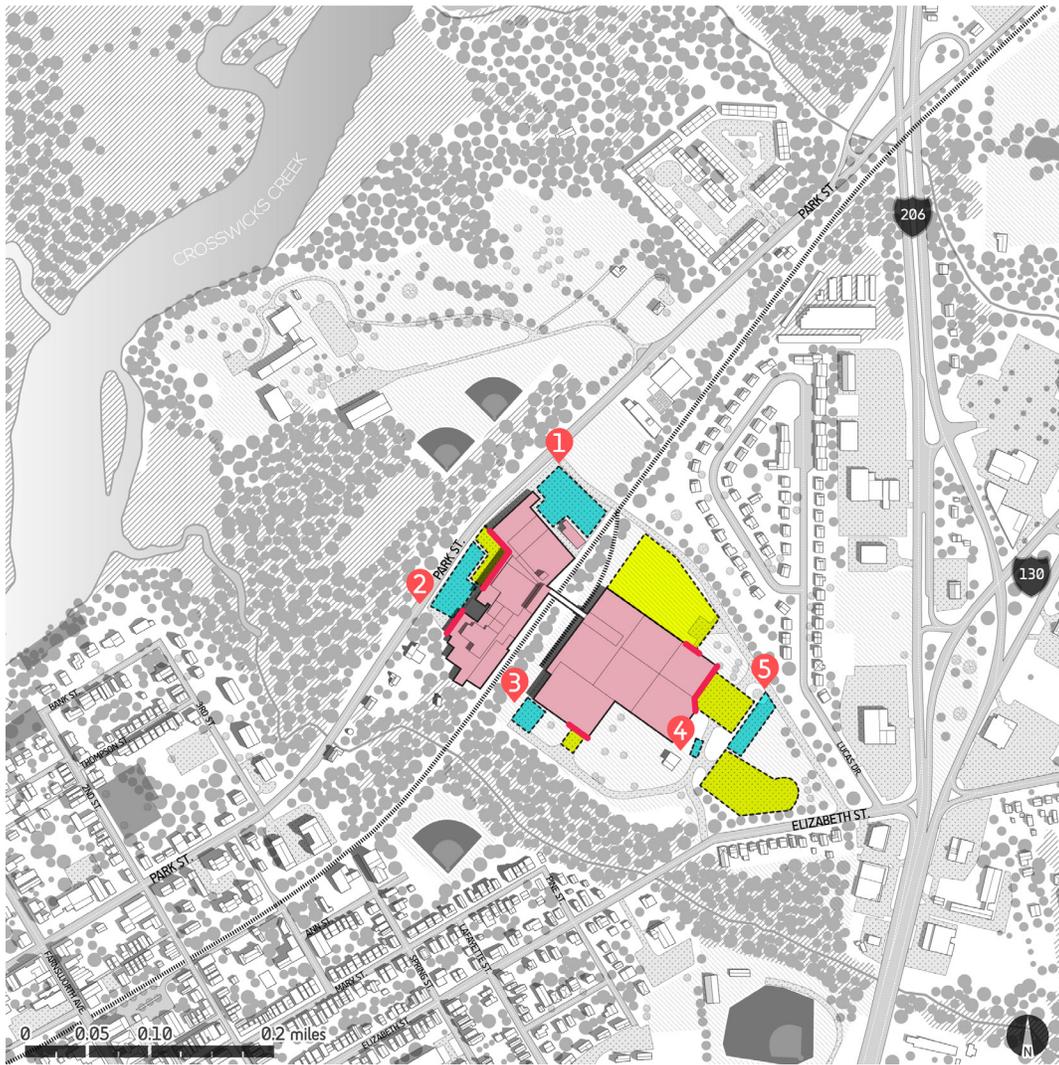


VEHICULAR ACCESS

- POINT OF ENTRY
- CLOSED POINT OF ENTRY
- ONE-WAY ROADWAY
- TWO-WAY ROADWAY

_INTERFACE STUDIO

FIG 77: Vehicular Access Diagram



PARKING

- 1 90 PARKING SPACES
- 2 60 PARKING SPACES
- 3 17 PARKING SPACES
- 4 5 HANDICAPPED SPACES
- 5 60 PARKING SPACES

LOADING DOCK

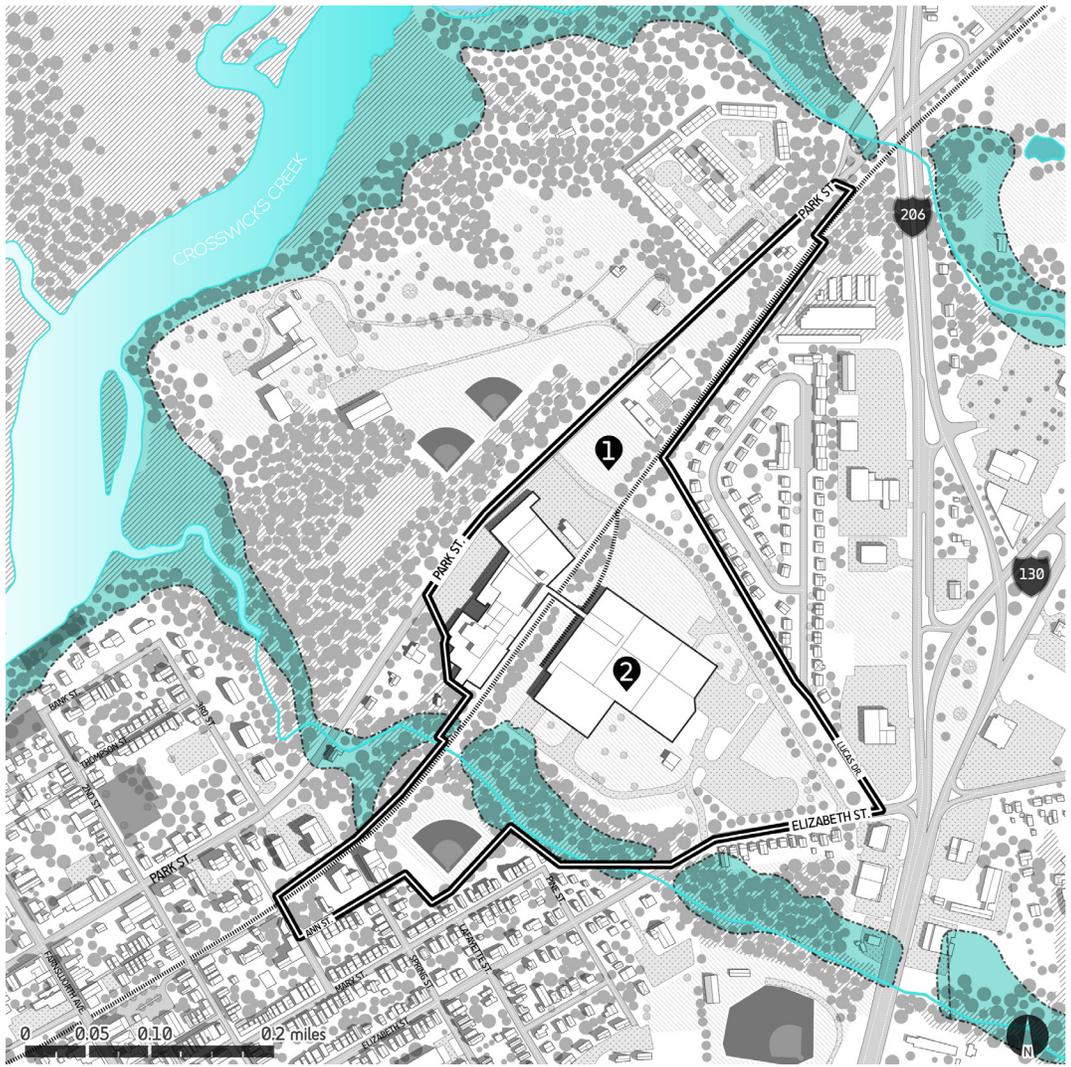
PARKING LOT

TRUCK STORAGE

232
Total Parking Spaces

_INTERFACE STUDIO

FIG 78: Existing Parking



FLOODPLAIN

- WATERWAY
- 100 YEAR FLOODPLAIN

_ INTERFACE STUDIO

FIG 79: Floodplain

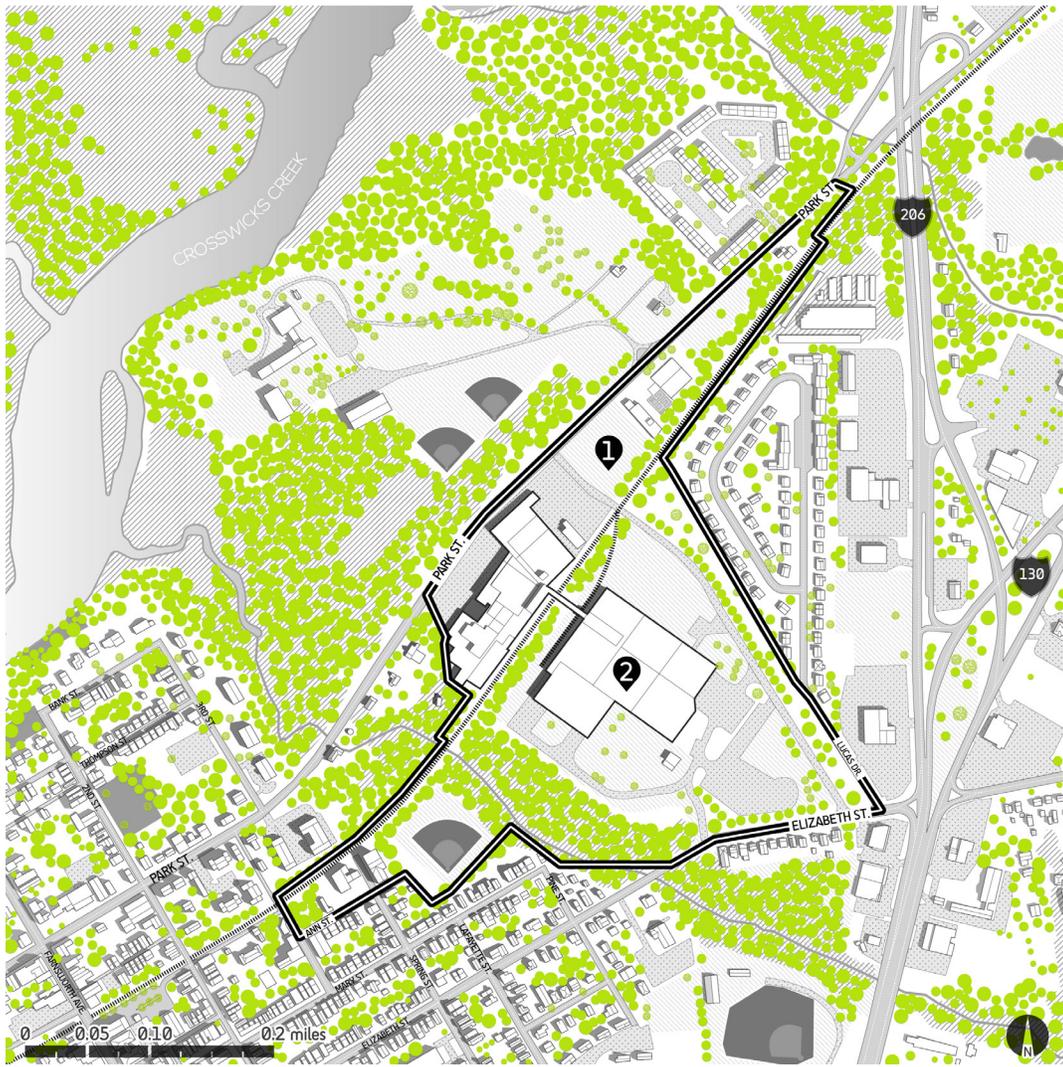


PARK SPACE

- 1 DIVINE WORD SPORTS FIELDS
- 2 HILLTOP PARK
- 3 2ND STREET PARK
- 4 SPRING STREET PARK
- 5 GILDER PARK
- PARK SPACE

_INTERFACE STUDIO

FIG 80: Park Space

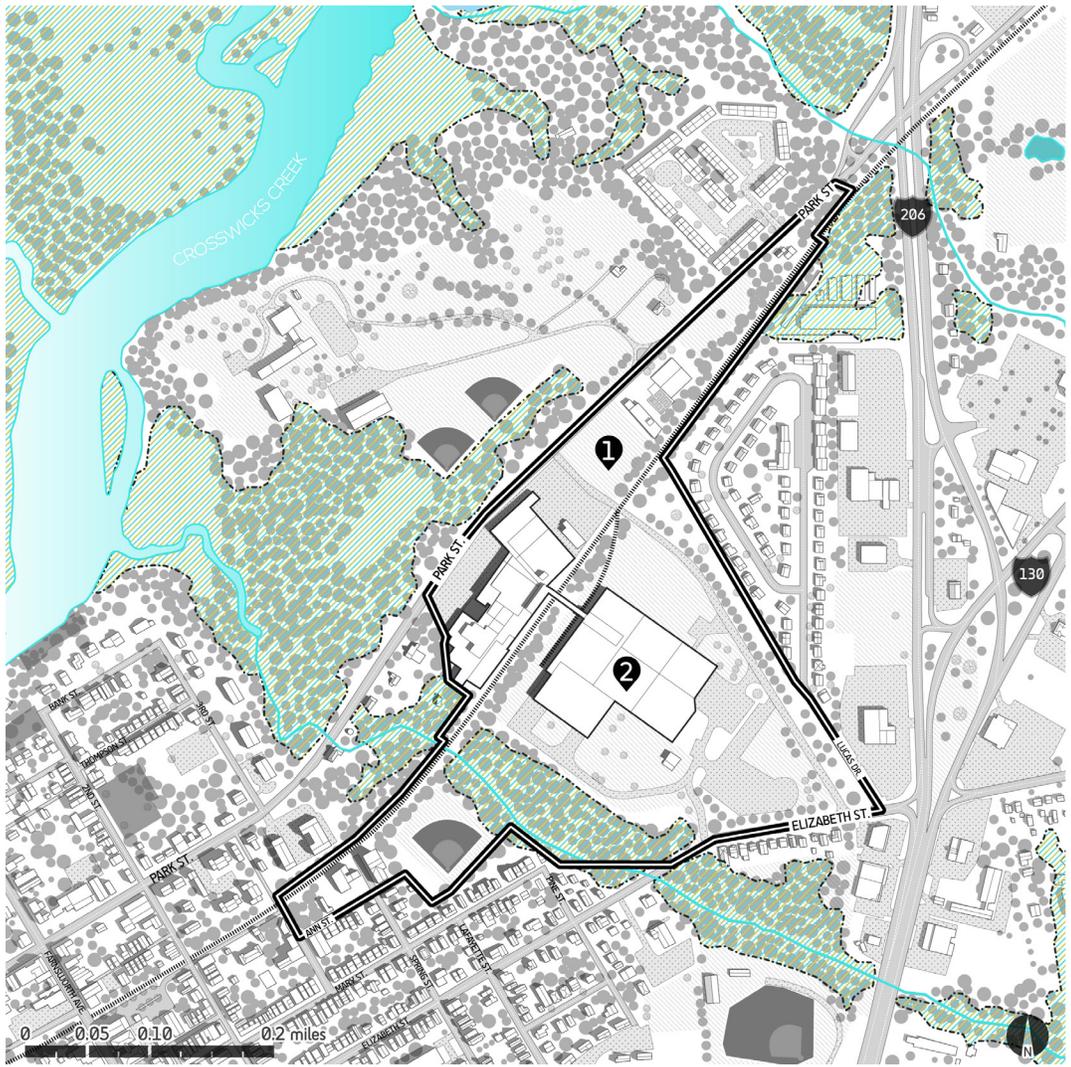


TREE CANOPY

● TREE CANOPY

_ INTERFACE STUDIO

FIG 81: *Tree Canopy*



WETLANDS

- WATERWAY
- WETLAND

_ INTERFACE STUDIO

FIG 82: Wetlands

Public Outreach Summary Graphics

FIG 83: Community Meeting Flyer

PLEASE JOIN US for the first **COMMUNITY MEETING** about the Bordentown / Ocean Spray Redevelopment & Linkage Plan

Tuesday, September 22nd
7:00 – 8:30 pm
@ Carslake Community Center

The planning study launched this summer and is still in early stages.

COME TO THE MEETING TO:

- Learn about the planning process
- Review highlights of the planning team's analysis of existing conditions
- Share your vision and priorities for the redevelopment and reuse of this important site!



FORMER OCEAN SPRAY SITE

CARSLAKE CC
209 Crosswicks Street.

This is your chance to help shape the plan for the redevelopment area. We hope to see you and your neighbors there!

PLEASE JOIN US for the first **COMMUNITY MEETING** about the Bordentown / Ocean Spray Redevelopment & Linkage Plan

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PLEASE JOIN US for the second
COMMUNITY MEETING about the Bordentown /
Ocean Spray Redevelopment & Linkage Plan

Monday, December 7th

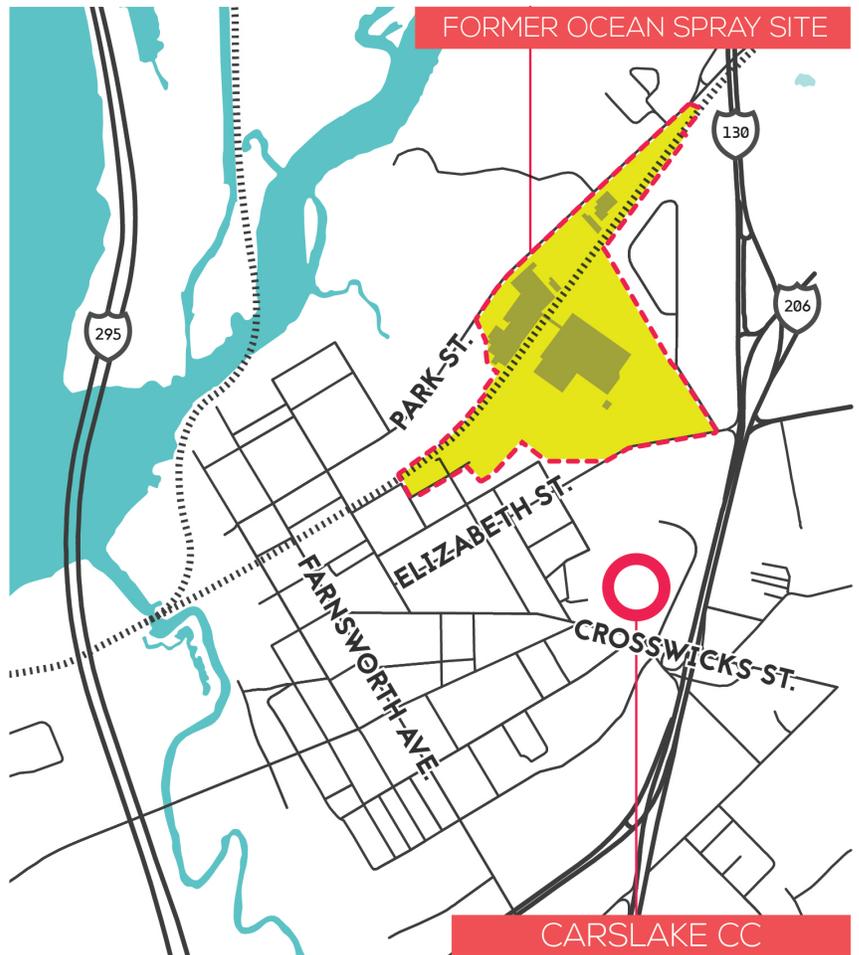
7:00 – 8:30 pm

@ Carlslake Community Center



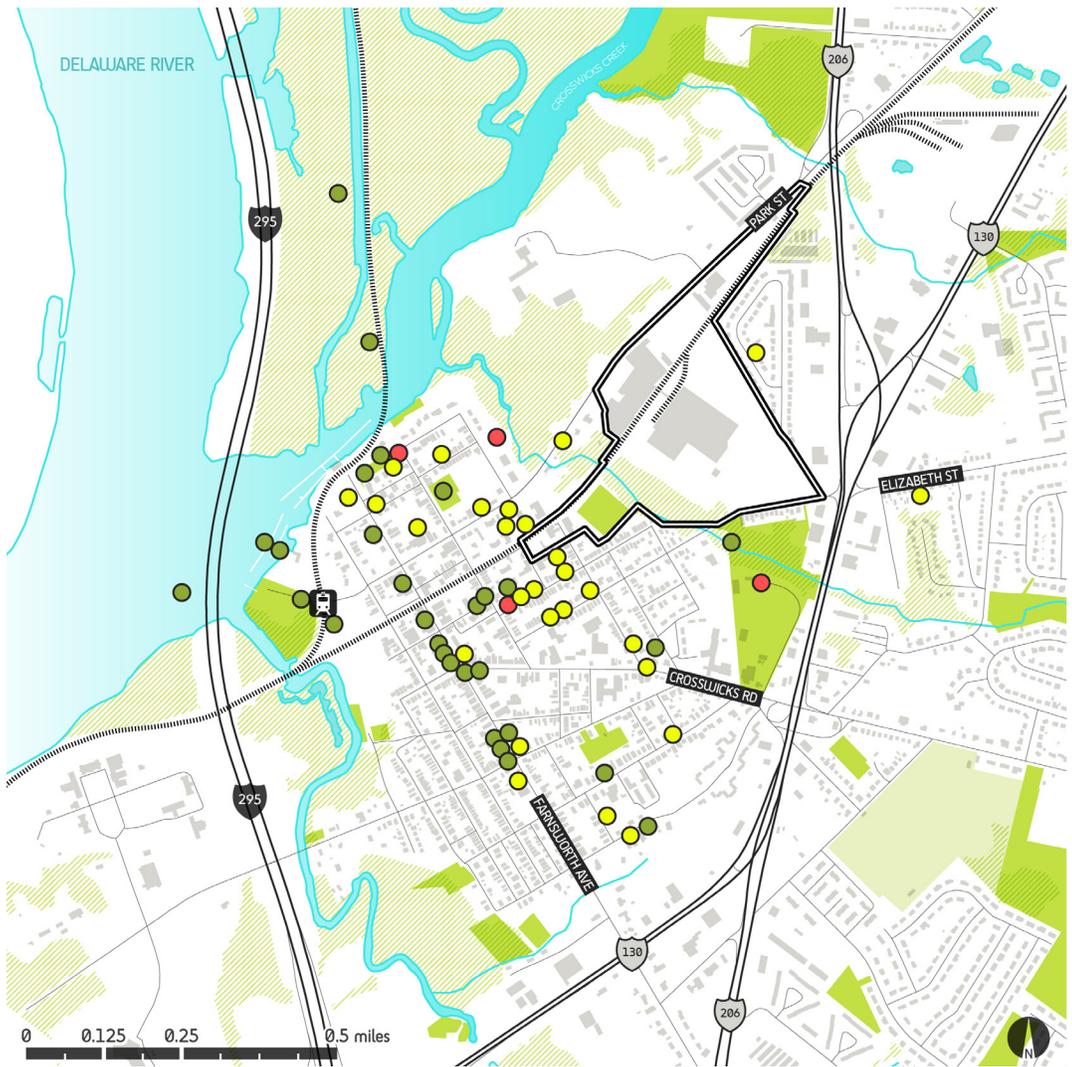
COME TO THE MEETING TO:

- See the possible alternatives for redevelopment
- Review potential impacts for each alternative
- Share your vision and priorities for the redevelopment and reuse of this important site!



209 Crosswicks Street.

This is your chance to help shape the plan for the redevelopment area. We hope to see you and your neighbors there!



LIVE.WORK.PLAY

- LIVE
- WORK
- PLAY

OPEN HOUSE SIGN IN

40
ATTENDEES SIGNED IN

24 YEARS
AVERAGE LENGTH OF RESIDENCY

97 PERCENT
HOME OWNERS AT OPEN HOUSE

_INTERFACE STUDIO

FIG 85: Public Meeting 1 Attendees

THUMBS UP

TOP RESULTS

PEDESTRIANS 40 x

New Sidewalks

BICYCLISTS 23 x

Off-Street Trail

PUBLIC TRANSIT 18 x

Trolley



SHARED PUBLIC AMENITIES 64 x

Lighting

Landscaping

Public Art

Street furniture

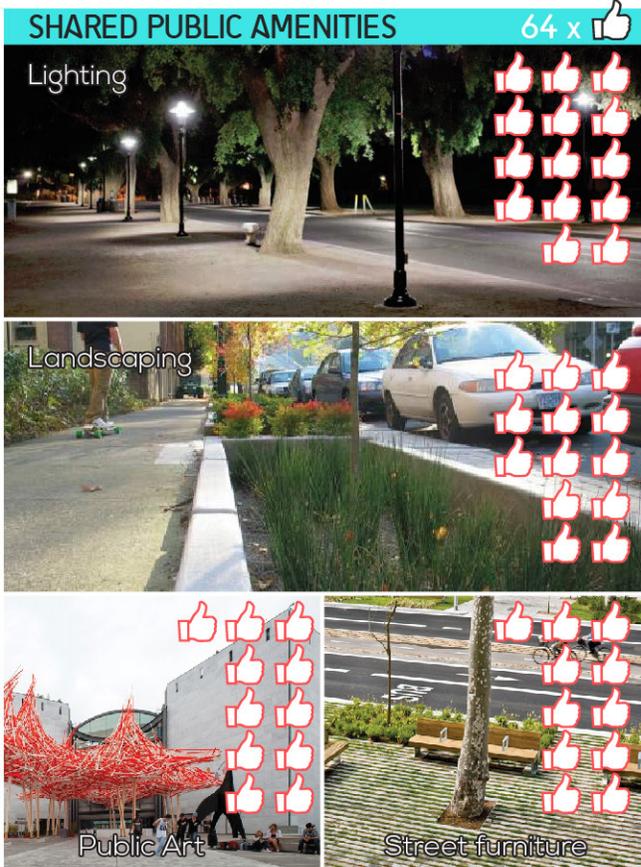


FIG 86: Thumbs Up Exercise Results

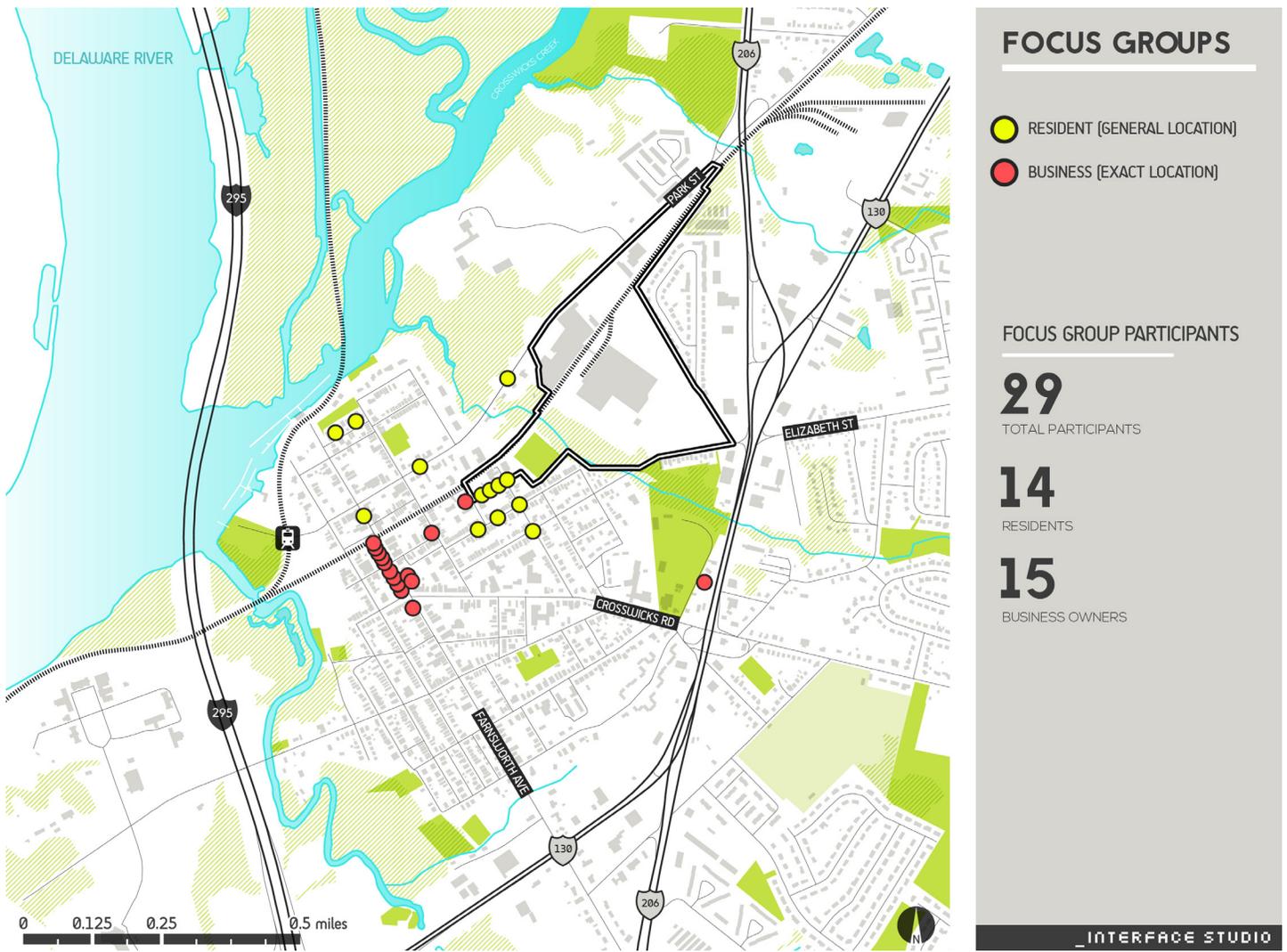


FIG 87: Focus Group Participants

FOCUS GROUPS:

RESIDENT PERSPECTIVE

“Love the small town feel;
hope redevelopment won’t erode our
quality of life.”

Access to site is important:

- community-serving uses / public space
- paths to downtown

BUSINESS PERSPECTIVE

“Must complement Downtown,
NOT compete with us.”
ex. office, studio, production

More residents will support
our local businesses

Gateway signage could benefit
site & downtown businesses

COMMON GROUND:

HISTORY IS
IMPORTANT:
reuse a
portion of the
bottling plant

SUPPORT FOR
A MIX OF
USES

*Residential is
welcome,
if unit types/design
target millennials
& empty nesters*

connections
are key
to link site
with downtown
&
manage parking
demand

FIG 88: Focus Group Takeaways

