



Cranberry Park

Dear Residents,

The mixed use redevelopment proposed by developer Modern Recycled Spaces, or its successors, is grounded in the vision of Bordentown's elected leaders and community members who came together in the wake of Ocean Spray's closure to explore potential reuses for this historic site, which employed as many as 250 people in its final years – people who lived in Bordentown and spent time and hard-earned dollars along Farnsworth Avenue and the entire Bordentown area.

Through a 10 month planning process that began in June 2015 and ended with an approved Redevelopment Plan in March 2016 approving 150 residential units, the community crafted a vision for the project and carefully weighed several potential redevelopment scenarios and their fiscal impacts for the City and School District, and increased the number of residential units to 296 +/- in 2018

The redevelopment of the Ocean Spray site will consist of the following:

- a. A refashioning of the Bottling Plant into a new hub of economic activity hosting various creative spaces and commercial tenants, with plans for a brewpub/ restaurant and more.
- b. 296 modern industrial loft style apartments consisting of 1 bedroom units, 2 bedroom units, and 3 bedroom units.

The breakdown of market rate units:

1 bedroom - 129

2 bedroom - 139

The breakdown of affordable rate units:

1 bedroom - 6

2 bedroom - 16

3 bedroom - 6

Together, the community envisioned a redevelopment that would be:

- **New "Gateway" into town** featuring beautiful landscaping, lighting, apartments, bike path, sidewalks, and the commercial space.
- **Tied to history** through adaptive reuse of the historic structure and remaining a place of work
- **Home to a range of creative tenants and uses** such as artist studios, artisanal production, co-working space, boutique fitness studios, and loft-style housing
- **A shared space** with a strong sense of design and real sense of place, accessible to all community members, home to new residents, and a destination for visitors, all excited to enjoy everything that Bordentown has to offer – in downtown, at the marina, throughout the City's parks, along the City's waterways, and right here, at Cranberry Park

Following a series of 13 interviews, three focus groups with business owners, near neighbors, and citywide residents, two public presentations and design charrettes, and a final public hearing; the community selected a preferred redevelopment scenario that retains a portion of the former bottling plant for adaptive reuse – a mix of



office and commercial – and introduces a new type of housing –modern industrial loft style apartments – that appeal to young adults, creative workers, and empty-nesters looking to downsize or climb fewer stairs while remaining residents in their beloved Bordentown community.

As desired by Bordentown residents and leadership, Cranberry Park will be a place where people can work – but also a place where community members can live and play, a unique and catalytic redevelopment that honors the past, serves existing residents, and attracts new residents and businesses that, in turn, will support and boost downtown retail and restaurants and future home purchases in town.

The design retains the original brick structure of the former bottling plant, restoring the central tower and historic roofline of the original mill building, built in 1874. The main tenant of the 60,000 square-foot bottling plant will hopefully be a brewery/restaurant with a tasting room and outdoor beer garden. Additionally, the flexible, creative workspaces such as – yoga, coworking, office, maker space and more – will reactivate the historic industrial building once more, and large façade windows will allow natural light and views into the multi-purpose building. The communal corridors will be crafted to showcase original materials and well-curated displays of art and industrial artifacts, as is characteristic of developments by Modern Recycled Spaces

The balance of the site north of the bottling plant, between Park Street and the rail line, will be redeveloped with 296 loft style apartments distributed across seven buildings. The four-story buildings, surrounded by manicured green space and connected by a network of sidewalks and paths, will host mostly one- and two-bedroom apartments designed to appeal to millennials and empty-nesters, largely singles and couples. This new mixed use neighborhood in Bordentown, just 15 minutes on foot from downtown, will be set against the backdrop of trees that line the rail corridor and among new flowers, trees, and green spaces that provide shade and beauty, while keeping with the City's wishes to expand an environmentally friendly development.

There will be a spacious club house for residents complete with a pool and fitness center, lounge, billiards room, office and kitchen space, a package room, and an adjacent park space where community members can gather and spend time.

Cranberry Park will breathe new life and economic activity into an industrial site that was active in Bordentown for 140 years. It takes full advantage of a rare redevelopment site of this size – 15 acres in close proximity to a walkable and charming historic downtown, suited to welcome a mix of uses, and capable of helping Bordentown not just rebound from the loss of Ocean Spray, but grow in a sustainable way. The development program diversifies the City's economic base, creates new jobs, welcomes new residents with an eye on limiting the increase to the school district. Cranberry Park, invites aging Bordentown residents to remain in their community without the costs and effort associated with maintaining an older home – all while responding to market trends that underscore the desire to live and work in older cities and towns that offer a walkable lifestyle with the modern amenities of new housing and the authenticity afforded by adaptive reuse.

Thank you and please see some of the proposed renderings for the project attached.

As the project and site plan is still not approved, these renderings are subject to change, error & omission, and are for schematic & marketing purposes only.



CONCEPT PERSPECTIVE

DATE: 04/04/2019



FACTORY
CANNERY

YOGA

MENU starting 15\$

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DEVELOPMENT PROGRAM

TOTAL NO. DU	296 DU
BUILDING TYPE B	
• NO. DU PER BLDG	38 DU
• NO. INTERNAL GARAGES	12 SP
• BUILDING HEIGHT	4 STORIES
BUILDING TYPE C	
• NO. DU PER BLDG	43 DU
• BUILDING HEIGHT	4 STORIES
BUILDING TYPE D	
• NO. DU PER BLDG	48 DU
• NO. INTERNAL GARAGES	16 SP
• BUILDING HEIGHT	4 STORIES
TOTAL CO-WORK	58,500 SF
TOTAL PARKING	714 SPACES
• GARAGE	40 SPACES
• DRIVEWAY	40 SPACES
• SURFACE	634 SPACES

SCALE: 1"=60'-0"
CONCEPT SITE PLAN

DATE:09/24/2019