

***MASTER PLAN***

***Amendment to the Land Use Element***

***BRIDGEWATER TOWNSHIP***  
***SOMERSET COUNTY, NEW JERSEY***

*Prepared by the*  
*Bridgewater Township Planning Board*  
*with support by Scarlett Doyle, P.P.*

PUBLIC HEARING  
December 22, 2015

THE ORIGINAL OF THIS REPORT WAS SIGNED AND  
SEALED IN ACCORDANCE WITH N.J.S.A. 45:14A-12.

---

SCARLETT DOYLE, P.P.  
N.J. LICENSE NO. 002364

# ***MASTER PLAN***

## ***Amendment to the Land Use Element***

***BRIDGEWATER TOWNSHIP***  
***SOMERSET COUNTY, NEW JERSEY***

### ***Bridgewater Township Planning Board***

Chairman Walter F. Rusak  
Vice Chair Tricia Casamento  
Mayor Daniel J. Hayes  
Councilman Allen Kurdyla  
James Franco  
Ron Charles  
Steve Rodzinak  
Evan Lerner

### ***Professional Advisors:***

Scarlett Doyle, PP, Board Planner  
Robert C. Bogart, PE, Board Engineer  
Thomas Collins, Esq. Board Attorney

## *Table of Contents*

	PAGE
1. INTRODUCTION	4
1.1 STATE AND REGIONAL SETTING	
1.2 ECONOMIC SETTING OF THE TOWNSHIP, COUNTY AND STATE	4
1.3 RESPONSE TO ECONOMIC SETTING	5
2. THE STUDY AREA OF ROUTE 202/206 NORTH	5
2.1 HISTORICAL SUMMARY OF STUDY AREA	5
2.2 DESCRIPTION OF THE LARGER STUDY AREA	6
2.3 RELATIONSHIP OF REDEVELOPMENT AREA & NON- REDEVELOPMENT AREA	7
3. THE NON-REDEVELOPMENT AREA	7
3.1 DESCRIPTION OF THE TRACT OUTSIDE THE REDEVELOPMENT AREA	7
4. NEW ZONE: OFFICE, RESEARCH AND DEVELOPMENT ZONE	8
4.1 LOCATION OF THE PROPOSED ZONE	8
4.2 PURPOSE OF THE OFFICE, RESEARCH AND DEVELOPMENT (OR/D) ZONE	9
4.3 PROPOSED DEVELOPMENT STANDARDS AND REQUIREMENTS	9
5. OTHER ORDINANCE AMENDMENTS	13
5.1 AMEND SCHEDULE OF AREA, YARD AND BUILDING REQUIREMENTS	13
5.2 AMEND MINIMUM BUFFER/CONSERVATION EASEMENT	13
5.3 ADD NEW ZONING DISTRICT TO ORDINANCE	14
5.4 AMEND ZONING MAP	14
6. RELATIONSHIP TO THE REGIONAL CENTER STRATEGIC MASTER PLAN	14
6.1 RELATIONSHIP OF LARGER STUDY AREA TO THE REGIONAL CENTER	14
6.2 STRATEGIES OF THE REGIONAL CENTER AND THE OFFICE, R&D DISTRICT	14
7. RELATIONSHIP TO OTHER BRIDGEWATER MASTER PLAN DOCUMENTS	15
7.1 MASTER PLANS AND PERIODIC REEXAMINATION REPORTS	15
7.2 GOALS OF THE MASTER PLANS	16
8. IMPACT ON ADJOINING MUNICIPALITIES	17
8.1 CONSISTENCY WITH THE REQUIREMENTS OF THE MUNICIPAL LAND USE LAW	17
8.2 DISCUSSION OF IMPACTS ON ADJOINING MUNICIPALITIES	17
9. CONSISTENCY WITH STATE DEVELOPMENT & REDEVELOPMENT PLAN	20
9.1 POLICIES AND OBJECTIVES OF THE STATE PLAN	20
9.2 CONSISTENCY WITH THE STATE POLICY MAP	21
10. RELATIONSHIP TO THE PROPOSED STATE STRATEGIC PLAN	22
10.1 GOALS OF THE PROPOSED STATE STRATEGIC PLAN	22
10.2 THE CRITERIA-BASED APPROACH IN THE STATE STRATEGIC PLAN	22
10.3 GARDEN STATE VALUES IN THE STATE STRATEGIC PLAN	23
FIGURE 1 CURRENT ZONING MAP	24
FIGURE 2 PROPOSED ZONING MAP (Including Master Plan and Redevelopment Plan)	26

**AMENDMENT TO THE LAND USE ELEMENT OF THE MASTER PLAN  
BRIDGEWATER TOWNSHIP  
SOMERSET COUNTY, NEW JERSEY**

**1. INTRODUCTION**

*1.1 STATE AND REGIONAL SETTING*

Bridgewater's major highway access includes proximity to US Routes 22, 202, 202/206, Interstate Route 287, and US Route 78. This transportation network connects Bridgewater to a larger region which includes New York City, Newark Liberty International Airport, Rutgers University, Princeton University, Port of Elizabeth and various points of interest in Pennsylvania.

*1.2 ECONOMIC SETTING OF THE TOWNSHIP, COUNTY AND STATE*

During its regular Planning Board meeting of August 12, 2014, the well-known economist, Jeffrey Otteau, provided the Board with professional testimony regarding various commercial and residential trends. Otteau cited several statistics which are helpful in the ongoing preparation for the future. Below are bullet points of his report which summarize the economic climate for New Jersey, Somerset County, and Bridgewater Township.

- 74 million square feet of existing R&D space is available in New Jersey and, at the current rate of absorption, it will take 62 years to fill the office space that already exists.
- New Jersey has nearly the highest rate of residents moving out of state.
- New Jersey vacancy rates were cited for the following sectors:

Industrial warehouse:	6%
Multifamily:	2%
Pharmaceutical	39%
Retail:	7%
Office	17%
- Based on the pace at which office and R&D space is being filled, it will take 170 years to fill what is currently available in the employment market within a 15 mile radius of the recently-designated Redevelopment Area. This timeframe is triple what exists at the state level.
- Somerset County has a negative net absorption trend, with a 23% office vacancy rate.
- The population in Somerset County increased by 9% between the years 2000-2010.
- The millennial population (born during the 1980's and early 1990's) in Somerset County declined by 14% between the years 2000-2010.
- The population in Bridgewater increased by 3.5% between the years 2000-2010.
- The millennial population in Bridgewater declined by 33% between the years 2000-2010.

### *1.3 RESPONSE TO ECONOMIC SETTING*

Bridgewater Township is a magnet for biotech, pharmaceuticals and emerging field of nutraceutical science (research of a range of products from isolated nutrients, dietary supplements and herbal products.) The township recognizes that adjustments are needed to keep abreast of the changing needs of society in order to maintain and nurture Bridgewater's exemplar quality of life. Acute resident interest toward the value for their homes, the intrinsic benefits of proximity to good employment and the commercial contribution to the tax burden are components that are to be balanced with the commercial interest to locate and stay in Bridgewater due to its proximity to a desired workforce and convenient corporate and community amenities. In order to achieve this balance, approaches must also include recognition of the shifting desires of our population demographic, such as aging baby boomers and workforce millennials.

Diversifying its commercial portfolio and strengthening its economy will help Bridgewater moderate the impacts of dramatic future changes. At the same time, Bridgewater strives to effect needed adjustments in zoning that can be accomplished without compromising its reputation of excellence in the region.

In constructing the recommendations in this amendment, decisions have been based on prior Master Plans, Master Plan Amendments and Reexamination Reports, economic realities and the observation that some land uses are influenced by the highway environment.

The Reexamination Report of March, 2015 recommends that a land use study of Route 202, Route 202/206 and Route 22 be undertaken. The Township Council designated some lands on this corridor as 'an area in need of redevelopment'. Recommendations found in this Master Plan Amendment should be considered to be among an ongoing series of studies which will continually improve the capability of economic vitality of the highways in Bridgewater Township.

## **2. THE STUDY AREA OF ROUTE 202/206 NORTH**

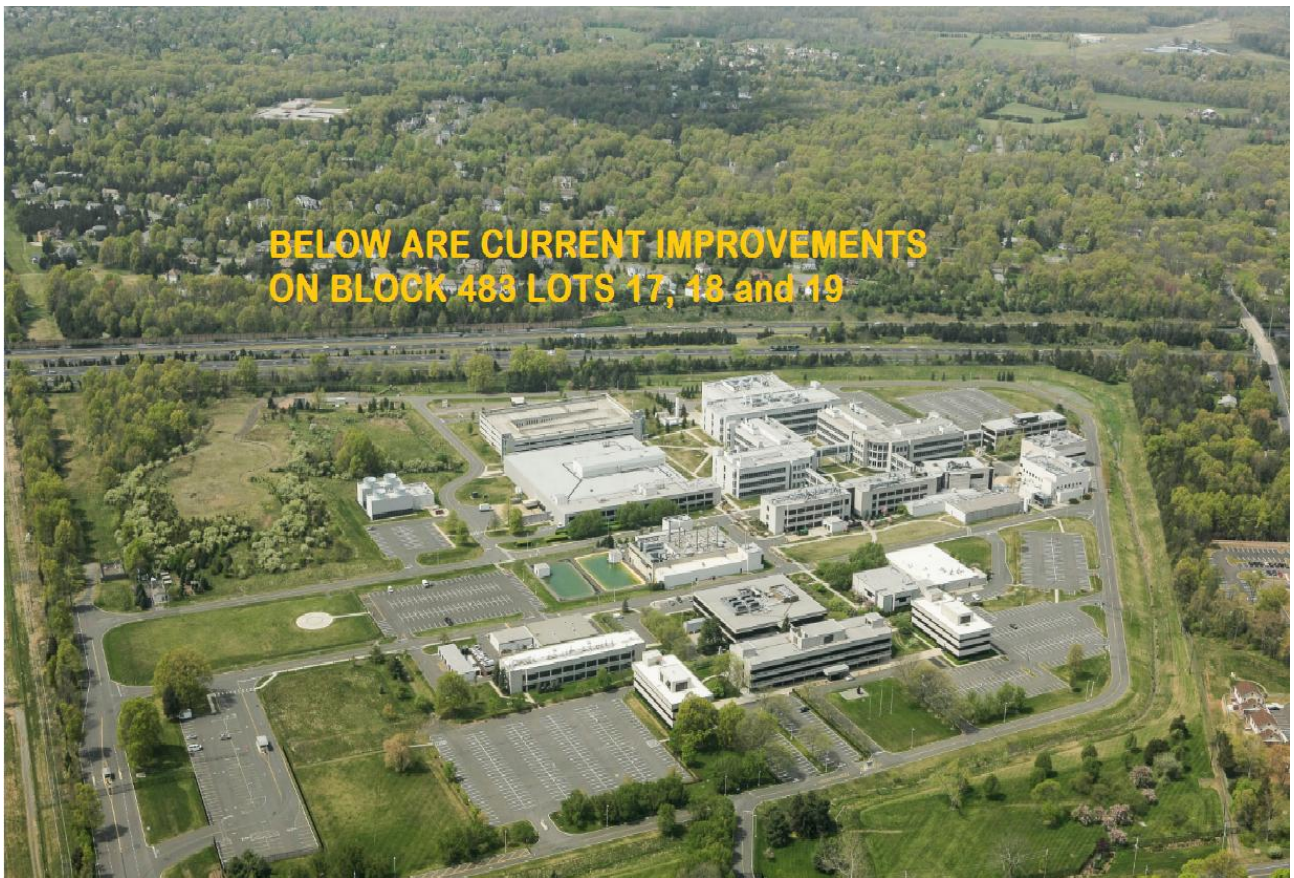
### *2.1 HISTORICAL SUMMARY OF STUDY AREA*

The research and development site on Block 483 lots 17, 18 and 19, located on Route 202/206, was owned and occupied for pharmaceutical support of office, research and development by American Hoechst. American Hoechst occupied the site as far back as the 1960's, expanding its building campus over several decades. The campus was occupied by a single user and the zoning at that time did not contemplate multiple tenants.

The pharmaceutical company of sanofi-aventis subsequently became the owner and continued the research and development activities. On or around 2012, the sanofi-aventis corporation vacated the R&D site and moved to Massachusetts.

The land was purchased by CIP II/AR Bridgewater Holdings, LLC in April of 2013. Many of the office buildings and older research buildings in the front portion were unoccupied. The new and more technically-advanced research and development buildings in the rear were rented, but not to capacity. In its Resolution No. 14-06-16-149, the Township Council designated the front portion of office and older research building and the southerly portion of Block 483 lots 17, 18 and 19 as a Redevelopment Area. The resolution also instructs the Planning Board to develop a Redevelopment Plan for the “L” shaped portion of the site. The remaining portion of the lots (primarily the more modern scientific buildings used for research and development) was not included in this Redevelopment Area designation.

THE ENTIRE SITE IS CURRENTLY WITHIN THE SPECIAL ECONOMIC DEVELOPMENT ZONE (SED).



## ***2.2 DESCRIPTION OF THE LARGER STUDY AREA***

The entirety of the tract of Block 483 Lots 17, 18 and 19, shown above, contains 109.557 acres. These lots are currently in Bridgewater’s Special Economic Development (SED) Zone. Approximately 61.95 acres are within the Redevelopment Area. The Redevelopment Area is the subject of the Redevelopment Plan. The balance of the three lots, comprise approximately 47.61 acres and this area is not included in the designation of Redevelopment Area. This residual part of the premises currently operates as a modern office, research and development complex. This smaller portion is the focus of this Master Plan Amendment.

Located in the northwest quadrant of the township, the tract is located to the west of the Route 202/206 North corridor. It is bounded, in part, by Interstate Route 287 to the west and by a single-family neighborhood to the northwest. For the most part, the single-family homes that lie along the northerly property line have frontages on Cedarbrook Road, which is a roadway off Old Farm Road. These homes lie within the R-50 single-family residential zone. Also to the northeast of the site is the Sri Venkaleswara Temple and priest housing. Across Route 202/206 to the east, beyond the intervening Redevelopment Area to the east, are single-family dwellings in the neighborhoods of Muirfield Lane, Braemar Place and Heather Hill Way, which are in the R-40 zone. To the south of the Redevelopment Area portion of the tract is a 150 feet wide PSE&G right of way. Further to the south of the PSE&G right of way are single-family homes, principally having access from Mountainview Avenue, Parker Street and Byrd Avenue. The zone designation for this neighborhood is R-20 toward the east and R-40 toward the west.

### ***2.3 RELATIONSHIP OF THE REDEVELOPMENT AREA AND NON- REDEVELOPMENT AREA***

The above-cited Bridgewater Township Council Resolution requires a Planning Board response for the Redevelopment Area which is to be embodied in a Redevelopment Plan. The Redevelopment Area has been studied by the Planning Board and a Redevelopment Plan has been developed to expand the corporate and social opportunities of the site overall. Although this Master Plan Amendment is tightly coordinated with the design vision of the Redevelopment Area, the Redevelopment Plan stands as a distinct document, with its own recommendations for zoning revisions.

This Master Plan Amendment focuses on the office, research and development area which is *not* in the designated Redevelopment Area. The collective purpose of this amendment and the Redevelopment Plan is to bring the entire property to a more productive and sustainable use. While there are distinct uses for these two areas, the entire tract is intended to function symbiotically as a planned development. Critical in these two documents is a strong response to the needs and preferences of the corporate research and development sector. The Master Plan Amendment recommends zoning changes which foster a stronger union between the research and development community and the Redevelopment Area.

## **3. THE NON-REDEVELOPMENT AREA**

### ***3.1 DESCRIPTION OF THE TRACT OUTSIDE THE REDEVELOPMENT AREA***

The area outside the limits of the Redevelopment Area contains 47.61 acres of developed land that supports the existing office, research and development campus. It contains modern, useful buildings designed in a convenient and workable layout which promotes an inviting corporate environment. The following existing uses are found in this section:

Laboratory space;	655,670 square feet
Office Space:	82,850 square feet
Warehouse space:	85,000 square feet

Also found are structured parking garages, a co-location power plant and small support structures.

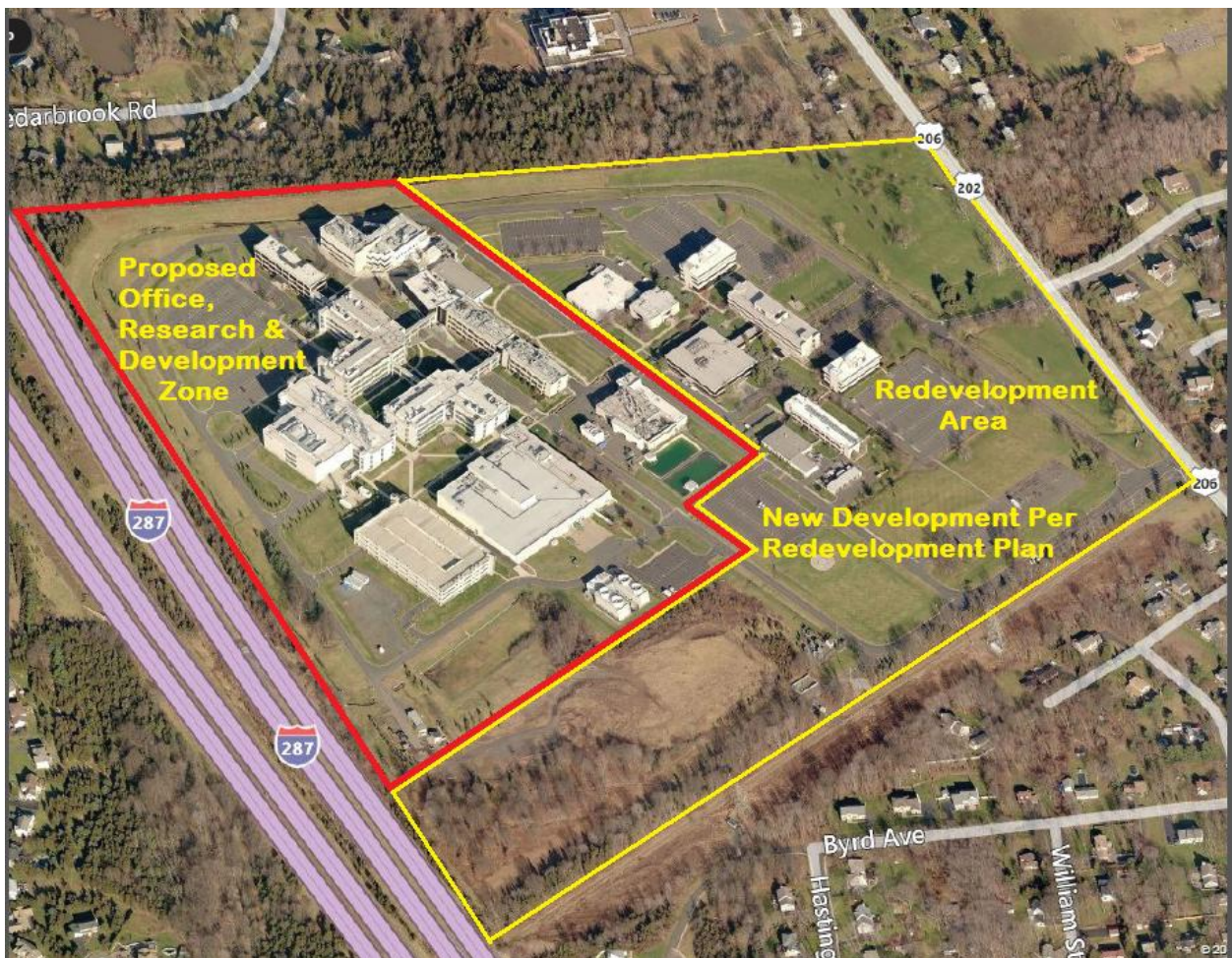


The office, research and development area is ‘landlocked’ in that it does not have direct frontage or direct lot access on Interstate Route 287 or on Route 202/206 North. Access to the state highway is by way of an existing southerly driveway and through the central portion of the Redevelopment Area. This later access leads to a traffic control signal on the highway. Therefore, it is necessary to assure that the standards for development accommodate for this lack of frontage and formal lot access. The Redevelopment Plan must necessarily afford sufficient and permanent access to the state highway system.

#### **4. NEW ZONE: OFFICE, RESEARCH AND DEVELOPMENT ZONE (OR/D)**

##### **4.1 LOCATION OF THE PROPOSED ZONE**

Below is shown the recommended *Office, Research and Development District (OR/D)*. This area is identified as Block 483 and a portion of lots 17, 18 and 19. Comprising approximately 47.61 acres, these lands are in the northwest portion of the entire tract. They lie, in part, along Interstate Highway Route 287. This remaining area is not included in the Redevelopment Area. As shown in the aerial below, the office, research and development area is bounded on the south and east by the Redevelopment Area. The topographic drop from Route 202/206 North to Interstate 287 is reported to be almost 60 feet.





#### *4.2 PURPOSE OF THE OFFICE, RESEARCH AND DEVELOPMENT (OR/D) ZONE*

The purpose of the new OR/D zone is to offer expanded corporate opportunities to encourage a stable corporate environment for research and development and to offer a concentration of technical and academic excellence. The district is also designed to encourage business and social interactions with the abutting Redevelopment Area (which offers convenient housing, boutique-scale retail, gathering areas, active recreation areas, open air restaurants, small-scale office spaces, an Executive Class Hotels and conference centers). These are collectively designed to nurture a vibrant, desirable and sustainable mixed community.

#### *4.3 PROPOSED DEVELOPMENT STANDARDS AND REQUIREMENTS*

##### *Add New Section §126-320.1 Office, Research and Development District (OR/D)*

##### *Development Regulations for the Office, Research and Development District (OR/D)*

###### **A. 1. Principal permitted uses:**

- a. Scientific research, diagnostic laboratories, technology research and other experimental, testing or research establishments, such as product development, provided any processing of raw materials must be incidental to the purpose of basic research, and there is no commercial production of goods, products or materials except as incidental to the principal use, such as for pilot plant operations.
- b. Business offices.
- c. Uses of a light manufacturing nature which involves processing, assembly or packaging of material, but does not involve the basic refinement of bulk raw material.
- d. Conference centers.

###### **2. Permitted Accessory Uses, including, but not limited to the following.**

- a. Uses and structures customarily incidental to a principal permitted use.
- b. Public and private parking, including parking decks
- c. Signs
- d. Cafeteria and other service facilities for use by the employees and their guests.
- e. Accessory personal and retail services within business and research offices which do not comprise more than 5% of the gross area of the principal building.
- f. Restaurants (except that drive-through facilities are not permitted), health clubs, copy centers, banks, newsstands and similar accessory facilities, provided that such facilities are located in a structure housing a principal permitted use, provided further that the total floor area devoted to all of such uses shall not aggregate more than 10% of the structure in which such facilities are located.
- g. Indoor and outdoor recreation areas. Recreation areas may include indoor exercise and recreation as well as outdoor ball fields, bicycle and pedestrian paths.

###### **3. Conditional Uses:**

- a. Essential services

4. Bulk Standards for Principal Structures and Uses:

a. The following are bulk standards for principal structures:

- i. Minimum tract size: 45 contiguous acres
- ii. Minimum front yard setback: Not Applicable
- iii. Minimum setback from the Redevelopment zone district lines: 25 feet.
- iv. Minimum lot width: Not Applicable
- v. Minimum setback abutting residential uses: 75 feet
- vi. Minimum setback from an interstate highway: 10 feet.
- vii. Minimum rear yard setback: 75 feet
- viii. Maximum percent Improved Lot Coverage is 60 percent, including impervious surfaces lying within privately owned driveways within the limits of the zone.
- ix. Maximum Stories: 5 stories
- x. Maximum Building Height: 60 feet
- xi. Maximum Floor Area Ratio: 0.40
- xii. Maximum height of parking garages 60 feet.

5. Bulk standards for Accessory Uses and Structures:

- i. Minimum side yard setback: 75 feet
- ii. Minimum rear yard setback: 75 feet
- iii. Minimum distance from a single-family residential zone district lines: 75 feet
- iv. Minimum distance from Redevelopment zone district lines: 25 feet.
- v. Maximum height of parking deck structures: 60 feet

6. General Development Requirements for the *Office, Research and Development District*:

- a. All development shall be served by public sewers and public water.
- b. Landscaped areas, buffers, watercourses, ponds, surface drainage facilities and detention basins shall be considered natural surface areas for the purpose of calculations.
- c. Arrangement of buildings, parking areas and street setbacks. Buildings, off-street parking facilities and street setbacks may be laid out by the developer with flexibility and innovation in arrangement, provided that the resulting development plans conform to the design details and criteria set forth in Article XXIV of the Bridgewater Township Land Use Code.
- d. Parking facilities and driveways shall be at least 75 feet from a residential zone.
- e. Parking facilities shall be at least ten feet from the right-of-way line of any interstate highway.
- f. Swales, drainage facilities and detention basins may be located within any minimum required yard or buffer area so long as they are heavily landscaped and provide a dense visual screen as viewed from residential properties.
- g. The minimum building setback and the minimum required Buffer/Conservation Easement and Recreation Equipment distance requirements found in Section §126-332 shall not be

additive to the setbacks required for principal buildings. The greater of the required distance shall be applied.

- h. Other zoning requirements. Except as specifically provided herein, all other zoning provisions of the Bridgewater Township Land Use Code shall apply.
- i. Provisions and strategies for traffic control shall be provided to ensure that the level of service along Route 202/206 will be maintained at an acceptable level of service.
- j. The site plan shall specify how the development, including buildings and all improvements within the development, will operate as an integrated complex, despite any differences in the ownership of lands.
- k. A perimeter multipurpose public path of approximately 10 feet in width will be provided along Interstate route 287 and the northerly side of the zone for the benefit of those that utilize the Office, Research and Development District, the Redevelopment Area as well as those outside the zone district who may wish to enjoy this amenity.

7. Procedure for development of land in the *Office, Research and Development District*:

- a. Preliminary Site Plan. Site Plans shall be designed in accordance with the Section 8, Site Plan Review, and other applicable sections for site plan design as found in the Bridgewater Land Use Ordinance Chapter 126. In addition to Checklist requirements, the application shall include the following:
  - i. Architectural design of all buildings showing architectural compatibility.
  - ii. Traffic and circulation plan, demonstrating integrated pedestrian and vehicular circulation with the abutting Redevelopment Area.
  - iii. Layout of buildings and general uses of buildings.
  - iv. Cross sections of proposed buildings to verify compliance with building height
  - v. Staging Plan, if applicable.
  - vi. Open space/recreation plan, including a perimeter pedestrian pathways.
- b. Final Site Plan application. The applicant will submit a Final Site Plan application to the Planning Board for any phase of development for which the applicant wishes to proceed. The Final Site Plan application shall be accompanied by sufficient site maps and other data required in Article XXII of the Land Use Code applicable to the phases of development to which Final Site Plan approval is requested. All conditions of the Preliminary Site Plan shall have been satisfied, unless the application for Final Site Plan is not consecutively submitted with the Preliminary Site Plan.
- c. Post Site Plan Subdivisions. Upon granting of Final Site Plan approval on any phase of development, the developer may apply to the Planning Board for a subdivision of one or more individual sections which have received, or are contemporaneously receiving, Final Site Plan approval. Although the overall minimum tract size and applicable tract setbacks must be maintained, the layout and details of the subdivision must demonstrate that the proposed individual lots within the tract are of such size and geometry as to be able to

function as an integrated component within the development and also within the abutting Redevelopment Area. In order to receive approval for the subdivision, the following is required:

- i. The applicant must demonstrate that the resulting lots function as though the subdivision had not occurred.
  - ii. The applicant must provide a deed of conveyance, appropriate deed conditions, easements and covenants, in perpetuity, in a form satisfactory to the Township Attorney which assures the seamless function of the entire site.
  - iii. The applicant shall execute a Developer's Agreement.
  - iv. The applicant must assure that adequate provisions have been made for the joint and unrestricted use of all common on-site and off-site improvements, including buildings and structures within the one and within the Redevelopment Area.
  - v. Adequate provisions must be demonstrated for the perpetual maintenance and upkeep of on-site and off-site improvements, including lands, buildings and structures pursuant to the terms of the Board conditions and the Developer's Agreement.
- d. Developer's Agreement. For all site plans and subdivisions, the developer and the municipality shall enter into an agreement pursuant to the provisions of N.J.S.A. 40:55D-39 within 90 days of a memorialized Board resolution setting forth variations from ordinary standards for preliminary and final approval. The substance of the Developer's Agreement shall be consistent with the laws of the State of New Jersey, the Bridgewater Land Use Code and the conditions and standards applicable to development in the zone. The Developer's Agreement shall be in a form satisfactory to the Township Attorney, and may include, but are not limited to provisions relating to the following:
- i. Buildings layout and building uses.
  - ii. Signage: Criteria to ensure a harmonious signage design for the entire development, which shall include lettering style, lighting standard types, sign material and sign lighting.
  - iii. Architecture: Architectural design standards to ensure that the development will result in an aesthetically-harmonious design which may include external building materials, fenestration, color, mechanical penthouse screening and roof appearance where visible from adjoining buildings of higher elevation.
  - iv. Lighting: to ensure a uniform lighting plan to provide safe and attractive lighting for exterior roads, interior roads and driveways, parking lots, walkways and landscape display lighting.
  - v. Landscaping: to ensure the perpetual retention of natural vegetation, landscaping of parking areas, landscaping of building sites and the screening of trash collection and removal areas, buffering and visual shielding.
  - vi. Assure perpetual maintenance of pedestrian and bike linkages between buildings and the entire tract.

- vii. Recreation: Active and passive recreational facilities, such as pedestrian and fitness paths, passive sitting areas, tennis courts and other athletic facilities may be required by the Planning Board for the benefit of building occupants.
- viii. Assurance that the perimeter multipurpose path is provided for the benefit of the zone as well as the benefit of the Redevelopment Area.
- ix. Maintenance: Developer's obligation to maintain: provisions for maintenance and repair by the developer of building exteriors, internal roadways, landscaping, buffered areas and open spaces.

## 5. OTHER ORDINANCE AMENDMENTS

### 5.1 AMEND SCHEDULE OF AREA, YARD AND BUILDING REQUIREMENTS

AMEND §126-325, Schedule of Area, Yard, and Building Requirements.

Add a row for the new *Office, Research and Development* zone with the corresponding column information:

Column 1	Zone	OR/D
Column 2	Interior Lot Area	45 acres
Column 3	Interior Lot Width	Not Applicable
Column 4	Corner Lot Area	45 acres
Column 5	Corner Lot Width	Not Applicable
Column 6	Min. Front Yard	Not Applicable
Column 7	One Side Yard	25/75
Column 8	Total Two Side Yards	125
Column 9	Min. Rear Yard	75
Column 10	Accessory Side Yard	25/75
Column 11	Accessory Rear Yard	75
Column 12	Max. Lot Coverage	60
Column 13	Max. Stories Height	5 stories
Column 14	Max. Height in Feet	60 feet
Column 15	Max. F.A.R.	0.40

### 5.2 AMEND MINIMUM BUFFER/CONSERVATION EASEMENT

AMEND §126-332, Minimum Buffer/Conservation Easement and Recreation Equipment Distance Requirements.

The buffer that is required for the OR/D zone should be added:

Minimum Buffer	
Zone (feet)	Easement Required
OR/D	75



### 5.3 ADD NEW ZONING DISTRICT TO THE ZONING ORDINANCE

§126-301, Zoning Districts to add the district: *Office, Research and Development District*.

### 5.4 AMEND ZONING MAP

AMEND §126-302, Zoning Map: The zoning map should depict the 47.61 acre portion of lots 17, 18 and 19 in Block 483 as being in the *Office, Research and Development, OR/D zone*. Consistent with the Redevelopment Plan, the 61.95 acre Redevelopment Area should be added as the *Redevelopment Special Economic Employment District zone, R-SEED*. See Figure 1 – *Current Zoning Map* and Figure 2 – *Proposed Zoning Map*. Note that Figure 2 includes proposed zoning for the lots collectively. Therefore, this map shows the Office, Research and Development, OR/D zone (non-redevelopment area) and the Redevelopment Special Economic Employment District, R-SEED zone (redevelopment area.)

## 6. RELATIONSHIP TO THE REGIONAL CENTER STRATEGIC MASTER PLAN

### 6.1 RELATIONSHIP OF STUDY AREA TO THE STRATEGIC PLAN OF THE REGIONAL CENTER

In May of 1996, in accordance with the State Planning Rules, N.J.A.C. 17:32-8.6(a), the New Jersey State Planning Commission designated the Borough of Raritan and Somerville and a portion of Bridgewater Township as an official Regional Center. The Regional Center is a 14.2 square mile area which is located generally along Route 22 and U.S. Highway 202/206. The Regional Center is defined by the New Jersey State Development and Redevelopment Plan as the focal point for the economic social and cultural activities of an economic region, a compact, mixed-use core and neighborhoods offering a wide variety of housing types. Although the Research and Development District and the designated Redevelopment Area on Route 202/206 North are outside the Regional Center, this area is considered to be part of land uses which will influence the vitality of the Regional Center, particularly when it is recognized that this site is designated by the State as a Priority Growth Investment Area (PIA).

### 6.2 STRATEGIES OF THE REGIONAL CENTER AND THE OFFICE AND R&D DISTRICT

The strategies noted in the Somerset County Regional Center Strategic Master Plan serve to bolster the success of the Office, Research and Development District by integrating goals with those of the Regional Center. The following Regional Center policies are consistent with the recommendations for this section of the active highway corridor. Collectively, the Master Plan and Redevelopment Plan square with the goals of the Regional Center:

Redevelopment Areas, Economic Development and Community Design

- Encourage redevelopment in focus areas that will return underutilized land to productive use, improve the quality of life, enhance community character, create new employment opportunities and strengthen the municipal tax base.
- Consider establishment of special design zones and guidelines to promote high quality development.
- Promote new development that is accessible, attractive and safe.

- Ensure that new development includes appropriate landscaping, street furniture, sidewalks and access to mass transit.
- Establish gateways and coordinated design focal points in the Regional Center.
- Promote coordinated and uniform design standards.
- Pursue commercial development to attract tax ratables and reduce the residential tax burden.
- Strengthen the predictability of the business development process to encourage investment in the area.
- Foster diverse business opportunities that strengthen the Regional Center economic base.
- Upgrade and enhance existing infrastructure to sustain and promote economic development.

## **7. RELATIONSHIP TO OTHER BRIDGEWATER DOCUMENTS**

### ***7.1 MASTER PLANS AND PERIODIC REEXAMINATION REPORTS.***

The Bridgewater Township Planning Board has adopted several Master Plans which have been developed to maintain its strong and identifiable neighborhood identity and strengthen its economic base. Even with the evolving nature of society, these goals and objectives have remained solidly embedded in the fabric of the Master Plan and amendments. The findings and recommendations contained in this Master Plan Amendment are based upon the review of several Master Plans and Periodic Reexamination Reports adopted over the course of several years.

- Master Plan, dated 1990 provides a clear vision for the Township, citing valued policies and objectives for the township.
- Master Plan Amendment and Reexamination Report, dated February 28, 2005 addresses newly-developed policies and development strategies intended to serve as a basis for focused study in an effort to preserve the goals outlined in the 1990 Master Plan and to further enhance the quality of life in the township through additional sound planning policies.
- Master Plan Amendment and Reexamination Report, dated November 11, 2008 deals with impervious coverage and floor area ratio standards to maintain the established scale within several zoning districts.
- Master Plan Amendment of the Recreation Element of the Master Plan adopted on May 24, 2010 sets forth a plan for facilities and uses on public lands.
- Master Plan Amendment and Reexamination Report-Economic Element, was adopted on April 13, 2010. This study was developed in response to the Master Plan Amendment and Reexamination Report, dated February 28, 2005, where the study was recommended to, “Encourage appropriate development of land use focus areas in the Township that will, within the limits of zoning, return underutilized land to productive use, generate economic development activity, diversify the municipal economic base, create new employment opportunities, and strengthen the tax base.”

- Master Plan Amendment and Reexamination Report-Circulation Element, dated September 2010 studied traffic circulation and modes of transportation throughout the Township which resulted in recommendations to be addressed moving forward.
- Reexamination Report dated February 8, 2011 addressed recommendations for places of assembly.
- Master Plan Reexamination Report, Master Plan Amendment and Redevelopment Plan of December 2, 2014, for redevelopment of underutilized industrial land in the Finderne neighborhood of the township.
- Reexamination Report dated March 27, 2015 recommends study of uses along several highways within the Township, including Route 202/206 to improve the economic vitality of the Township and still maintain the strong and desirable residential neighborhood identity. This Master Plan amendment is prepared in partial response to the Reexamination Report.
- Master Plan Amendment to the Land Use Element dated March 27, 2015 studied a portion of the Route 202 corridor and recommended rezoning a portion in the westerly portion of the township. The C-7 zone was created in response to the Master Plan Amendment.

## 7.2 GOALS OF THE MASTER PLAN

Among the goals of the 2005 Master Plan Amendment and other Master Plans, the following goals are relevant to economic development along major corridors. These goals are met in the recommendations of this Master Plan.

- *To preserve the development character and quality of Bridgewater Township.*
- *To safeguard the tax base, provide for a continuing employment source and stable tax rates through appropriate use of non-residential lands;*
- *To encourage the re-development of large industrial tracts which are no longer viable for industrial or manufacturing uses;*
- *To identify and improve major gateway locations to enhance the image of the community;*
- *To update the land use plan to address areas where land uses are in transition;*
- *To evaluate a range of available planning, zoning and implementation tools available to the township including but not limited to design standards with the goal of enhancing the quality of life for the residents of Bridgewater and to visually improve major corridor locations to enhance the image of the community and strengthen its identity. Possible improvements to guidelines include signage, landscaping and streetscape improvements.*
- *To protect the quality of life enjoyed by Bridgewater residents;*
- *To enhance and increase tax rates through diversity of high-value uses;*
- *To support existing economic anchors and encourage expansion into new facilities, where appropriate;*
- *To adjust to the contemporary needs of commerce and Bridgewater residents;*
- *To encourage long term, sustainable site planning;*

- *To enable more flexibility in development context and promote economic activity in appropriate locations; and*

## **8. IMPACT ON ADJOINING MUNICIPALITIES**

### **8.1 CONSISTENCY WITH THE REQUIREMENTS OF THE MUNICIPAL LAND USE LAW**

As required by the M.L.U.L, this Amendment to the Land Use Element of the Master Plan considers the impacts of its recommendations beyond the borders of Bridgewater since actions taken along the Route 202/206 North corridor in Bridgewater could possibly affect adjoining municipalities. This Amendment to the Land Use Element of the Master Plan considers the impacts of its recommendations beyond the borders of Bridgewater in order to evaluate whether actions taken along the Route 202/206 North corridor in Bridgewater could affect adjoining municipalities.

### **8.2 DISCUSSION OF IMPACTS ON ADJOINING MUNICIPALITIES**

Bridgewater Township borders thirteen municipalities. Discussion is provided on whether the recommendations in the Amendment to the Land Use Element of the Master Plan will produce a negative effect to the municipalities abutting Bridgewater Township.

Somerville Borough is within the Regional Center and the strategies for improved vitality and for fostering a strong identity are shared among Bridgewater, Somerville and Raritan. Zoning which abuts Bridgewater include the business B-5 Highway Business zone at Route 202 which abuts Bridgewater's business zoning. Somerville's R-1 Single Family zone at Cornell Boulevard abuts Bridgewater's residential zoning. To the east and south, the single family zones of R-2 and R-3 along Adamsville Rd. abuts Bridgewater's residential zoning. Somerville's Industrial Districts of I-1 and I-2 are generally consistent with Bridgewater's M-2 zoning, with the exception of a small pocket of R-10 Single Family zoning in Bridgewater. To the south of Union Avenue are Somerville's R-1 and R-3 zones which abut Bridgewater's MPD, Medical Park District. The initiative to continue to utilize sound and productive buildings and reinforce the uses by the return of unproductive lands to a useful purpose in a symbiotic relationship is a commonly-shared goal. With appropriate traffic control, there would not be a negative impact. Due to the residential and retail mixed-use community that is being formed, there may be a spin-off benefit of enhanced retail, office and residential activity which produces patronage for Somerville Borough. It is not envisioned that there would be negative impacts affecting Somerville Borough.

Raritan Borough is also within the Regional Center and also endorses strategies to return unproductive land to a useful purpose. This is a commonly-shared goal for the Regional Center. To the west and north of Route 202 are Raritan's Townhouse/Garden Apt. R-5, the Inclusionary Residential District, IRD-1, and the Medium Low Residential R-2 District which abut Bridgewater's residential zones. Along the westerly side south of Route 202 near the study area is the OM-3 Limited Industrial District which abuts the single family R-20 neighborhood of Charlotte Drive. This is common industrial/residential line is a long-standing land use. On the

south of Vanderveer Rd. are Raritan's Inclusionary Residential Overlay IRD-2 and R-1 residential zones which are across from Bridgewater's R20.1 residential zone. On Route 28 are the R-3 and IRD-2 zones. At the intersection of Route 202 and Route 28 is Raritan's Shopping Center B-2 zone which is across from Bridgewater's Golf Course Enterprise GCE and Regional Retail C-2 zones. Although there may be some increased traffic, volumes will be handled with traffic improvements. Due to the management of traffic volumes, Master Plan or Redevelopment Plan recommendations would not create a negative impact to Raritan's zone plan.

Branchburg Township borders Bridgewater Township to the west and Route 202 and Route 22 are shared by both communities. Route 202/206 North does not directly serve Branchburg Township. Branchburg's major border with Bridgewater is the Affordable Housing AH-1 zone. Along both sides of the dividing river are large areas of floodplain and parklands which naturally throttle back development. Bridgewater has no policies, objectives, or recommendations which would significantly impact this common border. Traffic, volumes will be handled with highway improvements to Route 202/206 North. Due to the management of traffic volumes, Master Plan recommendations will not create a negative impact to Branchburg's zone plan.

Borough of Manville is a historic community which has experienced extensive redevelopment since the floods caused by Hurricane Floyd in 1999. The Raritan River and its wide floodplains separate Manville from Bridgewater. The Single Family S-100 abuts Bridgewater's Single Family R-10 zone. The Industrial I and the Economic Development EED zones abut Bridgewater's General Manufacturing M-2 zone. There are no direct transportation routes between this distant study area and the Borough of Manville. Bridgewater has no policies, objectives, or recommendations in the Master Plan which would have an adverse impact on Manville's zone plan or redevelopment initiatives.

Franklin Township. The Raritan River separates Bridgewater Township's M-2 zone from the Franklin Township Agricultural A zone, which stretches the length of the common border. This area of Bridgewater is subject to severe environmental constraints and is separated from the rest of Bridgewater Township by a rail corridor. There are no direct transportation routes between Franklin Township and the Office, Research and Development district or the Redevelopment Area. The Master Plan has recommendations which will not negatively impact Franklin Township.

Borough of Bound Brook The Middle Brook and Route 287 provide a sharp edge separating Bound Brook Borough from Bridgewater Township. The Neighborhood Business/Residential NB/R zoning along East Main Street of Bound Brook is a mix of residential and non-residential uses. To the north and south of the Norfolk Southern railroad line is the Industrial Park IP zone which abuts Bridgewater's industrial M-2 zone. There are no direct transportation routes between the Office, Research and Development district and the Redevelopment Area and the Borough of Bound Brook. There are no recommended policies or zoning changes in the Master Plan which would result in a negative impact on the Borough of Bound Brook.



Middlesex Borough. Along the southeasterly border of Bridgewater Township is a coincidental jurisdictional line with Middlesex Borough. This is an area that wraps around the Borough of Bound Brook and is defined as to its boundary by the Green Brook. This finger-like projection, which is sandwiched between Bound Brook Borough and Middlesex Borough, is primarily residential in nature. No negative cross-border impacts are expected from the recommendations in this Master Plan.

South Bound Brook Borough. A very small portion of Bridgewater Township touches the Industrial I zone of South Bound Brook Borough. Since there is a strong intervening feature of the Raritan River, there are no roads or facilities which would serve to cause a negative effect on the Borough of South Bound Brook. Due to the distance between the Borough and the area proposed for the Office, Research and Development district, there will be no negative impact on the zone plan of South Bound Brook.

Hillsborough Township. A small portion of southern Bridgewater borders Hillsborough Township. The Raritan River forms the boundary between the two townships. The area, proposed for a portion of the Raritan Greenway in Bridgewater, is opposite the Agricultural AG zone in Hillsborough, and is subject to significant environmental constraints on both sides of the border. There are no road networks or proposed facilities which are anticipated to cause a negative effect from the Master Plan recommendations.

Bedminster Township A portion of the northerly section of Bridgewater Township in the R-40 residential zone lies along the jurisdictional line of Bedminster Township, which has the R-10 (10 acre) zone. A small portion in the south of the township lies in a Public P zone and an airport zone. The Redevelopment area on Route 202/206 North is quite close to Bedminster Township. Although there may be increased activity on the highway, due to the traffic analysis for the larger study area and the resulting highway improvements, it is anticipated that there will be no significant negative cross-border impacts from implementation of the recommendations in this Master Plan.

Bernards Township lies along the second ridge of the Watchung Mountains. Zoning along the common border with Bridgewater are the Bernards' Public Purpose P-1 and the 2-Acre Residential R-3 zones. These zones abut Bridgewater's R-50 Single Family zone, which is the township's low-density residential zone. Due to the environmental characteristics of the Watchung Mountains, both communities have ordinances in place intending to protect these environmentally sensitive slopes of the Second Watchung Mountain. Due to the lack of a convenient transportation route and the distance of the Office, Research and Development district, there are no negative cross-border impacts anticipated from the zoning recommendations which would affect the township.

Warren Township. In the northerly portion of Bridgewater and along the common line with Warren Township are primarily found single-family residential uses of Warren's 1.5 Acre

Residential R-65 zone which abuts Bridgewater's R-50 single Family zone. As with Bernards Township, Warren Township has a policy of preservation in areas exhibiting steep slopes, which are exhibited in the area of the borders. There are no convenient transportation routes that would be routinely used as a connection and it is believed that there would be no negative cross-border impacts from the zoning recommendations.

Green Brook Township Primary access into Green Brook Township is along the major corridor of Route 22 which contains Green Brook's Regional Highway Commercial RHC zone. This zone abuts Bridgewater's Office and Service C-3 zone. In Green Brook, the Affordable Housing District AHD zone abuts Bridgewater's Single Family R-50 zone. Due to the distance of Green Brook from this the area discussed in this Master Plan and the lack of direct roadway network that leads to Green Brook, there are no negative cross-border impacts anticipated from implementation of the recommendations in the Master Plan.

## **9. CONSISTENCY WITH THE STATE DEVELOPMENT & REDEVELOPMENT PLAN**

### **9.1 POLICIES AND OBJECTIVES OF THE STATE PLAN**

The State Development and Redevelopment Plan (SDRP) includes goals which provide recommendations to implement the goals. This Master Plan Amendment advances many of the State's policies.

*#1. Revitalize the State's Cities and Towns – Revitalize New Jersey's cities and towns by investing wisely and sufficiently in improvements in their infrastructure systems, public spending programs, tax incentives and regulatory programs to leverage private investment and to encourage infill and redevelopment in ways that are consistent with the State Plan's vision and goals.*

With the testimony of Jeffrey Otteau, noted earlier, it is clear that revitalization of towns is a matter that warrants consideration. Although the office, research and development site is not within a redevelopment area, it clearly supports the larger vision.

*#3. Promote Beneficial Economic Growth – Promote beneficial economic growth in locations and in ways that improve the quality of life and the standard of living for all New Jersey residents. Provide infrastructure in advance of, or concurrent with, the impacts of new development sufficient to maintain adequate facility standards. Encourage partnerships and collaborative planning with the private sector and capitalize on the State's strategic location, and economic strengths including its existing business enterprises, entrepreneurship, the research and development capacity of its institutions of higher learning, skilled workforce, cultural diversity and logistic facilities in ways that are consistent with the State Plan's vision and goals.*

Existing facilities within the office, research and development will serve as an opportunity for skilled workforce employment.

*#5. Economic Development – Promote beneficial economic growth to improve New Jersey’s quality of life and standard of living by encouraging economic development through facilitating access to capital, supporting research and development, promoting appropriate education and training, building strategically upon the State’s economic and geographic strengths, and influencing the location of employment activities in proximity to affordable and workforce housing, accessible to multi-modal transportation alternatives with facilities that are planned and constructed in environmentally sound ways, and in accordance with the vision and goals of the State Plan.*

The Master Plan Amendment recommends regulations to promote economic development and to support research.

*#8 Ensure Sound, Coordinated and Integrated Statewide Planning – Ensure sound, coordinated and integrated statewide planning by using the State Plan as a guide to planning and growth-related decisions at all levels of government in ways that are consistent with the State Plan’s vision and goals.*

Sound and coordinated planning has been used to ensure a vital community. The Master Plan and the Redevelopment Plan address recommendations of each which will function to integrate these two distinct sites and result into a successful, coordinated, mixed-use project.

## **9.2 CONSISTENCY WITH THE STATE POLICY MAP**

The State Development and Redevelopment Plan also utilizes a Policy Map which provides recommendations to implement the goals of the Plan. The SDRP designates this section of Route 202/206 as being within the Suburban Planning Area 2. The Master Plan Amendment advances many of these policies, which includes the following:

- *Provide for much of the State’s future development*
- *Promote growth in center-based developments by increasing densities and employing attractive community design to encourage more compact forms of development*
- *Protect the character of existing stable communities*
- *Promote increased coordination and integration of transportation planning and land-use decision-making*
- *Encourage multi-modal transportation alternatives to the automobile*
- *Protect natural resources*
- *Re-design and retrofit existing areas of sprawl*

## **10. RELATIONSHIP TO THE PROPOSED STATE STRATEGIC PLAN**

### **10.1 GOALS OF THE PROPOSED STATE STRATEGIC PLAN**

The proposed State Development and Redevelopment Plan (SDRP) of October, 2011 includes goals which provide recommendations to increase the vitality of the economy throughout the state. This Master Plan Amendment is consistent with the policies and objectives of the State's policies. The amendment advances the policies of the SDRP:

*#1. Targeted Economic Growth: Enhance opportunities for attraction and growth of industries of statewide and regional importance.*

*#2. Effective Planning for Vibrant Regions: Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.*

*#3. Preservation and Enhancement of Critical State Resources: ensure that strategies for growth include preservation of the State's critical natural, agricultural, scenic, recreation and historic resources, recognizing the role they play in sustaining and improving the quality of life for New Jersey residents and attracting economic growth.*

*#4 Tactical Alignment of Government: Enable effective resource allocation, coordination, cooperation and communication among those who play a role in meeting the mission of this Plan.*

The Master Plan Amendment has responded to each of these goals with a balanced plan for growth and preservation. It has been prepared with particular attention to one of Bridgewater's fundamental principles-enhancing and maintaining Bridgewater's quality of life.

### **10.2 THE CRITERIA-BASED APPROACH IN THE STATE STRATEGIC PLAN**

The State Strategic Plan suggests a criteria-based approach which forms a set of priority criteria values which should be used for consideration. There are several criteria and the circumstances of Bridgewater that meet these criteria.

- Designated Centers, including Regional Centers. (Although the site is not in the Regional Center, as noted previously, it is specifically noted as a Priority Growth Investment Area.)
- Existing Communities and/or Growth Areas, as designated by Regional or county Master Plans.
- Municipally designated redevelopment areas. (The Master Plan addresses the remainder of the tract which was designated as a redevelopment area, thereby applying a smart growth planning approach toward an integrated design.)

- Areas designated by existing or future federal and/or state targeted public investment programs. (As noted above, this specific tract is identified as a Priority Growth Investment Area.)

### *10.3 GARDEN STATE VALUES IN THE STATE STRATEGIC PLAN*

The State Strategic Plan for Growth has endorsed the “Garden State Values” approach which is advanced in the recommendations of the Master Plan.

*One Garden State Value is to concentrate Development and Mix Uses.* The Master Plan Amendment adds a critical component to the Redevelopment area in that it provides almost a million square feet of diverse, technical job opportunities that are not provided within the Redevelopment Area.

*Increase Job and Business Opportunities.* Implementation of the Master Plan will encourage a stable research and development campus which is currently not fully occupied, although a major occupancy by the Nestle Corporation is a new tenant to this campus. The *Office, Research and Development* area will benefit from its proximity to a robust Redevelopment Area and vice versa.

*For Priority Growth Investment Areas, such as Block 483 Lots 17,18 and 19, one cited goal is to create high quality livable places.* The *Office, Research and Development* area adds to the success of the high-quality characteristic of the Redevelopment Area.



**FIGURE 1**

**CURRENT ZONING MAP**



**FIGURE 2**

**PROPOSED ZONING MAP**

**(INCLUDING THE REZONING RECOMMENDATIONS OF THE MASTER PLAN  
AND THE REDEVELOPMENT PLAN)**

