

Redevelopment Plan and Amendment to Master Plan
Land Use Element and Housing Element
for the
Bridgewater Center of Excellence
establishing the
***Redevelopment – Special Economic and
Employment Development Zone District (R-SEED)***



**Block 483 Portions of Lots 17, 18 and 19
(Lands of CIP II/AR BRIDGEWATER HOLDINGS, LLC)**

**Bridgewater Township
Somerset County**

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1. INTRODUCTION

1.1 BASIS FOR THE PLAN

This Redevelopment Plan has been prepared pursuant to New Jersey’s Local Housing and Redevelopment Law (LHRL) for a portion of Block 483, Lots 17, 18 and 19 (“Redevelopment Area”), located at 1041 U.S. Highway 202/206 in northern Bridgewater (see Figure 1 Redevelopment Area). This Plan is also an Amendment to the Bridgewater Township Master Plan and Land Use Element pursuant to the Municipal Land Use Law (MLUL).

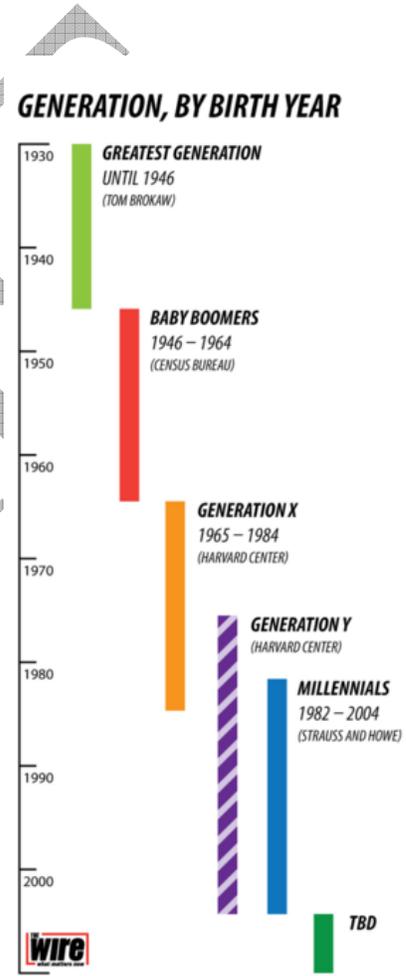
Bridgewater has long been known for its desirable residential and commercial setting and its enviable quality of life. Bridgewater’s master plan has evolved over time with the overriding objective of preserving and enhancing the quality of life here for residents and businesses.

A structural change in the regional office market has prompted a need to enact local policies that can prevent further erosion of the local economic base and sustain a strong local job market. This is particularly important since the residential taxpayers must absorb the costs when commercial ratables are lost or devalued.

Demographic trends are also commanding increasing attention in the local planning process. As Millennials (born 1982-2004) surpass baby boomers (born 1946-1964) as the largest living generation, their changing lifestyle needs and desires should inform local policy so that Bridgewater continues to meet the lifestyle preferences of residents, old and new.

Policy changes are required to balance residents’ concerns about rising real estate taxes and their ability to sell their single family homes in the future, as well as the availability of suitable housing, proximity to good employment and protection of a robust commercial base to assist in meeting the tax burden.

Large, single user offices have seen the greatest market erosion, with corporations moving increasingly to walkable and typically urban locations. Small “boutique” offices, by contrast, are in high demand in this market area. Policy adjustments to accommodate large corporate users and their desired workforce will involve zoning for the housing and complimentary uses that can retain and attract major employers, particularly high-wage research-oriented uses that are attracted to Bridgewater’s highly educated workforce.



Lots 17, 18 and 19 are part of a tract containing 109.557 acres in Bridgewater’s Special Economic Development (SEED) Zone. A 61.95-acre portion of the tract was designated as a Redevelopment Area by Bridgewater Township Council Resolution No. 14-06-16-149, while the balance of the three lots, which comprises 47.61 acres outfitted with modern, functional industrial, research, laboratory and office space, is not included in the redevelopment area.

This former research site of sanofi-aventis was acquired by CIP II/AR BRIDGEWATER HOLDINGS, LLC in April 2013 and is now referred to as the New Jersey Center of Excellence at Bridgewater.

Bridgewater Township Council, by Resolution No. 14-06-16-149, directed the Planning Board to undertake a preliminary investigation pursuant to the Local Redevelopment and Housing Law (“LRHL”) to determine whether the site in question would qualify as an “area in need of redevelopment” according to the criteria set forth in N.J.S.A. 40A:12A-5.

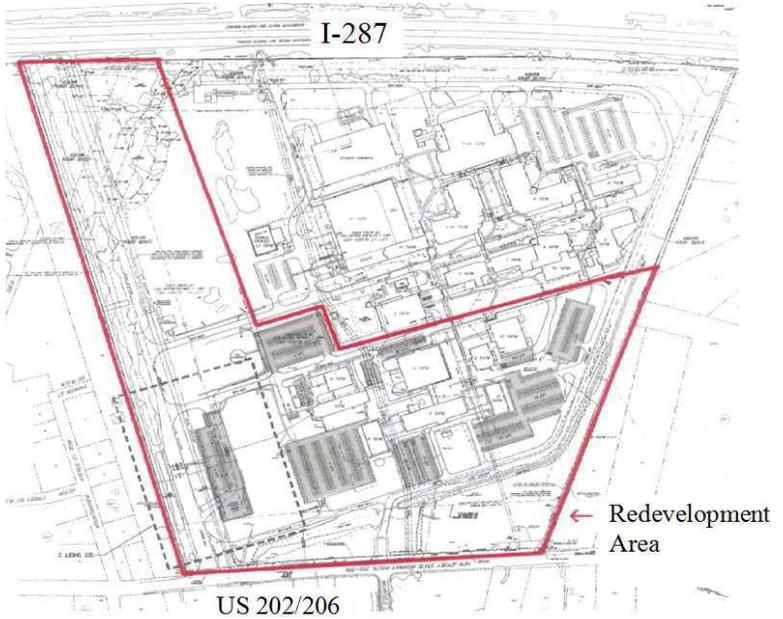
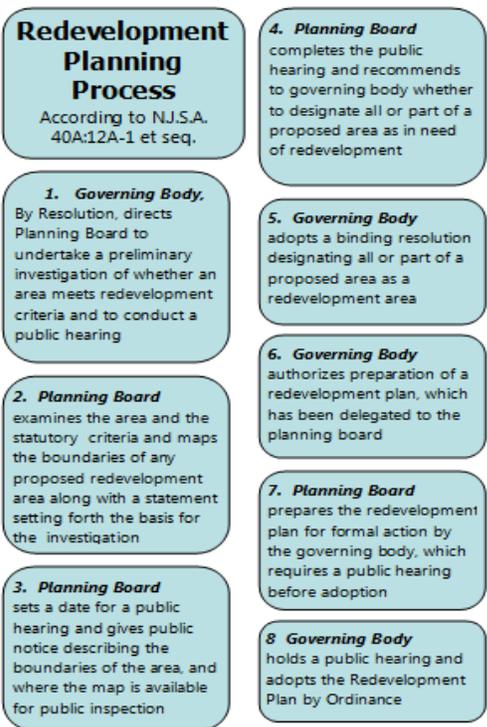


FIGURE 1



After a duly noticed hearing on September 9, 2014, the Planning Board recommended finding that this 61.95 ± acre portion of Block 483, Lots 17, 18 and 19, should be designated as “An Area In Need Of Redevelopment” in a Resolution memorialized on October 14, 2014. The Bridgewater Township Council accepted the Planning Board’s recommendation and designated this Redevelopment Area. Figure 1 depicts this Redevelopment Area.

1.2 REDEVELOPMENT PLANNING PROCESS

The LRHL details the process that a municipality must follow to utilize the State’s redevelopment powers. The adoption of a redevelopment plan is a precondition for the use of these powers, which permit municipalities to plan and zone in a manner that can remedy the blighting effects of the outdated and obsolete physical plant at the former sanofi site.

1.3 OVERVIEW OF REDEVELOPMENT AREA

Bridgewater is at the center of Somerset County, blessed with a confluence of State highways (U.S. 202, 206, 22 and 28) and the intersection of I-287 and I-78. Figure 2 illustrates the location of the Redevelopment Area in Bridgewater.

From the late 1960's until a few years ago, the Redevelopment Area was a single user pharmaceutical research and development (R&D) campus. While the corporate headquarters of pharmaceutical manufacturer sanofi-aventis remains just north of the Redevelopment Area on Route 202/206, sanofi vacated the R&D site in 2012, when it acquired Genzyme and relocated the Bridgewater facilities to Cambridge, Massachusetts.

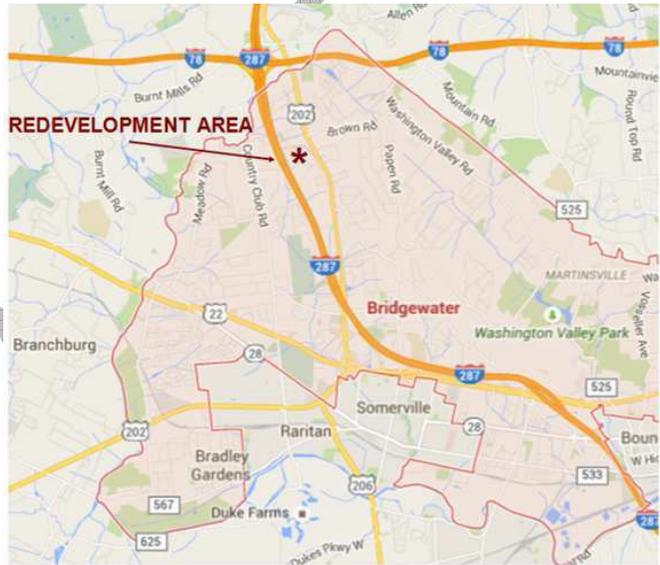


FIGURE 2

The L-shaped Redevelopment Area extends from I-287 on the west to U.S. Highway 202/206 on the east, with 1,451 feet frontage and two points of access on the State Highway, including the existing signalized intersection at Muirfield Lane. The functional obsolescence of the earliest elements of the campus, including inefficient and outdated buildings and site design, have prompted designation of this Redevelopment Area. Nonetheless a powerful nucleus of modern and efficient laboratory and research/office space still remains on the portion of the former sanofi campus not included in this redevelopment area.

Figure 3 illustrates the land use character surrounding the Redevelopment Area, which is a mixture of residential, religious, commercial/office and major infrastructure elements. I-287 borders the parcel on the west, providing regional access as part of the Interstate highway network. A 150' wide gas pipeline right of way to the south of the tract accommodates the regional distribution of natural gas, bounding the parcel with regionally important transportation and utility infrastructure components on two sides.

Single-family residential neighborhoods span the east side of U.S. 202/206 and are found to the north of the site and to the south of the gas pipeline. For the most part, the single-family homes along the northerly property line have frontages on Cedarbrook Road and are in the R-50 single-family residential zone. Across Route 202/206 to the east are single-family dwellings in the R-40 zoned neighborhoods of Muirfield Lane, Braemar Place and Heather Hill Way. To the south of the site is a 150-foot wide PSE&G right of way, beyond which are the Mountainview Avenue, Parker Street and Byrd Avenue neighborhoods, where the zoning is R-20 to the east and R-40 to the west.



- High Density Residential/Multiple
- Medium Density Residential
- Low Density Residential
- Rural Residential
- Commercial

FIGURE 3

Multi-family housing is also found nearby, in the form of age restricted condos to the north and rental apartments south of the site.

To the north, the Hindu Temple occupies a prominent location and includes a small grouping of apartments near U.S. 202/206 on an overlook adjoining the CIP/AR site. Access is provided by two driveways from US 202/206, with signalization at Muirfield Drive on the north and unsignalized access at the southerly driveway.

1.4 OVERVIEW OF REDEVELOPMENT PLAN AND MASTER PLAN AMENDMENT

Bridgewater Township’s ability to remain a central New Jersey leader in biotech, pharmaceuticals and the emerging field of nutraceutical research depends on its ability to attract and retain key companies and to provide housing for the talent that these companies attract. The former sanofi site can play a pivotal role in meeting this Township objective, which will have a distinct impact on future residential tax levels in Bridgewater.

The future vision for this redevelopment area and Redevelopment-Special Economic and Employment Development District (R-SEED) seeks to establish symbiotic relationships between and among the uses on this site and the rest of the Bridgewater community. With the ambition of improving traffic circulation as a consequence of redevelopment, this Redevelopment Plan calls for a neotraditional-style, mixed use development that provides a live/work environment of distinction. Figure 4 depicts the illustrative concept plan for the redevelopment area that reflects the desired arrangement of the proposed uses, particularly the hotel location at the end of the Boulevard, that serves as a visual focus and draws visitors through the Boulevard streetscape as a preview of things to do.

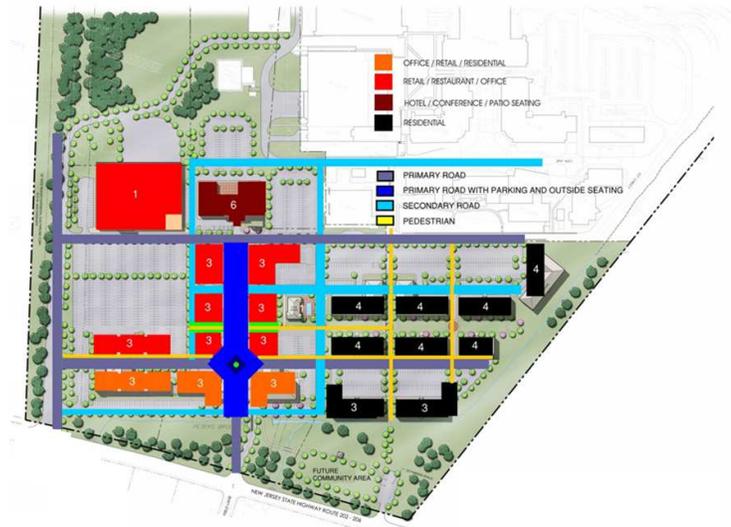


FIGURE 4

Additionally, the key concepts underpinning the development of this Plan seek to:

Improve traffic flow along Route 202/206

Showcase sustainable site and building design;

Emphasize excellence in all its dimensions and components;

Introduce components that will help the on-tract modern biotechnology facilities to become a magnet for well-paying jobs;

Design the development to include elements that will:

Optimize fiscal benefits to the Township;

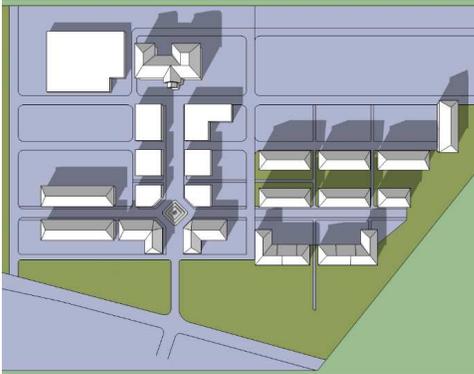
Promote healthy lifestyles and social interactions;

Increase housing opportunity and choice.

To address these objectives, this Redevelopment Plan and the Redevelopment Special Economic and Employment Development District Zone (R-SEED) propose a distinctive place-making initiative that will deliver a vibrant setting of well-appointed multi-family housing and commercial services arrayed along a central Boulevard that will create the “downtown feeling” that is so appealing to corporate employers these days. Multi-use multi-story buildings along the Boulevard will have a retail and dining character on the first floor, with boutique retail

shops and restaurants with outdoor dining. The upper floor(s) will be offices and/or apartments.

Creating an attractive mixed use development with an engaging Boulevard and grid street network reminiscent of a traditional downtown is important to attracting and retaining Bridgewater's corporate and research employers. As a result, this plan seeks to create an engaging Boulevard streetscape, attractive to pedestrians and visitors, as the core of this mixed use development. It is a product that will serve both Bridgewater's corporate objectives and the needs of Bridgewater residents, with a hotel, street level retail with apartments and offices on the upper floors, a new supermarket and multiple family apartments.



This Plan supersedes all zoning designations and regulations for the Redevelopment Area. Redevelopment actions will include demolition and clearance of all existing buildings and construction of new buildings and other site improvements.

This plan sets forth the vision for placemaking within the redevelopment area and the standards for land use, bulk, parking and site design.

2. VISION, GOALS AND CONTEXT FOR THE REDEVELOPMENT-SPECIAL ECONOMIC AND EMPLOYMENT DEVELOPMENT DISTRICT (R-SEED)

This Plan establishes the vision for redevelopment and a roadmap to navigate the transformation of the former sanofi research site through the forthcoming redevelopment process. The Redevelopment Plan addresses opportunities and constraints specific to the site, the intended future uses, their arrangement and design and implementation of the plan.

2.1 THE VISION FOR REDEVELOPMENT

When American Hoechst brought their unique campus design to Bridgewater in the 1960's, it created a new standard of excellence for the single-user research office campus. It is in that spirit that this plan envisions a 21st century center of excellence that can enhance the quality of life and keep Bridgewater competitive and attractive. The decline of the suburban office market has seen a shifting tax burden that increasingly impacts residential taxpayers. As a result, Bridgewater looks to reenergize this site by providing the high quality, mixed-use activity areas needed to complement the research office uses on site. This plan will make the Center for Excellence a unique offering in the marketplace that will enhance competitiveness and keep the offices well-tenanted in the future.

2.2 GOALS AND OBJECTIVES

The following broad goals and more specific objectives will guide the redevelopment process and the Redevelopment Special Economic and Employment Development District (R-SEED).

2.2.1 Provide a robust mixed-use development that will:

- fortify the long term viability of the Redevelopment Area and adjoining office-research facilities
- protect the character of nearby residential neighborhoods
- promote the economic health of Bridgewater and the Regional Center
- improve the fiscal benefits to Bridgewater of the Redevelopment Area



- encourage higher-density residential and pedestrian-friendly uses consistent with smart growth planning principles.
- provide opportunities for new construction employment and new permanent employment within the Township
- bring new retail commercial and residential uses that will expand the level of business activity
- increase the economic base by redeveloping underutilized and unproductive property situated within the Redevelopment Area



Fountain as Focal Point

- establish a visually pleasing environment through high-quality design and construction guided by effective site and building design standards

2.2.2 Provide for efficient traffic movements by:

- Creating a grid of internal streets to access land uses on site
- Examining the need for signalization at and near the Redevelopment Area
- Improving access along U.S. 202/206

2.2.3 *Create a destination with an inviting streetscape and engaging public spaces, architecturally coherent and harmonious built elements and interesting and varied uses.*

- Maximize the sense of enclosure with
 - a. an internal Boulevard linking interior uses and providing an energized pedestrian environment
 - b. having continuous building walls with storefronts and restaurants, and with
 - c. building height-to-street-width ratios appropriate to the block and the neighborhood



Cape Cod's Mashpee Commons has a traditional design theme

- Provide at least one centrally located, well-designed public space along the Boulevard as a focal point for the community
- Create distinctive and inviting entryways from U.S. 202/206 into the site
- Ensure adequate connectivity with the public road system
- Apply “complete streets” principles on and off site



The Market design should conform with the COE's coordinated architectural style and high quality materials

2.2.4 *Design the redevelopment project to be environmentally, economically, and socially sustainable.*

- Redevelop the site with uses beneficial to the community and marketable for the developer
- Secure municipal fiscal benefits from payments in lieu of taxes (PILOT)
- Incorporate environmentally-sustainable and green alternatives into the design wherever practicable, including:
 - Emerging energy efficiency or renewable energy technologies
 - Low-impact materials

- “Cradle to cradle” regenerative design principles

2.2.5 Enhance the U.S. 202/206 streetscape and provide safe, comfortable and attractive mobility solutions for motor vehicles, pedestrians and cyclists.

- Encourage visitation by pedestrians and cyclists with semi-public spaces, bike racks and other streetscape design elements and “best practice” placemaking standards
- Extend Bridgewater’s network of bike and hike trails to include the Redevelopment Area
- Utilize the safest and most effective solutions for improving walkability to the site
- Create a comfortable pedestrian environment where streets function as high-quality public spaces
- Promote quality streetscape treatments (landscaping, street furniture, and other features) that animate the street
- Calm traffic for safe pedestrian and vehicular circulation



The downhill aspect in Kentlands is similar to the topography at COE

2.3 NOTES ON PLAN TERMINOLOGY

2.3.1 “Sustainable” development, which refers to energy efficient design and construction techniques, is strongly encouraged, but Leadership in Energy and Environmental Design (LEED) certification or other such certifications are not required by this redevelopment plan.



Walkable streetscape at Robbinsville’s Washington Town Center invites shoppers and diners

2.3.2 When the words “shall” and “should” are used in this Redevelopment Plan, the following shall apply:

- Any deviation from a provision of this Redevelopment Plan which uses the term “shall” is deemed a variance and shall be analyzed by the Planning Board pursuant to the standards set forth in Subsection 7.3 of this Plan.

- Any request for deviation from a provision of this Redevelopment Plan which uses the term “should” is deemed an exception and shall be analyzed by the Planning Board pursuant to the standards set forth in 7.4 of this Plan.
- The requirements of N.J.S.A. 40:55D-12 shall govern notice of all applications under this Redevelopment Plan, including any obligation to specify required variances and exceptions.

3. LAND USE, DEVELOPMENT YIELD, BULK AND PARKING

3.1 LAND USES

This Redevelopment Plan shall supersede Bridgewater’s Land Use Ordinance standards (Chapter 126) in the event of conflict. The general standards set forth in the Bridgewater Township Land Use Ordinance shall continue to apply except when inconsistent with the standards set forth in Appendix A. The conceptual layout provided in this Redevelopment Plan is intended as an illustrative plan and not a strict blueprint for redevelopment. Nonetheless, the relationships among and between uses and the proportions of various uses within the redevelopment are intended to be followed as closely as reasonably practicable. This Redevelopment Plan is also an amendment to the Bridgewater Township Master Plan, Land Use Element, Future Land Use Map and Housing Element and Fair Share Plan.

4. SITE PLANNING AND DESIGN

4.1 PUBLIC REALM: STREETS & PUBLIC SPACES

4.1.1 INTENT

The corporate campus buildings that will be removed from the site were designed to blend into the landscape, with a perimeter fence and landscaping that were not inviting to the public. However, as the fence is relocated outside the redevelopment area, the new mixed use setting will become visually and physically accessible by a wide range of users.

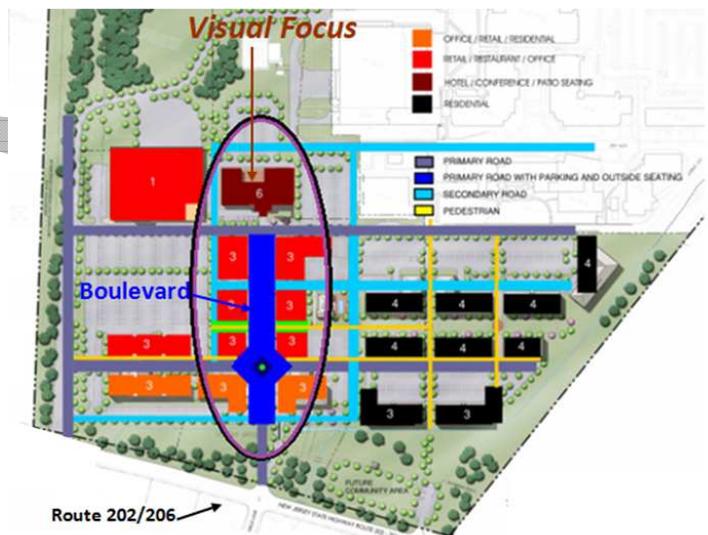


FIGURE 5

An increasingly significant element in the visual landscape seen from U.S. 202/206, the streets, parks, plazas and other open spaces within the Redevelopment Area represent the public realm,

where the character of place will be communicated to residents, shoppers, diners and other visitors.

The intent is to redevelop the site in a way that will complement and enhance the aesthetic character of the site and neighborhood, improve walkability and create a network of “complete streets” that offer safe, functional, and attractive alternatives to car travel.

4.1.2 STREET LOCATIONS AND CONFIGURATION AND PARKING

The primary access, served by the current traffic signal, is to be a Boulevard that penetrates the site from east to west and creates a setting where multi-story, multi-use buildings line the street and energize the pedestrian landscape. This primary access will efficiently serve the traffic to the commercial, research and office uses within the site and west of the Redevelopment Area.

The secondary access way to the Redevelopment Area shall be via the southerly connecting drive, which may require signalization or right-in, right-out traffic movements only.

On street parking along the boulevard shall be in a diagonal configuration. Elsewhere on site, parking fields shall be situated near the buildings they will serve but shall be arranged to minimize the appearance of large masses of blacktop on the tract.

To promote transit options for the site, a park and ride parking lot to serve bus passengers should be conveniently located and easily accessible. An example of such a design is seen in the graphic at right.

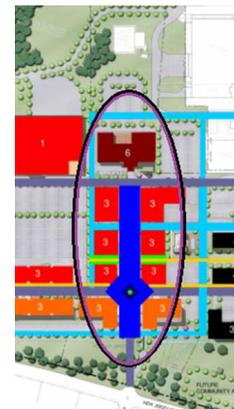


Potential location of the Park and Ride Parking Lot

4.1.3 STREETScape IMPROVEMENTS

The visual and aesthetic character of the new mixed use development is a very high priority. The streetscape along the Boulevard should have continuous buildings with common setbacks, wide sidewalks and an eye-catching visual terminus. Hardscape and landscape, key site design elements, should be coordinated with building and site design so that primary building facades enliven a pedestrian-friendly environment and provide a visually coherent and attractive sense of place.

A streetscape plan shall identify the materials to be used for street, sidewalk and curb construction, the size, species and locations of all street trees and other horticultural materials, and the types and locations of street furniture. Sidewalk areas shall be adequate for the movement of pedestrians through the Plan Area.



Efficiently moving vehicular traffic to and from the site, as well as within the Redevelopment Area, will be important to the quality of life on site and nearby. Creating an efficient traffic network that is also friendly and accessible to pedestrians and cyclists is a key objective.

The elements that will form the Boulevard streetscape are:

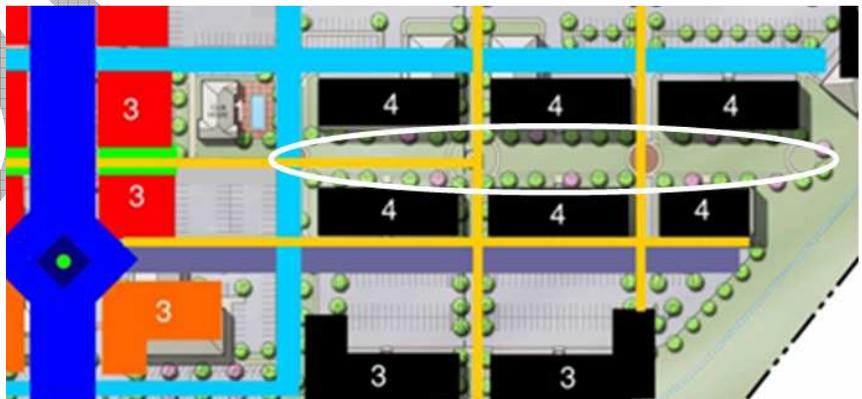
- continuity of building fronted by broad sidewalks
- paving materials
- curbs
- sidewalks and bicycle lanes
- bicycle racks
- benches and seating
- trash receptacles
- street trees and landscaping
- planters and decorative elements
- street lighting
- building lighting
- fountains, public art, kiosks
- utility accessories



Angled parking and wide sidewalks make for an accessible and walkable boulevard

4.1.4 OPEN SPACE ELEMENTS

The character of open spaces in the redevelopment area will shape the feeling of openness on the site and will offer opportunities for people to enjoy the outdoors and each other. Two types of open spaces shall be provided, including a neighborhood greenway and a perimeter greenway.



Neighborhood Greenway

The residential neighborhood portion of the site should be provided with an “auto free” green zone, between and among the residential buildings.

This green space shall

- connect housing with the Boulevard
- be bordered by residential buildings
- be at least 50 feet across in any direction
- include attractive seating elements such as benches



Perimeter Greenway

A perimeter greenway shall be established along the frontage of U.S. 202/206 and along the northern and southern boundaries of the Redevelopment Area, which shall be easily accessible from on- and off-site. A continuous jogging, cycling, nature trail shall be constructed within the perimeter greenway.

4.2 BUILDINGS

4.2.1 BUILDING ORIENTATION

Mixed-use buildings should create a “sense of place” along the Boulevard and encourage walkability and a lively pedestrian environment. Multi-story buildings shall create a gateway to communicate a sense of enclosure. Outdoor dining is encouraged and should be provided at any restaurant or cafe.

4.2.2 BUILDING MASSING

Vertical Articulation

Building blocks along the Boulevard shall create the appearance of separate buildings in a traditional downtown and avoid a monolithic appearance through vertical articulation of façades to create a series of individual bays, extending upward through all levels of the building. Variation of materials, colors, texture and other surface features should be combined with the use of columns, pilasters, gutters or expansion joints; massing; and/or size and rhythm of fenestration.

Horizontal Articulation

The design of building facades shall incorporate separate design elements and detailing to articulate a base, middle and top. This can be done using features such as horizontal banding, taller floor heights, larger window openings, canopies to highlight the base and the middle and top can be distinguished with horizontal belt courses, cornices, changes in material, texture and fenestration patterns.



A Boutique Hotel Creates a Destination

4.2.3 BUILDING DETAILING

Fenestration, the placement of windows on a building, determines the level of transparency between the private spaces inside buildings and the public realm of the sidewalk and street. This relationship translates into engagement of the potential patron on the sidewalk, where they are invited in.

Windows and Doors

The first floors of buildings facing the Boulevard shall have a retail character with storefront-style windows that maximize visibility of the first floor interior space. Windows/window openings and doors shall occupy at least 40 percent of the façade area. Windows shall occupy at least 25 percent of the façade area of upper-floors.



On side or rear building facades, windows/window openings and doors shall occupy at least 25 percent of the first floor façade area and at least 15 percent of the upper floor façade area. A change in façade plane and/or variation in materials or detailing should be provided for any windowless wall area over 10 feet wide.

Materials

No more than three different materials shall be employed as primary materials on a building façade. Street-facing facades should be constructed of masonry (brick, cultured stone or other masonry facing); fiber cement siding (e.g., HardiePlank); metal and glass. Comparable materials, detailing and articulation should be provided along all street frontages.

Materials that are difficult to maintain, such as paint over shop-finished metal are not appropriate in any location within the Plan Area.

Upper-story Projections

Upper-story facades may include balconies, overhangs, flat canopies, cornices and bay windows. Balconies are encouraged along the Boulevard above the first floor to increase interest along the streetscape. Balconies may extend over the sidewalk but shall not extend more than three feet beyond the building façade.

4.2.4 *SIGNAGE*

All signage in the Plan Area shall be required to comply with the requirements of Section 126-195 "Signs". Additionally, one blade sign, not larger than 2.5 square feet and at least 8' above sidewalk level, is permitted for each business along the Boulevard, where street level signage should be eye-catching and pedestrian-friendly in size and scale, with a variety of designs and materials.

5. REDEVELOPMENT ACTIONS

5.1 *OUTLINE OF PROPOSED ACTIONS*

Demolition

The Redevelopment Plan Area shall be completely cleared of existing structures above grade, except where the retention of existing structures will contribute to the success of the redevelopment project.

New Construction

Construction of new structures and other improvements will take place as proposed in this Redevelopment Plan. The redeveloper will be required to enter into a Redeveloper's Agreement with the Township that stipulates the precise nature and extent of the improvements to be made and their timing and phasing shall be governed as permitted therein.

5.2. *PROPERTIES TO BE ACQUIRED*

This Redevelopment Plan will not require Bridgewater to acquire any privately-owned property within the Redevelopment Area.

5.3. *RELOCATION*

This Redevelopment Plan will not displace or relocate any residents or businesses within the Plan Area.

5.4. *OTHER ACTIONS*

In addition to the demolition and new construction described above, several other actions may be taken to further the goals of this Plan. These actions may include, but shall not be limited to: (1) provisions for infrastructure necessary to service new development; (2) environmental remediation; and (3) vacation of public utility easements and other easements and rights-of-way as may be necessary to effectuate redevelopment.

5.5. *ADMINISTRATIVE PROVISIONS*

Redevelopment activities within the Redevelopment Area shall comply with all requirements in any executed redevelopment agreement between a designated redeveloper and the Township of Bridgewater.

6. PLAN CONSISTENCY REVIEW

6.1 *RELATIONSHIP TO BRIDGEWATER MASTER PLAN*

This Redevelopment Plan is also an Amendment to the Bridgewater Township Master Plan, Land Use Element, Future Land Use Map and Housing Element and Fair Share Plan. This Redevelopment Plan reinforces the goals of the 2005 Master Plan Amendment and Re-examination report and subsequent plans and reports. Most of the Master Plan goals address quality of life and economic vitality and this redevelopment plan significantly advances these goals, particularly as **highlighted** below:

- *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;*
- *Identify and improve major gateway locations to enhance the image of the community;*
- *Update the land use plan to address areas where land uses are in transition;*
- *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.

- *Protect the quality of life enjoyed by Bridgewater residents;*
- *Enhance and increase tax ratables through diversity of high-value uses;*
- *Support existing economic anchors and encourage expansion into new facilities, where appropriate;*
- *Adjust to the contemporary needs of commerce and Bridgewater residents;*
- *Encourage long term, sustainable site planning;*
- *Enable more flexibility in development context and promote economic activity in appropriate locations; and*
- *Offer building design guidelines, where appropriate.*

The spirit of these Master Plan goals and objectives has served to guide this Redevelopment Plan to ensure that it will blend with the landscape, harmonize with nearby neighborhoods and advance Bridgewater's quality of life.

6.2 *RELATIONSHIP TO ZONING ORDINANCE*

Prior to adoption of this Redevelopment Plan and new Redevelopment Special Economic and Employment Redevelopment Zone District (R-SEED), the site was situated in the SED – Special Economic Development Zone, which permitted scientific research laboratory or other experimental, testing or research establishments, along with offices and light manufacturing, including assembly, processing or packaging (see Attachment A). The Redevelopment Plan includes the redevelopment area within a new zone – the Redevelopment SEED (see Attachment A) - which is designed in part to enhance the prospects for long-term high quality tenancies on the remainder of the former sanofi site.

6.3 *RELATIONSHIP TO THE STATE DEVELOPMENT AND REDEVELOPMENT PLAN*

The adopted policies of the State Development and Redevelopment Plan (SDRP) are substantially advanced by this redevelopment plan, as seen in the highlighted excerpts below:

*#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.*

#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.

*#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.*

*#6. **Housing** – Preserve and expand the supply of safe, decent and reasonably priced housing while meeting the constitutional mandate with respect to affordable housing through improved planning, regulatory reform, supportive infrastructure investments, housing subsidies, tax and discounted fee incentives and municipal property tax relief in ways that are consistent with the vision and goals of the State Plan.*

*#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.*

The SDRP Strategies are brought into focus with the following strategy descriptions:

*#19. **Designing More Sustainable Built Environments** – Tailor community design, intensity and form to fit with local needs that may vary from urban centers to first suburbs in need of redevelopment to retrofitting newer suburban communities to center-based development for rural and environmentally sensitive areas to create spatially defined, visually appealing and functionally efficient places with respect to each of those different contexts in ways that help to create a distinctive identity, build to human scale and establish a sense of place that enhances economic viability and includes circulation patterns that facilitate multi-modal transportation alternatives to the automobile in ways that are consistent with the vision and goals of the State Plan.*

The State Development and Redevelopment Plan also utilizes a Policy Map which provides recommendations to implement and achieve the goals of the Plan. The State of New Jersey has published its State Development and Redevelopment Plan, which designates this Route 202/206 North vicinity within the Suburban Planning Area 2. This Land Use Element of the Master Plan advances many of these policies which includes the following:

The Redevelopment Area is situated within Planning Area 2, the Suburban Planning Area, where the intent of the State Plan seeks to:

- *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*

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 Boroughs of Somerville and Raritan and a portion of Bridgewater Township as an official Regional Center, the first multi-jurisdictional center in the state. The approval defined a 14.2 square mile district which is located to the south generally along Route 22 and U.S. 202/206. 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, with a compact, mixed-use core and neighborhoods offering a wide variety of housing types. Proximity to the Regional Center should be beneficial to the redevelopment area,

6.4 *RELATIONSHIP TO THE PROPOSED NEW JERSEY STATE STRATEGIC PLAN (OCTOBER 2011)*

The proposed State Strategic Plan, intended to supersede the SDRP but as yet unadopted, retains the resource management and green design objectives of the SDRP but directly targets economic growth and vitality throughout the State. The goals of the plan include:

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

Goal 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.

Goal 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.

Goal 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.

Bridgewater’s Master Plan has responded to all these goals with a balanced plan for growth and preservation. State Strategic Plan objectives for the Redevelopment Parcel recognize its economic growth potential and context sensitive redevelopment of such a parcel clearly advances these goals.

The State Strategic Plan suggests a shift from a mapped expression of areas intended for growth to a criteria-based approach and recommends that the “following types of areas should be at the core of these criteria, to be established by the SPC through revisions to the State Planning Rules:

- Major Urban Centers, as previously identified by the 2001 State Plan;
- Areas identified as Priority Industry Clusters according to Goal 1;
- SPC Designated Centers (*including the Regional Center*)
- Port areas;
- **Existing Communities and/or Growth areas, as designated by Regional or County Master Plans;**
- **Municipally designated redevelopment areas** and receiving areas under Municipal Transfer of Development Rights Programs;
- **Areas designated by existing or future federal and/or State targeted public investment programs;”**

As seen above, the Redevelopment Parcel is targeted in the proposed State Strategic Plan for growth. The State Strategic Plan’s “Garden State Values” are advanced by the Redevelopment Plan, as enumerated below:

<i>Garden State Values</i>	Redevelopment Plan
<i>#1) Concentrate Development and Mix Uses</i>	promotes development in a Priority Growth Investment Area that is compact, conserves land and offers shopping and services within convenient walking distance of homes and jobs with suitable design and densities that support walking, biking and public transportation
<i>#2) Prioritize Redevelopment, Infill, and Existing Infrastructure</i>	strengthens the neighborhood through redevelopment, reuse and remediation of this site, and construction of infill development compatible with surrounding uses. It also upgrades existing infrastructure where needed, encourages sustainable green design and construction and opportunities for renewable energy and efficiency
<i>#3) Increase Job and Business Opportunities in</i>	provides opportunities for investment near housing and infrastructure

<i>Priority Growth Investment Areas</i>	
<i>#4) Create High-Quality, Livable Places</i>	will enhance community character and design, by reinforcing architectural styles, providing pedestrian-friendly streetscapes and community plazas and parks
<i>#5) Provide Transportation Choice & Efficient Mobility of Goods</i>	improves access and safety for all users: walkers, bikers, transit-users, ride-shares and drivers
<i>#6) Advance Equity</i>	will improve access to diversified shopping, housing and jobs
<i>#7) Diversify Housing Opportunities</i>	helps meet the needs of smaller households and provides housing near jobs and where services are available
<i>#8) Provide for Healthy Communities through Environmental Protection and Enhancement</i>	will use green design, redevelopment/reuse and multi-modal access opportunities to reduce energy use, carbon emissions, water degradation and other impacts of development

6.5 RELATIONSHIP TO ADJACENT MUNICIPALITIES

The Redevelopment Area is situated roughly one mile from Bedminster, the only adjoining municipality proximate to the Redevelopment Area. In light of this physical separation, the redevelopment plan will have little or no impact on Bedminster Township.

7. GENERAL PROVISIONS

7.1. AMENDMENT TO ZONING MAP AND LAND DEVELOPMENT ORDINANCE

The Zoning Map of the Township of Bridgewater is hereby amended to reference this Redevelopment Plan and Redevelopment Special Economic and Employment Development Zone District (R-SEED). Additionally, the listing of zoning districts in Section 126-301 of the Land Development Ordinance is hereby amended to include a reference to said Plan and Special Economic and Employment Development Zone District (R-SEED).

7.2. DEFINITIONS

The “Definitions” section of the Township’s Land Development Ordinance shall govern unless a word is otherwise defined herein.

7.3. VARIANCE REQUESTS

The Bridgewater Planning Board may grant variances from the regulations within this Redevelopment Plan, where by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions or physical features uniquely affecting a specific piece of property, the strict application of any bulk regulation adopted pursuant to this Redevelopment Plan would result in peculiar practical difficulties to, or exceptional and undue hardship upon, the redeveloper.

The Bridgewater Planning Board may also grant such relief in an application relating to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of this Plan and the benefits of the deviation would outweigh any detriments. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and without substantial impairment of the intent and purpose of the Redevelopment Plan.

An application for site plan approval shall provide public notice of such application and shall further identify all requested “shall” variances from the regulations contained herein.

Notwithstanding the above, no variances shall be granted that would permit a use or principal structure not permitted by the Redevelopment Plan or an increase in the maximum permitted floor area ratio or an increase in the maximum permitted height of a principal structure by more than 10 feet or 10%, which can only be modified by a duly adopted amendment to this Redevelopment Plan.

7.4. REQUESTS FOR DESIGN EXCEPTIONS

The Bridgewater Planning Board may grant exceptions from the “should” regulations contained within this Redevelopment Plan as may be reasonable and within the general purpose and intent of this Redevelopment Plan or if the literal enforcement of one or more provisions is impractical or will exact undue hardship because of peculiar conditions related to the property in question.

7.5 SITE PLAN AND SUBDIVISION REVIEW

Within the Redevelopment Area, subdivisions and/or site plans providing for the demolition of existing improvements and construction of new buildings and other improvements shall be prepared in accordance with the requirements of the Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) and shall be submitted by the redeveloper for review and approval by the Township of Bridgewater Planning Board.

To assure the comprehensive and coordinated development of the Redevelopment Area, any site plan presented to the Bridgewater Planning Board shall be consistent with the terms of this Redevelopment Plan and shall include at least the following elements:

- An overall development plan (bubble diagram) for the Redevelopment Area identifying land use types, building heights, floor areas of each building and the number of residential units.
- Architectural elevations, renderings and floor plans conforming to the design standards of this Redevelopment Plan.
- A streetscape plan, indicating the overall design, locations and materials to be used, including pavements, trees and other plantings and any street furniture.
- Parking, loading and vehicular access plan. A traffic circulation analysis shall analyze traffic conditions in the project vicinity and identify existing traffic problem areas as well as the cumulative effect of traffic from the

- redevelopment area on adjacent and affected roadways. Shared parking arrangements are permissible, subject to a showing of parking sufficiency.
- Landscape plan.
 - Utility plan.
 - Stormwater management plan.
 - Phasing plan.

No permits shall be issued for construction of buildings within the Redevelopment Area until the Bridgewater Planning Board has granted final site plan approval for such improvements.

The criteria for the consideration and approval of the site plan shall be conformance with the requirements of this Redevelopment Plan, the site plan provisions of the Township of Bridgewater Land Use Ordinance and the executed Redevelopment Agreement between the redeveloper and the Township of Bridgewater.

7.6. AFFORDABLE HOUSING

As required in Section 4.2, any redeveloper shall be required to build and set aside affordable housing, as part of any redevelopment agreement between the redeveloper and the Township of Bridgewater.

7.7. ADVERSE INFLUENCES

No use shall be permitted which, when conducted under proper and adequate conditions and safeguards, will produce corrosive, toxic or noxious fumes, glare, electromagnetic disturbance, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features so as to be detrimental to the public health, safety or general welfare.

7.8. NON-DISCRIMINATION PROVISIONS

No covenant, lease, conveyance or other instrument shall be affected or executed by the Township Council or by any redeveloper or any of his successors or assignees, whereby the sale, lease, use or occupancy of land within the Redevelopment Area is restricted on the basis of race, creed, color, sexual orientation or national origin. Appropriate covenants, running with the land in perpetuity, shall prohibit any such restrictions and shall be included in the disposition instruments.

7.9 DURATION OF THE PLAN

The provisions of this Plan specifying the redevelopment of the Redevelopment Area and the requirements and restrictions with respect thereto shall be in effect for a period of 20 years from the date of approval of this plan by the Township Council.

8. OTHER PROVISIONS

8.1 STATEMENT ABOUT REDEVELOPMENT

In accordance with N.J.S.A. 40A:12A-1 et seq., known as The Local Redevelopment and Housing Law, the following statements are made:

- The Redevelopment Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements. The Plan has laid out various programs and strategies needed to be implemented in order to carry out the Plan objectives.
- The Redevelopment Plan lays out the proposed land uses and building requirements for the Redevelopment Area.
- The Redevelopment Plan does not envision a need to acquire privately-owned properties or to relocate any residents or businesses.
- The Redevelopment Plan is substantially consistent with the Master Plan for the Township of Bridgewater. The Plan is also compliant with the goals and objectives of the New Jersey State Development and Redevelopment Plan and the proposed State Strategic Plan.
- This Redevelopment Plan shall supersede all provisions of the Zoning and Land Development Regulations of the Township of Bridgewater regulating development in the area addressed by this Redevelopment Plan, except where stated otherwise within the text of this Plan. Final adoption of this Plan by the Township Council shall be considered an amendment of the Township of Bridgewater Zoning Map.
- If any section, paragraph, division, subdivision, clause or provision of this Redevelopment Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Redevelopment Plan shall be deemed valid and effective.

8.2 PROCEDURE FOR AMENDING THE APPROVED PLAN

This Redevelopment Plan may be amended from time to time upon compliance with the requirements of state law. A non-refundable application fee shall be paid pursuant to site plan fee schedule found in Section 126-35 "Fees" by the party requesting such amendment, unless the request is issued from any agency of Bridgewater Township. The Township Council, at its sole discretion, may require the party requesting the amendments to prepare a study of the impact of such amendments, which study must be prepared by a professional planner licensed in the State of New Jersey.

Appendix A

Amend the Land Use Ordinance and Zoning Map to establish a new Redevelopment – Special Economic and Employment Development Zone (R-SEED) Redevelopment Zone subject to the following requirements:

§ 126-xxx Redevelopment -R-SEED –Special Economic and Employment Development District (R-SEED)

1) **Intent**

The *Redevelopment-Special Economic and Employment Development (R-SEED) District* is intended to augment the high tech research and laboratory facilities on the westerly portion of the former sanofi site with a neotraditional-style, mixed-use development arrayed around a retail and restaurant core that provides a living and working environment of distinction. The new development should showcase sustainable site and building design and emphasize excellence in all its dimensions and components; the modern biotechnology facilities on the adjoining parcel will become a magnet to attract well-paying jobs, The redevelopment area is well positioned to optimize fiscal benefits to the Township and promote healthy lifestyles and social interaction as well as an increase in housing choices.

In order to provide for the diverse workforce and marketplace needs, the R-SEED *District* will include convenient, well-appointed rental housing, boutique-scale retail, open air restaurants and passive and active recreation areas for personal health and social interaction. A hotel will provide expanded opportunities for conventions/corporate visits along with accommodations that will encourage additional business on site and will also address the needs of the community, when family or friends visit. Small office space will peripherally support local industries as well as the extended corporate community.

2) **Principal permitted uses:**

- a. Executive class hotel having a minimum of 100 rooms where room access is through a front lobby and an interior corridor. The hotel shall provide at least one sit-down restaurant of at least 3,000 square feet (on site or within 250') which utilizes wait staff and non-disposable utensils for table service and shall provide a porte-cochere, concierge service, a 24-hour manned desk, conference facilities, room refrigerators, daily room housekeeping, room service for meals, a swimming pool and exercise room. The executive class hotel shall be located at the west end of the Boulevard.
- b. Cafes and restaurants excluding drive-through
- c. Business and professional offices
- d. Art galleries
- e. Retail stores
- f. Banks and financial institutions, excluding drive through
- g. Pharmacies not exceeding 3,000 square feet, excluding drive through
- h. Grocery stores and supermarkets
- i. Day care facility

- j. Personal service establishments
- k. Gyms, health clubs, day spas, wellness counseling and similar establishments
- l. Multifamily/apartment residential dwellings
- m. Multifamily/townhouse residential dwellings

3) Permitted accessory uses:

- a. Other uses and structures customarily incidental to a principal permitted use.
- b. Public and private parking (see Section 8, Site Plan Review and §126-169).
- c. Fences and walls not exceeding 6’ in height
- d. Signs see 126-195
- e. Open space and recreational facilities such as gardens, bicycle paths, jogging and fitness trails, passive sitting areas, tennis courts and other athletic facilities for the benefit of building occupants shall be provided.

4) Conditional Uses:

- a. Essential services.

5) Bulk Standards for the R-SEED Zone:

- a. The following bulk standards apply to all development within the *Redevelopment*:

- i. Minimum tract size: fifty (50) contiguous acres
- ii. Minimum front yard for principal structures: 200 feet from a public road
- iii. Minimum lot width is 500 feet
- iv. Minimum side yard for principal structures: 50 feet, may be reduced to 10 feet for buildings fronting along the Boulevard
- v. Minimum rear yard is 100 feet, except that the rear yard may be reduced to 10 feet where it abuts an interstate highway.
- vi. Accessory Side Yard: 75 feet
- vii. Accessory Rear Yard: 75 feet

- b. The following bulk standards for development in the *Redevelopment Area* are to be computed based on the 61.95 acres within the redevelopment area,

- i. Maximum improved lot coverage: 60 percent, including privately-owned roadways.
- ii. Minimum height of office, retail and apartment building: 4 stories
- iii. Maximum height of hotel: 6 stories and 80’
- iv. Maximum Floor Area Ratio: 0.40
- v. Maximum building height for other uses: 4 stories and 55 feet, provided that three story buildings are the buildings nearest to and exposed to view from Routes 202/206 and shall be a maximum of 45 feet.
- vi. Maximum roof pitch: 5:12
- vii. Floor Area Ratio (FAR) 0.5

6) Development Requirements for the R-SEED District:

a. **Infrastructure**

- 1) All development shall be served by public sewers and public water.

b. **Non-residential Use**

- 1) Up to 275,000 square feet of non-residential floor area shall be permitted.
- 2) Up to 80,000 square feet of this total may be supermarket/grocery
- 3) At least 20% of all nonresidential development shall be constructed in the form of first floor street level retail or restaurants in multiple story, multi-use buildings along the Boulevard.
- 4) No more than 3,000 square feet shall be devoted to a pharmacy, unless the pharmacy is within the supermarket
- 5) Any hotel constructed in the R-SEED District shall be at least 70,000 square feet.

c. **Residential Use**

- 1) There shall be a maximum of 475 apartment/multifamily dwelling units,
- 2) A minimum of 80% of all residential units in the R-SEED District shall be in free-standing buildings devoted exclusively to apartment use.
- 3) Up to 20% of all dwelling units shall be deed-restricted for occupancy as regulated by the Council on Affordable Housing and the affordable housing units shall be dispersed among the residential buildings rather than concentrated in a few buildings.
- 4) No more than 60% of all dwellings shall be two-bedroom units and at least 40% shall be one-bedroom units, except that 3-bedroom units shall be provided as required by the Council on Affordable Housing.
- 5) Market-rate one- and two-bedroom apartments shall average at least 1,000 square feet.
- 6) Residential units shall be afforded the following activities within the redevelopment area: clubhouse and swimming pool, fitness room, community room area, convenient recycling and trash receptacle area and multipurpose pedestrian/bicycle trail.

d. **Phasing**

- 1) In order to assure the orderly redevelopment of the site consistent with the Redevelopment Plan and the intent of the R-SEED District, the Boulevard shall be constructed during the first phase of the project.
- 2) Where development proceeds in stages, there shall be a requirement to maintain a reasonable mix of uses so as not to overbuild one use group. To meet that objective, a suitable proportion of proposed non-residential development must accompany any proposed residential development. No more than 25% of the residential units may receive certificates of occupancy unless 25% of the non-residential square feet component has received a building permit. No more than 50% of the residential units may receive certificates of occupancy unless 50% of the total non-residential square feet component has received a building permit and 25% of the total non-residential square feet component shall have received a certificate of occupancy. In order to receive a certificate of occupancy for 75% of the residential units, at least 75% of the total non-residential square feet component shall have received a building permit and 50% of the total non-residential square feet component shall have received a certificate of

occupancy. In order to receive 100% certificates of occupancy for residential units, 100% of the total non-residential component must have received a building permit and 90% of the non-residential square feet component shall have received a certificate of occupancy.

e. **Site Design**

- 1) Tract size, improved lot coverage, front, side and rear yard calculations shall be calculated based on the 61.95 acre redevelopment area and not with reference to the particular land area devoted to any stage of redevelopment.
- 2) Pedestrian facilities shall include a perimeter loop pathway around both the *R-SEED District* and around the adjacent *Industrial-Office District*.
- 3) An integrated sidewalk system shall be provided throughout the redevelopment area which facilitates pedestrian movements between and among various uses.
- 4) A minimum of 20% of the total land area of the tract, including the stream corridor, shall be designated as active and passive open space. The perimeter walking path, ball fields, playgrounds and other areas for active or passive recreation shall be included in the calculation of required open space.
- 5) Landscaped areas, buffers, watercourses, ponds, drainage facilities and detention basins shall be considered natural surface areas for the purpose of these calculations and may be located within any required minimum yard area so long as required buffers are planted.
- 6) A dense landscape buffer screen of 75 feet in width shall be installed where the district abuts a single family use (only.)
- 7) The arrangement of buildings, uses, parking areas and street setbacks shall be designed to advance the design principles reflected in the Redevelopment Concept Plan (Figure 4 in R-SEED Redevelopment Plan).
- 8) Provisions such as cross easements shall be made to assure that all buildings and improvements within the redevelopment area will operate as an integrated unit, despite any diversity of ownership.
- 9) All development plans shall conform to the design details and criteria set forth in Article XXIV of the Land Use Code. The Planning Board shall have the authority to grant variances and design waivers if these do not affect the intent and purposes of the Redevelopment Plan
- 10) Trash receptacles and recycling bins shall be provided in accordance with **Section ?**. Generators should be located on the interior of the site and should not be located at or near pedestrian entrances.
- 11) Bicycle racks shall be provided on site at a rate of one bicycle storage space for every _____ automobile parking spaces.

f. **Parking**

- 1) Parking facilities other than park and ride, shall be at least 100 feet from the right-of-way line of any state highway, and at least 100' from lands zoned for residential use.
- 2) Parking facilities and driveways shall be at least ten feet from District lines.
- 3) Where abutting a residential zone or residential use, accessory buildings, accessory structures shall not be closer than 75 feet to any side or rear property line.

g. **Building Orientation and Design**

- 1) Orientation - Mixed-use buildings shall create a sense of enclosure along the central Boulevard culminated at the rear by the hotel within the redevelopment area and encourage walkability and a lively pedestrian environment. Multi-story buildings shall create a gateway to communicate a sense of enclosure. Outdoor dining shall be provided at any restaurant or cafe along the Boulevard totaling at least 0% of the total indoor seating.
- 2) Massing
 - a. *Vertical Articulation* - Building blocks along the Boulevard shall create the appearance of a separate buildings in a traditional downtown and avoid a monolithic appearance through vertical articulation of façades to create a series of individual bays, extending upward through all levels of the building. Variation of materials, colors, texture and other surface features should be combined with the use of columns, pilasters, gutters or expansion joints; massing; and/or size and rhythm of fenestration.
 - b. *Horizontal Articulation* - The design of building facades shall incorporate separate design elements and detailing to articulate a base, middle and top using features such as horizontal banding, varying floor heights, sizes of window openings, canopies, cornices and changes in material, texture and fenestration patterns.
- 3) *Detailing*
 - a. *Fenestration*, the placement of windows on a building, should provide transparency between the private spaces inside commercial buildings and the public realm of the sidewalk and street to engage potential patrons on the sidewalk.
 - b. *Windows and Doors* - The first floors of buildings facing the Boulevard shall have a retail character with storefront-style windows that maximize visibility of the first floor interior space. Window openings and doors shall occupy at least 50 percent of the first floor façade area and at least 25 percent of the façade area of upper-floors. On side or rear building facades, windows/window openings and doors shall occupy at least 25 percent of the first floor façade area and at least 15 percent of the upper floor façade area. A change in façade plane and/or variation in materials or detailing should be provided for any windowless wall area exceeding 10 feet in width.
 - c. *Materials* – At least two and no more than three different materials should be employed as primary materials on any building façade. Street-facing facades should be constructed of masonry (brick, cultivated stone or other masonry facing); fiber cement siding (e.g., HardiePlank); metal and glass. Comparable materials, detailing and articulation should be provided along all street frontages. Materials that are difficult to maintain, such as paint over shop-finished metal are not appropriate in any location within the Plan Area.
 - d. *Upper-story Projections* - Upper-story facades may include balconies, overhangs, flat canopies, cornices and bay windows. Balconies are encouraged along the Boulevard above the first floor to increase interest along the streetscape. Balconies may project over the sidewalk but shall not extend farther than three feet (3') beyond the face of the building.

- 4) *Building Signage*
 - a. All signage in the Redevelopment Area shall be required to comply with the requirements of Section 126-195 “Signs”.
 - b. Street level signage throughout the redevelopment area should be of a consistent theme and should be eye-catching and pedestrian-friendly in size and scale, with a variety of designs and materials.
 - c. “Blade” signs, which project from a building, may be no larger than 2.5 square feet and shall not be counted against sign area requirements
- h. **Traffic**
 - 1) Traffic studies for site plan applications shall be prepared to project the traffic volumes affecting the state highway which will result from the development. In addition, an updated study for on-site parking usage for each development phase shall be submitted.
 - 2) Provisions for traffic improvements shall be made and strategies for traffic control shall be provided to ensure that the level of service along Route 202/206 is improved.
- 7) **Approval Procedures for the R-SEED District**
 - a. Site Plan and Subdivision Approval. The applicant shall submit to the Planning Board a Preliminary Site Plan and/or subdivision plat designed in substantial conformance with the Redevelopment Plan and provide such data as may be required for Preliminary Site Plan or subdivision applications. Partial and/or simultaneous preliminary and final site plan and subdivision applications may be entertained if requested by the redeveloper. Site Plans shall be designed in accordance with Section 8, Site Plan Review, and other applicable sections for site plan design and review as found in the Bridgewater Code. In addition to any other Checklist requirements, a complete application shall include the following:
 - b. An overall development plan (bubble diagram) for the Redevelopment Area in accordance with bulk and site plan requirements of the ordinance that identifies proposed land uses, building heights, floor area ratios, floor areas of each building and the number of residential units.
 - c. Architectural elevations, renderings and floor plans conforming to the architectural design standards for the redevelopment area
 - d. A Boulevard streetscape plan, indicating the overall roadway design, locations and materials to be used, including pavements, trees and other plantings and any street furniture.
 - e. Traffic Circulation plan
 - f. Parking (including garages), loading and vehicular access plan.
 - g. Landscape, open space and recreation plan.
 - h. Utility plan.
 - i. Stormwater management plan
 - j. Phasing plan
 - k. Executed redevelopment agreement between redeveloper and the Township of Bridgewater.
 - i. Traffic analysis A traffic circulation analysis shall analyze traffic conditions in the project vicinity and identify existing traffic problem areas. as well as

the cumulative effect of traffic from the redevelopment area on adjacent and affected roadways.

ii. Fiscal Impact Statement

iii. Environmental Impact Statement

1. Final Site Plan application. The applicant may submit to the Planning Board a Final Site Plan application along with the preliminary application or separately for any phase of development for which the applicant wishes to proceed. Any Final Site Plan application shall be accompanied by sufficient site cross sections to verify compliance with building height and all maps and other data required by §126-153 of the Land Use Code applicable to the phase or phases of development as to which Final Site Plan approval is requested.
- m. Redeveloper's Agreement. The Redeveloper shall enter into an agreement with the municipality pursuant to the provisions of N.J.S.A. 40:55D-39 within 90 days of a memorialized Board resolution of final site plan approval setting forth variations from ordinary standards for preliminary and final approval to provide increased flexibility and promote mutual agreement between the applicant and the municipality at the time of conceptual master site plan approval. The substance of the Redeveloper'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 Redeveloper's Agreement shall be in a form satisfactory to the Township Attorney, and may include, but is not limited to, provisions relating to the following:
 - i. Building layout and use.
 - 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. Upon application by the developer and upon approval of the Planning Board, architectural criteria may be revised from time to time.
 - iv. Lighting plan: 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 retention of natural vegetation, landscaping of parking areas, landscaping of building sites and the screening of trash collection and removal areas, buffering and wind shielding, Pedestrian and bike linkages between buildings and the entire tract to encourage free passage while discouraging conflict with vehicular traffic.
 - vi. Recreation: Active and passive recreational facilities, such as jogging and fitness trails, passive sitting areas, tennis courts and other athletic facilities shall be provided for the benefit of building occupants.
 - vii. Maintenance: Developer's obligation to maintain: provisions for maintenance and repair by the developer, or his successors, of building exteriors, trash removal and maintenance of internal roadways, landscaping, buffered areas and open spaces.

- J. Plan Amendment - Amendments to the Redevelopment Plan may be adopted in order to meet changing circumstances within and affecting the Redevelopment Area and the Township, but any site plan must be consistent with the adopted or amended Redevelopment Plan and conform to the design requirements of the ordinance.

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