

## BRIDGEWATER TOWNSHIP PLANNING BOARD

### Special Meeting

Tuesday, December 22, 2015

### —MINUTES—

#### 1. CALL MEETING TO ORDER:

Chairman Rusak called the meeting to order at 7:00 p.m. in the Municipal Courtroom, 100 Commons Way, Bridgewater, New Jersey.

#### 2. OPEN PUBLIC MEETINGS ACT ANNOUNCEMENT:

Adequate notice of this meeting has been given in accordance with the Open Public Meetings Act N.J.S.A. 10:4-6. On December 11, 2015, proper notice was sent to the Courier Newspaper and the Star-Ledger and filed with the Clerk at the Township of Bridgewater and posted on the bulletin board in the Municipal Building.

Please be aware of the Planning Board policy for public hearings: no new applications will be heard after 10:00 pm and no new testimony will be taken after 10:15 pm. Hearing Assistance is available upon request.

Accommodation will be made for individuals with a disability, pursuant to the Americans With Disabilities Act (ADA), provided the individual with the disability provides 48 hours advance notice to the planning department secretary before the public meeting." However, if the individual should require special equipment or services, such as a CART transcriber, seven days advance notice, excluding weekends and holidays, may be necessary

#### 3. SALUTE TO FLAG:

There was salute to the flag.

#### 4. ROLL CALL:

Stephen Rodzinak – present

James Franco – present

Chairman Walter F. Rusak – present

Councilman Allen Kurdyla – absent

Ron Charles – present

Tricia Casamento – present

Mayor Dan Hayes – present

Evan Lerner, Alt. #1 – present

Others present: Board Attorney Tom Collins, Board Engineer Robert C. Bogart, Board Planner Scarlett Doyle, Recording Secretary Ann Marie Lehberger

#### 5. APPROVAL OF BOARD MINUTES:

October 13, 2015 - Motion by Mr. Rodzinak, second by Mr. Franco, the foregoing minutes were adopted as written on the following roll call vote:

AFFIRMATIVE: Mr. Rodzinak, Mr. Charles, Chairman Rusak, Mayor Hayes, Mr. Franco, Mrs. Casamento, Mr. Lerner

ABSENT: Councilman Kurdyla

November 10, 2015 - Motion by Mr. Lerner, second by Mr. Charles, the foregoing minutes were adopted as written on the following roll call vote:

AFFIRMATIVE: Mr. Rodzinak, Mr. Charles, Chairman Rusak, Mayor Hayes, Mr. Franco, Mr. Lerner

ABSTAIN: Mrs. Casamento

ABSENT: Councilman Kurdyla

November 23, 2015, Regular Meeting (*pending*)

November 30, 2015, Special Meeting (*pending*)

The foregoing minutes will be presented for Board consideration when completed. No action was taken.

**MEMORIALIZATION OF RESOLUTIONS:**

**DPB LLC.**

Block 707 Lots 9

#15-032-PB, Amendment to Prior Approval

Time: 3/15/16

DECISION: Approved with conditions 11/30/15

Eligible to Vote: Mr. Rodzinak, Mayor Hayes, Councilman Kurdyla, Mr. Rusak, Mrs. Casamento, Mr. Lerner

Motion by Mr. Rodzinak, second by Mrs. Casamento the foregoing resolution memorializing the approval with conditions on 11/30/15 was adopted as presented on the following roll call vote:

AFFIRMATIVE: Mr. Rodzinak, Chairman Rusak, Mayor Hayes, Mrs. Casamento, Mr. Lerner

ABSENT: Councilman Kurdyla

NOT ELIGIBLE: Mr. Charles, Mr. Franco

**6. LAND DEVELOPMENT APPLICATIONS:**

None Pending

**7. OTHER BOARD BUSINESS:**

Public hearing on the "Bridgewater-sanofi Redevelopment Plan and Amendment to Master Plan Land Use Element and Housing Element" and the "Master Plan Amendment to the Land Use Element", which provide a redevelopment plan for the existing area in need of redevelopment consisting of a 61.95± acre portion of Block 483, Lots 17, 18 & 19 (hereinafter "the Redevelopment Area"), and propose new Zoning designations and regulations for the remaining 47.61± acre portion of Block 483, Lots 17, 18 & 19 that lies outside of the Redevelopment Area.

Frank Banisch, PP of Banisch Associates and Joe Fishinger, PE traffic engineer of Dewberry Traffic Engineers were sworn and for testimony.

Mr. Banisch provided a Power Point presentation on The Redevelopment Plan. (Power Point presentation is attached)

Mr. Fishinger, traffic engineer, reviewed the existing conditions on the site. Mr. Fishinger stated the following items that were noted upon his review

- Some of the sight lines along the controlled intersections could use improvement.
- The signal system is antiquated. It has not been looked at in a while and could also benefit from some improvement.

Mr. Fishinger noted that his analysis was looked at as a combined campus (Redevelopment and remaining industrial portion). He stated that he felt that the following improvements were necessary:

- Maintain existing signal on Murfield Road.
- Signalize the southern driveway to try and balance the traffic volumes coming out of the two driveways to the site.
- Add a second southbound thru- lane to Route 202/206 in front of the site to help move traffic in between the signals.
- The stop- controlled intersections would benefit from some sight line improvements and full - width shoulders at the intersections.

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Mr. Fishinger also noted that that he did not recommend left turn lanes because the volumes do not call for them, but full shoulders in the vicinity of the intersections will allow a car waiting to make a left turn onto one of the side streets and allow the other cars to go around them without backing up all the traffic. Mr. Fishinger also noted that, at the Foothill Road intersection, a traffic signal is recommended and that signals along the whole corridor need to be reCOORDINATED. Mr. Fishinger concluded that at these changes will improve conditions on and around the site.

Mr. Banisch noted that an errata sheet was provided. (A copy is attached)

Board member Mr. Charles noted the need for linkages between other areas in the community to make it accessible for people who want to ride bikes and who don't have cars. Mr. Charles specifically mentioned access to New York City.

Chairman Rusak opened the public portion of the meeting.

Andrew Leven of 2 Holmes Court was present and questioned the main goal of the project. Mr. Leven questioned how the goal would differ from any other shopping center and why the apartments were needed. Mr. Leven questioned if this concept was tried in another similar communities in New Jersey. Mr. Leven questioned the number of apartments and the number of bedrooms. Mr. Banisch stated that 475 units are proposed with a 50/50 split between 1 and 2 bedrooms with a handful of 3 bedroom units. Mr. Leven asked if there would be an age restriction. Mr. Banisch noted that age restricted units are not proposed. Mr. Leven questioned the linkage between the jobs and the units proposed. Mr. Leven expressed his concern about not having another similar successful model to compare to. Mr. Leven asked how this project can compare to the current project in Somerville and questioned the need for the apartments if the project is not focusing on Millennials.

There were no other questions or comments from the public.

The public portion was closed.

Board Planner, Scarlett Doyle discussed the Master Plan Amendment to the Land Use Element and stated that the rear portion of the property was evaluated and was agreed that this area did not qualify as an area in need of Redevelopment. 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. This area does not have direct frontage or direct lot access on Route 287 or on Route 202/206 North. Therefore, the Redevelopment Plan must necessarily afford sufficient and permanent access to the state highway system. Mrs. Doyle discussed some of the proposed development standards and requirements of the recommended OR/D zone.

Board member Mr. Charles questioned the traffic flow. Mr. Fishinger stated that his analysis took into account the full utilization of both zones. Mr. Charles also questioned as to when the state would weigh in on their recommendations. Mr. Fishinger confirmed that until the Developer makes an application for an access permit, the state will not comment. He noted that is recommendations are predicated on state approval.

Chairman Rusak opened the public portion of the meeting.

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Mr. Leven was sworn in for testimony and expressed his concern of the need for additional facts and information. Mr. Leven noted he still had unanswered questions.

There were no other questions or comments from the public.

The meeting was closed to the public.

Motion by Mr. Rodzinak, second by Mrs. Casamento, the resolution approving the Master Plan Amendments to the Land Use Element and Recommending adoption of a Redevelopment Plan was adopted as amended and with the errata sheet of Mr. Banisch on the following roll call vote:

AFFIRMATIVE:	Mr. Rodzinak, Mr. Charles, Mr. Franco, Chairman Rusak, Mayor Hayes, Mrs. Casamento, Mr. Lerner
ABSENT:	Councilman Kurdyla

**MEETING OPEN TO THE PUBLIC:**

There were no members of the public wishing to address the Board on any matter not listed on the agenda.

**8. ADJOURNMENT**

It was the consensus of the Board to adjourn the meeting at approximately 8:35 pm.

Respectfully submitted,  
Ann Marie Lehberger  
Secretary to the Planning Division

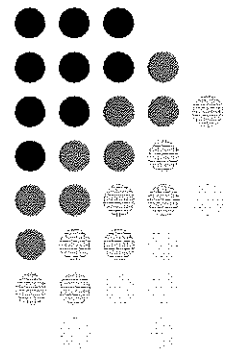
**ERRATA for**  
**"Redevelopment Plan and Amendment to the Master Plan Land Use Element and**  
**Housing Element for the Bridgewater Center of Excellence" (12/11/2015).**

<b>Page</b>	<b>Para-graph</b>	<b>CHANGE (in Boldface or strikethrough)</b>
15	6th	Remove graphic and delete 6 <sup>th</sup> paragraph with references to park and ride
15	4.1.3	Change "should" to <b>"shall"</b>
17	1st	Change "should" to <b>"shall"</b>
17	4.2.1	Change "should" to <b>"shall"</b>
17	4.2.1	Change "should" to <b>"shall"</b>
21	6.2	"Attachment A" should read "Appendix A"
26	3rd	...10 feet or 10%, <b>whichever is less</b> , which can only be modified...
29	2) a	Replace "(on site or within 250)" with <b>", within or immediately attached to the hotel,"</b>
30	5)b ii	Replace "Minimum height of office..." with <b>"Maximum..."</b>
30	#5	Delete item b.iv (Maximum floor area ratio) and renumber accordingly (correct FAR is 0.5)
32	#10	Replace "Trash receptacles and recycling bins shall be provided in accordance with Section ?" with <b>"All essential service areas such as trash collection and storage shall be screened in such a manner as not to be visible to the general public and wherever possible, located at the rear of the building(s).</b>
32	#11	Bicycle racks shall be provided on site at a rate of one bicycle storage space for every <b>50</b> automobile parking spaces.
32	#2	Revise to read: Pedestrian facilities shall include <b>a 10' wide</b> perimeter loop pathway around both the <i>R-SEED District</i> and around the adjacent <b>"Office, Research and Development District"</b> .
33	1st	Revise to read - Outdoor dining shall be provided at any restaurant or cafe along the Boulevard totaling at least <b>20%</b> of the total indoor seating.
33		Materials - Change "should" to <b>"shall"</b>
34		"Blade" signs, which project from a building <b>at least 8' above sidewalk level</b> , may be no larger than 2.5 square feet and shall not be counted against sign area requirements
34	Traffic	Add new paragraph 3 to read <b>"Such traffic improvements (traffic signals, intersection widening and other improvements) as are necessary to achieve improved post-development functioning of the State highway corridor shall be a condition of approval."</b>

# Bridgewater's Center of Excellence



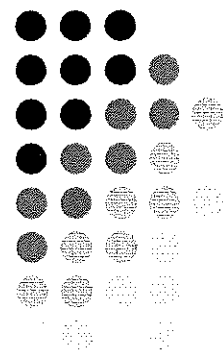
*Navigating a  
Course for  
Changing  
Times*



*Master Plan Public Hearing - December 22, 2015*

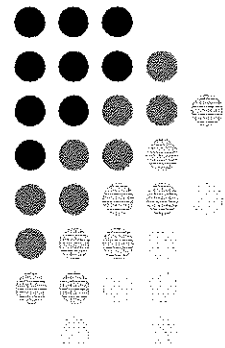
## COE Redevelopment Planning Process to Date

- Council asked Planning Board to prepare this redevelopment plan for this designated area in need of redevelopment
- Planning Board subcommittee examined the issues and formulated a draft plan
- Planning Board reviewed the draft and approved it for public hearing



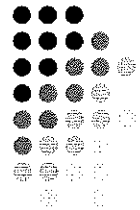
## COE Redevelopment Plan and the Master Plan

- Paramount among Bridgewater's Master Plan goals and objectives is the quality of life for its residents
- Advances long-standing MP goals (retaining and attracting high paying jobs, building a stable non-residential ratable base, promoting compatible land uses)
- Meets contemporary needs of the community and business





## sanofi R&D history

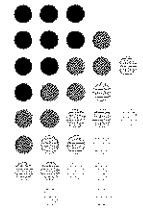


- Hoechst moved to Bridgewater from the Empire State Building in 1953
- The company remained here for 59 years (until 2012) in one form or another through a series of mergers and acquisitions
- Sanofi left Bridgewater when it was attracted to the research cluster in Cambridge, Mass
- The **2012 closure** resulted in a **loss of 2,000 jobs and emptied 1.2 Million SF of R&D space**

● *Hoechst AG (a German chemicals then life-sciences company) became Aventis Deutschland after 1999 merger with France's Rhône-Poulenc S.A.. After a 2004 merger with Sanofi-Synthelabo, it became a subsidiary of the Sanofi-Aventis pharmaceuticals group.*

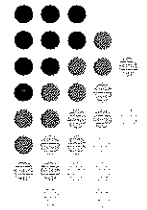
# ***Disturbing Trends***






**in New Jersey, Somerset Co. and Bridgewater**



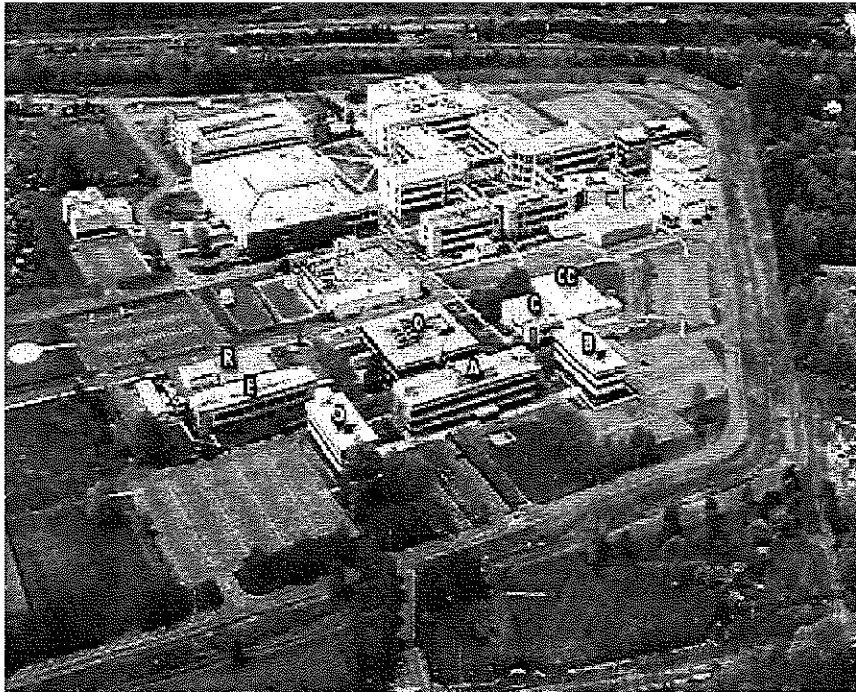
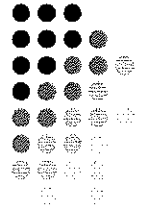
- Collapsing office market + Job losses = Tax burden shifting to residential taxpayers
- Pharma exodus
- Lack of housing alternatives
- Loss of Millennials
- Depressed income in a high cost State
  - New Jersey household income declined 2% from 2006-2012
  - At the same time, U.S. household income increased by 5.8%

# Neighborhood Land Uses

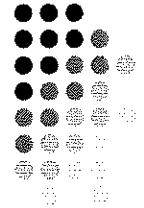


-  High Density Residential/Multiple
-  Medium Density Residential
-  Low Density Residential
-  Rural Residential
-  Commercial

# Buildings Slated for Removal



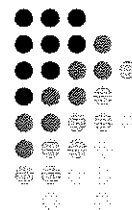
# The Millennial Shift



***'Millennials' (now 18-34 years old) have been leaving the area due to broad economic and real estate trends.***

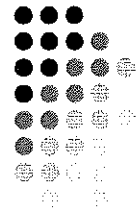
- Millennials are sought after by employers, since they will be creating a company's innovations or patents and future profits.
- For a combination of reasons, Millennials are leaving our area and moving elsewhere.
- A lack of rental housing encourages them to leave town
- Millennials are about to become the largest demographic segment – larger than Baby Boomers

## Rentals comprise over 1/3 of New Jersey housing units and 1/4 of Somerset County units



	Somerset County	New Jersey
① Housing units, 2013	125,077	3,578,141
① Homeownership rate, 2009-2013	78.0%	65.6%
① Housing units in multi-unit structures, percent, 2009-2013	25.3%	36.0%
① Median value of owner-occupied housing units, 2009-2013	\$398,800	\$327,100
① Households, 2009-2013	115,531	3,186,418
① Persons per household, 2009-2013	2.79	2.71
① Per capita money income in past 12 months (2013 dollars), 2009-2013	\$47,803	\$36,027
① Median household income, 2009-2013	\$99,020	\$71,629
① Persons below poverty level, percent, 2009-2013	5.0%	10.4%

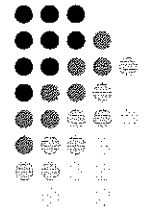
# Bridgewater Has Limited Rental Housing Stock



Subject	Number	Percent
<b>HOUSING OCCUPANCY</b>		
Total housing units	16,657	100.0
Occupied housing units	16,111	96.7
Vacant housing units	546	3.3
For rent	153	0.9
Rented, not occupied	11	0.1
For sale only	108	0.6
Sold, not occupied	32	0.2
For seasonal, recreational, or occasional use	66	0.4
All other vacants	176	1.1
Homeowner vacancy rate (percent) [8]	0.8	( X )
Rental vacancy rate (percent) [9]	6.0	( X )
<b>HOUSING TENURE</b>		
Occupied housing units	16,111	100.0
Owner-occupied housing units	13,706	85.1
Population in owner-occupied housing units	38,676	( X )
Average household size of owner-occupied units	2.82	( X )
Renter-occupied housing units	2,405	14.9
Population in renter-occupied housing units	5,189	( X )
Average household size of renter-occupied units	2.16	( X )

**Less than  
15% of  
housing units  
in Bridgewater  
are rental  
units**

# Apartments are in Short Supply

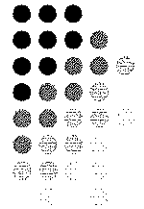


- Fewer than 1,000 apartments are in buildings with 4 or more units
- Millennials are interested in renting for a variety of reasons (down payment to own, college loans, mobility in job market, etc.)
- An ample supply of apartments makes the market fluid and apartments readily accessible
- Modern professionally managed apartments make a community attractive to Millennials

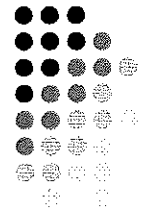


## Key Plan Objectives

- ***Improve traffic flow along Route 202/206***
- ***Optimize fiscal benefits to the Township***
- ***Increase housing opportunity and choice***
- ***Introduce components that will help the on-tract modern biotechnology facilities to become a magnet for well-paying jobs***
- ***Emphasize excellence in all its dimensions and components***
- ***Showcase sustainable site and building design***
- ***Promote healthy lifestyles and social interactions***

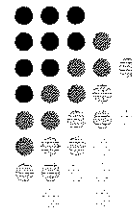


# COE Redevelopment Building Elements

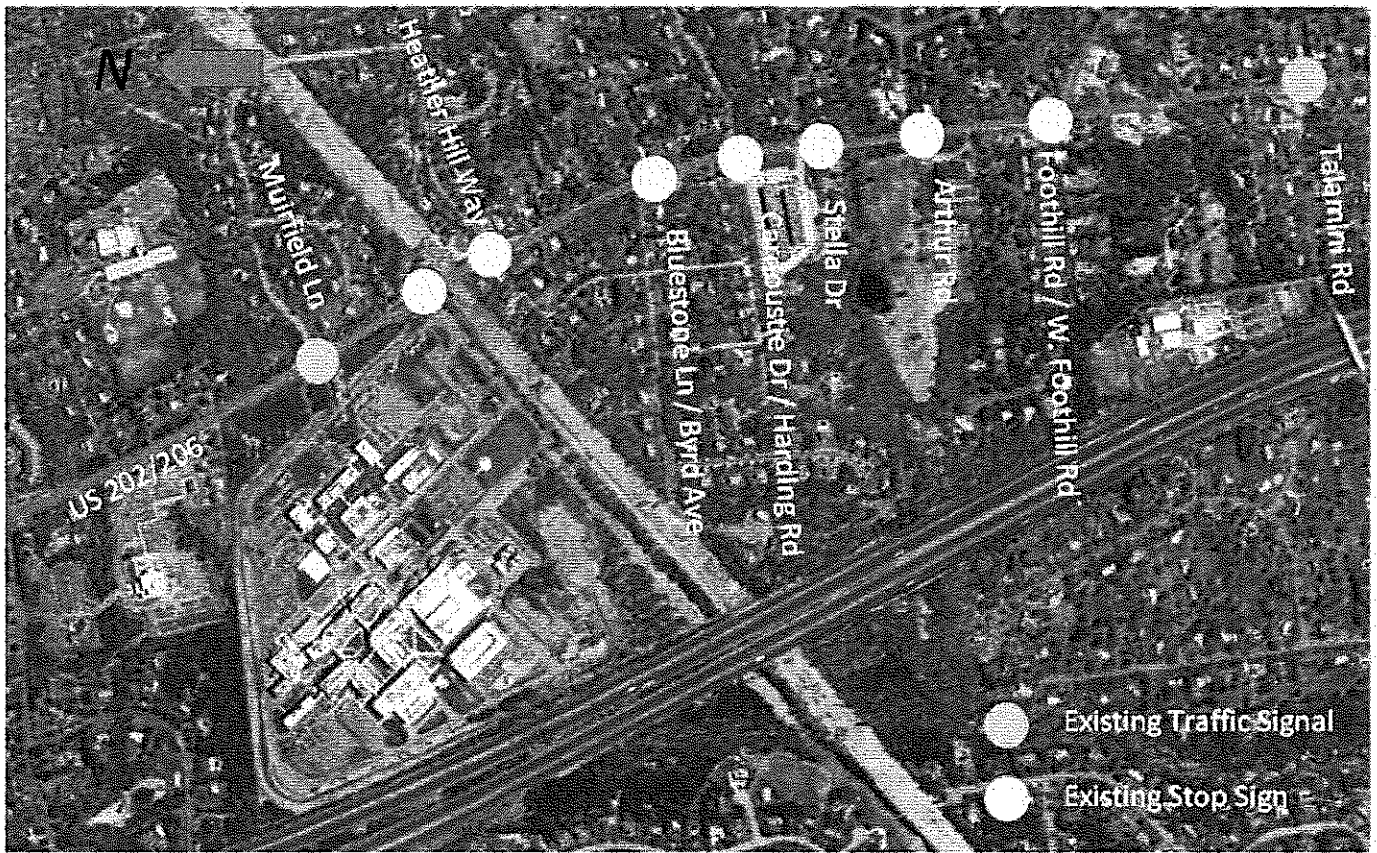


- The COE Redevelopment will consist of:
  - A mixed use core containing:
    - Retail
    - Restaurants
    - Apartments
    - Offices
  - A hotel
  - A health/wellness center
  - A residential neighborhood of multi-family units
  - A supermarket

## Existing Traffic Conditions

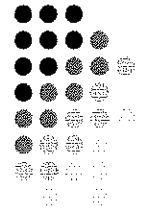


- Existing Traffic Signals at Muirfield Lane & Talamini Road
- Residential feeder intersections are Stop controlled and sight lines are marginal at some locations, leading to peak hour congestion
- Traffic signal coordination is antiquated



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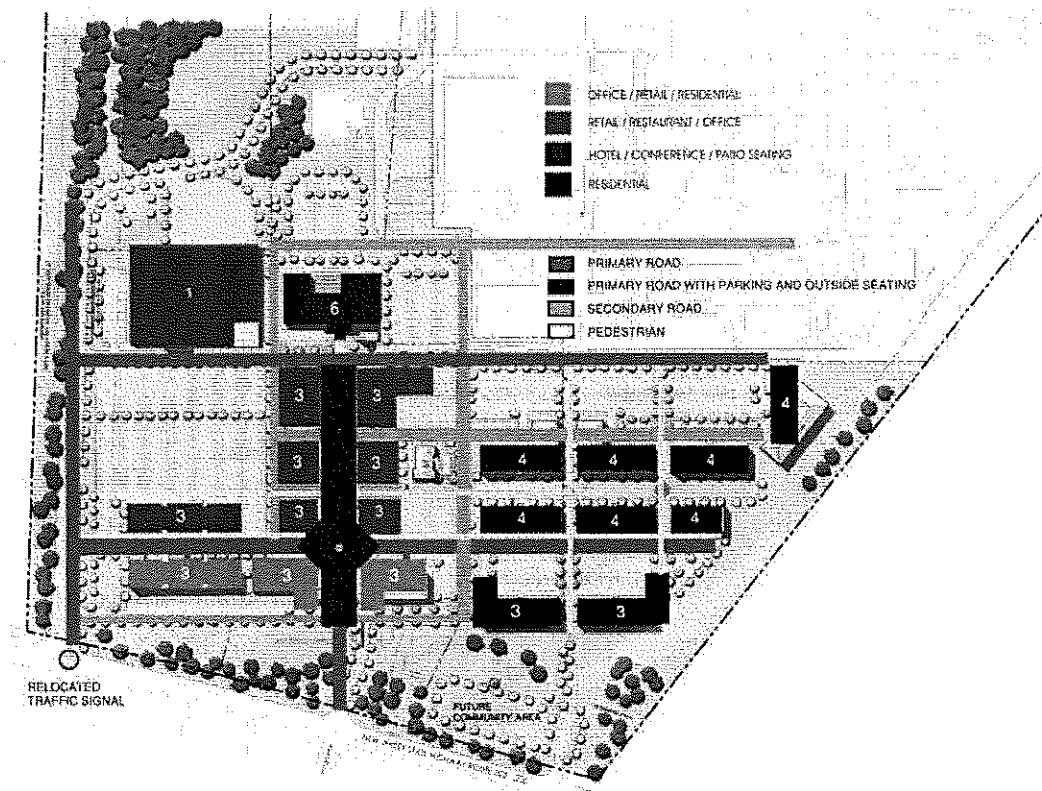
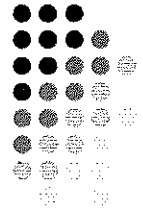
# Traffic Improvements



- Maintain existing signal at Muirfield Lane
- Signalize southern Center of Excellence Driveway
- Provide second southbound through lane on US 202/206 in front of site
- Provide sight line improvements and full shoulders at stop controlled intersections
- Provide intersection improvements, including a traffic signal, at Foothill Road
- Coordinate traffic signals along US Route 202/206 to encourage platooning of traffic



# Conceptual Site Development



# Why Mixed Use?

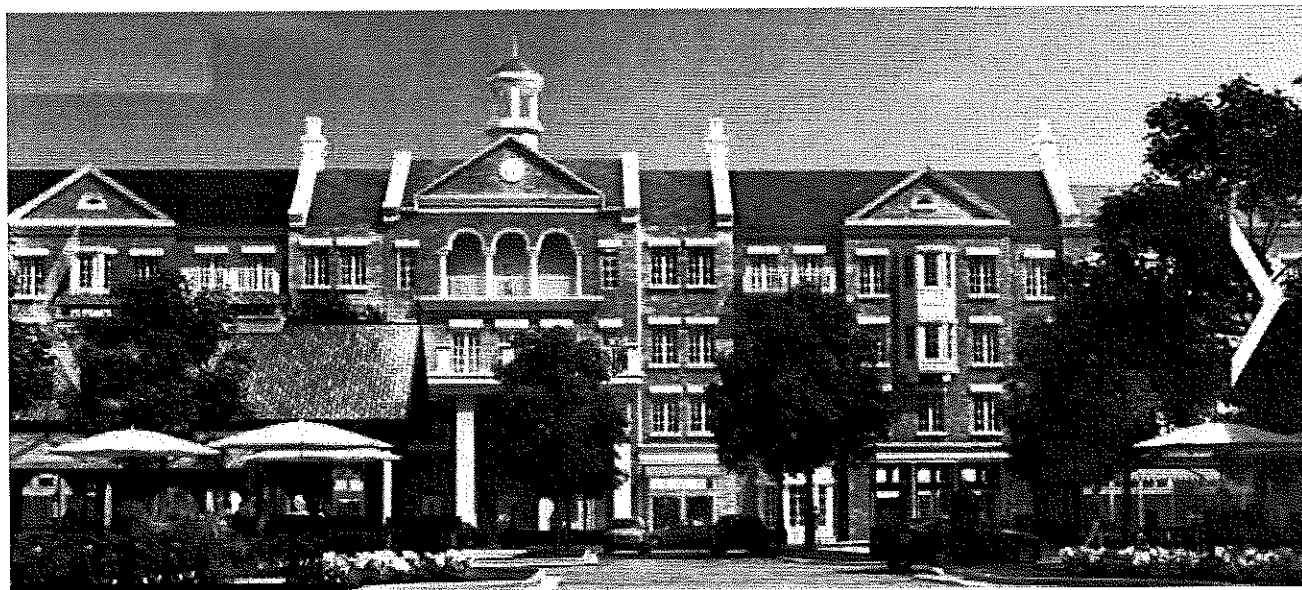
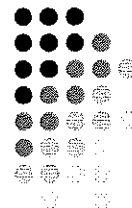


- A mixed use community offers:
  - Mixed and multiple uses
  - Walkable destinations close to home
  - Reduced peak hour traffic
  - Mix of housing types and costs
  - Better fiscal balance
  - Better traffic/transit balance
  - Opportunities for shared parking
  - A more balanced community – on and off site



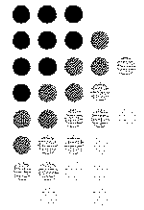
# A Hotel Creates A Destination

*...As It Serves Residents and Businesses*

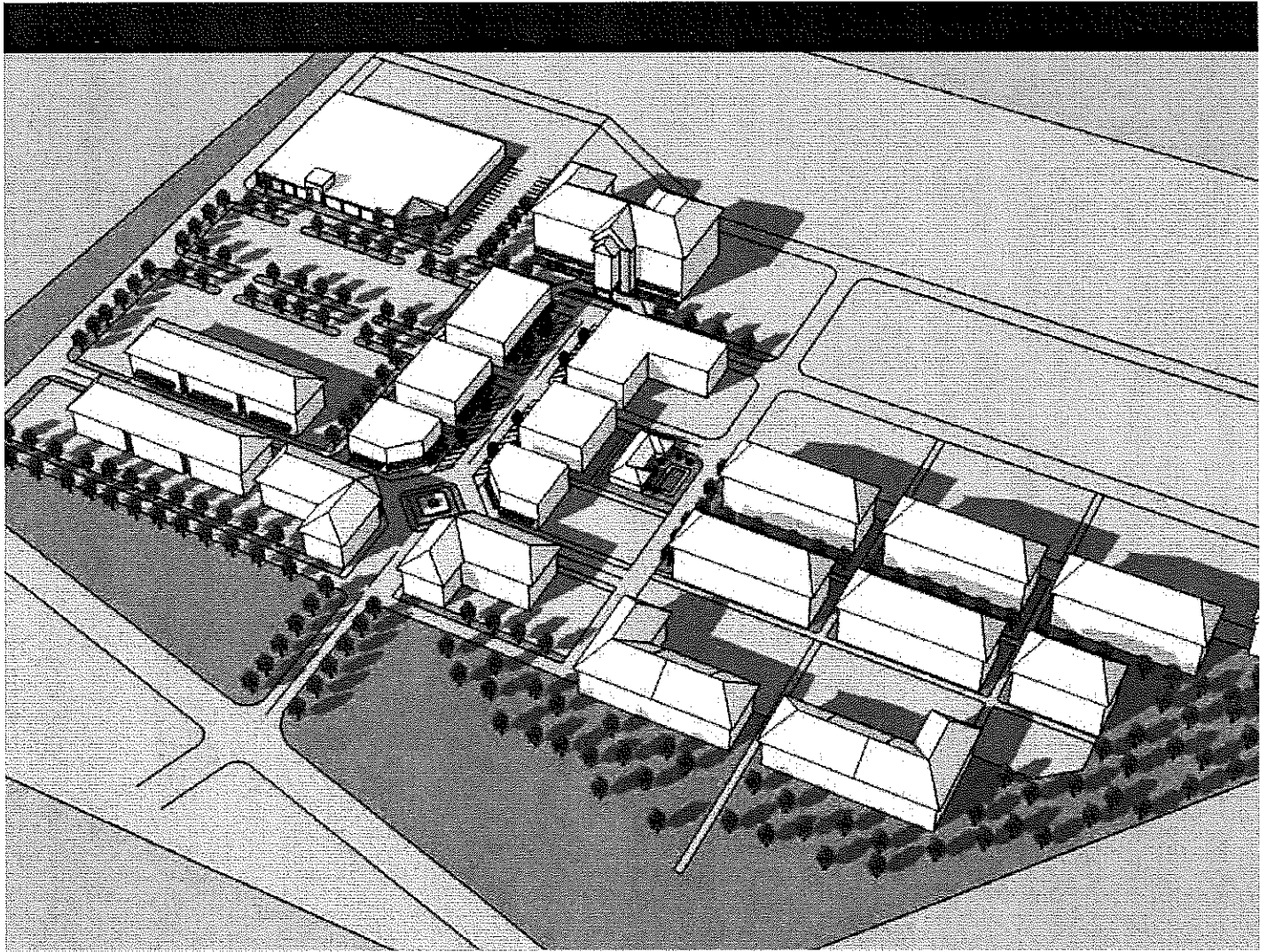


# COE Redevelopment

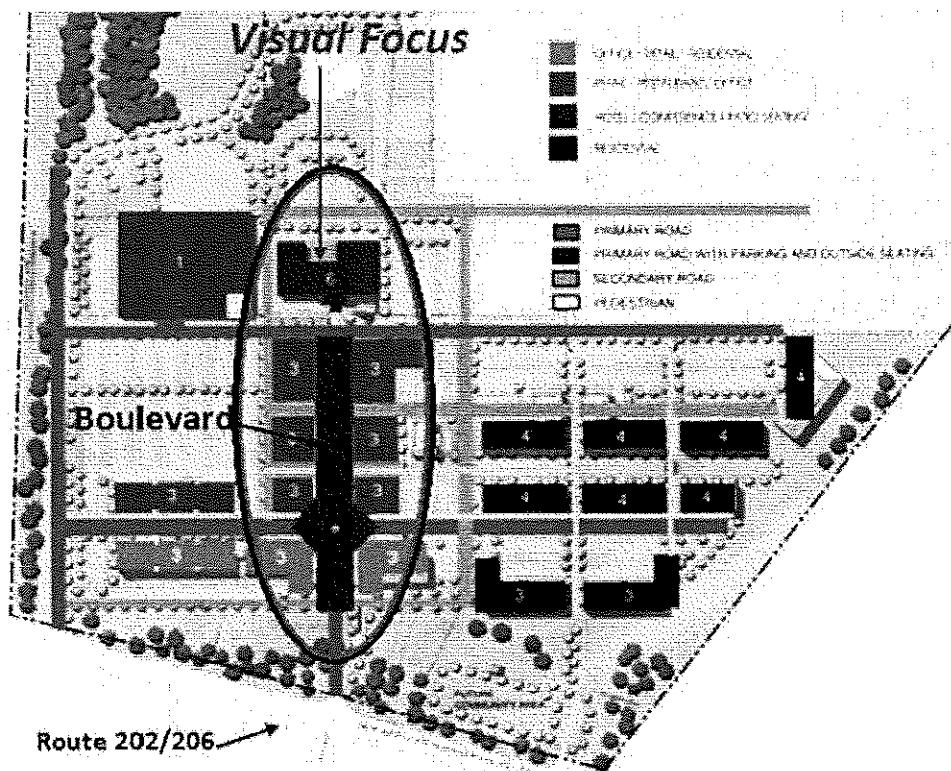
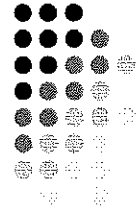
## Scale of Elements



- mixed uses along the Boulevard - 3 & 4 stories
- hotel - 4 to 6 stories
- residential multi-family units – 3 and 4 stories
- supermarket – 1 story
- wellness center – 2 or 3 stories



# Create a Focus for the Boulevard

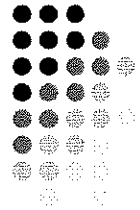


# Why a supermarket?

- Valuable for shoppers in the Bridgewater community
- Creates a destination use that will bring foot traffic to the Boulevard and support other retail and restaurants
- Provides a Food Court to replace the corporate cafeteria with diversified prepared foods
- Food Court services both on-site and community needs
- Supermarket has benign traffic impacts on morning peak hour traffic



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





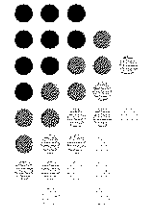




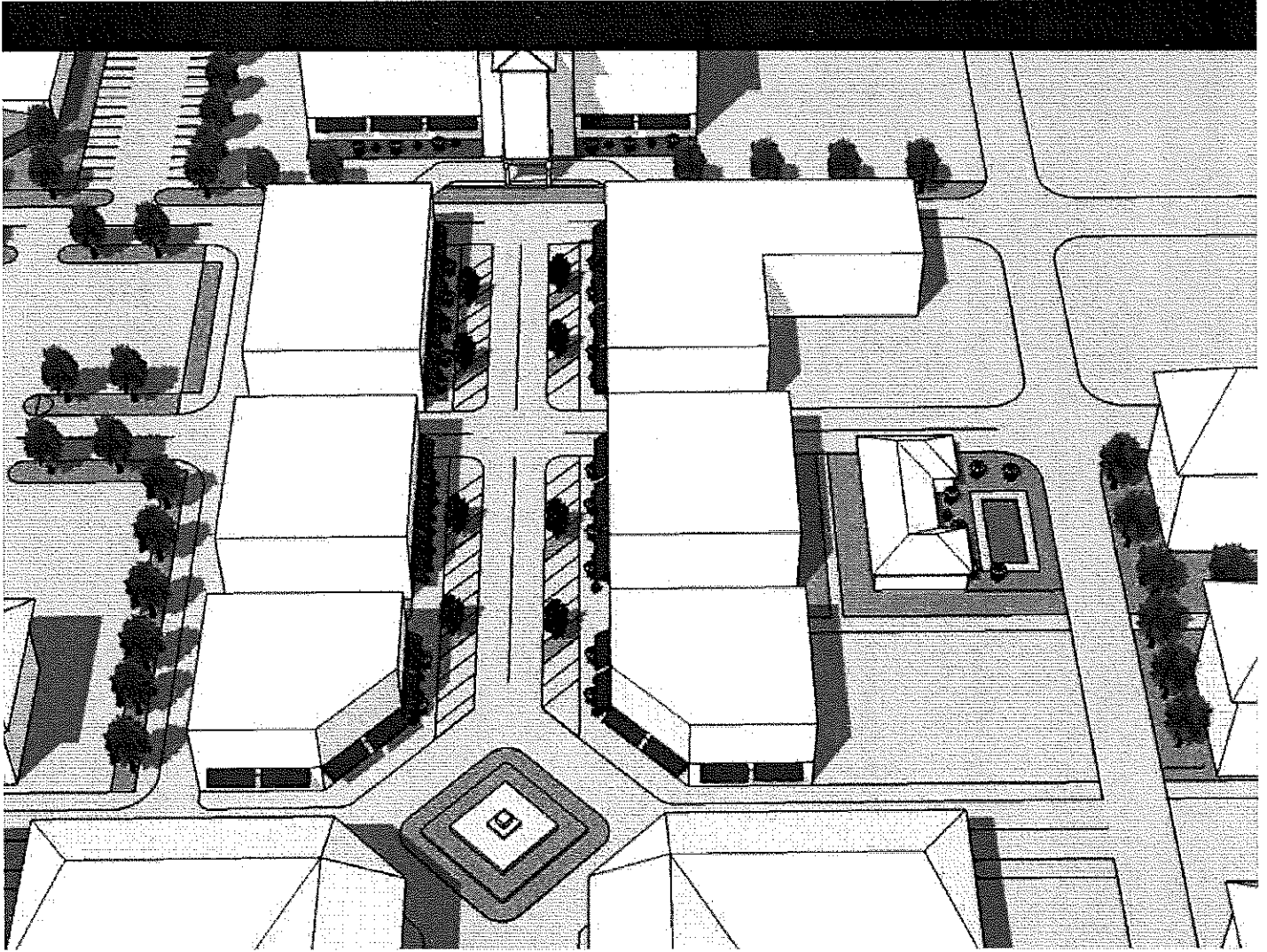




## Why a Mixed Use Village?

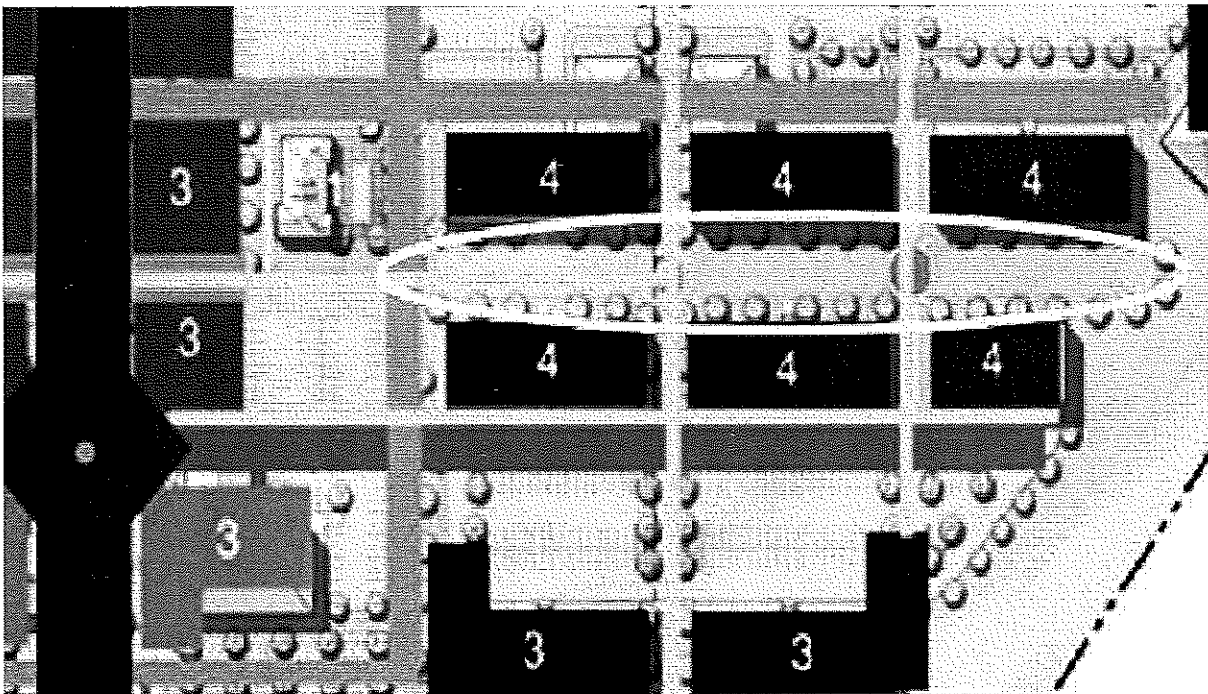
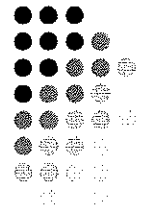


- Walkable traditional downtown village settings appeal to Millennials and Baby Boomers
- Employers are seeking out this type of mixed use setting, which is attractive to employees
- Millennials want Amenities, Affordability and Accessibility according to Rutgers
- Nestle was attracted here because of the mixed use redevelopment approach



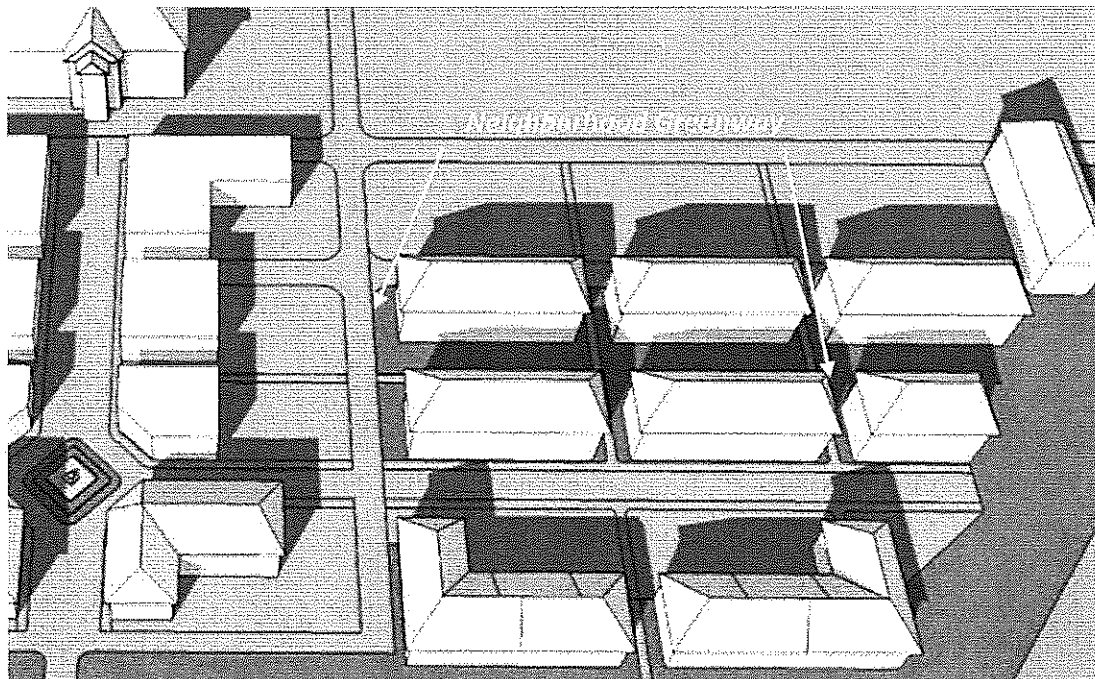
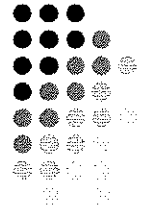


# Greenway Elements

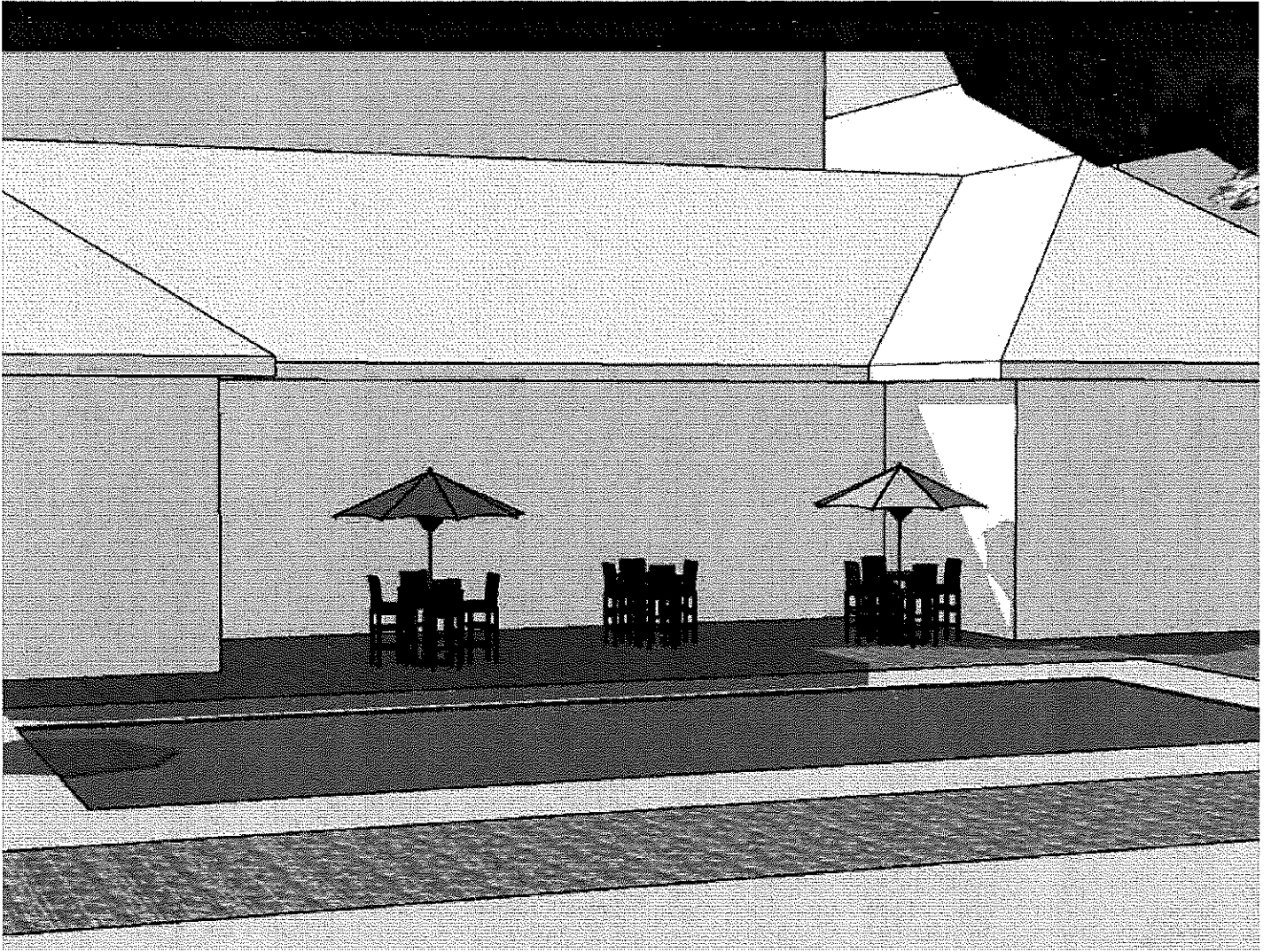


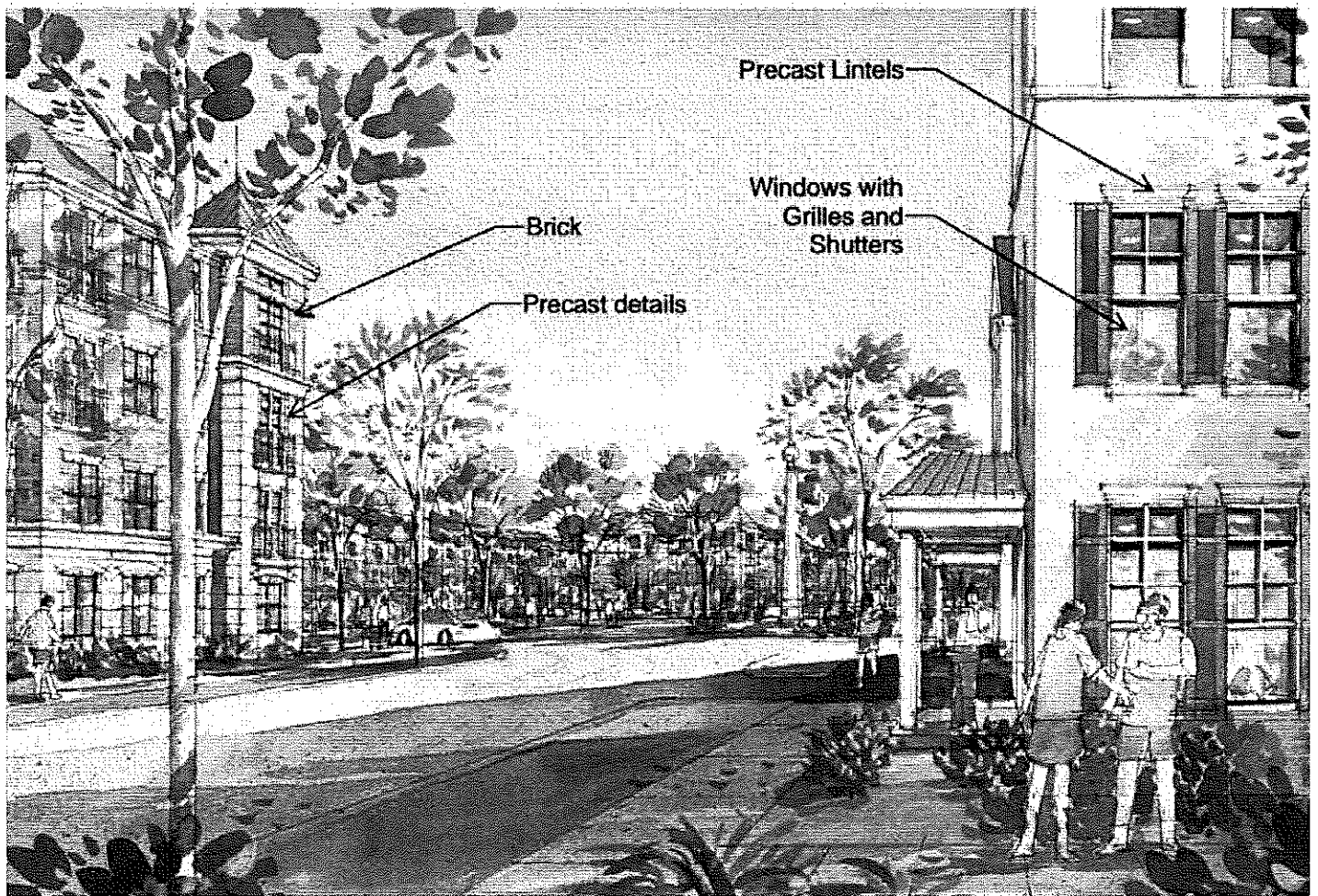


# Bringing Green into View

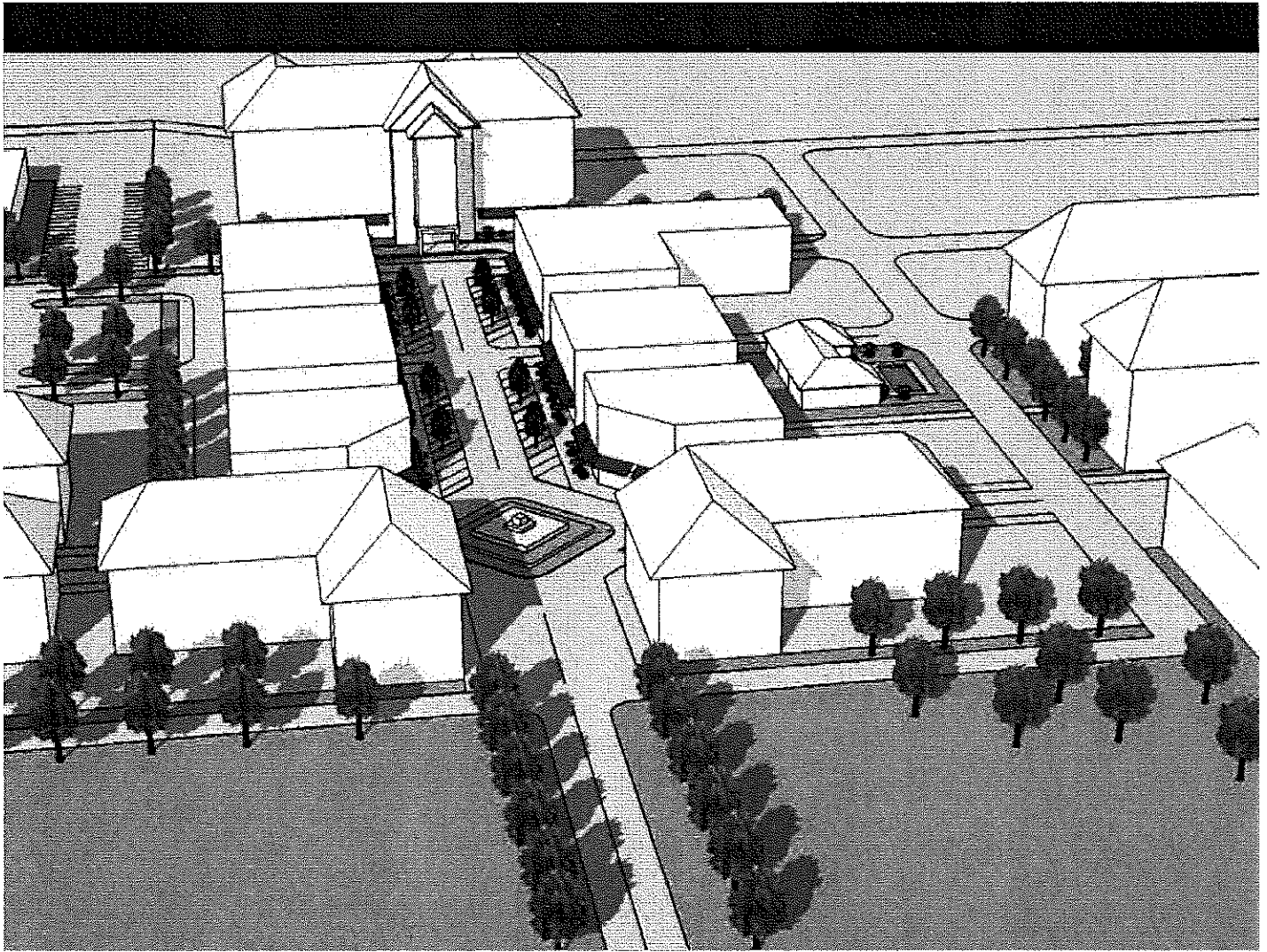








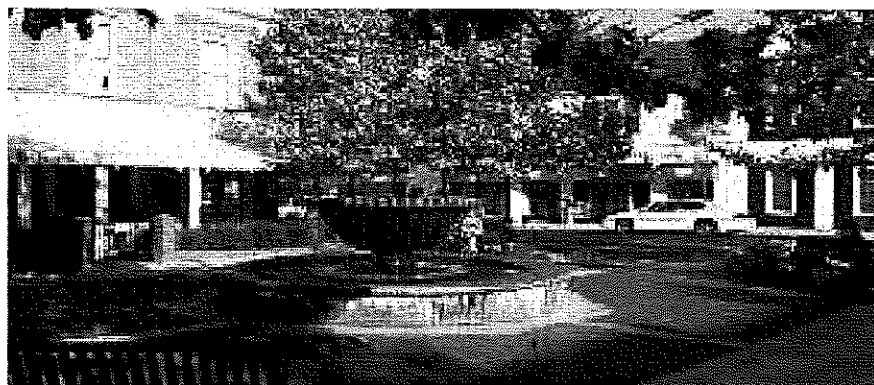
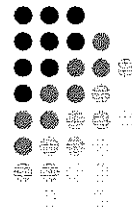




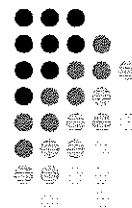
# Livingston Town Centre

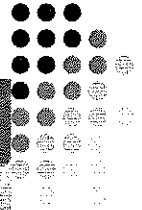


# Mashpee Commons Cape Cod MA

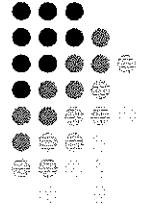


**Kentlands  
Gaithersburg MD**

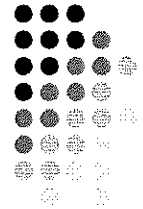








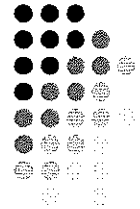
# Leading by Design



- Create a walkable community unified by common design features like building massing, style, façade treatment, materials, colors, landscape, and streetscape
  
- Basic design vocabulary should include:
  - Architectural style (massing, facades)
  - Building detail guidelines (windows, doors, roofs)
  - Listing of acceptable materials and colors
  - Streetscape elements
  - Landscape elements

# Redevelopment Using Sustainable Zoning Techniques

(American Planning Association Journal – Summer 2014)



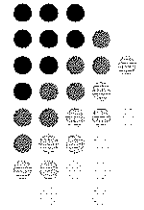
Sustainability Principles	Combined Project	Multi-family residential	"Main St" design	Retail	Hotel	Restaurants	Health Services	Green Space
Encourage higher density	X	X						
Encourage mixed use	X	X	X		X	X	X	
Encourage local food production	X	X			X	X		
Protect ecosystems and natural functions	X							X
Encourage transportation alternatives	(1)							
Preserve/create a sense of place	X	X	X	X	X	X	X	X
Increase housing diversity and affordability	X	(2)						
Reduce use of fossil fuels	?							

(1) Future bus service is likely if sufficient population and shopping/dining destination

(2) Apartments are in short supply with very low vacancy

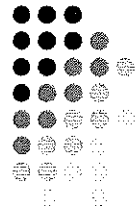


# The Promise of Tomorrow



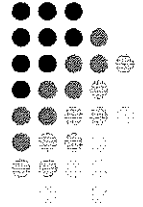
- Bridgewater is enhancing its reputation by attracting the life science and research uses that will fuel future growth
- Mixed use walkable places are now preferred over the “single user” campus, with a more holistic approach to physical and economic health
- Center of Excellence research facilities will be enhanced by this web of complimentary uses in a walkable setting
- Nestle announced that it decided to come here because of the mixed use redevelopment plan for the COE
- Millennials will supply a rich labor market that will help keep housing values high and taxes low and they will become the single family home buyers of tomorrow

## Summary



- Bridgewater can remain a leader in Bio-Pharma/Life Sciences by addressing these emerging trends
- Attracting an educated workforce and their employers to the Township will be aided by increasing the supply of rental housing
- Mixed use redevelopment will more than replace the \$1Million/year in lost revenue with a diversified ratable addition
- Modern accommodations will appeal to the Millennial and her Baby Boomer parent

## Summary



- **Bridgewater's desirable quality of life will be advanced by:**
  - Improved non-residential revenue sources
  - Expanding opportunities for high paying jobs
  - Creation of a attractive destination with a restaurant row and boutique shops
  - Expanded supply of price competitive grocery shopping and prepared food offerings
  - Expanded housing supply with ability to meet needs of residents across the age spectrum