

Lexington, Parkway & Olden Avenue Crossroads Redevelopment Plan

April 3, 2024



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INTRODUCTION

This Parkway & Olden Redevelopment Plan works to incentivize redevelopment of long vacant and underutilized sites through the tools available to municipalities under the Local Redevelopment and Housing Law (LRHL). Long troubled by access due to excessive roadway widths and the unconventional angles by which the roadways come together, the properties along the Parkway and Olden Avenue intersection are in need of land use tools that exceed that by which the Municipal Land Use Law can provide alone. Existing zoning has shown to have had little ability to facilitate development along this high volume, high visibility intersection within Ewing Township.

The coordination anticipated between the layout and design considerations of proposed land use with that of roadway design and access thereof will provide the type of support that the sites subject to this Plan need to successfully redevelop. Facilitating the rebirth of these vacant and underutilized sites adjacent to the High School is of critical importance to the community and the tax base. The anticipated pedestrian and street scape improvements will also provide a safer, more enjoyable atmosphere by which students and the general public can utilize.

The opportunity to create a more sustainable economic base through well-designed and coordinated development patterns must be met through long-term investment in sound urban design principles and not merely short-term financial gain. This Plan relies on the groundwork provided with the Township's past Master Plan efforts and subsequent Reexamination Reports, which identified redevelopment as a potential solution to address the challenges on display at this intersection.

The Plan's Area of Focus

The Redevelopment Area was delineated and studied as to whether or not it met the criteria set forth in the Local Redevelopment and Housing Law. The Area was found to meet the criteria through a report entitled "Redevelopment Area Determination Report: Lexington, Parkway & Olden Avenue Crossroads" dated April 3, 2024. The Study Area is roughly a 6.04 +/- acres running along the northside of Parkway and Olden Avenues in the central portion of the 15 +/- square mile Township and immediately adjacent to the Ewing High School. The recommended Redevelopment or Rehabilitation Area presents opportunities for adjacent areas to invest and evolve. The Lexington, Parkway & Olden Redevelopment Area (the "Redevelopment Area") as depicted on the attached map includes;

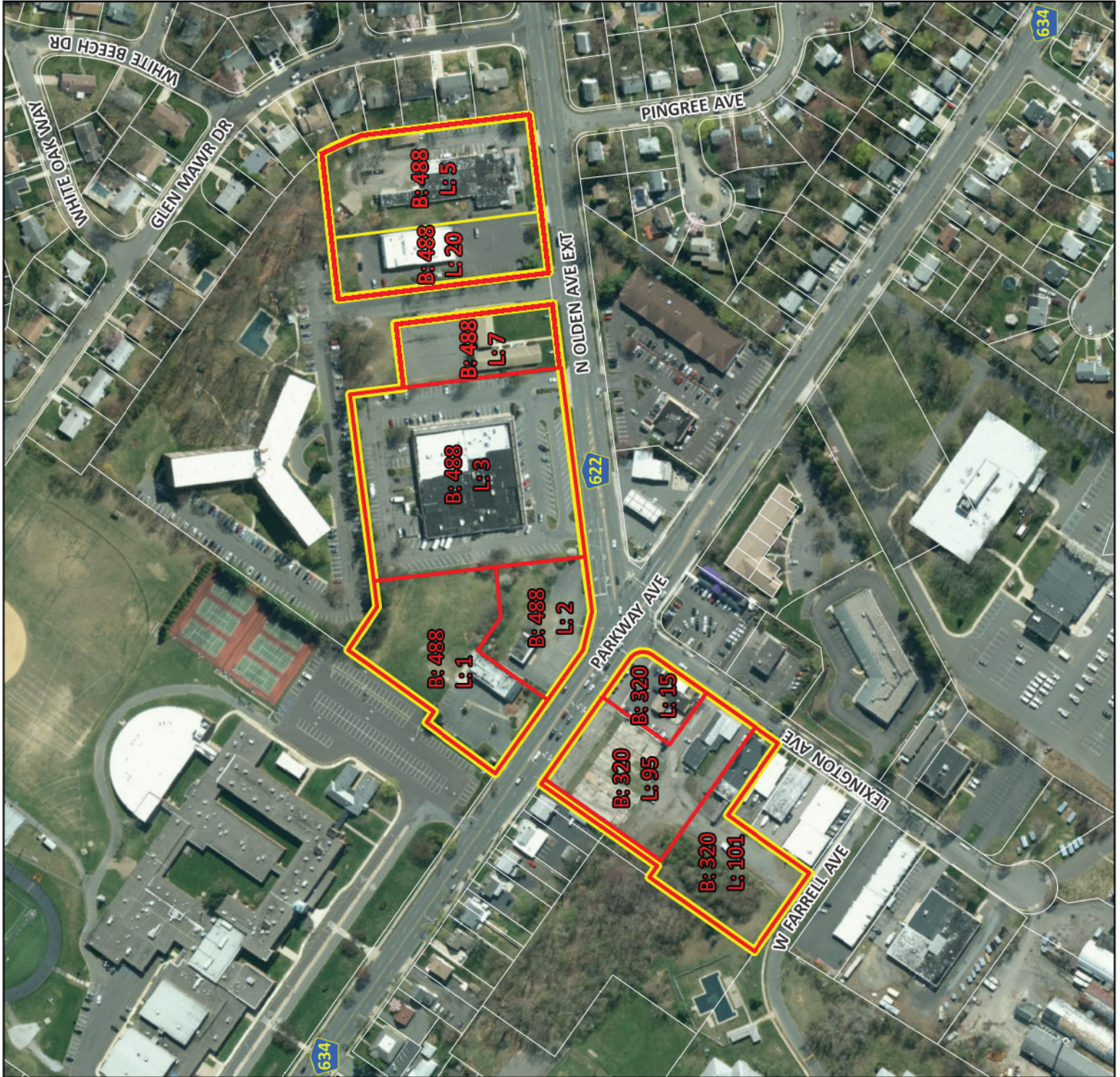
- Block 320 Lot 15; 801 Parkway Avenue - 0.4098 acres
- Block 320 Lot 95; 831 Parkway Ave - 1.0987
- Block 320 Lot 101; 19 Lexington Ave - 1.2 acres
- Block 488 Lot 1; 836 Parkway Avenue - 1.7 acres
- Block 488 Lot 2; 824 Parkway Avenue - 1.11 acres
- Block 488 Lot 3; 1980 N Olden Avenue Ext - 3.23 acres
- Block 488 Lot 5; 1960 N Olden Avenue Ext - 1.6437 acres
- Block 488 Lot 7; 1964 N Olden Avenue Ext - 0.8264 acres
- Block 488 Lot 20; 1962 N Olden Avenue Ext - 1.0652 acres

Recommended Planning Area Map
Parkway, Lexington and Olden Crossroads

Ewing Township
Mercer County, NJ
March 2024

Legend

- Recommended Area in Need of Rehabilitation
- Recommended Area in Need of Redevelopment



RELATIONSHIP TO TOWNSHIP ORDINANCES AND REVIEW PROCESS

This Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Plan. The Plan supersedes use, bulk, and design standard provisions of the Township Land Use Regulations applicable to the property within the Redevelopment Area. All other provisions of the Township's Land Development Regulations shall apply where this Plan is silent.

No application for development or redevelopment in the Redevelopment Area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as redeveloper from the Ewing Township Redevelopment Agency (ETRA) and has executed a Redevelopment Agreement (or Conditional Redevelopment Agreement) with ETRA providing for the proposed application.

All zoning and development applications shall be submitted to the Township through the current procedures as authorized in N.J.S.A. 40:55D-1, et seq. The Planning Board (but not the Board of Adjustment) may grant variances from the regulations contained 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, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon the developer of such property. The Planning Board may also grant such relief in any application relating to a specific piece of property, where the purposes of this Redevelopment Plan would be advanced by a variance from the strict requirements of this Plan and the benefits of the variance would outweigh any detriments.

No relief may be granted under terms of this section unless such variance or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan. An applicant for a variance from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirements set forth in N.J.S.A. 40:55D-12(a) and (b).

Notwithstanding the above, neither the Planning Board nor the Board of Adjustment shall have authority to allow variances from the permitted use, or expansions of a nonconforming use not identified within this Plan, or other "d"- use type variances. Any such variance may only be granted through a formal amendment to the Plan by the Township Council in accordance with the process set forth in the Local Redevelopment and Housing law, N.J.S.A. 40A:12A-1 et seq., and only upon finding that such variance would be consistent with and in furtherance of the goals and objectives of this Plan. *The Zoning Board of Adjustment retains no jurisdiction within the Plan's area.*

The Township reserves the right to require an applicant to bring the property up to zoning standards. Any applicant requesting variances, deviations, or use, to reimburse the Township for such costs of its professional engineers, planners and attorneys in furtherance of such request, for which an escrow fund may be established. The Township further reserves the right to require an applicant requesting an amendment to the Plan to prepare a study of the impact of such amendment, which study must be prepared by a Professional Planner licensed in the State of New Jersey.

Redevelopment Process

Following the adoption of the Redevelopment Plan, all development shall be subject to a Redevelopment Agreement and thus any off-tract improvements and/or design details shall be negotiated accordingly. A Redevelopment Agreement applies to owners of the property at the time of adoption who seek to redevelop, as well as to contract-purchasers and other developers seeking to change use.

Undertaking a redevelopment project through a Redevelopment Agreement will require the following steps:

1. The ETRA, Township, Property Owner, alone or in partnership will address the following issues;
 - a) Description of the redeveloper, including type of company or partnership, disclosure of ownership interest, list of references with name, address and phone information, list of any general or limited partners, financial profile of the redeveloper, and where applicable, a list of comparable projects successfully completed.
 - b) Description of proposed use for the redevelopment project, including analysis of the site and overall approach to site development regulatory process, use of contractors and subcontractors, etc.
 - c) Anticipated construction schedule, including estimated pre-construction time period to secure permits and approvals once granted final site plan approval, with conditions of approval or otherwise, by the Township Planning Board.
2. The ETRA will designate a redeveloper entity as the Conditional Redeveloper for a project subject to the successful negotiation and execution of a redevelopment agreement with ETRA within a reasonable time period.
3. ETRA may, at any time, entertain an unsolicited proposal from a prospective redeveloper or property owner for redevelopment of a redevelopment project. ETRA will have the option of conferring conditional redeveloper designation to such a redeveloper or putting out an RFQ if the property is publicly owned to solicit interest in the project from other potential redevelopers, subject in either case to the completion of Step 1 above prior to the execution of a redevelopment agreement. Existing property and business owners will be involved in this process as provided in this Plan. Preference on the selection of a redeveloper will be given to an entity that represents all of the property and business owners within a suggested redevelopment parcel and otherwise meets the requirements of the Plan for the selection of a redeveloper.

Redevelopment Agreements

All projects undertaken within this Redevelopment Area will be pursuant to a Redevelopment Agreement. In order to effectuate this Redevelopment Plan, the Local Redevelopment & Housing Law (N.J.S.A. 40A:12A,8-9,) provides for the Redevelopment Entity (ETRA) the ability to enter into redevelopment agreements. Such agreements allow the Township through ETRA and a prospective redeveloper to provide each other a degree of expectation during the development process. Whether it be timing of a public improvement or monetary donations in-lieu of construction, the Redevelopment Agreement is a useful tool for all parties involved, public and private. A Redevelopment Agreement is necessary to implement this Plan.

Although agreements are subject to negotiation, basics of an agreement should include the following considerations;

All parties to the agreement shall be named and their capacities to enter into the agreement clearly stated. In the case of developer/owners, their equitable or legal interests in the property must be stated.

- Relationship of the Parties. The relationship between the parties to the agreement shall be stated clearly. Typically, the statement will specify that the relationship is contractual and that the owner/developer is an independent contractor, and not an agent of the local government.
- Property. The property to be subject to the agreement shall be clearly and thoroughly identified. An attachment, preferably with a map, specifically describing the property shall be provided and incorporated into the agreement by reference. Specifically, the agreement shall provide that the property is located in the Township of Ewing, more particularly describing which real property is the subject matter of this Agreement, and that said property consists of meets and bounds, acreage, block and lot and/or other defining features of the property. All agreements shall contain a covenant running with the land.
- Intent of the Parties. The intent of the parties to be bound by the terms of the agreement should be clearly stated. The agreement shall specifically include a statement that the property owner represents that it has an equitable or a legal interest in the real property and that all other persons holding legal or equitable interests in the real property are to be bound by the agreement. The development agreement will provide for the rights and obligations of the property owner under the agreement and shall run with the land.
- Recitation of Benefits and Burdens. The agreement shall recite the benefits each party expects to gain from entering into the agreement, as well as the burdens each party agrees to bear. Because the agreement will be treated as a contract, the consideration each party is to receive from the other should be stated clearly in order to ensure enforceability. The benefits to the local government and community must be expressed in terms that exhibit the agreement as consistent with the Plan.
- Approval and Permit Requirements. The agreement shall specify all discretionary approvals and permits that will have to be obtained before the development can proceed beyond its various stages. All conditions precedent to the obtaining of the permits and approvals should be listed.
- Dedications and Reservations. The agreement should provide, where appropriate, a statement of any land or improvements to be dedicated to the Township or land reservations made by the developer for public purposes, and the specific time period for such dedications and reservations as they relate to the date of entering into the agreement.
- Utility Connections. All water and sewer service, either to be provided by the developer or by the local government, shall be described in detail, together with schedules of construction completion, cost allocation (between or among developers and government and later developers), hookup or connection schedules, and parameters for permitting, including fees for utility provision, service and/or relocation.
- Duration of the Agreement. The agreement shall state a termination date. It should also specify project commencement and completion dates, either for the project on the whole, or for its various phases. The agreement should specify that the termination date can be extended by mutual agreement, and that commencement and completion dates may also be extended.

- Transference. The agreement is not transferable without written consent of the Redevelopment Entity except for certain transfers identified in the agreement.
- Periodic Review. The agreement should provide for periodic reviews of the project in order to determine compliance with the terms of the agreement. Unless otherwise negotiated, Ewing Township Construction Office shall be responsible for performing such reviews.
- Remedies and Enforcement. Remedies for breach on the part of either party shall be provided, and the agreement shall provide for enforcement of its provisions.
- Relocation Assistance. If a developer acquires property, the developer may be required to offer relocation assistance.

Property Acquisition & Relocation

No property acquisition by the Township is being sought through this Plan or otherwise. This is a *non-condemnation* redevelopment plan. No relocation is required.

Property Disposition

The Redevelopment Entity shall have the authority to sell, lease, vacate or otherwise convey to the Redeveloper(s) for redevelopment, subject to the restrictions, controls and requirements of this Plan, all or any part(s) or portion(s) of land within the Redevelopment Area that becomes available for disposal as a result of public action under this Plan. Neither the Redevelopment Entity nor any of its assigns, nor any purchasers or lessees shall discriminate upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental, or in the use and occupancy of, land or improvements erected or to be erected thereon, or any part thereof, in the Redevelopment Area.

LAND USE REGULATIONS & DESIGN STANDARDS

Ewing declared the area affected by this Plan an “Area in Need of Redevelopment” which allows the Township to create redevelopment plans for areas that need specific attention through the process outlined by the Local Redevelopment & Housing Law (NJSA 40A:12A:-1 et seq.). “LRHL” Redevelopment in accordance with the law allows the Township the most creative flexibility to take best advantage of the surrounding resources while dealing with issues specifically related to the sites themselves. Accordingly, this Plan implements a formal redevelopment process initiated and implemented through public and private sector partnership. Existing zoning is hereby superseded because of the opportunity that the LRHL provides the Township to develop these sites as a cohesive unit where all development details can be negotiated with the community’s best interest in mind.

Plan Objectives - Generally

The objectives this Plan seeks to implement are based on sound land use principles and practices. Ultimately, the vision presented in the Plan emanate from these principles and work toward standards that the development community will use to implement the vision established by the citizens of Ewing.

- *Enhance Ewing Township as a special place that includes;*
 - Pedestrian circulation and mass transit access;
 - Offers a creative environment for job creation;
 - “Four-sided” site planning, access and architecture.
 - Green development practices

- *Connects the entire community*
 - Enhanced pedestrian and bicycle connections to and through the sites;
 - Improve vehicular circulation;
 - Enhances property values over current conditions.

- *Accommodates parking*
 - Strategically plans parking location and volume to accommodate needs- current and future demand;
 - Works to supplement residential and commercial activity while taking a “pedestrian first” approach within all site planning decisions.

- *Utilizes the Regional Transportation assets (bus service) as a catalyst for new economic development opportunities that;*
 - Increase Ewing’s tax base;
 - Compliment the existing business community and neighborhoods;
 - Enhance socioeconomics in Town;
 - Spurs reinvestment.

Land Use

A. Permitted principal uses.

(1) Retail, goods and services, Such as; Antique store; Art gallery; Bakery and bakery goods stores; Banks and fiduciary institutions; Barber or beauty shops; Bicycle sales, rental or repair; Book, stationery or gift store; Candy store and/or fountain; Child-care centers; Clothing (new) and dry goods store; millinery and tailoring; Dancing studios; Delicatessen store; Restaurant within multi-tenanted properties; Food court within a supermarket or shopping center; Department store; Dress shop; Fruit and vegetable store; Grocery stores; meat markets; Garden supply center; Ice cream store; Jewelry store; Music conservatory or music instruction; Floral or plant store; Parcel delivery station; Pet shop, sales only; Photographer's studio, photo supplies; Shoe repair shop; Studio, artist's; Tailor shop; Combinations of two or more compatible uses permitted within one unit; Neighborhood shopping centers.

(2) Mixed-Use development. Residential over retail/commercial.

(3) Medical/Professional Offices

B. Permitted accessory buildings and uses.

(1) Permitted accessory buildings and uses in the B-N Zone District.

(2) Cafeteria, first aid and/or medical facilities located within a building and operated by or for the employer for the exclusive use of employees or guests.

(3) Solar energy systems on rooftops or over parking facilities in accordance with the standards in the Conditional Use section of the Township's LDO.

C. Conditional uses.

(1) Restaurant, bar or other similar establishment serving food and/or beverages and which occupies a separate structure and is not an part of a principal permitted use.

(2) Cellular telecommunications facilities.

(3) Residential Multi-family

(4) Multipurpose fueling stations.

D. Bulk requirements*.

(1) Principal building.

(a) Lot area, corner lot: 22,500 square feet, minimum.

(b) Lot area, interior lot: 20,000 square feet, minimum.

(c) Lot width, corner lot: 150 feet, minimum.

(d) Lot width, interior lot: 100 feet, minimum.

(e) Front yard: 25 feet, minimum.

(f) Side yard, each: 10 feet, minimum.

(g) Rear yard: 15 feet, minimum.

(h) Height: three stories, not to exceed; 40 feet, maximum.

(2) Accessory building.

(a) Distance to side lot line: five feet, minimum.

(b) Distance to rear lot line: five feet, minimum.

(c) Height: one story, not to exceed; 15 feet, maximum.

(3) Lot coverage.

(a) Total impervious surface lot coverage shall not exceed 80%. Coverage bonuses of up to 12% will be granted in stances where multiple lot are designed cohesively and where the intent of this Plan is strengthened through such design and existing conditions improved.

*pre-existing non-conformities shall not generate a variance from the Redevelopment Plan as long as the principles, goals and vision of the plan are advanced.

E. General requirements.

All properties should be designed cohesively with full consideration of design provisions, such as, but not limited to; landscaping, lighting, access and parking lot design and therefore a waiver may be necessary in favor of a more holistic landscaping approach. The Planning Board shall not unreasonably withhold approvals of waivers if it can be demonstrated that the cohesive design furthers the intent of the plan while generally improving pre-existing conditions.

(1) All buildings and uses shall be served by public water and sewage.

(2) Separation of parking from public streets. Along each street line, as defined, bounding the district with a landscaped strip (~4'-10') shall be provided. Such a landscaped separation except as necessary sidewalks and accessways, shall be separated from the parking area by curbing except at accessways. Such a landscape strip and associated curbing may be designed to be part of an integrated stormwater runoff design.

(4) Screening or buffer strip. Along each side and rear property line which adjoins a residential district in the Township or a similar district in an adjoining municipality, a screen or buffer planting strip shall be provided consisting of massed evergreens and shrubs of such species and shade trees sized so as will produce an effective screen at time of planting. The screen or buffer strip shall be landscaped in accordance with a plan acceptable to the Planning Board. The width of the planted screen shall be a minimum of 10 feet, and it shall be the responsibility of the applicant to carry out this program and to promote such maintenance and care as is required to obtain the effect intended by the original plan. Such a plan is also encourage to include public artwork and/or other aesthetic improvements.

(5) Landscaping. Those portions of all yards not used for parking, loading, unloading and service shall be planted and maintained at all times in accordance with LDO 215-57.

(6) Entrances and exits. All entrances and exits upon a public street shall be located at a distance directed by the Township Engineer and County Engineer as required. For properties along Parkway and Olden Avenue, coordination with the Township and County's joint efforts to redesign the intersection to include a round-a-bout.

(7) Loading docks and service areas. No loading dock or service area may be located directly on any street frontage. Provision for handling all freight shall be on those sides of any buildings which do not directly face any street or proposed streets but maybe located on the side toward the rear.

(9) Outdoor storage areas. No use or accessory use shall be constructed to permit the keeping of articles, equipment, goods or materials in the open, exposed to public view, adjacent residences or a residential district. When necessary to store or keep such materials in the open, the area shall be fenced with a screen or buffer planting strip and be situated not closer than 25 feet from a residential district line.

General Parking & Loading Requirements

Parking lots and structures must be fully integrated within the site's design, and in some cases, properly screened from view to create and preserve the pedestrian environment.;

Additionally:

(1) No exhaust area or vent shall open directly into any street or park space.

- (2) All self-parking spaces shall be a minimum of 9 by 18 feet deep. All aisles shall be a minimum of 24 feet wide. Compact spaces may be provided upon Planning Board acceptance.
- (3) Surface parking areas in excess of 200 feet in length must incorporate landscaping and buffering design techniques with pedestrian access points as appropriate to help further strengthen the pedestrian circulation network.
- (4) Generally, 3/1,000 SF for retail/commercial. Shared Parking configurations and cross-access easements that enable applicants to seek lower parking ratios are permitted. Banked parking is an option but not mandatory. Additionally, where cross-access is sought, zero (0') FT lot lines are permitted and encouraged.
- (5) Loading Spaces. 1 per 50,000 SF
- (6) 15% EVSE/Make-Ready Parking spaces required for new development

Design Standards

The purpose of the Plan is to create the desired quality and character for pedestrian-oriented activities within the Plan area. New buildings are expected to accommodate pedestrians by providing storefronts near sidewalks and by offering shade and shelter along major streets. All the Plan's design criteria have been conceived to produce quality commercial development that relates well the surrounding area. New development along all the streets and blocks will support this effort and will work to create strong streetwalls and a pleasing pedestrian environment.

(a) Purpose and intent. The purpose of these design regulations include:

- (1) Encouraging building forms that reinforce the high quality of life.
- (2) Encouraging buildings of compatible type and scale to have creative ornamentation using varied architectural styles.
- (3) Creating a business district, which is an attractive destination for living, recreating, entertainment, and shopping.
- (4) Creating a sense of place and strengthen property values of adjacent areas.
- (5) Creating attractive walkways and continuous street-front experiences that maximize the quality of the pedestrian environment and afford opportunities to increase retail traffic;
- (6) Configuring sidewalks on all streets so people feel safe and comfortable; make sidewalks wide, appealing, and shady;
- (7) Installing well-designed, high quality street furniture to reinforce the strong image and comfort of the place;
- (8) Strategically placing landscaping elements, including shade trees, to enhance and create a sense of place;
- (9) Using compelling, informative, and consistent signage;
- (10) Designing attractive corners and gateways into the Redevelopment Area;
- (11) Adding vitality by requiring active uses along the sidewalks such as outdoor dining, interactive displays in shop windows, entertainment, and diverse architectural elements, styles and setbacks;

(b) Applicability. Except where this Plan specifically provides otherwise, these design standards apply to all buildings or portions thereof that are being newly built, and to "improvements" on properties that are within the Plan's jurisdiction.

(c) Compliance determinations. Compliance with these standards shall be determined as part of the site Plan review process after submission to the Township Planning Board. However, prior to submission to the Planning Board for approval, the applicant may seek conceptual review as follows:

- (1) A redevelopment agreement is necessary to implement all projects in the Redevelopment Area.
- (2) An applicant may seek conceptual review of a specific building and/or site design during the development process through the Redevelopment Agency and/or Site Review Committee in consultation with Township professionals. The review may include specific site plans, building elevations and other architectural detail. The project architect shall clearly specify on the drawings the extent to which he/she believes the application has met these design standards and whether any deviations are sought.
- (3) An applicant must submit all such applications to the designated Redevelopment Agency to determine substantial compliance with these standards before an application is filed with the Planning Board. Note that such a determination will not in any way supersede the Board's procedures pursuant to the Municipal Land Use Law regarding complete applications.
- (4) The Township Planner and/or Engineer will provide a written copy of each compliance determination to the applicant and to the Planning Board within 45 calendar days of receipt.
- (5) The professional time spent on the review will be billed to the developer's escrow account set up for site plan review at the Planning Board. A \$2500.00 Escrow deposit is required.

Green Design

(a) All buildings are encouraged to be LEED-qualified buildings.
(b) The following High-Performance design elements are encouraged to be incorporated within each application:

- (1) Measures to reduce "heat-island" effects including the following:
 - a) Green rooftops - especially on parking structures.
 - b) Appropriate landscaping that increases shading of paved portions of the site
 - c) Building orientation and design that reduces heating and air-conditioning use.
 - d) Pedestrian circulation patterns leading to and/or including waiting areas for buses or light rail trains that are highly efficient and aesthetically pleasing to encourage the use of mass-transit facilities
 - e) Indoor bicycle storage facilities that are incorporated into the building
- (2) Natural resource efficiencies have been employed resulting in:
 - a) Measurable reduction in water usage. Including, but not limited, to rainwater capture, low flow fixtures, and low irrigation landscaping
 - b) Optimization of energy performance
 - c) Utilization of locally manufactured construction materials.
 - d) Utilization of recycled materials for construction

Building and lot frontages.

(a) Building frontage is the length of a building facade that faces a street. All buildings that face a street shall be treated like a front regardless of garage or loading needs. In some instances landscape screening and artwork may be utilized for "dead spaces" created by operation needs of larger structures

(b) Additional Requirements

(1) All setbacks and building recesses along any street shall be appropriately landscaped and/or treated architecturally. Low fences, walls and gates may be provided along the landscape area but shall not exceed three (3) feet in height.

(c) The design standards shall apply to all buildings, or portions thereof, that are being newly built or substantially improved.

(d) Open space and buffers. Any open space and buffers must be consistent with the Parks & Open Space Section. Development adjacent to any open spaces, Township or Board of Education-owned property shall coordinate and enhance such space as appropriate.

(e) Outdoor sales. Merchandise may be sold outdoors but only in accordance with this subsection:

(1) On private property. Retail businesses may sell their regular merchandise outdoors on private property between their stores and a street right-of-way or on vending carts that meet the following criteria:

- a. No additional signage whatsoever;
- b. Carts must be non-motorized, moveable by hand, and no taller than 8 feet including the height of the merchandise on the cart;
- c. Carts must be moved indoors during any hours that the business is not open; and
- d. Carts shall have integral roofs or umbrellas and use traditional or creative designs.

(2) On public property. Retail businesses may extend their operations onto public sidewalks and plazas only as follows:

- a. Locations explicitly sanctioned by the Township Council and/or where public markets or festivals are located.
- b. Vending rights are available only to the owner or primary lessee of the private property that immediately abuts the sidewalk or pedestrian plaza; vending rights may not be further sub-leased.
- c. No fixed or moveable equipment may be placed on a public sidewalk or plaza to sell or serve food except as follows:
 - i. Tables, umbrellas, and chairs may be placed by restaurants for the use of their customers; no signage is permitted except lettering on umbrellas.
 - ii. Wheeled food carts are permitted if they meet the following criteria:
 1. Not more than one chair or stool may be provided for the employee; and;
 2. One sign per cart may be displayed, with each sign limited to 3 square feet in area.
 - iii. All tables and carts shall not block pedestrian movement along the sidewalk.
- d. No merchandise may be displayed on a public sidewalk or plaza except when placed on tables or shelves that do not exceed the following dimensions:
 - i. Maximum height: 3 feet
 - ii. Maximum width: 8 feet
 - iii. Maximum depth: Depth may encroach the ROW line, must ensure pedestrian ROW remains clear.
- f. Vending rights may be exercised only upon issuance of a permit by the Township that sets forth conditions, including:
 - i. Additional restrictions on the degree, which tables, umbrellas, chairs, and carts may interfere with pedestrian movement;
 - ii. Restrictions on the extent to which food or merchandise not available in the abutting business may be sold;
 - iii. Requirements that the area surrounding the tables or carts be kept free from debris and refuse at all times;

- iv. Insurance requirements;
- v. Payment of fees established by the Township for vending rights;
- vi. Limitations on leasing of vending rights, if any; and
- vii. Other reasonable conditions as determined by the Township, including full approval rights over the design of umbrellas, carts, tables, etc.

Architectural Design Considerations

General Standards

(a) This section governs the architectural features of all buildings in the Redevelopment Area. In order to minimize the bulk of large buildings, all facades shall provide architectural elements to reduce these effects.

(b) Horizontal Massing.

- (1) Base. Defined as the first one and one half (1½) to two (2) stories on facades of multi-story buildings, shall be oriented to the pedestrian and the greater sidewalk network. The Base should appear “heavier” than the upper stories through material and dimension.
- (2) Middle. Shall be treated with horizontal elements such as belt courses and shall exhibit changes in materials or patterns.
- (3) Top. Defined as any roofline, shall be accentuated with parapet walls and/or balustrades or deep cornice features with projection.

(c) Vertical Massing.

- (1) The façade plane should be broken into 30’- 60’ foot- sections along major street frontages and 60-80’ foot sections for large format retail structures set back from the street.
 - a. Distinguished by columns, pilasters, gutters, size and spacing of windows, pattern of balconies or other acceptable architectural measures the Township deems appropriate.
 - b. All commercial uses at street level shall relate to the buildings vertical patterns

Exterior walls

(a) Generally. These standards require buildings to have traditional pedestrian oriented exteriors and to be clad with materials that are durable and appropriate to the visual environment and climate of the community.

(b) Finish materials for walls. Exterior walls are the publicly visible part of most buildings. Their exterior finishes shall be as follows:

- (1) Any of the following materials may be used for exterior walls and for columns, arches, and piers:
 - a. Natural stone, brick and integrally colored masonry units
 - b. Reinforced concrete (with smooth finish or with stucco, textured or exposed aggregate)
 - c. Concrete block with stucco (CBS)
 - d. Wood, pressure-treated or naturally decay-resistant species
 - e. Glass and Steel
 - f. Fiber cement siding
 - g. Architectural metals

- (2) Other materials for exterior walls may be used only if approved as a deviation from this section when explicit approval has been granted to vary from these regulations. Faux material shall be discouraged.
- (3) Fastenings that may be required to dry flood-proof the first story of commercial buildings shall be integrated into the design of principal facades or be visually unobtrusive.

(c) Types of exterior walls. Principal facades and their requirements are defined herein. Exterior walls that are not defined as principal facades require a lesser degree of finish and transparency, but at a minimum must meet the following requirements:

- (1) Transparent windows must cover at least 30% of the wall area below the expression line and at least 10% of the wall area between the expression line and the cornice.
- (2) All windows must have their glazing set back at least 3 inches from the surface plane of the wall, or set back at least 2 inches when wood frame construction is used.
- (3) Rectangular window openings shall be oriented vertically (except for Transom windows).
- (4) Spandrel glass is acceptable as facades within street view.

Principal Facade walls

(a) Facade elements. Principal facades are those facades that face a public space such as a street or a public park. Being in public view, they shall be given special architectural treatment.

- (1) Principal facades, where appropriate, shall have a prominent cornice and expression line, a working entrance, and windows. To the degree that side walls are within public view, the Principle facade shall be addressed accordingly. .
- (2) Buildings wider than 60 feet shall, to the extent feasible, incorporate varied heights and roof types to enhance visual interest. This may be accomplished with a parapet designed to vary in height as it traverses the roofline so long as the average height of the parapet alone is no more than five feet. Lighting and landscaping may be utilized as a tool to complement visual interest as well.
- (3) Principal facades facing a street, plaza, or public park may not have blank walls (without doors or windows) greater than 20 feet in length.
- (4) Expression lines and cornices shall be a decorative molding or jog in the surface plane of the building that extend at least 3 to 6 inches out from the principal facade, or a permanent canopy may serve as an expression line.
- (5) Awnings may not hide or substitute for required features such as expression lines and cornices.
- (6) Roofline shall be designed to screen HVAC equipment from view.

(b) Entrances. A primary entrance and views into the first floor of buildings are fundamental to creating an interesting and safe pedestrian environment.

- (1) Primary entrances shall be design to interact with a public street and/or be oriented to facilitate an active and vibrant curb appeal.
- (2) Corner buildings shall have their primary entrance face either the intersection or the street of greater importance. Buildings may also locate the primary entrance on the corner.
- (3) Ground floor retail spaces within the same building shall all have their respective primary entrances face streets unless the retail space does not adjoin the exterior wall along a street.
- (4) Where building frontages exceed 50 feet, operable doors or entrances with public access should be provided along streets at intervals averaging no greater than 50 feet, where appropriate.

(c) Windows. Every principal facade must contain transparent windows on each story with the exception of windows opening into a parking floor. Garage windows shall have translucent glazing.

- (1) All windows.
 - a. All windows (with exception of all-glass structures) must:
 - i. Contain visible sills and lintels on the exterior wall, and;
 - ii. Have their glazing set back at least 3 inches from the surface plane of the wall, or set back at least 2 inches when wood frame construction is used.
 - b. Glass in windows and doors, whether integrally tinted or with applied film, must transmit at least 50% of visible daylight.
- (2) First-story windows on multistory structures. In order to provide clear views inward and to provide natural surveillance of exterior spaces, the first story of every commercial building's principal facade shall have transparent windows meeting the following requirements:
 - a. Window openings shall cover at least 60% of the wall area below the expression line;
 - b. The bottom of the window opening can be no higher than 30 inches from sidewalk level; and
 - c. These windows shall be maintained so that they provide continuous view of interior spaces lit from within. However, private interior spaces such as offices may use operable interior blinds for privacy.
- (3) Upper-story windows. All stories above the first story of every building's principal facade shall contain between 50% of the wall area of that floor with transparent windows.

(d) Corner buildings. For buildings located at the intersection of two streets, the corner of the building at the intersection may be angled, curved, or chamfered. The distance from the corner shall conform to the front yard setback measured from the intersection of the right-of-way lines to the end of the angled or curved wall segment, unless a greater amount is required by the visibility triangles.

(e) Facade projections. Facade projections add visual interest to buildings. Some projections also provide protection from the sun and rain for those passing by; others provide additional floor space for the building. The following types of facade projections are permitted as indicated below. At least one of these facade projections is recommended on each principal facade of all commercial buildings. Any projections extending beyond the front lot line into the public right-of-way of a county road are subject to approval by Mercer County. Any projections into local roads are subject to the approval of the Township Council or its designee:

- (1) Awnings and canopies:
 - a. Awnings and canopies may extend forward of the build-to line and may encroach into a sidewalk right-of-way.
 - b. Awning or canopies extending from the first story cannot exceed the following dimensions:
 - i. Depth: 15 feet maximum.
 - ii. Height: the lowest point on an awning or canopy shall be no lower than 7 feet above sidewalk level and the highest point shall be no higher than 14 feet above sidewalk level
 - iii. Length: 25% to 90% of the front of the building
 - c. There are no minimum or maximum dimensions for awnings or canopies extending from a second story or higher except that they are limited to window openings.

- d. Awnings shall be covered with fabric. (High-gloss or plasticized fabrics are prohibited). Backlighting of awnings is prohibited.

Signage

(a) Permitted signs. The following types of signs shall not be permitted: billboards and signs elevated on poles. New signs are allowed generally as follows:

- (1) Signs can be painted or attached directly onto buildings walls.
- (2) Signs can be mounted onto a marquee that extends out from the front of a building.
- (4) Wall signs. Examples of acceptable wall signs that are placed flat against a principal facade. Internally lit box signs of plastic and/or metal are not permitted.
- (5) Projecting signs. Projecting signs of these types are permitted notwithstanding any prohibitions. Location of projecting signs. Signs designed in accordance with this section may extend over Public sidewalks between the property line and building facade, but must maintain a minimum clear height above sidewalks of 9 feet.. Signs shall not extend closer than 2 feet to an existing or planned curb. Projecting signs may not be internally lit and should reflect the character of the district

(b) Size of signs.

- (1) Maximum gross area of all signs
 - i. Building Mounted Signs for Anchor or Larger Format Commercial uses shall not exceed an area equal to 20% per street frontage.
 - ii. Shopping Centers. For all other units within a center, each individual tenant shall be permitted a sign area of 5% of the façade relative to the portion of the building that directly encompasses that tenant space. 20 square feet minimum.
 - iii. Ground or Monument signs are limited to 32 square feet.
- (2) Maximum height of ground/monument signs is ten 10'.
- (3) Maximum Building Sign Projection. Sixteen inches (16")
- (4) Maximum Building Mounted Sign Height. Nine feet (9')

(c) Number of Signs. 2 per street frontage. Logos may be integrated within the overall sign design package and be excluded from this requirement.

(d) Illumination of signs. Façade signs shall be illuminated externally except that individual letters and logos may be internally lit. Monument signs must be externally lit.

(e) Placement of signs on principal facades. Signs must coordinate in size and placement with the building and storefront;

- (1) Building signs shall not conceal the cornice;
- (2) Over-varied shapes create visual confusion and are discouraged;
- (3) Awning signs shall not cover masonry piers;

Landscaping Standards

Generally, Section 215-57 of the Township Land Development Ordinance applies. However, due to the unique nature of this Redevelopment Area some additional provisions shall be guiding.

(a) Foundation Plantings. To the extent practical, incorporate foundation plantings. For properties that are being designed cohesively, full consideration of such plantings will be considered and therefore some instances may not be able to accommodate such plantings and a waiver will be granted.

(b) Blank street walls. Where blank walls are proposed, efforts to incorporate landscaping in coordination with public art shall be given in consultation with the Board and its professionals.

(c) Trees Per Parking Space, End Cap Tree Requirements, and Number of Contiguous Parking Spaces. For properties that are being designed cohesively, full consideration of such plantings will be considered and therefore some instances may not be able to accommodate such plantings and a waiver will be granted in favor of a more holistic landscaping approach.

(d) Screening Bed Width. For properties that are being designed cohesively, full consideration of such plantings will be considered and therefore some instances may not be able to accommodate such plantings and a waiver will be granted in favor of a more holistic landscaping approach.

Streetscape Design Standards

To achieve a uniform streetscape in the Redevelopment Area, the following standards are provided:

(a.) Streetscape design shall include the following;

(1) All streets shall have trees planted at a maximum of thirty (30') feet on-center or as appropriate for the tree species unless space is needed for signature entrance ways and driveway curb-cuts. All street trees shall be in accordance with the following materials.

i. Along Parkway Avenue- Platanus × acerifolia "London Plane" tree (3" caliper)

ii. All other streets- Liriodendron tulipifera "Tulip Tree" or tree of similar native dimension and uniformity.

(2) Attractive bus stop shelters should be located at designated stops.

(3) Landscape design shall include plantings and planters. All streetscape will be designed in consultation with Township professionals and Environmental Commission.

(4) Bike parking shall be required.

Statutory Requirements

According to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1, et seq.), the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
2. Proposed land uses and building requirements in the project area;
3. An identification of any property within the Redevelopment Area, which is proposed to be acquired in accordance with the Redevelopment Plan;
4. Any significant relationship of the Redevelopment Plan to:
 - The Master Plans of contiguous municipalities;
 - The Master Plan of the County in which the municipality is located; and
 - The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).
5. An inventory of all housing units affordable to low and moderate income households, as defined pursuant to section 4 of P.L.1985, c.222 (C52:27D-304) that are to be removed per the Plan in accordance with the "Fair Housing Act" P.L.1985, c.222 (C52:27D-301 et.seq) and the Housing Element of the municipal master plan.
6. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
7. Proposed incentives for EV charging infrastructure.

Relationship to Township Master Plan Objectives

Planning Goals

- To provide a world-class destination worthy of the historical relevance of the sites given the area's importance to our Nation during the Revolution, WWII, and the automotive industry.
- To guide future development and redevelopment of land that melds a new vision for Ewing Township with new construction that enhances the character of the Township physically and socially while remaining cognizant of municipal budget concerns;
- To facilitate development that meets the needs of the Township residents while developing long-term economic viability;
- To provide for and enhance the vitality of established commercial districts and neighborhoods;
- To preserve and promote a balanced variety of residential, commercial, public, recreation and conservation land uses;
- Safeguard and broaden the Township's existing tax base by creating economic balance through the provision of employment opportunities, new ratables, and appropriate utilization of land resources;
- To maintain a balanced circulation system that incorporates the needs of pedestrians, bicyclists, autos, trucks, buses and rail and connects neighborhoods to Downtown life and activity.
- To incorporate new development standards that advance sustainability and green design practice and market demands.

Additionally, the following Master Plan objectives, which relate to the Redevelopment Area, are relevant to this Plan. They include:

Master Plan Goals and Objectives

Community Vision

Goal: Enhance and create a sense of place that encourages economic vitality and community activity through well-designed land development that is consistent with established and planned land use patterns and preserves the community's suburban and urban landscapes alike, which make Ewing Township a unique and desirable place to both live and work.

Objective: Reduce auto-dependency through innovative design practices that encourage and allow for pedestrian activity where appropriate.

Encourage a sustainable community through the implementation of smart growth principles and efficient building practices that promote the use of "green" engineering and design technologies proven to encourage resource conservation.

Encourage the continued redevelopment of business corridors and centers including Olden Avenue, as well as key intersections such as Parkway and Olden Avenues, Pennington and Ewingville Roads, Pennington and Somerset Roads, and Pennington Road and Parkway Avenue.

Land Use

Goal: Maximize potential for expansion of the economic base to support the costs of providing municipal and educational services to Ewing residents.

Objectives: Identify remaining tracts of land with potential for economic development through the use of redevelopment, planned developments and general development plans that encourage connectivity to existing neighborhoods and enhance opportunity to make Ewing a destination to live, work and play.

Circulation

Goal: Provide alternative routes for regional traffic to disperse and diffuse traffic to reduce and eliminate existing and potential congestion.

Objectives: Work with NJDOT and Mercer County on improving railroad trestles to appropriate heights to facilitate better flow of truck traffic.

Goal: Designate and encourage the development of meaningful pedestrian corridors and bikeways linking Township, County and State recreational and community facilities within Ewing and surrounding municipalities.

Objectives: Link public facilities, including but not limited to, the Delaware & Raritan (D&R) Canal, TCNJ, state facilities and municipal or county lands

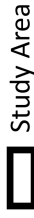
Analysis of Existing Zoning Redevelopment Plan Amendments

The majority of the Redevelopment Area resided in the Business Highway (BH) zone. However, this Plan shall supersede these zones. Some portions of the Ewing Township Land Development Ordinance (LDO) may remain relevant but the use and bulk standards of the zoning that existed prior to this Plan's adoption will no longer remain relevant within the boundary of this Plan;

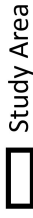
Redevelopment Study Area Zoning Map
 Parkway, Lexington and Olden Crossroads

Ewing Township
 Mercer County, NJ
 February 2020

Legend



Study Area



Study Area Parcels (Block/Lot)

Zoning District



B-H



OP-2



PRO



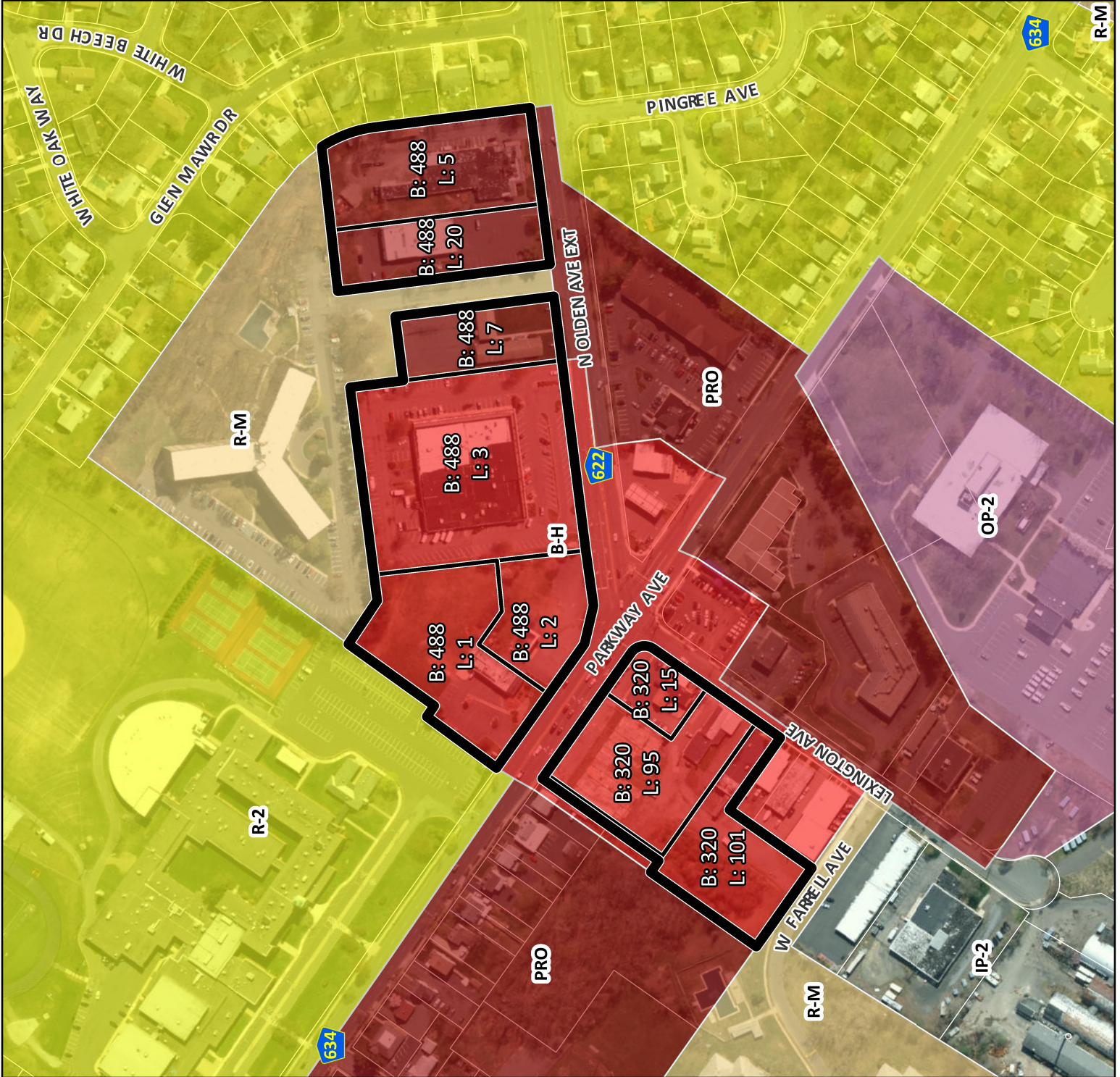
R-2



R-M
















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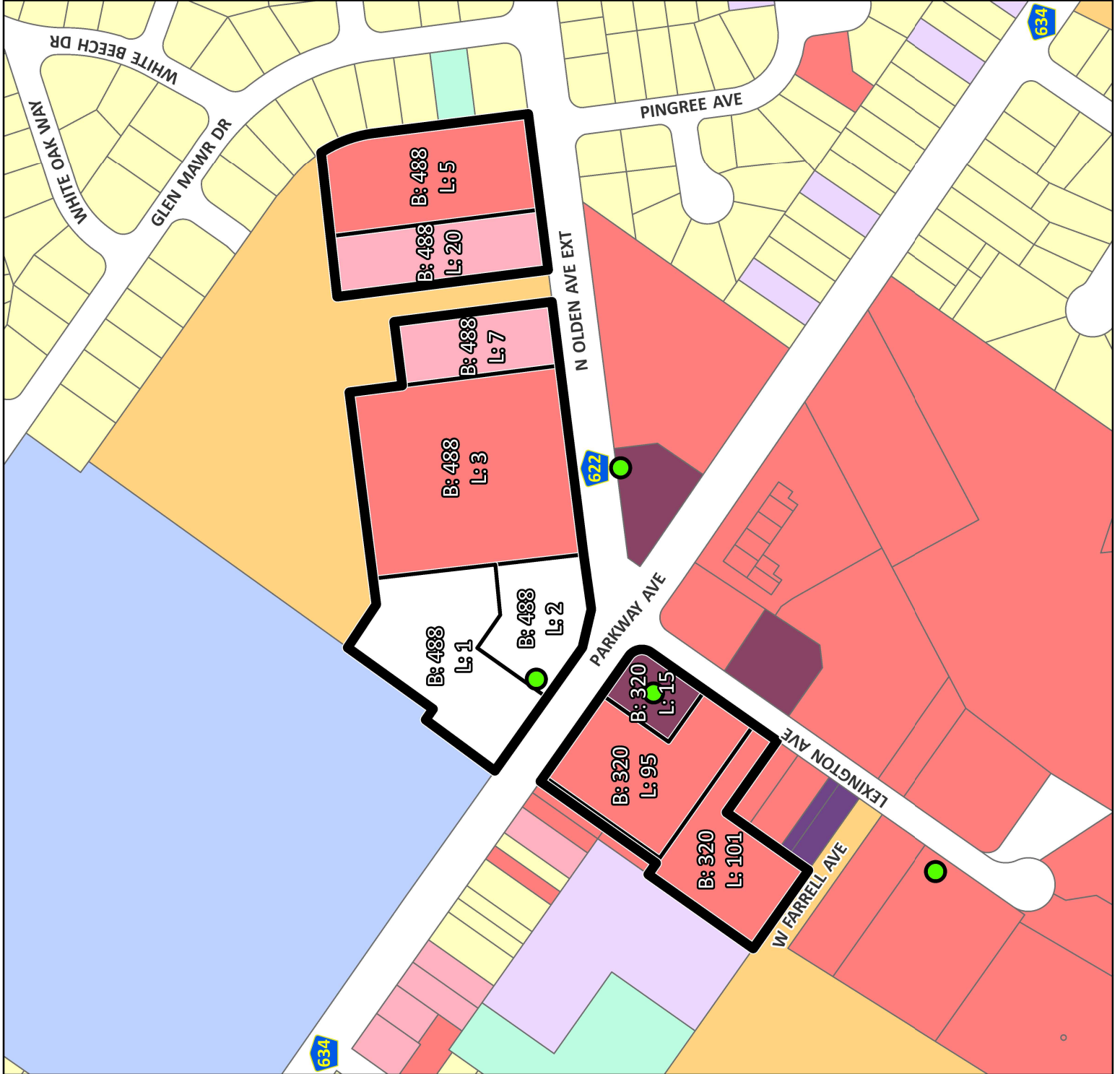


Redevelopment Study Land Use Map
Parkway, Lexington and Olden Crossroads

Ewing Township
Mercer County, NJ
February 2020

Legend

-  NJDEP Known Contaminated Site
 -  Study Area
 -  Study Area Parcels (Block/Lot)
- Existing Land Use
-  Vacant
 -  Residential - Single-Family
 -  Residential - Multi-Family
 -  Commercial - General
 -  Commercial - Office
 -  Commercial - Auto-Service
 -  Industrial
 -  School Property
 -  Church/Charitable
 -  Other Tax Exempt



Relationship to Other Plans

Township of Ewing Master Plan

This Plan is entirely consistent with the Township's Master Plan, it implements it. Over the past 10 years, the Township has studied the issue of redevelopment, including Olden Avenue, GM and the Naval Warfare Center. As such, the Planning Board saw fit to include the ideas that sparked this Plan's creation within the 2006 Master Plan and subsequent updates.

County of Mercer Master Plan

This Plan is consistent with Mercer County's Master Plan. Directing growth around transportation hubs and existing infrastructure is one of the main goals of the Plan. Mercer County's 3-tiered approach of economy, environment and transportation balance is embodied within this Redevelopment Plan.

State Development & Redevelopment Plan - The State Strategic Plan

This Plan is consistent with the 2001 State Plan as it is within the Metropolitan growth area. The current draft of the updated State Plan has yet to be released as of the writing of this Plan

Redevelopment Plan Amendments

This Redevelopment Plan may be amended from time to time in accordance with the requirements of the Local Redevelopment & Housing Law