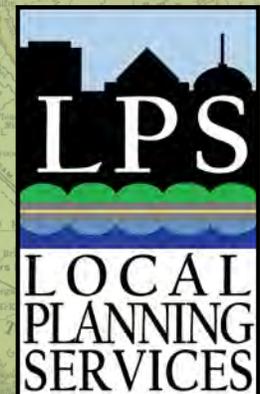
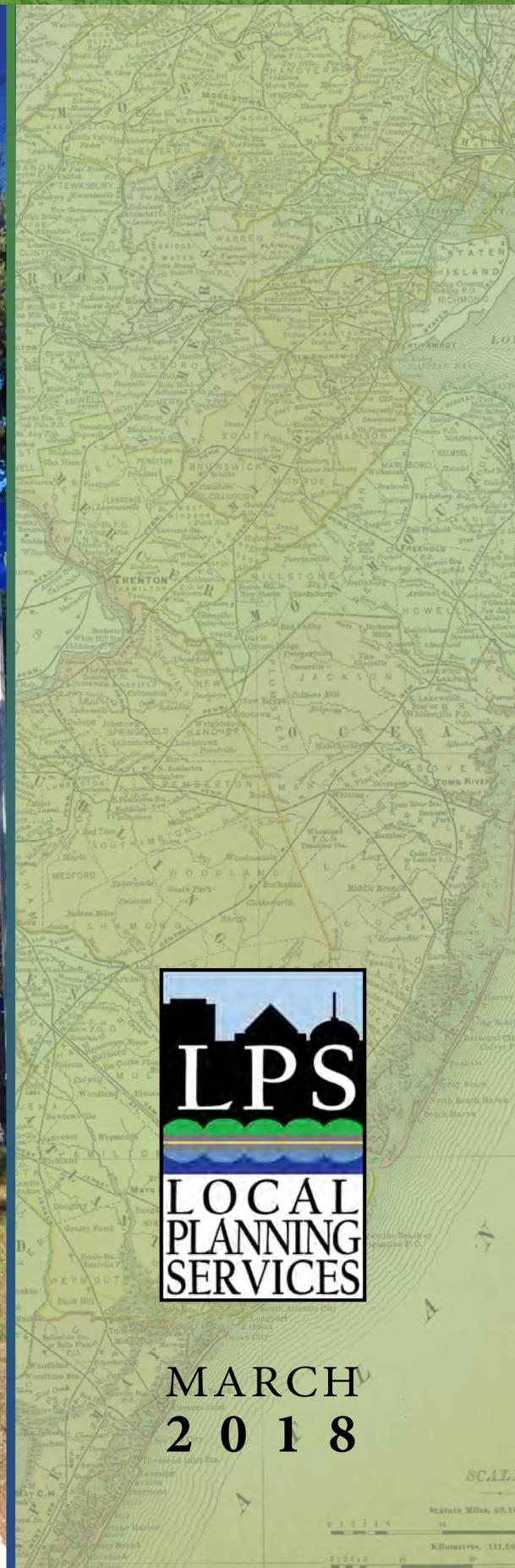




Browns Mills Town Center Redevelopment Plan



MARCH
2018

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The original document, on file with the Township of Pemberton, has been appropriately signed and sealed in accordance with the provisions of N.J.S.A. 45:14A-12 by Thomas J. Stanuikynas PP, AICP – the Local Planning Services team leader for the preparation of this Redevelopment Plan.

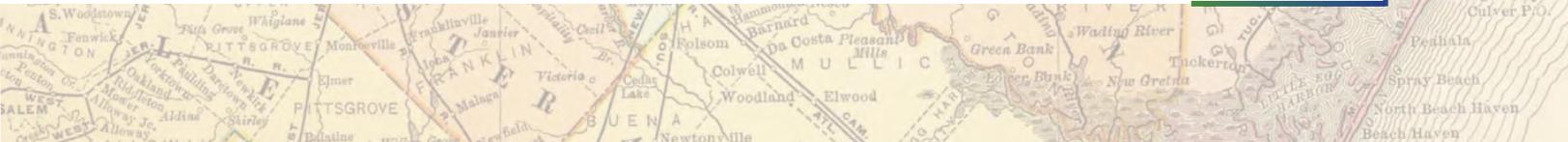
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Executive Summary

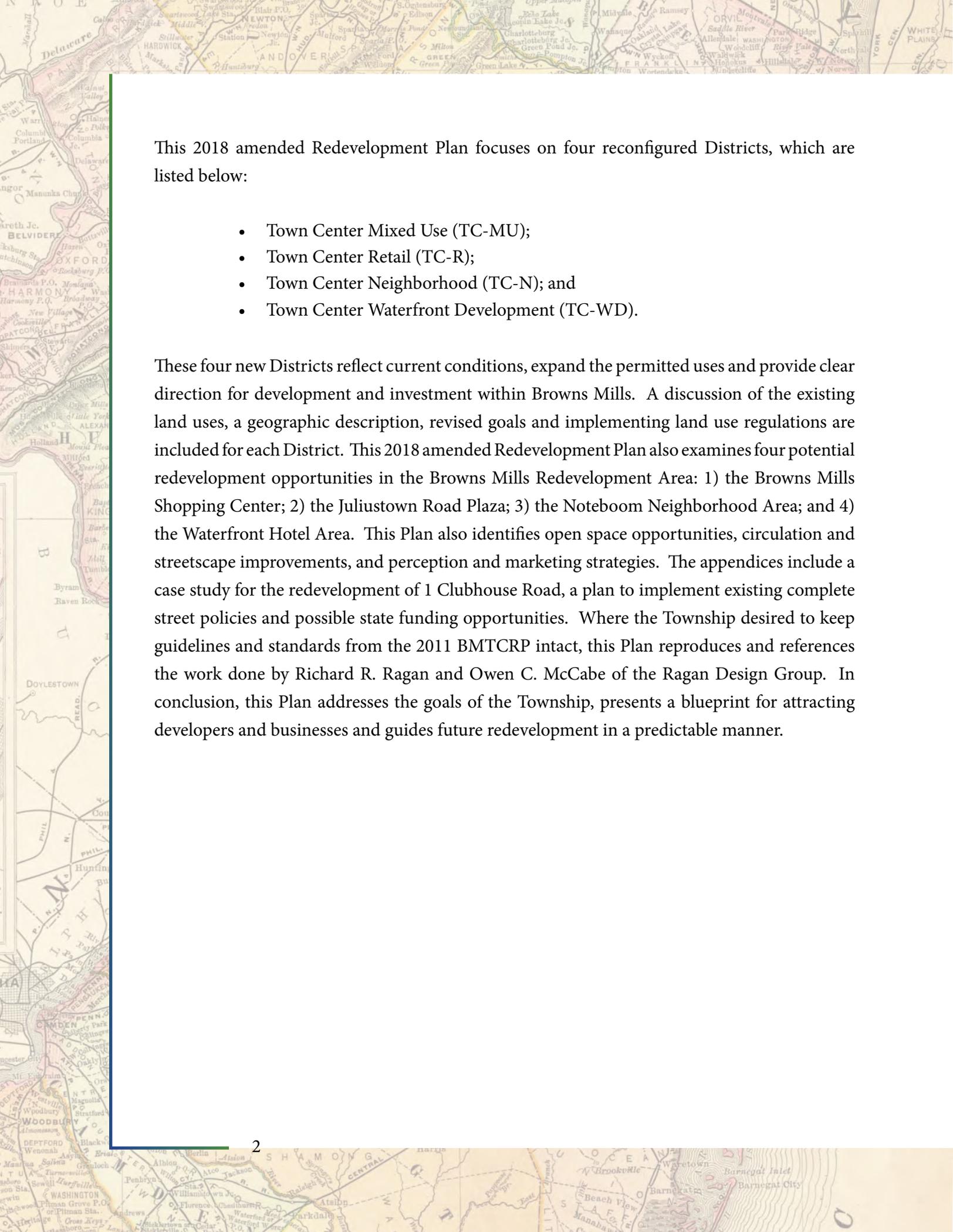
In 2016, the Township of Pemberton requested assistance from the New Jersey Department of Community Affairs Local Planning Services (LPS) to review and amend the 2011 Browns Mills Town Center Redevelopment Plan (BMTCRP). After an in-depth analysis of the current demographics, market trends and land use patterns, LPS and Pemberton Township determined that an amended 2018 Redevelopment Plan was necessary to effectively address new redevelopment opportunities in Browns Mills. LPS staff worked closely with the Township's Working Committee, which was created by the Governing Body, to prepare this amended Redevelopment Plan. Feedback from Township officials, stakeholders and the Working Committee resulted



in development of new strategies to address a wide range of topics including, but are not limited to traffic circulation, Pinelands regulations, environmental constraints, demographic and market shifts, development patterns and bicycle and pedestrian issues.

LPS staff assessed all aspects of the 2011 BMTCRP and conducted a thorough review of all relevant planning documents including the 2014 Pemberton Township Master Plan Reexamination Report, the 2016 Pemberton Township Complete Streets Policy and Plan, the 2014 Burlington County Bicycle Master Plan and the 2011 Joint Base Regional Transportation Study. A demographic analysis, which focused on Browns Mills and Pemberton

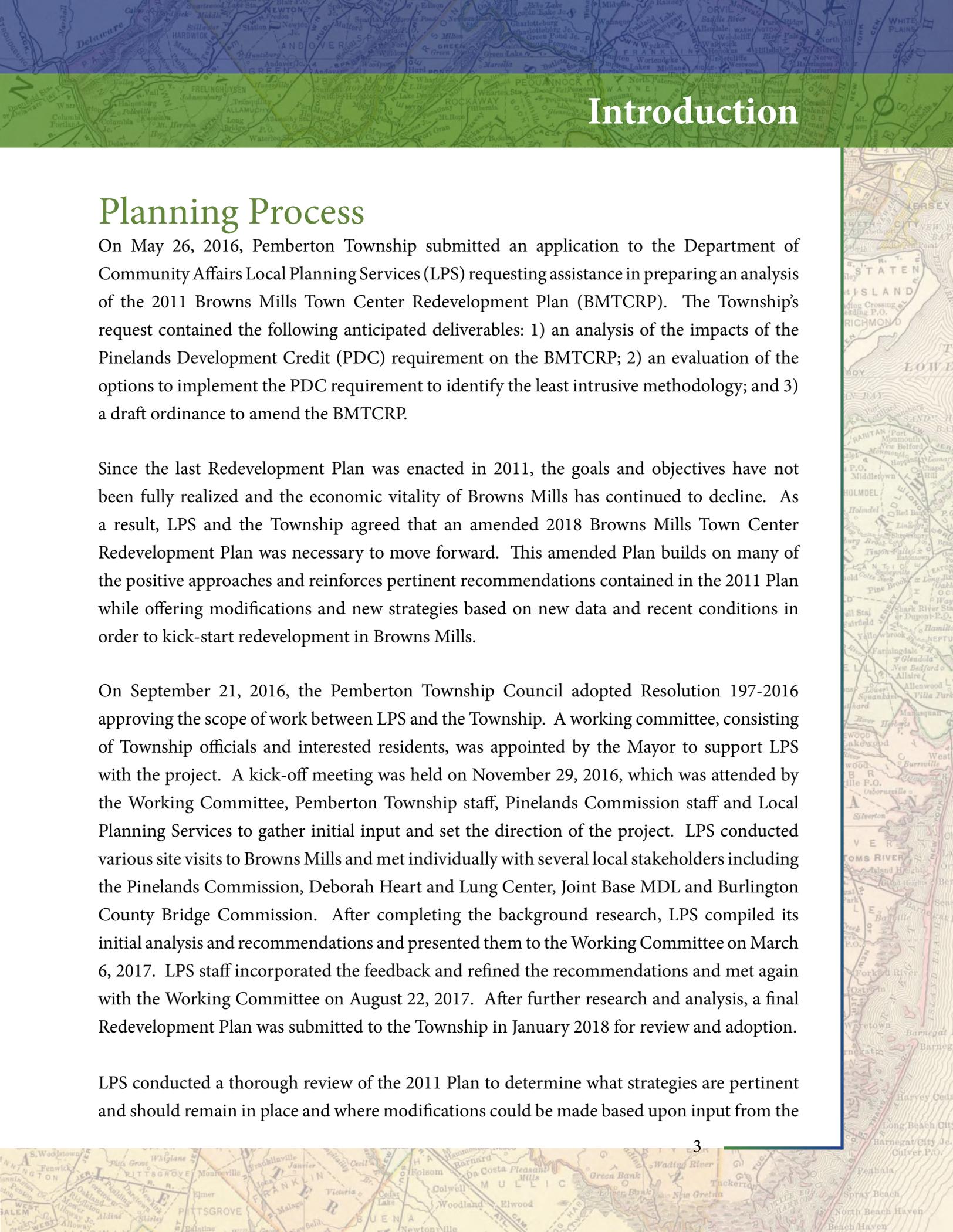
Township's population, housing and employment as well as an analysis of the 2013 JGSC Group, LLC Market Analysis formed the basis for developing a revised approach to redeveloping Browns Mills. To clarify and define the proposed District boundaries and permitted uses within the Redevelopment Area, LPS conducted mapping and analysis of property classifications, tax parcels, aerial photography, open space, land uses and the road network in and around Browns Mills.



This 2018 amended Redevelopment Plan focuses on four reconfigured Districts, which are listed below:

- Town Center Mixed Use (TC-MU);
- Town Center Retail (TC-R);
- Town Center Neighborhood (TC-N); and
- Town Center Waterfront Development (TC-WD).

These four new Districts reflect current conditions, expand the permitted uses and provide clear direction for development and investment within Browns Mills. A discussion of the existing land uses, a geographic description, revised goals and implementing land use regulations are included for each District. This 2018 amended Redevelopment Plan also examines four potential redevelopment opportunities in the Browns Mills Redevelopment Area: 1) the Browns Mills Shopping Center; 2) the Juliustown Road Plaza; 3) the Noteboom Neighborhood Area; and 4) the Waterfront Hotel Area. This Plan also identifies open space opportunities, circulation and streetscape improvements, and perception and marketing strategies. The appendices include a case study for the redevelopment of 1 Clubhouse Road, a plan to implement existing complete street policies and possible state funding opportunities. Where the Township desired to keep guidelines and standards from the 2011 BMTCRP intact, this Plan reproduces and references the work done by Richard R. Ragan and Owen C. McCabe of the Ragan Design Group. In conclusion, this Plan addresses the goals of the Township, presents a blueprint for attracting developers and businesses and guides future redevelopment in a predictable manner.

The background of the page is a topographic map of the region around Browns Mills, New Jersey. The map shows various towns, roads, and geographical features. The top portion of the map is in shades of blue and green, while the bottom portion is in shades of yellow and green. The title 'Introduction' is overlaid on the top right of the map.

Introduction

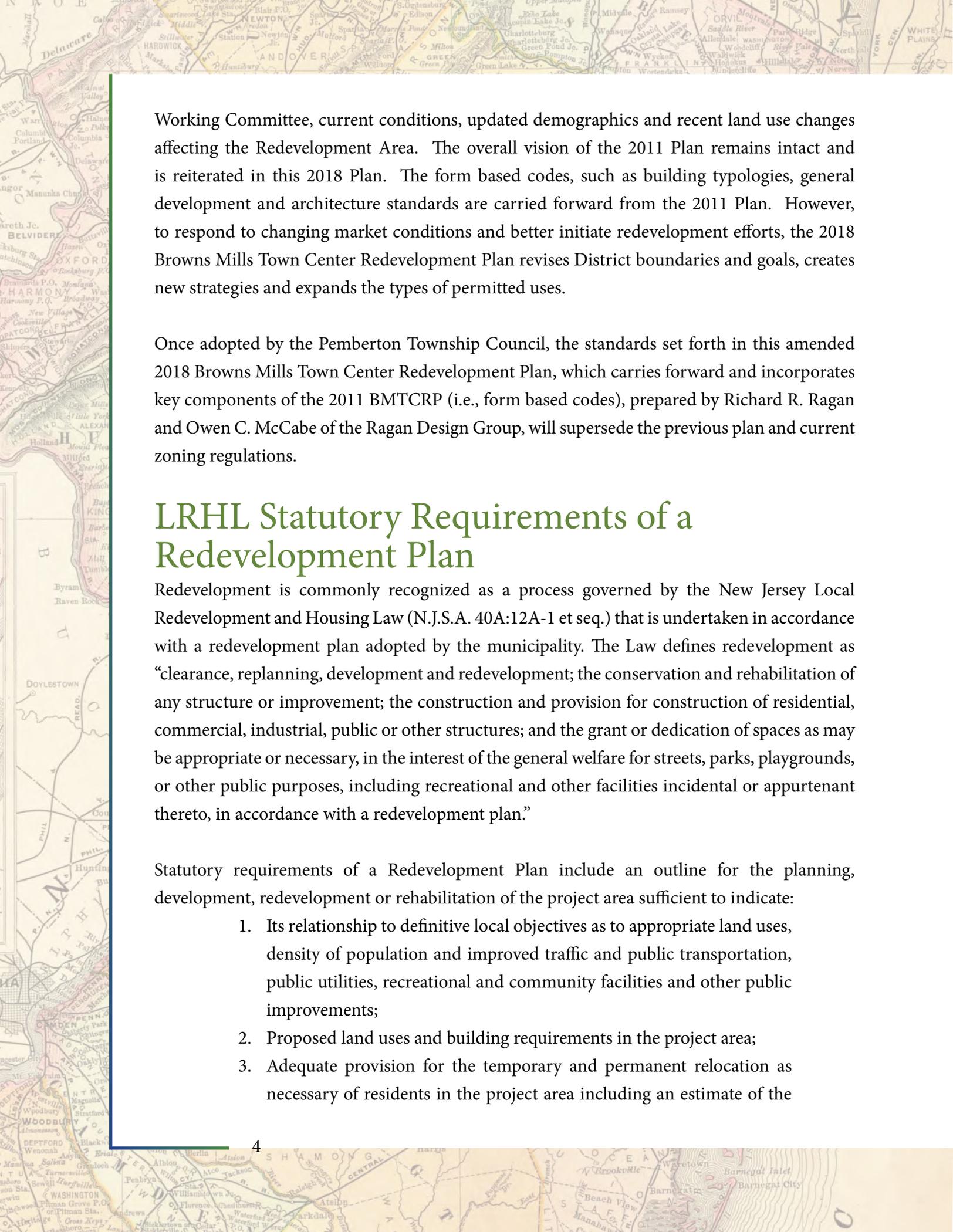
Planning Process

On May 26, 2016, Pemberton Township submitted an application to the Department of Community Affairs Local Planning Services (LPS) requesting assistance in preparing an analysis of the 2011 Browns Mills Town Center Redevelopment Plan (BMTCRP). The Township's request contained the following anticipated deliverables: 1) an analysis of the impacts of the Pinelands Development Credit (PDC) requirement on the BMTCRP; 2) an evaluation of the options to implement the PDC requirement to identify the least intrusive methodology; and 3) a draft ordinance to amend the BMTCRP.

Since the last Redevelopment Plan was enacted in 2011, the goals and objectives have not been fully realized and the economic vitality of Browns Mills has continued to decline. As a result, LPS and the Township agreed that an amended 2018 Browns Mills Town Center Redevelopment Plan was necessary to move forward. This amended Plan builds on many of the positive approaches and reinforces pertinent recommendations contained in the 2011 Plan while offering modifications and new strategies based on new data and recent conditions in order to kick-start redevelopment in Browns Mills.

On September 21, 2016, the Pemberton Township Council adopted Resolution 197-2016 approving the scope of work between LPS and the Township. A working committee, consisting of Township officials and interested residents, was appointed by the Mayor to support LPS with the project. A kick-off meeting was held on November 29, 2016, which was attended by the Working Committee, Pemberton Township staff, Pinelands Commission staff and Local Planning Services to gather initial input and set the direction of the project. LPS conducted various site visits to Browns Mills and met individually with several local stakeholders including the Pinelands Commission, Deborah Heart and Lung Center, Joint Base MDL and Burlington County Bridge Commission. After completing the background research, LPS compiled its initial analysis and recommendations and presented them to the Working Committee on March 6, 2017. LPS staff incorporated the feedback and refined the recommendations and met again with the Working Committee on August 22, 2017. After further research and analysis, a final Redevelopment Plan was submitted to the Township in January 2018 for review and adoption.

LPS conducted a thorough review of the 2011 Plan to determine what strategies are pertinent and should remain in place and where modifications could be made based upon input from the



Working Committee, current conditions, updated demographics and recent land use changes affecting the Redevelopment Area. The overall vision of the 2011 Plan remains intact and is reiterated in this 2018 Plan. The form based codes, such as building typologies, general development and architecture standards are carried forward from the 2011 Plan. However, to respond to changing market conditions and better initiate redevelopment efforts, the 2018 Browns Mills Town Center Redevelopment Plan revises District boundaries and goals, creates new strategies and expands the types of permitted uses.

Once adopted by the Pemberton Township Council, the standards set forth in this amended 2018 Browns Mills Town Center Redevelopment Plan, which carries forward and incorporates key components of the 2011 BMTCRP (i.e., form based codes), prepared by Richard R. Ragan and Owen C. McCabe of the Ragan Design Group, will supersede the previous plan and current zoning regulations.

LRHL Statutory Requirements of a Redevelopment Plan

Redevelopment is commonly recognized as a process governed by the New Jersey Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.) that is undertaken in accordance with a redevelopment plan adopted by the municipality. The Law defines redevelopment as “clearance, replanning, development and redevelopment; the conservation and rehabilitation of any structure or improvement; the construction and provision for construction of residential, commercial, industrial, public or other structures; and the grant or dedication of spaces as may be appropriate or necessary, in the interest of the general welfare for streets, parks, playgrounds, or other public purposes, including recreational and other facilities incidental or appurtenant thereto, in accordance with a redevelopment plan.”

Statutory requirements of a Redevelopment Plan 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. 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;

4. An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan;
5. 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.);
6. 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 (C.52:27D-304), that are to be removed as a result of implementation of the redevelopment plan, whether as a result of subsidies or market conditions, listed by affordability level, number of bedrooms, and tenure; and
7. A plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the redevelopment plan.



This 2018 amended Redevelopment Plan meets all statutory requirements set forth by the New Jersey Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.).

Analysis of Existing Conditions

Regional Context

Browns Mills is an unincorporated community located within Pemberton Township, Burlington County. According to the United States Census Bureau, the Browns Mills Census-Designated Place (CDP) has a total area of 5.6 square miles (5.4 square miles of land and 0.2 square miles of water). Situated in south central New Jersey, (see Map 1), it is approximately 30 miles east of Philadelphia, 20 miles west of Toms River, 50 miles northwest of Atlantic City and 80 miles southwest of Downtown Manhattan, New York City. Browns Mills is located immediately south of the large military facility known as the Joint Base McGuire-Dix-Lakehurst (Joint Base MDL), which employs almost 30,000 military and civilian personnel.

County Route 530 is a principal arterial running east to west through Pemberton Township connecting Browns Mills with State Routes 38 and 70 and U.S. Route 206. The community is also served by County Routes 545, 667 and 669, which traverse through or around the Joint Base MDL. NJ TRANSIT operates the 317-bus route from Philadelphia to Asbury Park, which serves Cherry Hill, Moorestown, Mount Holly, Browns Mills, Wrightstown, Lakewood and Brick. Service is infrequent and the route has recently been rerouted around the base due to heightened security measures. Burlington County Transportation Services' BurLink connects Browns Mills with Country Lakes, Mount Holly, Willingboro and Beverly City.

The Township operates its own water department, which supplies drinking water to Browns Mills from deep groundwater aquifers. Pemberton Township MUA manages and maintains the wastewater treatment facility and over 200 miles of gravity sewers. There is ample water and sewer capacity to support future growth in Browns Mills. PSE&G provides gas service and JCP&L provides electric service.

Browns Mills is situated in the rural setting of the New Jersey Pine Barrens, and is near many undisturbed forests and scenic waterways. There are three principal lakes within Browns Mills: Big Pine Lake, Little Pine Lake, and Mirror Lake. The North Branch Rancocas Creek flows through Mirror Lake and continues about 30 miles west through scenic forests of maple, hickory and oak to its main stem. Both the Rancocas Creek Canoe Trail and Rancocas Creek Greenway originate in Pemberton Township. Brendan Byrne and Wharton State Forests, as well as several State Wildlife Management Areas, are within a 20-minute drive from Browns Mills and include

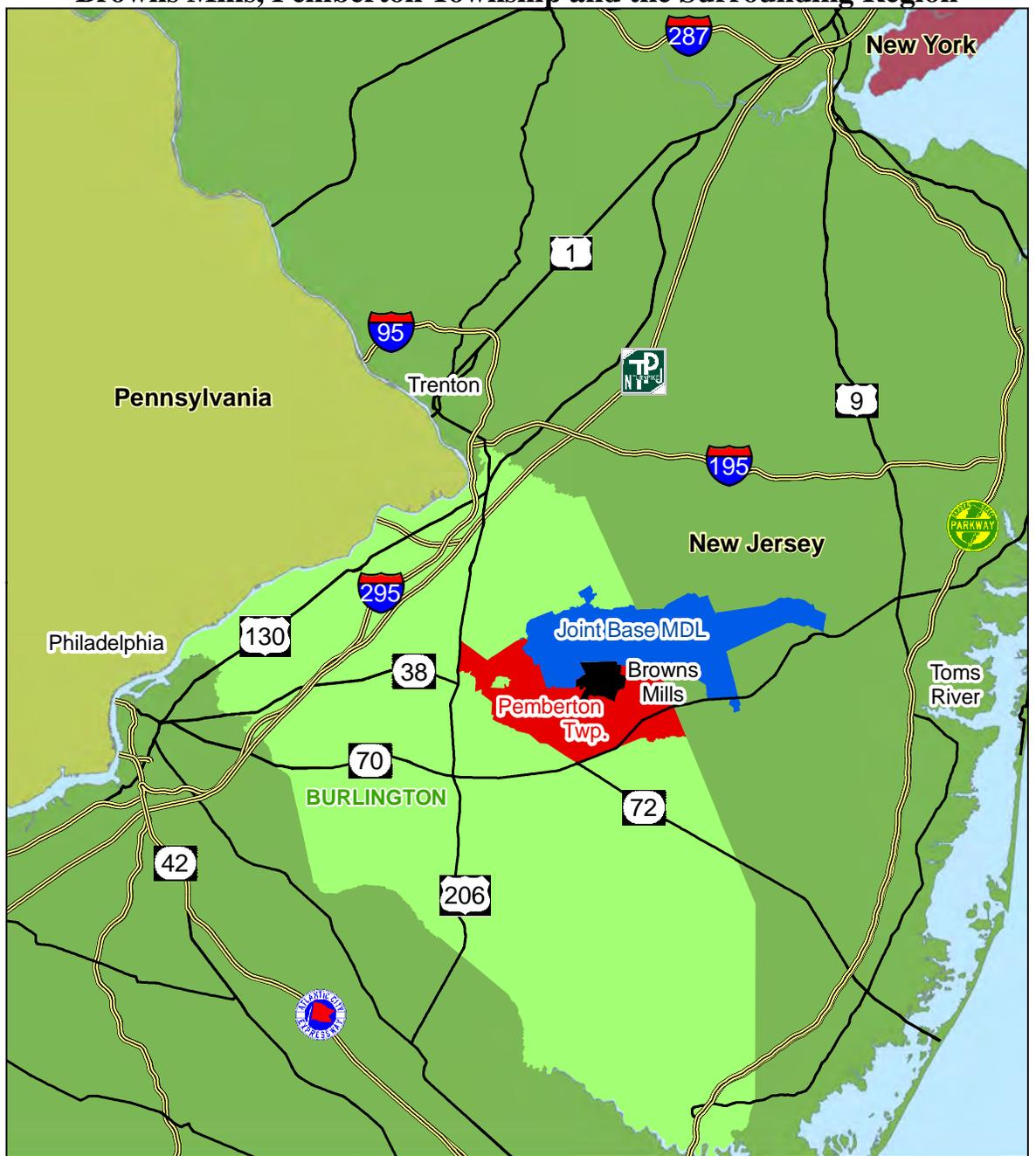
opportunities for canoeing, hiking, camping and horseback riding. The area is known for its local cranberry bogs and blueberry and u-pick farms. Browns Mills' rural location near an abundance of natural and scenic attractions may be one of its biggest asset.



Browns Mills is in the Pinelands National Reserve (PNR). According the National Park Service, “the PNR is approximately 1.1 million acres and spans portions of seven counties and all or part of 56 municipalities. The reserve occupies 22% of New Jersey's land area and it is the largest body of open space on the Mid-Atlantic seaboard between Richmond and Boston. The reserve is home to dozens of rare plant and animal species and the Kirkwood-Cohansey aquifer system, which contains an estimated 17 trillion gallons of water.” This area is regulated by the Pinelands Commission, through the Comprehensive Management Plan, which is discussed in more detail in a later section of this Plan.

Map 1

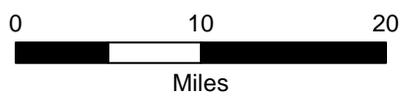
Browns Mills, Pemberton Township and the Surrounding Region



 **STATE OF NEW JERSEY**
DEPARTMENT OF
COMMUNITY AFFAIRS
 **LPS**
LOCAL PLANNING
SERVICES

N

Date: March 2018



Sources: NJOGIS, NJDCA

Population and Housing

Table 1 provides a summary of demographic data for the Browns Mills Census Designated Place (CDP), as compared to Pemberton Township, Burlington County and the State of New Jersey. According the U.S. Bureau of the Census, 2011-2015 American Community Survey 5-Year Estimates, the population of the Browns Mills CDP was 10,831. Compared to the County, Browns Mills and Pemberton Township are more racially diverse with a higher percentage of Black or African American and Hispanic or Latino residents. The median age in Browns Mills and Pemberton is lower than both the County and the State.



The percentage of vacant housing units and rentals is higher in Browns Mills and Pemberton Township than in Burlington County. Unemployment and poverty levels are higher in Browns Mills and Pemberton Township while median household incomes, median housing values and percentage of high school graduates are lower than both the County and State. In summary, Browns Mills and Pemberton Township are less affluent and have less disposable income than the rest of the County and the State.

The percentage of civilian veterans and workers employed in the armed forces that live in Browns Mills and Pemberton Township is higher than both the County and State percentages. Pemberton

Township, for example, is home to a higher number of armed forces members and veterans when compared to all other municipalities in Burlington County. The number of veterans, armed forces members and their families constitute a significant portion of the potential market that downtown Browns Mills can serve.

Between 1990 and 2010, population declined in Browns Mills (from 11,429 to 11,223) and Pemberton Township (from 31,342 to 27,912). This is a significant reversal in trend as Pemberton Township's population increased with every census from 1930 to 1990 due to increased activity at the Joint Base MDL. Today, as population in Browns Mills and Pemberton Township decreases due to demographic and employment shifts, the pool of potential consumers also shrinks. The economic vitality of the Redevelopment Area will depend on attracting new residents and employers to this area of the State.

Table 1 – Demographic Overview

Characteristics	Browns Mills	Pemberton Township	Burlington County	New Jersey
Population				
Total population	10,831	27,884	450,556	8,904,413
Median age (years)	36.6	36.9	41.0	39.4
Under 18 years old	22.3%	22.7%	22.0%	22.7%
65 years and over	11.2%	12.9%	15.1%	14.4%
Percent of families below poverty level	12.3%	10.1%	4.4%	8.2%
Percent of civilians 18+ that are veterans	17.7%	18.1%	9.9%	5.7%
Percent Labor Force in Armed Forces	2.3%	6.5%	1.6%	0.2%
Percent Unemployed	11.1%	12.1%	8.5%	8.6%
Percent High School graduate or higher	84.8%	86.8%	92.7%	88.6%
Race				
White	66.1%	66.7%	72.8%	68.3%
Black or African American	18.0%	18.4%	16.1%	13.5%
American Indian and Alaska Native	0.2%	0.2%	0.1%	0.2%
Asian	3.2%	2.6%	4.7%	9.0%
Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.0%	0.0%
Some other race	2.1%	3.4%	2.6%	6.4%
Two or more races	10.2%	8.6%	3.7%	2.5%
Hispanic or Latino (of any race)	11.6%	13.0%	7.3%	19.0%
Households				
Total households	3,975	10,041	164,659	3,189,486
Family households	66.9%	67.3%	69.7%	69.3%
Nonfamily households	33.1%	32.7%	30.3%	30.7%
Average household size	2.72	2.74	2.66	2.73
Median Household Income	\$57,219	\$61,039	\$78,621	\$72,093
Housing Units				
Total housing units	4,340	10,803	177,058	3,577,942
Occupied housing units	91.6%	92.9%	93.0%	89.1%
Vacant housing units	8.4%	7.1%	7.0%	10.9%
Owner-occupied housing units	72.2%	67.6%	76.5%	64.5%
Renter-occupied housing units	27.8%	32.4%	23.5%	35.5%
Median value of owner-occupied units	\$160,300	\$174,800	\$245,000	\$315,900

Source: US Bureau of the Census, 2011-2015 American Community Survey 5-Year Estimates

Employment

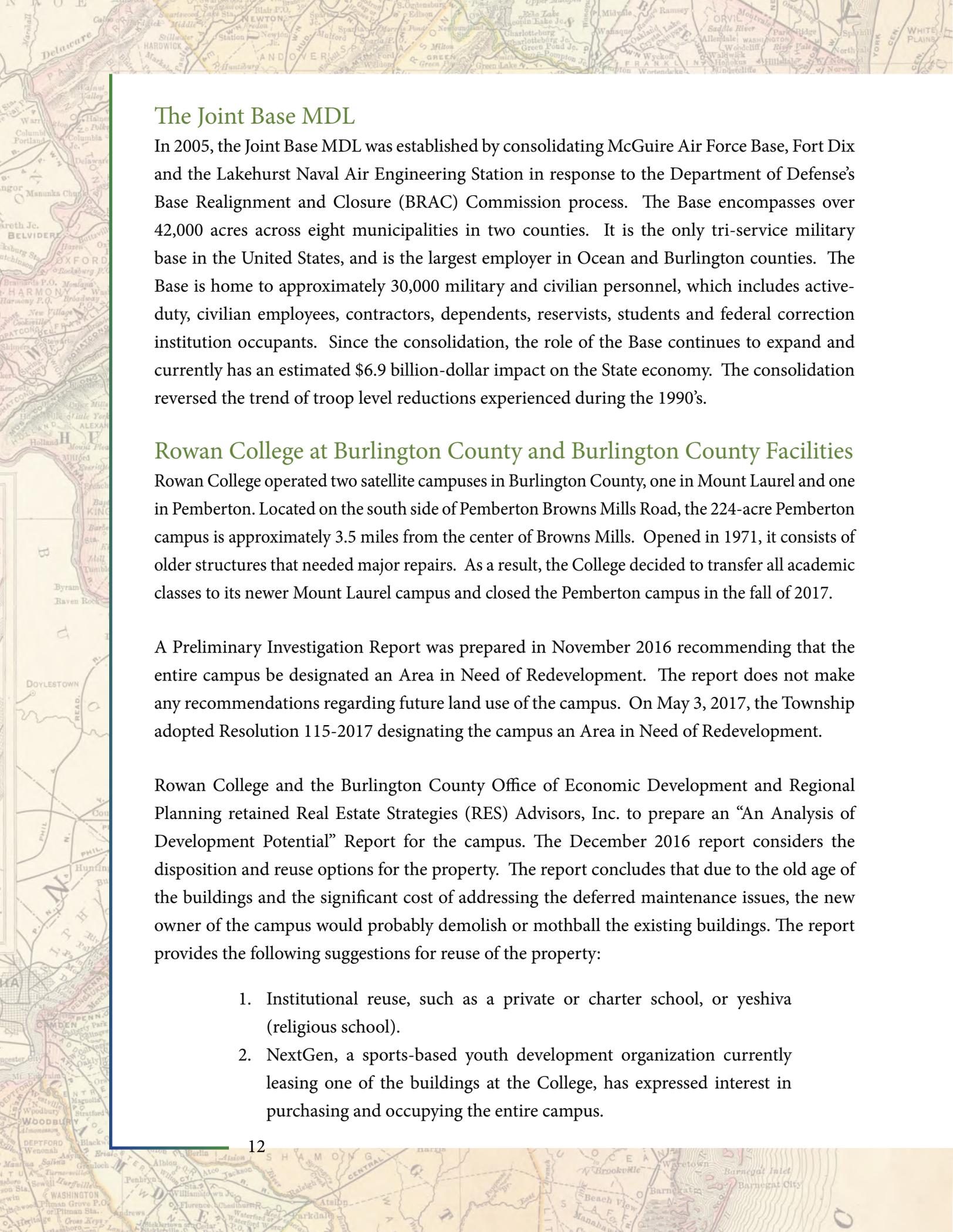
According to data from the New Jersey Department of Labor and Workforce Development, major employers located within Browns Mills include Deborah Heart and Lung Center, the Pemberton Township Board of Education; Acme Markets and Lourdes Emergency Department. Per the American Community Survey 2006-2010, Commuter-Adjusted Population Estimates, the estimated daytime population in the Browns Mills CDP is 7,982, which is the sum of people employed in Browns Mills (2,329) plus the non-working residents (5,653). This means, daytime population in Browns Mills is reduced by 3,147 as residents living in Browns Mills travel elsewhere to work. Large employers within a 10-mile drive of Browns Mills include the Joint Base MDL; Rutgers College at Burlington County; Sybron Chemicals; Burlington County; Pemberton Township, Aspen Hills Healthcare Center, Mid-State Correctional Facility, VisionQuest and New Lisbon Developmental Center. The employers that have the greatest impact on the economy of Browns Mills (Deborah Heart and Lung Center, the Joint Base MDL, Rowan College at Burlington County and Burlington County) are described below. The latter two employers are leaving Pemberton Township, which will create a loss to the economy. This loss could be short-term if these two sites are redeveloped in a way that generates new customers to Browns Mills.

Deborah Heart and Lung Center

Deborah Heart and Lung Center is located just north of the Redevelopment Area on Trenton Road. The nationally-known cardiac, pulmonary, and vascular care center employs over 1,000 full-and part time employees and sees over 300 patients per day. Deborah Hospital, which opened in 1922, has continued to expand its facilities and services on its approximately 50-acre campus.



In March 2010, an emergency room operated by Lourdes Medical Center opened at Deborah and serves the needs of the immediate community. A new, three-story, 60,000 square foot medical office will open on Deborah's campus in the spring of 2018. Deborah recently entered into a partnership with Cooper University Health Care to launch Hero Care Connect, which provides streamlined healthcare to active and retired military and their families in South Jersey. The service is conveniently situated for veterans and current military families living in the immediate area.

A background map of the region, showing parts of Delaware and Maryland. The map includes various towns, roads, and geographical features. The text is overlaid on the map.

The Joint Base MDL

In 2005, the Joint Base MDL was established by consolidating McGuire Air Force Base, Fort Dix and the Lakehurst Naval Air Engineering Station in response to the Department of Defense's Base Realignment and Closure (BRAC) Commission process. The Base encompasses over 42,000 acres across eight municipalities in two counties. It is the only tri-service military base in the United States, and is the largest employer in Ocean and Burlington counties. The Base is home to approximately 30,000 military and civilian personnel, which includes active-duty, civilian employees, contractors, dependents, reservists, students and federal correction institution occupants. Since the consolidation, the role of the Base continues to expand and currently has an estimated \$6.9 billion-dollar impact on the State economy. The consolidation reversed the trend of troop level reductions experienced during the 1990's.

Rowan College at Burlington County and Burlington County Facilities

Rowan College operated two satellite campuses in Burlington County, one in Mount Laurel and one in Pemberton. Located on the south side of Pemberton Browns Mills Road, the 224-acre Pemberton campus is approximately 3.5 miles from the center of Browns Mills. Opened in 1971, it consists of older structures that needed major repairs. As a result, the College decided to transfer all academic classes to its newer Mount Laurel campus and closed the Pemberton campus in the fall of 2017.

A Preliminary Investigation Report was prepared in November 2016 recommending that the entire campus be designated an Area in Need of Redevelopment. The report does not make any recommendations regarding future land use of the campus. On May 3, 2017, the Township adopted Resolution 115-2017 designating the campus an Area in Need of Redevelopment.

Rowan College and the Burlington County Office of Economic Development and Regional Planning retained Real Estate Strategies (RES) Advisors, Inc. to prepare an "An Analysis of Development Potential" Report for the campus. The December 2016 report considers the disposition and reuse options for the property. The report concludes that due to the old age of the buildings and the significant cost of addressing the deferred maintenance issues, the new owner of the campus would probably demolish or mothball the existing buildings. The report provides the following suggestions for reuse of the property:

1. Institutional reuse, such as a private or charter school, or yeshiva (religious school).
2. NextGen, a sports-based youth development organization currently leasing one of the buildings at the College, has expressed interest in purchasing and occupying the entire campus.

3. For-sale non-age-restricted townhouses or cluster home development (60-80 units, two phases.)
4. The addition of a 100 to 120-unit apartment component as a future phase near the Route 530 frontage and a retail use on the corner of Route 530 and Four Mile Road.

In addition to the closure of the college, the Burlington County Women’s Prison and the Youth Correctional Facility (also located on Pemberton-Browns Mills Road) are vacant and are slated to be demolished. The County will also be moving the prosecutor’s office, labs, storage, etc. to the former public works garage and offices out of Pemberton Township. The loss of the College and County facilities will be a great loss to the economy of Browns Mills and the surrounding area. Due to its proximity and scale, it is important that any redevelopment that occurs at these locations complements and does not compete with the businesses in downtown Browns Mills. Any plans for these facilities will need to be coordinated between the County, Township and Pinelands Commission and should also help strengthen the economy of downtown Browns Mills.

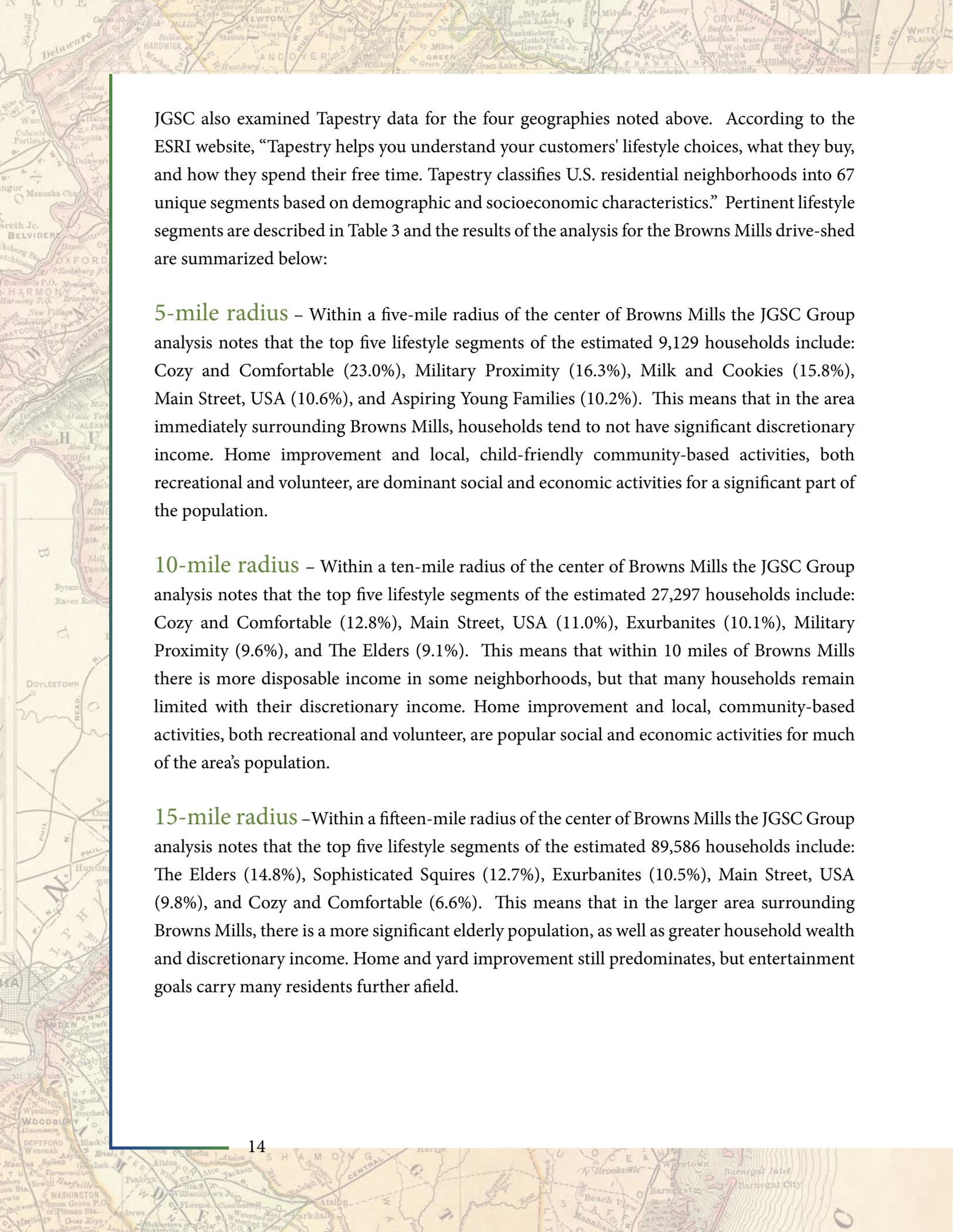
Market Analysis

As part of the redevelopment planning process, Pemberton Township engaged JGSC Group, LLC (JGSC), a consulting group that works with communities to improve the retail mix of developments, shopping centers and downtowns, to prepare a market analysis of Browns Mills. The April 2013 report entitled, “Pemberton Township Updated Retail Market Data”, summarized data for the Browns Mills CDP as well as the five, ten and fifteen-mile radii around Browns Mills. The five-mile radius from Browns Mills has a population of 32,204 with a per capita income of \$24,802, the ten-mile radius has a population of 76,373 with a per capita income of \$28,014 and the 15-mile radius has a population of 235,215 with a per capita income of \$32,974 (see Table 2). It is apparent that median incomes, home values and disposable incomes increase the further away from the center of Browns Mills.

Table 2 Economic Indicators

Indicator	5-mile	10-mile	15-mile
Median Household Income	\$52,319	\$57,102	\$66,507
Average Household Income	\$63,816	\$72,658	\$84,112
Per Capita Income	\$24,802	\$28,014	\$32,974
Median Disposable Income	\$41,395	\$45,330	\$51,875
Average Disposable Income	\$49,089	\$55,081	\$62,610
Owner Occupied Housing	72.0%	76.8%	81.4%

Source: JGSC Group, *Pemberton Township Updated Retail Market Data, 2013*



JGSC also examined Tapestry data for the four geographies noted above. According to the ESRI website, “Tapestry helps you understand your customers' lifestyle choices, what they buy, and how they spend their free time. Tapestry classifies U.S. residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics.” Pertinent lifestyle segments are described in Table 3 and the results of the analysis for the Browns Mills drive-shed are summarized below:

5-mile radius – Within a five-mile radius of the center of Browns Mills the JGSC Group analysis notes that the top five lifestyle segments of the estimated 9,129 households include: Cozy and Comfortable (23.0%), Military Proximity (16.3%), Milk and Cookies (15.8%), Main Street, USA (10.6%), and Aspiring Young Families (10.2%). This means that in the area immediately surrounding Browns Mills, households tend to not have significant discretionary income. Home improvement and local, child-friendly community-based activities, both recreational and volunteer, are dominant social and economic activities for a significant part of the population.

10-mile radius – Within a ten-mile radius of the center of Browns Mills the JGSC Group analysis notes that the top five lifestyle segments of the estimated 27,297 households include: Cozy and Comfortable (12.8%), Main Street, USA (11.0%), Exurbanites (10.1%), Military Proximity (9.6%), and The Elders (9.1%). This means that within 10 miles of Browns Mills there is more disposable income in some neighborhoods, but that many households remain limited with their discretionary income. Home improvement and local, community-based activities, both recreational and volunteer, are popular social and economic activities for much of the area’s population.

15-mile radius – Within a fifteen-mile radius of the center of Browns Mills the JGSC Group analysis notes that the top five lifestyle segments of the estimated 89,586 households include: The Elders (14.8%), Sophisticated Squires (12.7%), Exurbanites (10.5%), Main Street, USA (9.8%), and Cozy and Comfortable (6.6%). This means that in the larger area surrounding Browns Mills, there is a more significant elderly population, as well as greater household wealth and discretionary income. Home and yard improvement still predominates, but entertainment goals carry many residents further afield.

Table 3 – Tapestry Segmentation

The Elders

The Elders residents' median age of 73.5 years represents Community Tapestry's oldest market. The highest concentration of retiree residents prefer communities designed for senior living.

- Approximately 80 percent of households collect Social Security benefits; 48 percent receive retirement income.
- These residents are members of veterans' clubs and fraternal orders.
- Health conscious, they take vitamins, visit doctors regularly, and watch their diets.
- Leisure activities include traveling, crossword puzzles, fishing, attending horse races, gambling at casinos, going to the theater, and dining out. They play golf, listen to golf on the radio, and watch tournaments on The Golf Channel.
- Their daily routine includes watching TV and reading newspapers.

Military Proximity

Military Proximity communities depend upon the military for their livelihood. More than 75 percent of the labor force is in the armed forces, and others work in civilian jobs on military bases.

- The median household income is \$45,232, and the median age is 22.5 years. Two-thirds of the households are composed of married couples with children.
- Housing types are mainly townhomes and apartments in small, multiunit buildings; 93 percent are occupied by renters.
- Residents participate in civic activities and are members of business clubs.
- For exercise, they snorkel, play tennis, practice yoga, and jog.
- Families visit theme parks and the zoo, throw Frisbees, and go bowling.

Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent.

- Over half of the householders are between the ages of 45 and 64 years.
- Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531.
- Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online.
- They own a diverse investment portfolio and hold long-term care and substantial life insurance policies.
- Residents work on their homes, lawns, and gardens.
- Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$268,921.

- These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle.
- The median age is 38.3 years.
- They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting.
- They like to barbeque on their gas grills and make bread with their bread-making machines.
- This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs.
- Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

Table 3 – Tapestry Segmentation (continued)

Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children.

- The median age is 42.1 years, and the median home value is \$174,687.
- Home improvement and remodeling are important to Cozy and Comfortable residents.
- They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos.
- Television is significant; many households have four or more sets.

Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multi-unit dwellings found in the suburbs of smaller metropolitan cities.

- The median age of 36.8 years matches that of the U.S. median.
- The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391.
- Active members of the community, residents participate in local civic issues and work as volunteers.
- They take care of their lawns and gardens, and work on small home projects.
- They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

Aspiring Young Families

Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.6 years.

- Nearly half of the households are owner-occupied, single-family dwellings or townhomes, and over half are occupied by renters, many living in newer, multiunit buildings.
- Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings.
- Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball.
- Typically, vacations would include visits to theme parks.

Milk and Cookies

Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of the households include children.

- The median age for this market is 34 years. Residents prefer single-family homes in suburban areas.
- The median home value is \$148,781. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market.
- The presence of children drives their large purchases of baby and children's products and timesavers such as fast food.
- For fun, residents play video games, chess, backgammon, basketball and football, or fly kites.

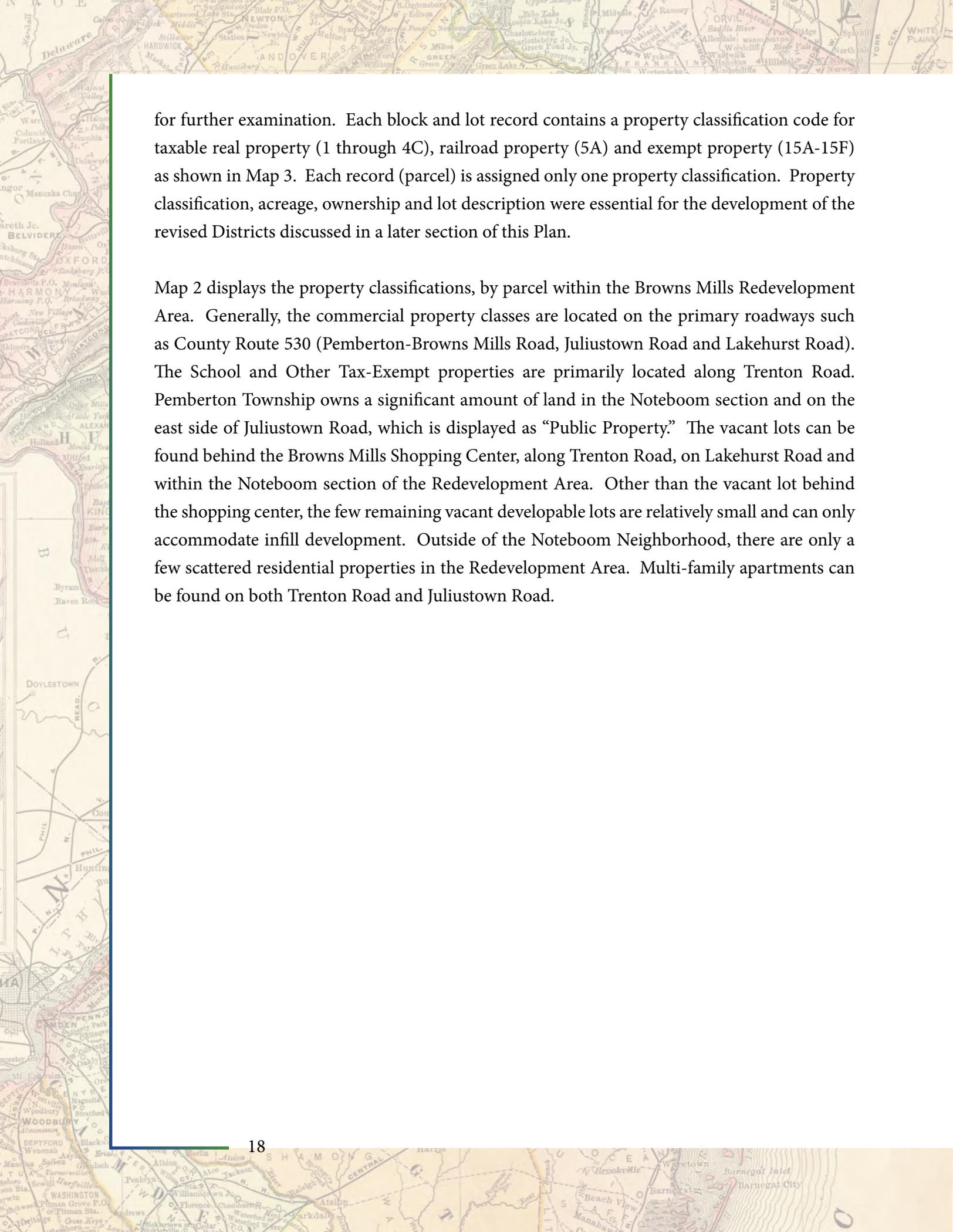
In summary, due to the regional distribution patterns, the critical mass of people and households with the most discretionary income are found in the fifteen-mile radius, primarily to the north and west. However, these desired potential customers are unlikely to travel to Browns Mills to shop since they are already served by an abundance of regional shopping centers and retail stores that are more convenient to them such as Hamilton, Cherry Hill, Moorestown and Evesham. Given their proximity to Philadelphia and Trenton, these commercial hubs in and beyond the fifteen-mile radius have a stronger demographic base to support a wider variety of services to the north and west than can be sustained in Browns Mills.

Although population and incomes are relatively lower, there is still a population in and around the Browns Mills market (10 miles or less) that need access to everyday retail goods and services. The 2013 Tapestry data show that the types of households in this catchment area are of average income, with a mix of households with and without children. Most of the recreational and entertainment activities engaged in by these households are happening within the region itself and in the home communities of the residents. Working on home improvement appears to be the primary expenditure activity of most of the households in the market area. Civic engagement and community involvement is high, and, closer in, there is clearly an influence of military households which tend to be shorter-term renters in nature. Therefore, low cost or discount merchandise, auto related uses, essential goods and services, healthcare facilities and public community support uses are the best and most achievable opportunities for growth and should be permitted and encouraged uses in the Redevelopment Area.



Property Classifications

The New Jersey Division of Taxation maintains and updates the New Jersey Property Tax System (MOD-IV) data tables, which are based upon individual parcel records collected by local tax assessors. This data set was matched to a Geographic Information Systems (GIS) parcel layer

A historical map of the Delaware region, showing various towns, roads, and geographical features. The map is oriented horizontally and covers a large area, including parts of Delaware, Maryland, and Pennsylvania. Key locations like Delaware, Andover, and Woodbury are visible. The map is detailed, showing individual lots and streets.

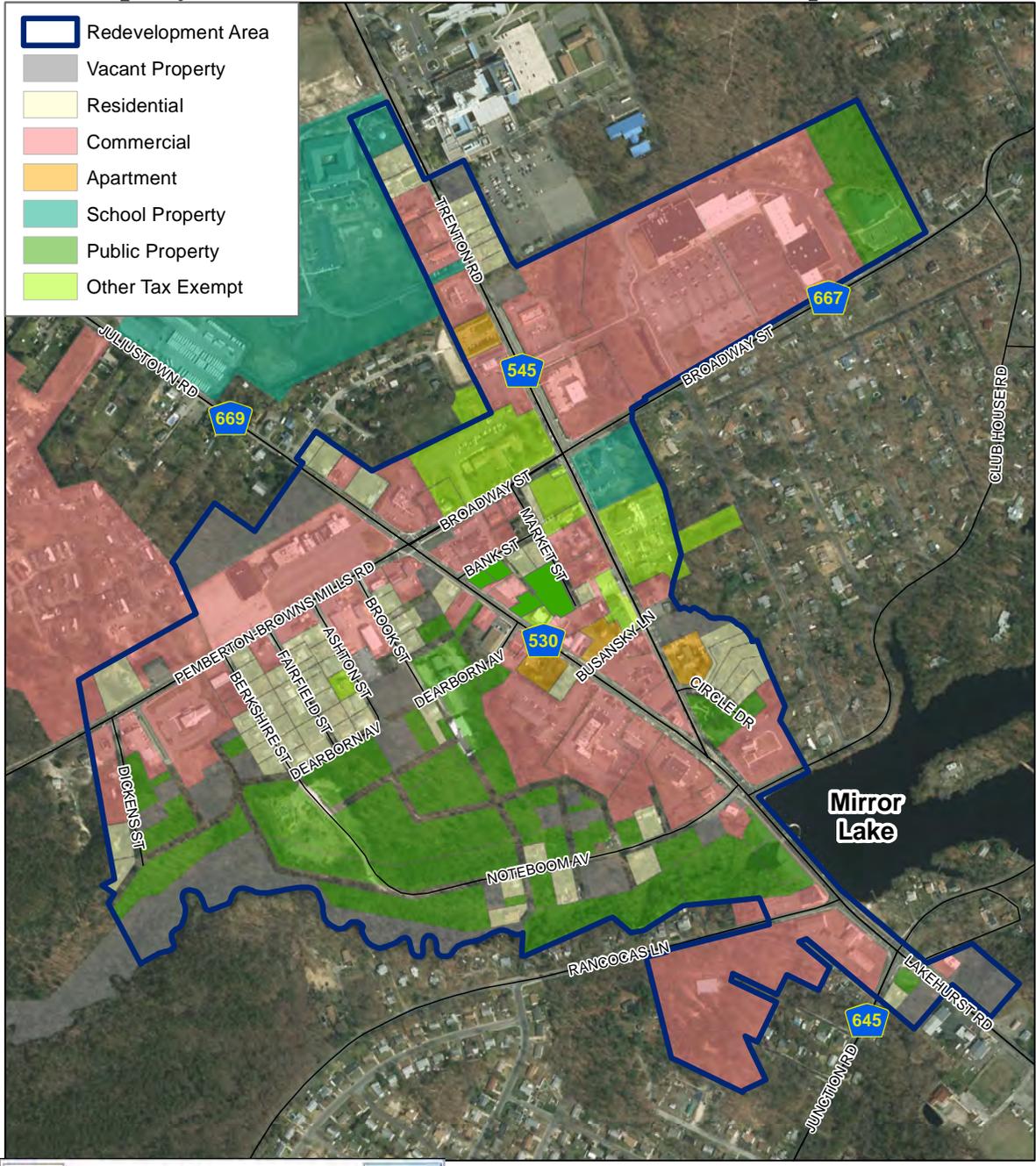
for further examination. Each block and lot record contains a property classification code for taxable real property (1 through 4C), railroad property (5A) and exempt property (15A-15F) as shown in Map 3. Each record (parcel) is assigned only one property classification. Property classification, acreage, ownership and lot description were essential for the development of the revised Districts discussed in a later section of this Plan.

Map 2 displays the property classifications, by parcel within the Browns Mills Redevelopment Area. Generally, the commercial property classes are located on the primary roadways such as County Route 530 (Pemberton-Browns Mills Road, Juliustown Road and Lakehurst Road). The School and Other Tax-Exempt properties are primarily located along Trenton Road. Pemberton Township owns a significant amount of land in the Noteboom section and on the east side of Juliustown Road, which is displayed as “Public Property.” The vacant lots can be found behind the Browns Mills Shopping Center, along Trenton Road, on Lakehurst Road and within the Noteboom section of the Redevelopment Area. Other than the vacant lot behind the shopping center, the few remaining vacant developable lots are relatively small and can only accommodate infill development. Outside of the Noteboom Neighborhood, there are only a few scattered residential properties in the Redevelopment Area. Multi-family apartments can be found on both Trenton Road and Juliustown Road.

Map 2

Property Classifications in the Browns Mills Redevelopment Area

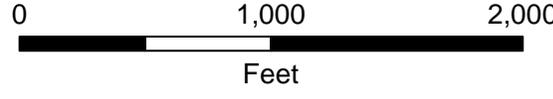
-  Redevelopment Area
-  Vacant Property
-  Residential
-  Commercial
-  Apartment
-  School Property
-  Public Property
-  Other Tax Exempt



STATE OF NEW JERSEY
 DEPARTMENT OF
 COMMUNITY AFFAIRS
 LOCAL PLANNING SERVICES



LPS
 LOCAL
 PLANNING
 SERVICES
 Date: March 2018



Data Sources: NJOGIS, NJDCA, Pemberton Twp.

Analysis of Planning Documents

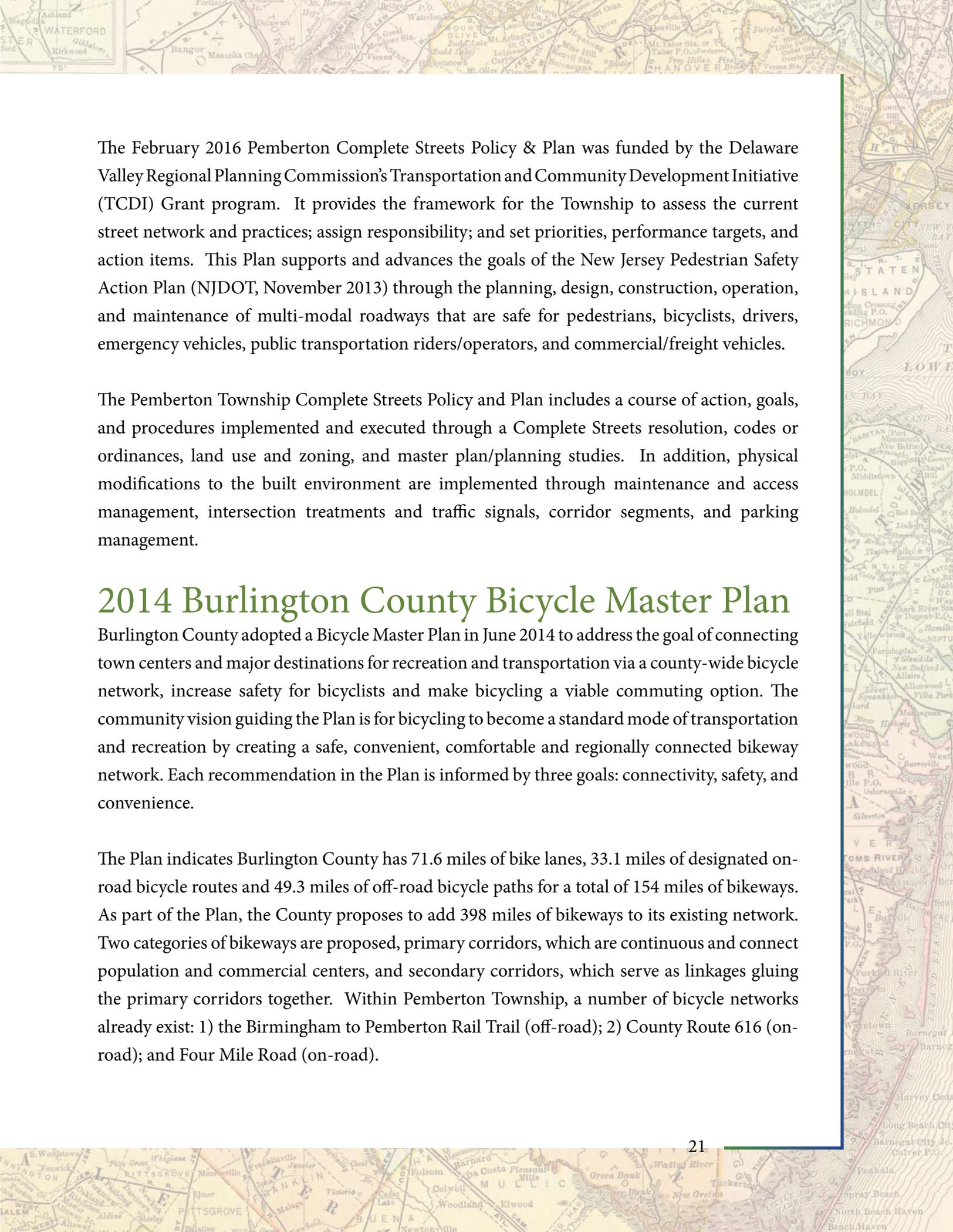
2014 Pemberton Township Re-Examination of the Master Plan

The Township Re-Examination of the Master Plan and Development Regulations identifies developing the Browns Mills Town Center as a major objective. The Township is actively pursuing developers to attract commercial development that will create a “destination” retail center. The document also notes the Township’s continued interest in developing the Noteboom Neighborhood. Four recommendations were included in the Report to bring the Redevelopment Plan into compliance with the Pinelands regulations, which focus on where to permit certain residential uses in each zone. However, based on recent conversations with Pinelands Commission staff, these recommendations are no longer necessary and therefore should not be pursued.

2016 Pemberton Township Complete Streets Policy and Plan

Resolution No. 112-2016 adopted on May 4, 2016 by the Township of Pemberton establishes and adopts a Complete Streets Policy that creates a comprehensive, integrated, multi-modal transportation network that provides safe and convenient travel for all travelers. The resolution requires that all public street projects (County and Township) characterized as new construction, reconstruction, or retrofit shall be planned, designed, constructed, maintained and operated as Complete Streets. The benefits of Complete streets include safety, equity for non-drivers, health, quality of life and economic and environmental vitality. Complete Streets are designed for all users, modes, and ability levels including drivers, pedestrians, bicyclists, transit vehicles, emergency responders, and goods movement.





The February 2016 Pemberton Complete Streets Policy & Plan was funded by the Delaware Valley Regional Planning Commission's Transportation and Community Development Initiative (TCDI) Grant program. It provides the framework for the Township to assess the current street network and practices; assign responsibility; and set priorities, performance targets, and action items. This Plan supports and advances the goals of the New Jersey Pedestrian Safety Action Plan (NJDOT, November 2013) through the planning, design, construction, operation, and maintenance of multi-modal roadways that are safe for pedestrians, bicyclists, drivers, emergency vehicles, public transportation riders/operators, and commercial/freight vehicles.

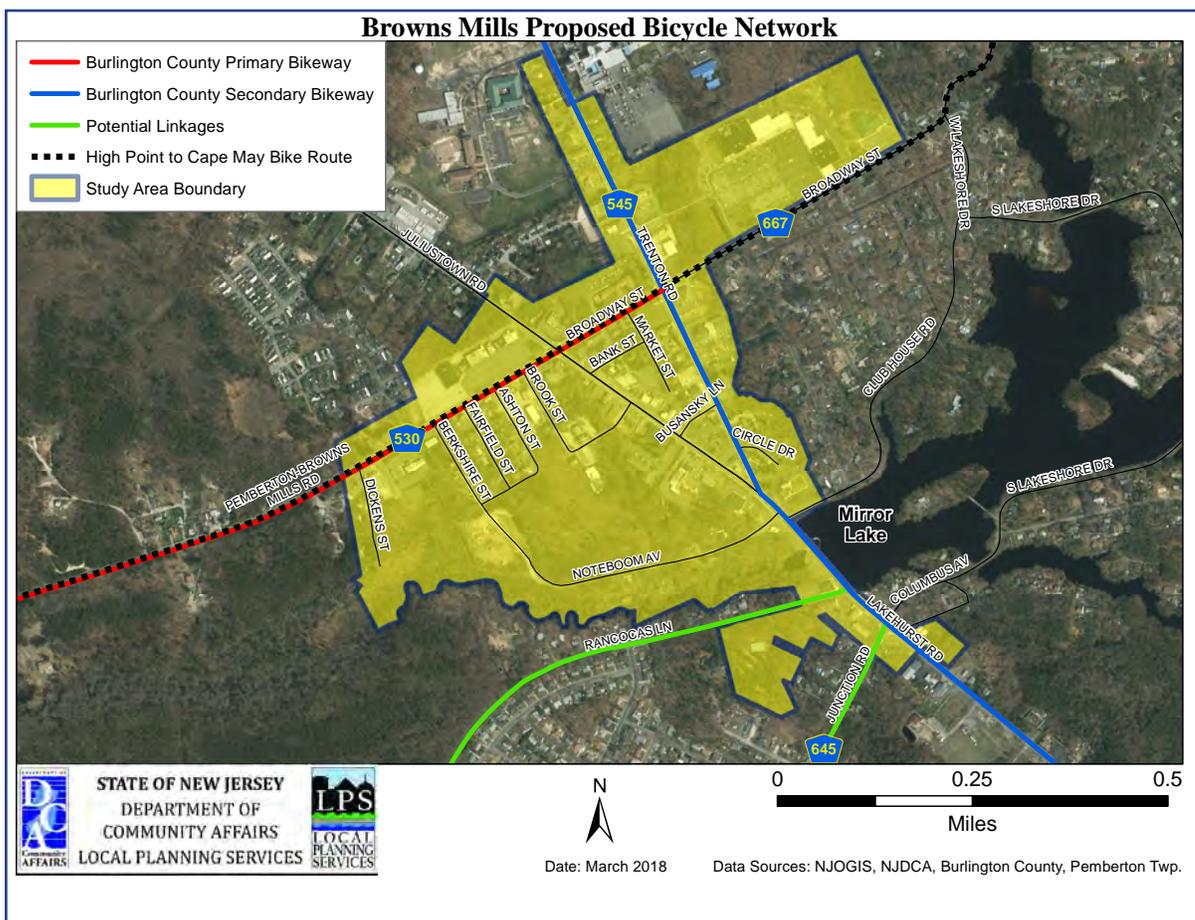
The Pemberton Township Complete Streets Policy and Plan includes a course of action, goals, and procedures implemented and executed through a Complete Streets resolution, codes or ordinances, land use and zoning, and master plan/planning studies. In addition, physical modifications to the built environment are implemented through maintenance and access management, intersection treatments and traffic signals, corridor segments, and parking management.

2014 Burlington County Bicycle Master Plan

Burlington County adopted a Bicycle Master Plan in June 2014 to address the goal of connecting town centers and major destinations for recreation and transportation via a county-wide bicycle network, increase safety for bicyclists and make bicycling a viable commuting option. The community vision guiding the Plan is for bicycling to become a standard mode of transportation and recreation by creating a safe, convenient, comfortable and regionally connected bikeway network. Each recommendation in the Plan is informed by three goals: connectivity, safety, and convenience.

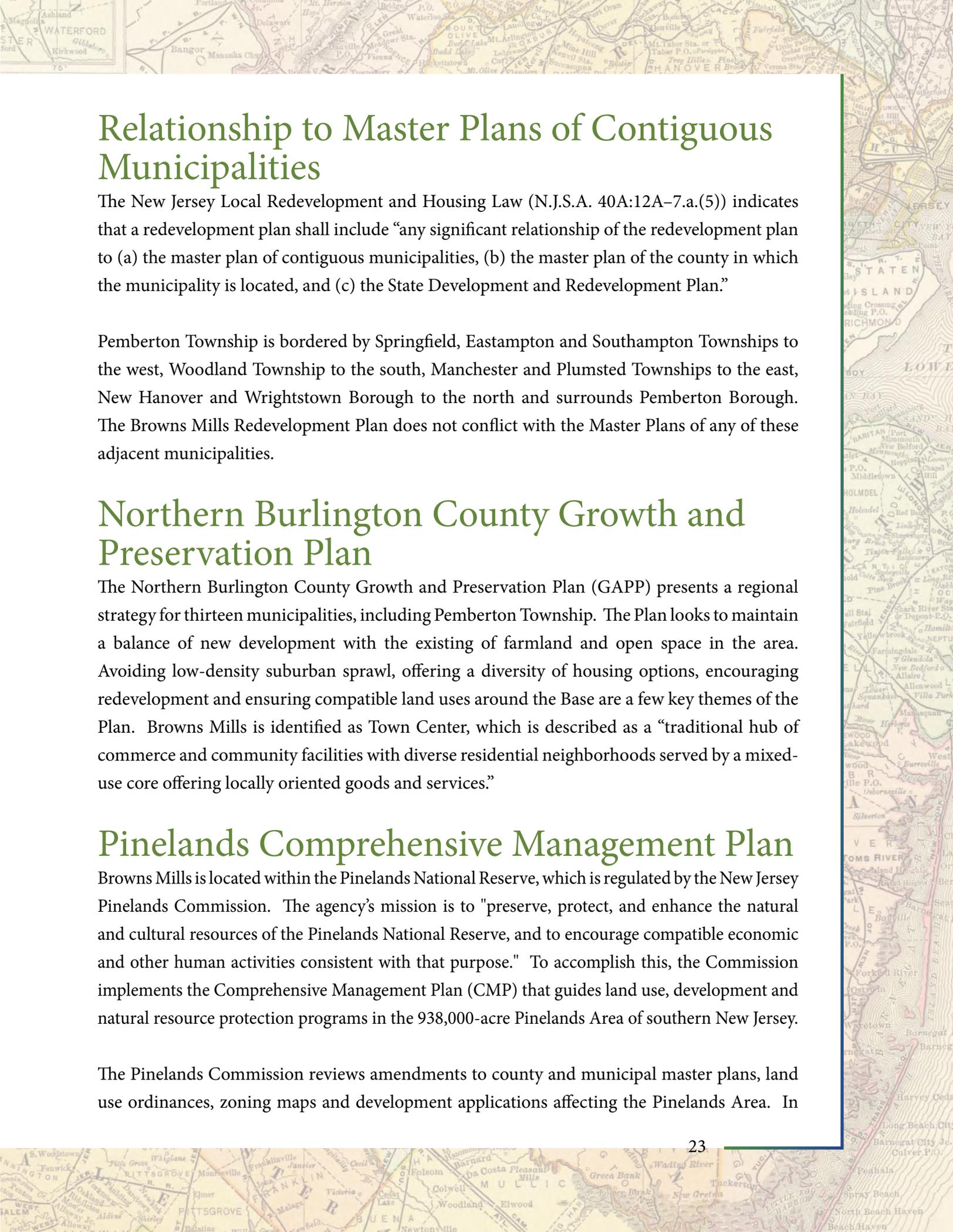
The Plan indicates Burlington County has 71.6 miles of bike lanes, 33.1 miles of designated on-road bicycle routes and 49.3 miles of off-road bicycle paths for a total of 154 miles of bikeways. As part of the Plan, the County proposes to add 398 miles of bikeways to its existing network. Two categories of bikeways are proposed, primary corridors, which are continuous and connect population and commercial centers, and secondary corridors, which serve as linkages gluing the primary corridors together. Within Pemberton Township, a number of bicycle networks already exist: 1) the Birmingham to Pemberton Rail Trail (off-road); 2) County Route 616 (on-road); and Four Mile Road (on-road).

Map 3



While not an immediate or short-term priority, a 1.5-mile on-road bicycle treatment is proposed on Trenton Road between Pemberton Boulevard and Juliustown Road (CR 530) within the BMTCRP area. In addition, a 3.8-mile on-road bicycle treatment is proposed on Pemberton-Browns Mills Road between the Pemberton Bypass (CR 530) and Trenton Road (CR 545), while a 0.4-mile treatment is proposed on Broadway Street between West Lakeshore Drive (CR 667) and Trenton Road. Map 3 shows the proposed County bikeways and two possible linkages from Browns Mills and the proposed County Trail.

The “High Point to Cape May Bike Route” is a scenic 238-mile route that traverses New Jersey from north to south. Locally, it connects Browns Mills to New Egypt and Chatsworth along West Lakeshore Drive, Broadway Street and Pemberton-Browns Mills Road and is a prominent attraction for bicyclists.



Relationship to Master Plans of Contiguous Municipalities

The New Jersey Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-7.a.(5)) indicates that a redevelopment plan shall include “any significant relationship of the redevelopment plan to (a) the master plan of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the State Development and Redevelopment Plan.”

Pemberton Township is bordered by Springfield, Eastampton and Southampton Townships to the west, Woodland Township to the south, Manchester and Plumsted Townships to the east, New Hanover and Wrightstown Borough to the north and surrounds Pemberton Borough. The Browns Mills Redevelopment Plan does not conflict with the Master Plans of any of these adjacent municipalities.

Northern Burlington County Growth and Preservation Plan

The Northern Burlington County Growth and Preservation Plan (GAPP) presents a regional strategy for thirteen municipalities, including Pemberton Township. The Plan looks to maintain a balance of new development with the existing of farmland and open space in the area. Avoiding low-density suburban sprawl, offering a diversity of housing options, encouraging redevelopment and ensuring compatible land uses around the Base are a few key themes of the Plan. Browns Mills is identified as Town Center, which is described as a “traditional hub of commerce and community facilities with diverse residential neighborhoods served by a mixed-use core offering locally oriented goods and services.”

Pinelands Comprehensive Management Plan

Browns Mills is located within the Pinelands National Reserve, which is regulated by the New Jersey Pinelands Commission. The agency’s mission is to “preserve, protect, and enhance the natural and cultural resources of the Pinelands National Reserve, and to encourage compatible economic and other human activities consistent with that purpose.” To accomplish this, the Commission implements the Comprehensive Management Plan (CMP) that guides land use, development and natural resource protection programs in the 938,000-acre Pinelands Area of southern New Jersey.

The Pinelands Commission reviews amendments to county and municipal master plans, land use ordinances, zoning maps and development applications affecting the Pinelands Area. In

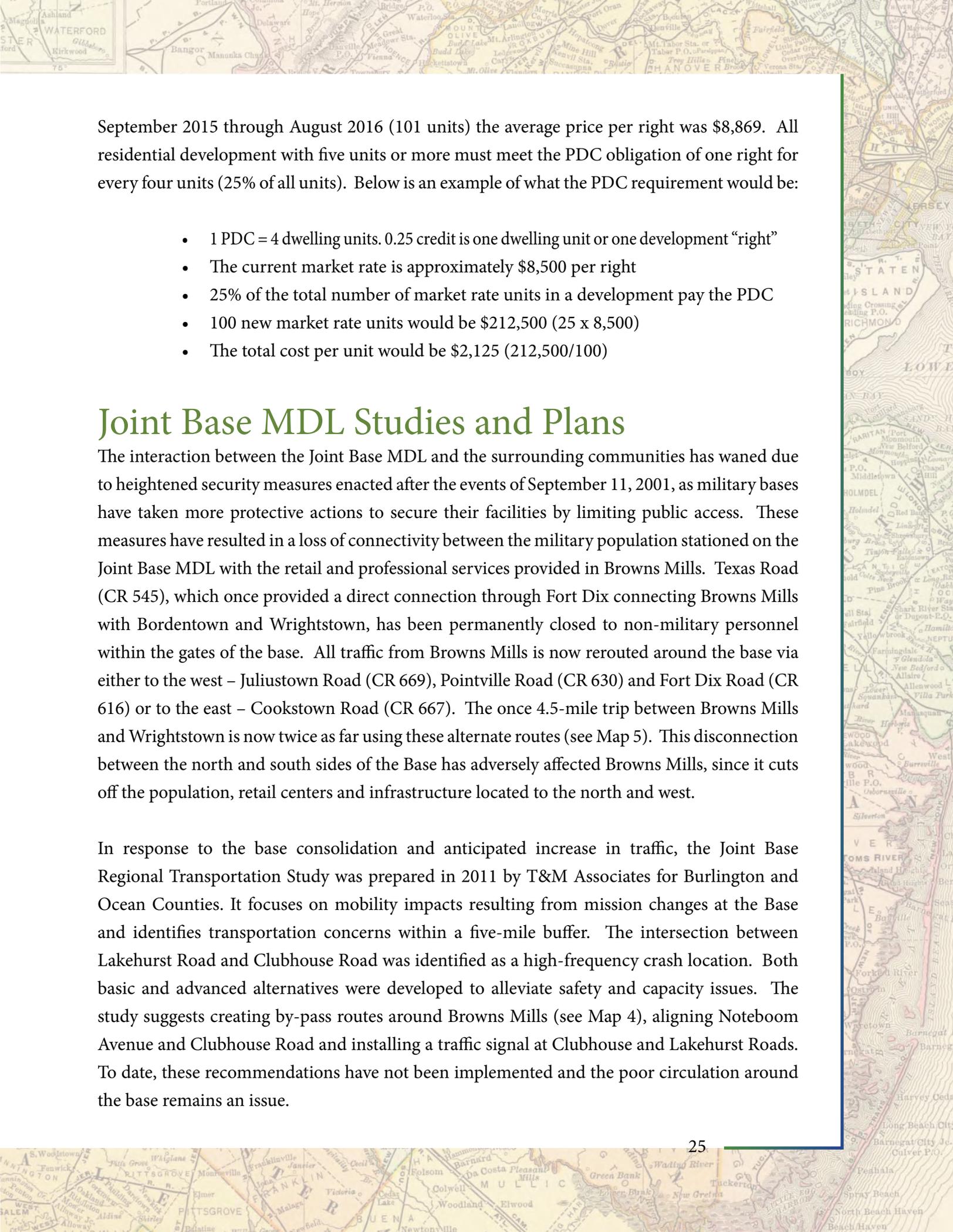
order for an ordinance to be effective within the Pinelands, it must be reviewed for consistency with the Pinelands Comprehensive Management Plan. Therefore, all development within the Browns Mills Redevelopment Area must be consistent and comply with the Pinelands development standards set forth in Sections 190-50M and 190-50.10 of the Township's Land Development Ordinance.



The Browns Mills Redevelopment Area is located within the Pinelands Regional Growth Management Area (RGA), which is one of the nine management areas under the Pinelands Comprehensive Management Plan N.J.A.C. 7:50. RGAs are designated areas of existing growth and adjacent lands capable of accommodating regional growth influences while protecting the essential character and environment of the Pinelands. RGAs are typically the most permissive for encouraging development.

To channel development to growth areas and away from environmentally sensitive areas, the Commission employs the use of Pinelands Development Credits (PDCs). The PDC Program is a regional transfer of development rights program that preserves important agricultural and ecological land. PDCs are allocated by the Commission to landowners in the Preservation Area District, Special Agricultural Production Area and Agricultural Production Area, which are the sending areas. The credits can be purchased by property owners and developers who are interested in developing land in RGAs, which are the receiving areas. PDCs are typically used to increase residential densities in RGAs.

The purchase of PDCs is required in association with new residential development in the Browns Mills Redevelopment Area, as set forth in the Township's zoning ordinance, either through the provision of bonus densities or as a mandatory component of any residential project. According to the Rowan College "Analysis of Development Potential" Report prepared by RES Advisors, Inc., PDCs can range in price from \$8,500 to \$12,000 per right, or 0.25 of a unit. The Report indicates that based on a review of PDC sales for a 12-month period from



September 2015 through August 2016 (101 units) the average price per right was \$8,869. All residential development with five units or more must meet the PDC obligation of one right for every four units (25% of all units). Below is an example of what the PDC requirement would be:

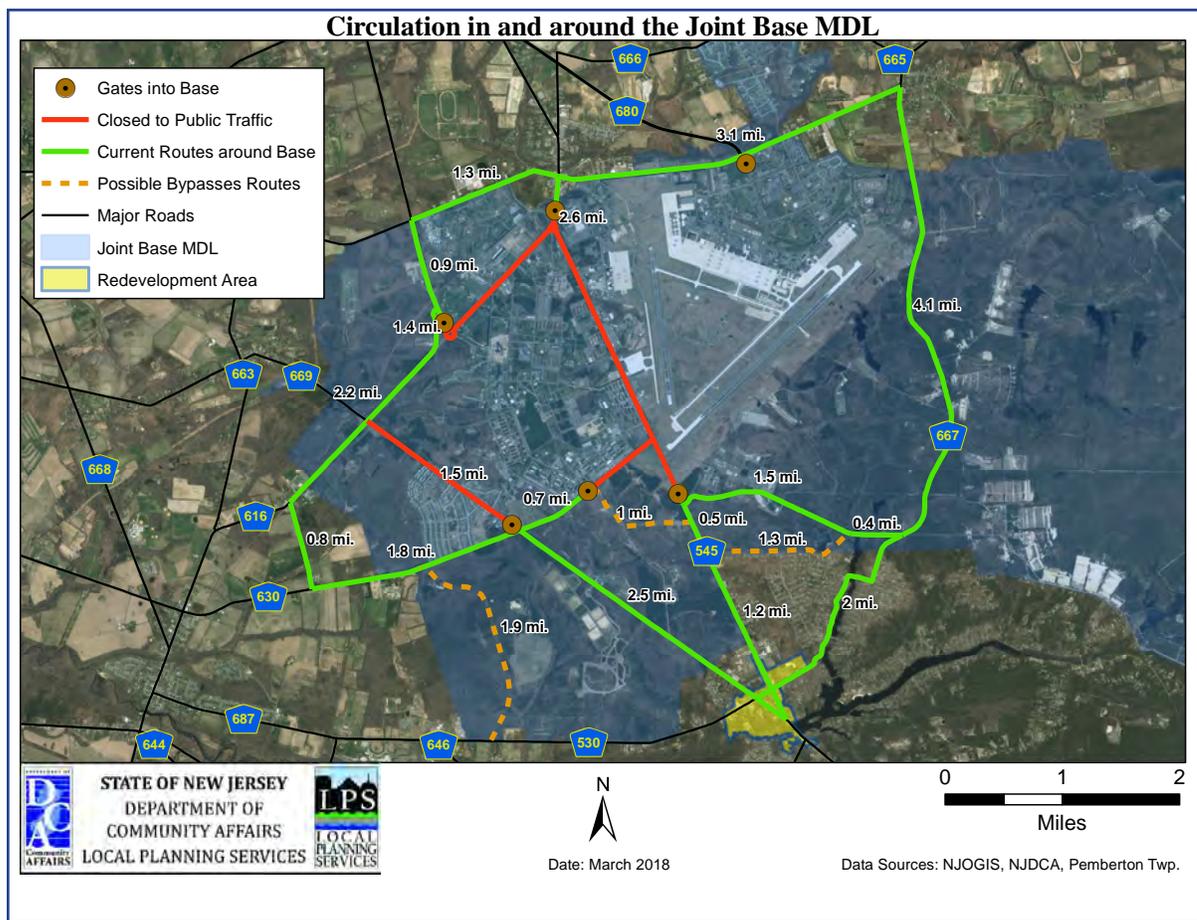
- 1 PDC = 4 dwelling units. 0.25 credit is one dwelling unit or one development “right”
- The current market rate is approximately \$8,500 per right
- 25% of the total number of market rate units in a development pay the PDC
- 100 new market rate units would be \$212,500 (25 x 8,500)
- The total cost per unit would be \$2,125 (212,500/100)

Joint Base MDL Studies and Plans

The interaction between the Joint Base MDL and the surrounding communities has waned due to heightened security measures enacted after the events of September 11, 2001, as military bases have taken more protective actions to secure their facilities by limiting public access. These measures have resulted in a loss of connectivity between the military population stationed on the Joint Base MDL with the retail and professional services provided in Browns Mills. Texas Road (CR 545), which once provided a direct connection through Fort Dix connecting Browns Mills with Bordentown and Wrightstown, has been permanently closed to non-military personnel within the gates of the base. All traffic from Browns Mills is now rerouted around the base via either to the west – Juliustown Road (CR 669), Pointville Road (CR 630) and Fort Dix Road (CR 616) or to the east – Cookstown Road (CR 667). The once 4.5-mile trip between Browns Mills and Wrightstown is now twice as far using these alternate routes (see Map 5). This disconnection between the north and south sides of the Base has adversely affected Browns Mills, since it cuts off the population, retail centers and infrastructure located to the north and west.

In response to the base consolidation and anticipated increase in traffic, the Joint Base Regional Transportation Study was prepared in 2011 by T&M Associates for Burlington and Ocean Counties. It focuses on mobility impacts resulting from mission changes at the Base and identifies transportation concerns within a five-mile buffer. The intersection between Lakehurst Road and Clubhouse Road was identified as a high-frequency crash location. Both basic and advanced alternatives were developed to alleviate safety and capacity issues. The study suggests creating by-pass routes around Browns Mills (see Map 4), aligning Noteboom Avenue and Clubhouse Road and installing a traffic signal at Clubhouse and Lakehurst Roads. To date, these recommendations have not been implemented and the poor circulation around the base remains an issue.

Map 4

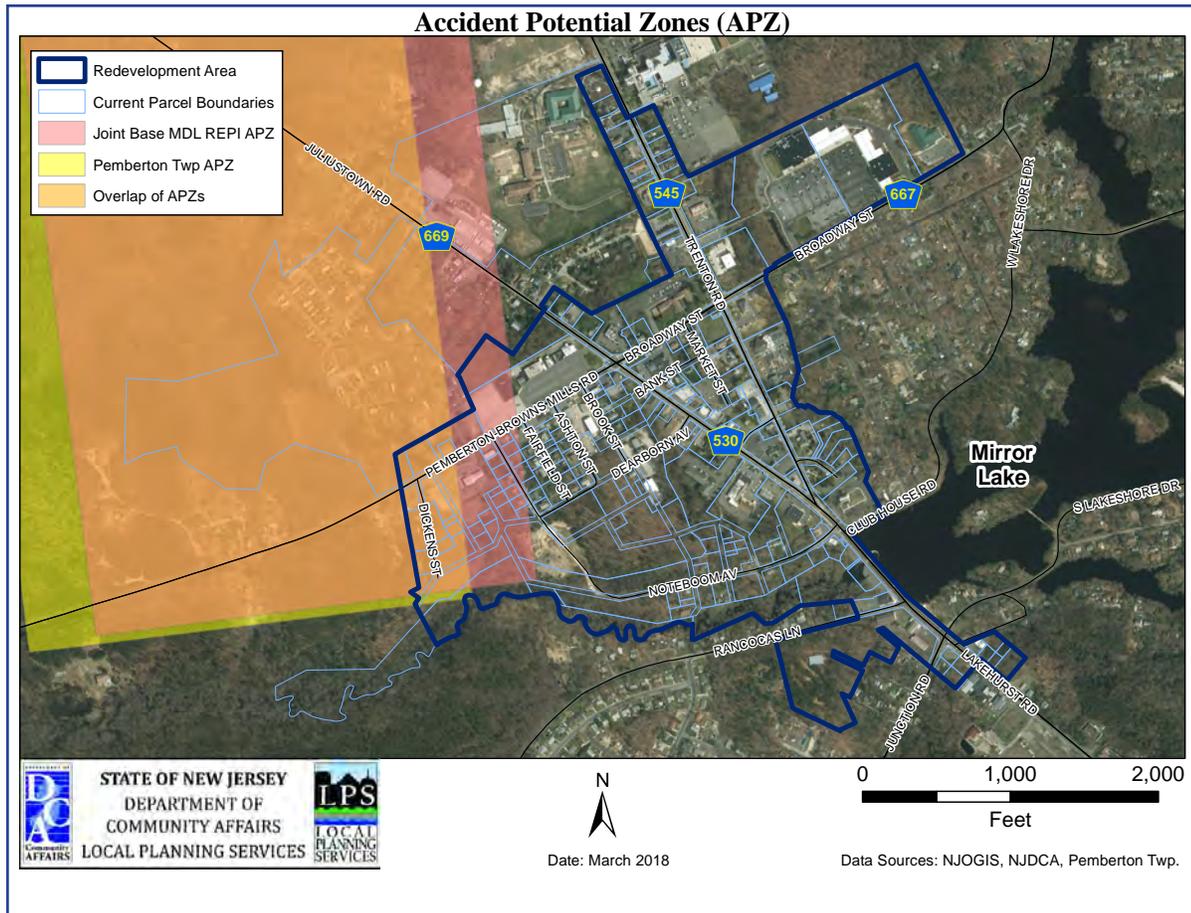


The Joint Base MDL calls for a buffer around the Accident Potential Zones (APZ) of the base's runways. There is an existing Air Installation Compatible Use Zone (AICUZ) that covers the northwestern portion of the Browns Mills Redevelopment Area (see Map 5).

The purpose of an Air Installation Compatible Use Zone (AICUZ), pursuant to the Air Safety and Zoning Act of 1983, P.L. 1983, c.260 (C.6:1-80 et seq.) is to protect the health, safety and welfare from noise and hazards through compatible development in the airport environment. This policy was instituted by the Department of Defense (DoD) to address the problem of land development surrounding military air installations. The DoD does not recommend single family homes on less than three acres or multifamily homes, specifically mobile home communities in these AICUZ zones. To comply with the requirements of the DoD, Pemberton created an Airport Safety Zone Ordinance with three subzones: Accidental Potential Zones - APZI Airport Hazard, APZII Airport Hazard; and Clear Zone CZ Airport Hazard. The Airport Safety Zone prohibits residential dwelling units not situated on a lot of at least six acres in

size; planned unit developments and multifamily dwellings; hospitals; schools; as well as other uses detailed in the ordinance. The APZII zone may affect the development potential of the Noteboom Neighborhood and Browns Mills Shopping Center and will need to be taken into consideration during site plan and design of any future development.

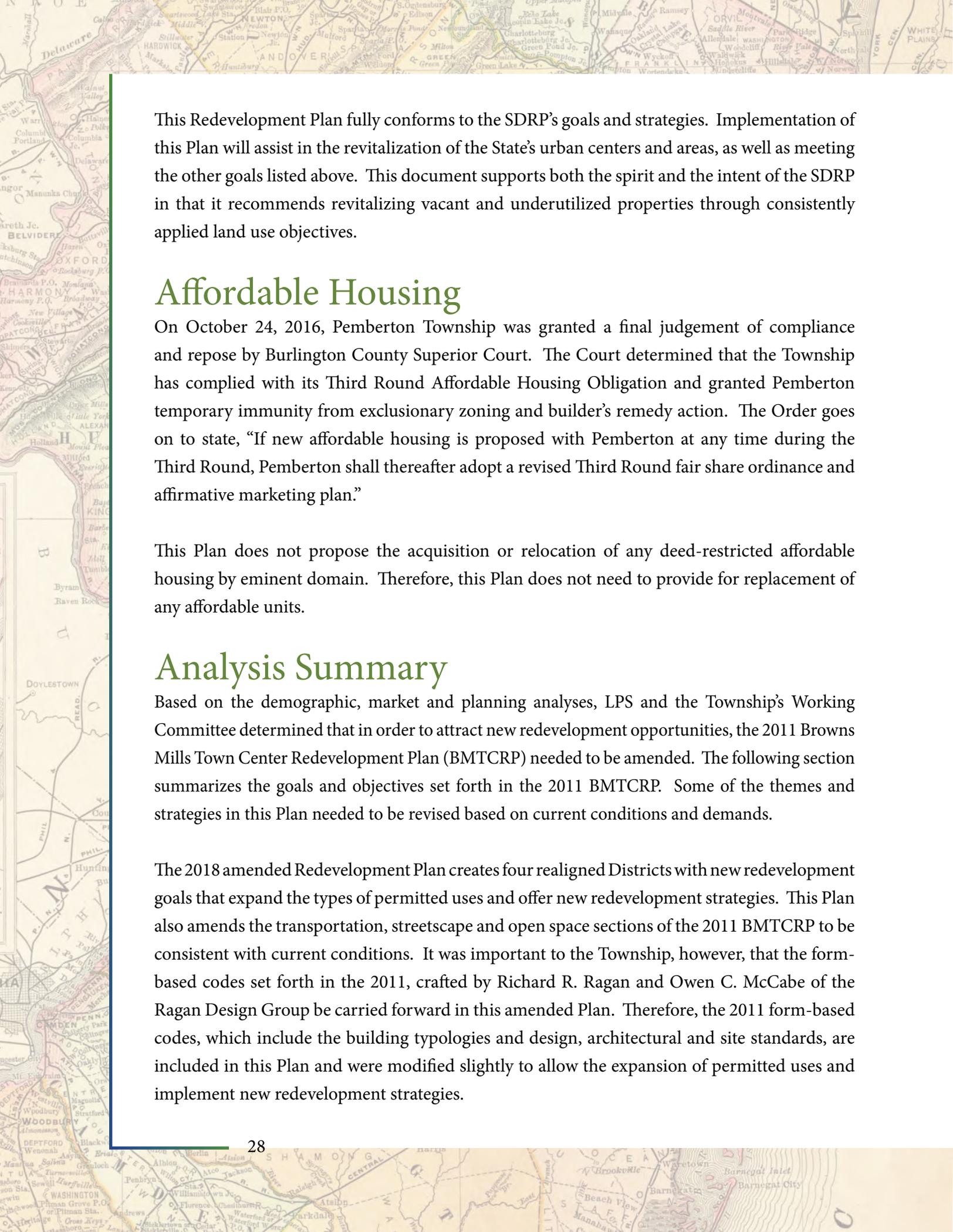
Map 5



State Development and Redevelopment Plan

The State Development and Redevelopment Plan (SDRP) was first adopted in 1992 and updated in March 2001. The SDRP is organized around eight policy goals for New Jersey’s communities. Of importance to this Redevelopment Plan are:

- Goal 1: Revitalize the State’s cities and towns.
- Goal 3: Promote beneficial economic growth, development and renewal.
- Goal 7: Preserve and enhance areas with historic, cultural, scenic, open space and recreational value.
- Goal 8: Ensure sound integrated planning and implementation statewide.

A background map of Delaware and surrounding areas, including parts of Pennsylvania, Maryland, and New Jersey. The map shows various towns, roads, and geographical features. The text is overlaid on the right side of the map.

This Redevelopment Plan fully conforms to the SDRP’s goals and strategies. Implementation of this Plan will assist in the revitalization of the State’s urban centers and areas, as well as meeting the other goals listed above. This document supports both the spirit and the intent of the SDRP in that it recommends revitalizing vacant and underutilized properties through consistently applied land use objectives.

Affordable Housing

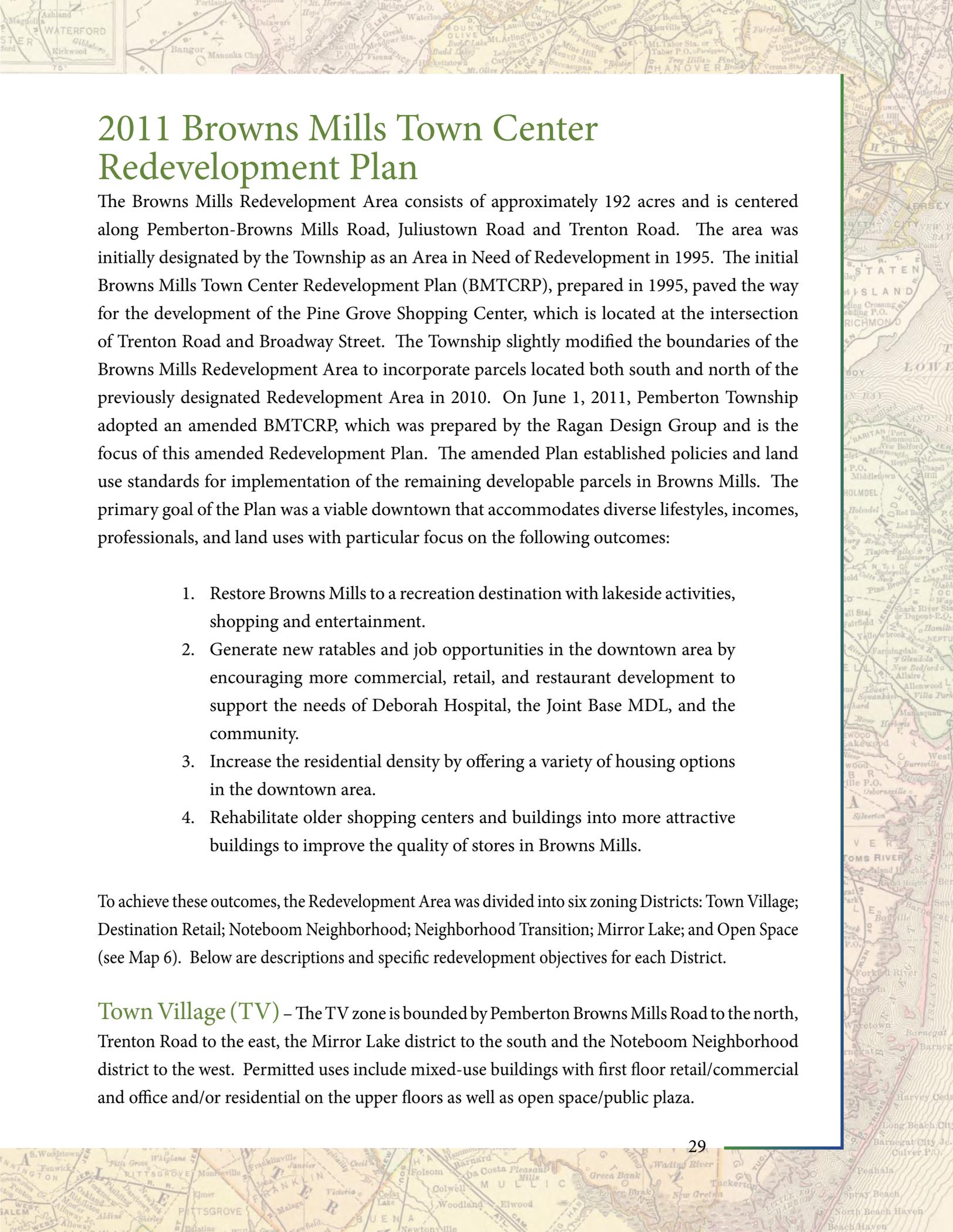
On October 24, 2016, Pemberton Township was granted a final judgement of compliance and repose by Burlington County Superior Court. The Court determined that the Township has complied with its Third Round Affordable Housing Obligation and granted Pemberton temporary immunity from exclusionary zoning and builder’s remedy action. The Order goes on to state, “If new affordable housing is proposed with Pemberton at any time during the Third Round, Pemberton shall thereafter adopt a revised Third Round fair share ordinance and affirmative marketing plan.”

This Plan does not propose the acquisition or relocation of any deed-restricted affordable housing by eminent domain. Therefore, this Plan does not need to provide for replacement of any affordable units.

Analysis Summary

Based on the demographic, market and planning analyses, LPS and the Township’s Working Committee determined that in order to attract new redevelopment opportunities, the 2011 Browns Mills Town Center Redevelopment Plan (BMTCRP) needed to be amended. The following section summarizes the goals and objectives set forth in the 2011 BMTCRP. Some of the themes and strategies in this Plan needed to be revised based on current conditions and demands.

The 2018 amended Redevelopment Plan creates four realigned Districts with new redevelopment goals that expand the types of permitted uses and offer new redevelopment strategies. This Plan also amends the transportation, streetscape and open space sections of the 2011 BMTCRP to be consistent with current conditions. It was important to the Township, however, that the form-based codes set forth in the 2011, crafted by Richard R. Ragan and Owen C. McCabe of the Ragan Design Group be carried forward in this amended Plan. Therefore, the 2011 form-based codes, which include the building typologies and design, architectural and site standards, are included in this Plan and were modified slightly to allow the expansion of permitted uses and implement new redevelopment strategies.



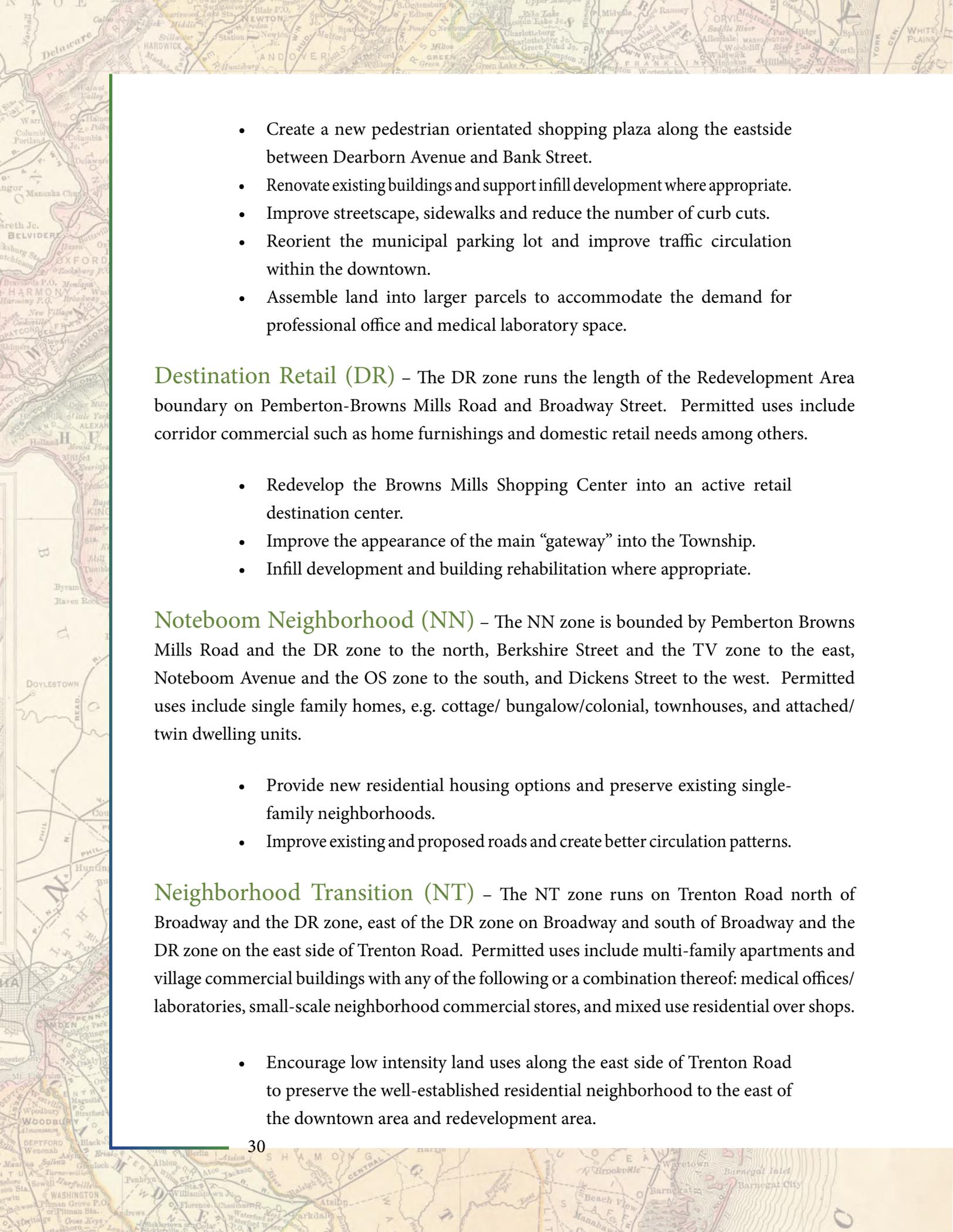
2011 Browns Mills Town Center Redevelopment Plan

The Browns Mills Redevelopment Area consists of approximately 192 acres and is centered along Pemberton-Browns Mills Road, Juliustown Road and Trenton Road. The area was initially designated by the Township as an Area in Need of Redevelopment in 1995. The initial Browns Mills Town Center Redevelopment Plan (BMTCRP), prepared in 1995, paved the way for the development of the Pine Grove Shopping Center, which is located at the intersection of Trenton Road and Broadway Street. The Township slightly modified the boundaries of the Browns Mills Redevelopment Area to incorporate parcels located both south and north of the previously designated Redevelopment Area in 2010. On June 1, 2011, Pemberton Township adopted an amended BMTCRP, which was prepared by the Ragan Design Group and is the focus of this amended Redevelopment Plan. The amended Plan established policies and land use standards for implementation of the remaining developable parcels in Browns Mills. The primary goal of the Plan was a viable downtown that accommodates diverse lifestyles, incomes, professionals, and land uses with particular focus on the following outcomes:

1. Restore Browns Mills to a recreation destination with lakeside activities, shopping and entertainment.
2. Generate new ratables and job opportunities in the downtown area by encouraging more commercial, retail, and restaurant development to support the needs of Deborah Hospital, the Joint Base MDL, and the community.
3. Increase the residential density by offering a variety of housing options in the downtown area.
4. Rehabilitate older shopping centers and buildings into more attractive buildings to improve the quality of stores in Browns Mills.

To achieve these outcomes, the Redevelopment Area was divided into six zoning Districts: Town Village; Destination Retail; Noteboom Neighborhood; Neighborhood Transition; Mirror Lake; and Open Space (see Map 6). Below are descriptions and specific redevelopment objectives for each District.

Town Village (TV) – The TV zone is bounded by Pemberton Browns Mills Road to the north, Trenton Road to the east, the Mirror Lake district to the south and the Noteboom Neighborhood district to the west. Permitted uses include mixed-use buildings with first floor retail/commercial and office and/or residential on the upper floors as well as open space/public plaza.

- 
- Create a new pedestrian orientated shopping plaza along the eastside between Dearborn Avenue and Bank Street.
 - Renovate existing buildings and support infill development where appropriate.
 - Improve streetscape, sidewalks and reduce the number of curb cuts.
 - Reorient the municipal parking lot and improve traffic circulation within the downtown.
 - Assemble land into larger parcels to accommodate the demand for professional office and medical laboratory space.

Destination Retail (DR) – The DR zone runs the length of the Redevelopment Area boundary on Pemberton-Browns Mills Road and Broadway Street. Permitted uses include corridor commercial such as home furnishings and domestic retail needs among others.

- Redevelop the Browns Mills Shopping Center into an active retail destination center.
- Improve the appearance of the main “gateway” into the Township.
- Infill development and building rehabilitation where appropriate.

Noteboom Neighborhood (NN) – The NN zone is bounded by Pemberton Browns Mills Road and the DR zone to the north, Berkshire Street and the TV zone to the east, Noteboom Avenue and the OS zone to the south, and Dickens Street to the west. Permitted uses include single family homes, e.g. cottage/ bungalow/colonial, townhouses, and attached/ twin dwelling units.

- Provide new residential housing options and preserve existing single-family neighborhoods.
- Improve existing and proposed roads and create better circulation patterns.

Neighborhood Transition (NT) – The NT zone runs on Trenton Road north of Broadway and the DR zone, east of the DR zone on Broadway and south of Broadway and the DR zone on the east side of Trenton Road. Permitted uses include multi-family apartments and village commercial buildings with any of the following or a combination thereof: medical offices/ laboratories, small-scale neighborhood commercial stores, and mixed use residential over shops.

- Encourage low intensity land uses along the east side of Trenton Road to preserve the well-established residential neighborhood to the east of the downtown area and redevelopment area.

- Relocate all municipal buildings and emergency management facilities to the east side of Trenton Road.

Mirror Lake (ML) – The ML zone runs the length of Lakehurst Road within the Redevelopment Area and is bounded by Juliustown Road, Trenton Road, the TV, OS and NT zones to the north, Mirror Lake to the east, Columbus Avenue to the south, and the OS and NN zones to the west. Permitted uses in the ML zone include village retail, e.g. restaurants and canoe/kayak store.

- Construct a new village style mixed use commercial center adjacent to Mirror Lake that reflects a recreational atmosphere.
- Increase the utilization of Mirror Lake by holding fishing tournaments, outdoor adventure races, sailboat races, etc.

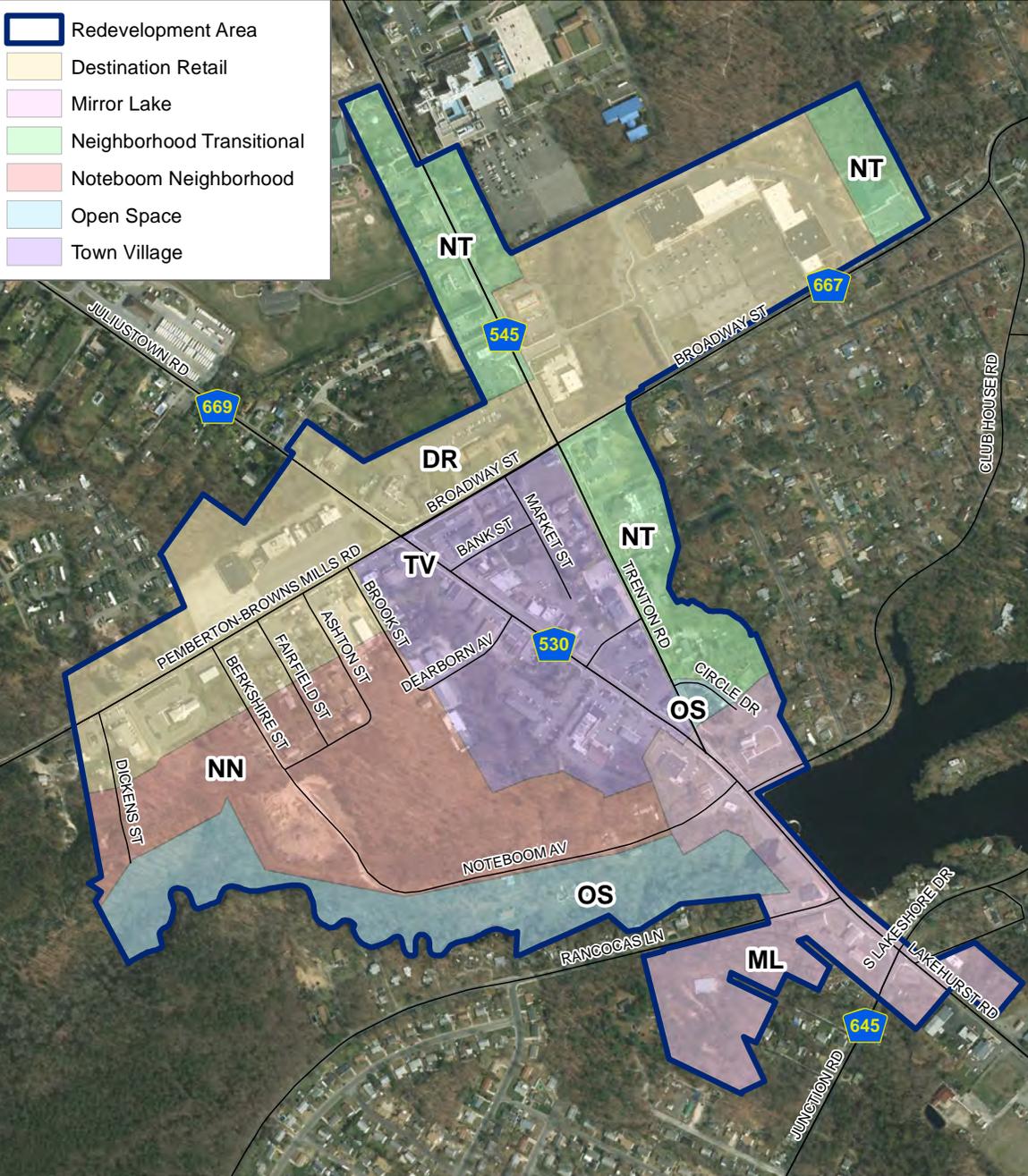
Open Space (OS) – The OS zone is located just south of the NN zone and Noteboom Avenue and is bounded to the east and northeast by the ML zone. Veteran’s Memorial Park on Trenton Road is also part of the OS zone. Permitted uses include connector trails, bikeways, water canoe trails, all terrain bike trails, cross-country ski trails, and equestrian trails.

- Improve pedestrian access to Mirror Lake from Lakehurst Road and Reflection Park.
- Create better pedestrian linkages between Rancocas Creek and Mirror Lake.
- Continue to maintain the importance of the Veteran’s Memorial Park.

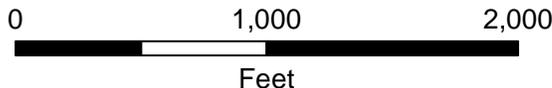
The 2011 BMTCRP also includes eight building typologies (cottage, bungalow, colonial house, attached/twin, townhome, multiple residential dwelling units, village commercial and corridor commercial) permitted in selected Districts within the Redevelopment Area. Each typology includes specific standards for lot configuration, building form and frontage, parking, landscaping and accessory structures. General Development and Architectural Standards are provided for Building Elements (orientation and massing, facade and materials, roofs and lighting), Architectural Elements (awnings, balconies, front porches, bay windows and colonnades/arcades) and Site Elements (signs, landscaping, buffering/screens, trash enclosures, fences and garden walls, placement of utilities, accessory uses and detached garages). Permitted uses, conditional uses, a street hierarchy plan, streetscape requirements, an open space plan and implementation requirements are also set forth in the 2011 BMTCRP.

Map 6

2011 Districts within the Browns Mills Redevelopment Area



STATE OF NEW JERSEY
DEPARTMENT OF
COMMUNITY AFFAIRS
LOCAL PLANNING SERVICES



Date: March 2018

Data Sources: NJGIS, NJDCA, Pemberton Twp.

Redevelopment Plan Goals

Planning Process

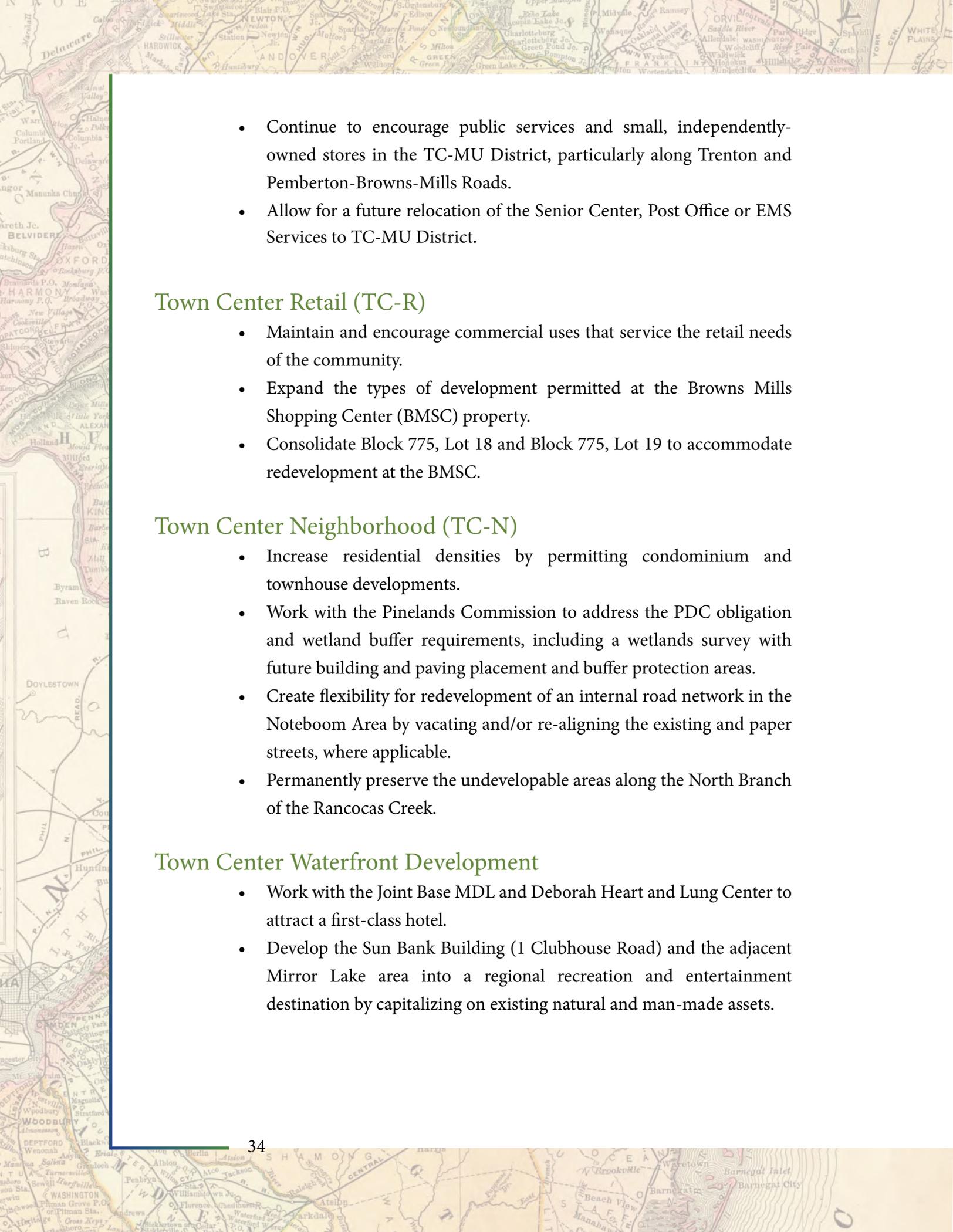
As a result of the research and collaboration discussed in the previous sections, below are the goals of this amended Redevelopment Plan. Each component is addressed in detail in the ensuing sections.

Redevelopment Area-Wide

- Consolidate six Districts identified in the 2011 Plan into four new Districts (Town Center Mixed Use, Town Center Retail, Town Center Neighborhood and Town Center Waterfront Development).
- Ensure that each District achieves the following objectives:
 1. Has a clear purpose and intent;
 2. Follows parcel boundaries and be consistent with the current land use patterns and the desired future development patterns;
 3. Is developed in a manner that is consistent with Pinelands Commission regulations;
 4. Encourages a variety of permitted uses that attract business and development opportunities;
- Reduce the number of building topologies from eight to six and revise site standards and general development and architectural standards as recommended in this Plan.

Town Center Mixed Use (TC-MU)

- Redevelop the properties acquired by the Township in the Juliustown Road Action Area that will:
 1. Allow a greater mix of retail, professional and health related uses;
 2. Design visually prominent and attractive buildings that will be the centerpiece of the area;
 3. Maximize the developable square footage on site to meet the needs of a variety of tenants;
 4. Reconfigure and improve the municipal parking lot to accommodate potential shoppers; and
 5. Create a public gathering space that is inviting and accessible to shoppers and residents alike.



- Continue to encourage public services and small, independently-owned stores in the TC-MU District, particularly along Trenton and Pemberton-Browns-Mills Roads.
- Allow for a future relocation of the Senior Center, Post Office or EMS Services to TC-MU District.

Town Center Retail (TC-R)

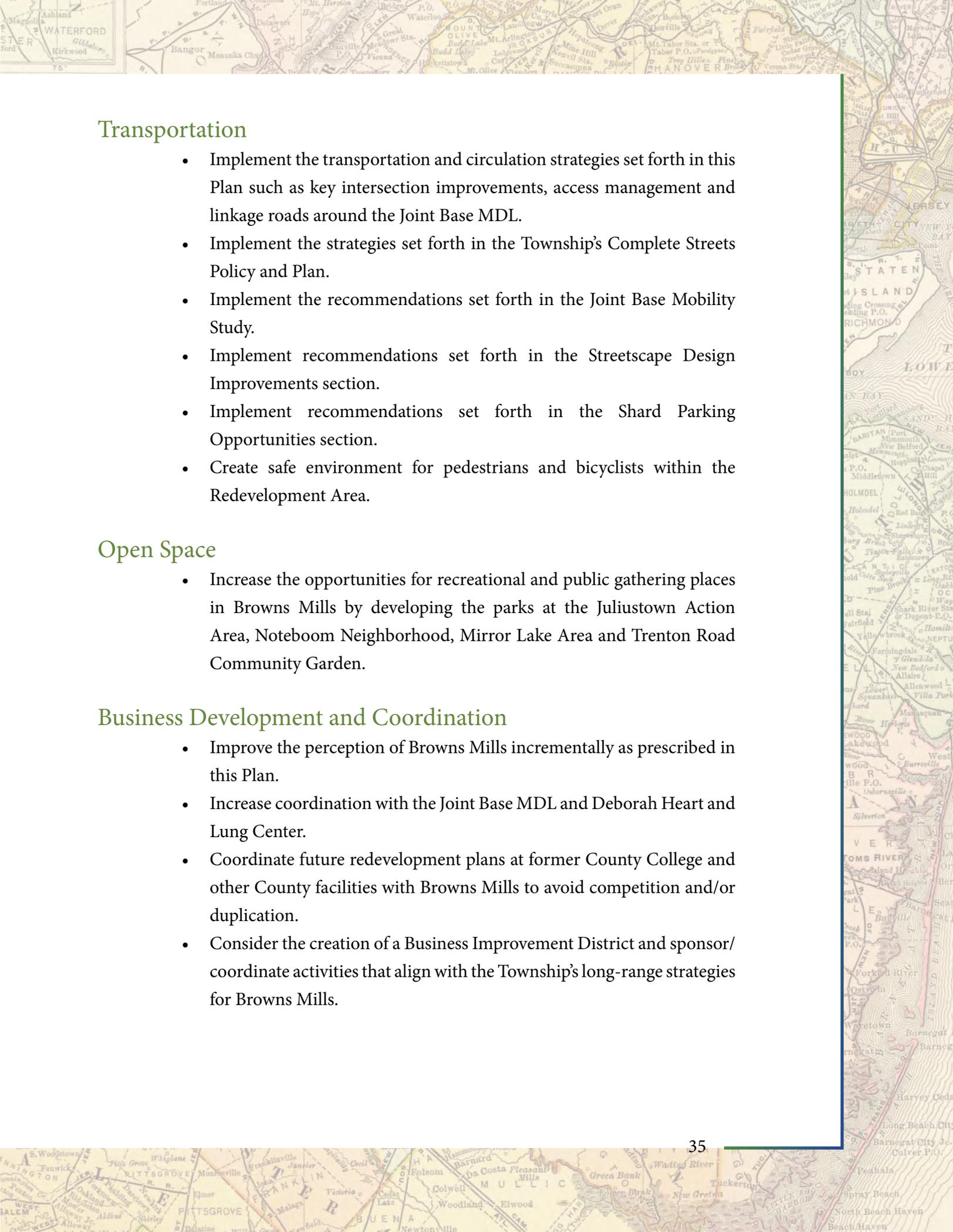
- Maintain and encourage commercial uses that service the retail needs of the community.
- Expand the types of development permitted at the Browns Mills Shopping Center (BMSC) property.
- Consolidate Block 775, Lot 18 and Block 775, Lot 19 to accommodate redevelopment at the BMSC.

Town Center Neighborhood (TC-N)

- Increase residential densities by permitting condominium and townhouse developments.
- Work with the Pinelands Commission to address the PDC obligation and wetland buffer requirements, including a wetlands survey with future building and paving placement and buffer protection areas.
- Create flexibility for redevelopment of an internal road network in the Noteboom Area by vacating and/or re-aligning the existing and paper streets, where applicable.
- Permanently preserve the undevelopable areas along the North Branch of the Rancocas Creek.

Town Center Waterfront Development

- Work with the Joint Base MDL and Deborah Heart and Lung Center to attract a first-class hotel.
- Develop the Sun Bank Building (1 Clubhouse Road) and the adjacent Mirror Lake area into a regional recreation and entertainment destination by capitalizing on existing natural and man-made assets.

A historical map of the region, showing various towns, roads, and geographical features. The map is detailed, with many place names and street layouts visible. The colors are muted, typical of an old map. The map is partially obscured by a blue border on the right side of the page.

Transportation

- Implement the transportation and circulation strategies set forth in this Plan such as key intersection improvements, access management and linkage roads around the Joint Base MDL.
- Implement the strategies set forth in the Township's Complete Streets Policy and Plan.
- Implement the recommendations set forth in the Joint Base Mobility Study.
- Implement recommendations set forth in the Streetscape Design Improvements section.
- Implement recommendations set forth in the Shard Parking Opportunities section.
- Create safe environment for pedestrians and bicyclists within the Redevelopment Area.

Open Space

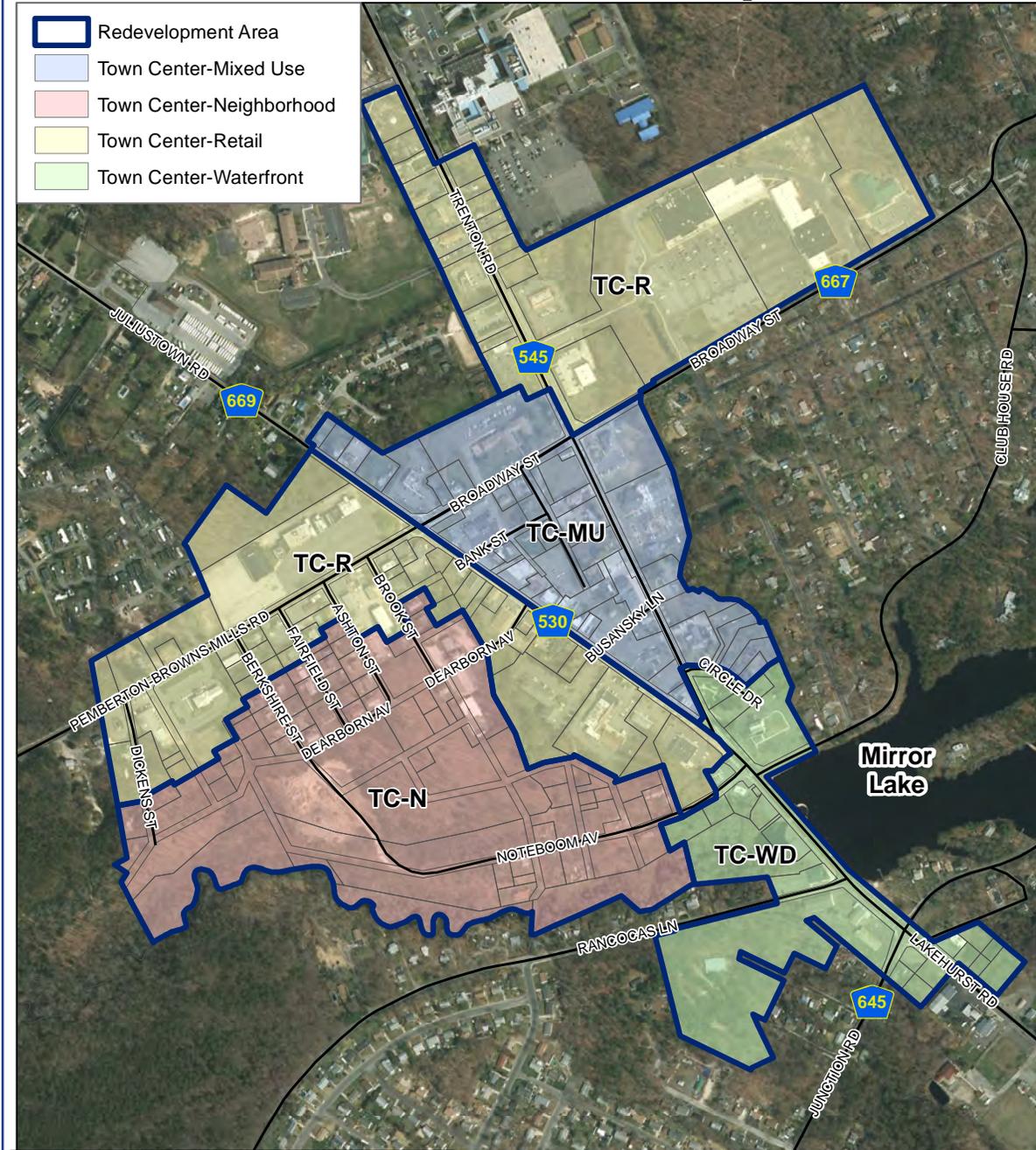
- Increase the opportunities for recreational and public gathering places in Browns Mills by developing the parks at the Juliustown Action Area, Noteboom Neighborhood, Mirror Lake Area and Trenton Road Community Garden.

Business Development and Coordination

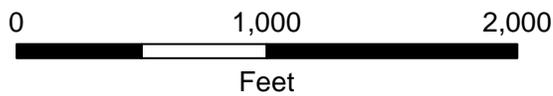
- Improve the perception of Browns Mills incrementally as prescribed in this Plan.
- Increase coordination with the Joint Base MDL and Deborah Heart and Lung Center.
- Coordinate future redevelopment plans at former County College and other County facilities with Browns Mills to avoid competition and/or duplication.
- Consider the creation of a Business Improvement District and sponsor/coordinate activities that align with the Township's long-range strategies for Browns Mills.

Map 7

New Districts in the Browns Mills Redevelopment Area



STATE OF NEW JERSEY
DEPARTMENT OF
COMMUNITY AFFAIRS
LOCAL PLANNING SERVICES



Date: March 2018

Data Sources: NJGIS, NJDCA, Pemberton Twp.

Redevelopment Plan Districts

The Browns Mills Redevelopment Area is divided into four distinct zoning Districts (see Map 7), each having a specific vision and purpose, which provides clear direction to both the community and potential developers. The Districts are designed to be compatible with existing development, while providing greater opportunity for expanding or new development opportunities in the appropriate locations. The District boundaries were crafted in consideration of previous parcel consolidations, current lot lines and ownership patterns, property classifications and existing land uses. The following sections provide a geographic description, describe existing conditions, state the intent and purpose and summarize zoning and land use regulations for each District, which are listed below:

- Town Center Mixed Use (TC-MU);
- Town Center Retail (TC-R);
- Town Center Neighborhood (TC-N); and
- Town Center Waterfront Development (TC-WD).

Town Center Mixed Use Geographic Description

The Town Center Mixed Use (TC-MU) District is 31.6 acres and contains 47 parcels. The District contains parcels located east of Juliustown Road (CR 530), on both sides of Trenton Road (CR45) south of Broadway and on both sides of Pemberton-Browns Mills Road between Juliustown and Trenton Roads.

Existing Conditions

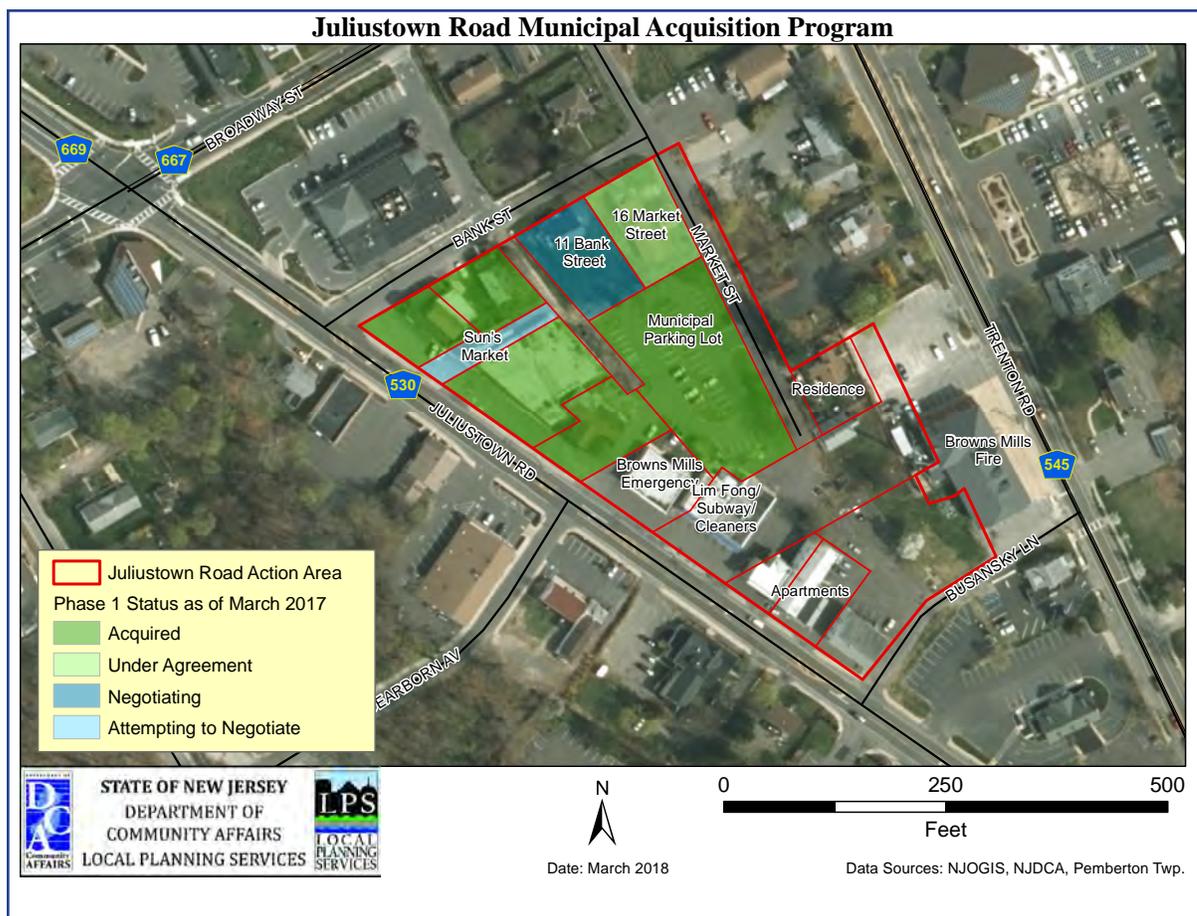
The eastside of Juliustown Road is primarily commercial, with a mix of residential and public uses interspersed. Businesses on this stretch of roadway are auto-oriented uses and include a pharmacy, fast food restaurant, convenience store, gas station and bank. The Browns Mills Emergency Squad and access to the Township-owned parking lot are located along Juliustown Road.



A few substandard multi-family housing structures, vacant lots and underutilized buildings exist along this section of Juliustown Road.

The Town Center Mixed Use District, specifically along the eastside of Juliustown Road between Bank Street and Busansky Lane, is the focal point of redevelopment efforts in the Browns Mills Town Center. To revitalize this strategic location and accommodate potential development, Pemberton Township is actively engaged in acquiring the land within the Juliustown Road Action Area (see Map 8) using monies from the New Jersey Urban Enterprise Zone Program. The Action Area is 4.26 acres and contains several vacant or underutilized properties. As of March 2017, the Township has gained site control of most of the properties and demolition has commenced to make way for the construction of new retail buildings centered around a public green space. This development is intended to be pedestrian friendly and will rely upon several streetscape improvements such as better lighting, street furniture and pedestrian amenities. The Township plans to improve and expand the municipal parking lot. Once completed, the new space will be a retail destination and remake this area into the commercial hub of the community.

Map 8



Development along Trenton Road and Pemberton-Browns Mills Road, within the TC-MU District, more closely represent the qualities of a Town Center than any other area of Browns Mills. Along these road segments are several places of worship, the Browns Mills Volunteer Fire and Rescue Company, Veteran's Memorial Park, Pemberton Township School Board administrative offices and other small commercial buildings. These roads have a pedestrian feel with striped shoulders, reduced speeds, street trees and sidewalks. There are very few auto-oriented uses located along these roads within the TC-MU.



Intent and Purpose (Vision)

The Town Center Mixed Use District will be developed in an aesthetically pleasing way and serve as the focal point of the Browns Mills Redevelopment Area. Permitted uses will accommodate the needs of the existing population as well as new consumers. The District will provide a sense of pride for the community and have public spaces that are interesting and diverse. Due to the economic dynamics of the community, public services and family support uses as well as retail will be encouraged in the Town Center Mixed Use District. An interesting streetscape that serves the needs of the pedestrian is of utmost importance.

Zoning and Land Use Regulations Summary

The buildings to be located within the Juliustown Road Action Area should be architecturally significant with an ornate design, such as a prominent cupola, clocktower or steeple. This 4.26-acre site could accommodate a variety of retail and professional uses totaling over 40,000 square feet, while providing ample parking, sufficient access and an integrated public gathering place along the roadway. Parking and delivery access will be provided via access roads and/or the rear parking lot. Map 9 demonstrates one example of how the buildings, with larger footprints could be arranged at this site. The buildings should connect directly with the public open space, allowing more pedestrian interaction and more space for event programming.

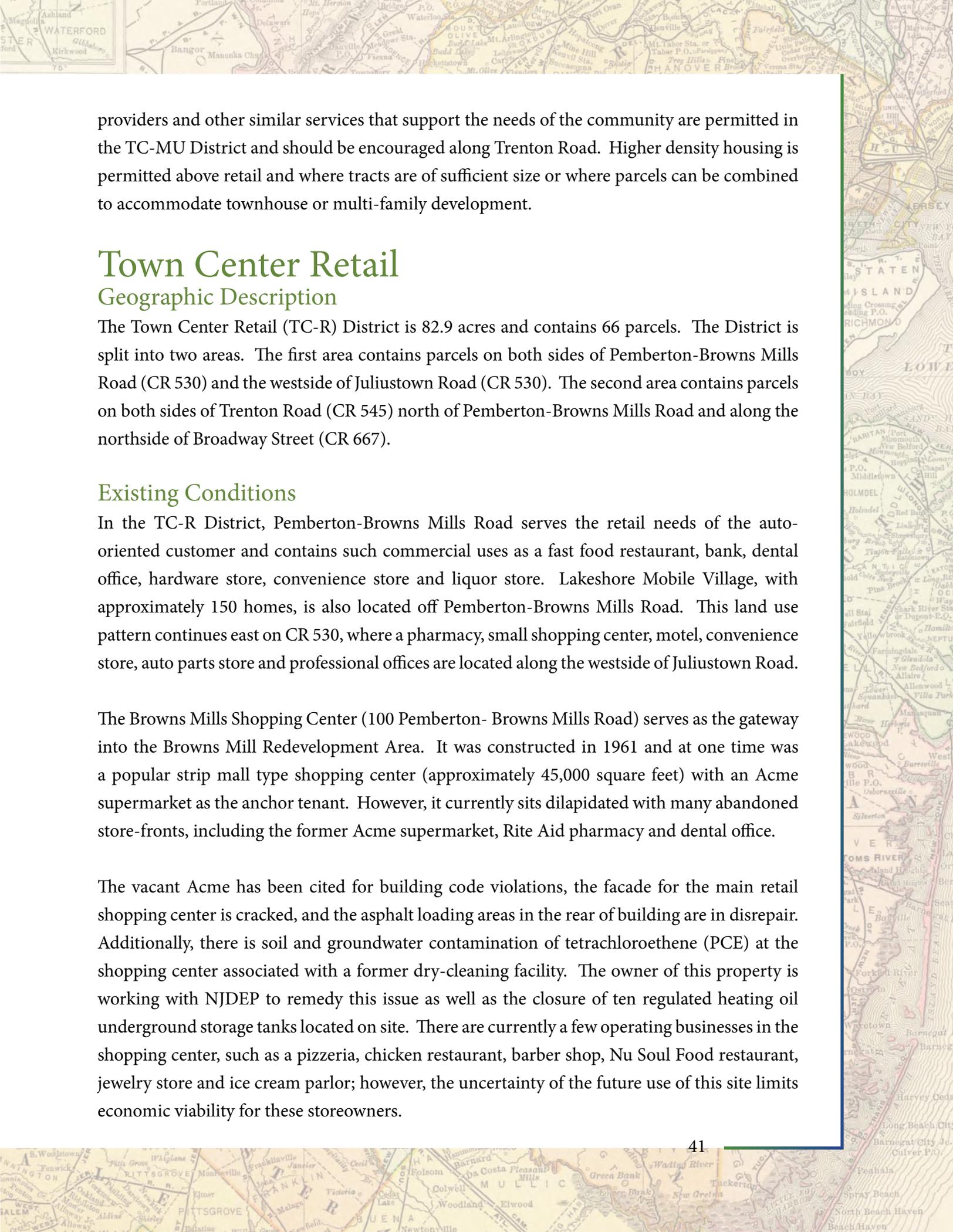
Map 9

Juliustown Road Plaza Potential Development



Based upon current market conditions and local shopping preferences, Browns Mills can support a limited amount of new retail opportunities. Therefore, in addition to retail businesses, the TC-MU District will permit public uses, social services and healthcare in the proposed Juliustown Road Action Area. Specifically, the Redevelopment Area currently lacks sufficient healthcare related resources, which could complement existing services provided by the Deborah Heart and Lung Center. Medical services such as pediatricians, OB-GYNs, family practices, physical therapy, ambulatory surgery, out-patient services, rehabilitation centers, urgent care, diagnostic centers and radiology services are compatible uses to the desired retail shops at the proposed plaza. To improve the public perception of safety in the Redevelopment Area, a police substation could also be located within or near the plaza.

Existing public services and “mom-and-pop stores” should continue in the TC-MU District, especially along Trenton and Pemberton-Browns-Mills Roads. The Township should plan for the future relocation of the Senior Center and Post Office, where parking is limited, to this District. Assisted living residences, veteran’s assistance, long-term care, behavioral health



providers and other similar services that support the needs of the community are permitted in the TC-MU District and should be encouraged along Trenton Road. Higher density housing is permitted above retail and where tracts are of sufficient size or where parcels can be combined to accommodate townhouse or multi-family development.

Town Center Retail

Geographic Description

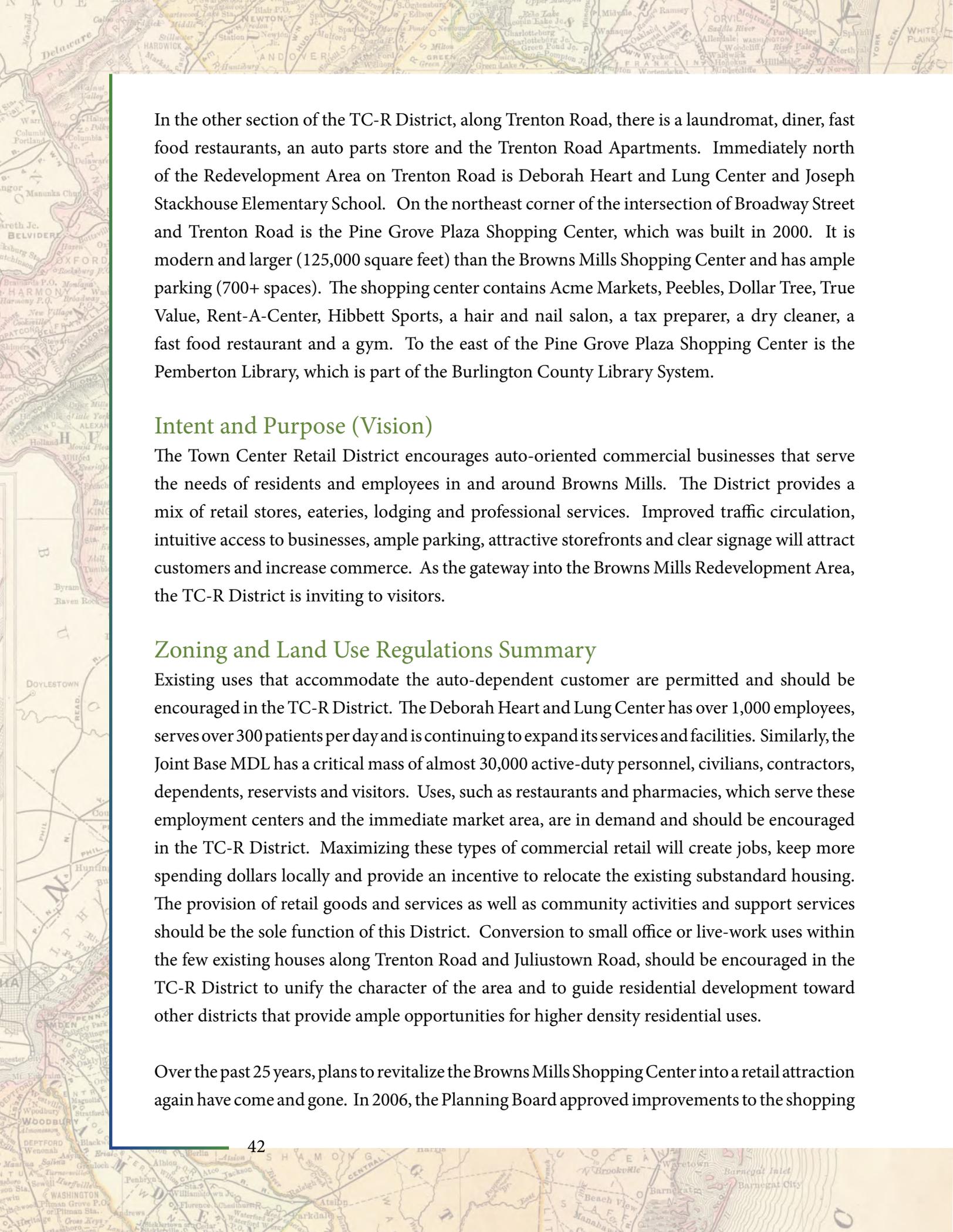
The Town Center Retail (TC-R) District is 82.9 acres and contains 66 parcels. The District is split into two areas. The first area contains parcels on both sides of Pemberton-Browns Mills Road (CR 530) and the westside of Juliustown Road (CR 530). The second area contains parcels on both sides of Trenton Road (CR 545) north of Pemberton-Browns Mills Road and along the northside of Broadway Street (CR 667).

Existing Conditions

In the TC-R District, Pemberton-Browns Mills Road serves the retail needs of the auto-oriented customer and contains such commercial uses as a fast food restaurant, bank, dental office, hardware store, convenience store and liquor store. Lakeshore Mobile Village, with approximately 150 homes, is also located off Pemberton-Browns Mills Road. This land use pattern continues east on CR 530, where a pharmacy, small shopping center, motel, convenience store, auto parts store and professional offices are located along the westside of Juliustown Road.

The Browns Mills Shopping Center (100 Pemberton- Browns Mills Road) serves as the gateway into the Browns Mill Redevelopment Area. It was constructed in 1961 and at one time was a popular strip mall type shopping center (approximately 45,000 square feet) with an Acme supermarket as the anchor tenant. However, it currently sits dilapidated with many abandoned store-fronts, including the former Acme supermarket, Rite Aid pharmacy and dental office.

The vacant Acme has been cited for building code violations, the facade for the main retail shopping center is cracked, and the asphalt loading areas in the rear of building are in disrepair. Additionally, there is soil and groundwater contamination of tetrachloroethene (PCE) at the shopping center associated with a former dry-cleaning facility. The owner of this property is working with NJDEP to remedy this issue as well as the closure of ten regulated heating oil underground storage tanks located on site. There are currently a few operating businesses in the shopping center, such as a pizzeria, chicken restaurant, barber shop, Nu Soul Food restaurant, jewelry store and ice cream parlor; however, the uncertainty of the future use of this site limits economic viability for these storeowners.



In the other section of the TC-R District, along Trenton Road, there is a laundromat, diner, fast food restaurants, an auto parts store and the Trenton Road Apartments. Immediately north of the Redevelopment Area on Trenton Road is Deborah Heart and Lung Center and Joseph Stackhouse Elementary School. On the northeast corner of the intersection of Broadway Street and Trenton Road is the Pine Grove Plaza Shopping Center, which was built in 2000. It is modern and larger (125,000 square feet) than the Browns Mills Shopping Center and has ample parking (700+ spaces). The shopping center contains Acme Markets, Peebles, Dollar Tree, True Value, Rent-A-Center, Hibbett Sports, a hair and nail salon, a tax preparer, a dry cleaner, a fast food restaurant and a gym. To the east of the Pine Grove Plaza Shopping Center is the Pemberton Library, which is part of the Burlington County Library System.

Intent and Purpose (Vision)

The Town Center Retail District encourages auto-oriented commercial businesses that serve the needs of residents and employees in and around Browns Mills. The District provides a mix of retail stores, eateries, lodging and professional services. Improved traffic circulation, intuitive access to businesses, ample parking, attractive storefronts and clear signage will attract customers and increase commerce. As the gateway into the Browns Mills Redevelopment Area, the TC-R District is inviting to visitors.

Zoning and Land Use Regulations Summary

Existing uses that accommodate the auto-dependent customer are permitted and should be encouraged in the TC-R District. The Deborah Heart and Lung Center has over 1,000 employees, serves over 300 patients per day and is continuing to expand its services and facilities. Similarly, the Joint Base MDL has a critical mass of almost 30,000 active-duty personnel, civilians, contractors, dependents, reservists and visitors. Uses, such as restaurants and pharmacies, which serve these employment centers and the immediate market area, are in demand and should be encouraged in the TC-R District. Maximizing these types of commercial retail will create jobs, keep more spending dollars locally and provide an incentive to relocate the existing substandard housing. The provision of retail goods and services as well as community activities and support services should be the sole function of this District. Conversion to small office or live-work uses within the few existing houses along Trenton Road and Juliustown Road, should be encouraged in the TC-R District to unify the character of the area and to guide residential development toward other districts that provide ample opportunities for higher density residential uses.

Over the past 25 years, plans to revitalize the Browns Mills Shopping Center into a retail attraction again have come and gone. In 2006, the Planning Board approved improvements to the shopping



center; however, they were never completed by the property owner. In 2013, the property owner made a presentation to the Township Council requesting changes to a previous development plan to allow for the addition of an undisclosed number of freestanding apartment units. In early 2014, Pemberton sought to take control of the property by ordinance and signed an agreement with the J & J Development Group to demolish

the shopping center and replace it with a new commercial center once the Township acquired the property. As of the date of this Plan, these initiatives have not come to fruition. The Township actively continues to pursue possible redevelopment opportunities for this site.

To spur redevelopment, it is recommended that Block 775, Lot 19 (6.4 acres), which contains the Browns Mills Shopping Center, be consolidated with Block 775, Lot 18 (2.95 acres), which is a vacant and irregularly shaped parcel that lies directly north of the Shopping Center and has frontage on Juliustown Road. Consolidating these two lots into one parcel that is approximately 9.5 acres will allow greater flexibility for site design and more efficient use of the land. The Browns Mills Shopping Center should be demolished and rebuilt with a mixture of different building sizes, which will support a variety retail uses. This flexibility of building size and permitted uses will provide the catalyst needed to attract a developer to this site. A redesigned site, as suggested in a current conceptual plan (see Map 10), may include restaurants, retail stores, recreational facilities, professional services and a full-service gasoline station.

The west side of Juliustown Road consists of primarily commercial uses that are designed with the automobile in mind. Similar uses also occur on Trenton Road and Broadway Street. These areas are well suited for the Town Center Retail District where a diverse list of uses, which includes the types of retail goods and services providers that meet current market demand. This District will serve the employment centers and the pass-through traffic occurring on County Routes 530 and 545.

Map 10

Browns Mills Shopping Center Potential Development



Town Center Neighborhood Geographic Description

The Town Center Neighborhood (TC-N) District contains 76 parcels and is 52.4 acres. The District is located south of Pemberton - Browns Mills Road and west of Juliustown Road. The District includes Brook Street, Ashton Street, Fairfield Street, Berkshire Street Sunflower Drive and Dearborn Avenue.

Existing Conditions

The TC-N District consists of a small residential neighborhood containing mostly single family and two-family homes to the north and undeveloped forests adjacent to the North Branch Rancocas Creek to the south. The wooded area located between Noteboom Avenue and Dearborn Avenue consists of approximately 24.27 acres, of which 15.82 acres (not including the paper street right of ways) are owned by the Township. A portion of this area, along the Rancocas Creek, is within a flood zone and lies within a 240-foot wetland buffer, which will be

discussed in a later part of this Plan. The Pemberton Township Senior Center and Browns Mills Post Office are located off Dearborn Avenue, where access to the facilities and the amount of available parking are of concern.

The North Branch of the Rancocas Creek creates the southern boundary of the Redevelopment Area and is surrounded by high quality wetlands. As result, the Pinelands Commission requires a 240-foot buffer around the wetlands associated with the Rancocas Creek. This 240-foot wetlands buffer limits the development potential in the Noteboom Neighborhood (see Map 11). The Township currently owns approximately 16 acres of vacant land in this area; however, less than five acres lie outside this buffer. Further field investigation, such as a wetlands delineation and a threatened and endangered species survey should be completed to determine the exact yield for the site.

Intent and Purpose (Vision)

The Town Center Neighborhood District should encourage an array of residential housing types with sufficient densities to help support retail commerce in Browns Mills. The District should provide an opportunity for a diversity of incomes, family types and age groups. A mix of housing units, recreational opportunities, pedestrian linkages and green space will make this a desirable place to live.



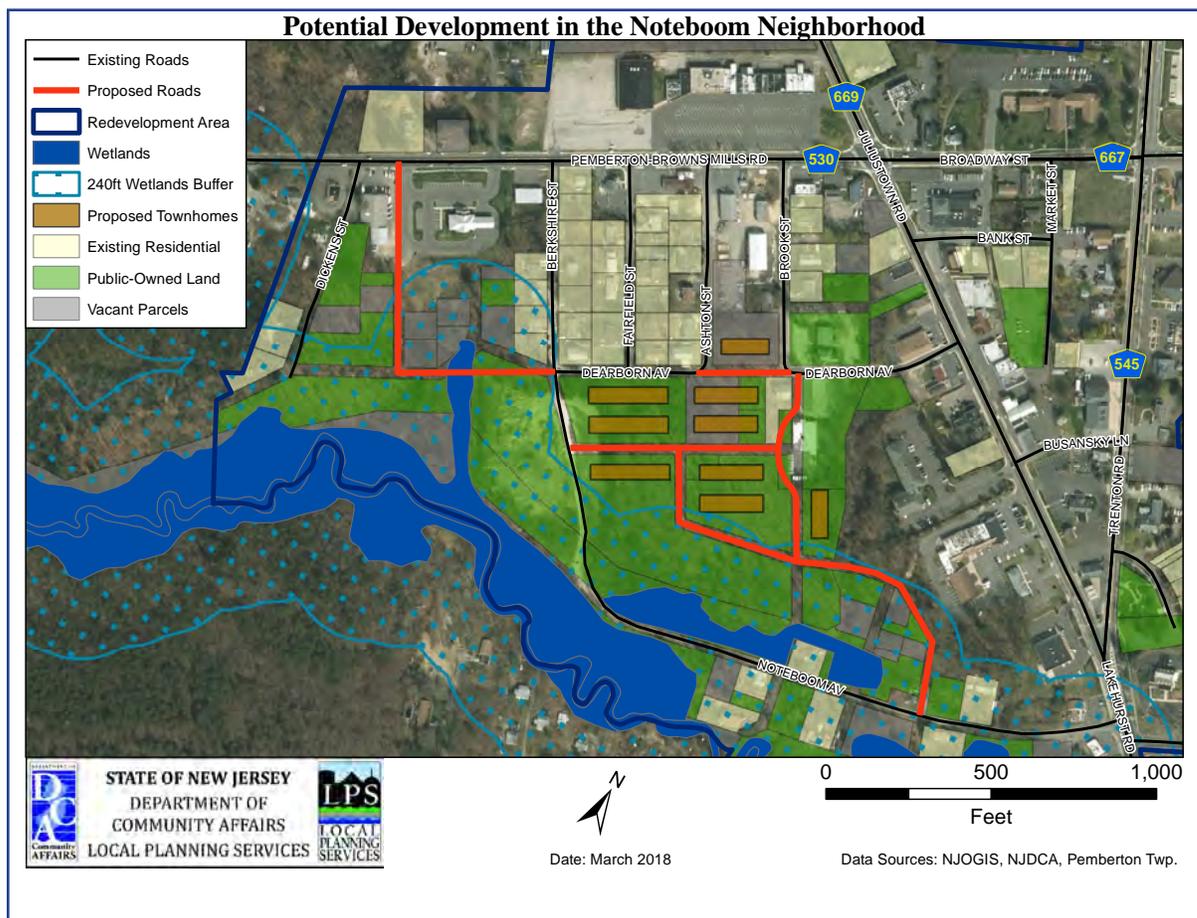
Zoning and Land Use Regulations Summary

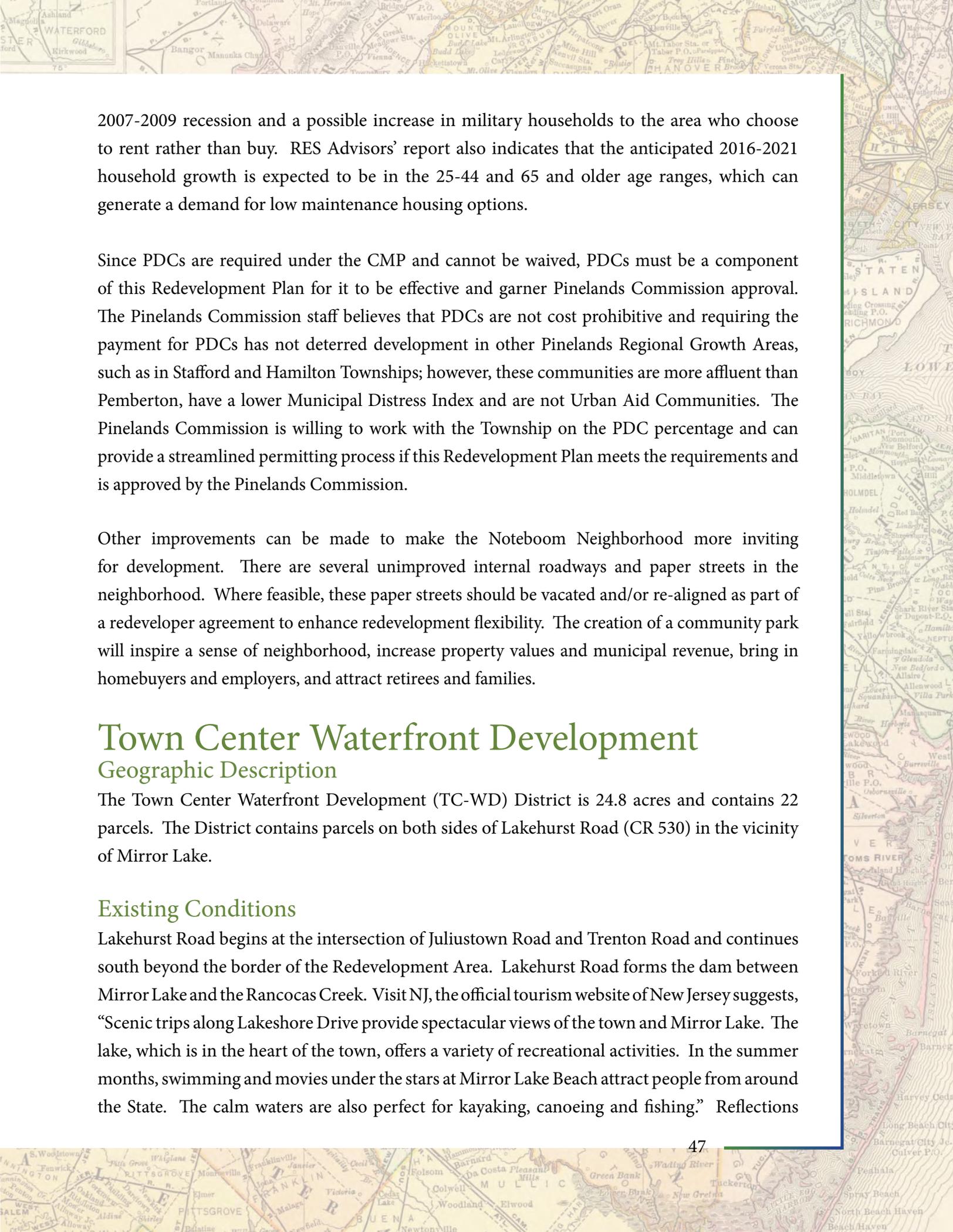
To attract a higher density of residential development and encourage pedestrian-oriented development, the TC-N District will permit dwelling units in attached and semi-detached townhouse or duplex/twin configurations at moderate densities (approximately 6 to 10 units per acre) and multi-family apartment or condominium configurations at higher densities (approximately 12 to 20 units per acre) in addition to a mixture of single family residential units. Additional density is encouraged to support the neighborhood retail stores in the downtown area and provide additional housing options for empty nesters, young professionals, college students and military personnel. Based on the existing 240 foot required buffer, a total of 70-80 townhouse units could be built in the developable portion of this area (see Map 11). Once

the wetlands area is formally delineated, the land within the buffer should be permanently preserved as open space.

Multi-family construction is most suitable for the Township-owned parcels in the TC-N, which can be sold to and built by a single developer with a consistent look and feel and common/open space elements that would be maintained centrally rather than by individual property owners. According to the Rowan College “Analysis of Development Potential” Report prepared by RES Advisors, Inc., market support exists for owner-occupied townhouse or cluster home development in Pemberton, where these types of low maintenance product types are not currently available. RES states in its report that local realtors were interviewed for their study and the realtors indicated that buyers are interested in purchasing non-age-restricted townhouses. Furthermore, RES notes in its report that the surrounding primary market area (PMA), which includes 15 municipalities, including Pemberton Township, is expected to add 747 additional households between 2016 and 2021. Therefore, it is possible that the rental demand from that increase may be higher than the current overall pattern because of the

Map 11





2007-2009 recession and a possible increase in military households to the area who choose to rent rather than buy. RES Advisors' report also indicates that the anticipated 2016-2021 household growth is expected to be in the 25-44 and 65 and older age ranges, which can generate a demand for low maintenance housing options.

Since PDCs are required under the CMP and cannot be waived, PDCs must be a component of this Redevelopment Plan for it to be effective and garner Pinelands Commission approval. The Pinelands Commission staff believes that PDCs are not cost prohibitive and requiring the payment for PDCs has not deterred development in other Pinelands Regional Growth Areas, such as in Stafford and Hamilton Townships; however, these communities are more affluent than Pemberton, have a lower Municipal Distress Index and are not Urban Aid Communities. The Pinelands Commission is willing to work with the Township on the PDC percentage and can provide a streamlined permitting process if this Redevelopment Plan meets the requirements and is approved by the Pinelands Commission.

Other improvements can be made to make the Noteboom Neighborhood more inviting for development. There are several unimproved internal roadways and paper streets in the neighborhood. Where feasible, these paper streets should be vacated and/or re-aligned as part of a redeveloper agreement to enhance redevelopment flexibility. The creation of a community park will inspire a sense of neighborhood, increase property values and municipal revenue, bring in homebuyers and employers, and attract retirees and families.

Town Center Waterfront Development

Geographic Description

The Town Center Waterfront Development (TC-WD) District is 24.8 acres and contains 22 parcels. The District contains parcels on both sides of Lakehurst Road (CR 530) in the vicinity of Mirror Lake.

Existing Conditions

Lakehurst Road begins at the intersection of Juliustown Road and Trenton Road and continues south beyond the border of the Redevelopment Area. Lakehurst Road forms the dam between Mirror Lake and the Rancocas Creek. Visit NJ, the official tourism website of New Jersey suggests, "Scenic trips along Lakeshore Drive provide spectacular views of the town and Mirror Lake. The lake, which is in the heart of the town, offers a variety of recreational activities. In the summer months, swimming and movies under the stars at Mirror Lake Beach attract people from around the State. The calm waters are also perfect for kayaking, canoeing and fishing." Reflections

Park is immediately south of Mirror Lake. Two underutilized buildings, the former Sun Bank and the former Williams Paving property, are nearby and are ripe for redevelopment. Active businesses include a healthcare office and takeout restaurants.



The former Sun Bank building (1 Clubhouse Road) is currently for sale and offers a viable opportunity for redevelopment that can capitalize on spectacular views of Mirror Lake and its proximity to current and future recreational events and opportunities. The three-story building is a prominent structure in Browns Mills and is adjacent to Veteran's Memorial Park. Appendix A provides an implementation plan to acquire, reconfigure and redevelop this site into a brewpub, restaurant and public gathering place.

Intent and Purpose (Vision)

The Town Center Waterfront Development District will encourage development that is compatible with and compliments the natural beauty of Mirror Lake and Rancocas Creek. The District will promote shops, restaurants and hotels that focus on entertainment, recreation and nature-based activities. A pedestrian and bicycle friendly environment that allows increased access and use of the water resources will create new business opportunities and attract new visitors to Browns Mills.

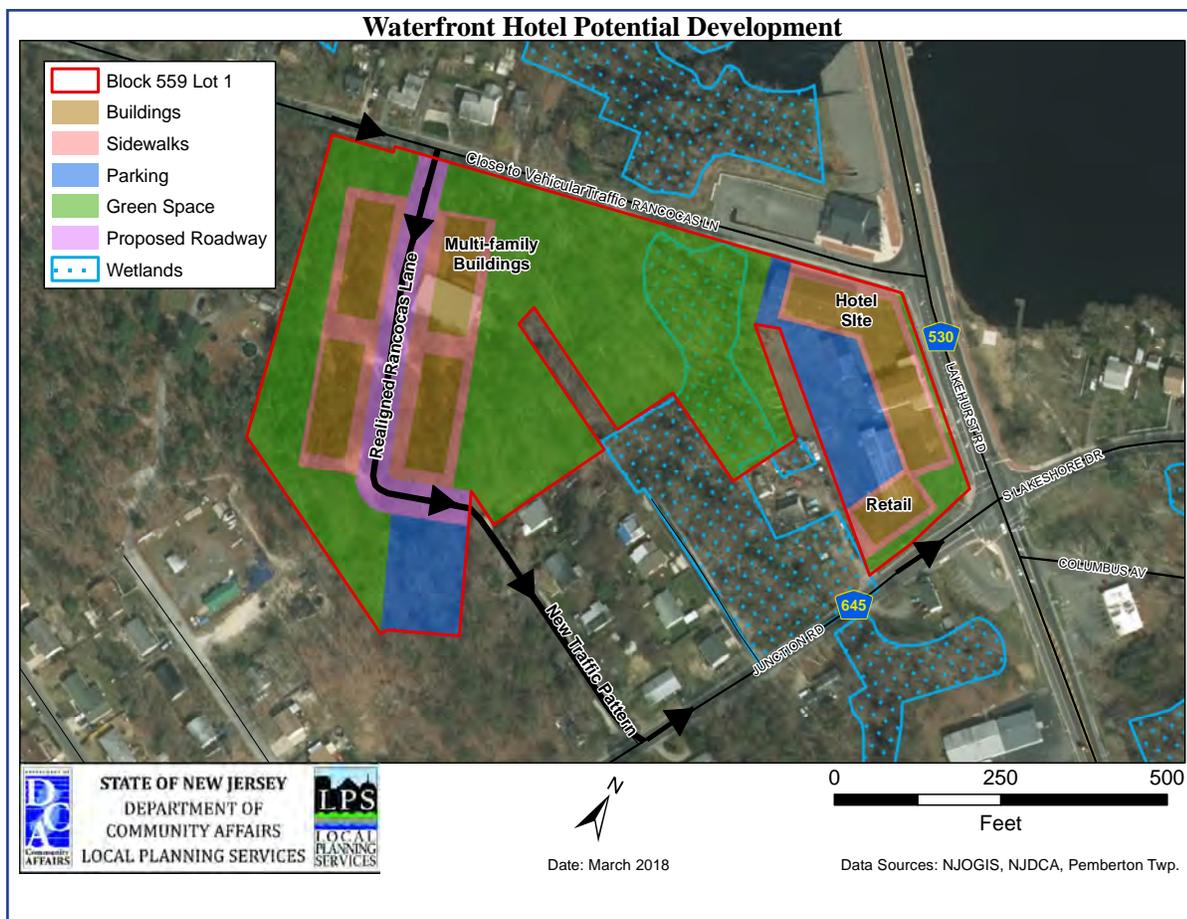
Zoning and Land Use Regulations Summary

The most unique asset of Browns Mills is the natural beauty of Mirror Lake and the North Branch of the Rancocas Creek. Having vacant and developable land and readily available infrastructure in immediate proximity to a scenic natural and recreational resource, is something special and should be leveraged to enhance both the local quality of life and the Browns Mills Town Center economy. By turning the waterfront area along Lakehurst Road into a recreation and entertainment destination, additional and appropriate development will more likely follow and spread north toward the Trenton Road and Juliustown Road triangle into which the municipality has already made significant investments.

To effectuate this concept, the Township should acquire the vacant former Sun Bank Building property located at 1 Clubhouse Road. Adaptive reuse of this building and associated

improvements of this lakefront property could attract destination commerce that fits within the existing economy. New retail opportunities could serve both residents and nearby workers while attracting customers on a regional basis, to the extent that the lakefront area can become a regional destination and the focal point for redevelopment in Browns Mills. Ensuring pedestrian safety along Clubhouse Road and Lakehurst Road is a critical first step to developing this part of the Redevelopment Area. Intersection improvements along Lakehurst Road will improve safety and invite pedestrian traffic. For a detailed concept plan for the Clubhouse Road property, refer to the Implementation Plan in Appendix A and the Brewery and Brewpub Competition and Potential Recruitment Opportunities in Appendix B.

Map 12



Given these goals, the Waterfront Development District will permit retail uses that support recreational and entertainment activities associated with Mirror Lake such as restaurants, outdoor cafes, taverns, brewpubs, bed and breakfasts, hotels and sports equipment and rentals. In addition to 1 Clubhouse Road, the site of the former Williams Paving Company is ripe for

this type of retail development and could be the ideal location for a future hotel with supporting retail services and residential development (see Map 12). This concept is compatible with a future realignment of Rancocas Lane, which would tie into Junction Road. This strategy would eliminate the accident prone-intersection with Lakehurst Road.

A major objective is to coordinate with Deborah Heart and Lung Center and the Joint Base MDL to attract a first-rate hotel to Browns Mills. Both entities have expressed a need for increased lodging that is safe and convenient for its guests. Deborah Heart and Lung Center currently has 24 apartments on-site that provide overnight accommodations to families of out of town patients. However, as patient services increase, there is additional demand for more overnight and extended stay options in the immediate area. Additionally, the Joint Base MDL routinely needs additional overnight accommodations for military personnel, family members and contractors. The demand is currently being addressed by hotels and motels in Bordentown and Mount Laurel, which are less convenient than in Browns Mills.

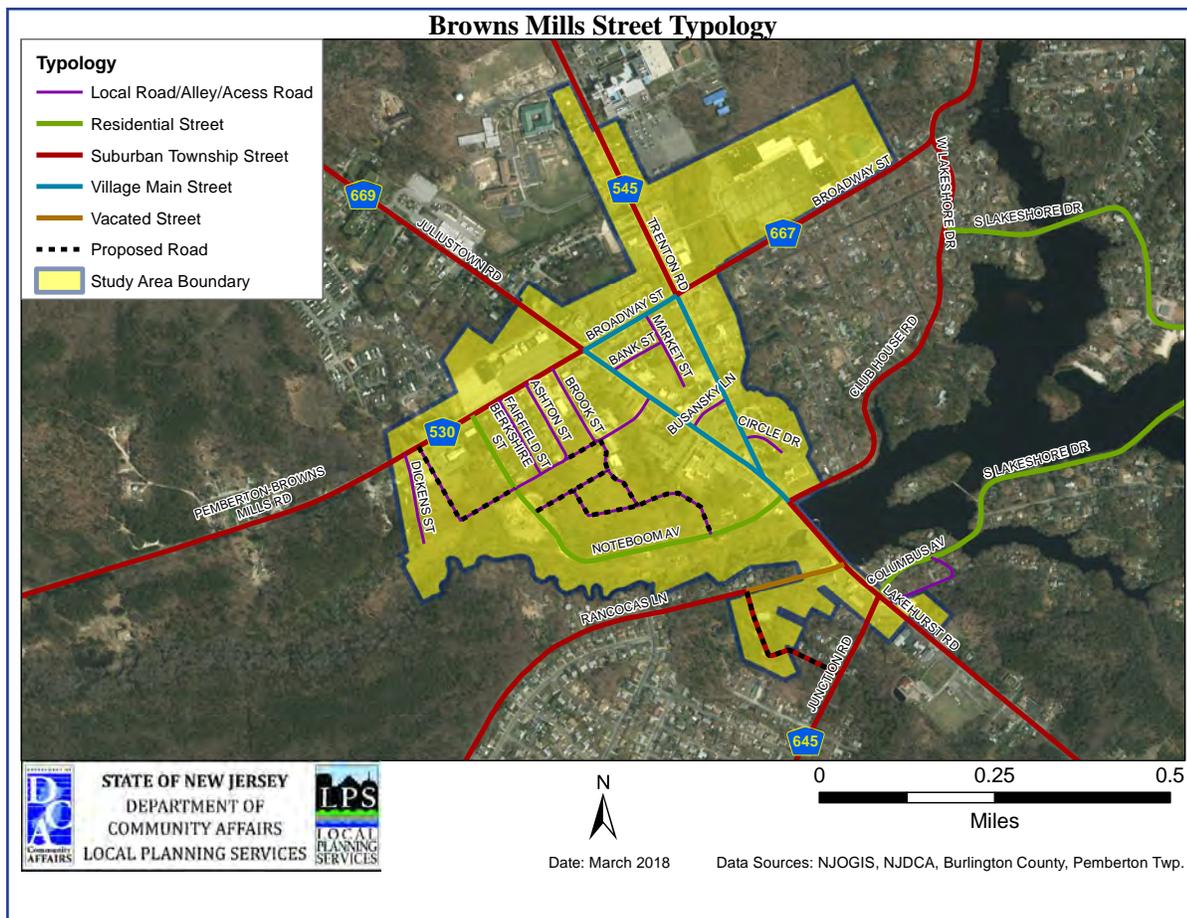


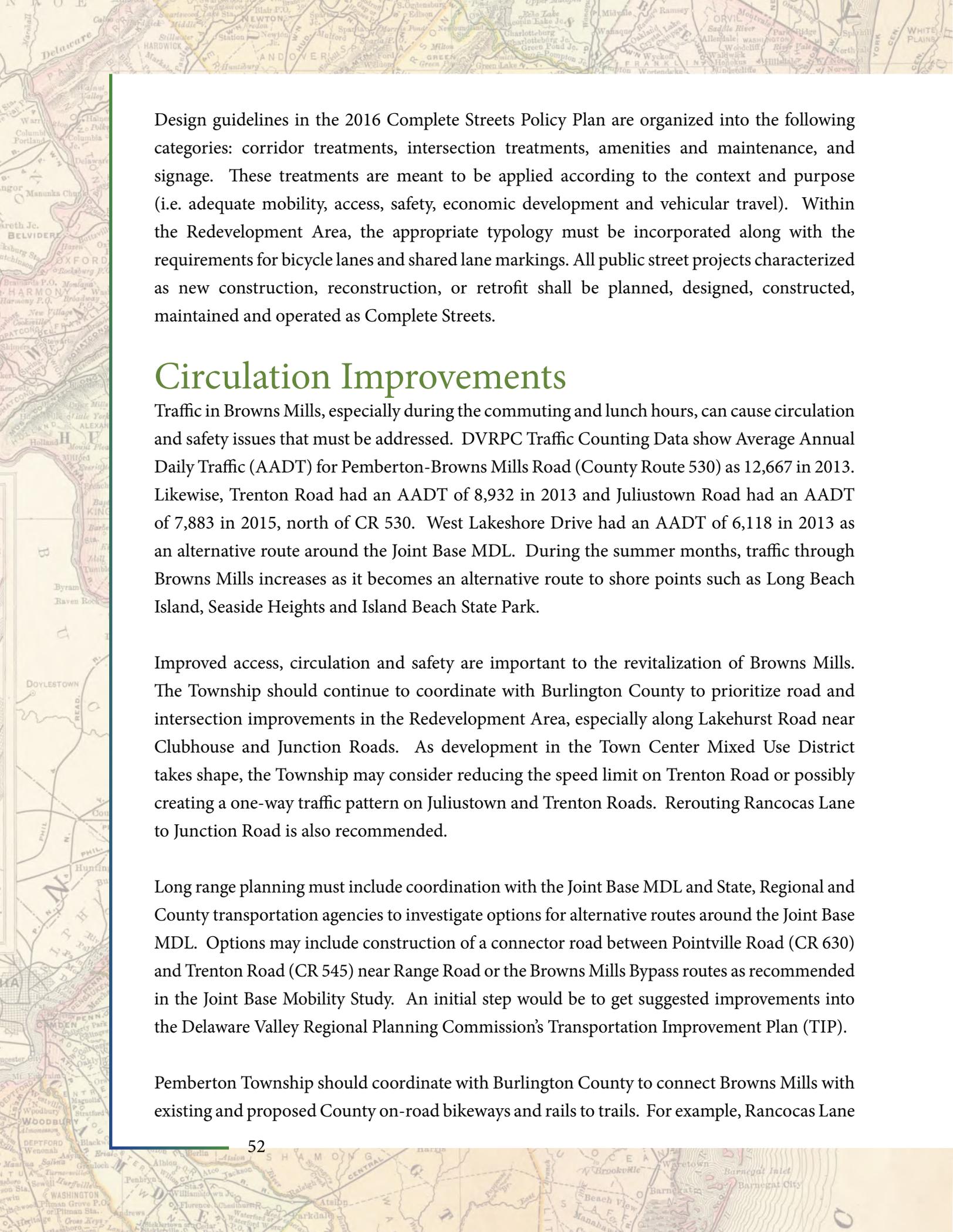
Transportation

Street Hierarchy Plan

This Plan sets forth a Street Hierarchy Plan that is consistent with the 2014 Burlington County Bicycle Plan and the 2016 Complete Streets Policy Plan. The Plan includes roadway classifications that account for non-motorized road users, land use context, and environmental factors called the Multimodal Complete Street Typology. Per this Multimodal Complete Street Typology, all rights-of-way within the Township are categorized into seven typologies or classifications. All seven typologies permit both bicycle and pedestrian treatments. Map 13 shows the classifications located in the Browns Mills Redevelopment Area. Once incorporated and adopted within the Circulation Plan Element, this Multimodal Street Typology will supersede the Residential Site Improvement Standards.

Map 13



A background map of the Delaware Valley region, showing various towns and roads. The map is partially obscured by a white text box on the right side. The map shows Delaware, Pennsylvania, and New Jersey, with various towns and roads labeled. The text box is on the right side of the page, containing the main text and a section header.

Design guidelines in the 2016 Complete Streets Policy Plan are organized into the following categories: corridor treatments, intersection treatments, amenities and maintenance, and signage. These treatments are meant to be applied according to the context and purpose (i.e. adequate mobility, access, safety, economic development and vehicular travel). Within the Redevelopment Area, the appropriate typology must be incorporated along with the requirements for bicycle lanes and shared lane markings. All public street projects characterized as new construction, reconstruction, or retrofit shall be planned, designed, constructed, maintained and operated as Complete Streets.

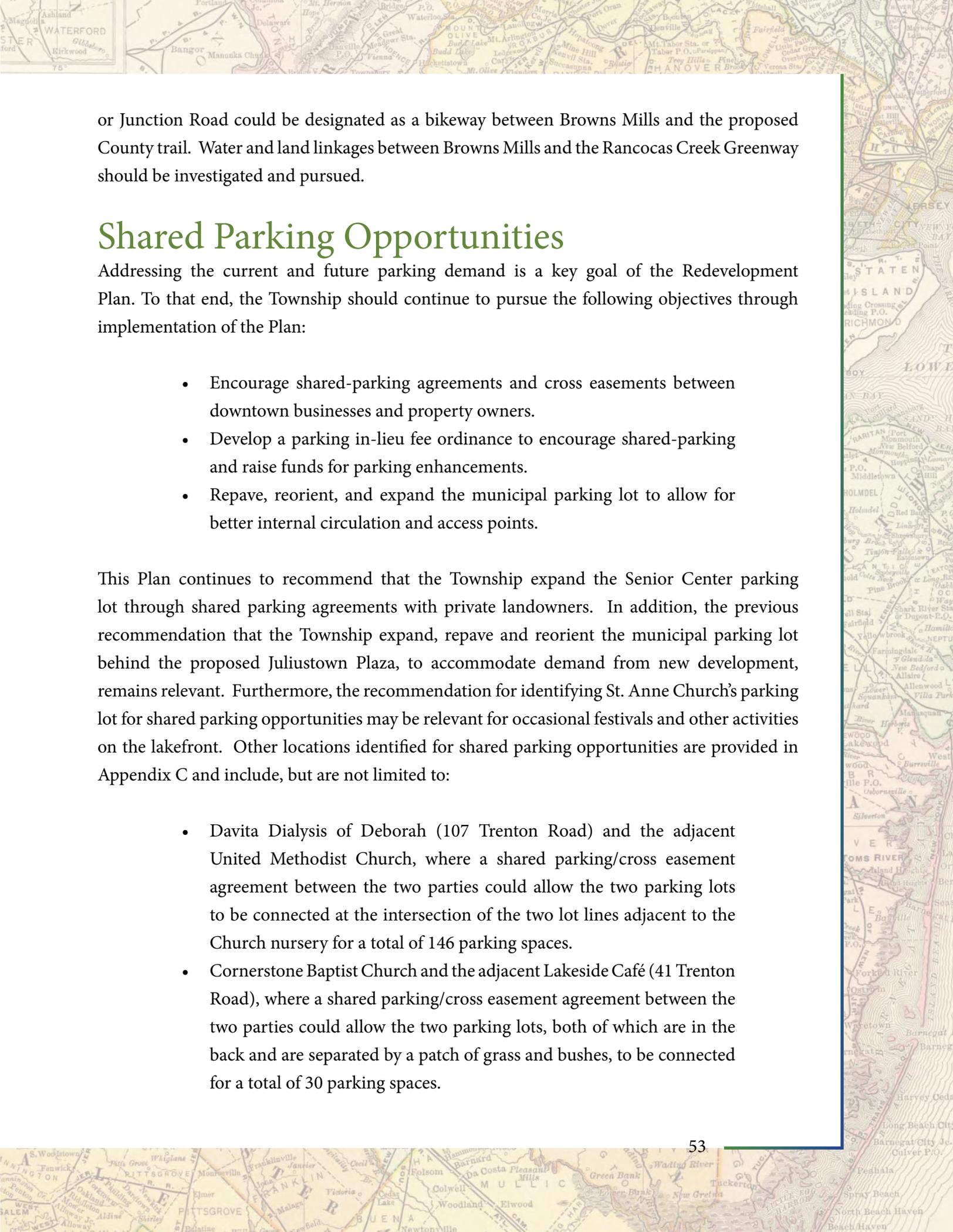
Circulation Improvements

Traffic in Browns Mills, especially during the commuting and lunch hours, can cause circulation and safety issues that must be addressed. DVRPC Traffic Counting Data show Average Annual Daily Traffic (AADT) for Pemberton-Browns Mills Road (County Route 530) as 12,667 in 2013. Likewise, Trenton Road had an AADT of 8,932 in 2013 and Juliustown Road had an AADT of 7,883 in 2015, north of CR 530. West Lakeshore Drive had an AADT of 6,118 in 2013 as an alternative route around the Joint Base MDL. During the summer months, traffic through Browns Mills increases as it becomes an alternative route to shore points such as Long Beach Island, Seaside Heights and Island Beach State Park.

Improved access, circulation and safety are important to the revitalization of Browns Mills. The Township should continue to coordinate with Burlington County to prioritize road and intersection improvements in the Redevelopment Area, especially along Lakehurst Road near Clubhouse and Junction Roads. As development in the Town Center Mixed Use District takes shape, the Township may consider reducing the speed limit on Trenton Road or possibly creating a one-way traffic pattern on Juliustown and Trenton Roads. Rerouting Rancocas Lane to Junction Road is also recommended.

Long range planning must include coordination with the Joint Base MDL and State, Regional and County transportation agencies to investigate options for alternative routes around the Joint Base MDL. Options may include construction of a connector road between Pointville Road (CR 630) and Trenton Road (CR 545) near Range Road or the Browns Mills Bypass routes as recommended in the Joint Base Mobility Study. An initial step would be to get suggested improvements into the Delaware Valley Regional Planning Commission's Transportation Improvement Plan (TIP).

Pemberton Township should coordinate with Burlington County to connect Browns Mills with existing and proposed County on-road bikeways and rails to trails. For example, Rancocas Lane



or Junction Road could be designated as a bikeway between Browns Mills and the proposed County trail. Water and land linkages between Browns Mills and the Rancocas Creek Greenway should be investigated and pursued.

Shared Parking Opportunities

Addressing the current and future parking demand is a key goal of the Redevelopment Plan. To that end, the Township should continue to pursue the following objectives through implementation of the Plan:

- Encourage shared-parking agreements and cross easements between downtown businesses and property owners.
- Develop a parking in-lieu fee ordinance to encourage shared-parking and raise funds for parking enhancements.
- Repave, reorient, and expand the municipal parking lot to allow for better internal circulation and access points.

This Plan continues to recommend that the Township expand the Senior Center parking lot through shared parking agreements with private landowners. In addition, the previous recommendation that the Township expand, repave and reorient the municipal parking lot behind the proposed Juliustown Plaza, to accommodate demand from new development, remains relevant. Furthermore, the recommendation for identifying St. Anne Church's parking lot for shared parking opportunities may be relevant for occasional festivals and other activities on the lakefront. Other locations identified for shared parking opportunities are provided in Appendix C and include, but are not limited to:

- Davita Dialysis of Deborah (107 Trenton Road) and the adjacent United Methodist Church, where a shared parking/cross easement agreement between the two parties could allow the two parking lots to be connected at the intersection of the two lot lines adjacent to the Church nursery for a total of 146 parking spaces.
- Cornerstone Baptist Church and the adjacent Lakeside Café (41 Trenton Road), where a shared parking/cross easement agreement between the two parties could allow the two parking lots, both of which are in the back and are separated by a patch of grass and bushes, to be connected for a total of 30 parking spaces.

- Yoga in the Pines (13 Trenton Rd) and the adjacent Bank of America branch, where a shared parking/cross easement agreement between the two parties could allow the two parking lots to be connected at the Trenton Rd entrance for a total of 49 parking spaces.

To address the goal of raising funds for parking enhancements and encouraging shared parking, a sample shared parking ordinance, recommended by the Victoria Transportation Policy Institute (<http://www.vtpi.org/>), is provided in Appendix D. This sample ordinance, if adopted, will provide clear guidance to developers and property owners as to when parking requirements may be reduced through a shared parking agreement.

Pedestrian Mobility

This plan identifies the need to redesign Trenton Road, Juliustown Road and Pemberton-Browns Mills Road to reduce curb cuts, complete missing links in sidewalks, and improve the pedestrian experience with better design aesthetics. The pedestrian environment in Browns Mills is somewhat challenging due to existing conditions such as parking lot design, incomplete and/or narrow sidewalks, and off-street parking regulations. These factors result in a landscaped peppered with curb cuts and opportunities for pedestrian and vehicular conflicts. Pedestrian road safety measures such as bump-outs at intersections, wide crosswalks at mid-blocks, and yield to pedestrian signs and/or warning lights are almost non-existent. As of the date of this report, the Township is seeking to address these existing pedestrian mobility challenges via a Transportation Alternatives Program (TAP) Grant from the New Jersey Department of Transportation (NJDOT). The Township proposes a multi-phase streetscape improvement for the Browns Mills Redevelopment Area. Phase 1 is Juliustown Road from Pemberton-Browns Mills Road (CR 530) to Clubhouse Road. Planned enhancements for the East and West sides of Juliustown Road will result in approximately 4,200 linear feet of pedestrian and bicycle transportation enhancements.



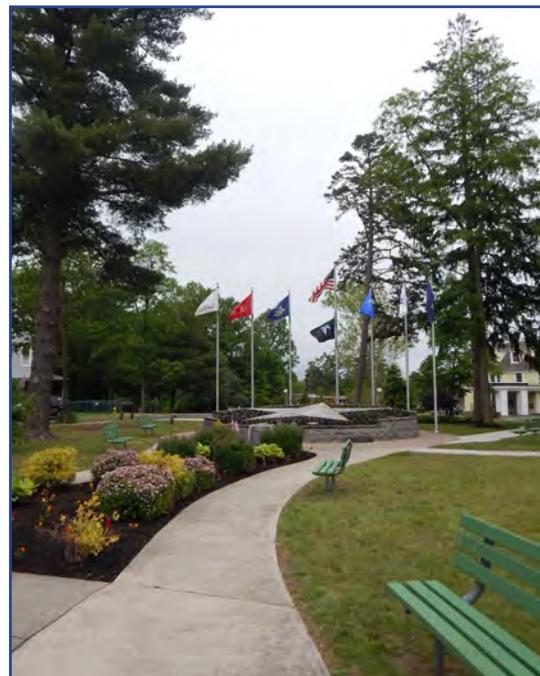
Open Space

Currently, Veteran's Memorial Park provides the only opportunity for active or passive recreation in the Browns Mills Redevelopment Area. To reshape Browns Mills into a destination for both local residents and visitors, the Township should pursue developing new opportunities for additional recreation and public gathering spaces. Potential open spaces include:

- The proposed green space at the Juliustown Plaza offers gathering space for community events;
- Water-based recreational space along Mirror Lake and adjacent properties (1 Clubhouse Road);
- A community park associated with the residential development in the Noteboom Area; and
- A community garden located on the school property on the west side of Trenton Road.

Across from the Deborah Heart and Lung Center on the northern end of the Redevelopment Area, the Pemberton Township Board of Education owns an approximately 0.87-acre property that is being used solely as the location of a water tower. It is recommended that the Township commission a public art feature on the water tower (e.g. Tower Park) and construct a pocket park that could consist of attractive landscaping, picnic tables, benches and related furnishings, and play areas for adults and children alike.

Additionally, improved recreational and open space linkages between the Browns Mills Redevelopment Area and the existing activities on Mirror Lake and Rancocas Creek outside the Redevelopment Area should be reinforced. As an example, trails along the perimeter of Mirror Lake can link the public beaches and boat launches to the businesses in the Redevelopment Area. For reference, Appendix E and Appendix F provide guidelines for implementation of pocket parks and community gardens.



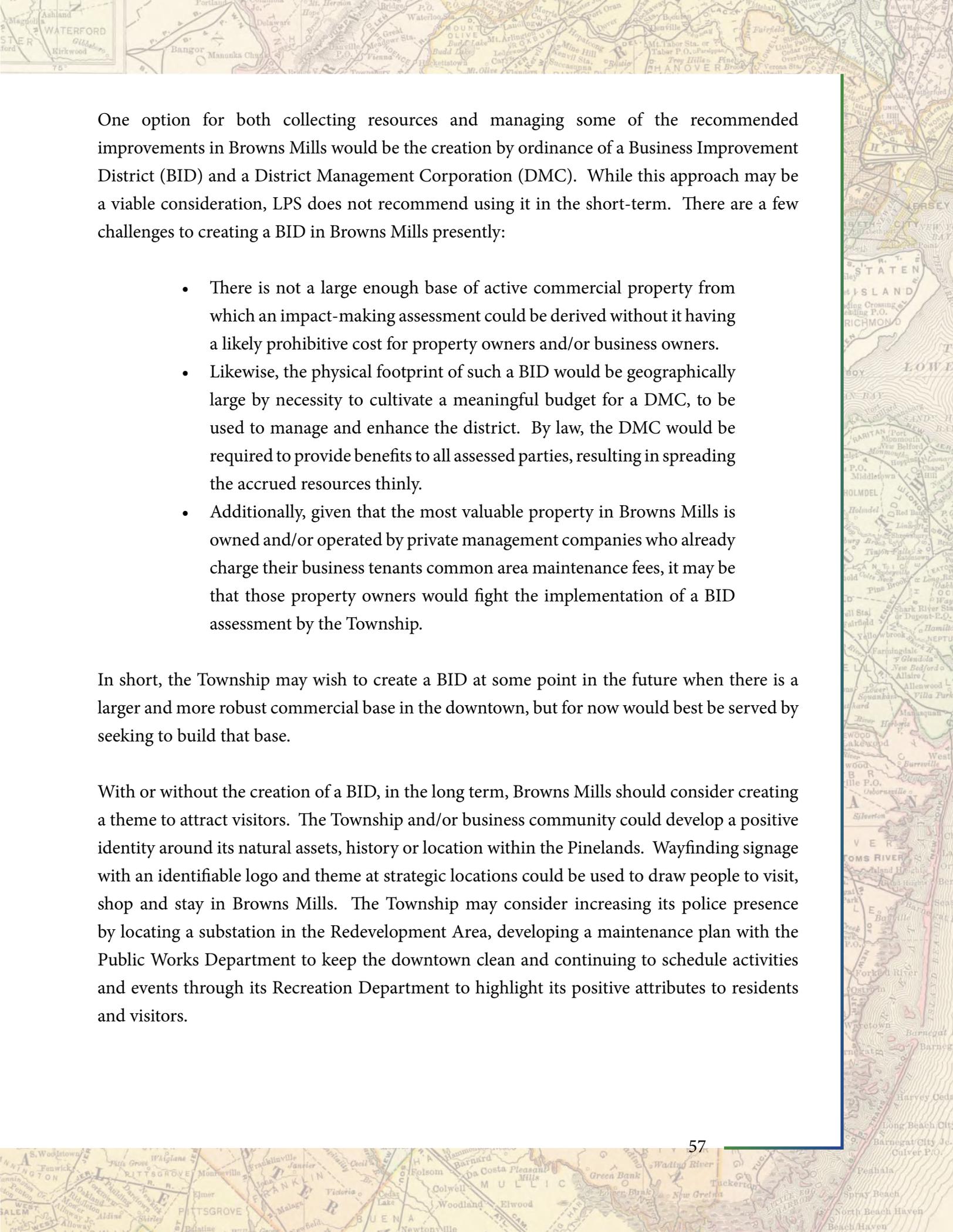
Business Recruitment and Perception

Browns Mills has been battling with a negative perception both internally and externally that has hindered the potential redevelopment the Township is seeking. This perception is primarily based on safety concerns (loitering and crime), traffic, blight and the quality and variety of shopping. For example, a visitor's first impression of Browns Mills is the blighted



Browns Mills Shopping Center, which sets a negative visual image for the entire Redevelopment Area. The area has a rundown feel, compounded by the presence of vacant and underutilized buildings and a lack of public space. Potential shoppers are choosing to shop elsewhere. As a result, existing commercial establishments are struggling, vacancy rates are increasing and low-end undesired commercial uses are filling in the gaps. A combination of the redevelopment planning process, an increased police presence, code enforcement, public investment and property acquisition will initiate a reversal of this enduring negative perception.

To enhance its regional image, Browns Mills will need to change the “facts on the ground” before marketing itself to a wider audience. In the meanwhile, by focusing on its natural assets it can certainly look at cultivating community pride and positive experiences for the residents of Pemberton Township in general and Browns Mills specifically by holding events and activities at Mirror Lake. If residents are feeling good about experiences they have in Browns Mills, it is both a win for the community and a base of public perception on which a future branding and marketing campaign may be built. Until that time, LPS recommends that Browns Mills spend its limited resources on making visible and tangible change happen and then inviting the residents to come and experience it.



One option for both collecting resources and managing some of the recommended improvements in Browns Mills would be the creation by ordinance of a Business Improvement District (BID) and a District Management Corporation (DMC). While this approach may be a viable consideration, LPS does not recommend using it in the short-term. There are a few challenges to creating a BID in Browns Mills presently:

- There is not a large enough base of active commercial property from which an impact-making assessment could be derived without it having a likely prohibitive cost for property owners and/or business owners.
- Likewise, the physical footprint of such a BID would be geographically large by necessity to cultivate a meaningful budget for a DMC, to be used to manage and enhance the district. By law, the DMC would be required to provide benefits to all assessed parties, resulting in spreading the accrued resources thinly.
- Additionally, given that the most valuable property in Browns Mills is owned and/or operated by private management companies who already charge their business tenants common area maintenance fees, it may be that those property owners would fight the implementation of a BID assessment by the Township.

In short, the Township may wish to create a BID at some point in the future when there is a larger and more robust commercial base in the downtown, but for now would best be served by seeking to build that base.

With or without the creation of a BID, in the long term, Browns Mills should consider creating a theme to attract visitors. The Township and/or business community could develop a positive identity around its natural assets, history or location within the Pinelands. Wayfinding signage with an identifiable logo and theme at strategic locations could be used to draw people to visit, shop and stay in Browns Mills. The Township may consider increasing its police presence by locating a substation in the Redevelopment Area, developing a maintenance plan with the Public Works Department to keep the downtown clean and continuing to schedule activities and events through its Recreation Department to highlight its positive attributes to residents and visitors.

Redevelopment Plan Summary

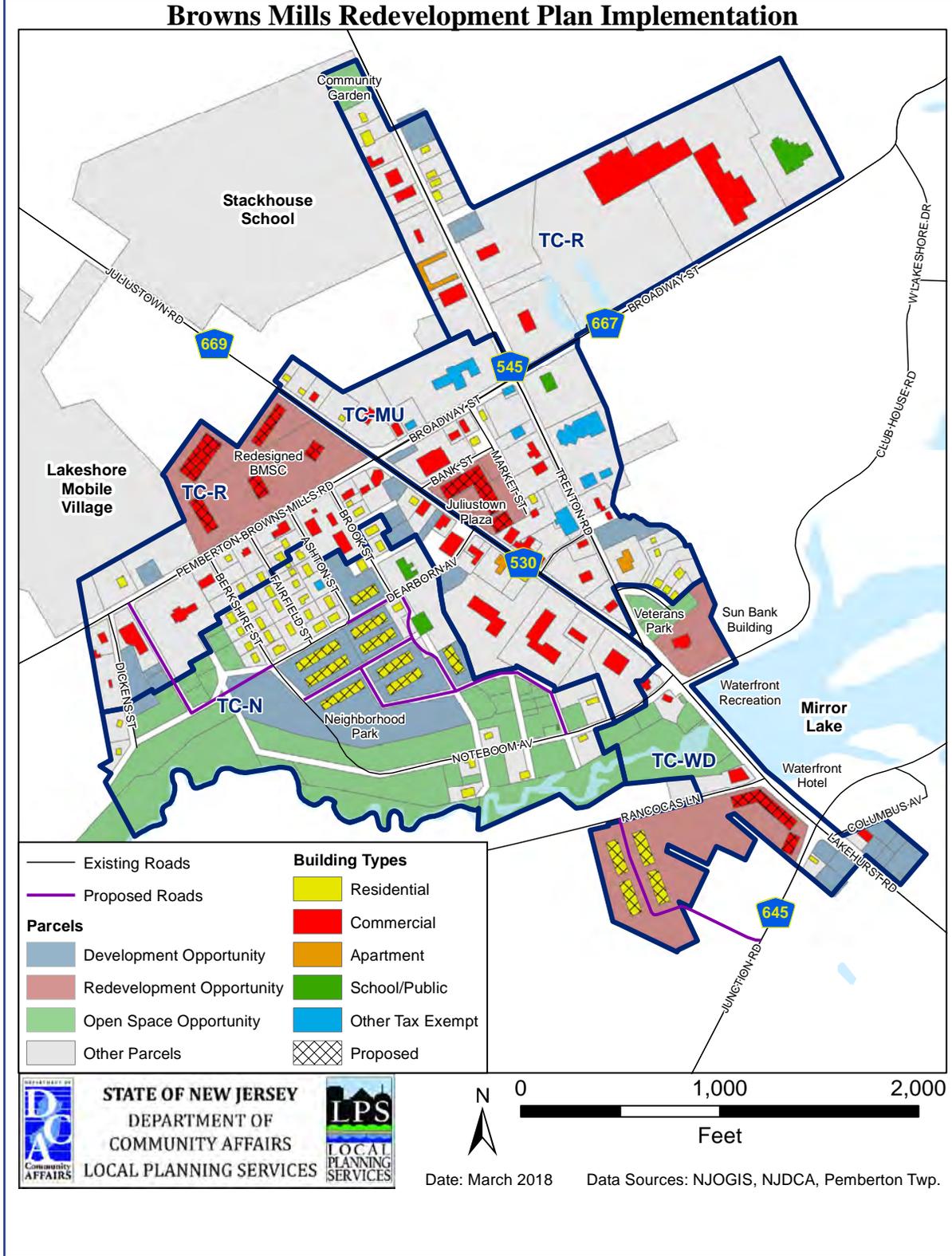
This 2018 amended Redevelopment Plan for the Browns Mills Redevelopment Area provides an in-depth review of current demographics, market trends and planning issues that impact Browns Mills. From that analysis, new strategies specific to District boundaries, open space and circulation are discussed in preceding section. The amended Plan provides a blueprint for redevelopment of the Browns Mills Town Center. A visual depiction of the existing and proposed building layouts and types, development opportunities, road improvements and open space opportunities is also provided (See Map 14). The Juliustown Plaza, Browns Mills Shopping Center, 1 Clubhouse Road (Sun Bank Building) and Waterfront Hotel area are the prime locations for redevelopment.

The following section provides the zoning land use regulations to implement this Redevelopment Plan. The section includes the permitted uses, conditional uses, building typologies, site standards and bulk standards. The regulations are based on the 2011 Browns Mills Town Center Redevelopment Plan (BMTCRP), prepared by Richard R. Ragan and Owen C. McCabe of the Ragan Design Group, which utilized a form-based code approach that established specific building typologies and architectural and design standards to “ensure the community’s vision for the downtown area.”

These standards provide for a consistent and attractive look and feel to the Redevelopment Area. Site layout, types of materials and building design are important to the Township, therefore, the 2018 Redevelopment Plan carries forward the form-based codes originally produced by Richard R. Ragan and Owen C. McCabe of the Ragan Design Group. Minor changes were made based upon changing economic conditions and market demands.

Map 14

Browns Mills Redevelopment Plan Implementation



Zoning and Land Use Regulations

The applicant shall submit a site plan in accordance with this Redevelopment Plan and Section 190-45 of the Township Land Development Code and any other reports deemed necessary by the Planning Board. Additionally, the applicant shall submit plans that demonstrate the regulations identified in this Redevelopment Plan have been met.

The Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. The Redevelopment Plan supersedes the use, bulk, and design standard provisions of the Township's Land Development Code. Other development regulations of Pemberton Township shall remain applicable except as supplemented or amended by this Redevelopment Plan. Where this Redevelopment Plan contains no applicable standard, the provisions of the municipal development ordinances shall apply.

All development in the Redevelopment Area shall comply with the minimum environmental standards of the Pinelands Comprehensive Management Plan, as set forth in Sections 190-50 and 50.10 of the Township's Land Development Code.

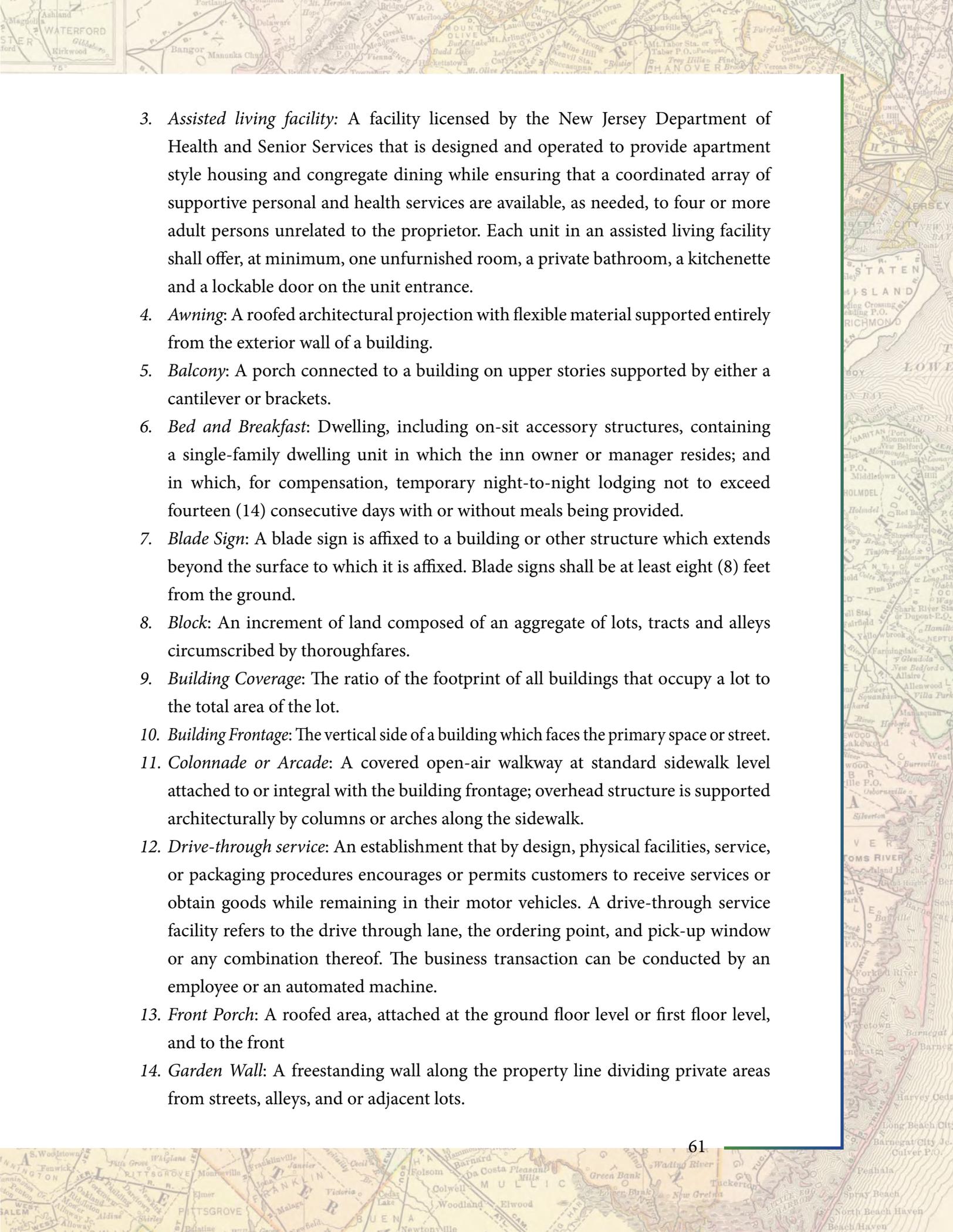
I. Purpose

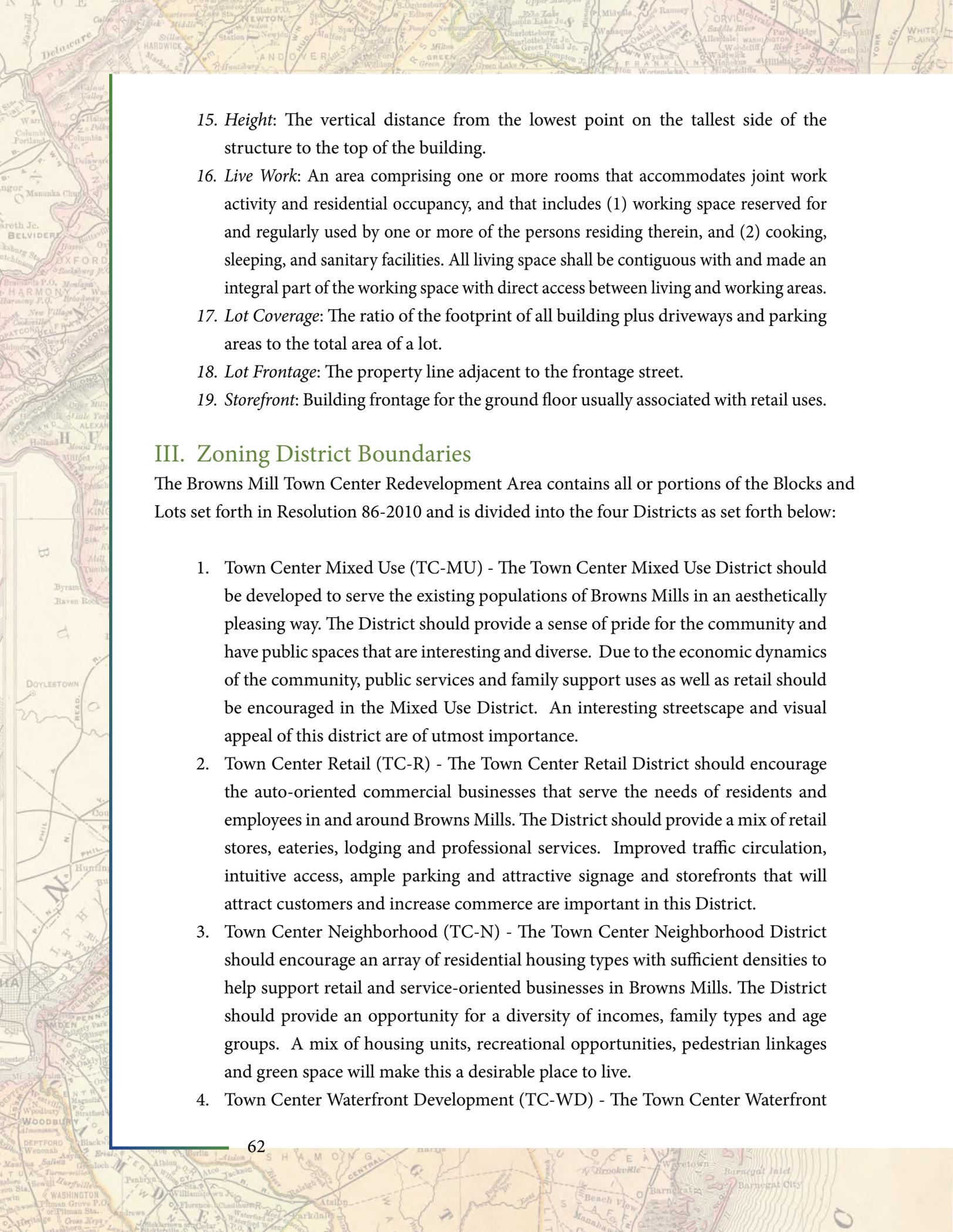
The Browns Mills Town Center Redevelopment Area Plan is designed to 1) focus development and redevelopment to the appropriate locations; 2) provide clear guidance and direction for building design and site layout; 3) encourage economic development and investment in the Redevelopment Area; 4) accommodate a variety of land uses and densities while maintaining a balance between development and the environment; and 5) establish user-friendly land use regulations that reduce the need for variances and encourage private investment.

II. Definition of Terms

The use and understanding of terms shall be consistent with the definitions listed in N.J.S.A. 40A:12A-3 of the Local Redevelopment and Housing Law; Sections N.J.S.A. 40:55D-3 to 7 of the Municipal Land Use Law; and the Township of Pemberton Zoning Ordinance Chapter 190.

1. *Accessory Structure*: A building or structure subordinate to the principal building and used for purposes customarily incidental to the main or principal building and located on the same lot or set of attached lots therewith.
2. *Alley*: A publicly- or privately-owned secondary way which affords access to the side or rear of abutting property.

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3. *Assisted living facility*: A facility licensed by the New Jersey Department of Health and Senior Services that is designed and operated to provide apartment style housing and congregate dining while ensuring that a coordinated array of supportive personal and health services are available, as needed, to four or more adult persons unrelated to the proprietor. Each unit in an assisted living facility shall offer, at minimum, one unfurnished room, a private bathroom, a kitchenette and a lockable door on the unit entrance.
 4. *Awning*: A roofed architectural projection with flexible material supported entirely from the exterior wall of a building.
 5. *Balcony*: A porch connected to a building on upper stories supported by either a cantilever or brackets.
 6. *Bed and Breakfast*: Dwelling, including on-sit accessory structures, containing a single-family dwelling unit in which the inn owner or manager resides; and in which, for compensation, temporary night-to-night lodging not to exceed fourteen (14) consecutive days with or without meals being provided.
 7. *Blade Sign*: A blade sign is affixed to a building or other structure which extends beyond the surface to which it is affixed. Blade signs shall be at least eight (8) feet from the ground.
 8. *Block*: An increment of land composed of an aggregate of lots, tracts and alleys circumscribed by thoroughfares.
 9. *Building Coverage*: The ratio of the footprint of all buildings that occupy a lot to the total area of the lot.
 10. *Building Frontage*: The vertical side of a building which faces the primary space or street.
 11. *Colonnade or Arcade*: A covered open-air walkway at standard sidewalk level attached to or integral with the building frontage; overhead structure is supported architecturally by columns or arches along the sidewalk.
 12. *Drive-through service*: An establishment that by design, physical facilities, service, or packaging procedures encourages or permits customers to receive services or obtain goods while remaining in their motor vehicles. A drive-through service facility refers to the drive through lane, the ordering point, and pick-up window or any combination thereof. The business transaction can be conducted by an employee or an automated machine.
 13. *Front Porch*: A roofed area, attached at the ground floor level or first floor level, and to the front
 14. *Garden Wall*: A freestanding wall along the property line dividing private areas from streets, alleys, and or adjacent lots.

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- A background map of Delaware and surrounding areas, showing various towns, roads, and geographical features. The map is partially obscured by a white text box on the right side.
15. *Height*: The vertical distance from the lowest point on the tallest side of the structure to the top of the building.
 16. *Live Work*: An area comprising one or more rooms that accommodates joint work activity and residential occupancy, and that includes (1) working space reserved for and regularly used by one or more of the persons residing therein, and (2) cooking, sleeping, and sanitary facilities. All living space shall be contiguous with and made an integral part of the working space with direct access between living and working areas.
 17. *Lot Coverage*: The ratio of the footprint of all building plus driveways and parking areas to the total area of a lot.
 18. *Lot Frontage*: The property line adjacent to the frontage street.
 19. *Storefront*: Building frontage for the ground floor usually associated with retail uses.

III. Zoning District Boundaries

The Browns Mill Town Center Redevelopment Area contains all or portions of the Blocks and Lots set forth in Resolution 86-2010 and is divided into the four Districts as set forth below:

1. **Town Center Mixed Use (TC-MU)** - The Town Center Mixed Use District should be developed to serve the existing populations of Browns Mills in an aesthetically pleasing way. The District should provide a sense of pride for the community and have public spaces that are interesting and diverse. Due to the economic dynamics of the community, public services and family support uses as well as retail should be encouraged in the Mixed Use District. An interesting streetscape and visual appeal of this district are of utmost importance.
2. **Town Center Retail (TC-R)** - The Town Center Retail District should encourage the auto-oriented commercial businesses that serve the needs of residents and employees in and around Browns Mills. The District should provide a mix of retail stores, eateries, lodging and professional services. Improved traffic circulation, intuitive access, ample parking and attractive signage and storefronts that will attract customers and increase commerce are important in this District.
3. **Town Center Neighborhood (TC-N)** - The Town Center Neighborhood District should encourage an array of residential housing types with sufficient densities to help support retail and service-oriented businesses in Browns Mills. The District should provide an opportunity for a diversity of incomes, family types and age groups. A mix of housing units, recreational opportunities, pedestrian linkages and green space will make this a desirable place to live.
4. **Town Center Waterfront Development (TC-WD)** - The Town Center Waterfront

Development District should encourage development that is compatible with and compliments the natural beauty of Mirror Lake and Rancocas Creek. The District should promote shops, restaurants and hotels that focus on entertainment and recreational and nature-based activities. A pedestrian and bicycle friendly environment that allows increased access and use of the water resources will create new business opportunities and attract new visitors to Browns Mills.

IV. Permitted Uses

A goal of the Township is to encourage a greater mixture of land uses in the Redevelopment Area in order to attract development and to support a greater level of activity and investment. The schedule of permitted uses set forth in this Redevelopment Plan is designed to reduce non-conforming uses and variance requests while allowing greater flexibility for current and future businesses. Creating the opportunity for more retail choices and competition will help attract residents to shop in Browns Mills. Offering a variety of goods and services will influence potential shoppers to combine shopping with other errands, like picking up children from school or commuting to work.

Table 4 - Permitted and Conditional Uses

Residential	TC-MU	TC-R	TC-N	TC-WD
Single Family Detached			P	
Semi-Attached Single Family			P	
Attached Single Family (more than two units per structure)	P		P	P
Multifamily	P		P	P
Multi-Family above non-residential	P			
Assisted Living/Congregate Care/ Independent Living Facilities	P			
Business and Professional Offices	TC-MU	TC-R	TC-N	TC-WD
Professional Offices for architects, advertising, engineers, graphic designers, photographers, accountants, lawyers, public relation agencies, real estate, insurance and other similar uses	P	P	C	
Banks with drive-thru windows	C	C		
Business and Professional Offices	TC-MU	TC-R	TC-N	TC-WD
Hotels (not rooming houses)	C	C		C
Jewelry Store	P	P		

Business and Professional Offices (continued)	TC-MU	TC-R	TC-N	TC-WD
Bed-and Breakfast Inns	P			P
Clothing/Shoe Stores	P	P		P
Bars, Taverns	P	P		P
Brew Pub, Wine Bar, Micro-Distillery with Retail	P	P		P
Full Service Restaurants	P	P		P
Drive Thru Restaurants		C		
Barber Shops Beauty and Nail Salons	P	P		
Seamstress, Tailors, Dry-Cleaning, Laundering Operations	P	P		
Appliance and Shoe Repair Shops	P	P		
Pharmacy and Drug Stores with drive-thru windows		C		
Supermarkets and other specialty Grocery Stores	P	P		
Meat and Seafood Markets.	P	P		
Bakery	P	P		P
Gift/Stationery and Hobby Shops	P	P		P
Business and Professional Offices (continued)	TC-MU	TC-R	TC-N	TC-WD
Ice Cream Parlor	P	P		P
Book Store	P	P		P
Café and Internet Café	P	P		P
Outside/Sidewalk Café associated with a full-service restaurant	C	C		C
Delicatessens	P	P		P
Home Furnishing/Home Center	P	P		
Office Supply / Computer, Software and Electronic Equipment	P	P		
Florist	P	P		
Camera and Photographic Supplies Stores	P	P		
Hardware Stores and Garden Centers	P	P		
Gasoline Stations and Carwashes		P		
Pet Shops	P	P		
Liquor Stores	P	P		
Fabric Stores	P	P		
Live-work (home operations)	C	P	C	
Arts, Entertainment, Recreation	TC-MU	TC-R	TC-N	TC-WD
Art Gallery / Studio	P	P		P
Fitness/Health Clubs and Recreational Sports Centers	P	P		P

Arts, Entertainment, Recreation (continued)	TC-MU	TC-R	TC-N	TC-WD
Indoor Recreation Facilities	P	P		
Movie Theaters/Bowling Alleys/Racket Clubs/Swim Clubs/Skating Rinks/and other similar entertainment uses	P	P		
Sporting Goods Lease and Rentals	P	P		P
Sporting Goods Stores	P	P		P
Health Care and Social Services	TC-MU	TC-R	TC-N	TC-WD
Professional Medical Office including physicians, dentists, optometrists, chiropractors and similar medical related services	P	P		
Outpatient Care Facilities	P	P		
Medical Laboratories	P	P		
Child Day Care Facilities	P	P		
Health Spa	P	P		
Places of Worship/Religious Organizations	P	P		
Public Administration/Institutional/Parks	TC-MU	TC-R	TC-N	TC-WD
Post Office	P	P		
Police, Fire and Emergency Management	P	P		
Schools/School Administration Buildings	P			
County and Municipal Offices	P	P		
Community Parks/Public Playgrounds/Conservation Areas	P		P	P
Community Center/ Assembly Halls/Meeting Places	P			

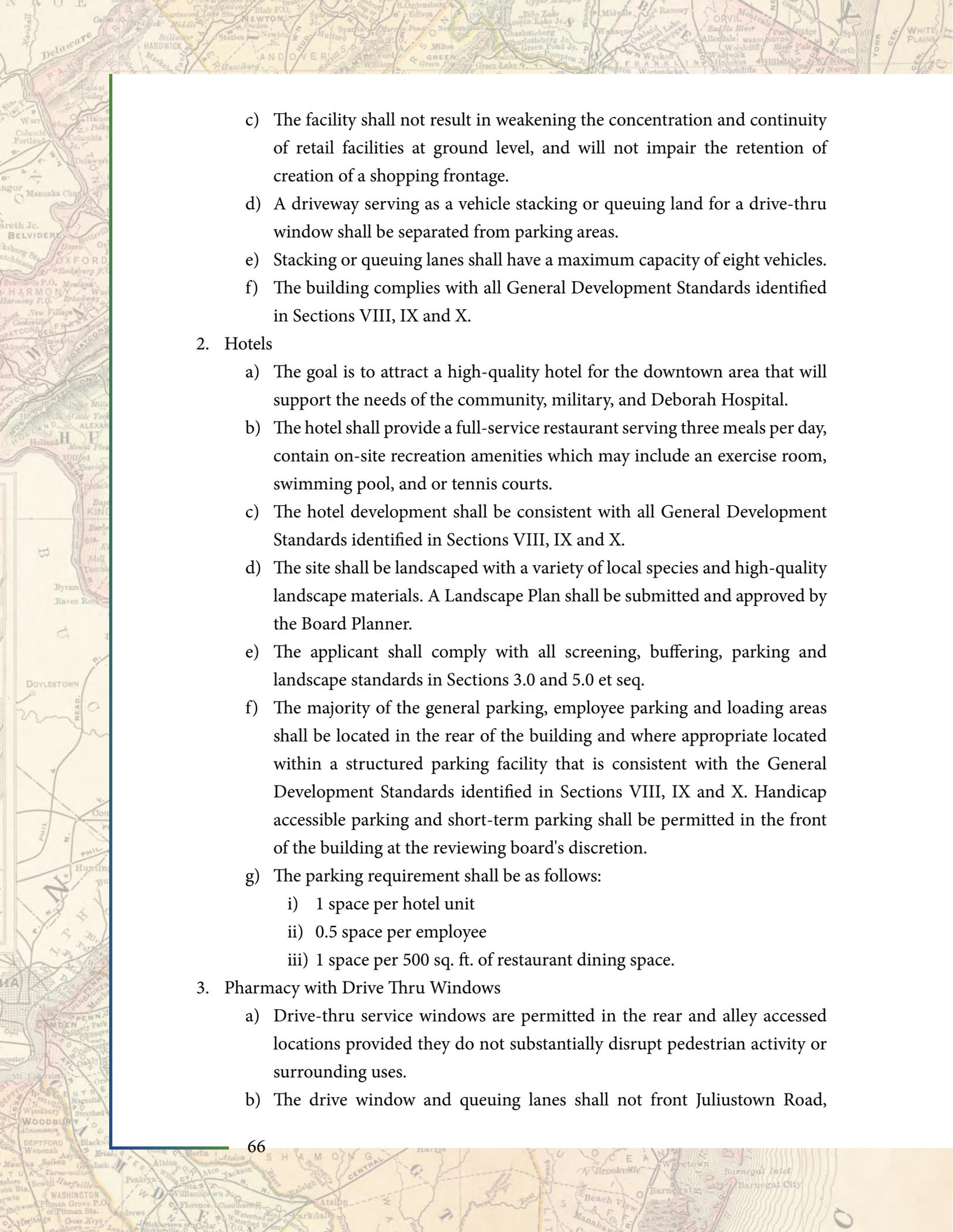
P = Permitted, C= Conditional

V. Conditional Uses

Before a construction permit or certificate of occupancy shall be issued for a conditional use as permitted by this Section, a conditional use application shall be made to the Planning Board.

1. Banks with Drive Thru Windows

- a) Drive-thru service windows are permitted in the rear and alley accessed locations provided they do not substantially disrupt pedestrian activity or surrounding uses.
- b) The drive window and queuing lanes shall not front Juliustown Road, Pemberton Browns Mills Road, Lakehurst Road or Trenton Road.

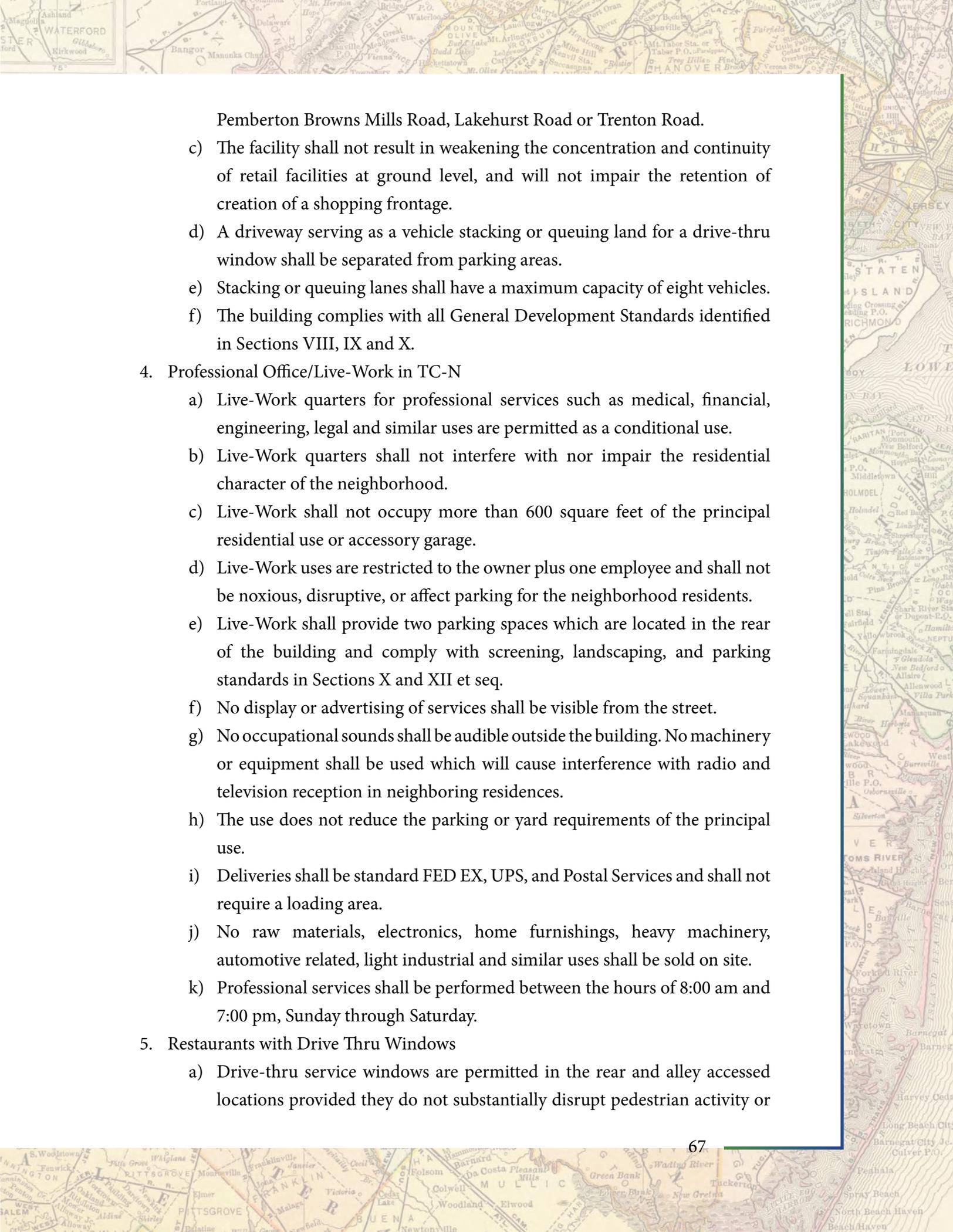
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- c) The facility shall not result in weakening the concentration and continuity of retail facilities at ground level, and will not impair the retention or creation of a shopping frontage.
 - d) A driveway serving as a vehicle stacking or queuing land for a drive-thru window shall be separated from parking areas.
 - e) Stacking or queuing lanes shall have a maximum capacity of eight vehicles.
 - f) The building complies with all General Development Standards identified in Sections VIII, IX and X.

2. Hotels

- a) The goal is to attract a high-quality hotel for the downtown area that will support the needs of the community, military, and Deborah Hospital.
- b) The hotel shall provide a full-service restaurant serving three meals per day, contain on-site recreation amenities which may include an exercise room, swimming pool, and or tennis courts.
- c) The hotel development shall be consistent with all General Development Standards identified in Sections VIII, IX and X.
- d) The site shall be landscaped with a variety of local species and high-quality landscape materials. A Landscape Plan shall be submitted and approved by the Board Planner.
- e) The applicant shall comply with all screening, buffering, parking and landscape standards in Sections 3.0 and 5.0 et seq.
- f) The majority of the general parking, employee parking and loading areas shall be located in the rear of the building and where appropriate located within a structured parking facility that is consistent with the General Development Standards identified in Sections VIII, IX and X. Handicap accessible parking and short-term parking shall be permitted in the front of the building at the reviewing board's discretion.
- g) The parking requirement shall be as follows:
 - i) 1 space per hotel unit
 - ii) 0.5 space per employee
 - iii) 1 space per 500 sq. ft. of restaurant dining space.

3. Pharmacy with Drive Thru Windows

- a) Drive-thru service windows are permitted in the rear and alley accessed locations provided they do not substantially disrupt pedestrian activity or surrounding uses.
- b) The drive window and queuing lanes shall not front Juliustown Road,



Pemberton Browns Mills Road, Lakehurst Road or Trenton Road.

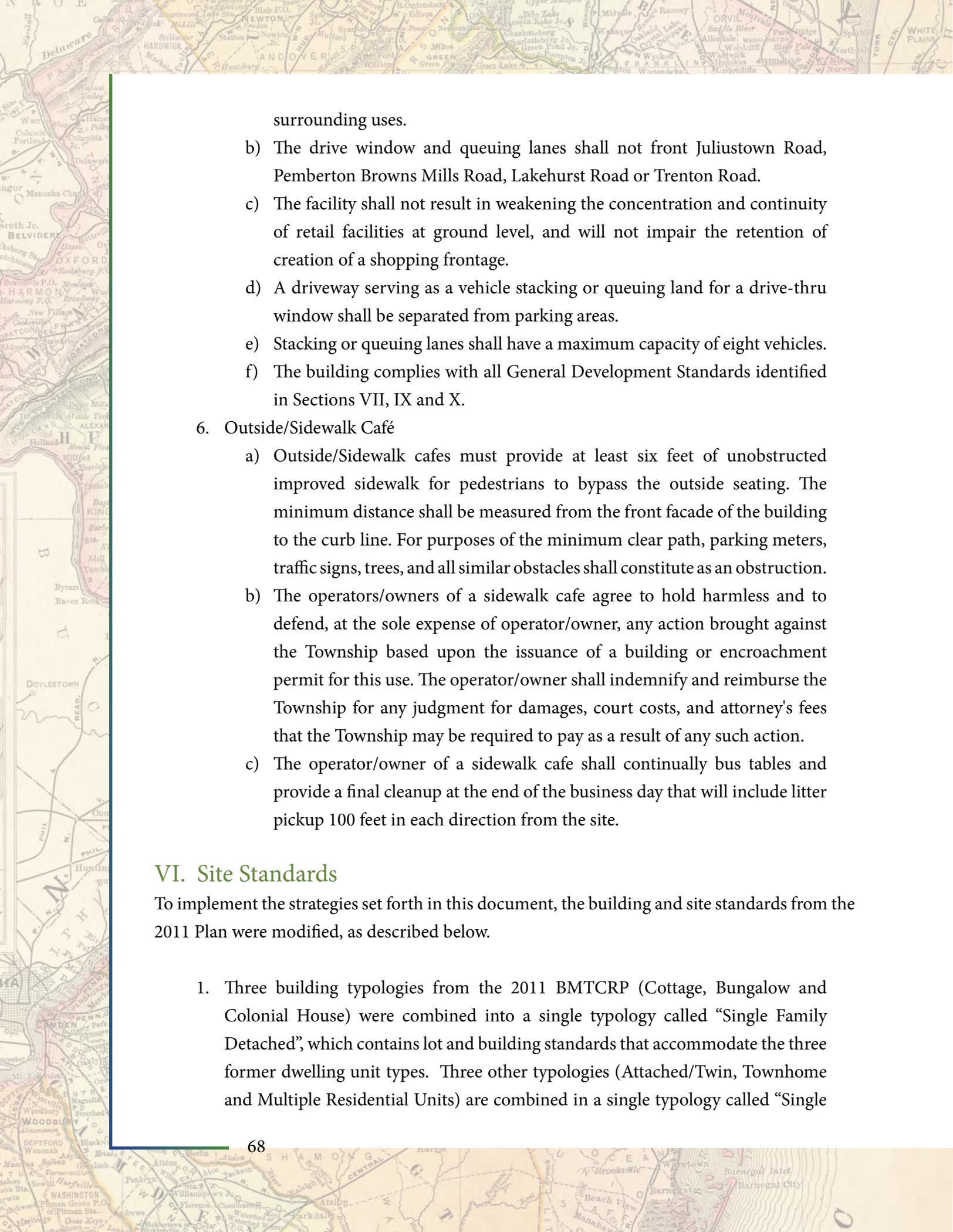
- c) The facility shall not result in weakening the concentration and continuity of retail facilities at ground level, and will not impair the retention or creation of a shopping frontage.
- d) A driveway serving as a vehicle stacking or queuing land for a drive-thru window shall be separated from parking areas.
- e) Stacking or queuing lanes shall have a maximum capacity of eight vehicles.
- f) The building complies with all General Development Standards identified in Sections VIII, IX and X.

4. Professional Office/Live-Work in TC-N

- a) Live-Work quarters for professional services such as medical, financial, engineering, legal and similar uses are permitted as a conditional use.
- b) Live-Work quarters shall not interfere with nor impair the residential character of the neighborhood.
- c) Live-Work shall not occupy more than 600 square feet of the principal residential use or accessory garage.
- d) Live-Work uses are restricted to the owner plus one employee and shall not be noxious, disruptive, or affect parking for the neighborhood residents.
- e) Live-Work shall provide two parking spaces which are located in the rear of the building and comply with screening, landscaping, and parking standards in Sections X and XII et seq.
- f) No display or advertising of services shall be visible from the street.
- g) No occupational sounds shall be audible outside the building. No machinery or equipment shall be used which will cause interference with radio and television reception in neighboring residences.
- h) The use does not reduce the parking or yard requirements of the principal use.
- i) Deliveries shall be standard FED EX, UPS, and Postal Services and shall not require a loading area.
- j) No raw materials, electronics, home furnishings, heavy machinery, automotive related, light industrial and similar uses shall be sold on site.
- k) Professional services shall be performed between the hours of 8:00 am and 7:00 pm, Sunday through Saturday.

5. Restaurants with Drive Thru Windows

- a) Drive-thru service windows are permitted in the rear and alley accessed locations provided they do not substantially disrupt pedestrian activity or



surrounding uses.

- b) The drive window and queuing lanes shall not front Juliustown Road, Pemberton Browns Mills Road, Lakehurst Road or Trenton Road.
- c) The facility shall not result in weakening the concentration and continuity of retail facilities at ground level, and will not impair the retention or creation of a shopping frontage.
- d) A driveway serving as a vehicle stacking or queuing land for a drive-thru window shall be separated from parking areas.
- e) Stacking or queuing lanes shall have a maximum capacity of eight vehicles.
- f) The building complies with all General Development Standards identified in Sections VII, IX and X.

6. Outside/Sidewalk Café

- a) Outside/Sidewalk cafes must provide at least six feet of unobstructed improved sidewalk for pedestrians to bypass the outside seating. The minimum distance shall be measured from the front facade of the building to the curb line. For purposes of the minimum clear path, parking meters, traffic signs, trees, and all similar obstacles shall constitute as an obstruction.
- b) The operators/owners of a sidewalk cafe agree to hold harmless and to defend, at the sole expense of operator/owner, any action brought against the Township based upon the issuance of a building or encroachment permit for this use. The operator/owner shall indemnify and reimburse the Township for any judgment for damages, court costs, and attorney's fees that the Township may be required to pay as a result of any such action.
- c) The operator/owner of a sidewalk cafe shall continually bus tables and provide a final cleanup at the end of the business day that will include litter pickup 100 feet in each direction from the site.

VI. Site Standards

To implement the strategies set forth in this document, the building and site standards from the 2011 Plan were modified, as described below.

- 1. Three building typologies from the 2011 BMTCRP (Cottage, Bungalow and Colonial House) were combined into a single typology called “Single Family Detached”, which contains lot and building standards that accommodate the three former dwelling unit types. Three other typologies (Attached/Twin, Townhome and Multiple Residential Units) are combined in a single typology called “Single

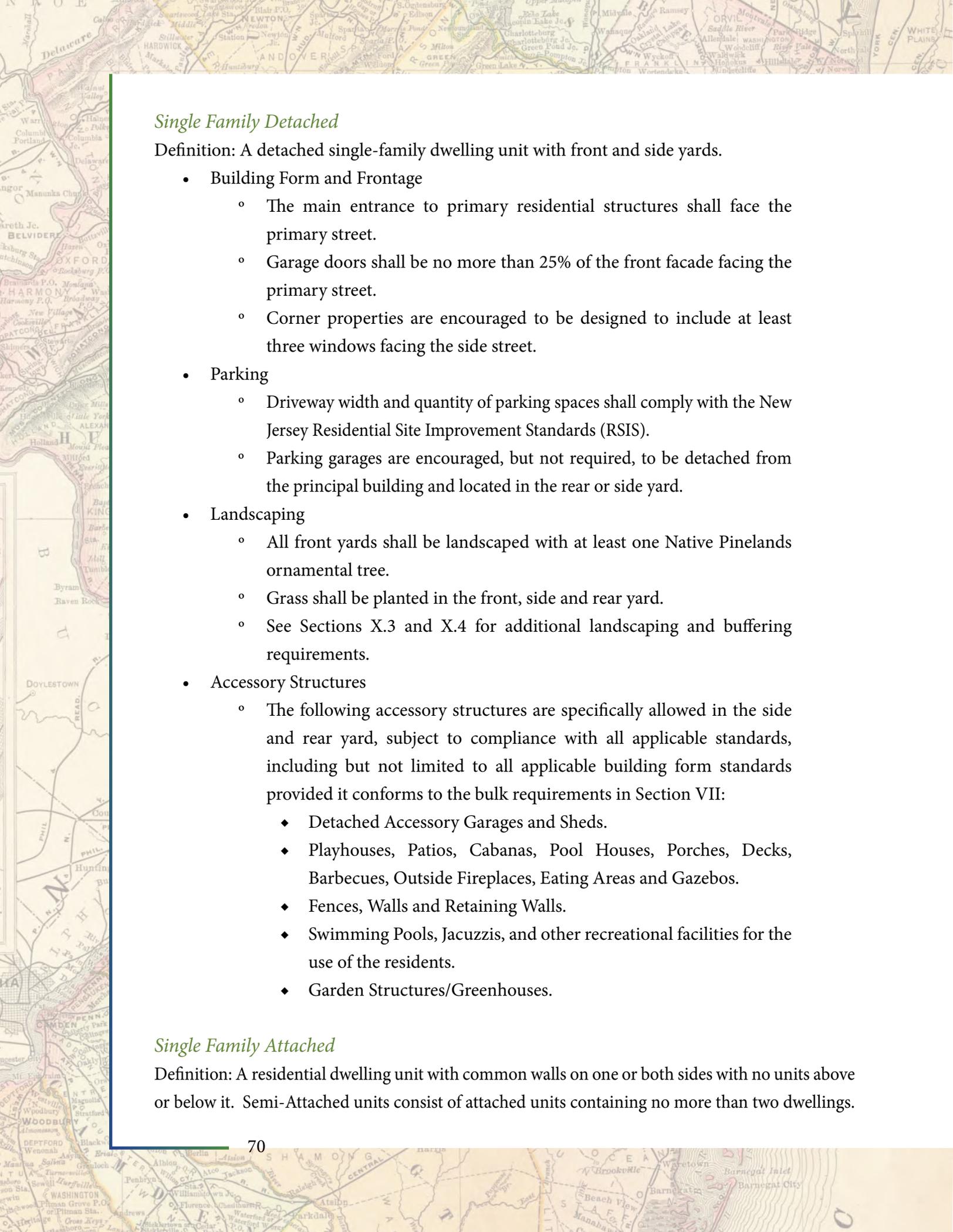
Family Attached.” A new building typology called “Multi-family Residential” is added to permit higher density apartment and condominium buildings where yards, driveways, parking and common areas are owned and maintained under common ownership rather than fee-simple.

2. The “Single Family Attached” development includes both semi-detached (previously described as Attached/Twin Home/Two Family) and attached development (previously described as Townhome). The only distinction between semi-detached and attached is the number of units within a given structure. Semi-detached development consists of attached development in which there are only two residential units within the structure. Attached development permits up to eight residential units within a structure. In either case, dwelling units are separated by a common wall with no units above or below. Individual dwelling units in “Single Family Attached” development may be either fee simple or condominium forms of ownership.
3. The “Multi-Family Residential” development includes structures containing multiple dwelling units that may or may not include units that are above or below other units within the structure. The design standard may include any combination of two-story townhouse style units and/or stacked flats developed as owner-occupied or rental units. “Multi-Family Residential” development containing four or fewer units should be designed to resemble a large single-family home and are permitted on 8,000 square-foot lots in keeping with the character of existing single-family detached development.
4. Semi-Attached units should be designed to resemble a large single-family home. Semi-Attached development permitted on tracts consisting of a minimum pre-development area of 8,000 square feet in keeping with the character of existing single-family detached development. Post-development lots may not be smaller than 3,000 square feet.

All new construction should comply with one of the building typologies set forth below.

Table 5 - Building Typologies

Building Typologies	TC-MU	TC-R	TC-N	TC-WD
Single-Family Detached			X	
Single-Family Attached	X		X	X
Multi-family Residential	X		X	
Village Commercial	X			X
Corridor Commercial		X		X



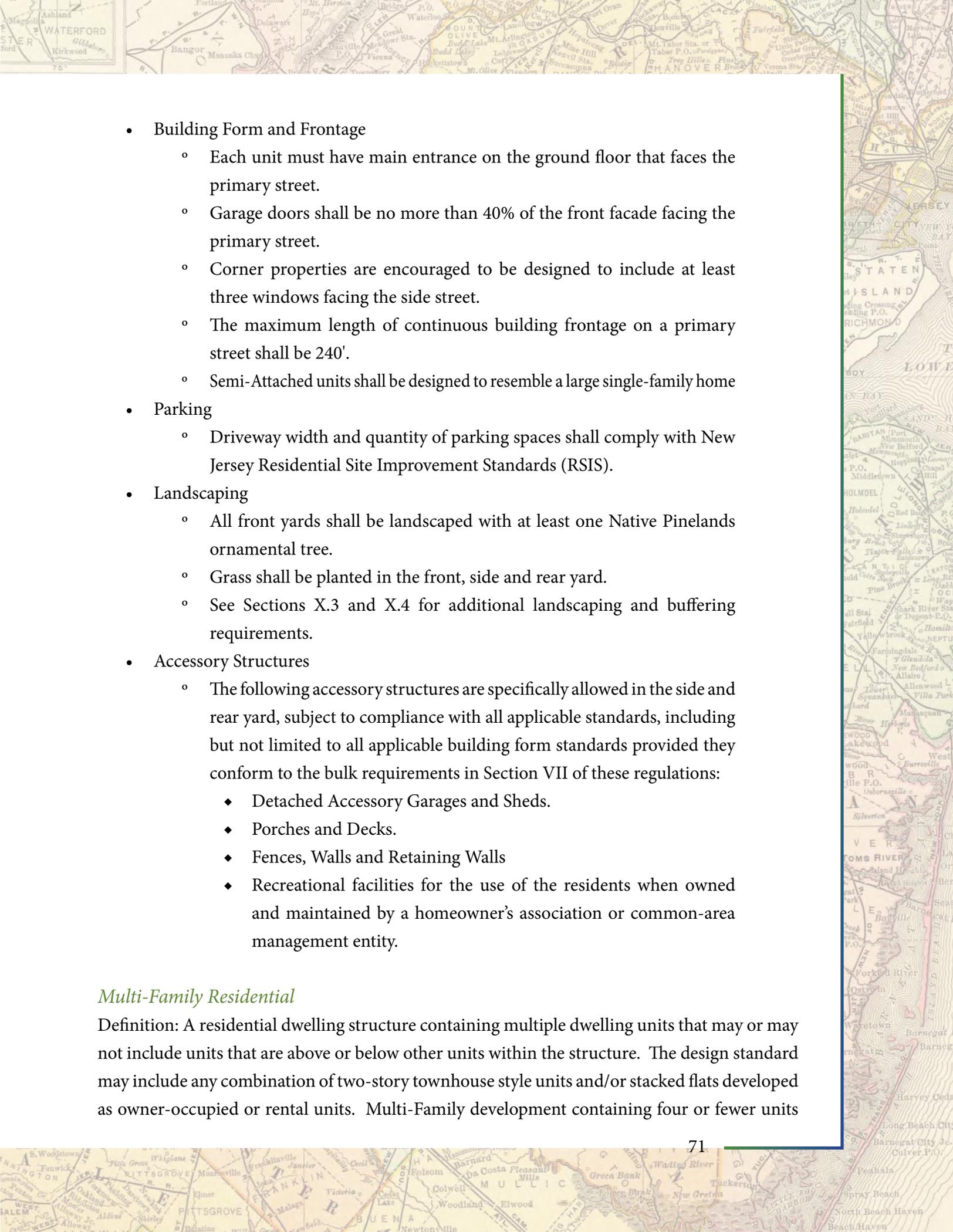
Single Family Detached

Definition: A detached single-family dwelling unit with front and side yards.

- Building Form and Frontage
 - The main entrance to primary residential structures shall face the primary street.
 - Garage doors shall be no more than 25% of the front facade facing the primary street.
 - Corner properties are encouraged to be designed to include at least three windows facing the side street.
- Parking
 - Driveway width and quantity of parking spaces shall comply with the New Jersey Residential Site Improvement Standards (RSIS).
 - Parking garages are encouraged, but not required, to be detached from the principal building and located in the rear or side yard.
- Landscaping
 - All front yards shall be landscaped with at least one Native Pinelands ornamental tree.
 - Grass shall be planted in the front, side and rear yard.
 - See Sections X.3 and X.4 for additional landscaping and buffering requirements.
- Accessory Structures
 - The following accessory structures are specifically allowed in the side and rear yard, subject to compliance with all applicable standards, including but not limited to all applicable building form standards provided it conforms to the bulk requirements in Section VII:
 - ◆ Detached Accessory Garages and Sheds.
 - ◆ Playhouses, Patios, Cabanas, Pool Houses, Porches, Decks, Barbecues, Outside Fireplaces, Eating Areas and Gazebos.
 - ◆ Fences, Walls and Retaining Walls.
 - ◆ Swimming Pools, Jacuzzis, and other recreational facilities for the use of the residents.
 - ◆ Garden Structures/Greenhouses.

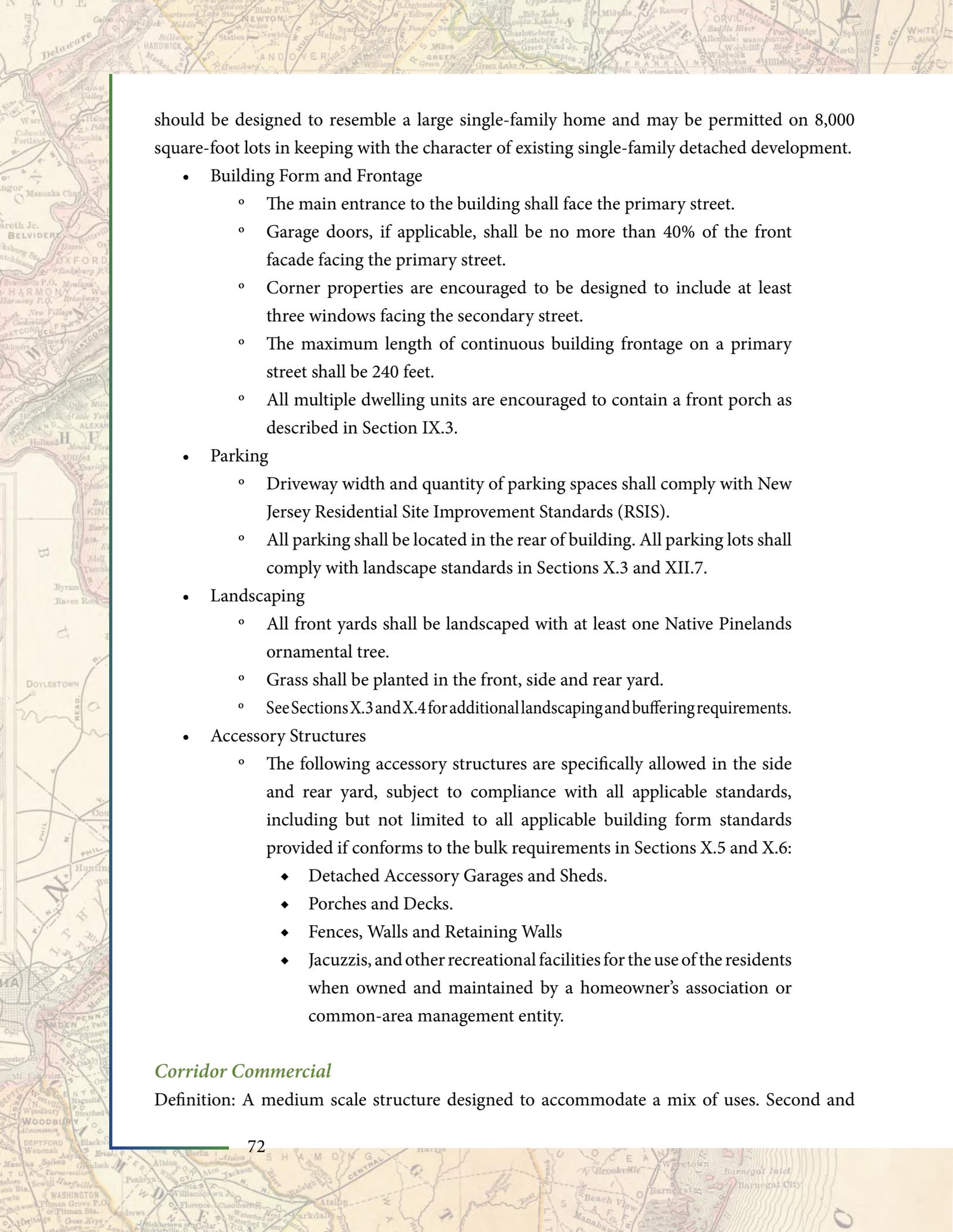
Single Family Attached

Definition: A residential dwelling unit with common walls on one or both sides with no units above or below it. Semi-Attached units consist of attached units containing no more than two dwellings.

- 
- Building Form and Frontage
 - Each unit must have main entrance on the ground floor that faces the primary street.
 - Garage doors shall be no more than 40% of the front facade facing the primary street.
 - Corner properties are encouraged to be designed to include at least three windows facing the side street.
 - The maximum length of continuous building frontage on a primary street shall be 240'.
 - Semi-Attached units shall be designed to resemble a large single-family home
 - Parking
 - Driveway width and quantity of parking spaces shall comply with New Jersey Residential Site Improvement Standards (RSIS).
 - Landscaping
 - All front yards shall be landscaped with at least one Native Pinelands ornamental tree.
 - Grass shall be planted in the front, side and rear yard.
 - See Sections X.3 and X.4 for additional landscaping and buffering requirements.
 - Accessory Structures
 - The following accessory structures are specifically allowed in the side and rear yard, subject to compliance with all applicable standards, including but not limited to all applicable building form standards provided they conform to the bulk requirements in Section VII of these regulations:
 - ◆ Detached Accessory Garages and Sheds.
 - ◆ Porches and Decks.
 - ◆ Fences, Walls and Retaining Walls
 - ◆ Recreational facilities for the use of the residents when owned and maintained by a homeowner's association or common-area management entity.

Multi-Family Residential

Definition: A residential dwelling structure containing multiple dwelling units that may or may not include units that are above or below other units within the structure. The design standard may include any combination of two-story townhouse style units and/or stacked flats developed as owner-occupied or rental units. Multi-Family development containing four or fewer units

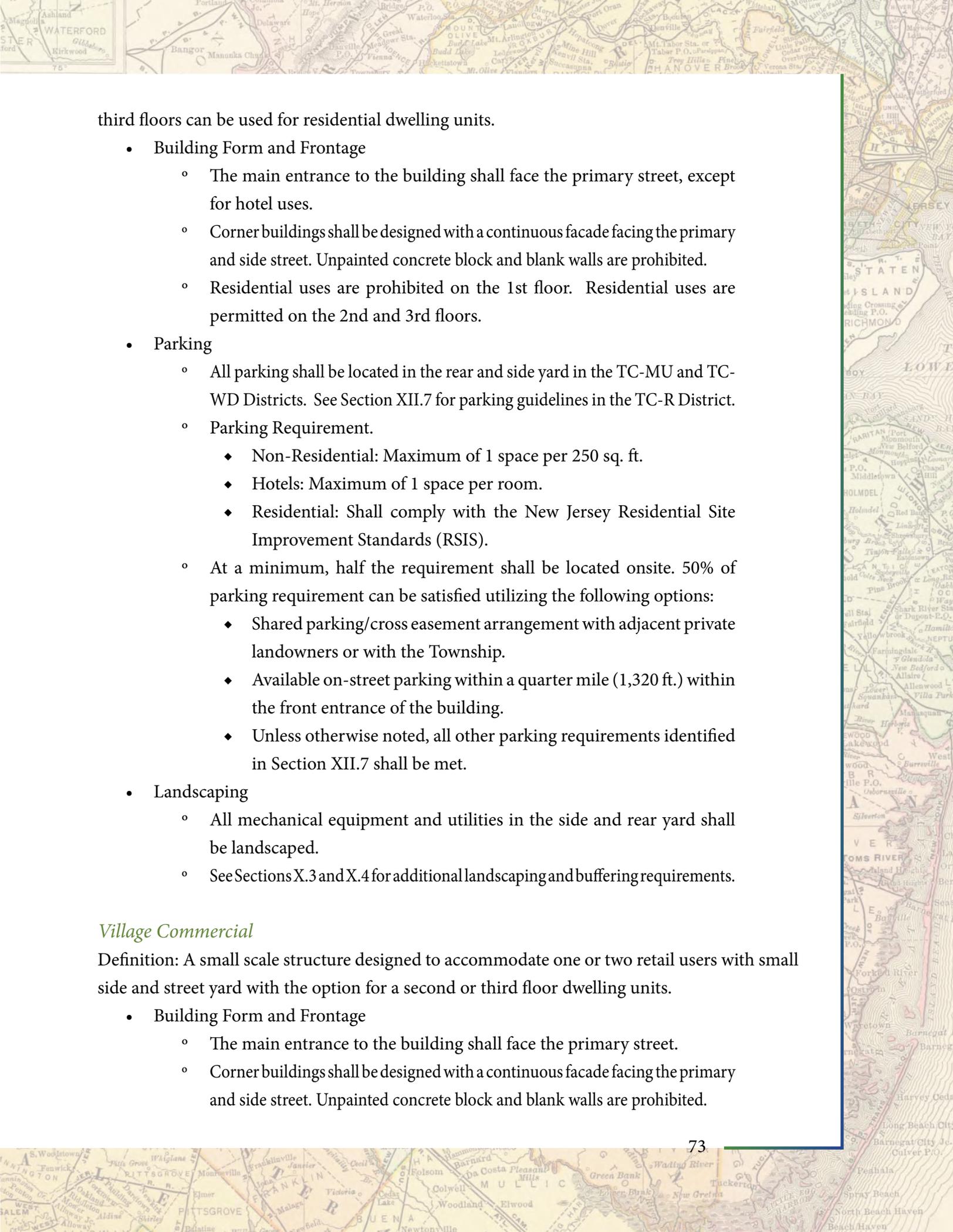
A historical map of Delaware and surrounding areas, showing various towns, roads, and geographical features. The map is detailed, with labels for numerous locations and roads. The text is overlaid on the right side of the map.

should be designed to resemble a large single-family home and may be permitted on 8,000 square-foot lots in keeping with the character of existing single-family detached development.

- **Building Form and Frontage**
 - The main entrance to the building shall face the primary street.
 - Garage doors, if applicable, shall be no more than 40% of the front facade facing the primary street.
 - Corner properties are encouraged to be designed to include at least three windows facing the secondary street.
 - The maximum length of continuous building frontage on a primary street shall be 240 feet.
 - All multiple dwelling units are encouraged to contain a front porch as described in Section IX.3.
- **Parking**
 - Driveway width and quantity of parking spaces shall comply with New Jersey Residential Site Improvement Standards (RSIS).
 - All parking shall be located in the rear of building. All parking lots shall comply with landscape standards in Sections X.3 and XII.7.
- **Landscaping**
 - All front yards shall be landscaped with at least one Native Pinelands ornamental tree.
 - Grass shall be planted in the front, side and rear yard.
 - See Sections X.3 and X.4 for additional landscaping and buffering requirements.
- **Accessory Structures**
 - The following accessory structures are specifically allowed in the side and rear yard, subject to compliance with all applicable standards, including but not limited to all applicable building form standards provided if conforms to the bulk requirements in Sections X.5 and X.6:
 - ◆ Detached Accessory Garages and Sheds.
 - ◆ Porches and Decks.
 - ◆ Fences, Walls and Retaining Walls
 - ◆ Jacuzzis, and other recreational facilities for the use of the residents when owned and maintained by a homeowner's association or common-area management entity.

Corridor Commercial

Definition: A medium scale structure designed to accommodate a mix of uses. Second and



third floors can be used for residential dwelling units.

- Building Form and Frontage
 - The main entrance to the building shall face the primary street, except for hotel uses.
 - Corner buildings shall be designed with a continuous facade facing the primary and side street. Unpainted concrete block and blank walls are prohibited.
 - Residential uses are prohibited on the 1st floor. Residential uses are permitted on the 2nd and 3rd floors.
- Parking
 - All parking shall be located in the rear and side yard in the TC-MU and TC-WD Districts. See Section XII.7 for parking guidelines in the TC-R District.
 - Parking Requirement.
 - ◆ Non-Residential: Maximum of 1 space per 250 sq. ft.
 - ◆ Hotels: Maximum of 1 space per room.
 - ◆ Residential: Shall comply with the New Jersey Residential Site Improvement Standards (RSIS).
 - At a minimum, half the requirement shall be located onsite. 50% of parking requirement can be satisfied utilizing the following options:
 - ◆ Shared parking/cross easement arrangement with adjacent private landowners or with the Township.
 - ◆ Available on-street parking within a quarter mile (1,320 ft.) within the front entrance of the building.
 - ◆ Unless otherwise noted, all other parking requirements identified in Section XII.7 shall be met.
- Landscaping
 - All mechanical equipment and utilities in the side and rear yard shall be landscaped.
 - See Sections X.3 and X.4 for additional landscaping and buffering requirements.

Village Commercial

Definition: A small scale structure designed to accommodate one or two retail users with small side and street yard with the option for a second or third floor dwelling units.

- Building Form and Frontage
 - The main entrance to the building shall face the primary street.
 - Corner buildings shall be designed with a continuous facade facing the primary and side street. Unpainted concrete block and blank walls are prohibited.

- See Section 3.1 et seq. for additional Building Form and Frontage Standards.
- Residential uses are prohibited on the 1st floor. Residential uses are permitted on the 2nd and 3rd floors.
- Parking
 - All parking shall be located in the rear yard. Parking in the front yard is prohibited.
 - Parking Requirement.
 - ◆ Non-Residential: Maximum of 1 space per 500 sq. ft.
 - ◆ Residential: Maximum of 1 space per unit plus 0.5 spaces per additional bedroom.
 - At a minimum, half the requirement shall be located onsite. 50% of parking requirement can be satisfied utilizing the following options:
 - ◆ Shared parking/cross easement arrangement with adjacent private landowners or with the Township.
 - ◆ Available on-street parking within a quarter mile (1,320 ft.) within the front entrance of the building.
 - ◆ Unless otherwise noted, all other parking requirements identified in Section 5.6.6 shall be met.
- Landscaping
 - All mechanical equipment and utilities in the side and rear yard shall be landscaped and screened from pedestrians.
 - See Sections X.3 and X.4 for additional landscaping and buffering requirements.

VII. Bulk Standards

1. Significant changes to the standards set forth in the 2011 Redevelopment Plan include:
 - a) An increase in density to accommodate market demands and economic feasibility in the Multi-Family typology;
 - b) Increase of the height limits within the Corridor Commercial to 55' to allow for hotels;
 - c) Expanded definition for Corridor Commercial to allow for large structures that extend an entire block, as is proposed at the Juliustown Road Plaza and along Lakehurst Road;
 - d) Eliminate “alley loaded” and rear location of garages in favor of encouraging attached garages for the “Single Family Attached” typology to conform with current building practices; and

- e) Encourage, not mandate a minimum number of windows on corner units and front porches within the Multi-Family residential typology.

Table 6 - Bulk Standards

	Single Family Detached	Single Family Attached	Multi-family Residential	Village Commercial	Corridor Commercial
Minimum Lot Area (sq. ft.)	8,000	3,000 ¹	8,000 ²	10,000	20,000
Minimum Lot Width (sq. ft.)	80	25	80 ²	100	200
Minimum Front Yard Set Back (feet)	20	10	10	0	10
Minimum Side Yard Set Back (feet)	10	10 where not attached	10	5	20
Rear Yard Set Back (feet)	25	15	25	10	20
Maximum Impervious Coverage	50%	75%	80%	95%	95%
Maximum Building Coverage	30%	40%	60%	75%	75%
Maximum Building Height (feet)	35	35	45	35	55

¹Single Family Attached development is permitted on tracts consisting of a minimum pre-development area of 8,000 square feet. A minimum lot area of 3,000 square feet shall be provided for each unit developed.

²Multi-Family development is permitted on tracts consisting of a minimum pre-development area of 10,000 square feet and a 100-foot lot width. Multi-Family development consisting of four or fewer units should be designed to resemble a large single-family home and are permitted on tracts consisting of a minimum pre-development area of 8,000 square feet and an 80-foot lot width.

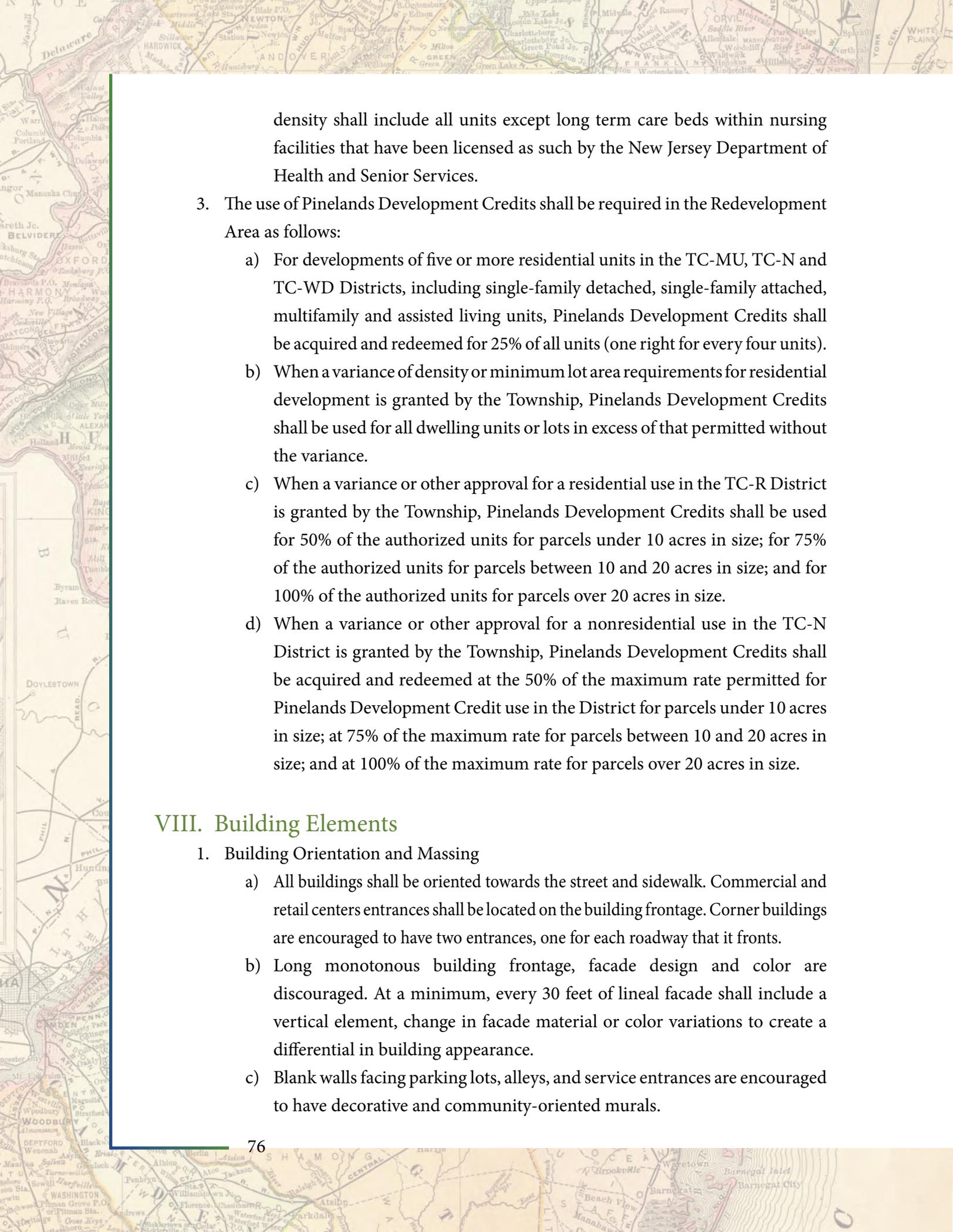
A minimum of ten percent (10%) of the total tract area shall be dedicated to open space/passive recreation in developments consisting of more than eight (8) "Single Family Attached" units or more than six (6) Multi-Family Residential units.

The Minimum Lot Area (and area against which coverage percentages are applied) for fee simple lots in a "Single Family Attached" development that incurs the above open space/passive recreation requirement may be reduced to 1,500 square feet.

The maximum length of any residential structure shall not exceed 240 feet.

2. Maximum Permitted Residential Densities

- For Single Family Detached dwelling units: 5.0 units per acre
- For Single Family Attached dwelling units: 10 units per acre
- For Multifamily dwelling units and Assisted Living/Congregate Care/Independent Living Facilities: 20 units per acre. For assisted living/congregate care/independent living facilities, calculation of residential



density shall include all units except long term care beds within nursing facilities that have been licensed as such by the New Jersey Department of Health and Senior Services.

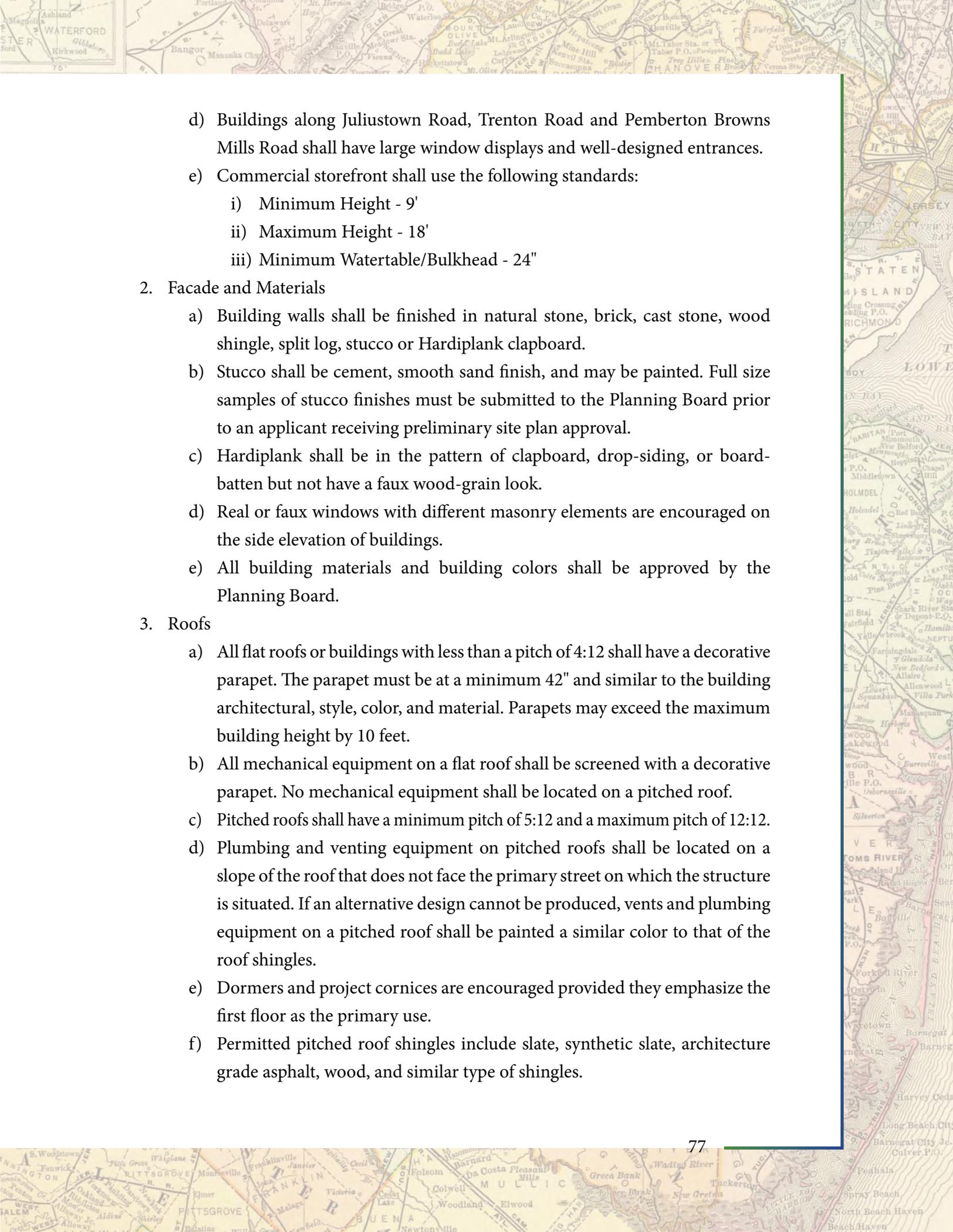
3. The use of Pinelands Development Credits shall be required in the Redevelopment Area as follows:

- a) For developments of five or more residential units in the TC-MU, TC-N and TC-WD Districts, including single-family detached, single-family attached, multifamily and assisted living units, Pinelands Development Credits shall be acquired and redeemed for 25% of all units (one right for every four units).
- b) When a variance of density or minimum lot area requirements for residential development is granted by the Township, Pinelands Development Credits shall be used for all dwelling units or lots in excess of that permitted without the variance.
- c) When a variance or other approval for a residential use in the TC-R District is granted by the Township, Pinelands Development Credits shall be used for 50% of the authorized units for parcels under 10 acres in size; for 75% of the authorized units for parcels between 10 and 20 acres in size; and for 100% of the authorized units for parcels over 20 acres in size.
- d) When a variance or other approval for a nonresidential use in the TC-N District is granted by the Township, Pinelands Development Credits shall be acquired and redeemed at the 50% of the maximum rate permitted for Pinelands Development Credit use in the District for parcels under 10 acres in size; at 75% of the maximum rate for parcels between 10 and 20 acres in size; and at 100% of the maximum rate for parcels over 20 acres in size.

VIII. Building Elements

1. Building Orientation and Massing

- a) All buildings shall be oriented towards the street and sidewalk. Commercial and retail centers entrances shall be located on the building frontage. Corner buildings are encouraged to have two entrances, one for each roadway that it fronts.
- b) Long monotonous building frontage, facade design and color are discouraged. At a minimum, every 30 feet of lineal facade shall include a vertical element, change in facade material or color variations to create a differential in building appearance.
- c) Blank walls facing parking lots, alleys, and service entrances are encouraged to have decorative and community-oriented murals.

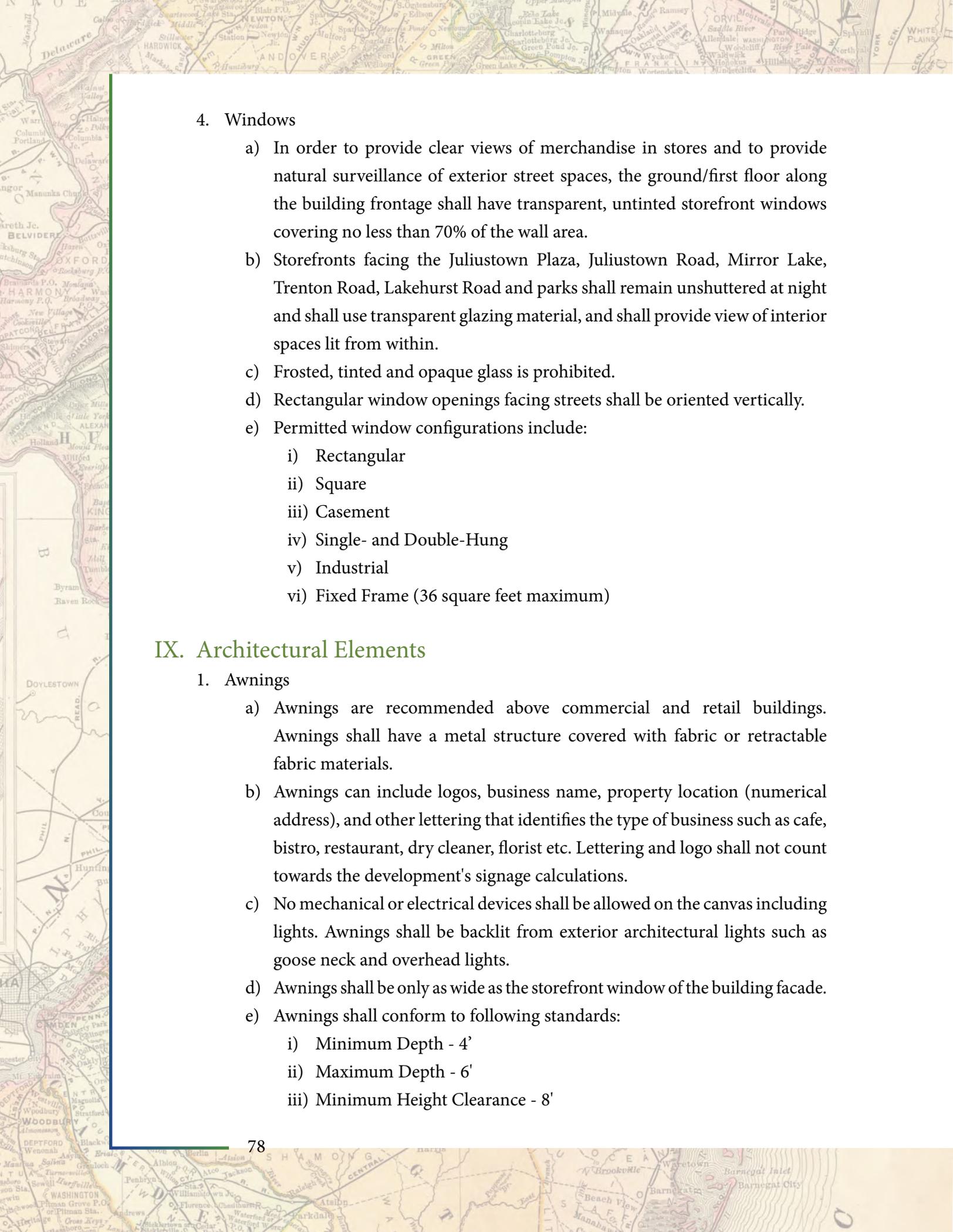
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- d) Buildings along Juliustown Road, Trenton Road and Pemberton Browns Mills Road shall have large window displays and well-designed entrances.
 - e) Commercial storefront shall use the following standards:
 - i) Minimum Height - 9'
 - ii) Maximum Height - 18'
 - iii) Minimum Watertable/Bulkhead - 24"

2. Facade and Materials

- a) Building walls shall be finished in natural stone, brick, cast stone, wood shingle, split log, stucco or Hardiplank clapboard.
- b) Stucco shall be cement, smooth sand finish, and may be painted. Full size samples of stucco finishes must be submitted to the Planning Board prior to an applicant receiving preliminary site plan approval.
- c) Hardiplank shall be in the pattern of clapboard, drop-siding, or board-batten but not have a faux wood-grain look.
- d) Real or faux windows with different masonry elements are encouraged on the side elevation of buildings.
- e) All building materials and building colors shall be approved by the Planning Board.

3. Roofs

- a) All flat roofs or buildings with less than a pitch of 4:12 shall have a decorative parapet. The parapet must be at a minimum 42" and similar to the building architectural, style, color, and material. Parapets may exceed the maximum building height by 10 feet.
- b) All mechanical equipment on a flat roof shall be screened with a decorative parapet. No mechanical equipment shall be located on a pitched roof.
- c) Pitched roofs shall have a minimum pitch of 5:12 and a maximum pitch of 12:12.
- d) Plumbing and venting equipment on pitched roofs shall be located on a slope of the roof that does not face the primary street on which the structure is situated. If an alternative design cannot be produced, vents and plumbing equipment on a pitched roof shall be painted a similar color to that of the roof shingles.
- e) Dormers and project cornices are encouraged provided they emphasize the first floor as the primary use.
- f) Permitted pitched roof shingles include slate, synthetic slate, architecture grade asphalt, wood, and similar type of shingles.

A historical map of Delaware and surrounding areas, including parts of Pennsylvania, Maryland, and New Jersey. The map shows various towns, roads, and geographical features. The text is overlaid on the right side of the map.

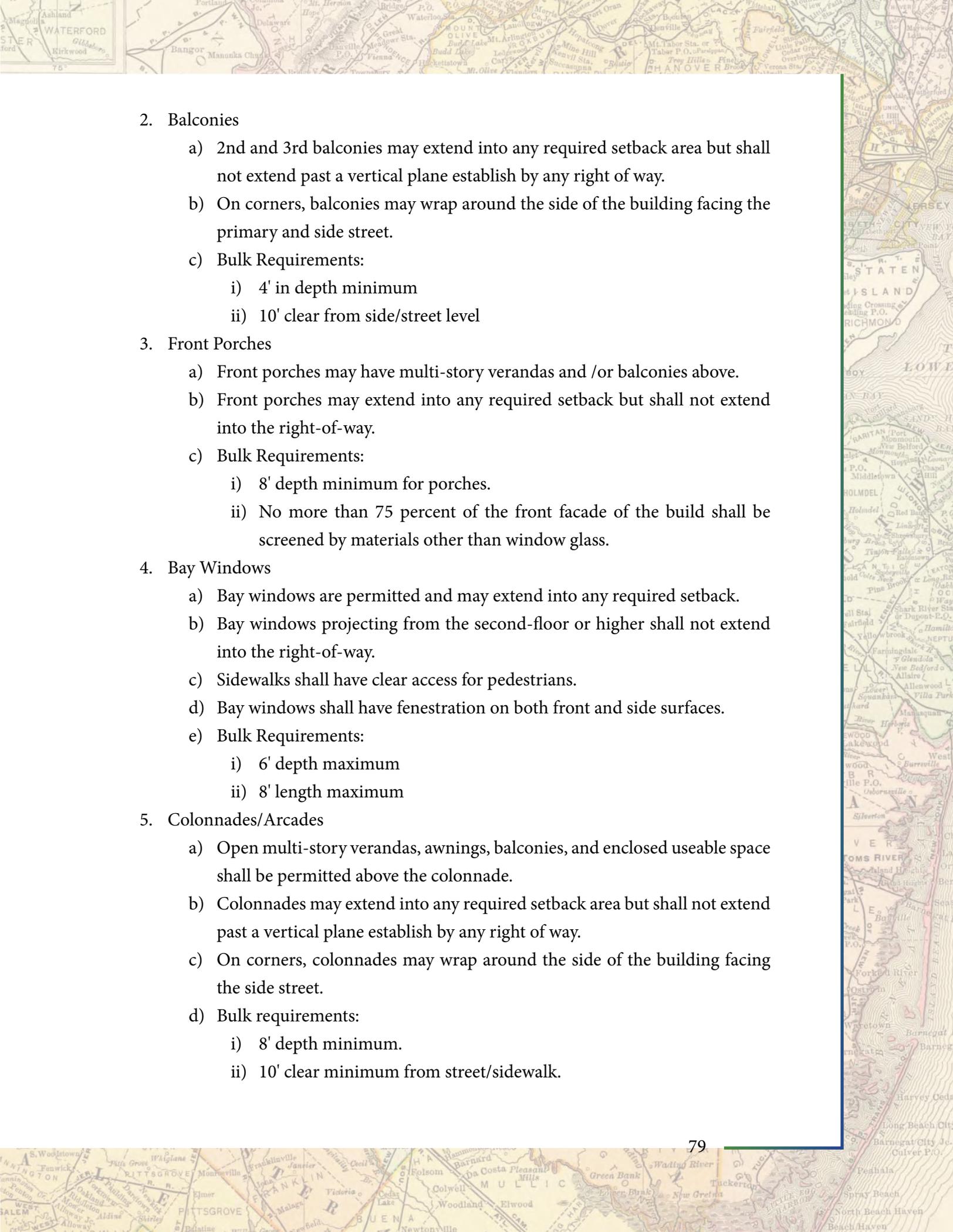
4. Windows

- a) In order to provide clear views of merchandise in stores and to provide natural surveillance of exterior street spaces, the ground/first floor along the building frontage shall have transparent, untinted storefront windows covering no less than 70% of the wall area.
- b) Storefronts facing the Juliustown Plaza, Juliustown Road, Mirror Lake, Trenton Road, Lakehurst Road and parks shall remain unshuttered at night and shall use transparent glazing material, and shall provide view of interior spaces lit from within.
- c) Frosted, tinted and opaque glass is prohibited.
- d) Rectangular window openings facing streets shall be oriented vertically.
- e) Permitted window configurations include:
 - i) Rectangular
 - ii) Square
 - iii) Casement
 - iv) Single- and Double-Hung
 - v) Industrial
 - vi) Fixed Frame (36 square feet maximum)

IX. Architectural Elements

1. Awnings

- a) Awnings are recommended above commercial and retail buildings. Awnings shall have a metal structure covered with fabric or retractable fabric materials.
- b) Awnings can include logos, business name, property location (numerical address), and other lettering that identifies the type of business such as cafe, bistro, restaurant, dry cleaner, florist etc. Lettering and logo shall not count towards the development's signage calculations.
- c) No mechanical or electrical devices shall be allowed on the canvas including lights. Awnings shall be backlit from exterior architectural lights such as goose neck and overhead lights.
- d) Awnings shall be only as wide as the storefront window of the building facade.
- e) Awnings shall conform to following standards:
 - i) Minimum Depth - 4'
 - ii) Maximum Depth - 6'
 - iii) Minimum Height Clearance - 8'



2. Balconies

- a) 2nd and 3rd balconies may extend into any required setback area but shall not extend past a vertical plane establish by any right of way.
- b) On corners, balconies may wrap around the side of the building facing the primary and side street.
- c) Bulk Requirements:
 - i) 4' in depth minimum
 - ii) 10' clear from side/street level

3. Front Porches

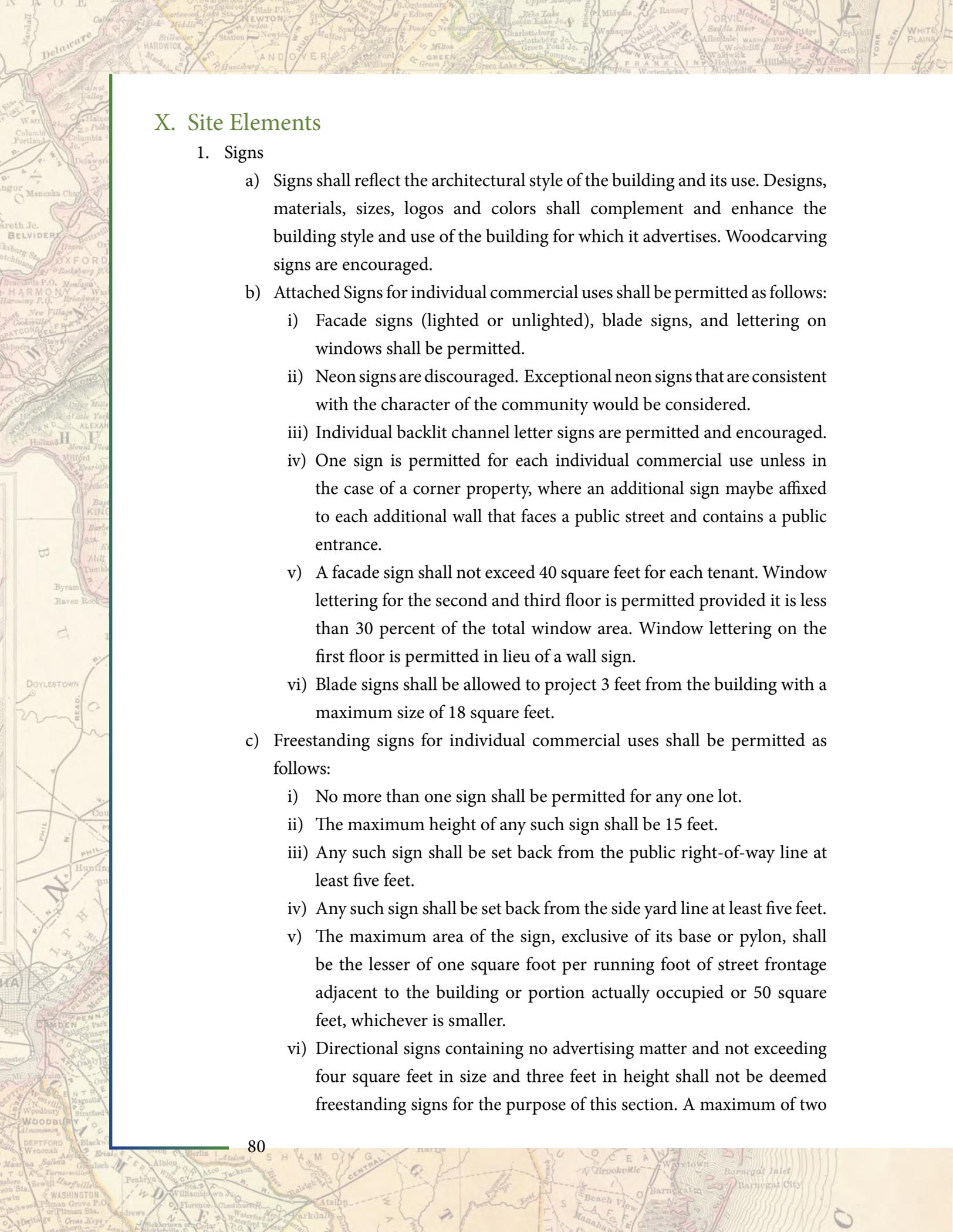
- a) Front porches may have multi-story verandas and /or balconies above.
- b) Front porches may extend into any required setback but shall not extend into the right-of-way.
- c) Bulk Requirements:
 - i) 8' depth minimum for porches.
 - ii) No more than 75 percent of the front facade of the build shall be screened by materials other than window glass.

4. Bay Windows

- a) Bay windows are permitted and may extend into any required setback.
- b) Bay windows projecting from the second-floor or higher shall not extend into the right-of-way.
- c) Sidewalks shall have clear access for pedestrians.
- d) Bay windows shall have fenestration on both front and side surfaces.
- e) Bulk Requirements:
 - i) 6' depth maximum
 - ii) 8' length maximum

5. Colonnades/Arcades

- a) Open multi-story verandas, awnings, balconies, and enclosed useable space shall be permitted above the colonnade.
- b) Colonnades may extend into any required setback area but shall not extend past a vertical plane establish by any right of way.
- c) On corners, colonnades may wrap around the side of the building facing the side street.
- d) Bulk requirements:
 - i) 8' depth minimum.
 - ii) 10' clear minimum from street/sidewalk.

The background of the page is a detailed topographical map of Delaware and its neighboring states, including Pennsylvania, Maryland, and New Jersey. The map shows various towns, roads, and geographical features. The title 'X. Site Elements' is printed in a green, serif font over the map.

X. Site Elements

1. Signs

- a) Signs shall reflect the architectural style of the building and its use. Designs, materials, sizes, logos and colors shall complement and enhance the building style and use of the building for which it advertises. Woodcarving signs are encouraged.
- b) Attached Signs for individual commercial uses shall be permitted as follows:
 - i) Facade signs (lighted or unlighted), blade signs, and lettering on windows shall be permitted.
 - ii) Neon signs are discouraged. Exceptional neon signs that are consistent with the character of the community would be considered.
 - iii) Individual backlit channel letter signs are permitted and encouraged.
 - iv) One sign is permitted for each individual commercial use unless in the case of a corner property, where an additional sign maybe affixed to each additional wall that faces a public street and contains a public entrance.
 - v) A facade sign shall not exceed 40 square feet for each tenant. Window lettering for the second and third floor is permitted provided it is less than 30 percent of the total window area. Window lettering on the first floor is permitted in lieu of a wall sign.
 - vi) Blade signs shall be allowed to project 3 feet from the building with a maximum size of 18 square feet.
- c) Freestanding signs for individual commercial uses shall be permitted as follows:
 - i) No more than one sign shall be permitted for any one lot.
 - ii) The maximum height of any such sign shall be 15 feet.
 - iii) Any such sign shall be set back from the public right-of-way line at least five feet.
 - iv) Any such sign shall be set back from the side yard line at least five feet.
 - v) The maximum area of the sign, exclusive of its base or pylon, shall be the lesser of one square foot per running foot of street frontage adjacent to the building or portion actually occupied or 50 square feet, whichever is smaller.
 - vi) Directional signs containing no advertising matter and not exceeding four square feet in size and three feet in height shall not be deemed freestanding signs for the purpose of this section. A maximum of two

directional signs shall be permitted for each driveway access to the site.
 d) Shopping Center Signs are permitted in the in the Town Center Retail (TC-R) District and shall use the following standards:

i) For purposes of this subsection, "shopping center" shall be defined as any number of retail commercial uses so interrelated by physical connection, central orientation, interrelated services, facilities and amenities as to constitute a single conceptual unit and shall include any grouping of such uses developed under a single site plan.

ii) Freestanding sign. A shopping center may have only one freestanding, lighted, nonmoving sign identifying the facility and its occupants, located along each arterial or collector road which the tract in question abuts, provided that there exists at least 200 feet of unbroken frontage. Such sign shall be subject to the following regulations.

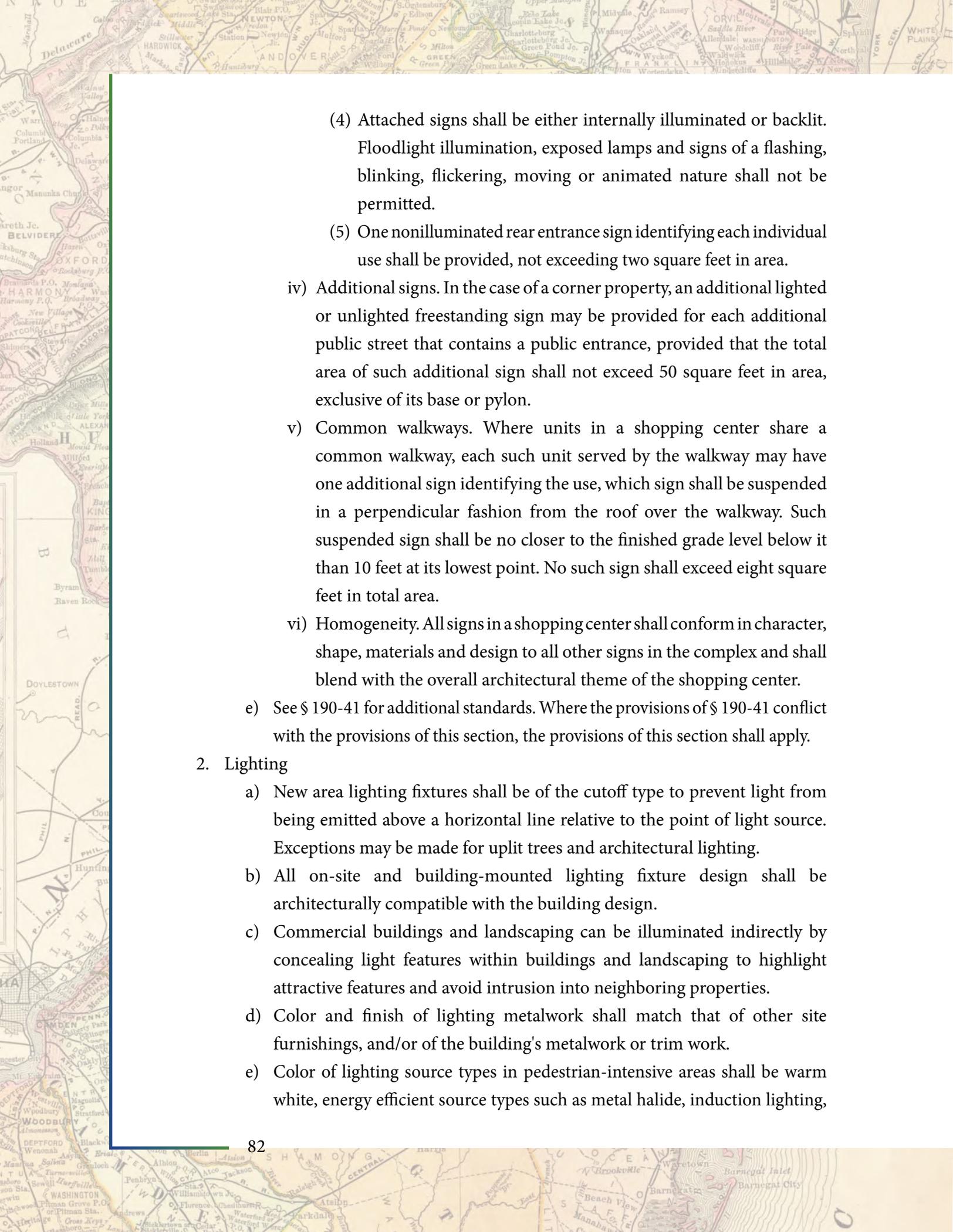
- (1) No sign shall exceed a height of 20 feet.
- (2) Each such sign shall be set back from driveways and roadways at least 20 feet.
- (3) Each such sign shall be set back from any property line a minimum of 10 feet.
- (4) No such sign shall exceed 100 square feet in area, exclusive of its base or pylon.

iii) Attached signs.

- (1) To establish and maintain a uniform appearance and provide thematic compatibility, one attached sign shall be permitted for each retail commercial use in a shopping center and shall be located within a signage band located above the entrance door to each use.
- (2) Attached signs shall be comprised of individual channel letters with a minimum depth of five inches.
- (3) Maximum area of attached signs (within the signage band) shall be calculated according to the square footage of each commercial retail use as follows:

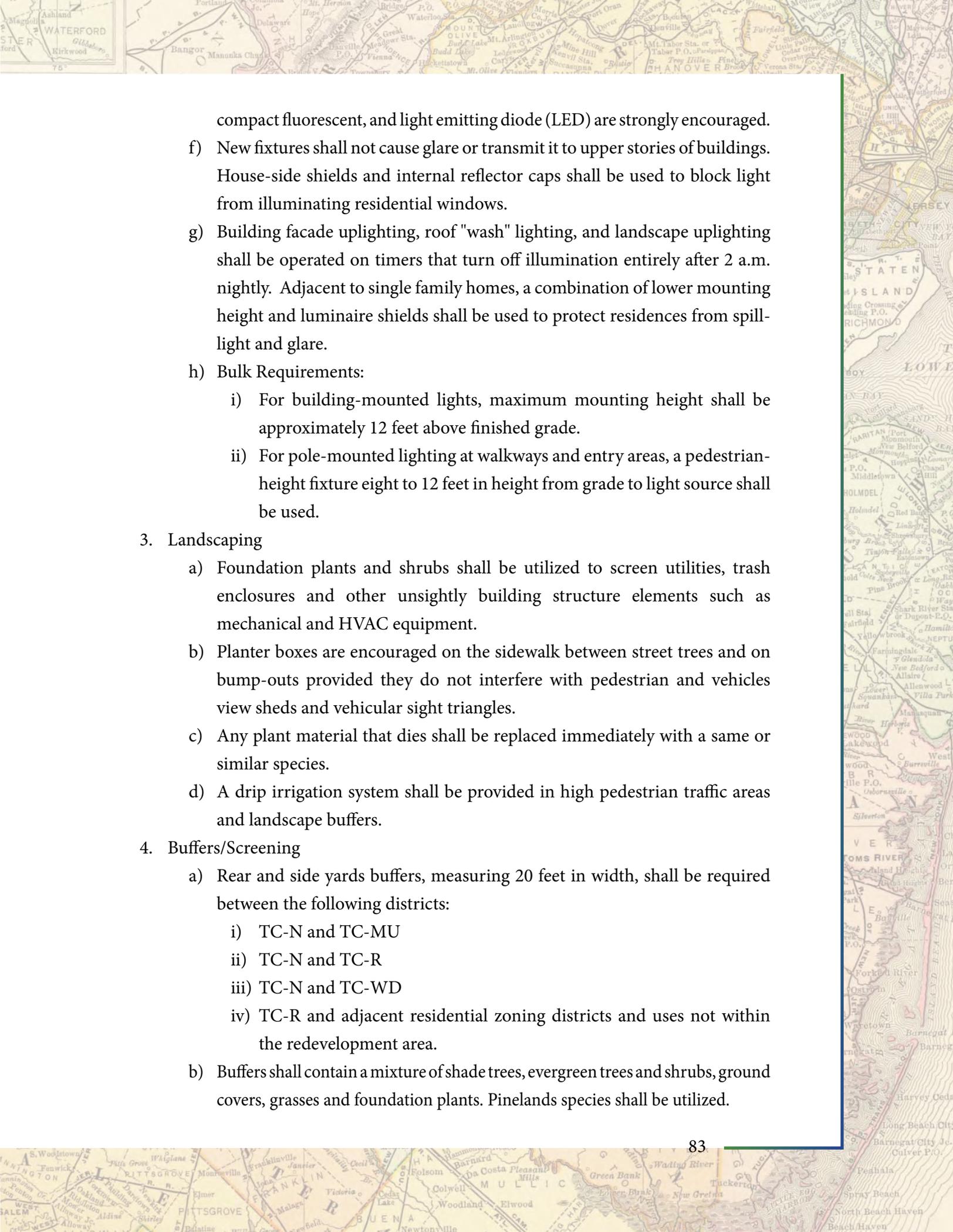
Total Floor Area of Individual Use (square feet)	Maximum Height	Maximum Area* (square feet)
20,000 or larger	6 feet	180
7,500 to 19,999	4 feet	Up to 150
Less than 7,500	30 inches	Up to 150

* Note: the maximum length of a sign for any individual use shall not exceed 75% of the width of the use.

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- (4) Attached signs shall be either internally illuminated or backlit. Floodlight illumination, exposed lamps and signs of a flashing, blinking, flickering, moving or animated nature shall not be permitted.
- (5) One nonilluminated rear entrance sign identifying each individual use shall be provided, not exceeding two square feet in area.
- iv) Additional signs. In the case of a corner property, an additional lighted or unlighted freestanding sign may be provided for each additional public street that contains a public entrance, provided that the total area of such additional sign shall not exceed 50 square feet in area, exclusive of its base or pylon.
- v) Common walkways. Where units in a shopping center share a common walkway, each such unit served by the walkway may have one additional sign identifying the use, which sign shall be suspended in a perpendicular fashion from the roof over the walkway. Such suspended sign shall be no closer to the finished grade level below it than 10 feet at its lowest point. No such sign shall exceed eight square feet in total area.
- vi) Homogeneity. All signs in a shopping center shall conform in character, shape, materials and design to all other signs in the complex and shall blend with the overall architectural theme of the shopping center.
- e) See § 190-41 for additional standards. Where the provisions of § 190-41 conflict with the provisions of this section, the provisions of this section shall apply.

2. Lighting

- a) New area lighting fixtures shall be of the cutoff type to prevent light from being emitted above a horizontal line relative to the point of light source. Exceptions may be made for uplit trees and architectural lighting.
- b) All on-site and building-mounted lighting fixture design shall be architecturally compatible with the building design.
- c) Commercial buildings and landscaping can be illuminated indirectly by concealing light features within buildings and landscaping to highlight attractive features and avoid intrusion into neighboring properties.
- d) Color and finish of lighting metalwork shall match that of other site furnishings, and/or of the building's metalwork or trim work.
- e) Color of lighting source types in pedestrian-intensive areas shall be warm white, energy efficient source types such as metal halide, induction lighting,

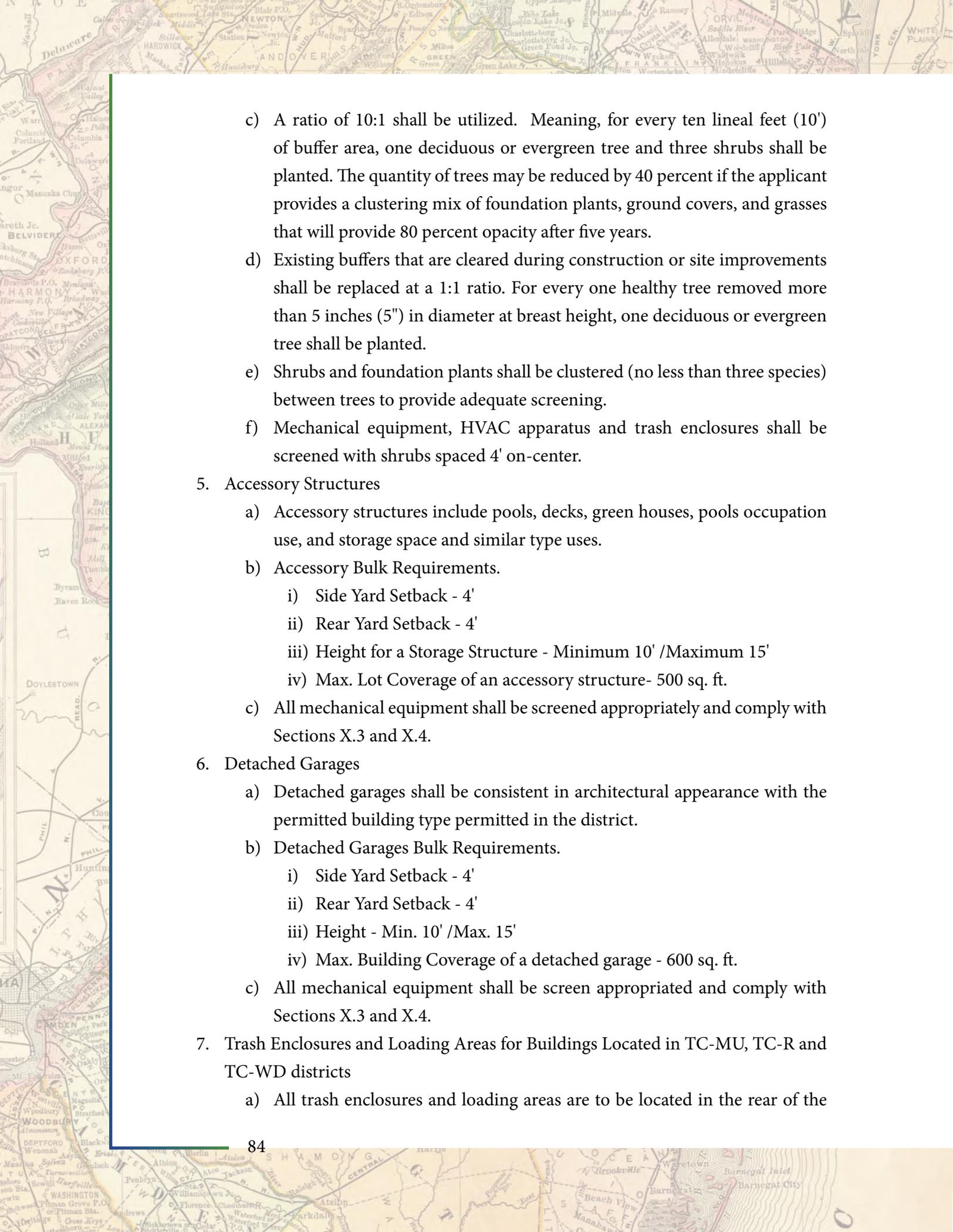
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- compact fluorescent, and light emitting diode (LED) are strongly encouraged.
- f) New fixtures shall not cause glare or transmit it to upper stories of buildings. House-side shields and internal reflector caps shall be used to block light from illuminating residential windows.
 - g) Building facade uplighting, roof "wash" lighting, and landscape uplighting shall be operated on timers that turn off illumination entirely after 2 a.m. nightly. Adjacent to single family homes, a combination of lower mounting height and luminaire shields shall be used to protect residences from spill-light and glare.
 - h) Bulk Requirements:
 - i) For building-mounted lights, maximum mounting height shall be approximately 12 feet above finished grade.
 - ii) For pole-mounted lighting at walkways and entry areas, a pedestrian-height fixture eight to 12 feet in height from grade to light source shall be used.

3. Landscaping

- a) Foundation plants and shrubs shall be utilized to screen utilities, trash enclosures and other unsightly building structure elements such as mechanical and HVAC equipment.
- b) Planter boxes are encouraged on the sidewalk between street trees and on bump-outs provided they do not interfere with pedestrian and vehicles view sheds and vehicular sight triangles.
- c) Any plant material that dies shall be replaced immediately with a same or similar species.
- d) A drip irrigation system shall be provided in high pedestrian traffic areas and landscape buffers.

4. Buffers/Screening

- a) Rear and side yards buffers, measuring 20 feet in width, shall be required between the following districts:
 - i) TC-N and TC-MU
 - ii) TC-N and TC-R
 - iii) TC-N and TC-WD
 - iv) TC-R and adjacent residential zoning districts and uses not within the redevelopment area.
- b) Buffers shall contain a mixture of shade trees, evergreen trees and shrubs, ground covers, grasses and foundation plants. Pinelands species shall be utilized.

- 
- c) A ratio of 10:1 shall be utilized. Meaning, for every ten lineal feet (10') of buffer area, one deciduous or evergreen tree and three shrubs shall be planted. The quantity of trees may be reduced by 40 percent if the applicant provides a clustering mix of foundation plants, ground covers, and grasses that will provide 80 percent opacity after five years.
 - d) Existing buffers that are cleared during construction or site improvements shall be replaced at a 1:1 ratio. For every one healthy tree removed more than 5 inches (5") in diameter at breast height, one deciduous or evergreen tree shall be planted.
 - e) Shrubs and foundation plants shall be clustered (no less than three species) between trees to provide adequate screening.
 - f) Mechanical equipment, HVAC apparatus and trash enclosures shall be screened with shrubs spaced 4' on-center.

5. Accessory Structures

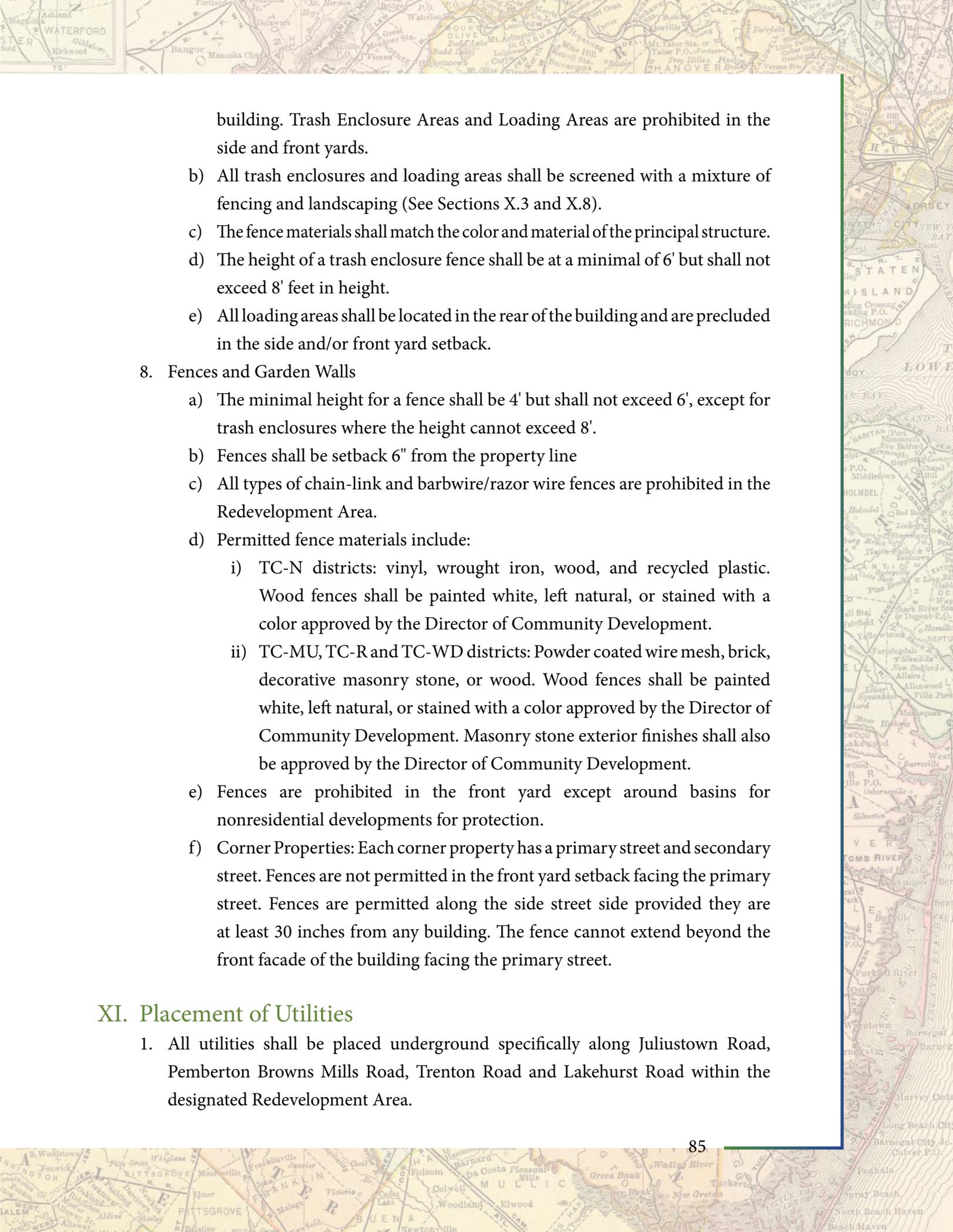
- a) Accessory structures include pools, decks, green houses, pools occupation use, and storage space and similar type uses.
- b) Accessory Bulk Requirements.
 - i) Side Yard Setback - 4'
 - ii) Rear Yard Setback - 4'
 - iii) Height for a Storage Structure - Minimum 10' /Maximum 15'
 - iv) Max. Lot Coverage of an accessory structure- 500 sq. ft.
- c) All mechanical equipment shall be screened appropriately and comply with Sections X.3 and X.4.

6. Detached Garages

- a) Detached garages shall be consistent in architectural appearance with the permitted building type permitted in the district.
- b) Detached Garages Bulk Requirements.
 - i) Side Yard Setback - 4'
 - ii) Rear Yard Setback - 4'
 - iii) Height - Min. 10' /Max. 15'
 - iv) Max. Building Coverage of a detached garage - 600 sq. ft.
- c) All mechanical equipment shall be screen appropriated and comply with Sections X.3 and X.4.

7. Trash Enclosures and Loading Areas for Buildings Located in TC-MU, TC-R and TC-WD districts

- a) All trash enclosures and loading areas are to be located in the rear of the



building. Trash Enclosure Areas and Loading Areas are prohibited in the side and front yards.

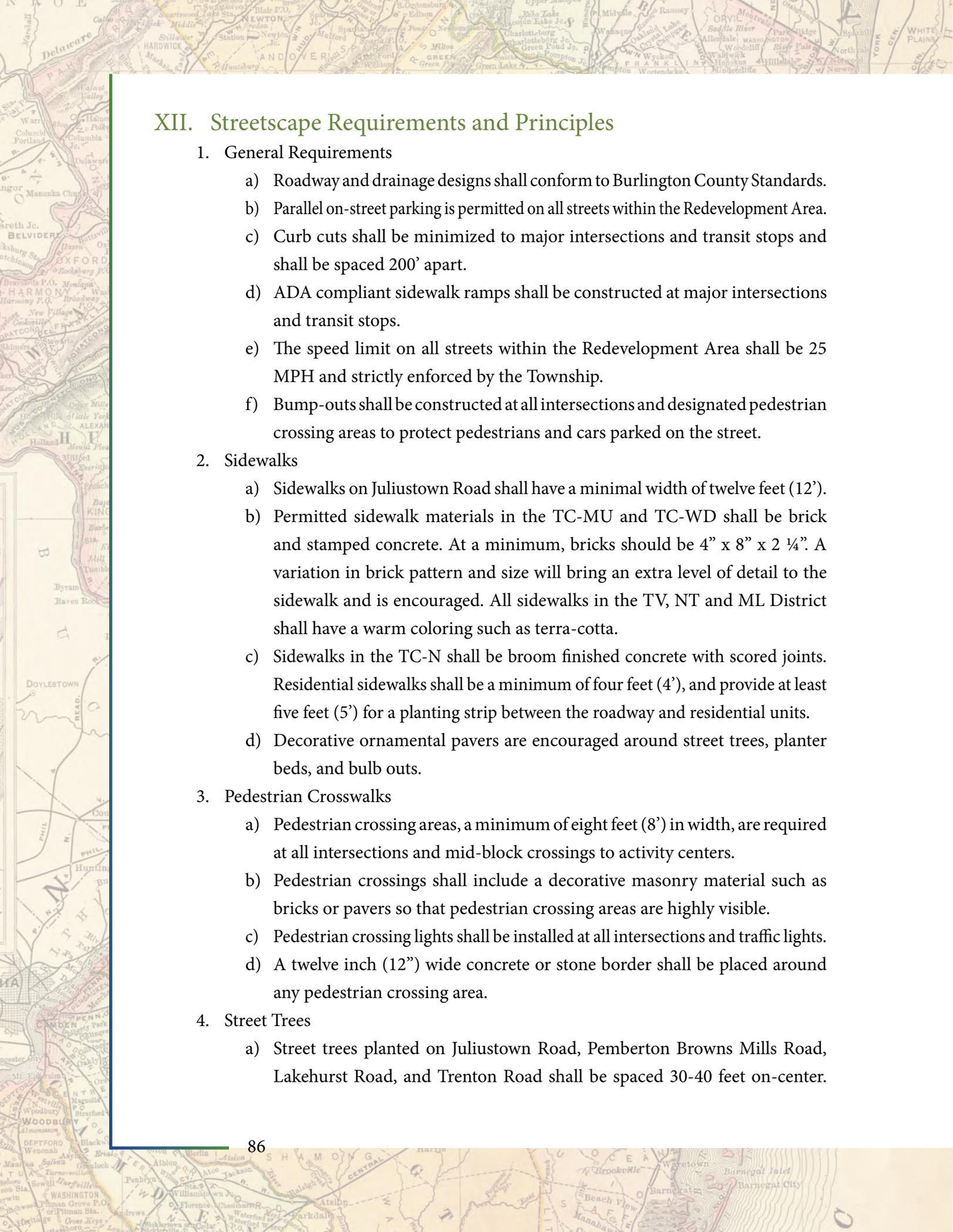
- b) All trash enclosures and loading areas shall be screened with a mixture of fencing and landscaping (See Sections X.3 and X.8).
- c) The fence materials shall match the color and material of the principal structure.
- d) The height of a trash enclosure fence shall be at a minimal of 6' but shall not exceed 8' feet in height.
- e) All loading areas shall be located in the rear of the building and are precluded in the side and/or front yard setback.

8. Fences and Garden Walls

- a) The minimal height for a fence shall be 4' but shall not exceed 6', except for trash enclosures where the height cannot exceed 8'.
- b) Fences shall be setback 6" from the property line
- c) All types of chain-link and barbwire/razor wire fences are prohibited in the Redevelopment Area.
- d) Permitted fence materials include:
 - i) TC-N districts: vinyl, wrought iron, wood, and recycled plastic. Wood fences shall be painted white, left natural, or stained with a color approved by the Director of Community Development.
 - ii) TC-MU, TC-R and TC-WD districts: Powder coated wire mesh, brick, decorative masonry stone, or wood. Wood fences shall be painted white, left natural, or stained with a color approved by the Director of Community Development. Masonry stone exterior finishes shall also be approved by the Director of Community Development.
- e) Fences are prohibited in the front yard except around basins for nonresidential developments for protection.
- f) Corner Properties: Each corner property has a primary street and secondary street. Fences are not permitted in the front yard setback facing the primary street. Fences are permitted along the side street side provided they are at least 30 inches from any building. The fence cannot extend beyond the front facade of the building facing the primary street.

XI. Placement of Utilities

- 1. All utilities shall be placed underground specifically along Juliustown Road, Pemberton Browns Mills Road, Trenton Road and Lakehurst Road within the designated Redevelopment Area.



XII. Streetscape Requirements and Principles

1. General Requirements

- a) Roadway and drainage designs shall conform to Burlington County Standards.
- b) Parallel on-street parking is permitted on all streets within the Redevelopment Area.
- c) Curb cuts shall be minimized to major intersections and transit stops and shall be spaced 200' apart.
- d) ADA compliant sidewalk ramps shall be constructed at major intersections and transit stops.
- e) The speed limit on all streets within the Redevelopment Area shall be 25 MPH and strictly enforced by the Township.
- f) Bump-outs shall be constructed at all intersections and designated pedestrian crossing areas to protect pedestrians and cars parked on the street.

2. Sidewalks

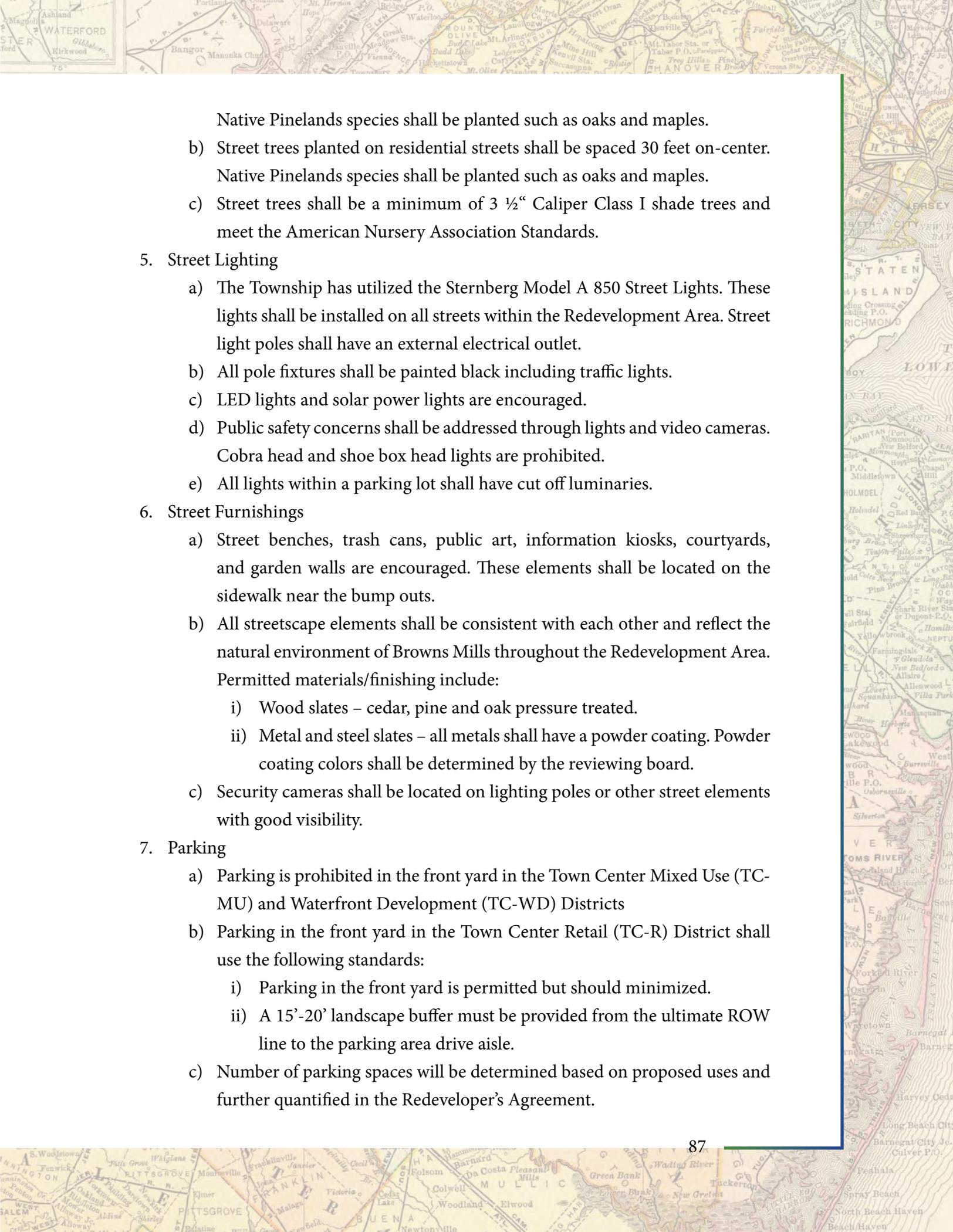
- a) Sidewalks on Juliustown Road shall have a minimal width of twelve feet (12').
- b) Permitted sidewalk materials in the TC-MU and TC-WD shall be brick and stamped concrete. At a minimum, bricks should be 4" x 8" x 2 1/4". A variation in brick pattern and size will bring an extra level of detail to the sidewalk and is encouraged. All sidewalks in the TV, NT and ML District shall have a warm coloring such as terra-cotta.
- c) Sidewalks in the TC-N shall be broom finished concrete with scored joints. Residential sidewalks shall be a minimum of four feet (4'), and provide at least five feet (5') for a planting strip between the roadway and residential units.
- d) Decorative ornamental pavers are encouraged around street trees, planter beds, and bulb outs.

3. Pedestrian Crosswalks

- a) Pedestrian crossing areas, a minimum of eight feet (8') in width, are required at all intersections and mid-block crossings to activity centers.
- b) Pedestrian crossings shall include a decorative masonry material such as bricks or pavers so that pedestrian crossing areas are highly visible.
- c) Pedestrian crossing lights shall be installed at all intersections and traffic lights.
- d) A twelve inch (12") wide concrete or stone border shall be placed around any pedestrian crossing area.

4. Street Trees

- a) Street trees planted on Juliustown Road, Pemberton Browns Mills Road, Lakehurst Road, and Trenton Road shall be spaced 30-40 feet on-center.

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- Native Pinelands species shall be planted such as oaks and maples.
- b) Street trees planted on residential streets shall be spaced 30 feet on-center. Native Pinelands species shall be planted such as oaks and maples.
 - c) Street trees shall be a minimum of 3 ½“ Caliper Class I shade trees and meet the American Nursery Association Standards.
5. Street Lighting
- a) The Township has utilized the Sternberg Model A 850 Street Lights. These lights shall be installed on all streets within the Redevelopment Area. Street light poles shall have an external electrical outlet.
 - b) All pole fixtures shall be painted black including traffic lights.
 - c) LED lights and solar power lights are encouraged.
 - d) Public safety concerns shall be addressed through lights and video cameras. Cobra head and shoe box head lights are prohibited.
 - e) All lights within a parking lot shall have cut off luminaries.
6. Street Furnishings
- a) Street benches, trash cans, public art, information kiosks, courtyards, and garden walls are encouraged. These elements shall be located on the sidewalk near the bump outs.
 - b) All streetscape elements shall be consistent with each other and reflect the natural environment of Browns Mills throughout the Redevelopment Area. Permitted materials/finishing include:
 - i) Wood slates – cedar, pine and oak pressure treated.
 - ii) Metal and steel slates – all metals shall have a powder coating. Powder coating colors shall be determined by the reviewing board.
 - c) Security cameras shall be located on lighting poles or other street elements with good visibility.
7. Parking
- a) Parking is prohibited in the front yard in the Town Center Mixed Use (TC-MU) and Waterfront Development (TC-WD) Districts
 - b) Parking in the front yard in the Town Center Retail (TC-R) District shall use the following standards:
 - i) Parking in the front yard is permitted but should be minimized.
 - ii) A 15’-20’ landscape buffer must be provided from the ultimate ROW line to the parking area drive aisle.
 - c) Number of parking spaces will be determined based on proposed uses and further quantified in the Redeveloper’s Agreement.

- d) Shared parking and cross easements for improving parking and circulation are encouraged.
- e) Surface parking lots shall be landscaped with ornamental trees and ground cover plants. Landscaped parking islands, 10 feet (10') in width, are required for every 140 lineal feet of parking. Landscaped islands shall be irrigated with a water meter system.
- f) Side and Rear parking lot setbacks in the TC-MU, TC-R and TC-WD Districts:
 - i) 15' from a residential use (not including mixed use buildings), the TC-N District, or any abutting residential zoning district which is not included in the redevelopment.
 - ii) 10' from a non-residential use with no shared parking or cross access agreement.
 - iii) All setbacks shall be landscaped with low level plants such as Inkberries and/or Viburnums. Plants shall be planted every four feet (4') on center.
- g) Off Street parking spaces shall be 9' wide and 18' deep.

Residential Design Examples



Attached Single-Family Condominium Community



Semi-Attached Development



Attached Single-Family Fee Simple



Single Family Detached



Smaller (four or less) Multi-Family Residential



Multi-Family Community

Commercial Design Examples



Mixed Use Commercial



Corridor Commercial



Mixed Use Commercial



Corridor Commercial



Hotel



Village Commercial

Redevelopment Plan Administration

Acquisition, Demolition and Relocation Plan

The Pemberton Township Council adopted Resolution 86-2010 on March 17, 2010, designating the Browns Mills Town Center as an area in need of redevelopment in accordance with the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.). The designation took place before the Local Redevelopment and Housing Law was amended in 2013 to require that the designation be declared a condemnation or non-condemnation area in the governing body resolution. As a result, all properties located within the Redevelopment Area may be acquired in accordance with the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.), Eminent Domain Act of 1971, P.L. 1971, c.361 (N.J.S.A. 20:3-1 et seq.) and this Redevelopment Plan. Any properties in this Redevelopment Area that are acquired by the Township of Pemberton may subsequently be sold or transferred to a selected redeveloper in accordance with this Redevelopment Plan.

The Township will seek to implement the Redevelopment Plan in cooperation with the existing property owners, interested stakeholders and/or any future owner who may acquire the property in fee simple.

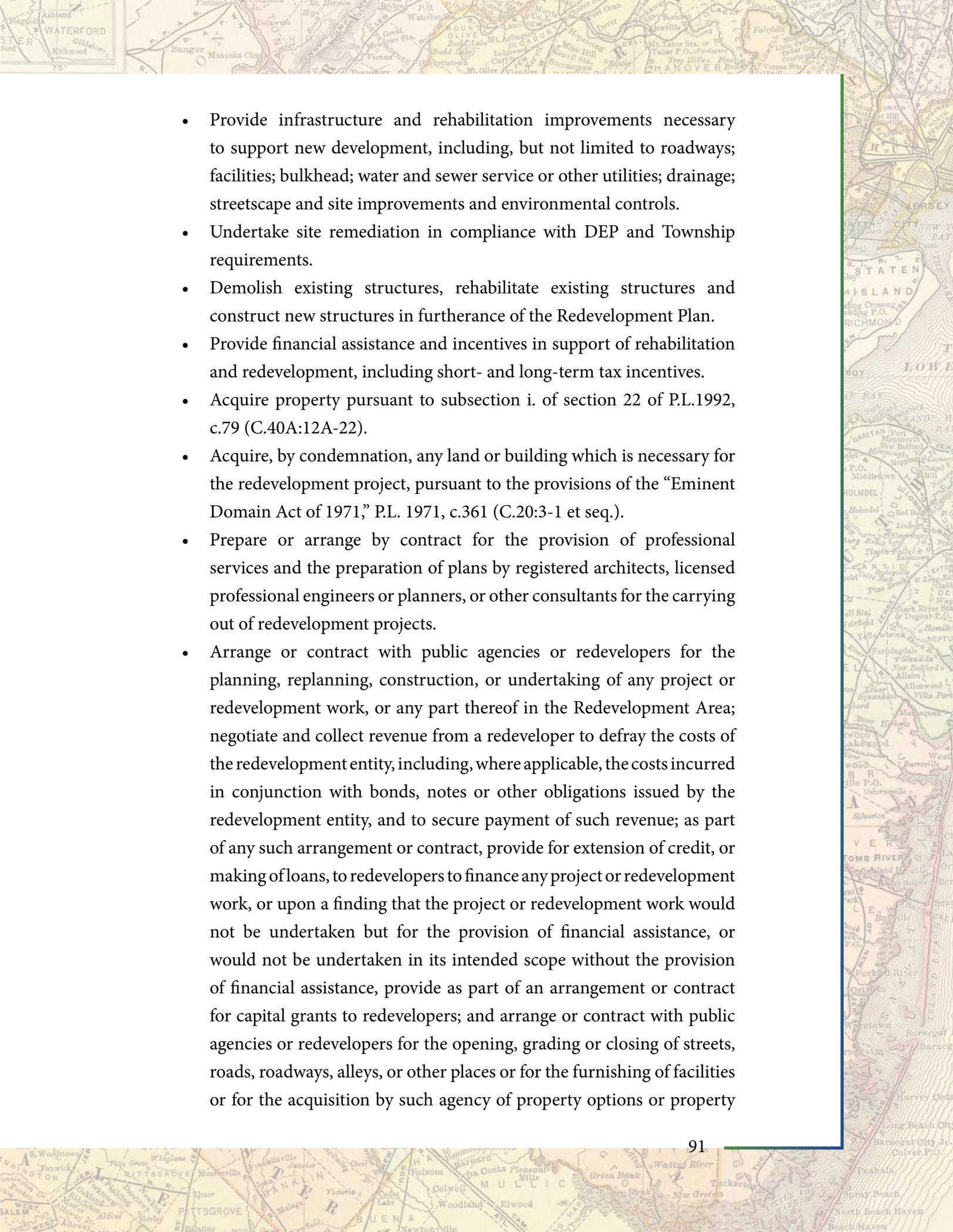
Redevelopment Entity

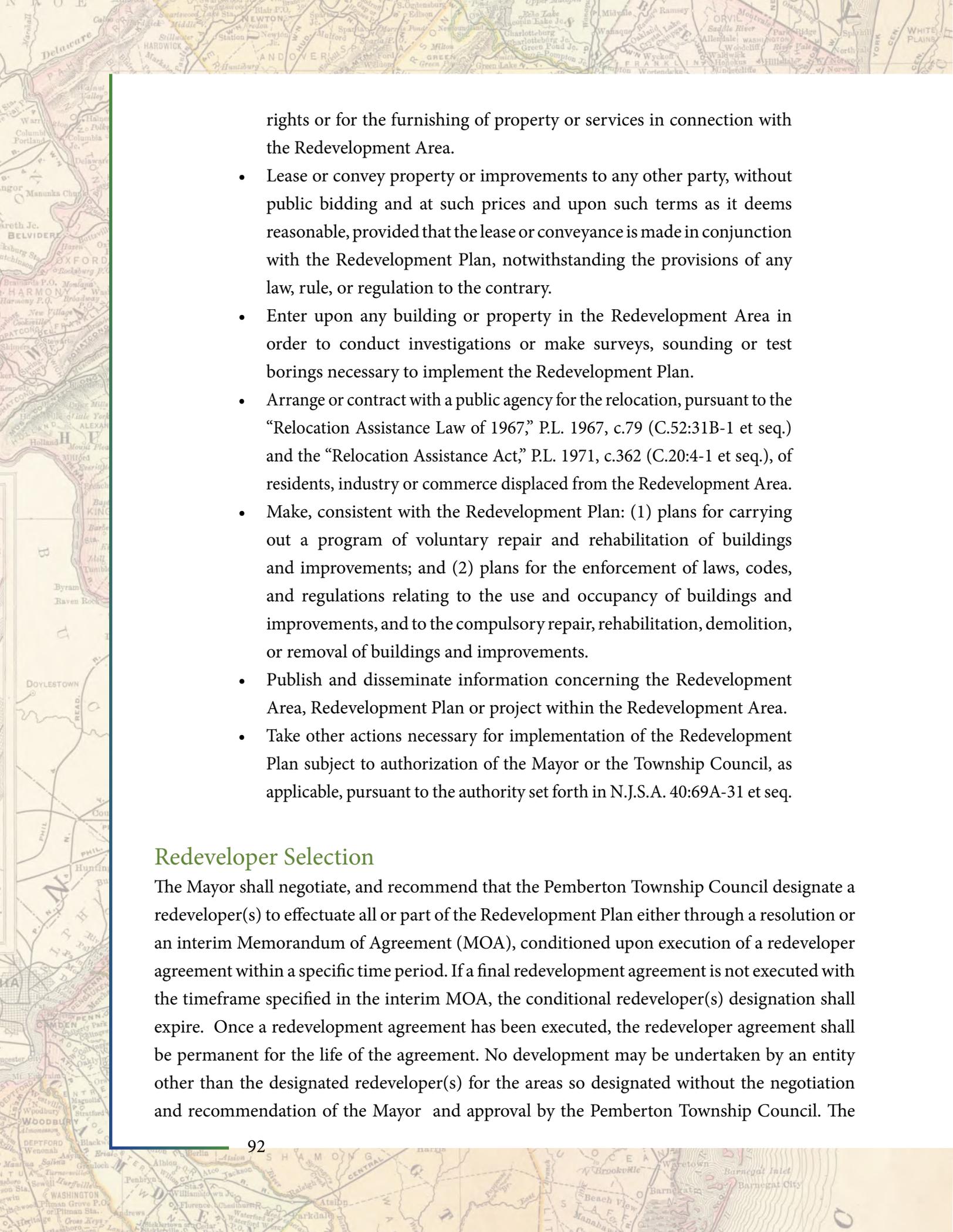
The Township of Pemberton shall be the redevelopment entity pursuant to N.J.S.A. 40A-12A-4.c that is responsible for implementing this Redevelopment Plan and administering redevelopment projects within the designated Redevelopment Areas as set forth in N.J.S.A. 40A-12A-8.

Role of the Township/Redevelopment Entity

Pursuant to N.J.S.A. 40A:12A-8, upon the adoption of a redevelopment plan pursuant to section 7 of P.L. 1992, c.79 (C.40A:12A-7), the municipality or redevelopment entity designated by the governing body may proceed with the clearance, replanning, development and redevelopment of the area(s) designated in that plan. The following actions may be taken by the Township, acting as the redevelopment entity for this Redevelopment Plan, to implement this Redevelopment Plan and to address the conditions that contribute to the underutilization and need for rehabilitation and redevelopment:

- Undertake redevelopment/rehabilitation projects and, for this purpose, issue bonds in accordance with the provisions of Section 29 of P.L 1992, c.79 (N.J.S.A. 40A:12A-29).

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- Provide infrastructure and rehabilitation improvements necessary to support new development, including, but not limited to roadways; facilities; bulkhead; water and sewer service or other utilities; drainage; streetscape and site improvements and environmental controls.
 - Undertake site remediation in compliance with DEP and Township requirements.
 - Demolish existing structures, rehabilitate existing structures and construct new structures in furtherance of the Redevelopment Plan.
 - Provide financial assistance and incentives in support of rehabilitation and redevelopment, including short- and long-term tax incentives.
 - Acquire property pursuant to subsection i. of section 22 of P.L.1992, c.79 (C.40A:12A-22).
 - Acquire, by condemnation, any land or building which is necessary for the redevelopment project, pursuant to the provisions of the “Eminent Domain Act of 1971,” P.L. 1971, c.361 (C.20:3-1 et seq.).
 - Prepare or arrange by contract for the provision of professional services and the preparation of plans by registered architects, licensed professional engineers or planners, or other consultants for the carrying out of redevelopment projects.
 - Arrange or contract with public agencies or redevelopers for the planning, replanning, construction, or undertaking of any project or redevelopment work, or any part thereof in the Redevelopment Area; negotiate and collect revenue from a redeveloper to defray the costs of the redevelopment entity, including, where applicable, the costs incurred in conjunction with bonds, notes or other obligations issued by the redevelopment entity, and to secure payment of such revenue; as part of any such arrangement or contract, provide for extension of credit, or making of loans, to redevelopers to finance any project or redevelopment work, or upon a finding that the project or redevelopment work would not be undertaken but for the provision of financial assistance, or would not be undertaken in its intended scope without the provision of financial assistance, provide as part of an arrangement or contract for capital grants to redevelopers; and arrange or contract with public agencies or redevelopers for the opening, grading or closing of streets, roads, roadways, alleys, or other places or for the furnishing of facilities or for the acquisition by such agency of property options or property

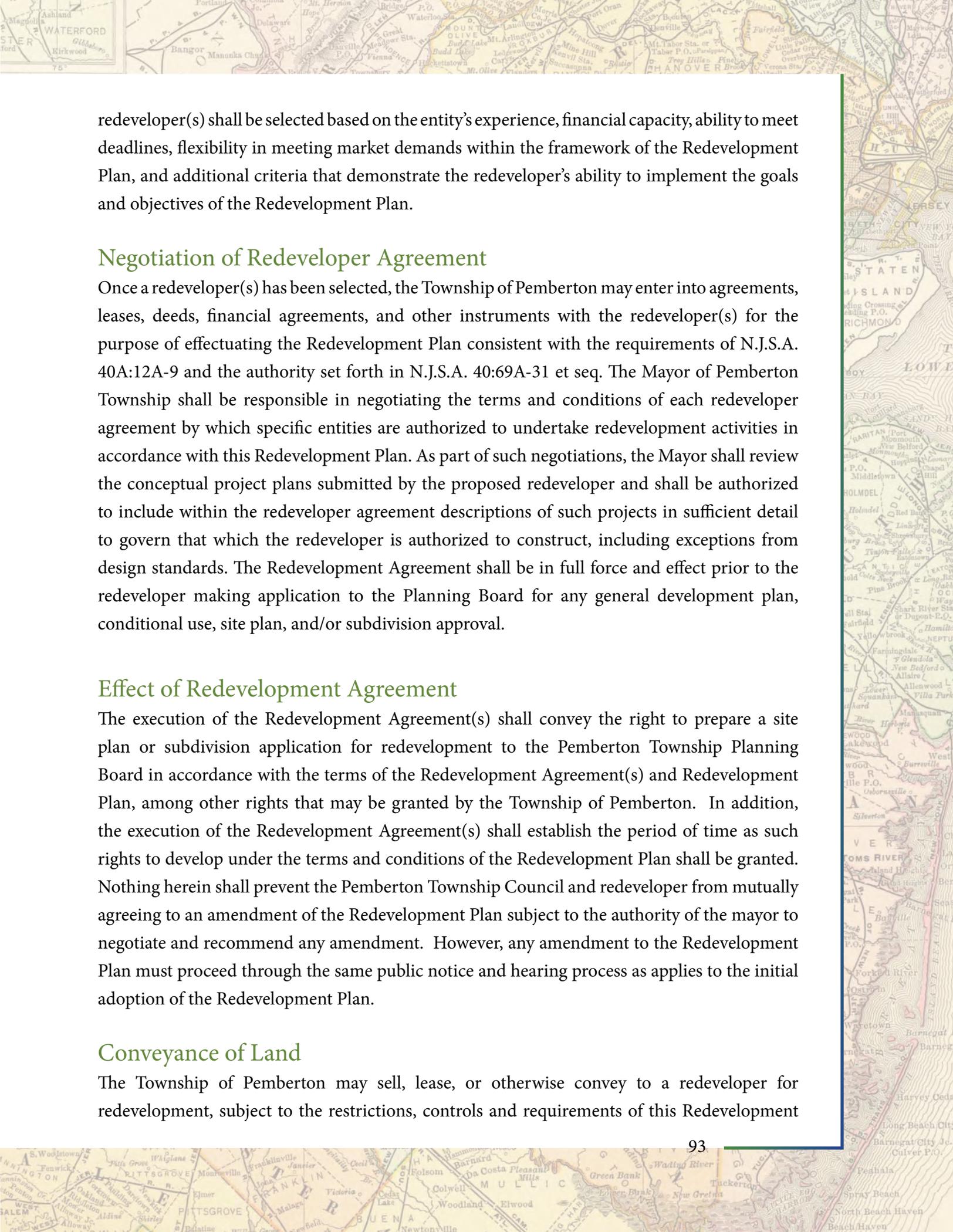
A background map showing parts of Delaware and Pennsylvania. The map includes various towns, roads, and geographical features. Labels like 'Delaware', 'ANDOVER', 'NEWTON', 'MILTON', 'GREEN', 'WYOMING', 'DOVER', 'HARRISBURG', 'PHILADELPHIA', 'PITTSBURGH', 'WASHINGTON', 'DEPTFORD', 'WOODBURY', 'WILMINGTON', 'ATLANTA', 'BARNEGAT CITY', and 'BARNEGAT INLET' are visible. The map is oriented with North at the top.

rights or for the furnishing of property or services in connection with the Redevelopment Area.

- Lease or convey property or improvements to any other party, without public bidding and at such prices and upon such terms as it deems reasonable, provided that the lease or conveyance is made in conjunction with the Redevelopment Plan, notwithstanding the provisions of any law, rule, or regulation to the contrary.
- Enter upon any building or property in the Redevelopment Area in order to conduct investigations or make surveys, sounding or test borings necessary to implement the Redevelopment Plan.
- Arrange or contract with a public agency for the relocation, pursuant to the “Relocation Assistance Law of 1967,” P.L. 1967, c.79 (C.52:31B-1 et seq.) and the “Relocation Assistance Act,” P.L. 1971, c.362 (C.20:4-1 et seq.), of residents, industry or commerce displaced from the Redevelopment Area.
- Make, consistent with the Redevelopment Plan: (1) plans for carrying out a program of voluntary repair and rehabilitation of buildings and improvements; and (2) plans for the enforcement of laws, codes, and regulations relating to the use and occupancy of buildings and improvements, and to the compulsory repair, rehabilitation, demolition, or removal of buildings and improvements.
- Publish and disseminate information concerning the Redevelopment Area, Redevelopment Plan or project within the Redevelopment Area.
- Take other actions necessary for implementation of the Redevelopment Plan subject to authorization of the Mayor or the Township Council, as applicable, pursuant to the authority set forth in N.J.S.A. 40:69A-31 et seq.

Redeveloper Selection

The Mayor shall negotiate, and recommend that the Pemberton Township Council designate a redeveloper(s) to effectuate all or part of the Redevelopment Plan either through a resolution or an interim Memorandum of Agreement (MOA), conditioned upon execution of a redeveloper agreement within a specific time period. If a final redevelopment agreement is not executed with the timeframe specified in the interim MOA, the conditional redeveloper(s) designation shall expire. Once a redevelopment agreement has been executed, the redeveloper agreement shall be permanent for the life of the agreement. No development may be undertaken by an entity other than the designated redeveloper(s) for the areas so designated without the negotiation and recommendation of the Mayor and approval by the Pemberton Township Council. The



redeveloper(s) shall be selected based on the entity's experience, financial capacity, ability to meet deadlines, flexibility in meeting market demands within the framework of the Redevelopment Plan, and additional criteria that demonstrate the redeveloper's ability to implement the goals and objectives of the Redevelopment Plan.

Negotiation of Redeveloper Agreement

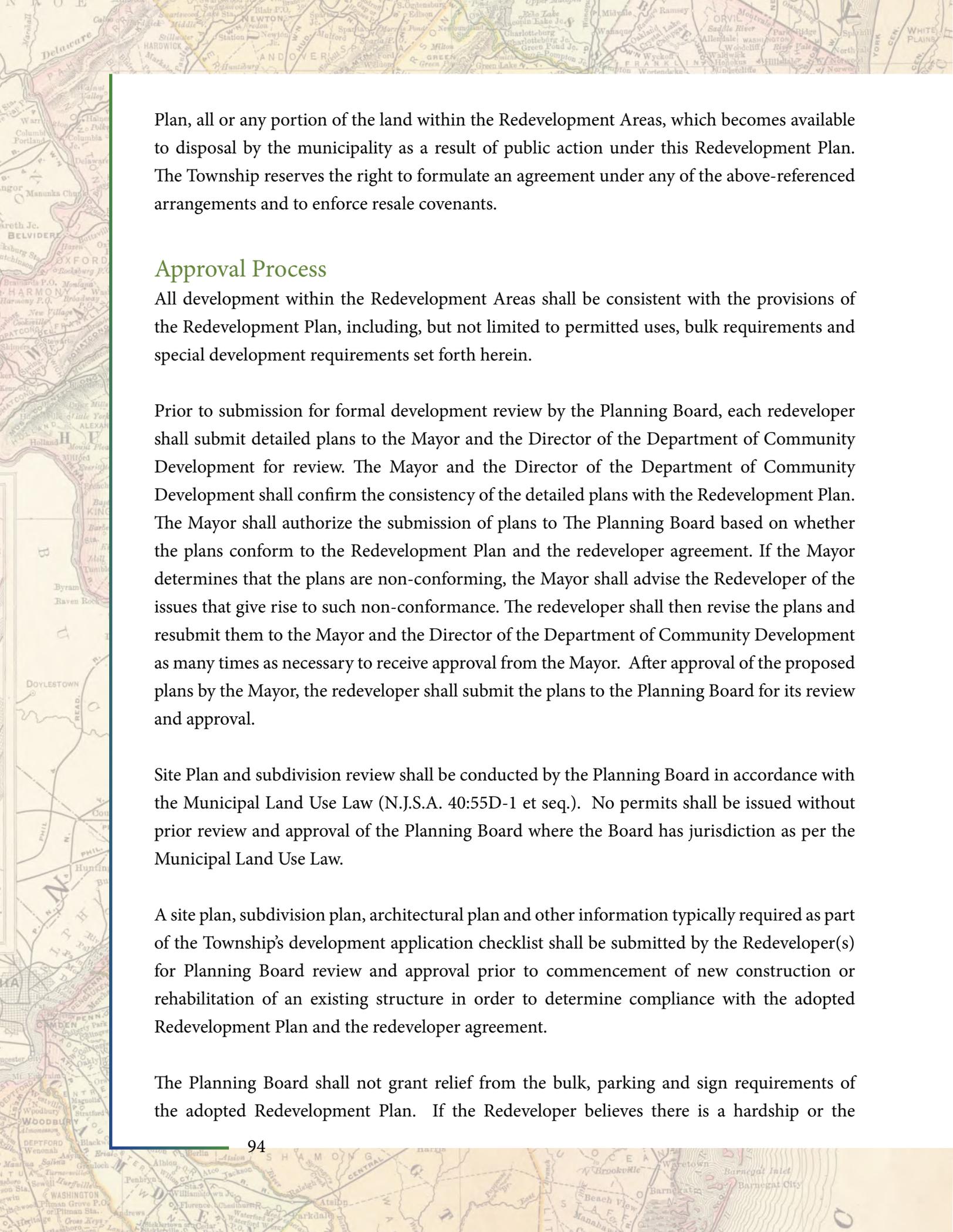
Once a redeveloper(s) has been selected, the Township of Pemberton may enter into agreements, leases, deeds, financial agreements, and other instruments with the redeveloper(s) for the purpose of effectuating the Redevelopment Plan consistent with the requirements of N.J.S.A. 40A:12A-9 and the authority set forth in N.J.S.A. 40:69A-31 et seq. The Mayor of Pemberton Township shall be responsible in negotiating the terms and conditions of each redeveloper agreement by which specific entities are authorized to undertake redevelopment activities in accordance with this Redevelopment Plan. As part of such negotiations, the Mayor shall review the conceptual project plans submitted by the proposed redeveloper and shall be authorized to include within the redeveloper agreement descriptions of such projects in sufficient detail to govern that which the redeveloper is authorized to construct, including exceptions from design standards. The Redevelopment Agreement shall be in full force and effect prior to the redeveloper making application to the Planning Board for any general development plan, conditional use, site plan, and/or subdivision approval.

Effect of Redevelopment Agreement

The execution of the Redevelopment Agreement(s) shall convey the right to prepare a site plan or subdivision application for redevelopment to the Pemberton Township Planning Board in accordance with the terms of the Redevelopment Agreement(s) and Redevelopment Plan, among other rights that may be granted by the Township of Pemberton. In addition, the execution of the Redevelopment Agreement(s) shall establish the period of time as such rights to develop under the terms and conditions of the Redevelopment Plan shall be granted. Nothing herein shall prevent the Pemberton Township Council and redeveloper from mutually agreeing to an amendment of the Redevelopment Plan subject to the authority of the mayor to negotiate and recommend any amendment. However, any amendment to the Redevelopment Plan must proceed through the same public notice and hearing process as applies to the initial adoption of the Redevelopment Plan.

Conveyance of Land

The Township of Pemberton may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to the restrictions, controls and requirements of this Redevelopment



Plan, all or any portion of the land within the Redevelopment Areas, which becomes available to disposal by the municipality as a result of public action under this Redevelopment Plan. The Township reserves the right to formulate an agreement under any of the above-referenced arrangements and to enforce resale covenants.

Approval Process

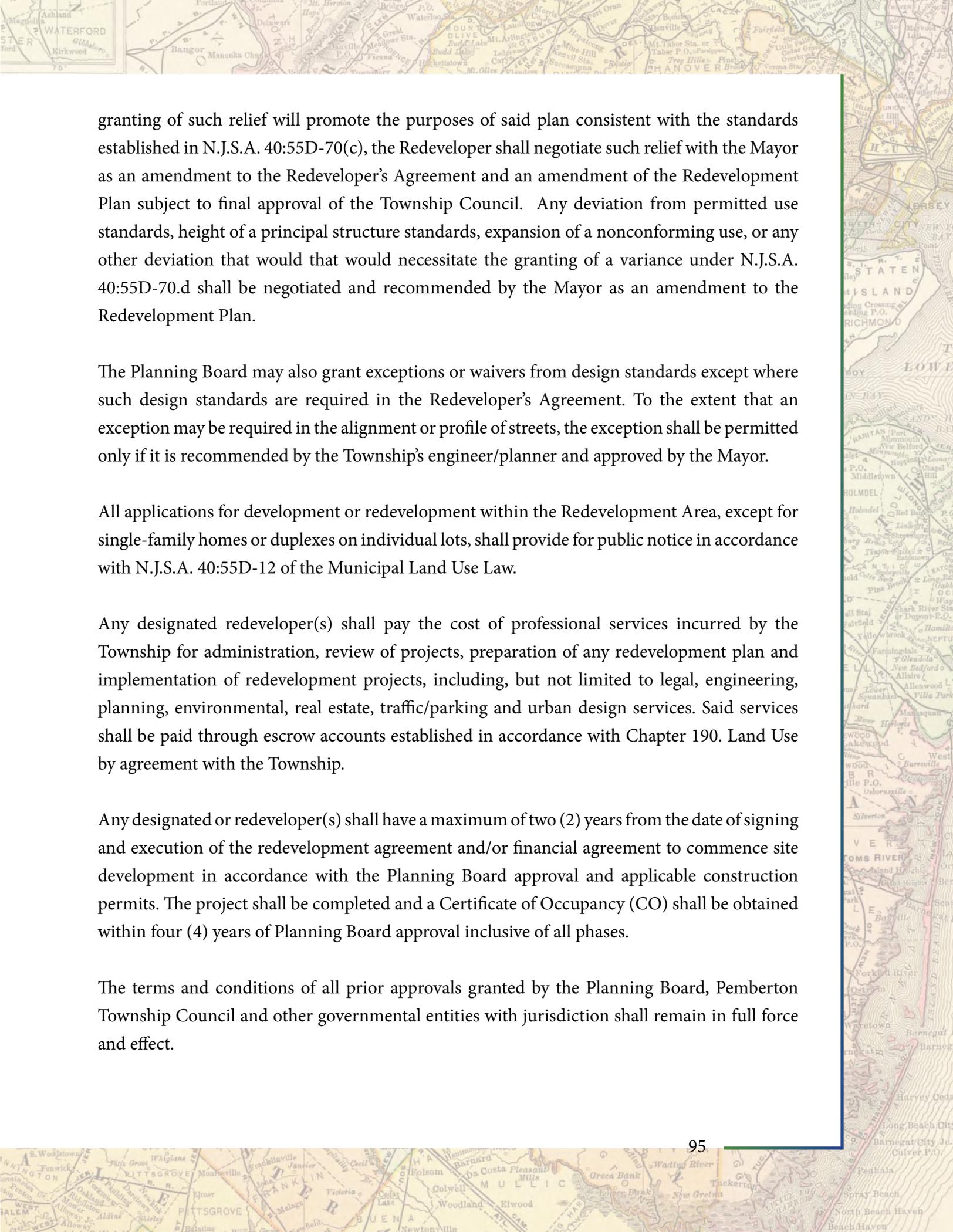
All development within the Redevelopment Areas shall be consistent with the provisions of the Redevelopment Plan, including, but not limited to permitted uses, bulk requirements and special development requirements set forth herein.

Prior to submission for formal development review by the Planning Board, each redeveloper shall submit detailed plans to the Mayor and the Director of the Department of Community Development for review. The Mayor and the Director of the Department of Community Development shall confirm the consistency of the detailed plans with the Redevelopment Plan. The Mayor shall authorize the submission of plans to The Planning Board based on whether the plans conform to the Redevelopment Plan and the redeveloper agreement. If the Mayor determines that the plans are non-conforming, the Mayor shall advise the Redeveloper of the issues that give rise to such non-conformance. The redeveloper shall then revise the plans and resubmit them to the Mayor and the Director of the Department of Community Development as many times as necessary to receive approval from the Mayor. After approval of the proposed plans by the Mayor, the redeveloper shall submit the plans to the Planning Board for its review and approval.

Site Plan and subdivision review shall be conducted by the Planning Board in accordance with the Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.). No permits shall be issued without prior review and approval of the Planning Board where the Board has jurisdiction as per the Municipal Land Use Law.

A site plan, subdivision plan, architectural plan and other information typically required as part of the Township's development application checklist shall be submitted by the Redeveloper(s) for Planning Board review and approval prior to commencement of new construction or rehabilitation of an existing structure in order to determine compliance with the adopted Redevelopment Plan and the redeveloper agreement.

The Planning Board shall not grant relief from the bulk, parking and sign requirements of the adopted Redevelopment Plan. If the Redeveloper believes there is a hardship or the



granting of such relief will promote the purposes of said plan consistent with the standards established in N.J.S.A. 40:55D-70(c), the Redeveloper shall negotiate such relief with the Mayor as an amendment to the Redeveloper's Agreement and an amendment of the Redevelopment Plan subject to final approval of the Township Council. Any deviation from permitted use standards, height of a principal structure standards, expansion of a nonconforming use, or any other deviation that would that would necessitate the granting of a variance under N.J.S.A. 40:55D-70.d shall be negotiated and recommended by the Mayor as an amendment to the Redevelopment Plan.

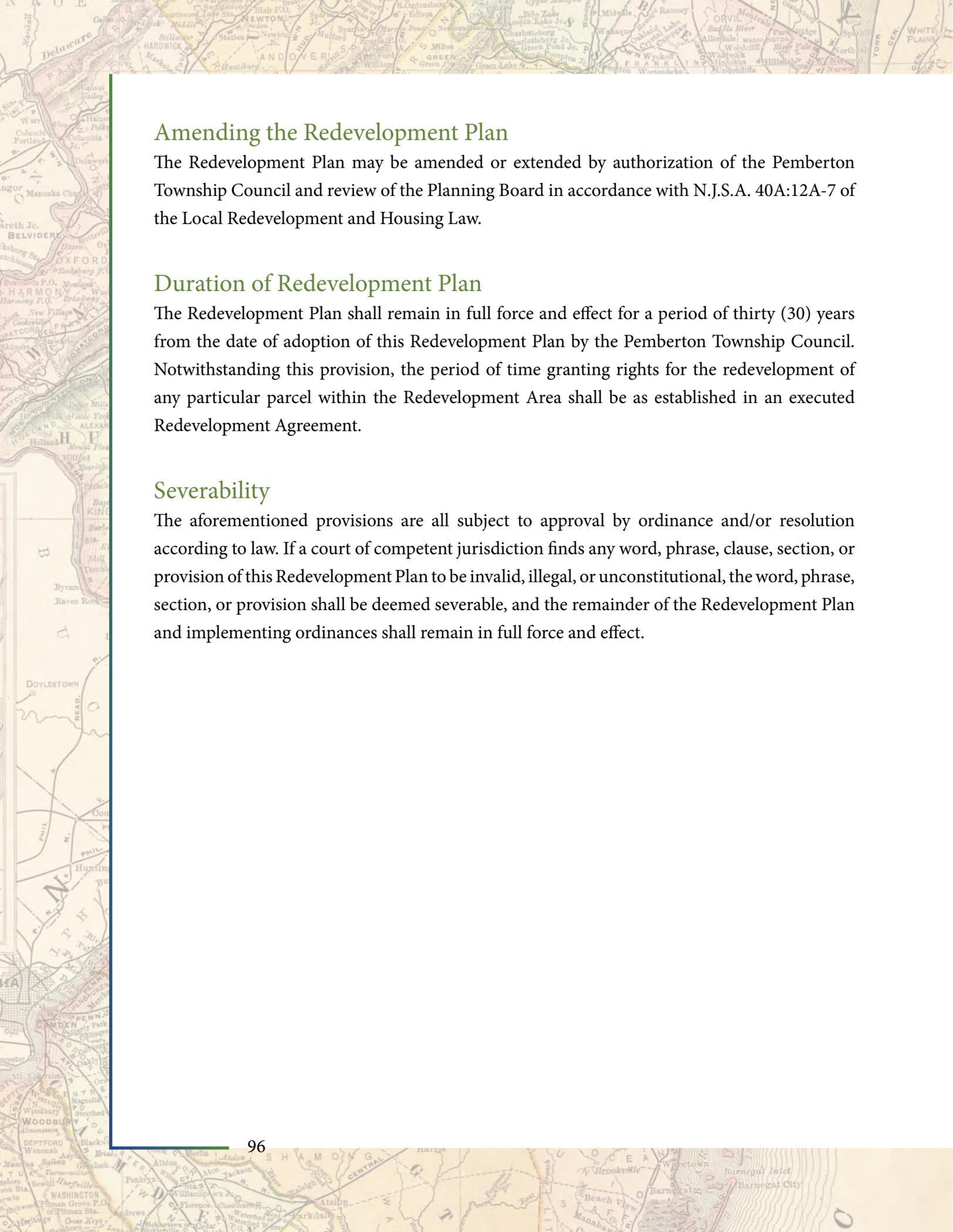
The Planning Board may also grant exceptions or waivers from design standards except where such design standards are required in the Redeveloper's Agreement. To the extent that an exception may be required in the alignment or profile of streets, the exception shall be permitted only if it is recommended by the Township's engineer/planner and approved by the Mayor.

All applications for development or redevelopment within the Redevelopment Area, except for single-family homes or duplexes on individual lots, shall provide for public notice in accordance with N.J.S.A. 40:55D-12 of the Municipal Land Use Law.

Any designated redeveloper(s) shall pay the cost of professional services incurred by the Township for administration, review of projects, preparation of any redevelopment plan and implementation of redevelopment projects, including, but not limited to legal, engineering, planning, environmental, real estate, traffic/parking and urban design services. Said services shall be paid through escrow accounts established in accordance with Chapter 190. Land Use by agreement with the Township.

Any designated or redeveloper(s) shall have a maximum of two (2) years from the date of signing and execution of the redevelopment agreement and/or financial agreement to commence site development in accordance with the Planning Board approval and applicable construction permits. The project shall be completed and a Certificate of Occupancy (CO) shall be obtained within four (4) years of Planning Board approval inclusive of all phases.

The terms and conditions of all prior approvals granted by the Planning Board, Pemberton Township Council and other governmental entities with jurisdiction shall remain in full force and effect.



Amending the Redevelopment Plan

The Redevelopment Plan may be amended or extended by authorization of the Pemberton Township Council and review of the Planning Board in accordance with N.J.S.A. 40A:12A-7 of the Local Redevelopment and Housing Law.

Duration of Redevelopment Plan

The Redevelopment Plan shall remain in full force and effect for a period of thirty (30) years from the date of adoption of this Redevelopment Plan by the Pemberton Township Council. Notwithstanding this provision, the period of time granting rights for the redevelopment of any particular parcel within the Redevelopment Area shall be as established in an executed Redevelopment Agreement.

Severability

The aforementioned provisions are all subject to approval by ordinance and/or resolution according to law. If a court of competent jurisdiction finds any word, phrase, clause, section, or provision of this Redevelopment Plan to be invalid, illegal, or unconstitutional, the word, phrase, section, or provision shall be deemed severable, and the remainder of the Redevelopment Plan and implementing ordinances shall remain in full force and effect.

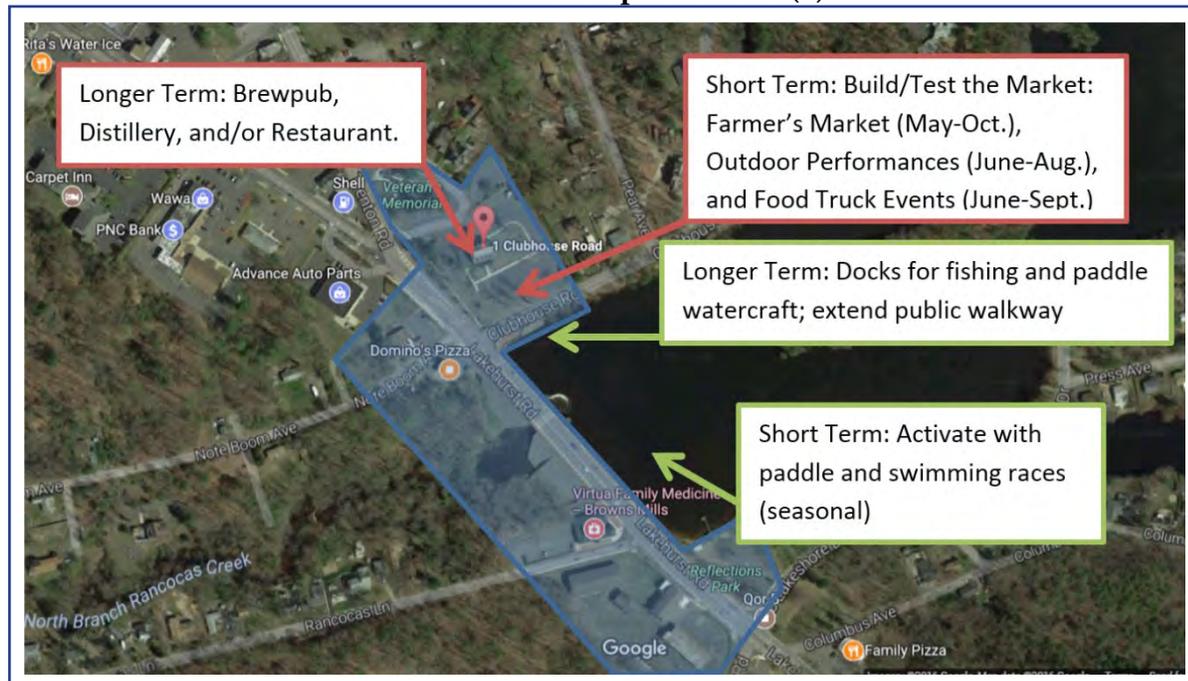
Appendix A: Case Study to Develop 1 Clubhouse Road and Mirror Lake

This proposal is designed as an implementation-oriented toolkit that has the potential to reap significant community and economic benefits to Browns Mills and Pemberton Township. The following outline provides guidance through background research and corresponding images to implement the recommendations within the Waterfront Development Zone.

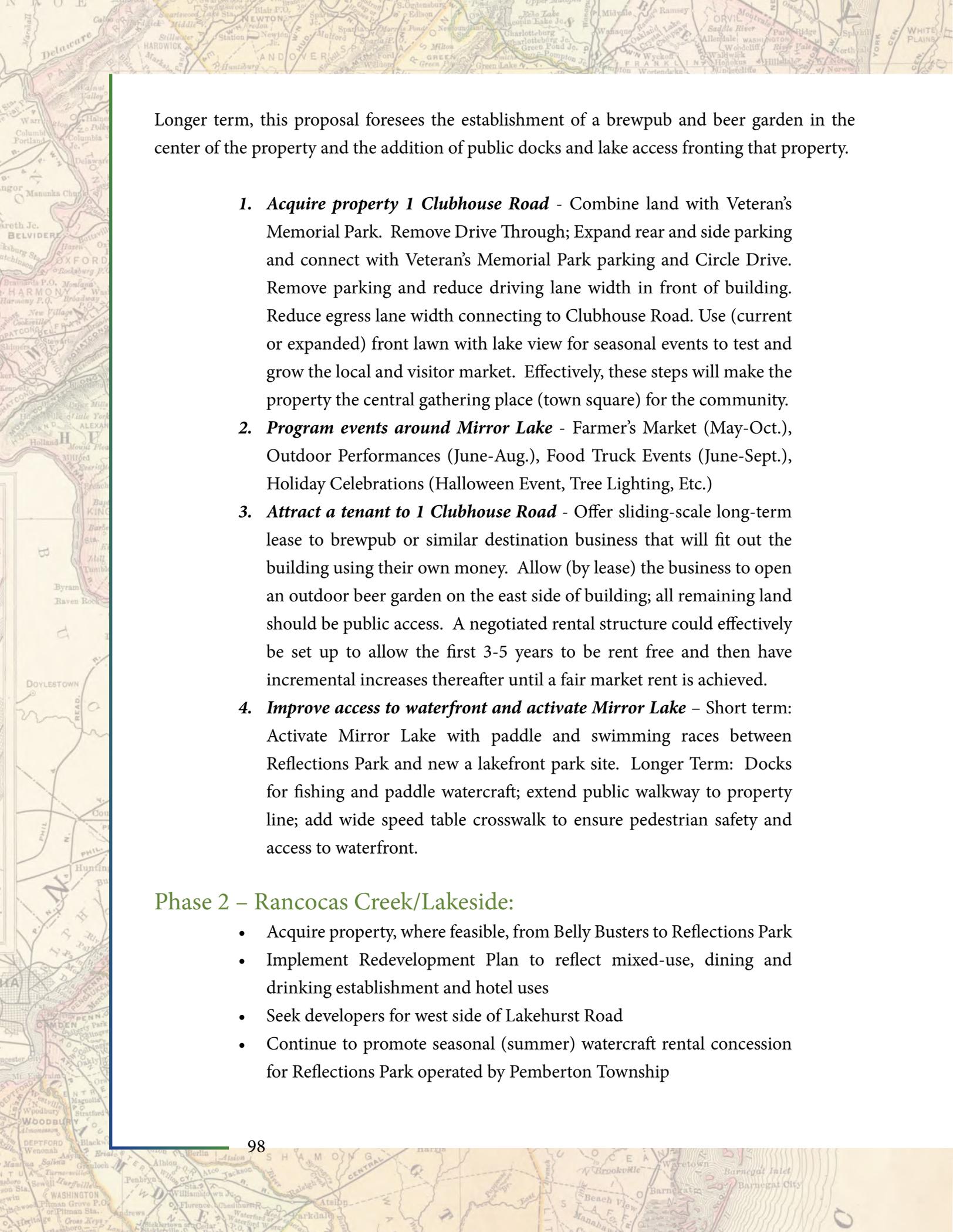
Phase 1- Mirror Lake:

- Acquire 1 Clubhouse Road property
- Activate Lakefront Park
- Activate Mirror Lake
- Recruit a destination business for the former Sun Bank Building
- Improve access to Mirror Lake and adjacent lakefront area

**Map 15
Lakefront Development Zone (1)**



In the short term, the proposed approach necessitates site control of the 1 Clubhouse Road property, marketing of the property to the right kind of craft brewpub or similar entity, expansion of the green space into a public park that will leverage the existence of the Veteran's Memorial Park, and the programming of the park with events and activities. Ideally, the Township can leverage the existing Reflections Park as a base for seasonal water-based fun and competitions.



Longer term, this proposal foresees the establishment of a brewpub and beer garden in the center of the property and the addition of public docks and lake access fronting that property.

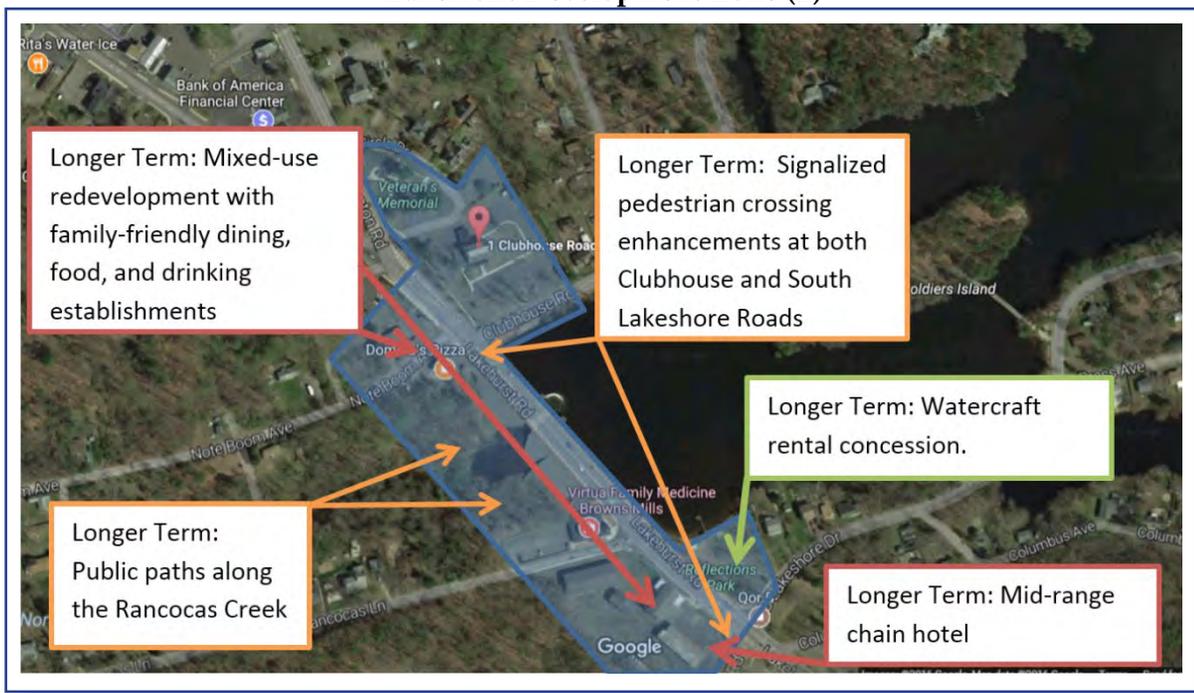
1. **Acquire property 1 Clubhouse Road** - Combine land with Veteran's Memorial Park. Remove Drive Through; Expand rear and side parking and connect with Veteran's Memorial Park parking and Circle Drive. Remove parking and reduce driving lane width in front of building. Reduce egress lane width connecting to Clubhouse Road. Use (current or expanded) front lawn with lake view for seasonal events to test and grow the local and visitor market. Effectively, these steps will make the property the central gathering place (town square) for the community.
2. **Program events around Mirror Lake** - Farmer's Market (May-Oct.), Outdoor Performances (June-Aug.), Food Truck Events (June-Sept.), Holiday Celebrations (Halloween Event, Tree Lighting, Etc.)
3. **Attract a tenant to 1 Clubhouse Road** - Offer sliding-scale long-term lease to brewpub or similar destination business that will fit out the building using their own money. Allow (by lease) the business to open an outdoor beer garden on the east side of building; all remaining land should be public access. A negotiated rental structure could effectively be set up to allow the first 3-5 years to be rent free and then have incremental increases thereafter until a fair market rent is achieved.
4. **Improve access to waterfront and activate Mirror Lake** - Short term: Activate Mirror Lake with paddle and swimming races between Reflections Park and new a lakefront park site. Longer Term: Docks for fishing and paddle watercraft; extend public walkway to property line; add wide speed table crosswalk to ensure pedestrian safety and access to waterfront.

Phase 2 – Rancocas Creek/Lakeside:

- Acquire property, where feasible, from Belly Busters to Reflections Park
- Implement Redevelopment Plan to reflect mixed-use, dining and drinking establishment and hotel uses
- Seek developers for west side of Lakehurst Road
- Continue to promote seasonal (summer) watercraft rental concession for Reflections Park operated by Pemberton Township



**Map 16
Lakefront Development Zone (2)**



Given the success of Phase 1, longer term, this proposal foresees the expansion and/or establishment of family-friendly dining, food, and drinking establishments on either side of the Rancocas Creek, with buildings built up to the right of way and parking located behind the buildings. Ideally these buildings would have decks and porches that would support outdoor dining and socializing with a view of the lake and creek. The Robin's Nest in Mount Holly

provides one such example of how a restaurant takes advantage of its creek-front property. Working with Burlington County and the NJDEP will be crucial to the effective implementation of this part of the proposal.

Local research also points to the desire and need to attract a mid-range chain hotel to the site at the intersection of Lakehurst and Junction Roads. Preliminary discussions indicate that both the military base and Deborah Heart & Lung would have a regular use of quality hotel beds for their clientele and families. Such a contractual arrangement would provide a baseline of rented rooms for the



hotel operator that could be supplemented through visitors in town to enjoy Mirror Lake and environs. The Redevelopment Plan must ensure that such a hotel use is permitted in the Mirror Lake Zone. The closest quality hotels to Browns Mills are located at least 12 miles away in any direction, increasing the potential to attract such a development to Browns Mills.

The Township has expressed a willingness to vacate Rancocas Lane, which further adds to the flexibility that a redevelopment project could have in this central lakefront and creek-front location, including a hotel and/or restaurant or drinking establishment.

Additionally, if development occurs at these locations it will be necessary to add signaled pedestrian crossing enhancements at both Clubhouse and South Lakeshore Roads where they cross Lakehurst Road. This will require working with the County traffic engineers to create the desired outcome. Without creating these pedestrian safety options, Browns Mills' assets will remain disconnected and the likelihood of creating an anchor destination area will be greatly diminished. The additional benefit of adding this traffic-calming safety amenity will be that Browns Mills will be less of a place to drive "through" and more of a place to drive "to."

If Phase 1 is successful, we recommend that the Township either publicly run or seek a seasonal (May-October) private rental concession for non-motorized watercraft based in Reflections

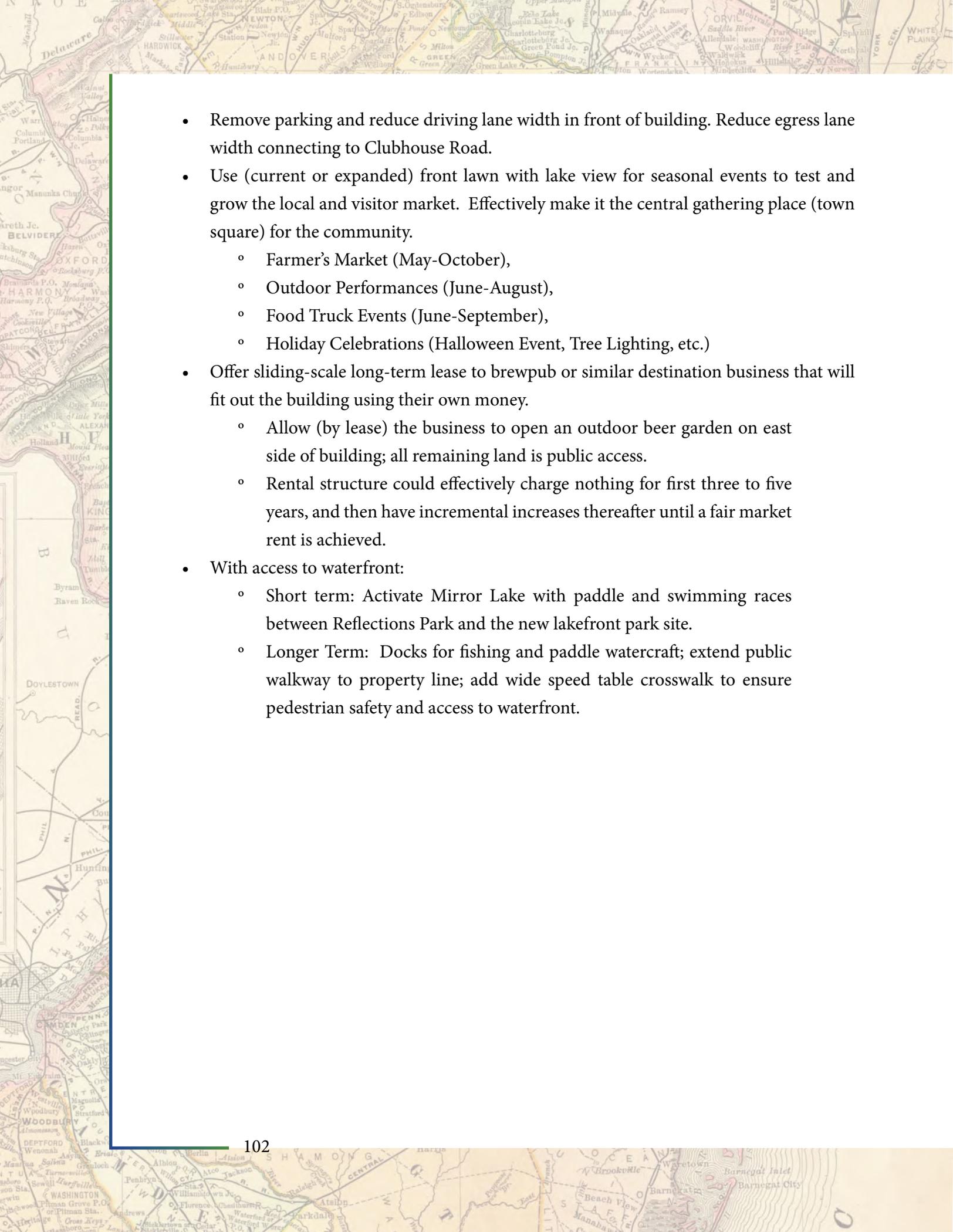
Park. For an initial trial, the Township might partner with a service organization (such as the Emergency Squad, Moms Group, Lions Club, or FOP) or a non-profit partner (such as the Deborah Heart and Lung Foundation) to fund and staff this concession. Boat users could explore Mirror Lake; paddle around the islands and up to the public beach area, and dock at the new Lakefront Park for activities and to take advantage of the brewpub. This kind of activity further fosters the experience of this part of Browns Mills as being a destination, one at which people will spend a few hours instead of just passing through. Given the right kind of businesses nearby (such as a brewpub and restaurants with outdoor dining) it is highly likely that those spending all or part of the day in Browns Mills will also spend their discretionary money in town as well, supporting the local economy.

Finally, the creation of safe public walking paths ‘downstream’ from the dam on either side of the Rancocas Creek would provide for a casual eco-tourism-friendly activity for visitors and residents. Such paths would provide another outdoor option for those who do not wish to be on or in Mirror Lake, while fostering the overall connectivity between both the commercial and natural assets of the Waterfront Development Zone. By layering a variety of available activities within this concentrated area, Pemberton can create the critical mass needed to turn this section of Browns Mills into a functioning regional destination that will benefit its tax base, local businesses, and the community at large. Since the New Jersey Arborists, Chapter ISA is based in Browns Mills, the Township may seek to partner with them as a resource to plan and perhaps assist in implementing these creek-side paths.

Project Implementation

- Acquire property.
- Combine land with Veteran’s Memorial Park.
- Remove Drive Through; Expand rear and side parking and connect with Veteran’s Memorial Park parking and Circle Drive.





- Remove parking and reduce driving lane width in front of building. Reduce egress lane width connecting to Clubhouse Road.
- Use (current or expanded) front lawn with lake view for seasonal events to test and grow the local and visitor market. Effectively make it the central gathering place (town square) for the community.
 - Farmer's Market (May-October),
 - Outdoor Performances (June-August),
 - Food Truck Events (June-September),
 - Holiday Celebrations (Halloween Event, Tree Lighting, etc.)
- Offer sliding-scale long-term lease to brewpub or similar destination business that will fit out the building using their own money.
 - Allow (by lease) the business to open an outdoor beer garden on east side of building; all remaining land is public access.
 - Rental structure could effectively charge nothing for first three to five years, and then have incremental increases thereafter until a fair market rent is achieved.
- With access to waterfront:
 - Short term: Activate Mirror Lake with paddle and swimming races between Reflections Park and the new lakefront park site.
 - Longer Term: Docks for fishing and paddle watercraft; extend public walkway to property line; add wide speed table crosswalk to ensure pedestrian safety and access to waterfront.

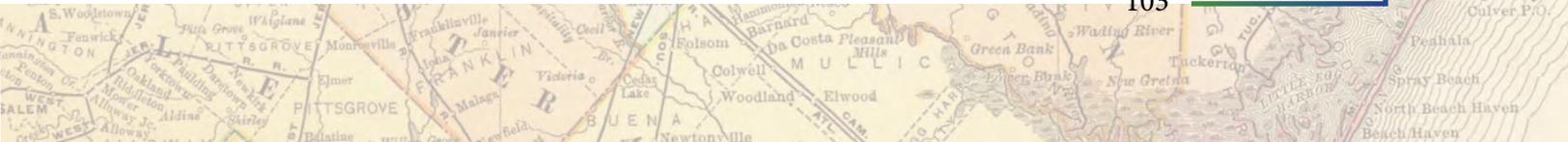


Map 17

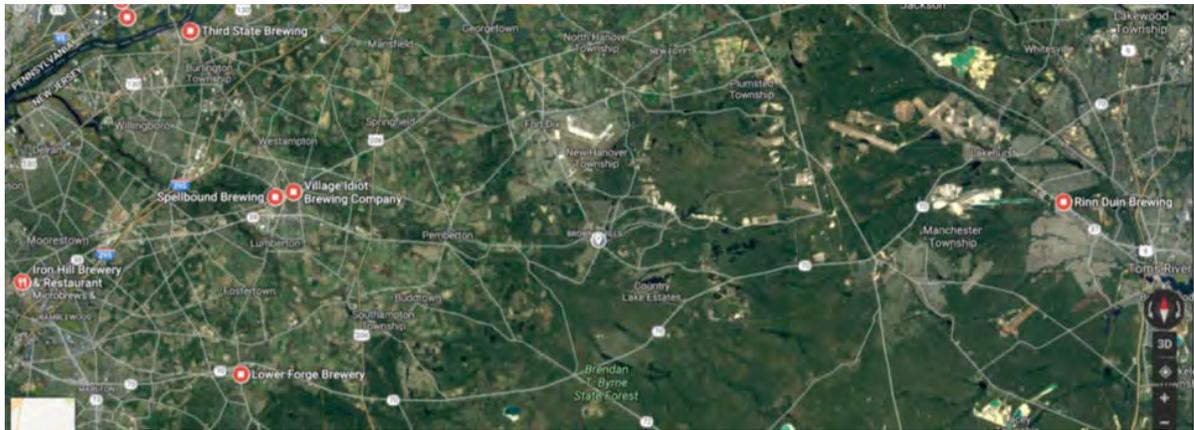
Proposed layout for 1 Clubhouse Drive/Mirror Lake in the Waterfront Development Zone



-  Lakefront Park – Public space with full public access
-  Outdoor Dining/Beer Garden – Private space with customer access
-  Parking Additions – Public parking also for business use
-  Lakefront Park Access – Public space with full public access
-  Speed Table/Pedestrian Crosswalk

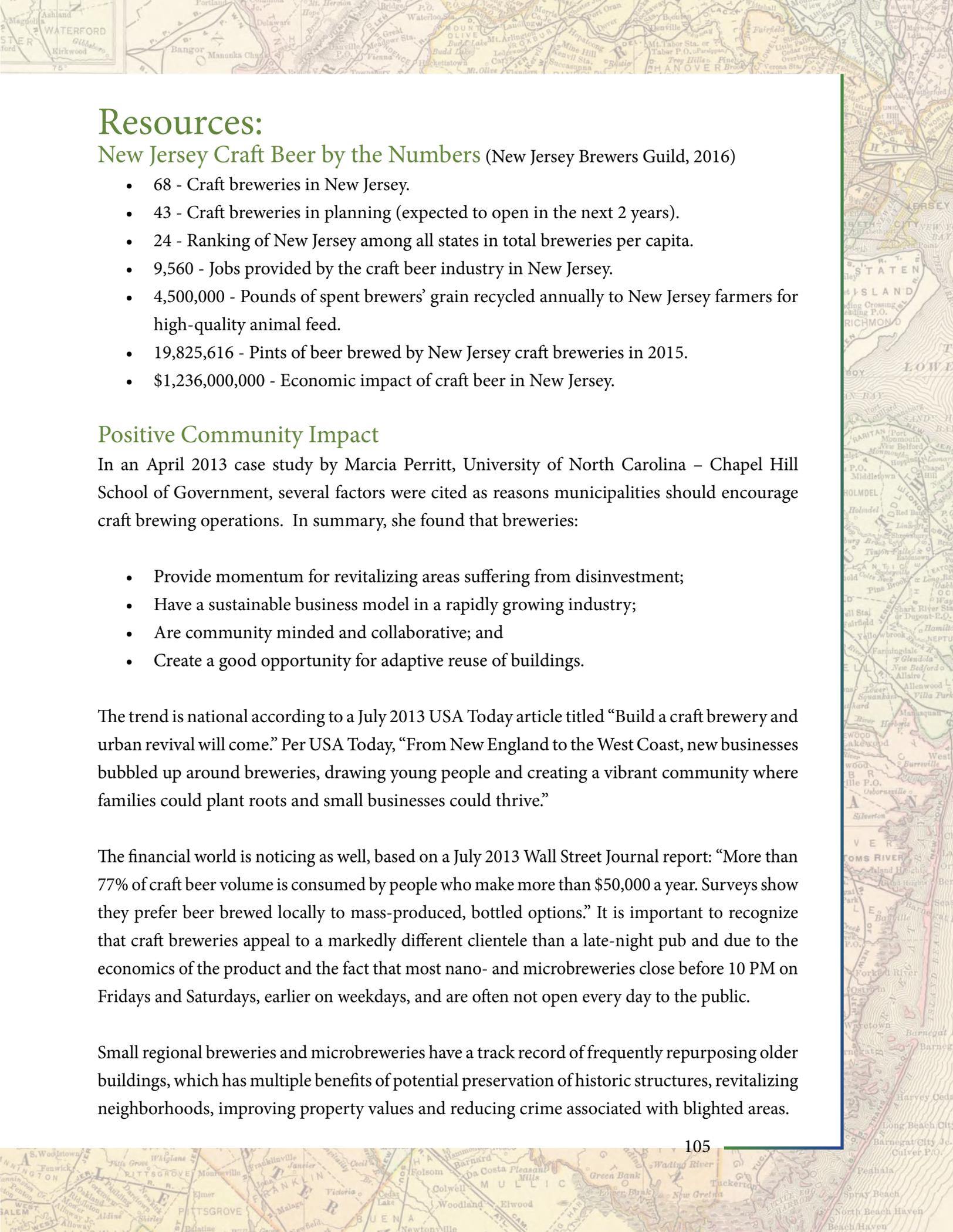


Appendix B: Brewery and Brewpub Competition/ Potential Recruitment Opportunities



There are now approximately 68 craft breweries in New Jersey and 59 brewpubs with several more in planning stages as of January 2017. From a market-based perspective, the location of Browns Mills (in general) and the lakefront atmosphere (in specific) provide a real opportunity for an existing regional brewpub to expand here given the lack of direct competition within the immediate area. Also, the location of the large employers nearby, such as Deborah Heart and Lung Center and at the Joint Base MDL, would provide an untapped and year-long local market for a dining and drinking experience overlooking the lake. Seasonal visitors could add to that mix from May-October and there are many residents in the Township who currently appear to go elsewhere for that kind of experience. Per the consumer data gathered in December 2016 by ESRI/Claritas, 2,435 Browns Mills adult residents frequent a family restaurant/steak house four or more times a month. Given the lack of such establishments in Browns Mills, it stands to reason that most of those restaurant expenditures are occurring elsewhere, therefore presenting a market opportunity for the right business in Browns Mills. Potential recruitment targets include:

- Ship Bottom Brewery: Expanding currently in Beach Haven and looking to add another brew-house in the Pennsylvania/New Jersey/Delaware region by in 2018.
- Iron Hill Brewery & Restaurant: They already have 12 locations in Pennsylvania/New Jersey/Delaware region and are looking to expand more in New Jersey.
- Cape May Brewing Co.: NJBIZ Business of the Year 2016 with enough distance from their flagship location.
- Pinelands Brewing Co.: Has an outdoorsman culture that fits Browns Mills with enough distance from their flagship location.

A detailed topographic map of New Jersey serves as the background for the page. It shows various towns, cities, and geographical features across the state. The map is oriented horizontally, with the Atlantic Ocean visible on the right side. The text is overlaid on the map, primarily in the central and left portions.

Resources:

New Jersey Craft Beer by the Numbers (New Jersey Brewers Guild, 2016)

- 68 - Craft breweries in New Jersey.
- 43 - Craft breweries in planning (expected to open in the next 2 years).
- 24 - Ranking of New Jersey among all states in total breweries per capita.
- 9,560 - Jobs provided by the craft beer industry in New Jersey.
- 4,500,000 - Pounds of spent brewers' grain recycled annually to New Jersey farmers for high-quality animal feed.
- 19,825,616 - Pints of beer brewed by New Jersey craft breweries in 2015.
- \$1,236,000,000 - Economic impact of craft beer in New Jersey.

Positive Community Impact

In an April 2013 case study by Marcia Perritt, University of North Carolina – Chapel Hill School of Government, several factors were cited as reasons municipalities should encourage craft brewing operations. In summary, she found that breweries:

- Provide momentum for revitalizing areas suffering from disinvestment;
- Have a sustainable business model in a rapidly growing industry;
- Are community minded and collaborative; and
- Create a good opportunity for adaptive reuse of buildings.

The trend is national according to a July 2013 USA Today article titled “Build a craft brewery and urban revival will come.” Per USA Today, “From New England to the West Coast, new businesses bubbled up around breweries, drawing young people and creating a vibrant community where families could plant roots and small businesses could thrive.”

The financial world is noticing as well, based on a July 2013 Wall Street Journal report: “More than 77% of craft beer volume is consumed by people who make more than \$50,000 a year. Surveys show they prefer beer brewed locally to mass-produced, bottled options.” It is important to recognize that craft breweries appeal to a markedly different clientele than a late-night pub and due to the economics of the product and the fact that most nano- and microbreweries close before 10 PM on Fridays and Saturdays, earlier on weekdays, and are often not open every day to the public.

Small regional breweries and microbreweries have a track record of frequently repurposing older buildings, which has multiple benefits of potential preservation of historic structures, revitalizing neighborhoods, improving property values and reducing crime associated with blighted areas.

Small regional breweries and microbreweries are a niche industry that is different from traditional manufacturing industries. The active pedestrian oriented location most often selected by such uses is more in keeping with the size and vibrancy of commercial districts than industrial districts. Where they have been accommodated, breweries have proven to be a source of tourism as a destination for local, regional and national travelers and as a starting point for visitors seeking dining and shopping options.

Licenses and Regulations

Breweries in the State of New Jersey must obtain licenses from the Alcohol and Tobacco Tax and Trade Bureau (TTB) of the U.S. Department of the Treasury, and from the New Jersey Division of Alcoholic Beverage Control. A summary of license types and regulations is found below:

Type of License	Activity permitted	Fee for license (as of 2013)
Plenary Brewery License	<ul style="list-style-type: none"> to brew any malt alcoholic beverage to sell to wholesalers and at festivals in the state to sell and distribute out of state to maintain a warehouse 	\$10,625
Limited Brewery License	<ul style="list-style-type: none"> to brew any malt beverage, not in excess of 300,000 barrels (31-gallon barrels) per year to sell to wholesalers and at festivals in the state to sell and distribute out of state as part of a tour, sell beer for on-site consumption to offer samples to visitors to sell up to 15.5 gallons of beer (i.e. a keg) for consumption off premises sale of food is absolutely prohibited to maintain a warehouse 	\$1,250 for up to 50,000 barrels \$2,500 for 50,000–100,000 barrels \$5,000 for 100,000–200,000 barrels \$7,500 for 200,000–300,000 barrels
Restricted Brewery License	<ul style="list-style-type: none"> to brew any malt beverage, not in excess of 10,000 barrels per year only for businesses with a Plenary Retail Consumption License and a dining facility limit of 10 licenses to be held by a person to offer samples at off-premises charitable or civic events to sell on-premises, to wholesalers, and at festivals in the state 	\$1,000 for first 1,000 barrels \$625 for each additional 1,000 barrels to sell to wholesalers: <ul style="list-style-type: none"> \$1250 for up to 1,000 barrels \$250 for each additional 1000 barrels

A detailed topographic map of New Jersey, showing various towns, rivers, and geographical features. The map is oriented vertically, with the top of the page showing the northern part of the state and the bottom showing the southern part. The map is a light beige color with green and blue accents for parks and water bodies.

Brewpub/Microbrewery Startup Info/Costs:

- <https://www.nerdwallet.com/blog/small-business/how-much-does-it-cost-to-start-a-craft-brewery/>
- <https://www.entrepreneur.com/businessideas/brew-pub>
- <http://blog.winkbuild.com/blog/common-brewery-construction-costs>
- <http://microbrewr.com/what-i-wish-id-known-before-starting-a-brewery/>
- <http://www.littlechutewi.org/DocumentCenter/Home/View/881>

NJ Breweries and Legislation:

- <http://www.njbiz.com/article/20160411/NJBIZ01/160419988/food-and-beverage-in-nj-perfecting-their-craft--entrepreneurs-who-joined-states-brewery-boom-feel-potential-is-still-untapped>
- <http://archive.northjersey.com/news/business/modified-n-j-rules-aid-craft-brewers-1.1289302>
- <http://njbeer.org/brewerymap/>
- <https://cei.org/blog/loosened-laws-new-jersey-result-brewery-boom>
- <http://www.nj.com/business/indeP.ssf/2013/05/garden-state-brewwithdozens.html>
- <http://www.njspotlight.com/stories/15/09/10/pending-bills-would-give-big-boost-to-nj-s-small-breweries-distilleries/>
- <http://www.nj.gov/oag/abc/downloads/abcmunicipalhandbook.pdf>
- <http://www.njbiz.com/article/20161228/NJBIZ01/161229831/brewery-to-ePpand-its-new-jersey-footprint-at-the-shore>
- <http://www.nj.gov/oag/abc/downloads/Craft-Distillery-License-Package.pdf>

Economic Impacts:

- <http://njbeer.org/economic-impact/>
- <http://beerstreetjournal.com/2012-craft-brewery-economic-impact-state-infographic/>
- <https://www.brewersassociation.org/statistics/economic-impact-data/>
- <http://www.brewbound.com/news/craft-beers-impact-on-local-economy-discussed>
- <http://www.bolstr.com/the-vault/the-economic-impact-of-the-craft-brewing-industry/>

Appendix C: Sample Shared Parking Ordinance with Map of Shared Parking Opportunities

Introduction

Cumulative parking requirements for mixed-use occupancies or shared facilities may be reduced where it can be determined that the peak requirements of the several occupancies occur at different times (either daily or seasonally). The submittal requirements for a parking reduction request vary according to the method used to determine the parking reduction. The reduction methods and accompanying submittal requirements are outlined in this section. In all cases, a shared parking operations plan must be prepared to the satisfaction of the Department of Community Development showing that parking spaces most conveniently serve the land uses intended, directional signage is provided if appropriate, and pedestrian links are direct and clear. On-street parking spaces wholly adjacent to the property may be included in the required minimum.

Three methods for determining a parking reduction are as follows:

1. Intermittent or Seasonal Non-Conflicting Uses

- a) When required parking reductions are predicted as a result of sharing between intermittent or seasonal uses with non-conflicting parking demands (e.g. a church and a bank), then the reduction can be considered for approval by the Planning Board without demand calculations or a parking study. Individual spaces identified on a site plan for shared users shall not be shared by more than one user at the same time.
- b) If a privately-owned parking facility is to serve two or more separate properties, then a "Shared Parking Agreement" shall be filed with the Township of Pemberton for consideration by the Planning Board. Unless explicitly stated to the contrary, the property owner of the parking facility accepts responsibility for operating, maintaining and accepting liability for personal injury and property damage.

2. Parking Occupancy Rate Table

When the parking reduction has been shown to be feasible by using the demand calculations as determined by Table 7, Parking Occupancy Rates, the applicant shall submit a parking demand summary sheet showing the process for calculating the reduction as outlined in this section. (Note: The default rates from the Table 7 - Parking Occupancy Rates are set to include a small "safety margin" of parking beyond that minimally needed to serve an average peak demand. Therefore, a local study of parking demand may yield a greater reduction in parking required.)

- a) The minimum number of parking spaces that are to be provided and maintained for each use shall be determined based on standard methods for determining minimum parking supply at a particular site.
- b) The gross minimum number of parking spaces shall be multiplied by the "occupancy rate" as determined by a study of local conditions (or as found in Table 9), for each use for the weekday night, daytime and evening periods, and weekend night, daytime and evening periods respectively.
- c) The gross minimum numbers of parking spaces for each of the purposes referred to for each time period shall be added to produce the aggregate gross minimum numbers of parking spaces for each time period.
- d) The greatest of the aggregative gross minimum numbers of parking spaces for each period shall be determined.

Table 7 - Parking Occupancy Rates

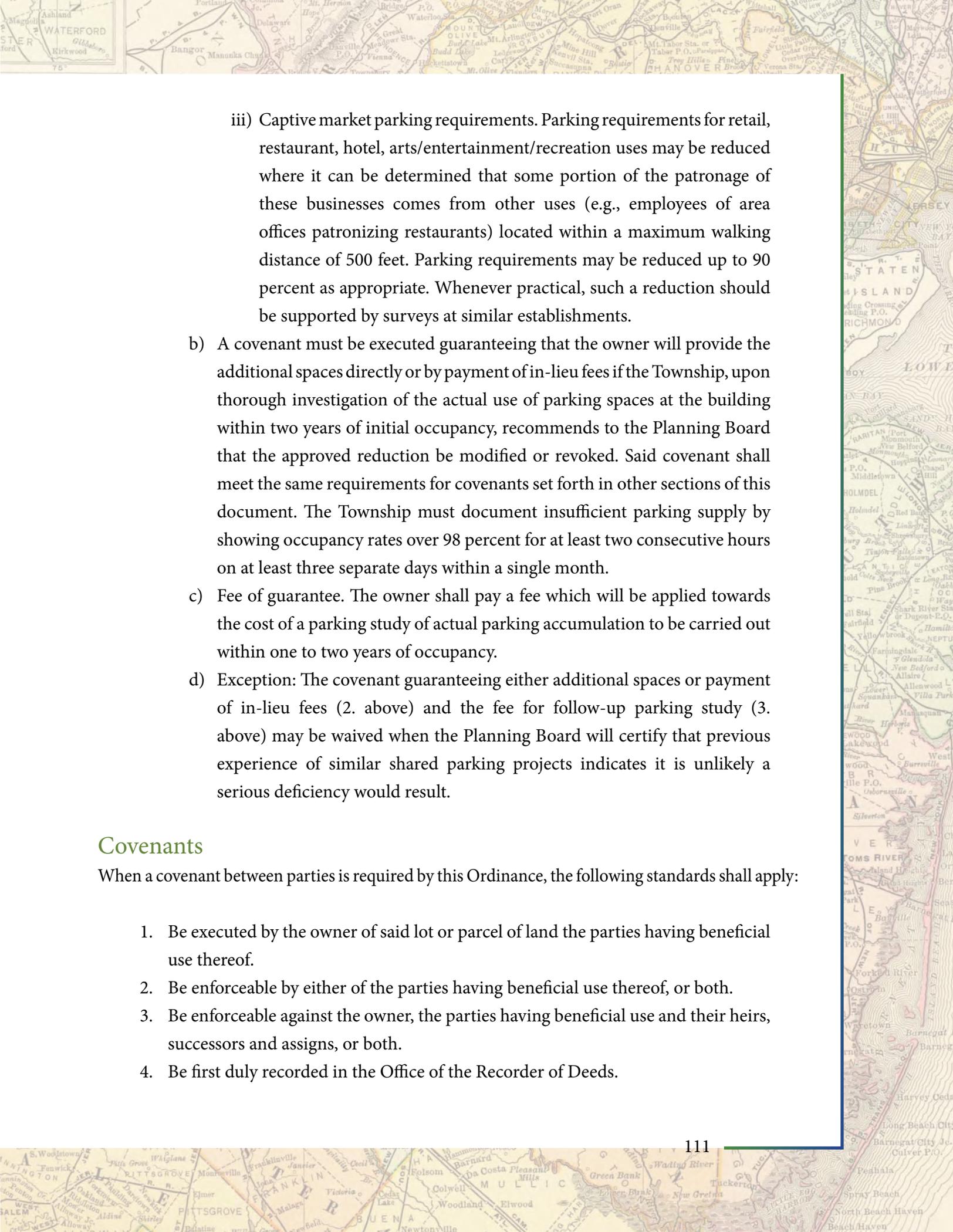
Uses	M-F	M-F	M-F	Sat. & Sun.	Sat. & Sun.	Sat. & Sun.
	8am-5pm	6pm-12am	12am-6am	8am-5pm	6pm-12am	12am-6am
Residential	60%	100%	100%	80%	100%	100%
Office/ Warehouse / Industrial	100%	20%	5%	5%	5%	5%
Commercial	90%	80%	5%	100%	70%	5%
Hotel	70%	100%	100%	70%	100%	100%
Restaurant	70%	100%	10%	70%	100%	20%
Movie Theater	40%	80%	10%	80%	100%	10%
Entertainment	40%	100%	10%	80%	100%	50%
Conference/Convention	100%	100%	5%	100%	100%	5%
Institutional (non-church)	100%	20%	5%	10%	10%	5%
Institutional (church)	10%	5%	5%	100%	50%	5%

This table defines the percent of the basic minimum needed during each time period for shared parking. (M-F = Monday to Friday)

3. Local Parking Study

When the parking reduction has been shown to be feasible by using a local parking demand analysis, the following three items must be submitted:

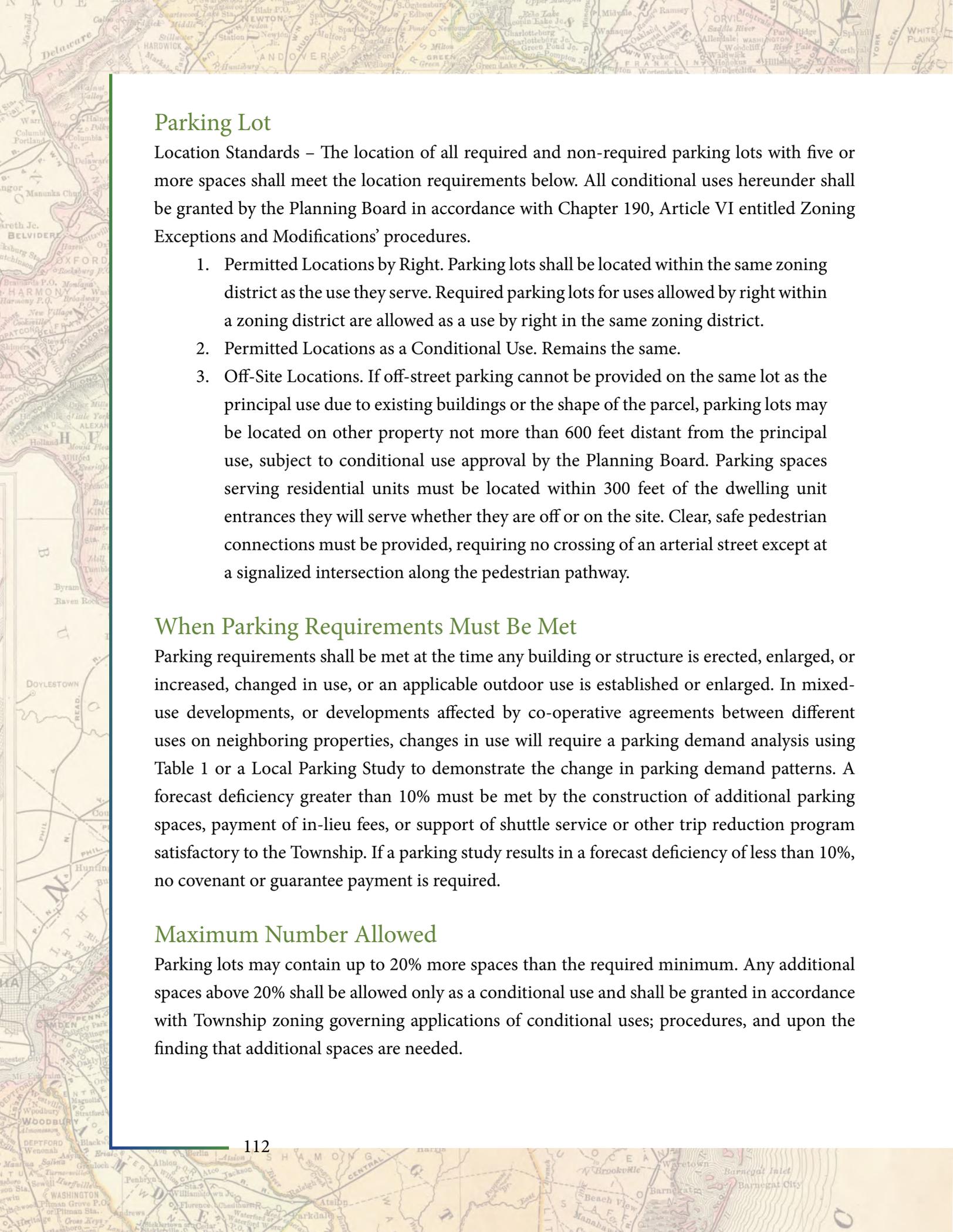
- a) A parking demand analysis prepared by a qualified parking or traffic consultant, a licensed architect, Township planner, or urban planner or civil engineer, which substantiates the basis for granting a reduced number of spaces. A local parking study shall be subject to the approval of the Director of Planning and Planning Board. The study shall take into account the following three factors:
 - i) Existing parking surveys. Parking surveys shall determine parking occupancy rates of morning, afternoon and evening peaks on the seven different days of the week. The seven days of observation may take place over the span of two consecutive, typical weeks. In the case of new construction or addition of new uses, the surveys shall observe another circumstance with similar mixed uses. A combination of similar circumstances may be necessary to cover all the proposed land uses. The approximate square footages of the various land uses of the specimen projects shall be compared to the proposed project to allow the ratios of uses to be rated accordingly. In the case of an enlargement, or substitution of existing uses, the surveys shall document the occupancy rates of the existing parking facility.
 - ii) Proximity and convenience factors. The following factors may influence the Planning Board's approval of the parking reduction figures:
 - (1) Distance between sharing uses and the parking facility
 - (2) Pedestrian connections among sharing uses and the parking facility
 - (3) Vehicular connections
 - (4) Whether parking will be paid
 - (5) Location--proximity to employment/activity generators and general development density.
 - (6) Special trip reduction programs, such as subsidized vanpooling, transit, shuttle or telecommuting
 - (7) Need for any reserved parking spaces. (Parking spaces to be shared cannot be reserved for specific uses or individuals except during off-peak hours.)

- 
- iii) Captive market parking requirements. Parking requirements for retail, restaurant, hotel, arts/entertainment/recreation uses may be reduced where it can be determined that some portion of the patronage of these businesses comes from other uses (e.g., employees of area offices patronizing restaurants) located within a maximum walking distance of 500 feet. Parking requirements may be reduced up to 90 percent as appropriate. Whenever practical, such a reduction should be supported by surveys at similar establishments.
- b) A covenant must be executed guaranteeing that the owner will provide the additional spaces directly or by payment of in-lieu fees if the Township, upon thorough investigation of the actual use of parking spaces at the building within two years of initial occupancy, recommends to the Planning Board that the approved reduction be modified or revoked. Said covenant shall meet the same requirements for covenants set forth in other sections of this document. The Township must document insufficient parking supply by showing occupancy rates over 98 percent for at least two consecutive hours on at least three separate days within a single month.
- c) Fee of guarantee. The owner shall pay a fee which will be applied towards the cost of a parking study of actual parking accumulation to be carried out within one to two years of occupancy.
- d) Exception: The covenant guaranteeing either additional spaces or payment of in-lieu fees (2. above) and the fee for follow-up parking study (3. above) may be waived when the Planning Board will certify that previous experience of similar shared parking projects indicates it is unlikely a serious deficiency would result.

Covenants

When a covenant between parties is required by this Ordinance, the following standards shall apply:

1. Be executed by the owner of said lot or parcel of land the parties having beneficial use thereof.
2. Be enforceable by either of the parties having beneficial use thereof, or both.
3. Be enforceable against the owner, the parties having beneficial use and their heirs, successors and assigns, or both.
4. Be first duly recorded in the Office of the Recorder of Deeds.



Parking Lot

Location Standards – The location of all required and non-required parking lots with five or more spaces shall meet the location requirements below. All conditional uses hereunder shall be granted by the Planning Board in accordance with Chapter 190, Article VI entitled Zoning Exceptions and Modifications’ procedures.

1. Permitted Locations by Right. Parking lots shall be located within the same zoning district as the use they serve. Required parking lots for uses allowed by right within a zoning district are allowed as a use by right in the same zoning district.
2. Permitted Locations as a Conditional Use. Remains the same.
3. Off-Site Locations. If off-street parking cannot be provided on the same lot as the principal use due to existing buildings or the shape of the parcel, parking lots may be located on other property not more than 600 feet distant from the principal use, subject to conditional use approval by the Planning Board. Parking spaces serving residential units must be located within 300 feet of the dwelling unit entrances they will serve whether they are off or on the site. Clear, safe pedestrian connections must be provided, requiring no crossing of an arterial street except at a signalized intersection along the pedestrian pathway.

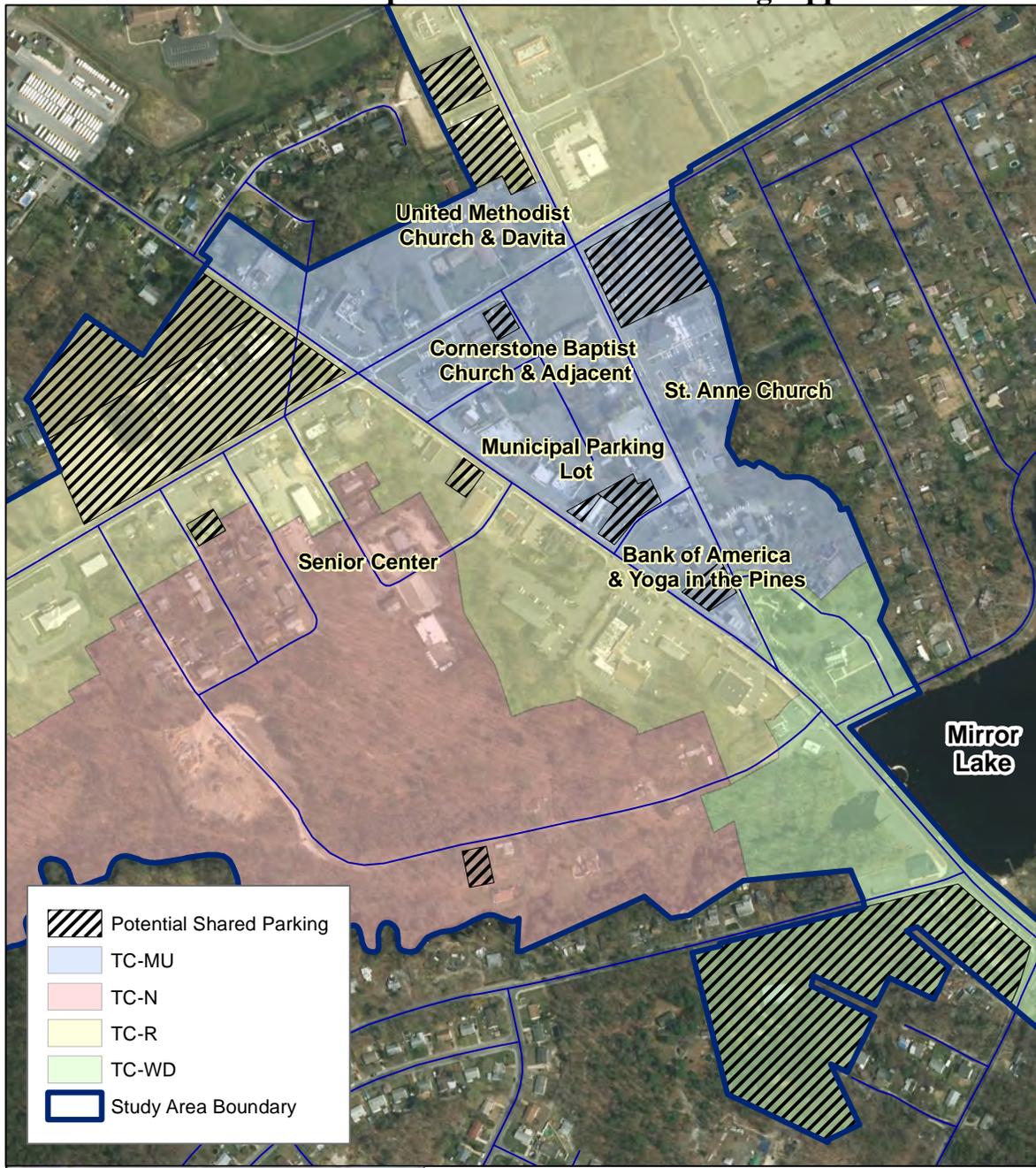
When Parking Requirements Must Be Met

Parking requirements shall be met at the time any building or structure is erected, enlarged, or increased, changed in use, or an applicable outdoor use is established or enlarged. In mixed-use developments, or developments affected by co-operative agreements between different uses on neighboring properties, changes in use will require a parking demand analysis using Table 1 or a Local Parking Study to demonstrate the change in parking demand patterns. A forecast deficiency greater than 10% must be met by the construction of additional parking spaces, payment of in-lieu fees, or support of shuttle service or other trip reduction program satisfactory to the Township. If a parking study results in a forecast deficiency of less than 10%, no covenant or guarantee payment is required.

Maximum Number Allowed

Parking lots may contain up to 20% more spaces than the required minimum. Any additional spaces above 20% shall be allowed only as a conditional use and shall be granted in accordance with Township zoning governing applications of conditional uses; procedures, and upon the finding that additional spaces are needed.

Map 18
Browns Mills Redevelopment Area Shared Parking Opportunities



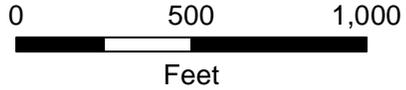
-  Potential Shared Parking
-  TC-MU
-  TC-N
-  TC-R
-  TC-WD
-  Study Area Boundary



STATE OF NEW JERSEY
 DEPARTMENT OF
 COMMUNITY AFFAIRS
 LOCAL PLANNING SERVICES



Date: March 2018



Data Sources: NJGIS, NJDCA, Pemberton Twp.

Source: 2015. Online TDM Encyclopedia. Victoria Transport Policy Institute. <http://www.vtpi.org/tdm/>.

Appendix D: Sample Shared Parking Agreement

WHEREAS, _____, hereafter, “Grantor” is the owner of the following contiguous tract(s) located in the municipality of Pemberton Township, Burlington County, New Jersey:

TRACT A: _____ TRACT B: _____

WHEREAS, there exists on said tract A and tract B that certain driveway and parking lot more particularly described and shown on the surveys attached hereto as Exhibits A and B respectively, and

WHEREAS, Grantor desires to impress upon the said properties certain covenants, rights-of-way and restrictions regarding the use, access and maintenance which shall inure to the benefit of and be binding upon the successors and assigns of Grantor.

THEREFORE, the undersigned _____ does hereby impress upon the above described properties the following covenants, rights-of-way and restrictions, which shall hereafter be covenants which run with the land and shall inure to the benefit of and be binding upon the grantees, successors and assigns of each of said separate tracts:

1. The driveway and parking lot shown on exhibits A and B shall be a perpetual easement in favor of the successors in title of Grantor for parking of vehicular traffic and for ingress and egress to and from the said properties. Accordingly, Tract A shall be burdened by said easement in favor of the Grantor’s successors in title to Tract B and likewise Tract B shall be burdened by said easement in favor of the Grantor’s successors in title to Tract A.
2. The successors in title to each tract shall not obstruct or restrict the use of any portion of the said parking lot and driveway and no buildings or improvements may be erected upon said easement.
3. The easement shall be maintained in a serviceable, neat and acceptable manner and in a manner so that the overall appearance of said driveway and parking lot shall be uniform. Each of Grantor’s successors in title to Tracts A and B shall be charged with the repair and maintenance thereof and shall cooperate with each other in the performance of routine and necessary repairs, overlay and sealing

of the said driveway and parking lot. The successor in title to either tract may perform such repairs and maintenance as may be necessary without the consent of the other upon giving written notice of intent to perform such repairs and the estimated cost thereof. Notice may be delivered by U.S. Mail, certified, return receipt requested or other personal service not less than thirty (30) days prior to beginning such repairs or maintenance. The party that performs said repairs/maintenance shall be entitled to a lien upon the property of the dissenting party equal to one-half of the actual cost of said repairs/maintenance plus fifteen per cent (15%). Said lienholder shall have the same remedies as holders of materialmen in accordance with the Material Lien laws of the State of New Jersey.

4. In the event it becomes necessary to enforce the terms of this easement through court proceedings the prevailing party shall be entitled to reasonable attorney's fees.

Witness the due execution hereof on this the _____ day of _____, 20_____.

By: _____

Appendix E: Step-By-Step Plan for Creating a Pocket Park

1. Secure the community's commitment. The more inclusive the decision-making, the more successful the park will be. Start talking to as many neighbors as possible and secure them to help you throughout the process. Think about those in your neighborhood. Is there someone who is an expert gardener, someone who knows what's going on at every block or someone that can let you use their spigot for water? Seek these people out and get them involved.
2. Convene a steering committee. You will need local leadership for the project. One of the best ways to accomplish this is to create a committee with divided responsibilities in terms of planning and working on the project.
3. Choose a site. Think about how the site will be used. What kinds of improvements are needed? Keep in mind how much the neighborhood can realistically take on to address issues such as the creation and maintenance of the plan and make sure the space suits all expectations.
4. Plan. Determine a site plan with the help of a landscape architect. Begin to strategize how the landscaping will be installed, how it will be funded, and how the neighborhood will maintain it in the long run.
5. Identify and secure potential partners. Partners should be local businesses, nonprofits and other organizations available in the municipality. Identify the roles of each partner and secure a written understanding if possible.
6. Secure long-term and short-term funding. Begin to look at various resources for funding in the form of grants, in-kind materials and money from businesses. Consider corporate sponsorships and be sure to think long-term about funding and saving money for maintenance and repairs in the future or to cover other necessary items including liability insurance coverage.
7. Schedule work days in advance. Assign a project manager and plan out what activities need to occur in what order. Can everything be done in one day, or will it take multiple work days?
8. Plan a big work day/dedication/celebration event. This is a very important part of the process to the neighborhood and to the partners. This is a chance to possibly garner media attention, as well as involve as many people as possible.
9. Implement a maintenance plan. Before any plants go in the ground, the neighborhood should agree to a maintenance plan and document it in writing.
10. Pursue consistent engagement. Just as maintenance is a never-ending job, so is everything else involved. On-going communication with the neighborhood especially should keep them interested and involved in your project.

Source: *Creating Mini-Parks for Increased Physical Activity*, National Recreation and Park Association, <https://www.nrpa.org/contentassets/f768428a39aa4035ae55b2aaff372617/pocket-parks.pdf>

Appendix F: Resources for Implementing School Gardens

- Kidsgardening.com School and Youth Garden Grants List - <https://www.kidsgardening.org/grants-and-programs/>
- USDA Farm to School Grants Program - <https://www.fns.usda.gov/farmentoschool/farm-school-grant-program>
- Grants for Educators, The National Education Association Foundation - <http://www.neafoundation.org/pages/grants-to-educators/>
- Life Lab - <http://www.lifelab.org/for-educators/schoolgardens/#gettingstarted>
- Gardening Matters - <http://www.gardeningmatters.org/>
- Seeds of Change Grant Program - <https://www.seedsofchangegrant.com/>

Kitchen Gardens International Sow it Forward Garden Grants Program -

<https://www.seedmoney.org/ePplore?category=1>

Appendix G: State Incentives and other Tax Incentives

NJ Economic Development Authority (NJEDA)

The New Jersey Economic Development Authority supports business growth in New Jersey for businesses of all sizes, but small business has been a core focus. EDA provides low-interest financing through bonds, loan participations, loan guarantees and direct loans with a choice of variable or fixed interest rates. The EDA can provide longer repayment schedules than those offered by traditional lenders. Programs include:

Grow NJ – The Grow New Jersey Assistance Program is the State’s main job creation and retention incentive program. Businesses that are creating or retaining jobs in New Jersey may be eligible for tax credits ranging from \$500 to \$5,000 per job, per year; with bonus credits ranging from \$250 to \$3,000 per job, per year (award amounts vary based on applicable criteria) provided the business is in a Qualified Incentive Area.

http://www.njeda.com/financing_incentives/Programs/grow_nj

ERG – The Economic Redevelopment Growth (ERG) Program is New Jersey’s key developer incentive program. The ERG program provides incentive grants of up to 75% of the annual incremental State tax and/or local tax revenue for development projects where a financing gap exists. The development project must be located in areas targeted for growth in the state, including State Planning Areas 1, 2 and designated State Development and Redevelopment Plan (SDRP) centers. http://www.njeda.com/large_business/economic_redevelopment_growth

Bond Financing Program - Creditworthy manufacturing companies, 501(c)(3) not-for-profit organizations, and exempt facilities in New Jersey may be eligible for long-term financing under the Bond Financing Program. Through a federally authorized program, the EDA issues conduit tax-exempt private activity bonds, the proceeds of which are used to provide financing. Borrowers must meet the eligibility requirements outlined in the Internal Revenue Code (IRC) to qualify for tax-exempt bond financing.

http://www.njeda.com/financing_incentives/programs/bond_financing

Brownfields and Contaminated Site Remediation Program - Developers in New Jersey who need financial assistance to clean up and redevelop polluted sites and closed municipal landfills may enter into a redevelopment agreement with the EDA and be eligible to recover a portion of their remediation costs. http://www.njeda.com/large_business/brownfields

A background map of New Jersey, showing various towns, rivers, and geographical features. The map is partially obscured by a white text box on the right side.

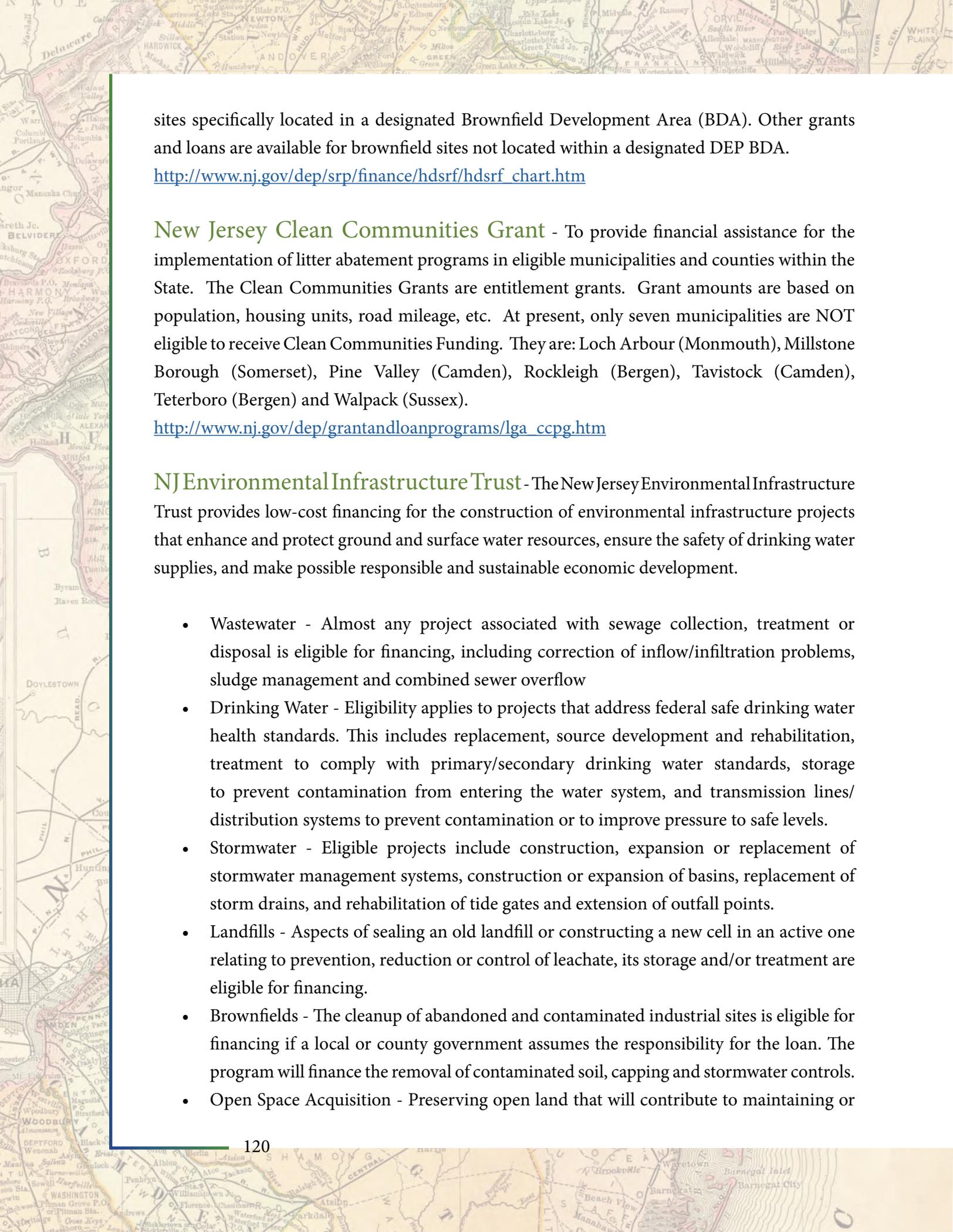
NJ Department of Environmental Protection (NJDEP)

Green Acres - Green Acres provides low interest (2%) loans and grants to municipal and county governments to acquire open space and develop outdoor recreation facilities. Recreational facilities that may be funded include, but are not limited to, facilities that provide boating, fishing, swimming, outdoor games and sports, biking, picnicking, camping, or nature interpretation. Green Acres works with local governments from the time of application through project completion. Applications for Green Acres funding are subject to a competitive ranking system. The Planning Incentive Program provides grant and loan funding to local governments (municipalities and counties) that have enacted an open space tax and have adopted an open space and recreation plan. Green Acres also administers the \$15 million in coastal blue acres funds. Designated municipalities and counties can receive grants and loans from Green Acres to acquire land for storm protection and recreation purposes in New Jersey coastal areas that have been damaged by storms, are prone to storm damage, or buffer or protect other lands from storm damage. <http://www.nj.gov/dep/greenacres/>

New Jersey Historic Preservation Office (HPO) - HPO provides information on potential historic sites. HPO identifies qualified consultants to conduct cultural resource surveys and provides technical assistance for treatment of historic resources. HPO identifies funding sources such as tax credits and NJ Historic Trust Grants. HPO reviews potential effects on historic properties under Land Use Review, Section 106 of the National Historic Preservation Act and the New Jersey Register Review. <http://www.nj.gov/dep/hpo/>

Historic Preservation Certified Local Government Grants (CLG) - The purposes of the CLG Program are: (1) to ensure the broadest possible participation of local governments in the national historic preservation program while maintaining standards consistent with the National Historic Preservation Act, and the Secretary of the Interior's "Standards and Guidelines for Archeology and Historic Preservation;" (2) to enrich, develop, and help maintain local historic preservation programs in cooperation and coordination with the NJ State Historic Preservation Office (SHPO); and (3) to provide financial and technical assistance to further these purposes.

Hazardous Discharge Site Remediation Fund Loans & Grants (HDSRF) - To provide grants to public entities (municipalities, counties, and redevelopment entities) for 100% of the costs of the investigation and a portion of the costs (25% to 75% depending on the end use) of the cleanup of contaminated sites identified as areas specifically in need of redevelopment. To provide grants to public entities for 75% of the costs to clean up contaminated



sites specifically located in a designated Brownfield Development Area (BDA). Other grants and loans are available for brownfield sites not located within a designated DEP BDA.

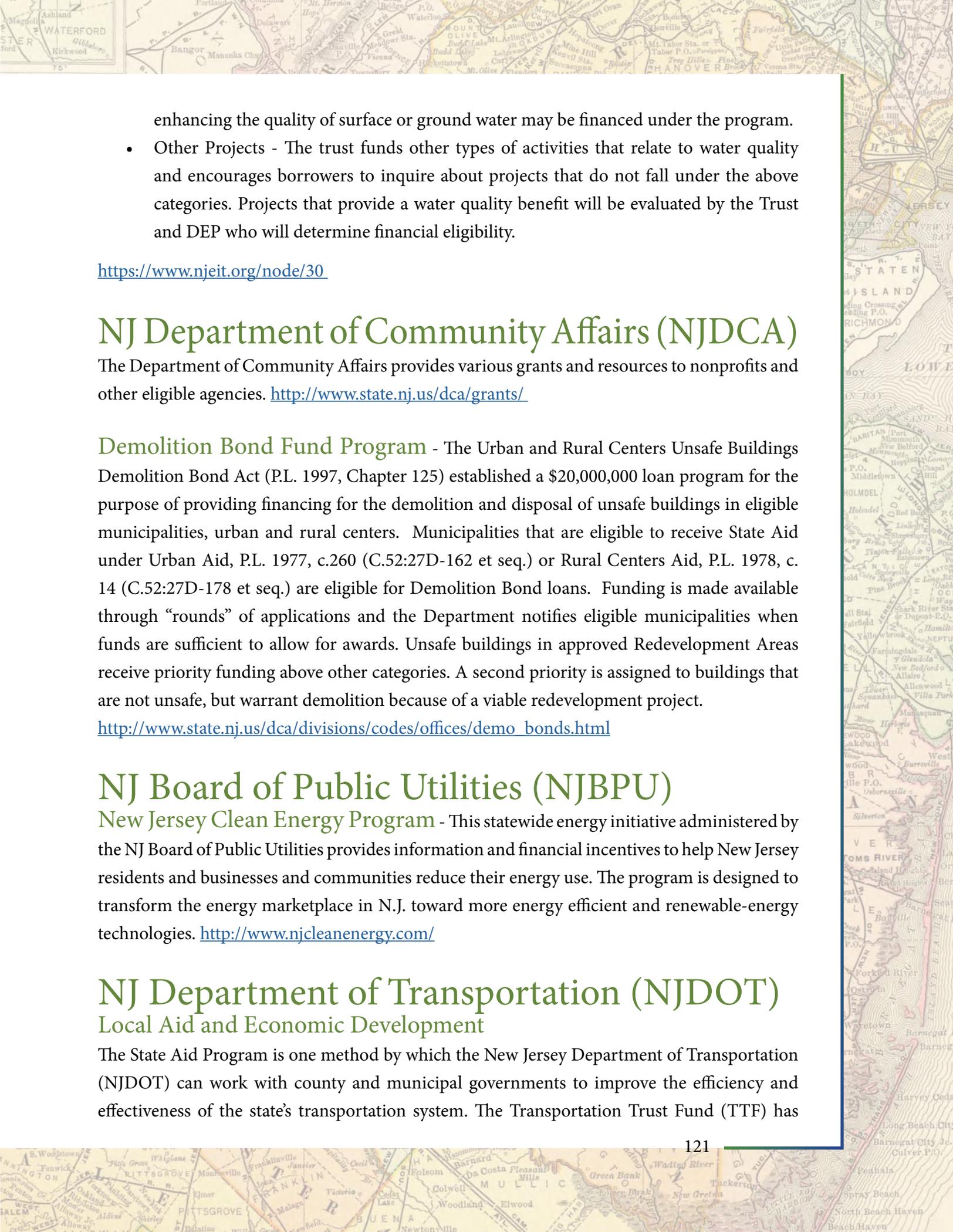
http://www.nj.gov/dep/srp/finance/hdsrf/hdsrf_chart.htm

New Jersey Clean Communities Grant - To provide financial assistance for the implementation of litter abatement programs in eligible municipalities and counties within the State. The Clean Communities Grants are entitlement grants. Grant amounts are based on population, housing units, road mileage, etc. At present, only seven municipalities are NOT eligible to receive Clean Communities Funding. They are: Loch Arbour (Monmouth), Millstone Borough (Somerset), Pine Valley (Camden), Rockleigh (Bergen), Tavistock (Camden), Teterboro (Bergen) and Walpack (Sussex).

http://www.nj.gov/dep/grantandloanprograms/lga_ccpg.htm

NJ Environmental Infrastructure Trust - The New Jersey Environmental Infrastructure Trust provides low-cost financing for the construction of environmental infrastructure projects that enhance and protect ground and surface water resources, ensure the safety of drinking water supplies, and make possible responsible and sustainable economic development.

- Wastewater - Almost any project associated with sewage collection, treatment or disposal is eligible for financing, including correction of inflow/infiltration problems, sludge management and combined sewer overflow
- Drinking Water - Eligibility applies to projects that address federal safe drinking water health standards. This includes replacement, source development and rehabilitation, treatment to comply with primary/secondary drinking water standards, storage to prevent contamination from entering the water system, and transmission lines/distribution systems to prevent contamination or to improve pressure to safe levels.
- Stormwater - Eligible projects include construction, expansion or replacement of stormwater management systems, construction or expansion of basins, replacement of storm drains, and rehabilitation of tide gates and extension of outfall points.
- Landfills - Aspects of sealing an old landfill or constructing a new cell in an active one relating to prevention, reduction or control of leachate, its storage and/or treatment are eligible for financing.
- Brownfields - The cleanup of abandoned and contaminated industrial sites is eligible for financing if a local or county government assumes the responsibility for the loan. The program will finance the removal of contaminated soil, capping and stormwater controls.
- Open Space Acquisition - Preserving open land that will contribute to maintaining or

A background map of New Jersey, showing various counties and towns. The map is partially obscured by a white text box on the right side. The text box contains the main content of the page, including a list of projects, several hyperlinks, and three section headers in green. The map shows details like 'WATERFORD', 'BANGOR', 'MANANKA CHURCH', 'FRANKLINVILLE', 'JANIER', 'CECIL', 'FOLSOM', 'BARNARD', 'DA COSTA PLEASANT MILLS', 'COLWELL', 'MULLIS', 'WOODLAND', 'ELWOOD', 'BUENA', 'NEWTONVILLE', 'SILVERTON', 'VERMONT', 'TOMS RIVER', 'FORKED RIVER', 'OAKTON', 'WATERTOWN', 'BARNEGAT', 'HARVEY CEDAR', 'LONG BEACH CITY', 'BARNEGAT CITY J.C.', 'CULVER P.O.', 'PEABALA', 'SPRAY BEACH', 'NORTH BEACH HAVEN', and 'BEACH HAVEN'.

enhancing the quality of surface or ground water may be financed under the program.

- Other Projects - The trust funds other types of activities that relate to water quality and encourages borrowers to inquire about projects that do not fall under the above categories. Projects that provide a water quality benefit will be evaluated by the Trust and DEP who will determine financial eligibility.

<https://www.njeit.org/node/30>

NJ Department of Community Affairs (NJDCA)

The Department of Community Affairs provides various grants and resources to nonprofits and other eligible agencies. <http://www.state.nj.us/dca/grants/>

Demolition Bond Fund Program - The Urban and Rural Centers Unsafe Buildings Demolition Bond Act (P.L. 1997, Chapter 125) established a \$20,000,000 loan program for the purpose of providing financing for the demolition and disposal of unsafe buildings in eligible municipalities, urban and rural centers. Municipalities that are eligible to receive State Aid under Urban Aid, P.L. 1977, c.260 (C.52:27D-162 et seq.) or Rural Centers Aid, P.L. 1978, c. 14 (C.52:27D-178 et seq.) are eligible for Demolition Bond loans. Funding is made available through “rounds” of applications and the Department notifies eligible municipalities when funds are sufficient to allow for awards. Unsafe buildings in approved Redevelopment Areas receive priority funding above other categories. A second priority is assigned to buildings that are not unsafe, but warrant demolition because of a viable redevelopment project.

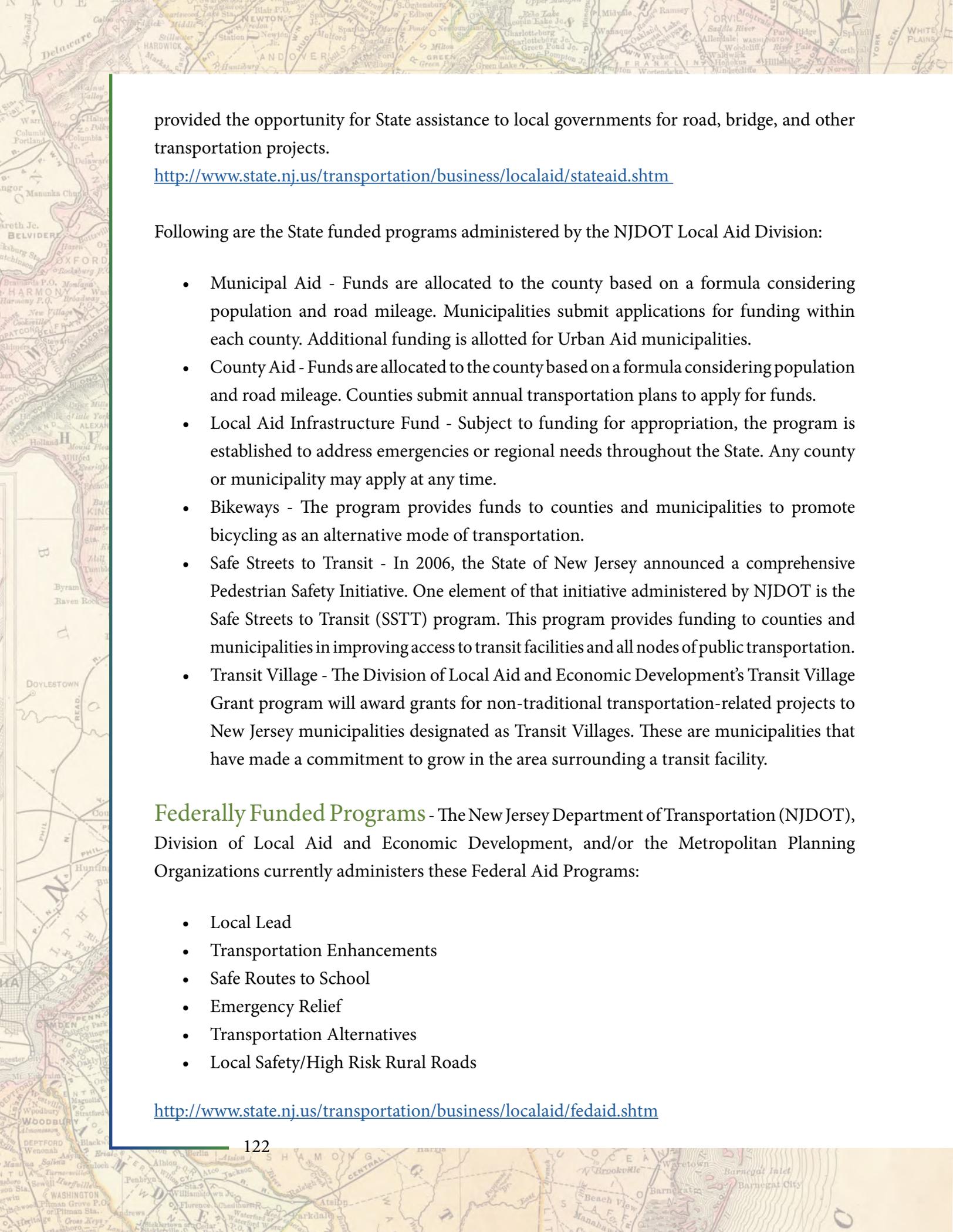
http://www.state.nj.us/dca/divisions/codes/offices/demo_bonds.html

NJ Board of Public Utilities (NJBPU)

New Jersey Clean Energy Program - This statewide energy initiative administered by the NJ Board of Public Utilities provides information and financial incentives to help New Jersey residents and businesses and communities reduce their energy use. The program is designed to transform the energy marketplace in N.J. toward more energy efficient and renewable-energy technologies. <http://www.njcleanenergy.com/>

NJ Department of Transportation (NJDOT) Local Aid and Economic Development

The State Aid Program is one method by which the New Jersey Department of Transportation (NJDOT) can work with county and municipal governments to improve the efficiency and effectiveness of the state’s transportation system. The Transportation Trust Fund (TTF) has



provided the opportunity for State assistance to local governments for road, bridge, and other transportation projects.

<http://www.state.nj.us/transportation/business/localaid/stateaid.shtm>

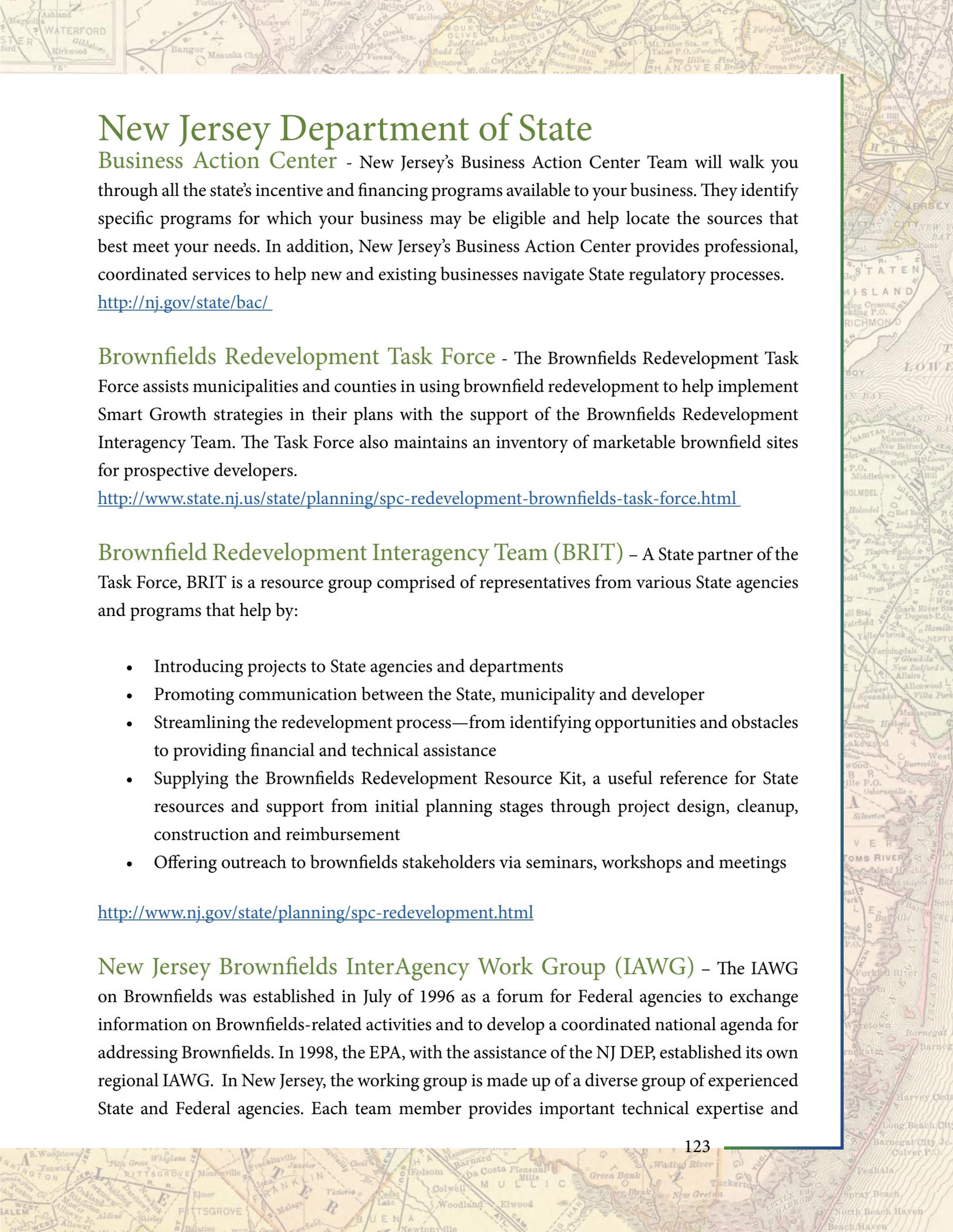
Following are the State funded programs administered by the NJDOT Local Aid Division:

- Municipal Aid - Funds are allocated to the county based on a formula considering population and road mileage. Municipalities submit applications for funding within each county. Additional funding is allotted for Urban Aid municipalities.
- County Aid - Funds are allocated to the county based on a formula considering population and road mileage. Counties submit annual transportation plans to apply for funds.
- Local Aid Infrastructure Fund - Subject to funding for appropriation, the program is established to address emergencies or regional needs throughout the State. Any county or municipality may apply at any time.
- Bikeways - The program provides funds to counties and municipalities to promote bicycling as an alternative mode of transportation.
- Safe Streets to Transit - In 2006, the State of New Jersey announced a comprehensive Pedestrian Safety Initiative. One element of that initiative administered by NJDOT is the Safe Streets to Transit (SSTT) program. This program provides funding to counties and municipalities in improving access to transit facilities and all nodes of public transportation.
- Transit Village - The Division of Local Aid and Economic Development's Transit Village Grant program will award grants for non-traditional transportation-related projects to New Jersey municipalities designated as Transit Villages. These are municipalities that have made a commitment to grow in the area surrounding a transit facility.

Federally Funded Programs - The New Jersey Department of Transportation (NJDOT), Division of Local Aid and Economic Development, and/or the Metropolitan Planning Organizations currently administers these Federal Aid Programs:

- Local Lead
- Transportation Enhancements
- Safe Routes to School
- Emergency Relief
- Transportation Alternatives
- Local Safety/High Risk Rural Roads

<http://www.state.nj.us/transportation/business/localaid/fedaidshtm>



New Jersey Department of State

Business Action Center - New Jersey's Business Action Center Team will walk you through all the state's incentive and financing programs available to your business. They identify specific programs for which your business may be eligible and help locate the sources that best meet your needs. In addition, New Jersey's Business Action Center provides professional, coordinated services to help new and existing businesses navigate State regulatory processes.

<http://nj.gov/state/bac/>

Brownfields Redevelopment Task Force - The Brownfields Redevelopment Task Force assists municipalities and counties in using brownfield redevelopment to help implement Smart Growth strategies in their plans with the support of the Brownfields Redevelopment Interagency Team. The Task Force also maintains an inventory of marketable brownfield sites for prospective developers.

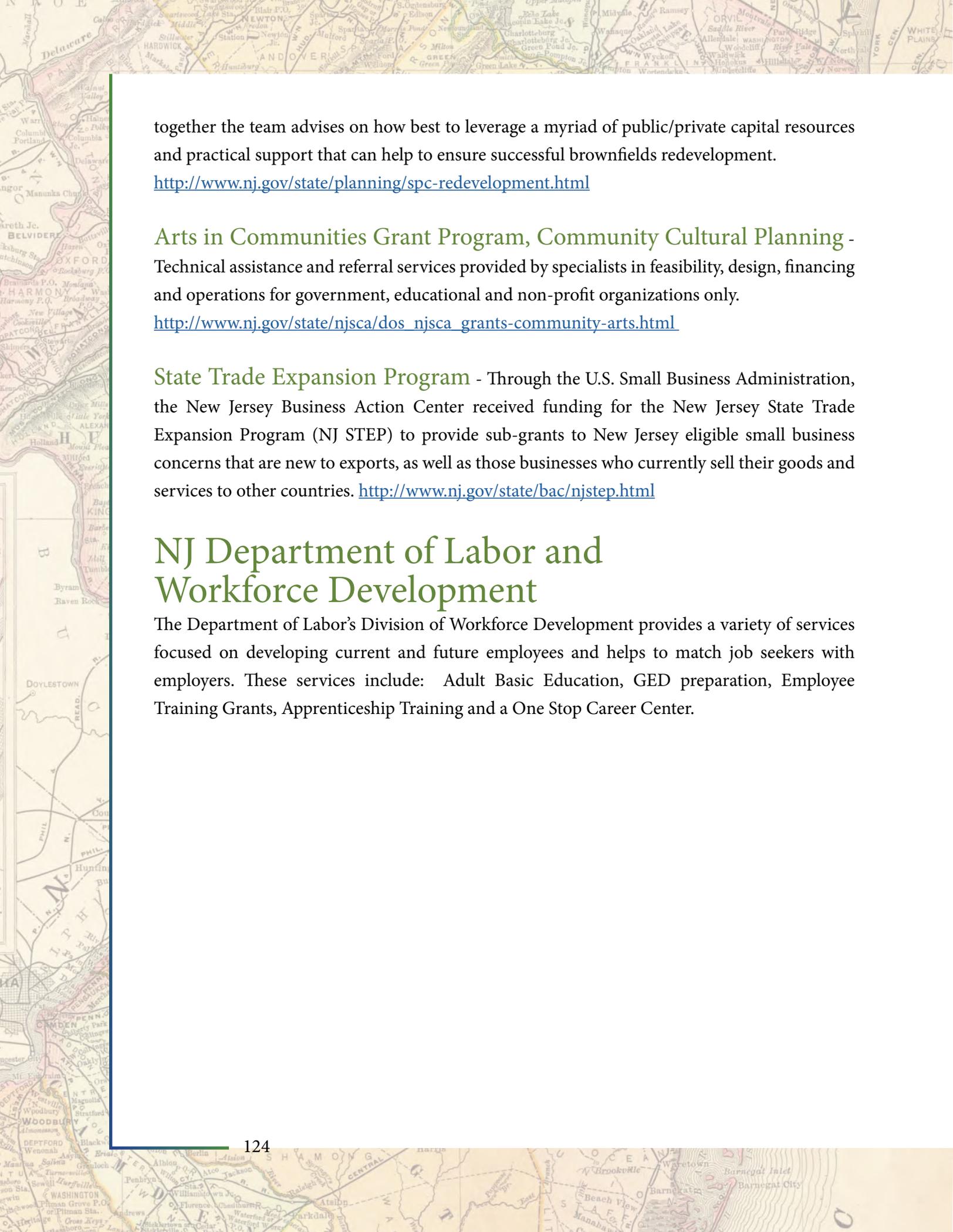
<http://www.state.nj.us/state/planning/spc-redevelopment-brownfields-task-force.html>

Brownfield Redevelopment Interagency Team (BRIT) – A State partner of the Task Force, BRIT is a resource group comprised of representatives from various State agencies and programs that help by:

- Introducing projects to State agencies and departments
- Promoting communication between the State, municipality and developer
- Streamlining the redevelopment process—from identifying opportunities and obstacles to providing financial and technical assistance
- Supplying the Brownfields Redevelopment Resource Kit, a useful reference for State resources and support from initial planning stages through project design, cleanup, construction and reimbursement
- Offering outreach to brownfields stakeholders via seminars, workshops and meetings

<http://www.nj.gov/state/planning/spc-redevelopment.html>

New Jersey Brownfields InterAgency Work Group (IAWG) – The IAWG on Brownfields was established in July of 1996 as a forum for Federal agencies to exchange information on Brownfields-related activities and to develop a coordinated national agenda for addressing Brownfields. In 1998, the EPA, with the assistance of the NJ DEP, established its own regional IAWG. In New Jersey, the working group is made up of a diverse group of experienced State and Federal agencies. Each team member provides important technical expertise and



together the team advises on how best to leverage a myriad of public/private capital resources and practical support that can help to ensure successful brownfields redevelopment.

<http://www.nj.gov/state/planning/spc-redevelopment.html>

Arts in Communities Grant Program, Community Cultural Planning - Technical assistance and referral services provided by specialists in feasibility, design, financing and operations for government, educational and non-profit organizations only.

http://www.nj.gov/state/njsca/dos_njsca_grants-community-arts.html

State Trade Expansion Program - Through the U.S. Small Business Administration, the New Jersey Business Action Center received funding for the New Jersey State Trade Expansion Program (NJ STEP) to provide sub-grants to New Jersey eligible small business concerns that are new to exports, as well as those businesses who currently sell their goods and services to other countries. <http://www.nj.gov/state/bac/njstep.html>

NJ Department of Labor and Workforce Development

The Department of Labor's Division of Workforce Development provides a variety of services focused on developing current and future employees and helps to match job seekers with employers. These services include: Adult Basic Education, GED preparation, Employee Training Grants, Apprenticeship Training and a One Stop Career Center.

