

# TOWN VILLAGE DEVELOPMENT PROJECT

## Existing Conditions



31 Bank Street



50 & 46 Juliustown Road



42 Juliustown Road



34 Juliustown Road



**Proposed Downtown Plaza and Retail Area**

## **OVERVIEW**

The acquisition of 34, 50 Juliustown Road, and 31 Bank Street is a critical and necessary step in the process of developing a “Town Village” along Juliustown Road adjacent to Pemberton-Browns Mills Road. The “Town Village” concept and plan is set forth in, and is an important part of, the Township’s “Browns Mills Town Center Redevelopment Plan (hereinafter referred to as (“the Plan”)). The “Town Village” is one (1) of the six (6) sub-districts that comprise the overall vision and policies outlined within the Plan.

## **TOWN VILLAGE DISTRICT**

The development of each of the (6) sub-districts has its own and separate economic challenges. However, the Plan provides blueprints for simultaneous efforts to meet the challenges of developing more than one of the sub-districts. Ultimately, the goal must be to implement the entire Plan. As such, we are now presented with an opportunity to take the first major step in the development of the “Town Village” with the acquisition of 34 and 50 Juliustown Road, and 31 Bank Street.

These acquisitions result in the Township gaining legal control of a significant portion of the project area. By definition the acquisitions remove an impediment to development or at the very least, the elimination of a step in the development process that would delay development. It is always critical to demonstrate and convey the Township’s resolve to developers during negotiations.

The Juliustown Road area meets the necessary criteria for implementation, within a reasonable period of time, of one of the six (6) sub-district components of the Plan. The three properties, 34, 50 Juliustown Road, and 31 Bank Street, are currently for sale. These properties, in addition to the Municipal Parking Lot and right-of-ways already controlled by the Township, comprise 1.56 acres of the 4.26 acres in the “Town Village” sub-district. Please keep in mind that the Plan, as adopted, did not contemplate that all of the 4.26 acres of the identified sub-district was needed by way of acquisition or demolition In order for the Plan to be implemented. See also pages six (6) through ten (10), inclusive, from the Browns Mills Town Center Redevelopment Plan adopted by Pemberton Township Council Ordinance 12-2011, on June 1, 2011.





Juliestown Road Parcels



Browns Mills Town Center Redevelopment Plan overlay on GIS

## **HISTORIC SIGNIFICANCE**

A preliminary review of the history of the three (3) properties which are the subject of the proposed acquisition by the Township, indicates that none of them has any historic significance:

ADDRESS	ESTIMATED DATE OF CONSTRUCTION	HISTORIC SIGNIFICANCE
31 Bank Street	1920 (Addition 1984)	No apparent historic significance
34 Juliustown Road	1955 (Addition 1986)	No apparent historic significance
50 Juliustown Road	1960 (Addition 1984)	No apparent historic significance

Nevertheless, the demolition of these structures will require an approval from the Pinelands Commission since they are more than fifty (50) years old. The Pinelands Commission will determine if the structures have any historic or cultural importance. Moreover, a demolition permit from the Construction Division of the Township Department of Community Development will be required.

## **ACQUISITION AND DEMOLITION PROJECTED COSTS**

The projected acquisition and demolition costs are \$394,768.72 for all three properties with the details for each property listed below:

ADDRESS	ACQUISITION	APPRAISAL	CLOSING	DEMOLITION	
31 Bank Street	\$ 88,000.00	\$650.00	\$1,000.00	Disposal	\$11,200.00
				Labor/Equipment	\$ 4,536.24
				Total	\$15,736.24
34 Juliustown Road	\$110,000.00	\$2,000.00	\$2,000.00	Disposal	\$10,000.00
				Labor/Equipment	\$ 5,110.00
				Total	\$15,110.00
50 Juliustown Road	\$132,000.00	\$1,500.00	\$1,000.00	Disposal	\$16,700.00
				Labor/Equipment	\$ 9,072.48
				Total	\$25,772.48
<b>TOTAL</b>	<b>\$330,000.00</b>	<b>\$4,150.00</b>	<b>\$4,000.00</b>	Disposal	<b>\$37,900.00</b>
				Labor/Equipment	<b>\$18,718.72</b>
				Total	<b>\$56,618.72</b>

## ATTACHMENT



### **1.3 Purpose and Intent of Redevelopment Plan**

The primary purpose of 2011 Redevelopment Plan is to amend the 1995 Redevelopment Plan to include zoning and design guidelines that are consistent with the community's vision and policies outlined within the Revitalization Plan. Specifically, the intent of the amendment is to establish the policies and land use standards needed to bring the Township's redevelopment vision for Browns Mills to fruition. The 2011 Redevelopment Plan will create a viable downtown that accommodates diverse lifestyles, incomes, professionals, and land uses. The first step in recreating a viable neighborhood requires implementing future land use and zoning policies that will build a critical mass that encourages pedestrian activity on the street. Upon passage of this redevelopment plan amendment, the designated redevelopment area will permit mixed-use buildings with commercial/retail space on the first floor and office/commercial/residential on the second floor. Within high traffic areas in the redevelopment area, residential units are prohibited on the first floor because they do not create any activity or economic value after 5:00 pm or on the weekends. Specifically, this 2011 Redevelopment Plan establishes the codes and conditions under where activity within the Browns Mills Town Center Redevelopment Area is implemented. Utilizing a Formed-Base Code (hereafter "FBC"), the 2011 Redevelopment Plan describes the zoning and permitted uses within the redevelopment area based on building types, also known as building typologies, and street hierarchy. The 2011 Redevelopment Plan includes the street designs, mandatory uses through the establishment of a Regulation Plan, building placement and height requirements, architecture elements and other design characteristics to ensure the community's vision for the downtown area is brought from concept to reality.

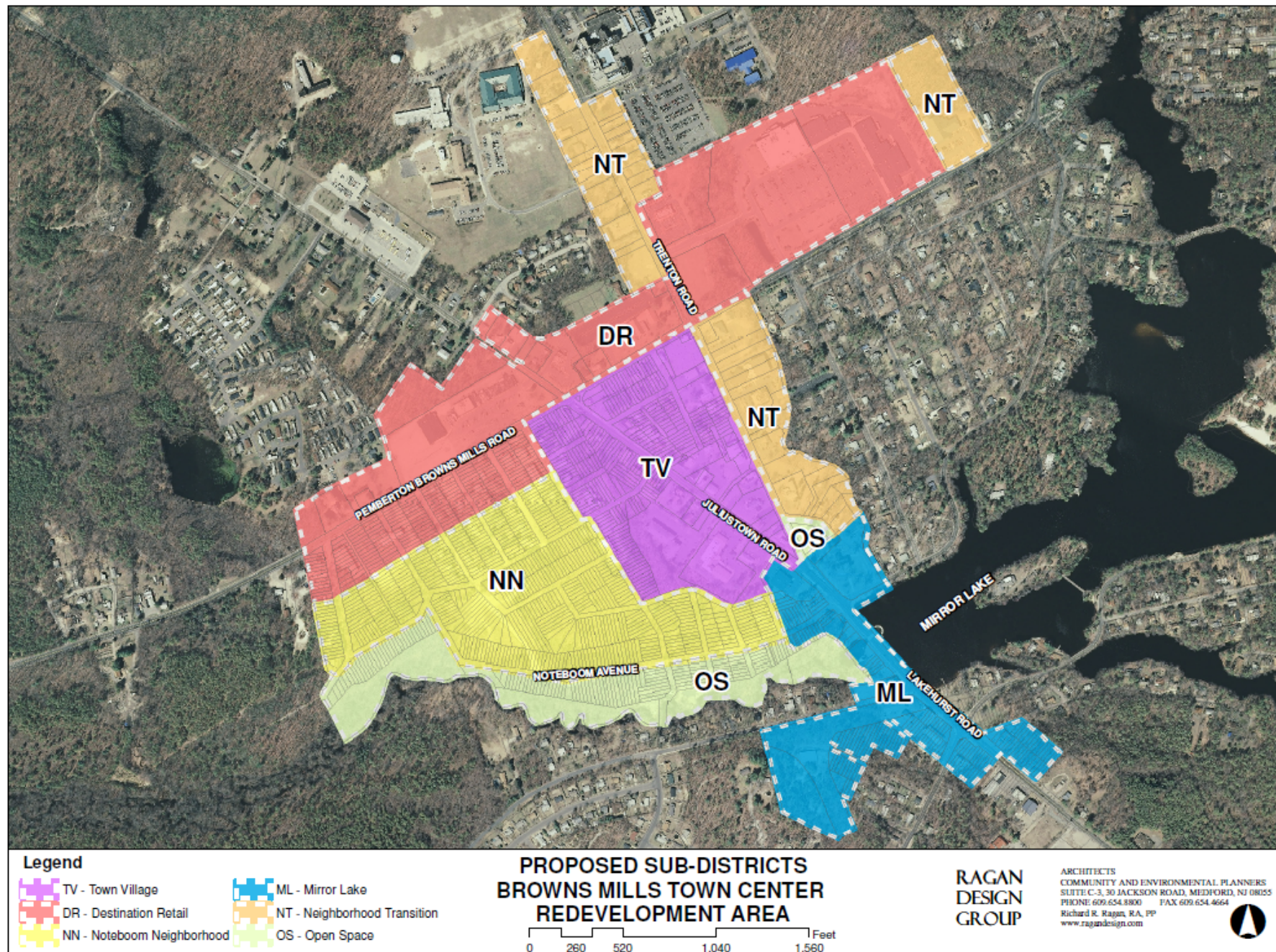
### **1.4 Overall Plan Summary**

Downtown Browns Mills' lake frontage is the prime attribute that differentiates it from other downtowns trying to revitalize and retain their community character. The overall objective of this redevelopment plan is to utilize Mirror Lake and the other natural attributes found in Browns Mills and create a regional destination with shopping, recreation, and entertainment. As the redevelopment is implemented, downtown Browns Mills will contain many of the assets it had when it was a well-known recreation and progressive medical treatment area – an attractive downtown with mixed use buildings, retail, entertainment, and recreation. The objectives outlined in this redevelopment plan are the direct result of extensive community visioning and design workshops in preparation of the Township's comprehensive master plan, the Browns Mills Downtown Strategic Revitalization Study, and the JGSC Marketing Analysis. The community overwhelmingly stated that the main focus of the redevelopment plan shall be:

- 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, and the community.
- 3) Increase the residential density by offering a variety of housing options in the downtown area.
- 4) Rehabilitate older shopper centers and buildings into more attractive buildings to improve the quality of stores in Browns Mills.

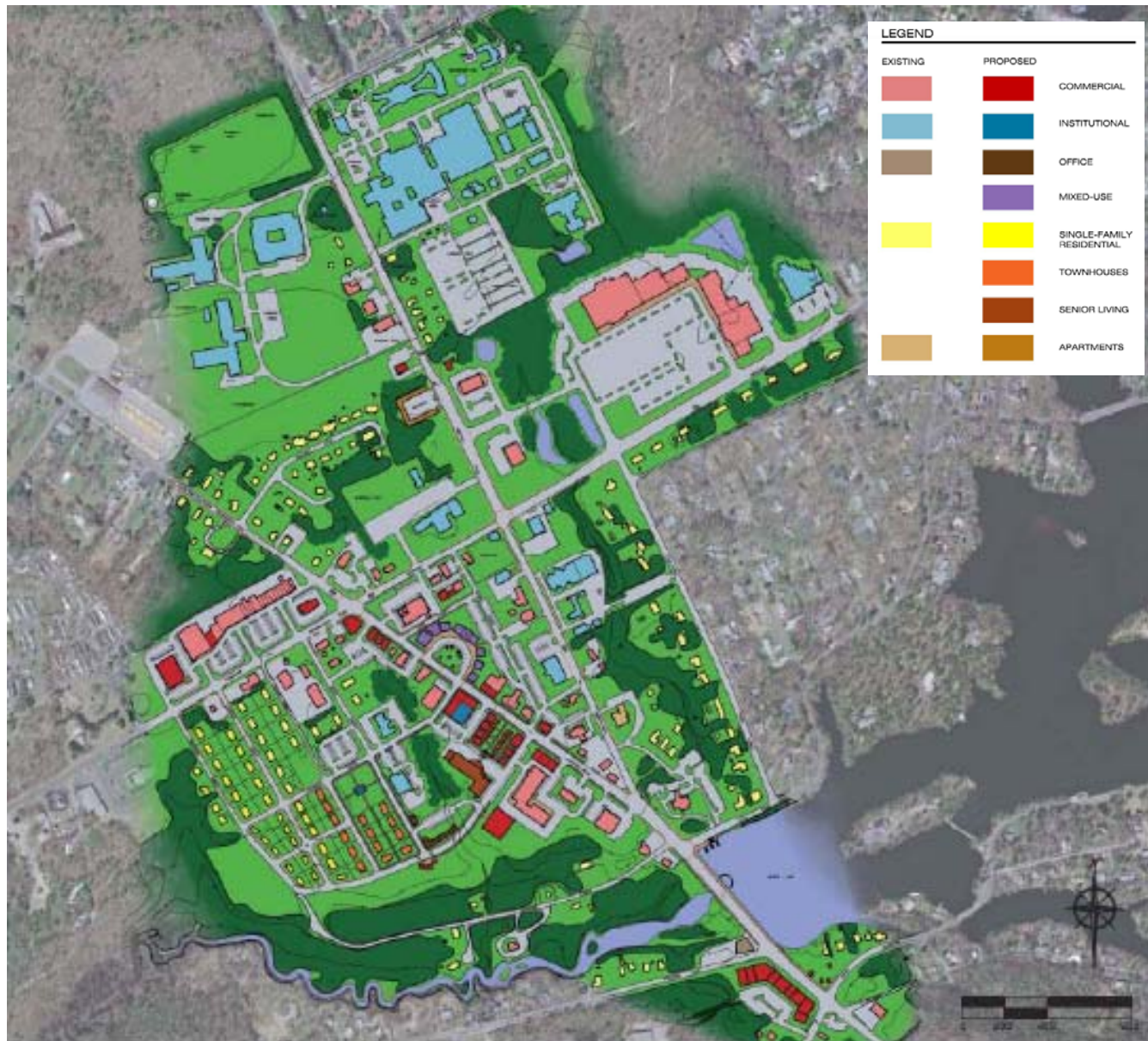
There are six (6) sub-districts within the redevelopment area: Town Village (TV), Destination Retail (DR), Noteboom Neighborhood (NN), Neighborhood Transition (NT), Mirror Lake (ML), and Open Space (OS). Below are specific guidelines for each sub-district within the redevelopment area:







## BROWNS MILLS TOWN CENTER REDEVELOPMENT ILLUSTRATIVE PLAN





#### **1.4.1 Town Village District**

- a. Juliustown Road, Trenton Road and Pemberton Browns Mills Road are the main thoroughfares into Browns Mills. At one time, travelers from Philadelphia and Trenton would use these roadways on their way to shore points and would stop in Browns Mills to freshen-up at one of the luxurious boarding houses, eat at one of the restaurants, or stay for a couple of days and utilize the recreation opportunities at Mirror Lake. The eastside of Juliustown Road is the most noticeable street in all of Browns Mills. To set the theme for a newly reinvigorated downtown area, the redevelopment plan recommends that a new public plaza be created on the eastside of Juliustown Road. A commercial prominent building occupied by an anchor tenant shall be constructed at the apex of the public plaza. The prominent building shall have an iconic architectural element on top of the building such as a clock tower, cupola, or steeple to signify the importance of the site.
- b. Mixed-use buildings that support the needs of the community shall flank the prominent building. All buildings shall front the street with limited setbacks from the ROW. New facades shall be placed on existing buildings fronting Juliustown Road to bring them closer to the road and create more of a human-scaled environment.
- c. A wide sidewalk and streetscaping shall be provided to encourage pedestrian circulation, human interaction, and ground level activity.
- d. A public plaza with a fountain, landscaping, green space, and park benches shall be constructed facing Juliustown Road, which will provide an attraction in the downtown area and encourage people to spend more time in Browns Mills. The public plaza can be utilized for farmers' markets, community events, and entertainment. A new one way road with on-street parking will be created to facilitate vehicles around the plaza. The new roadway will connect with Dearborn Avenue.
- e. Similar to the eastside of Juliustown Road, all buildings along the western side of Juliustown Road frontages shall be expanded towards the front property line to create a pedestrian environment and to facilitate a better site design.
- f. The municipal parking lot shall be expanded, repaved and reoriented to accommodate the increase demand in parking spaces associated with new development in the downtown area. Market Street shall be continued to Busansky Road to provide for better circulation.



**Town Village District Illustrative Plan**