

Princeton Township Committee

Alexander Corridor Rezoning

Residential Mixed Use

February 28, 2011



Background: Community Master Plan

2007 Master Plan Re-Examination Report

- *“The service zones along Alexander Road and 206 should be studied to determine if these areas still function as service zones or if a new zone designation elsewhere would be feasible.”*
- *“The community may have to focus more on redevelopment of existing areas as a way to meet future land use needs rather than relying on the development of vacant land.”*



Background: Community Master Plan

- The community master plan calls upon educational institutions to:
 - Improve traffic flow.
 - Address back-ups at key intersections (Alexander/Faculty Road).
 - Help reduce peak hour traffic volumes.
 - Increase utilization of bicycles.
 - Enhance gateways into the community.
 - Enhance public areas with art.
 - Create safe and pleasant pedestrian environments.
 - Link commercial, educational, and cultural activities.



Background: Milestones

- **June 8, 2009** Meeting with Township Committee
 - Arts and Transit Plans
- **November 23, 2009** Meeting with Township Committee
 - Shared Goals for Alexander Corridor
- **January 31, 2011** Joint Meeting with Township Committee and Borough Council
 - Arts and Transit Plans



Shared Goals for Alexander Rezoning

*As discussed and approved at Princeton Township Committee Meeting
on November 23, 2009*

- Create an attractive new **gateway** to the Princeton community and the campus.
- Create an arts, transit and educational district at the northern end of the Township's Alexander Street corridor that will enhance the role of the arts at the University and in the Princeton community and **create attractive public spaces**.
- Create a **mixed-use district** south of the arts, transit and educational district that complements that district and includes residential, commercial/office and retail spaces.



Shared Goals for Alexander Rezoning

*As discussed and approved at Princeton Township Committee Meeting
on November 23, 2009*

- Define permitted uses, provide adequate parking, **orient new buildings to lessen traffic impacts**, and be respectful of adjacent communities.
- Develop **height and massing guidelines** for buildings that are in **character** with Princeton.
- Work cooperatively to **accommodate appropriate mass transit** and to **improve traffic flow** in and through the area.
- Provide **pedestrian-friendly** and **bike-friendly design**.



Shared Goals for Alexander Rezoning

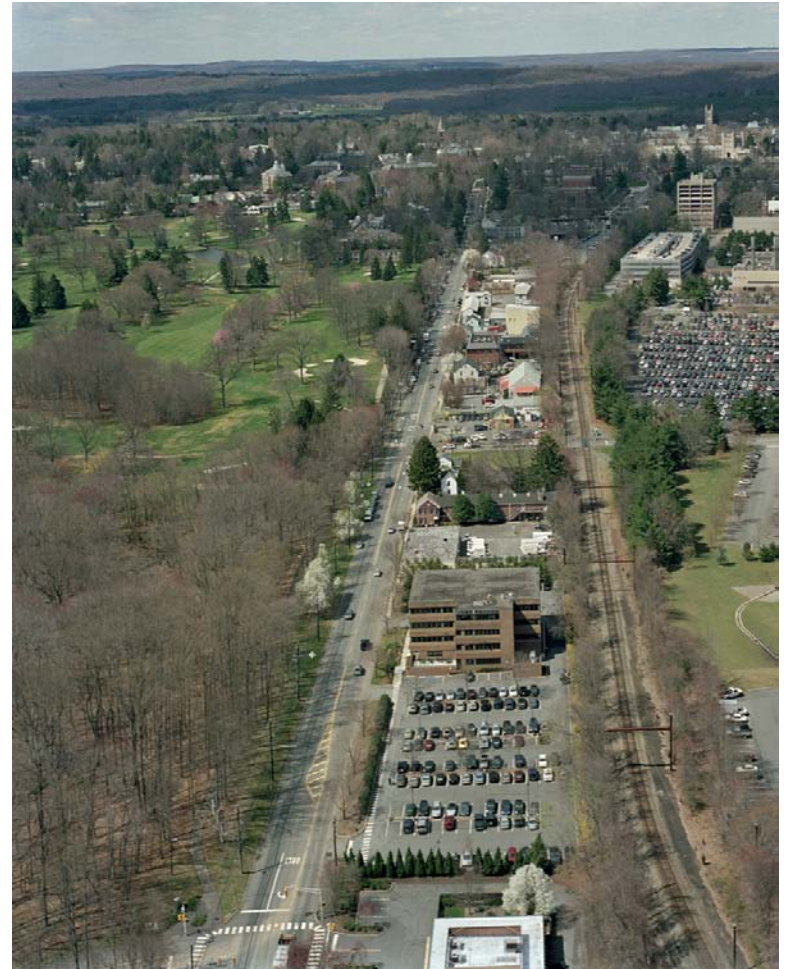
*As discussed and approved at Princeton Township Committee Meeting
on November 23, 2009*

- Emphasize **environmental sustainability** in the planning of the arts, transit, educational and mixed-use districts and design of buildings.
- Enhance **opportunities for ratable properties** to contribute to the municipality's tax base.
- Establish expectations for work force, moderate income and affordable **housing** within the mixed-use district.



Alexander South: Existing Conditions

- Buildings with poor relationship to Alexander Street.
- Large surface parking lots, paved spaces, and disjointed incongruous buildings.
- No housing or street life.



Alexander South: Vision

- Create a largely residential, mixed-use neighborhood.
- Housing.
- Retail and Office Space.
- A well-defined street edge and gateway to Princeton.
- Attractive Landscape.
- Complete Streets
 - Pedestrian and bike-friendly.
- Accessible to mass transit.
- Build to high standards of environmental sustainability.
- An opportunity for ratable properties.



Alexander South: Design Concepts

- Provide residential units with stoops and entrances at street level.
- Create retail opportunities at street level.
- Create an attractive street with a well-defined edge including street trees, stoops, gardens and sidewalk retail opportunities.
- Create pocket parks to encourage modulation in scale.



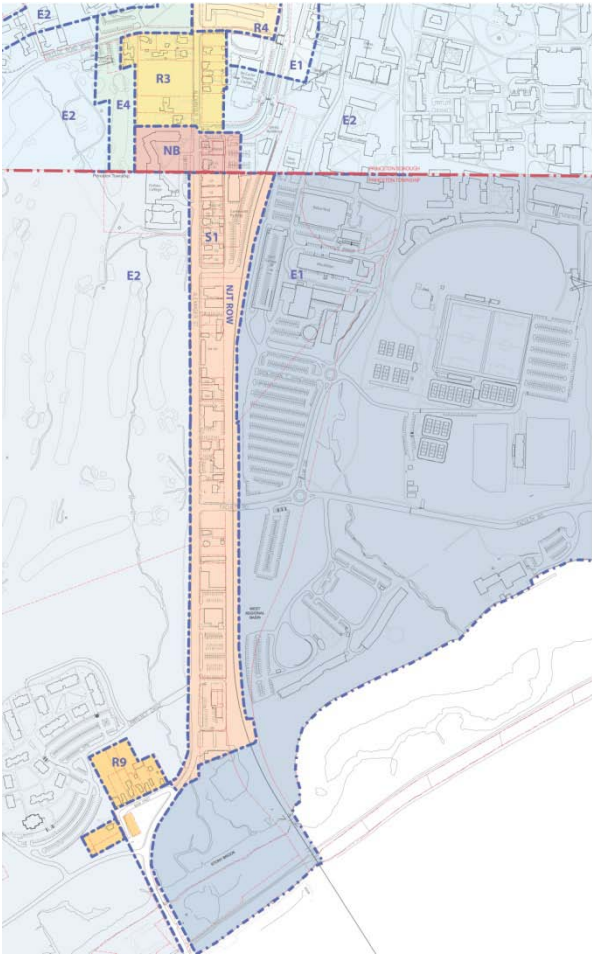
Alexander South: Complete Street Concepts



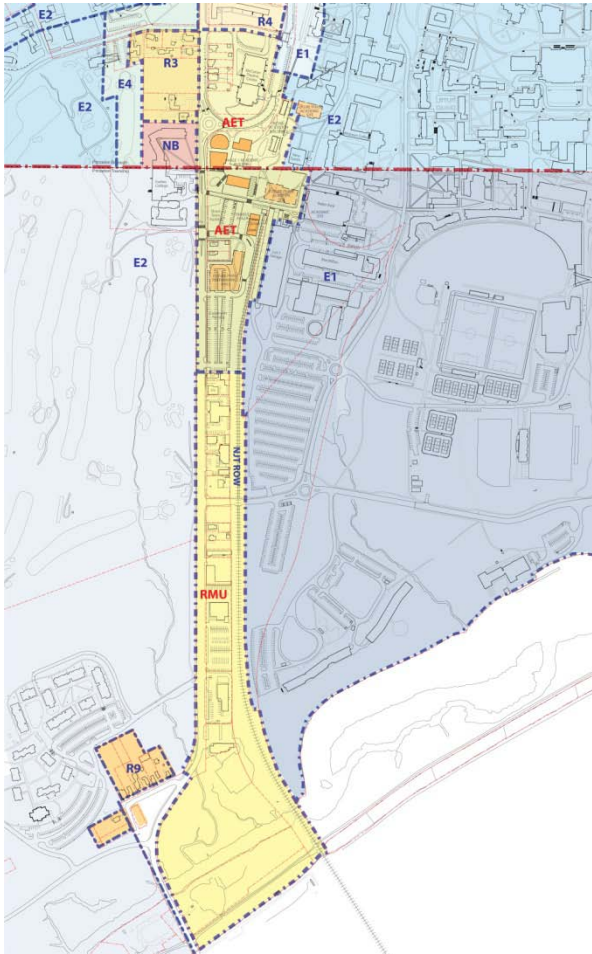
- Provide integrated space for:
 - Vehicle travel along Alexander Street.
 - Street parking.
 - Bike lanes and connections.
 - Pedestrian sidewalks and pathways.



Alexander Corridor: Existing and Proposed Zoning



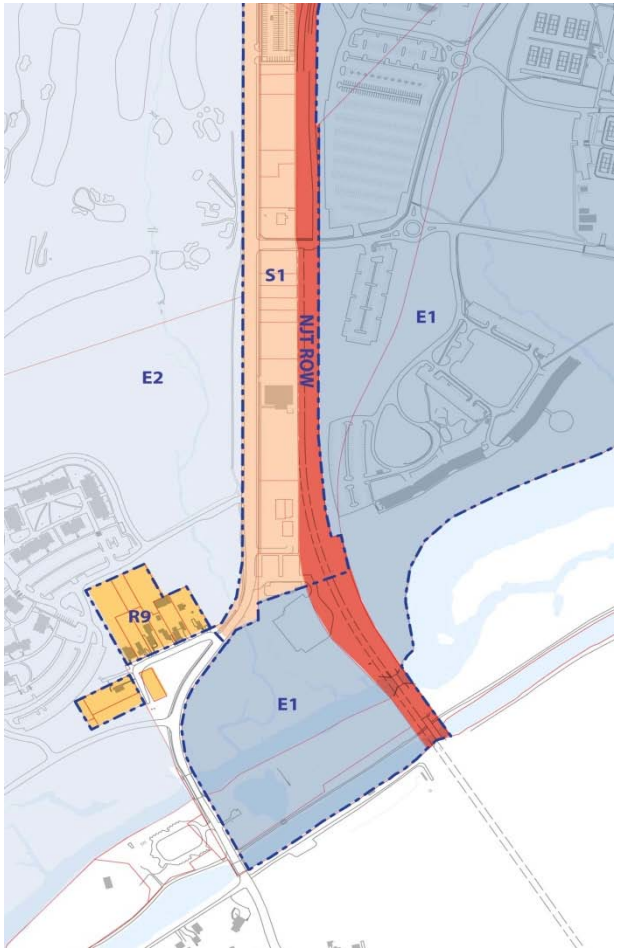
Existing Zoning



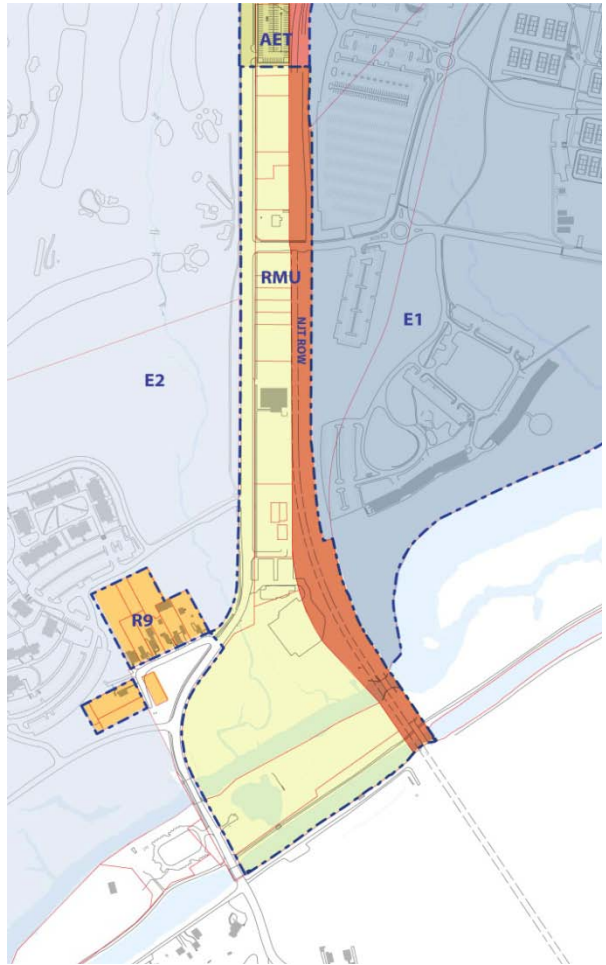
Proposed Zoning



Alexander South: Proposed Residential Mixed Use Zoning (RMU)



Existing Zoning



Proposed RMU Zoning



RMU Ordinance

Purpose

- Establishes a mixed-use neighborhood governed by a comprehensive set of bulk standards and design guidelines to achieve a consistent new gateway neighborhood.
- Provides for a careful balance of residential, retail, and commercial components that are complementary to the adjacent campus and transit hub.
- Encourages an interesting, active and appealing streetscape for residents and passerby.



RMU Ordinance

Existing Uses permitted in S1

- **Uses conducive to heavy trucking and bus transportation.**
- **Uses characterized by moderate dust & noise, such as storage, handling, sale & delivery...of lumber, coal, masonry, grain & feed, solid & liquid fuels & similar goods.**
- **Storage of inflammable materials other than explosives.**
- **Storage warehouses.**
- **Public utility structures.**
- **Freight yards, railroad sidings.**
- **Commercial garages & gas stations.**
- **Printing establishments & newspaper offices.**
- **Banks and savings institutions.**
- **Retail stores and bakeries.**
- **Hotels and motels.**
- **Business offices.**

*removed



Proposed Uses in RMU

- **Residential: One-family, two-family, attached, and multiple dwellings.**
- **Transit Uses.**
- **Retail Stores, shops, and bakeries.**
- **Business and professional offices.**
- **Restaurants, pubs.**
- **Office/research uses.**
- **Instructional, reference, and service.**
- **Storage warehouses.**
- **Public utility structures.**
- **Commercial garages, rental agencies & gas stations.**
- **Banks and savings institutions.**
- **Service & personal property repair establishments (barber, shoe repair, etc.).**
- **Child care facilities.**
- **Hotels and motels.**
- **Parking lots and garages.**

* new

RMU Ordinance

Mandatory Mix of Uses

- Project of more than one acre, a minimum of 10% of useable floor area must be for a retail, service, and/or commercial use.
- 25% of a site shall be a landscaped area (planted and hardscape combined).

Bulk Regulations

- FAR 1.0 for lots under .5 acres
 1.5 for lots greater than .5 acres
- Height 55 feet/4 stories
 70 feet/5 stories (5th story must be set back 10 feet from building face)
- Parking Setbacks
 10 feet front and side yards
 0 feet rear yard (to NJ Transit ROW)



RMU Ordinance

Parking

- Provisions for parking are consistent with comparable mixed-use types of development.
- Design guidelines encourage parking behind buildings, not visible from the street.
- To achieve appropriate density, structured parking is likely to be utilized.



RMU Ordinance

Signage

- Comprehensive provisions for signage within the zone to encourage and support the “mixed use” aspects of the district.
- Sensitive to the gateway experience.
- Encourage wayfinding signage.



RMU Ordinance

Affordable/Workforce Housing

- Provides comprehensive provisions for affordable and workforce housing consistent with similar ordinance provisions elsewhere in the Township.



RMU Design Guidelines

Accompanying the zoning ordinance will be a comprehensive set of design guidelines and diagrams that are intended to:

- Address a wide range of lot sizes, uses and orientations to achieve compatibility among a variety of existing and new developments over time.
- Guide building massing and design for neighborliness.
- Ensure appropriate street-scale, pedestrian interest, as well as setbacks and architectural treatments.
- Ensure a high standard of livability for housing
- Foster a sense of neighborhood.
- Ensure a suitable scale and design interest to enhance the Alexander Street gateway.

