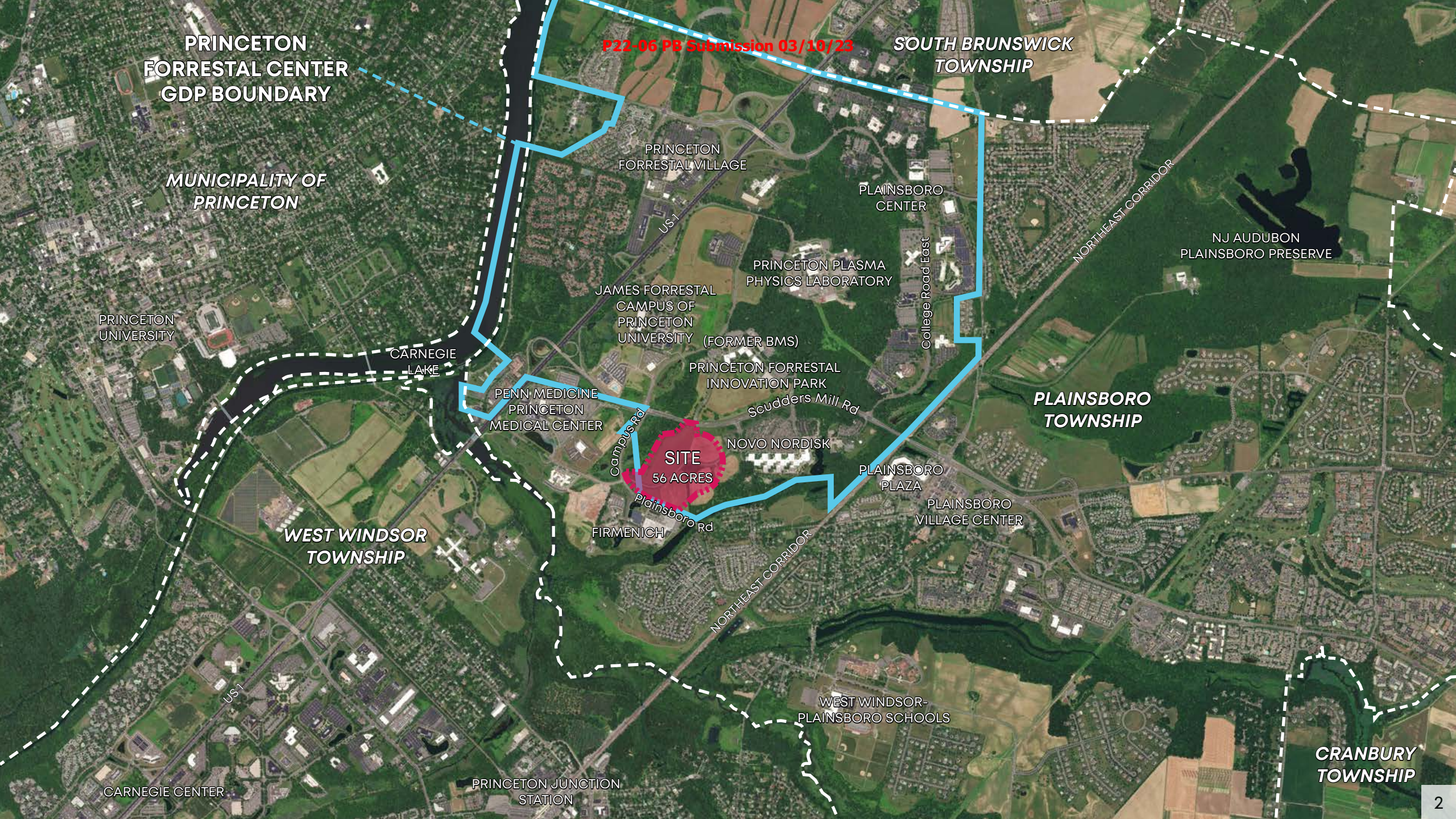


FUSION @ PLAINSBORO

February 2023





P22-06 PB Submission 03/10/23

PRINCETON
FORRESTAL CENTER
GDP BOUNDARY

SOUTH BRUNSWICK
TOWNSHIP

MUNICIPALITY OF
PRINCETON

PRINCETON
UNIVERSITY

CARNEGIE
LAKE

PENN MEDICINE
PRINCETON
MEDICAL CENTER

PRINCETON
FORRESTAL VILLAGE

PLAINSBORO
CENTER

PRINCETON PLASMA
PHYSICS LABORATORY

JAMES FORRESTAL
CAMPUS OF
PRINCETON
UNIVERSITY (FORMER BMS)

PRINCETON FORRESTAL
INNOVATION PARK

Scudders Mill Rd

NOVO NORDISK

SITE

56 ACRES

Campus Rd

Plainsboro Rd

FIRMENICH

PLAINSBORO
PLAZA

PLAINSBORO
VILLAGE CENTER

WEST WINDSOR
TOWNSHIP

PLAINSBORO
TOWNSHIP

NJ AUDUBON
PLAINSBORO PRESERVE

NORTHEAST CORRIDOR

WEST WINDSOR-
PLAINSBORO SCHOOLS

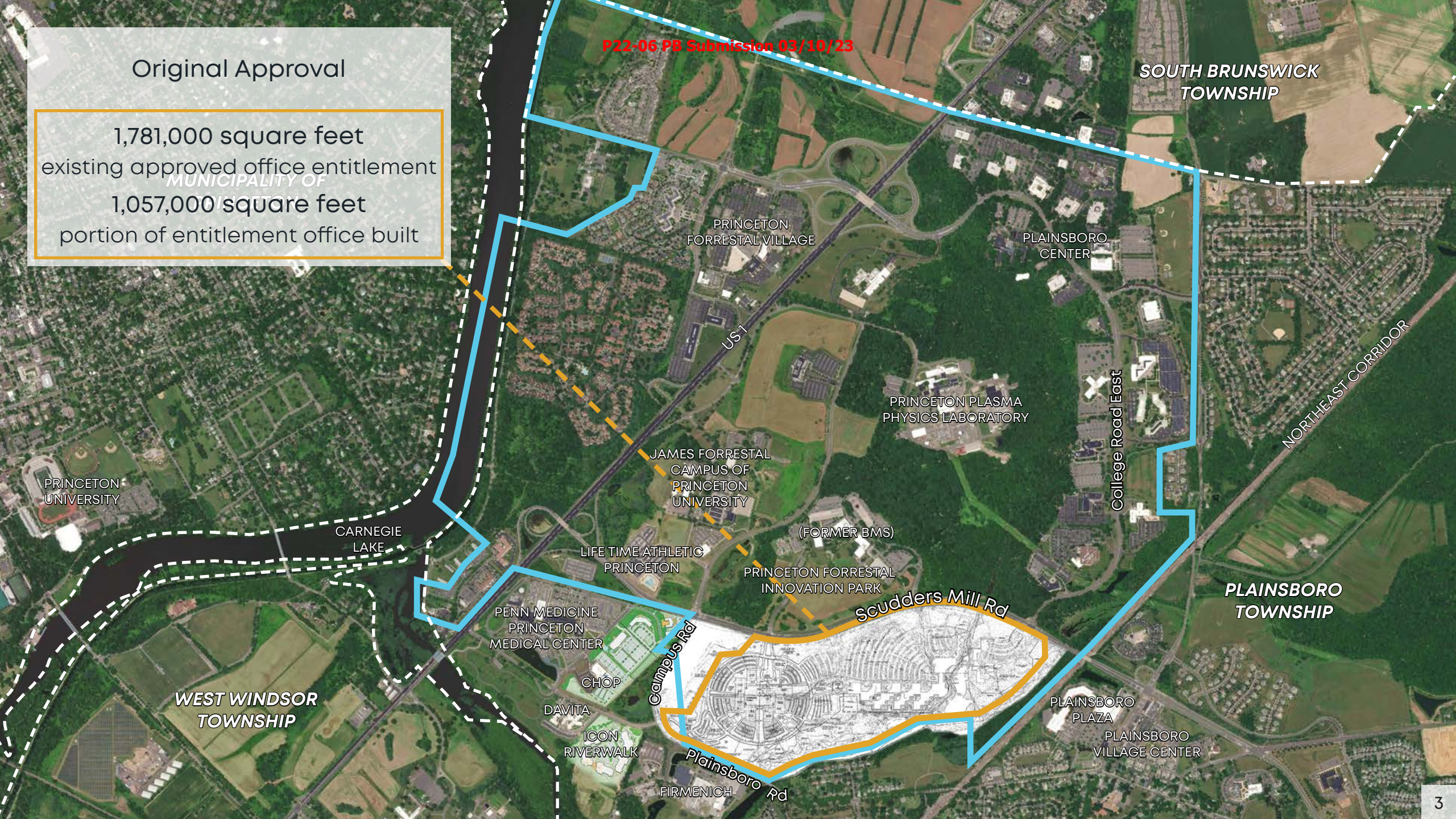
PRINCETON JUNCTION
STATION

CARNEGIE CENTER

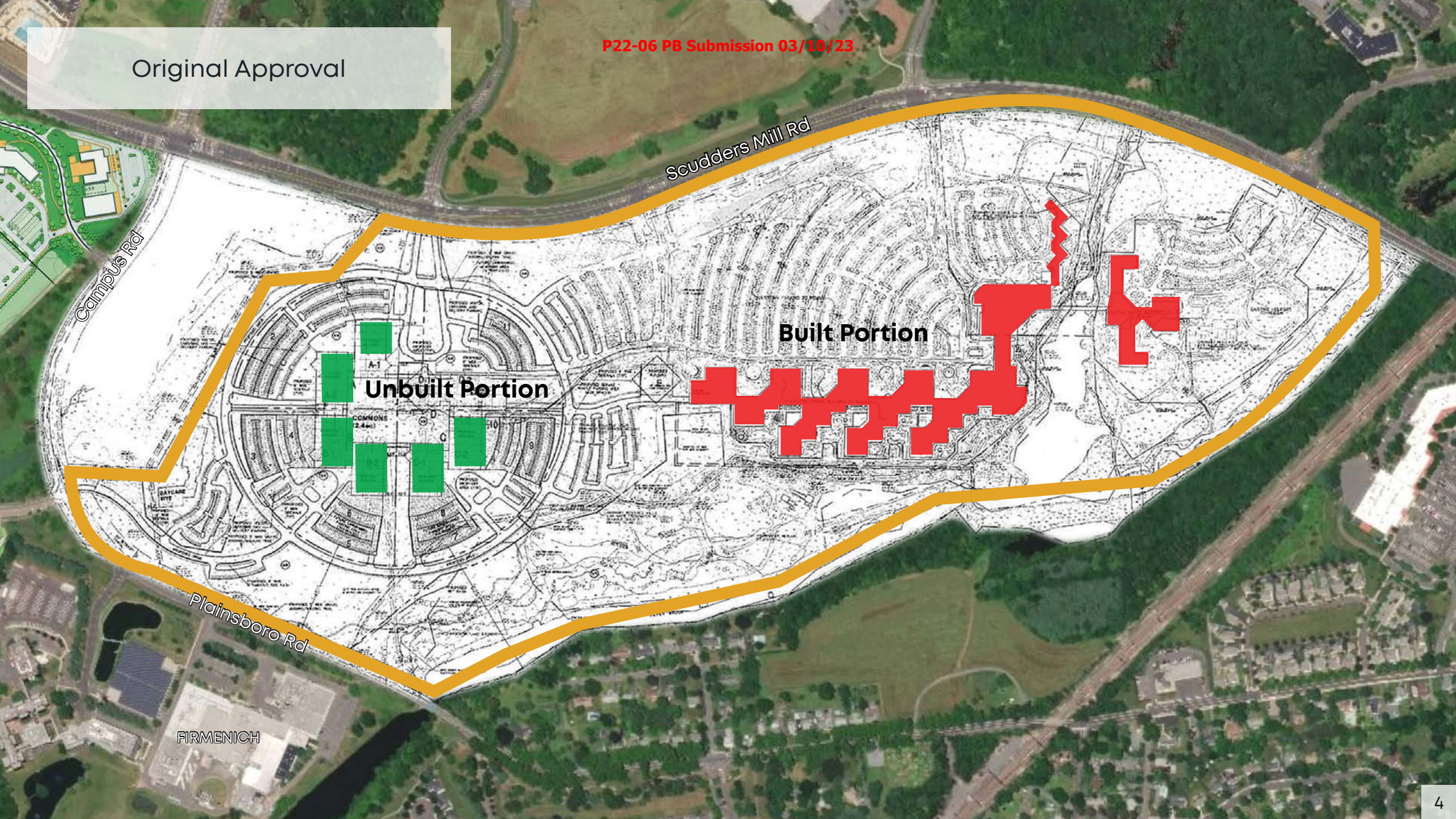
CRANBURY
TOWNSHIP

Original Approval

1,781,000 square feet
existing approved office entitlement
1,057,000 square feet
portion of entitlement office built



Original Approval



Campus Rd

Scudders Mill Rd

Plainsboro Rd

FIRMENICH

Unbuilt Portion

Built Portion

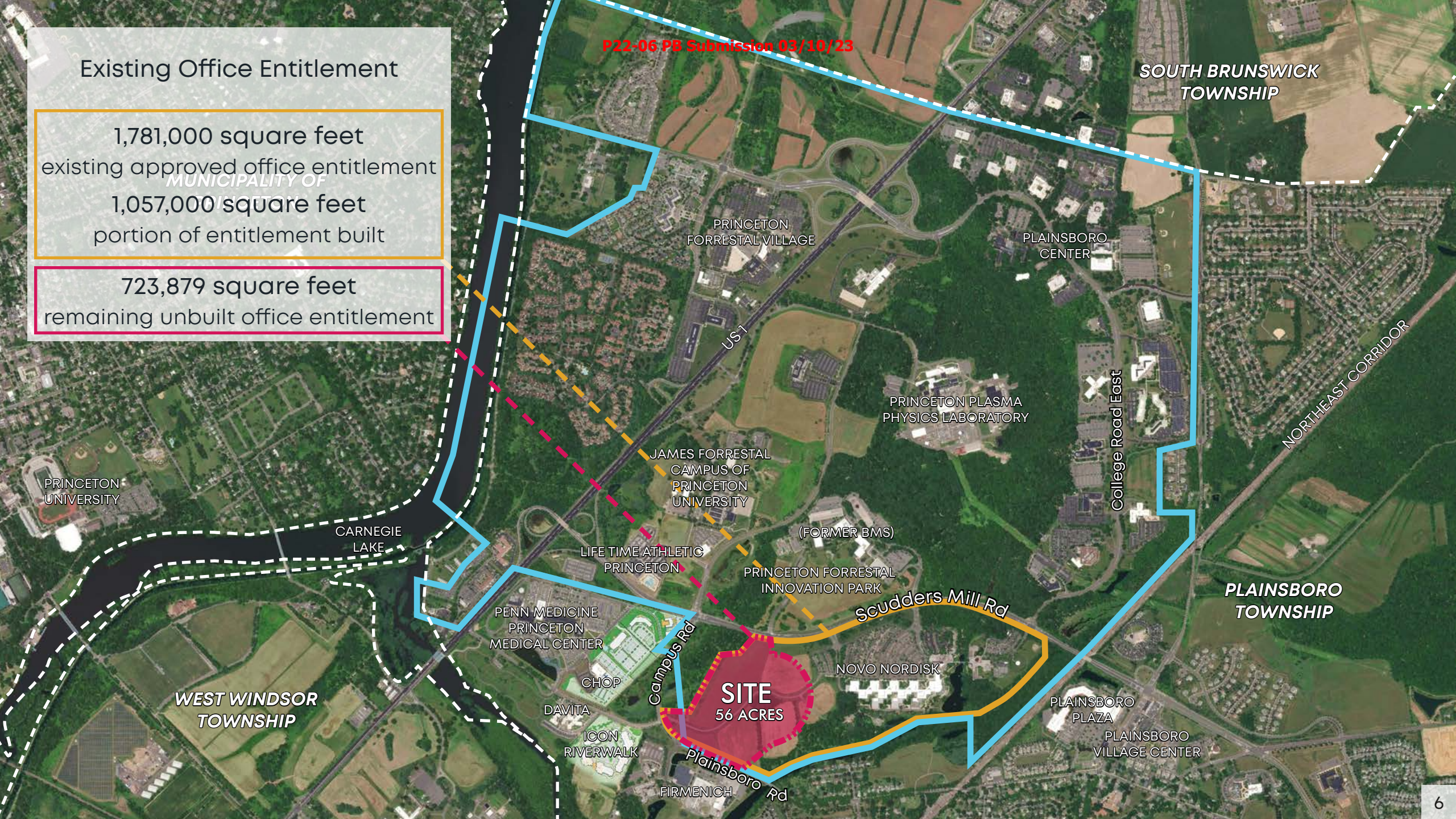
Environmental Constraints



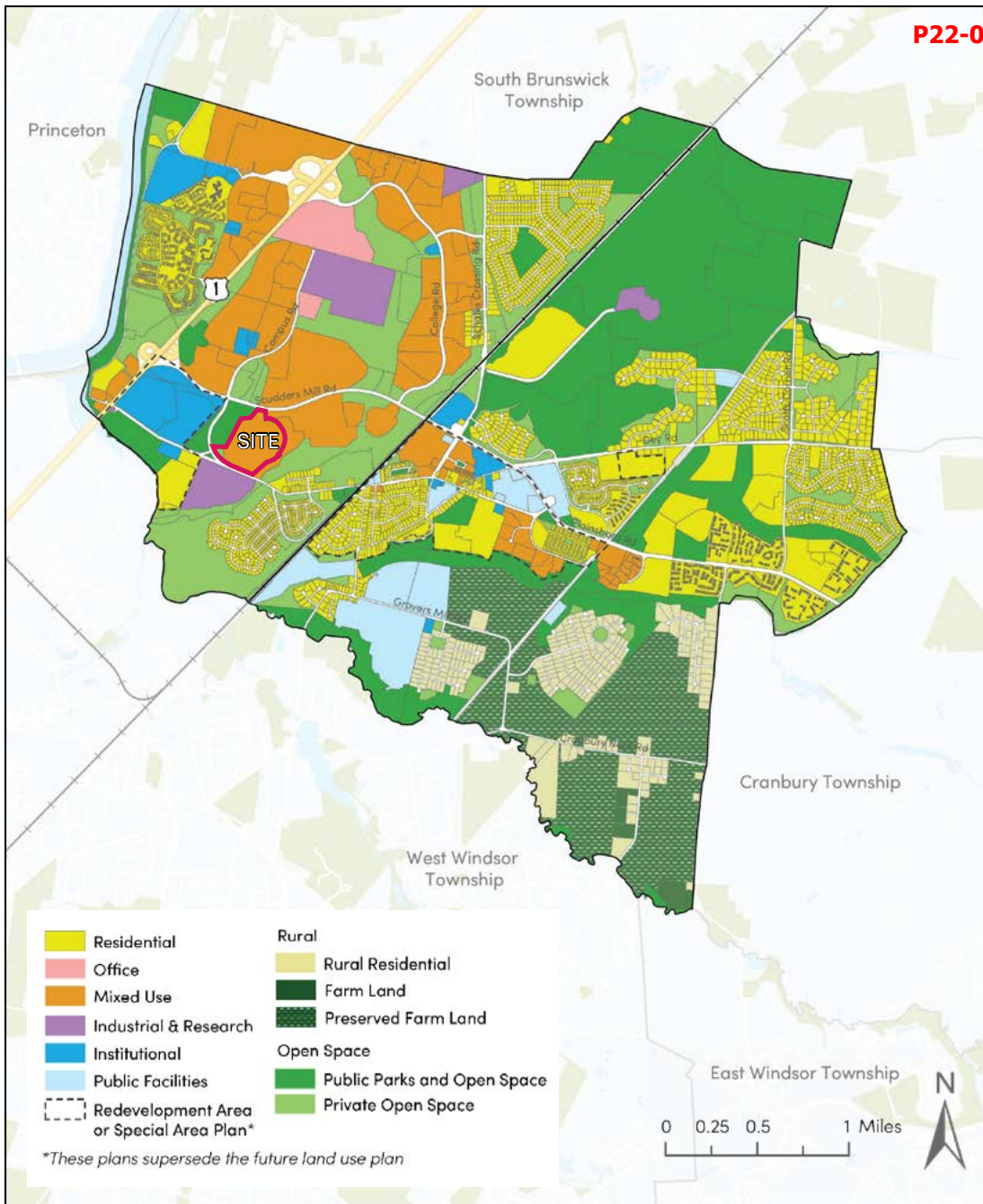
Existing Office Entitlement

1,781,000 square feet
existing approved office entitlement
1,057,000 square feet
portion of entitlement built

723,879 square feet
remaining unbuilt office entitlement



2022 Master Plan



- Creates a new **Mixed Use** section consistent with proposed 2022 Land Use Plan Map
- Better addresses community goals by allowing parcels to **evolve as land use trends and markets change**
- **Creates a unique sense of place** and community for residents, shoppers and employees alike
- Creates opportunities for **creative land use** planning, including of well-integrated **compact and mixed-use walkable areas**
- Growth will be in the form of **infill development and addition of mixed-use, including residential**

What already exists?



PLAINSBORO VILLAGE CENTER



PLAINSBORO PLAZA



PRINCETON FORRESTAL VILLAGE

What's missing in Office Parks along the Route 1 corridor?



FOOD HALL



BEER GARDEN



MIXED-USE LIVING

What emerging trends do Corporations seek for the workforce?



UNIQUE EXPERIENCE - 7 DAYS/WEEK



DISTINCTIVE LIVING



DYNAMIC AFTER-WORK SCENE

Mixed-use anchored by Food Hall/Distillery/Public Space



MIDTOWN PLAZA, CARMEL INDIANA



FIRMENICH

ICON
RIVERWALK

DAVITA

CHOP

PENN MEDICINE
PRINCETON
MEDICAL CENTER

Plainsboro Rd

SITE
56 ACRES

DISCOVERY YEARS
CHILD LEARNING CENTER

LIFE TIME ATHLETIC
PRINCETON

Scudders Mill Rd

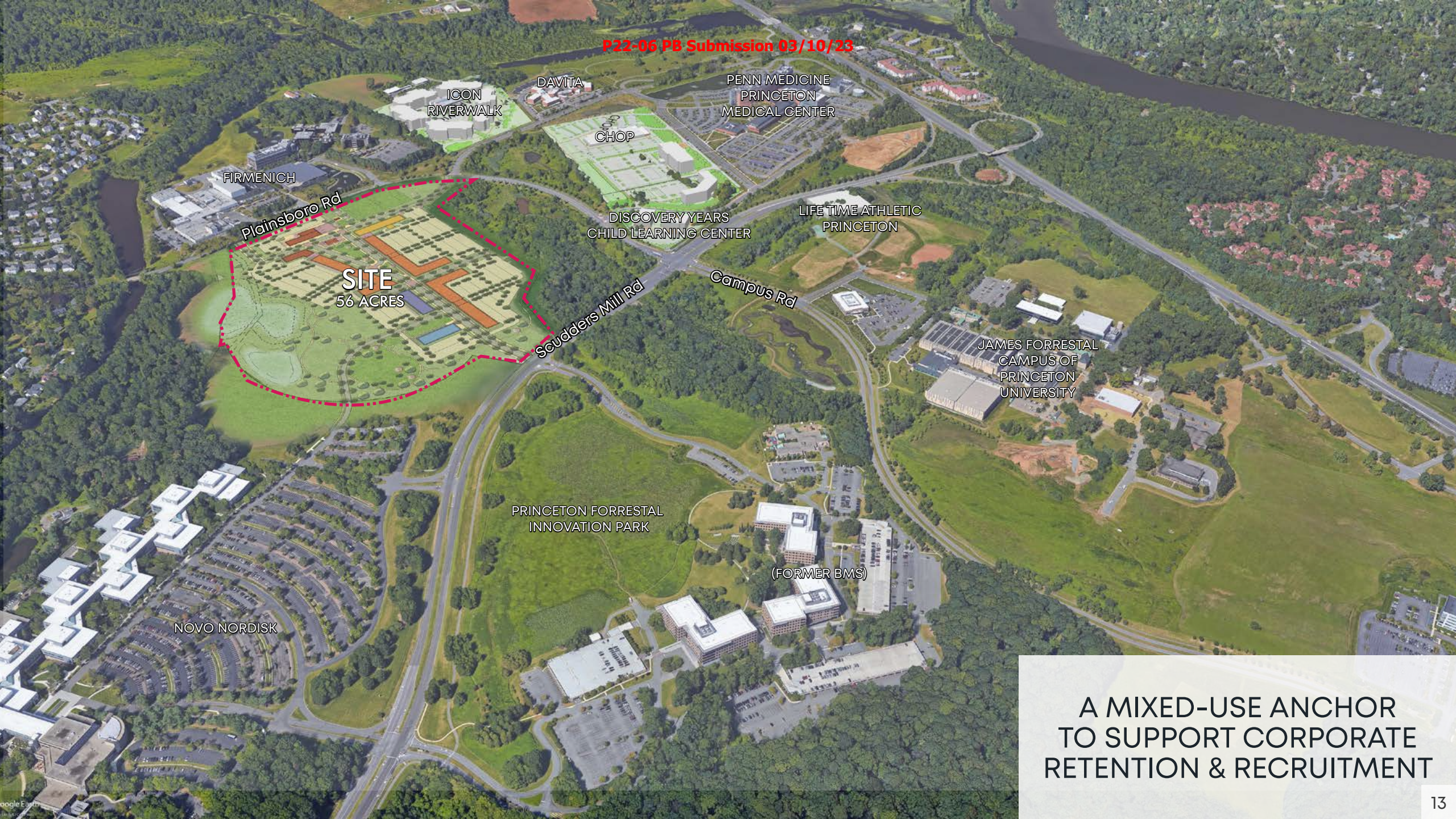
Campus Rd

JAMES FORRESTAL
CAMPUS OF
PRINCETON
UNIVERSITY

PRINCETON FORRESTAL
INNOVATION PARK

(FORMER BMS)

NOVO NORDISK



A MIXED-USE ANCHOR
TO SUPPORT CORPORATE
RETENTION & RECRUITMENT

PENN MEDICINE
PRINCETON
MEDICAL CENTER

Campus Rd

NOVO NORDISK

ICON
RIVERWALK

FIRMENICH

Plainsboro Rd

Proposed Mix of Uses

-  Office
-  Active Adult
-  Mixed-Use
-  Extended Stay
-  Commercial



(FORMER BMS)

PRINCETON FORRESTAL
INNOVATION PARK

NOVO NORDISK





FOOD HALL

BEER GARDEN

MIXED-USE

**INNOVATIVE
WORKSPACES**

**ARTS, RECREATION &
ENTERTAINMENT**





FOOD HALL

BEER GARDEN

MIXED-USE

**INNOVATIVE
WORKSPACES**

**ARTS, RECREATION &
ENTERTAINMENT**





FOOD HALL

BEER GARDEN

MIXED-USE

**INNOVATIVE
WORKSPACES**

**ARTS, RECREATION &
ENTERTAINMENT**





FOOD HALL

BEER GARDEN

MIXED-USE

**INNOVATIVE
WORKSPACES**

**ARTS, RECREATION &
ENTERTAINMENT**





FOOD HALL

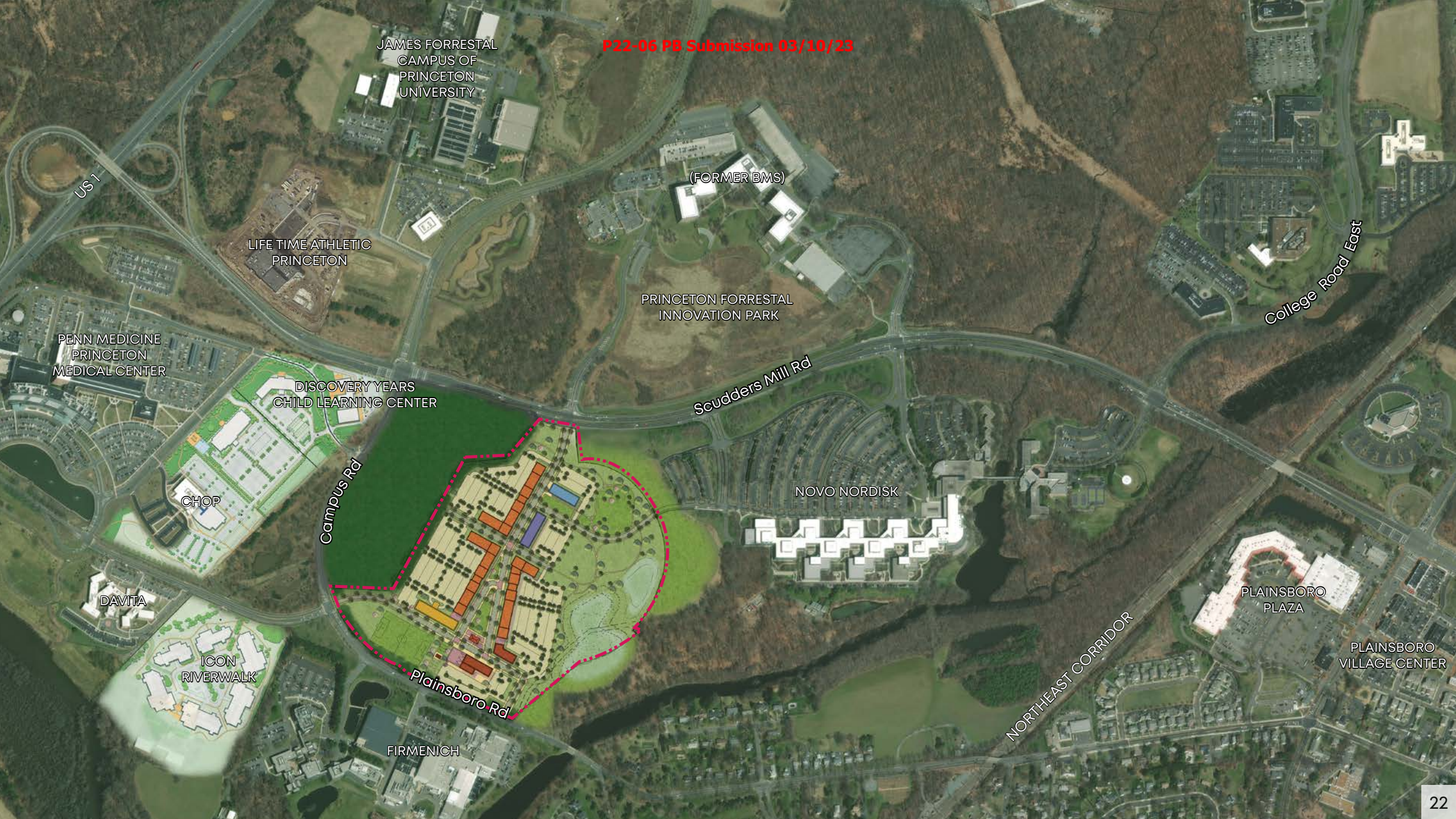
BEER GARDEN

MIXED-USE

**INNOVATIVE
WORKSPACES**

**ARTS, RECREATION &
ENTERTAINMENT**





P22-06 PB Submission 03/10/23

JAMES FORRESTAL
CAMPUS OF
PRINCETON
UNIVERSITY

(FORMER BMS)

PRINCETON FORRESTAL
INNOVATION PARK

LIFE TIME ATHLETIC
PRINCETON

PENN MEDICINE
PRINCETON
MEDICAL CENTER

DISCOVERY YEARS
CHILD LEARNING CENTER

CHOP

DAVITA

ICON
RIVERWALK

FIRMENICH

NOVO NORDISK

PLAINSBORO
PLAZA

PLAINSBORO
VILLAGE CENTER

College Road East

NORTHEAST CORRIDOR

Campus Rd

Plainsboro Rd

Scudders Mill Rd

Transit Accessibility

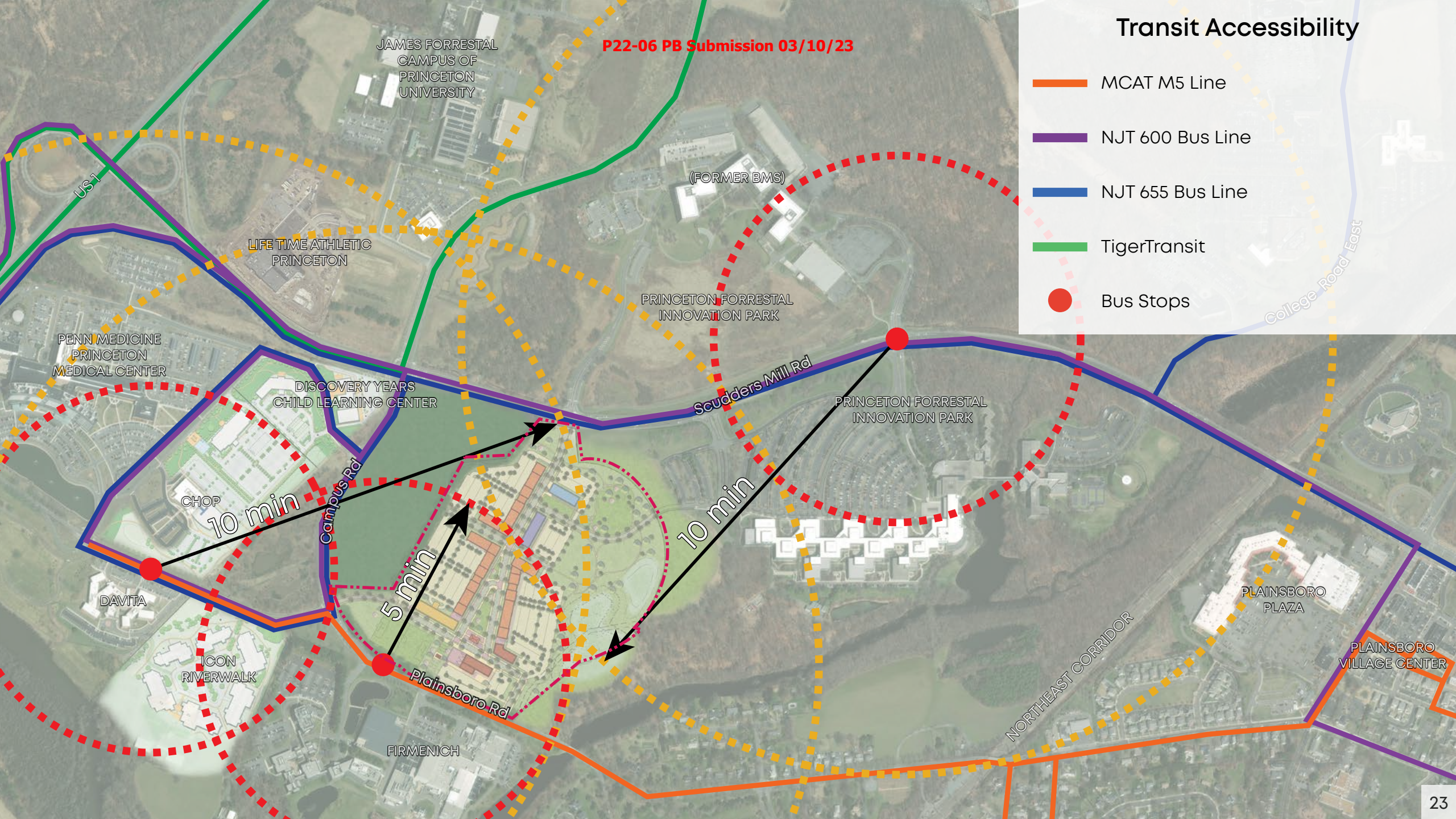
MCAT M5 Line

NJT 600 Bus Line

NJT 655 Bus Line

TigerTransit

Bus Stops



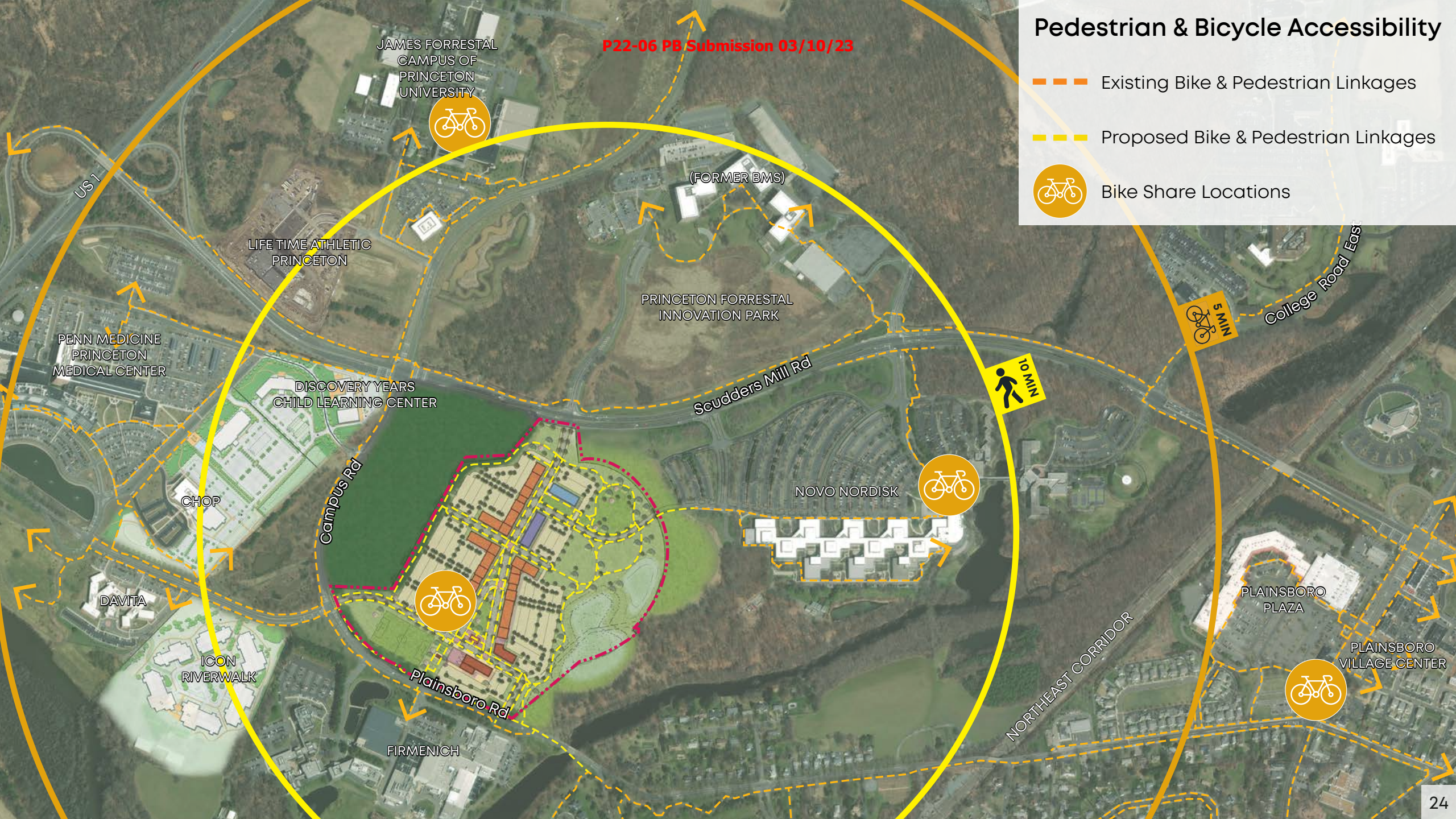
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Pedestrian & Bicycle Accessibility

Existing Bike & Pedestrian Linkages

Proposed Bike & Pedestrian Linkages

Bike Share Locations



Pedestrian & Bicycle Accessibility

P22-06 PB Submission 03/10/23

Scudders Mill Rd

PENN MEDICINE
PRINCETON
MEDICAL CENTER

Campus Rd

NOVO NORDISK

Existing Bike & Pedestrian Linkages

Proposed Bike & Pedestrian Linkages



Bike Share Locations



Plainsboro Rd

FIRMENICH

ICON
RIVERWALK

P22-06 PB Submission 03/10/23

Scudders Mill Rd

FUSION @ Plainsboro Program

OPEN SPACE

45%-50% Open Space

Community Green

Pickle Ball Courts

Sports Field

Amphitheater

OPEN
SPACE

WETLANDS

COMMUNITY
GREEN

PICKLE BALL
COURTS

AMPHITHEATER

SPORTS
FIELD

Plainsboro Rd

P22-06 PB Submission 03/10/23

Scudders Mill Rd

OPEN SPACE

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COMMUNITY GREEN

PICKLE BALL COURTS

AMPHITHEATER

SPORTS FIELD

Plainsboro Rd

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OFFICE

42,000 SF

1 space per 400 SF

P22-06 PB Submission 03/10/23

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OFFICE

42,000 SF

1 space per 400 SF

ACTIVE ADULT

Age Restricted Residential

64 units

~1.84 spaces per unit

Ground Floor Amenity

4,000 SF

P22-06 PB Submission 03/10/23

Scudders Mill Rd

OPEN
SPACE

WETLANDS

COMMUNITY
GREEN

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4,000 SF

MIXED-USE

Multi-Family Residential

435 units

~1.85 spaces per unit

Ground Floor Non-Residential

71,700 SF

5.5 spaces per 1,000 SF

Ground Floor Amenity

12,000 SF

Scudders Mill Rd

OPEN SPACE

WETLANDS

COMMUNITY GREEN

PICKLE BALL COURTS

AMPHITHEATER

SPORTS FIELD

Plainsboro Rd

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12,000 SF

EXTENDED STAY

70 rooms 1 space per room

Scudders Mill Rd

OPEN SPACE

WETLANDS

COMMUNITY GREEN

PICKLE BALL COURTS

AMPHITHEATER

SPORTS FIELD

Plainsboro Rd

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12,000 SF

EXTENDED STAY

70 rooms

1 space per room

RESTAURANTS

Beer Garden / Food Hall

28,000 SF

5.5 spaces per 1,000 SF

Restaurant

10,000 SF

5.5 spaces per 1,000 SF

Pavilion

2,000 SF

5.5 spaces per 1,000 SF



P22-06 PB Submission 03/10/23

Scudders Mill Rd

OPEN SPACE

WETLANDS

COMMUNITY GREEN

PICKLE BALL COURTS

AMPHITHEATER

SPORTS FIELD

Plainsboro Rd

FUSION @ Plainsboro Program

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28,000 SF 5.5 spaces per 1,000 SF
Restaurant
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Pavilion
2,000 SF 5.5 spaces per 1,000 SF

PROGRAM SUMMARY OF MIXED-USE MULTIPLE DWELLINGS DEVELOPMENT WITHIN AN EXISTING PLANNED DEVELOPMENT

Permitted Uses:

- Office
- Extended Stay
- Food & Beverage / Restaurants
- Mixed-Use Buildings
 - Ground Floor Non-Residential
 - Ground Floor Residential Amenity
 - Multi-Family Residential
- Active Adult Building
 - Ground Floor Residential Amenity
 - Age-Restricted Residential
- Open Space

Development Program

42,000 SF
70 rooms
40,000 SF
71,700 SF
12,000 SF
435 du
4,000 SF
64 du
45%-50%

PENN MEDICINE
PRINCETON
MEDICAL CENTER

Campus Rd

NOVO NORDISK

ICON
RIVERWALK

Plainsboro Rd

FIRMENICH

Stormwater & Infrastructure

-  Porous Pavement & Bioswales
-  Rain-gardens & Bio-infiltration Basins
-  Green Infrastructure
-  Underground Retention



Porous Asphalt

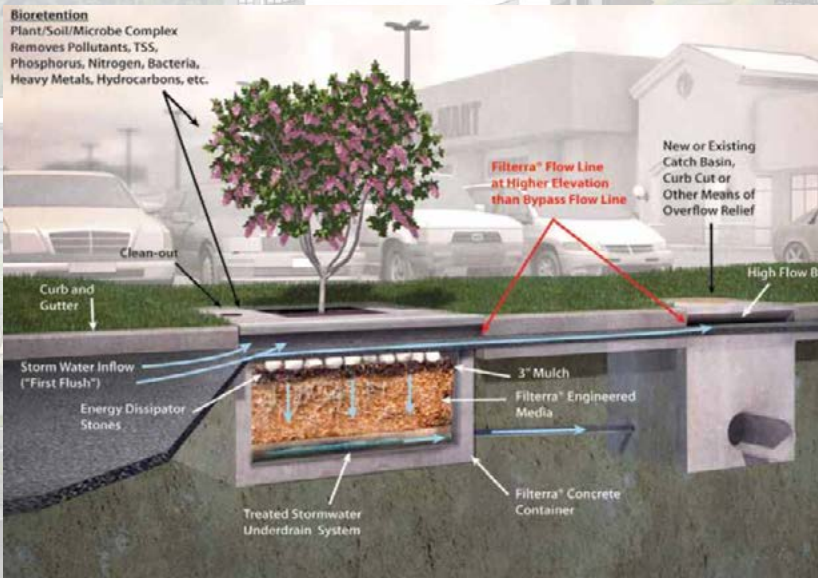
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Bioretention System



Underground Retention System



Green Infrastructure



Rain Garden



Wet Pond

STORMWATER & INFRASTRUCTURE

- Utilize NJDEP approved BMP measures throughout
- Upcoming NJDEP rules on increased rainfall amounts will be accounted for
- Located in close proximity to the new impervious surfaces including underground and surface options

TRAFFIC IMPACT

- Site approved for 723,879 SF of Office
- Proposed Mixed Use Concept Plan results in significantly reduced weekday AM/PM commuter traffic impacts (compared to Office)
- Proposed mix of uses will generate ~500 less vehicles trips per hour during weekday AM/PM peak hours
- Significant Roadway Improvements already constructed
- Potential access to 2 signalized intersections
- Access locations are consistent with prior approvals

FISCAL IMPACT

- Value of the Project: \$152.6M
- Anticipated number of public school students:
8 (Center for Urban Policy Research multipliers)
or 104 (using Township's multipliers)
- Overall annual tax revenue (surplus):
\$2,737,660 (Center for Urban Policy Research multipliers)
or \$849,340 (using Township's multipliers)

FUSION @ PLAINSBORO

February 2023

