

# PRINCETON NURSERIES



Exhibit A

Plainsboro GDP Development  
WRV Nurseries, LLC  
January 29, 2024



WRV Nurseries is pleased to present a proposal to develop the Princeton Nurseries site in the Township of Plainsboro, a ~109 acre tract within the Princeton Forrestal Center. WRV's proposed development includes a diverse mix of uses in a thoughtfully crafted master plan which was developed to meet the seven Guiding Core Principles and requirements of the GDP. At completion, the Nurseries development will establish a unique sense of place and a high quality environment for residents and the community to enjoy.

# Development Team

WRV Nurseries, LLC is comprised of three of the largest, most active real estate companies in New Jersey that have extensive experience designing, building, and managing vibrant, mixed-use developments throughout the State.



**Woodmont Properties**  
Greenbrook Executive Center  
100 Passaic Ave, #240  
Fairfield, NJ 07004  
973.316.9400



**Russo Development**  
570 Commerce Blvd  
Carlstadt, NJ 07072  
201.487.5657



**Vision Real Estate Partners**  
1 Bloomfield Ave  
Mountain Lakes, NJ 07046  
973.299.4000

# Development Team

WRV Nurseries, LLC has assembled a first-class project team consisting of our in-house team and professional consultants.

## Planning

Phillips Preiss

## Civil Engineering

Pennoni

## Traffic Engineering

Langan

## Architecture

Minno & Wasko Architects & Planners

## Landscape Architecture

Melillo Bauer Carman

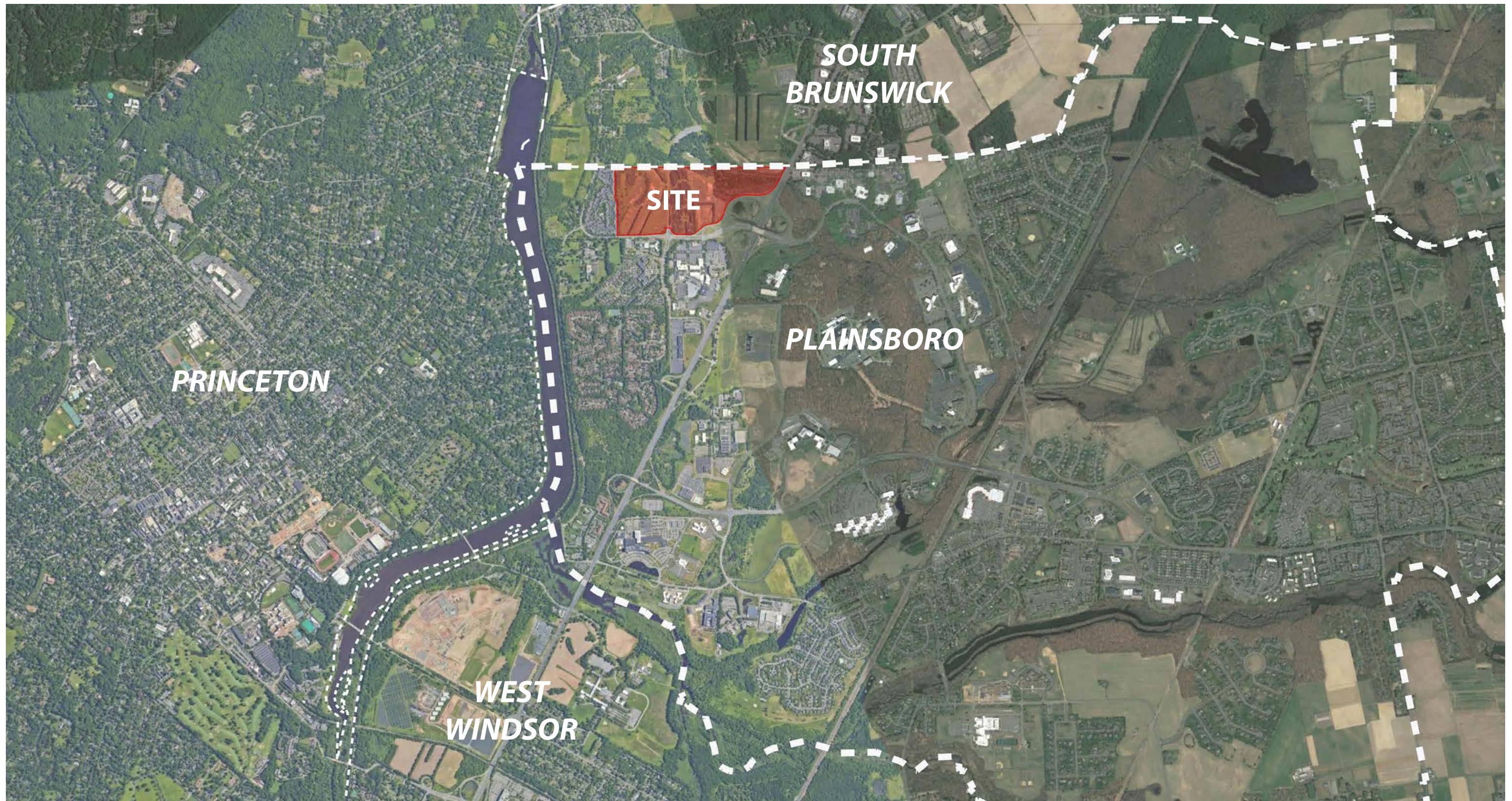
## Environmental Consulting

EcolSciences

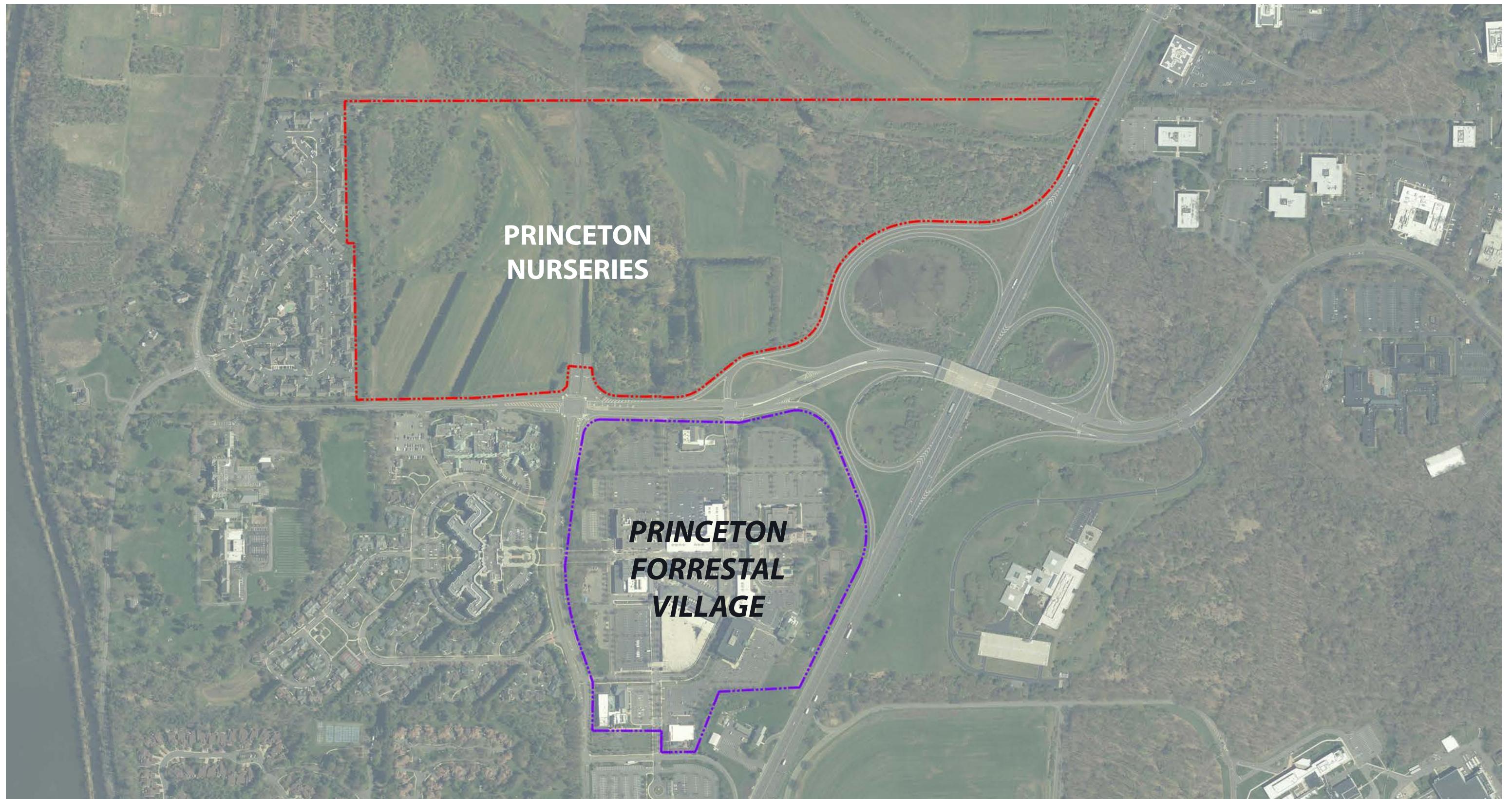
## Geotech

SESI Consulting Engineers

# Site Location



# Site Location - Princeton Forrestal Village



## Site/ GDP Timeline

**June 1999** Prior GDP for Princeton Forrestal Center approved, allowing for 2 million S.F. of commercial development (corporate office with max. 100,000 S.F. retail) & 221 residential units on Princeton Nurseries site

**August 2019** Vested GDP rights expired; 220 residential units constructed at Barclay Square & remainder of Nurseries site remains unbuilt

**October 2019** Princeton Forrestal Campus GDP approval

**December 2019** Planning Board adopts Master Plan Amendment recommending PMUD Zone to permit an Integrated Mixed-Use Neighborhood Development

**March 2020** Township Committee adopts Zoning Amendments as recommended by Planning Board

**September 2020** Princeton Nurseries GDP approval

# GDP Guiding Core Principles

**Main Street** *Creating a distinct “Main Street” environment*

**Civic Space** *Providing a central “Civic Space” within the mixed-use Main Street area*

**Street Walls/ Public Realm** *“Street Walls” to create the needed sense of enclosure within the more urban street areas of the Nurseries*

**Residential Neighborhood Orientation** *Providing “Residential Neighborhood Orientation” to planned civic and open spaces, with convenient and visually interesting access to the mixed-use area*

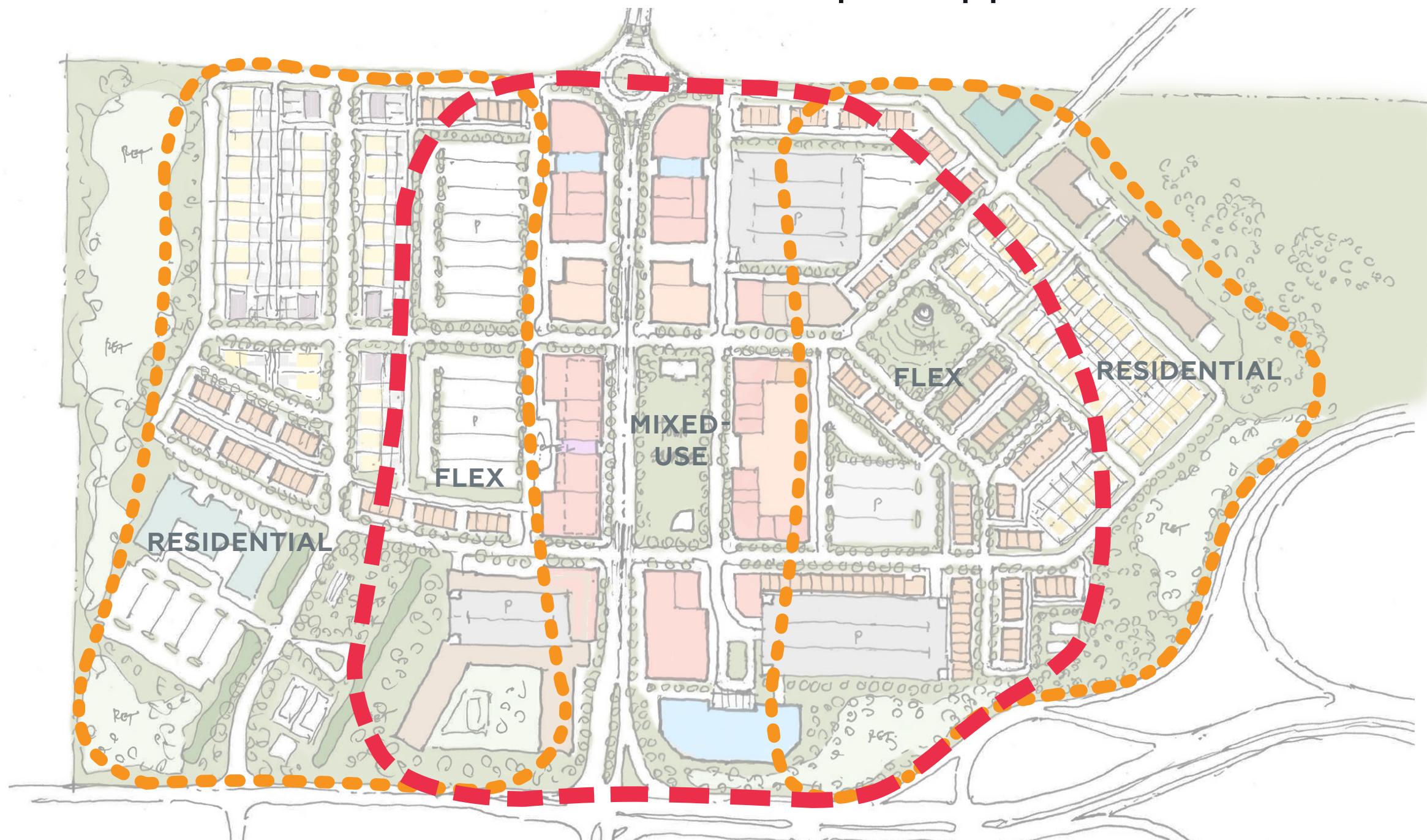
**Strategic Open Spaces** *Creating “Strategic Open Spaces” that create a network of open spaces throughout the site in a meaningful and logical way, protecting natural areas and providing convenient access to residents, workers, and visitors alike*

**Parking Zones** *Providing “Parking Zones” to effectively support the commercial areas, with buffering from the residential uses*

**Two Crossings into South Brunswick** *Providing a circulation network that includes “Two Crossings” of Harry’s Brook to serve as primary and secondary vehicular, bicycle, and/or pedestrian crossings, connecting the Nurseries with future planned development areas in South Brunswick*

# GDP Illustrative Example

The Use Districts Concept provided in the GDP provides an illustrative development example depicting Mixed-Use, Flex, and Residential Zones, which are to be specifically determined at time of site plan approval.



# GDP Development Program

## ***Non-Residential Maximums***

**605,000 square feet**

Maximum non-residential floor area

**220,000 square feet**

Maximum office floor area

**310,000 square feet**

Maximum retail floor area

**75,000 square feet / 125 rooms**

Maximum hotel use

## ***Residential Maximums***

**950 units**

Maximum residential yield

**750 units**

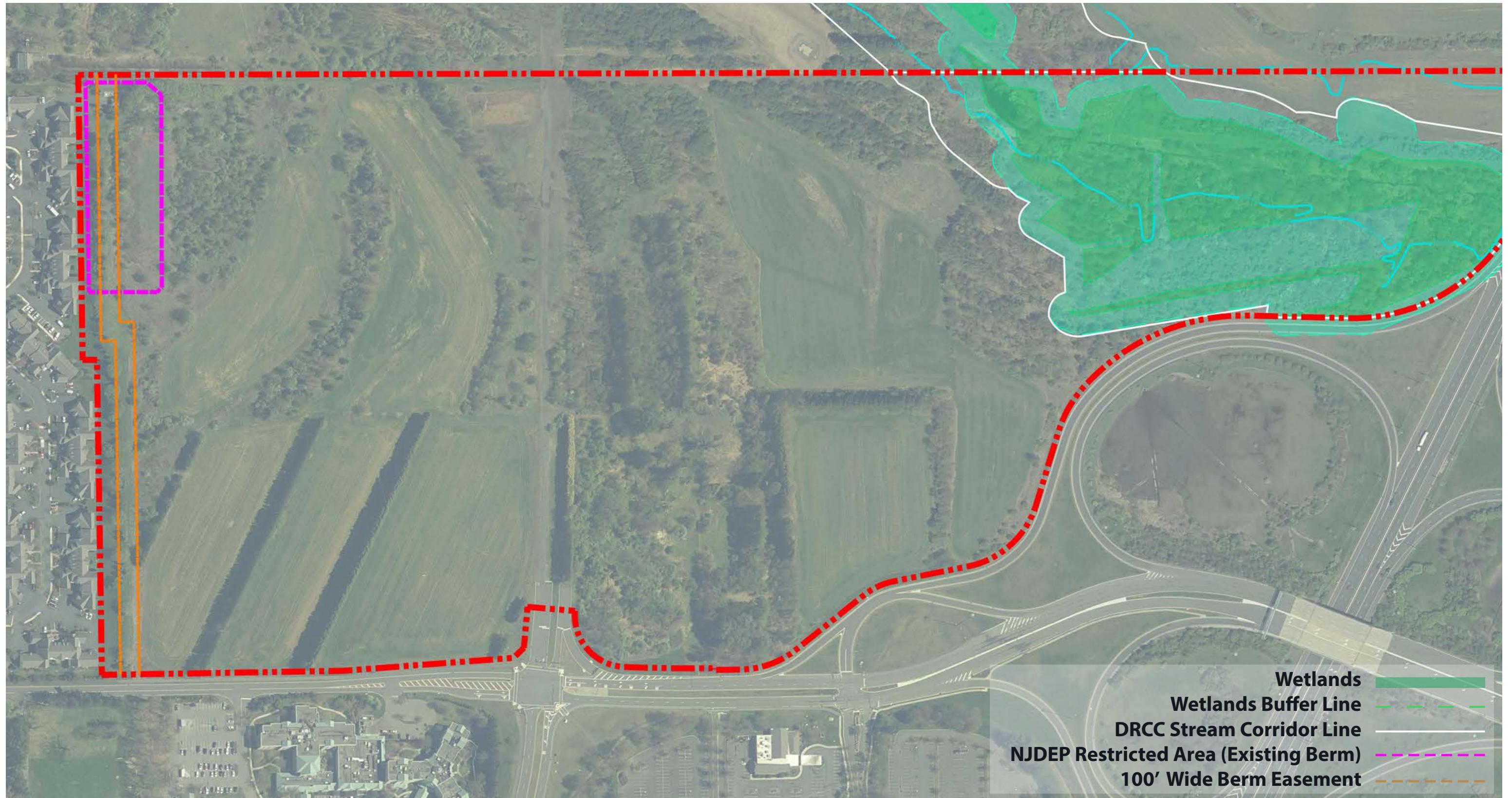
Maximum residential yield (non-age restricted), of which a maximum of 31 units may be single-family detached dwellings

**200 units**

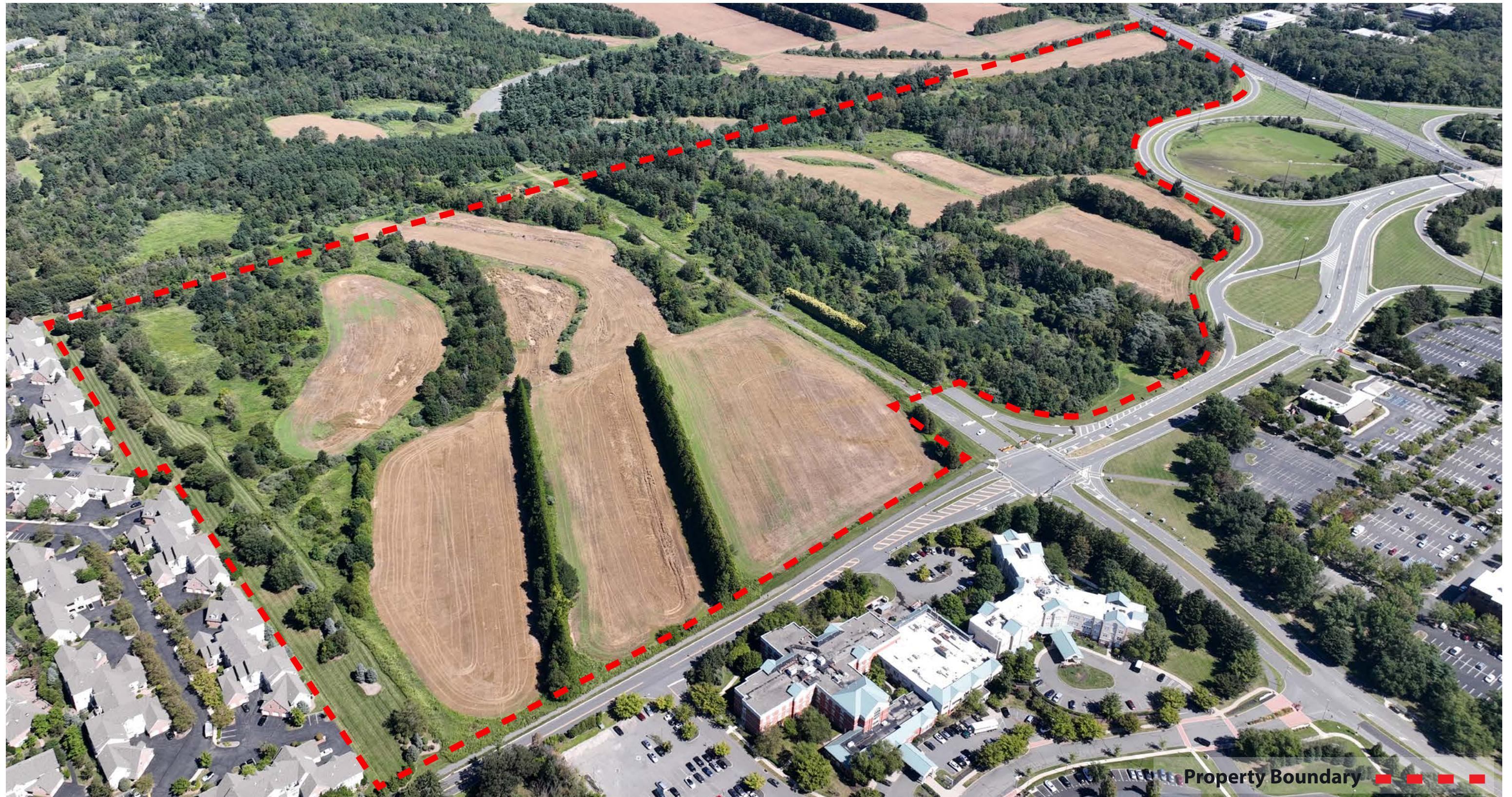
Maximum residential yield (age-restricted)

\*12.7% setaside provides 96 units of affordable housing at maximum yield

# Site Environmental Constraints



# Site Aerial



# Conceptual Site Plan



# Central Civic Space & Neighborhood Parks



## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
4.67 acres Neighborhood Parks



Street-level Rendering of Central Civic Space



Street-level Rendering of Central Civic Space

# Central Civic Space & Neighborhood Parks



Aerial Rendering of Central Civic Space



Street-level Rendering of Central Civic Space



Street-level Rendering of Northwest Residential Neighborhood Park



Street-level Rendering of Neighborhood Park

# Mixed-Use Core



**Central Civic Space & Neighborhood Parks**  
35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
4.67 acres Neighborhood Parks

**MIXED USE CORE**



Street-level Rendering of Mixed-Use Core



Street-level Rendering of Mixed-Use Core

# Heart of Main Street - Mixed-Use Retail & Residential



**Central Civic Space & Neighborhood Parks**  
 35.55% (38.70 acres) Open Space  
 2.13 acres Central Civic Space  
 4.67 acres Neighborhood Parks

## MIXED USE CORE

**A B Heart of Main Street**  
 295 Market-Rate Multi-family Units  
 44 Affordable Multi-family Units  
 68,794 S.F. Retail  
 \*+ 18,130 S.F. Potential Future Retail



Street-Level Rendering of Main Street



Street-level Rendering of Main Street

# Heart of Main Street - Mixed-Use Retail & Residential



Street-level Rendering of Main Street Looking Toward Building B

# Heart of Main Street - Mixed-Use Retail & Residential



Street-level Rendering of Main Street



Street-level Rendering of Main Street Looking Toward Building A

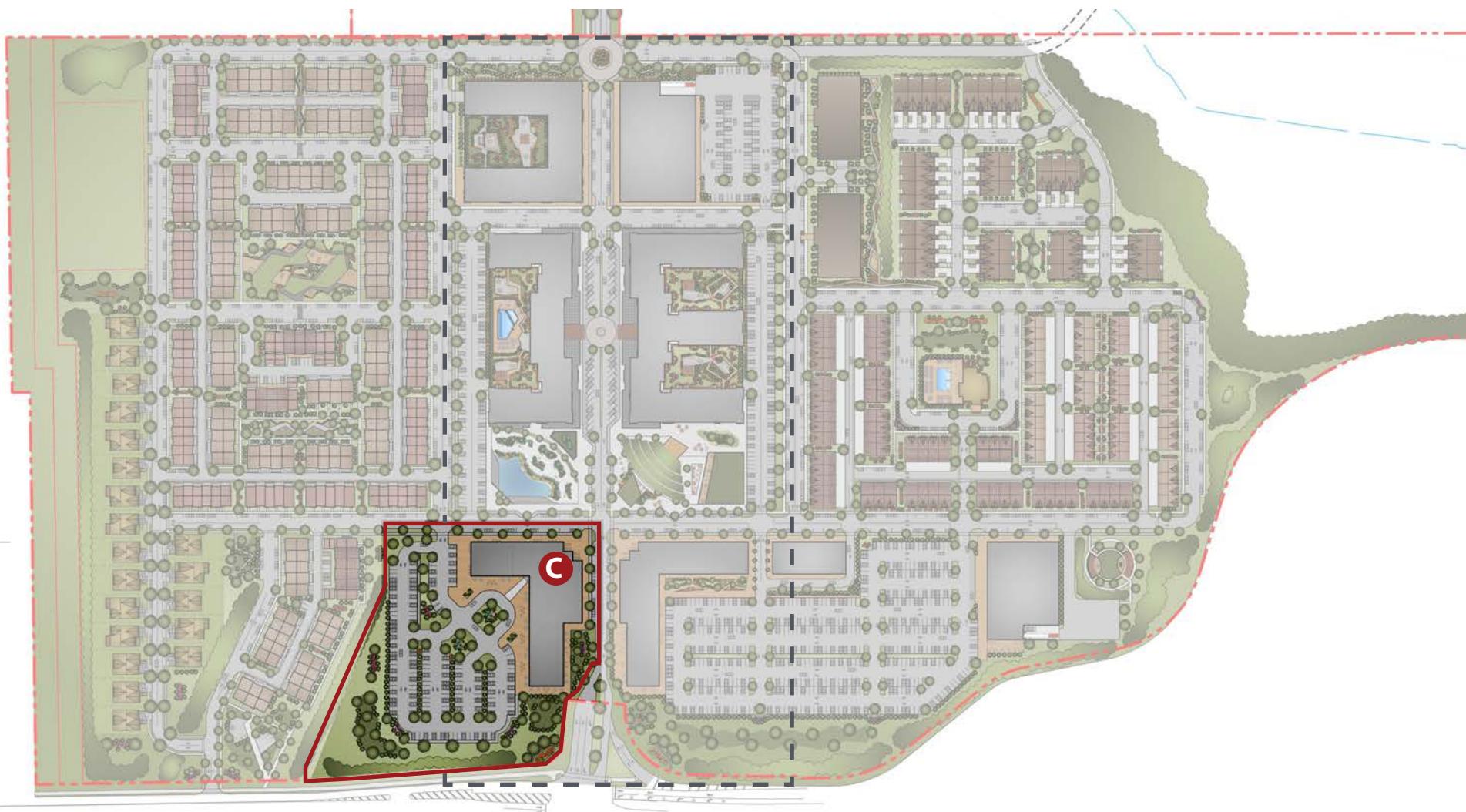


Street-level Rendering of Main Street



Street-level Rendering of Main Street Looking toward Building B

# Gateway Hotel



## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
4.67 acres Neighborhood Parks

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**C Gateway Hotel**  
125 keys & 6,660 S.F. Restaurant

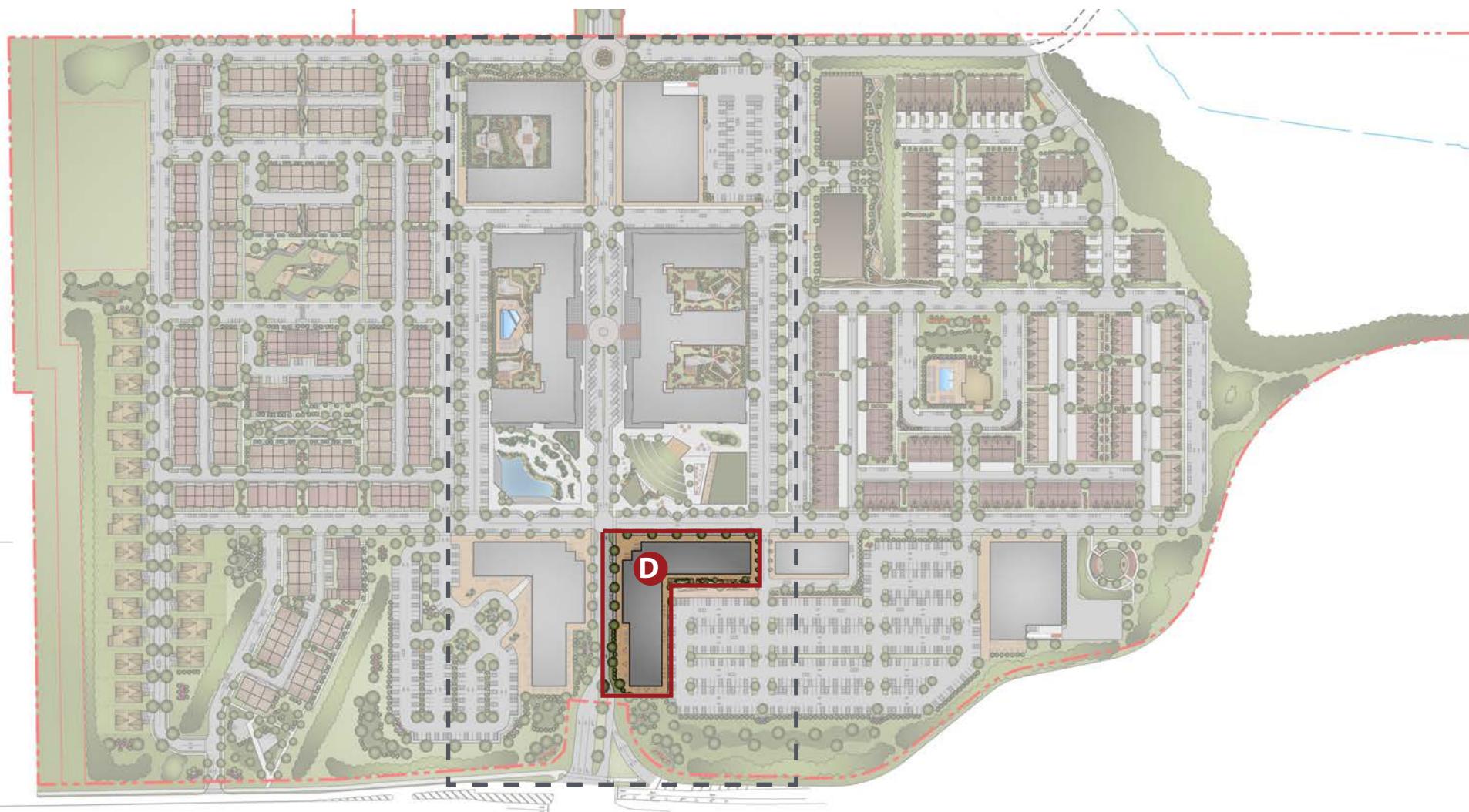


Street-level Rendering of Gateway Hotel & Restaurant



Example Rendering of Gateway Hotel & Restaurant

# Gateway Retail & Office



Example Rendering of Gateway Retail & Office



Example Rendering of Gateway Retail & Office

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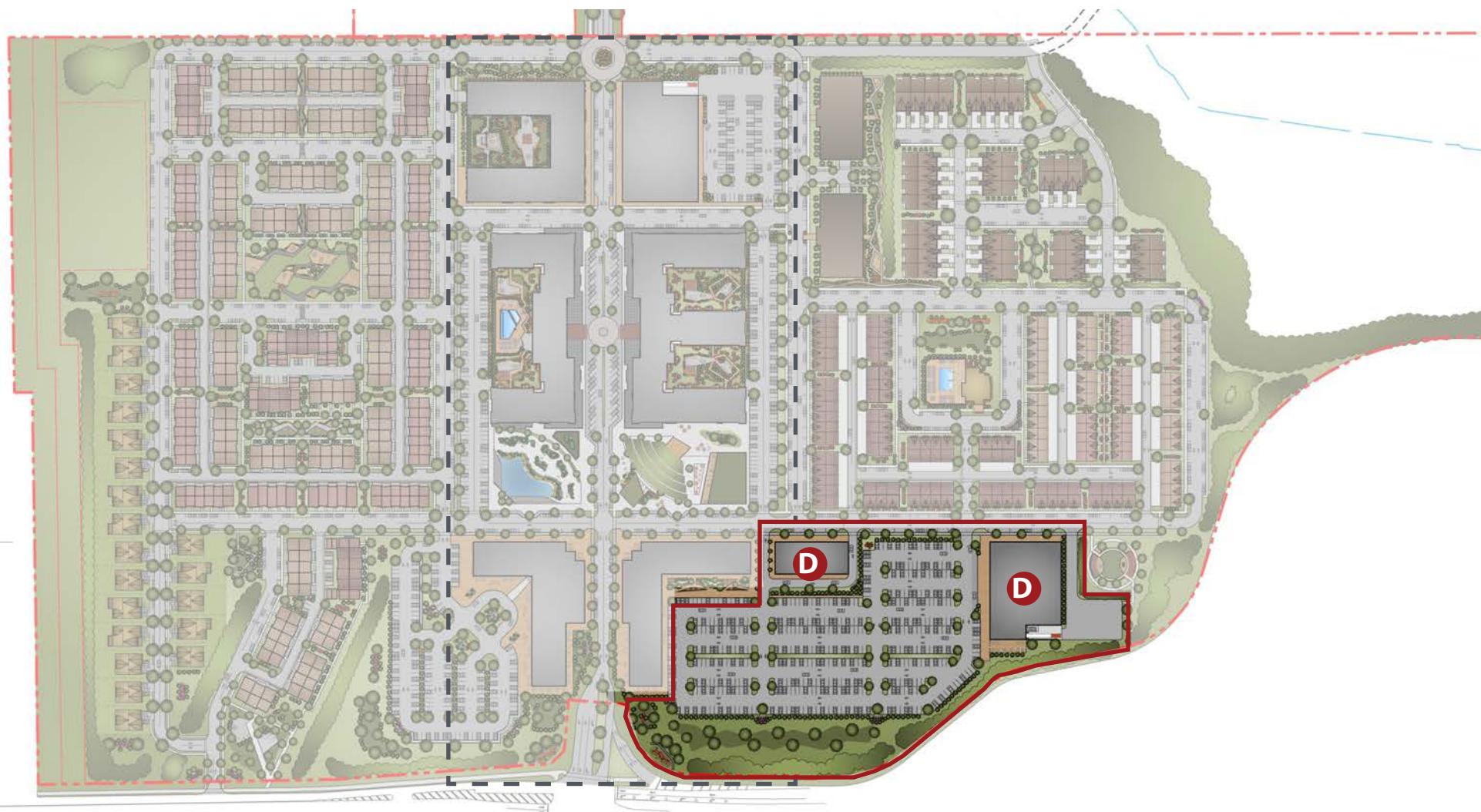
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**C Gateway Hotel**  
125 keys & 6,660 S.F. Restaurant

**D Gateway Retail & Office**  
36,504 S.F. Retail  
73,008 S.F. Office

# Town Center Retail & Grocer



## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
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**D Town Center Retail & Grocer**  
11,060 S.F. Town-Center Retail  
30,000 S.F. Grocer

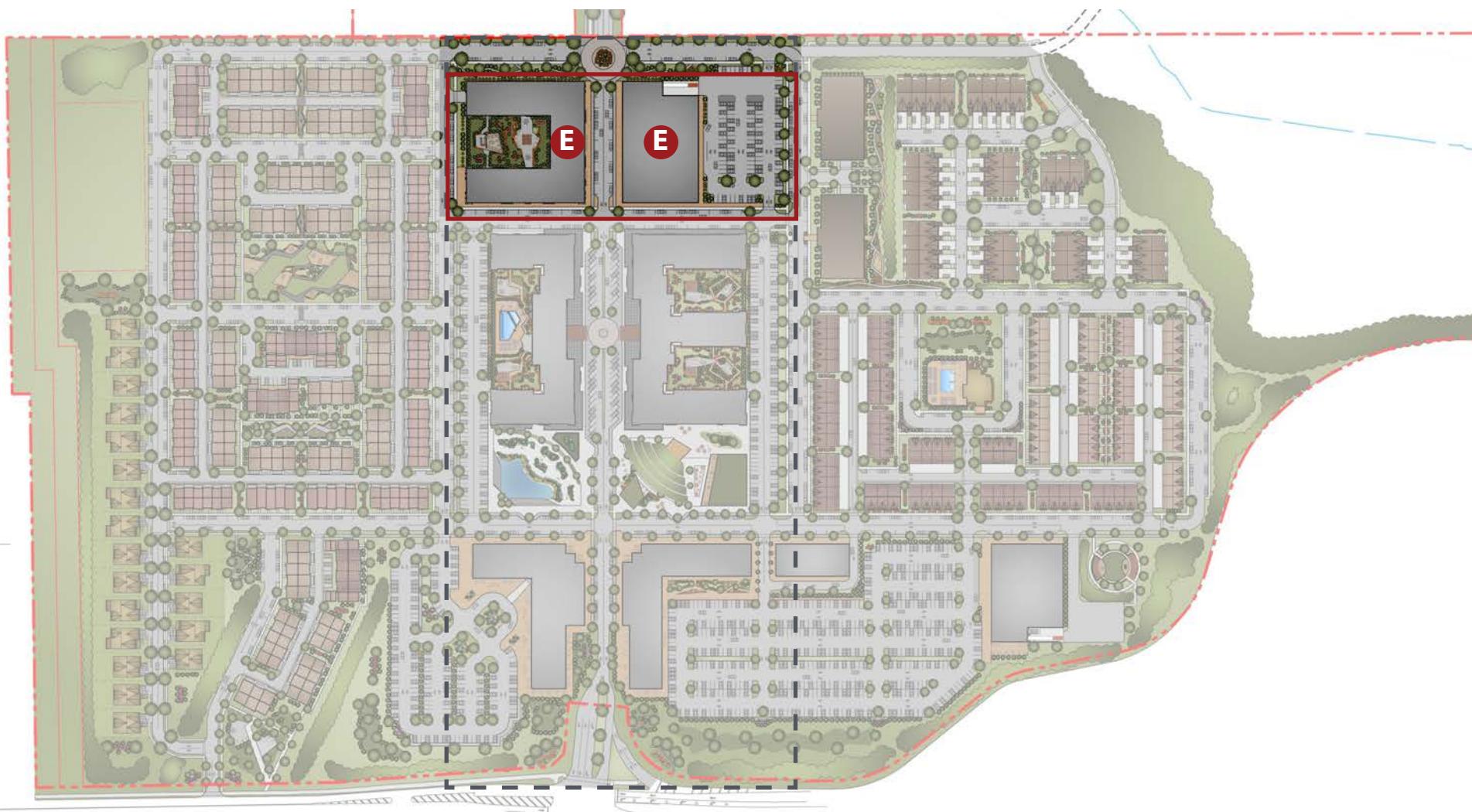


Example Photo of Town Center Retail



Example Photo of Grocer

# Main Street North



## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
4.67 acres Neighborhood Parks

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**D Town Center Retail & Grocer**  
11,060 S.F. Town-Center Retail  
30,000 S.F. Grocer

**E Main Street North**  
68,288 to 75,000 S.F. Retail

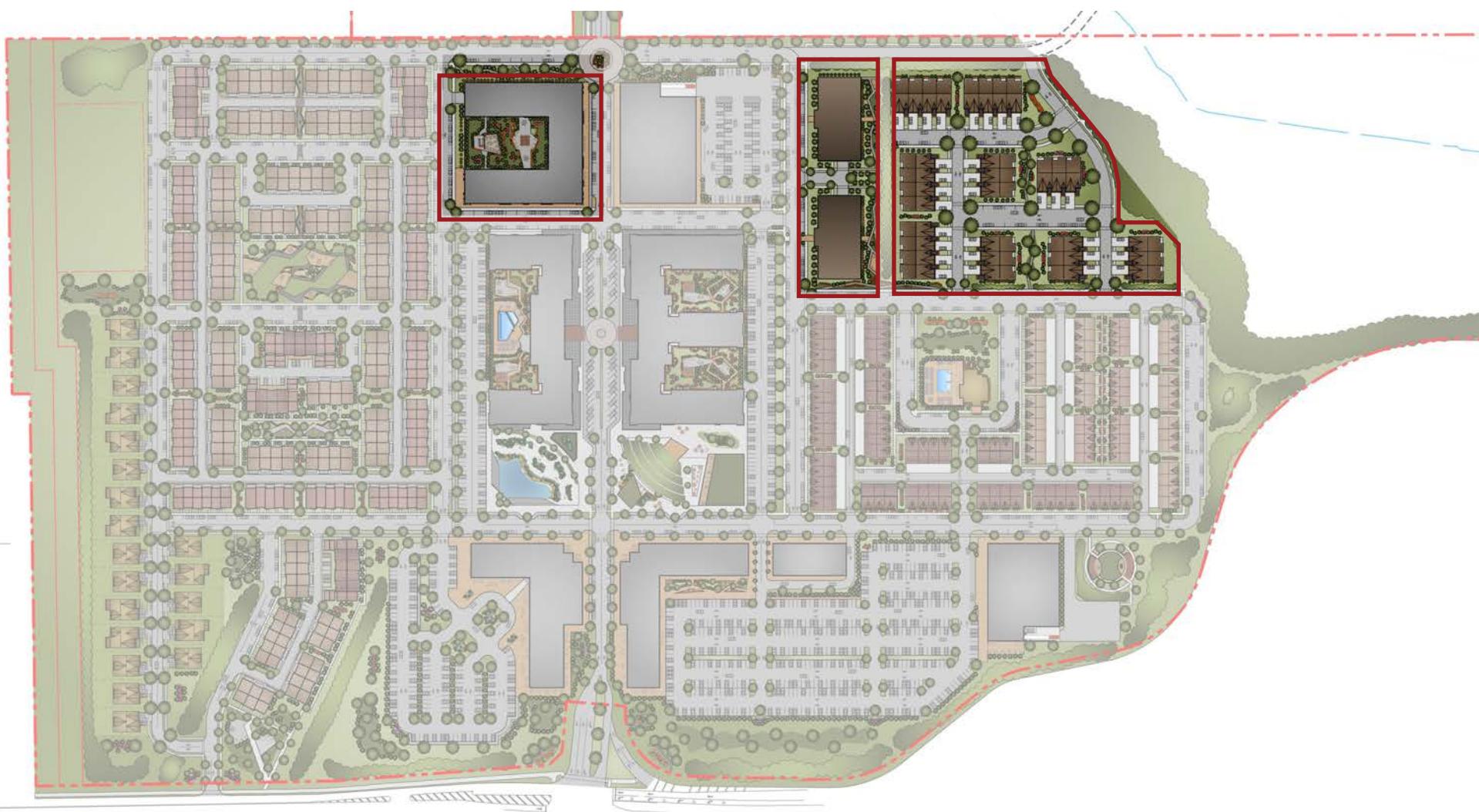


Example Rendering of Potential Main Street North Development



Example Rendering of Potential Main Street North Development

# Age Restricted/Active Adult



## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
4.67 acres Neighborhood Parks

## MIXED USE CORE

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44 Affordable Multi-family Units  
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**C Gateway Hotel**  
125 keys & 6,660 S.F. Restaurant

**D Gateway Retail & Office**  
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**D Town Center Retail & Grocer**  
11,060 S.F. Town-Center Retail  
30,000 S.F. Grocer

**E Main Street North**  
68,288 to 75,000 S.F. Retail

**Age Restricted/Active Adult**  
97 Age-Restricted Multi-family Units  
72 Age-Restricted Flats  
31 Age-Restricted Carriage Homes

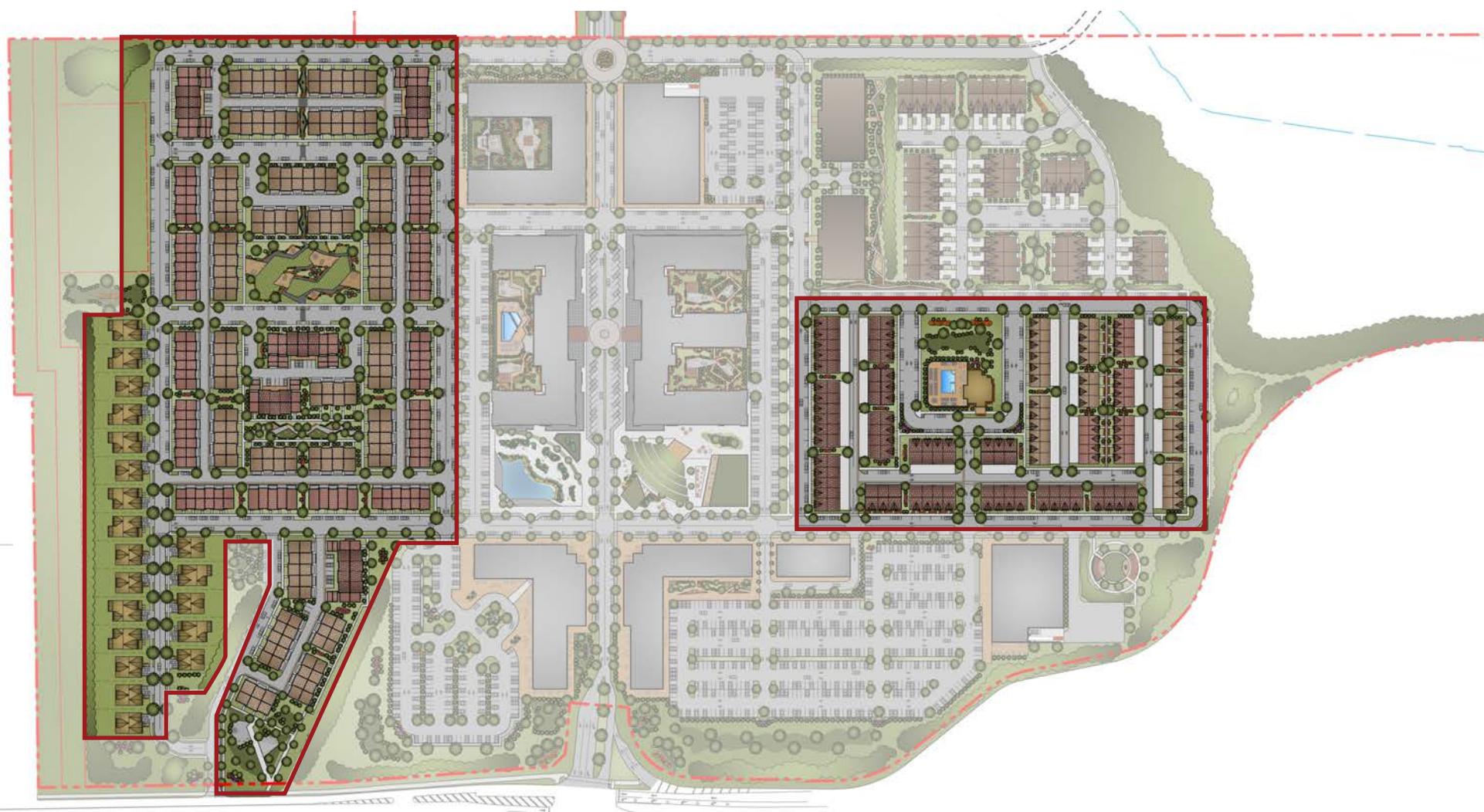


Rendering of Age-Restricted/ Active Adult Townhomes



Example Rendering of Age-Restricted/ Active Adult Condos

# Residential



Street-Level Rendering of the Residential & Neighborhood Park



Street-Level Rendering of the Residential & Neighborhood Park

## Central Civic Space & Neighborhood Parks

35.55% (38.70 acres) Open Space  
2.13 acres Central Civic Space  
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**E Main Street North**  
68,288 to 75,000 S.F. Retail

## Age Restricted/Active Adult

97 Age-Restricted Multi-family Units  
72 Age-Restricted Flats  
31 Age-Restricted Carriage Homes

## Residential

112 Luxury Single Family Attached Homes  
74 Terrace Houses  
16 Carriage Houses  
51 Traditional Townhomes  
86 Stacked Townhomes  
52 Affordable Stacked Townhomes  
20 Single Family Homes

# Residential



Street-level Rendering of Neighborhood Park



Street-level Rendering of Single Family Homes

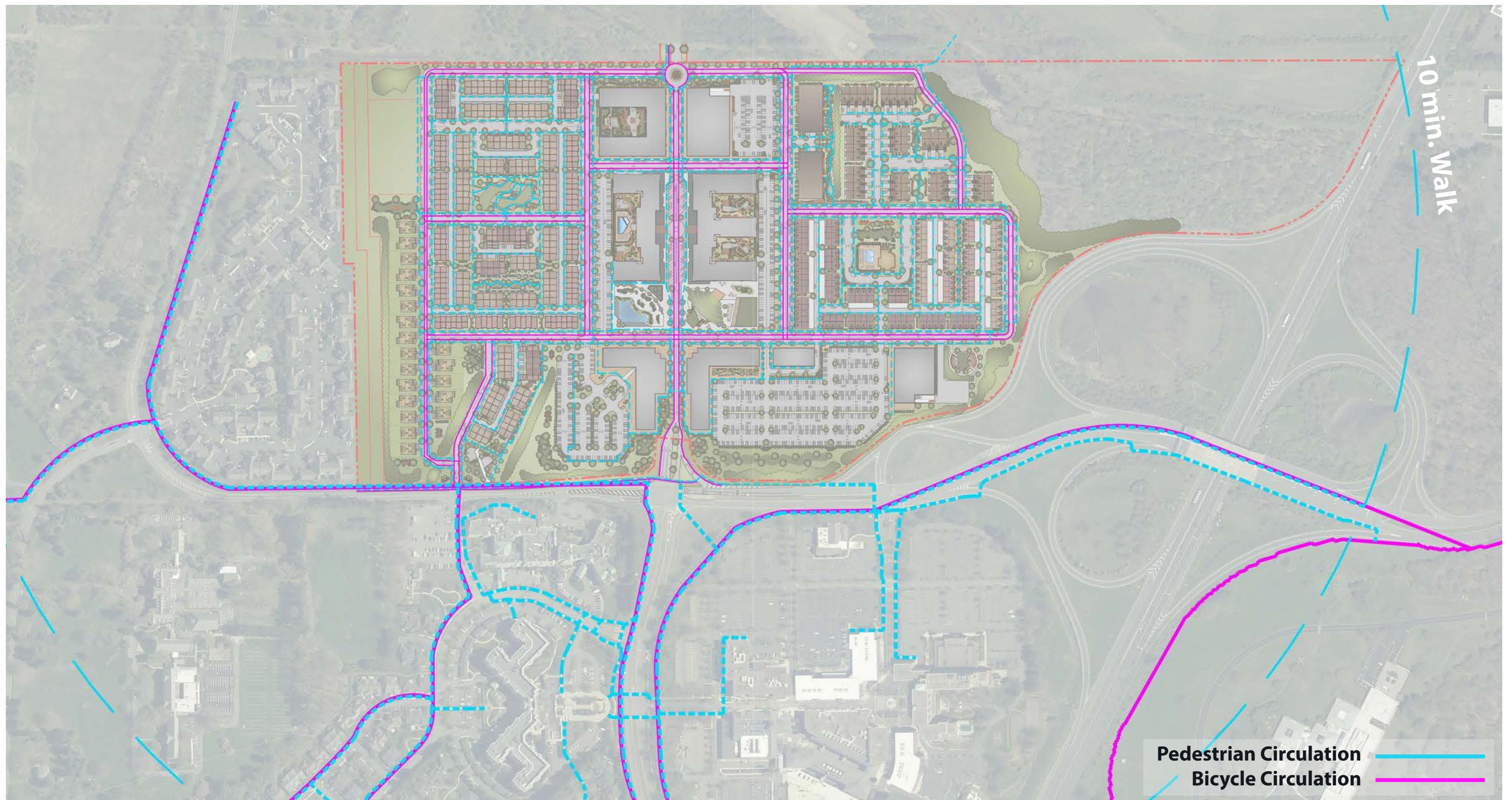


Street-level Rendering of Neighborhood Park

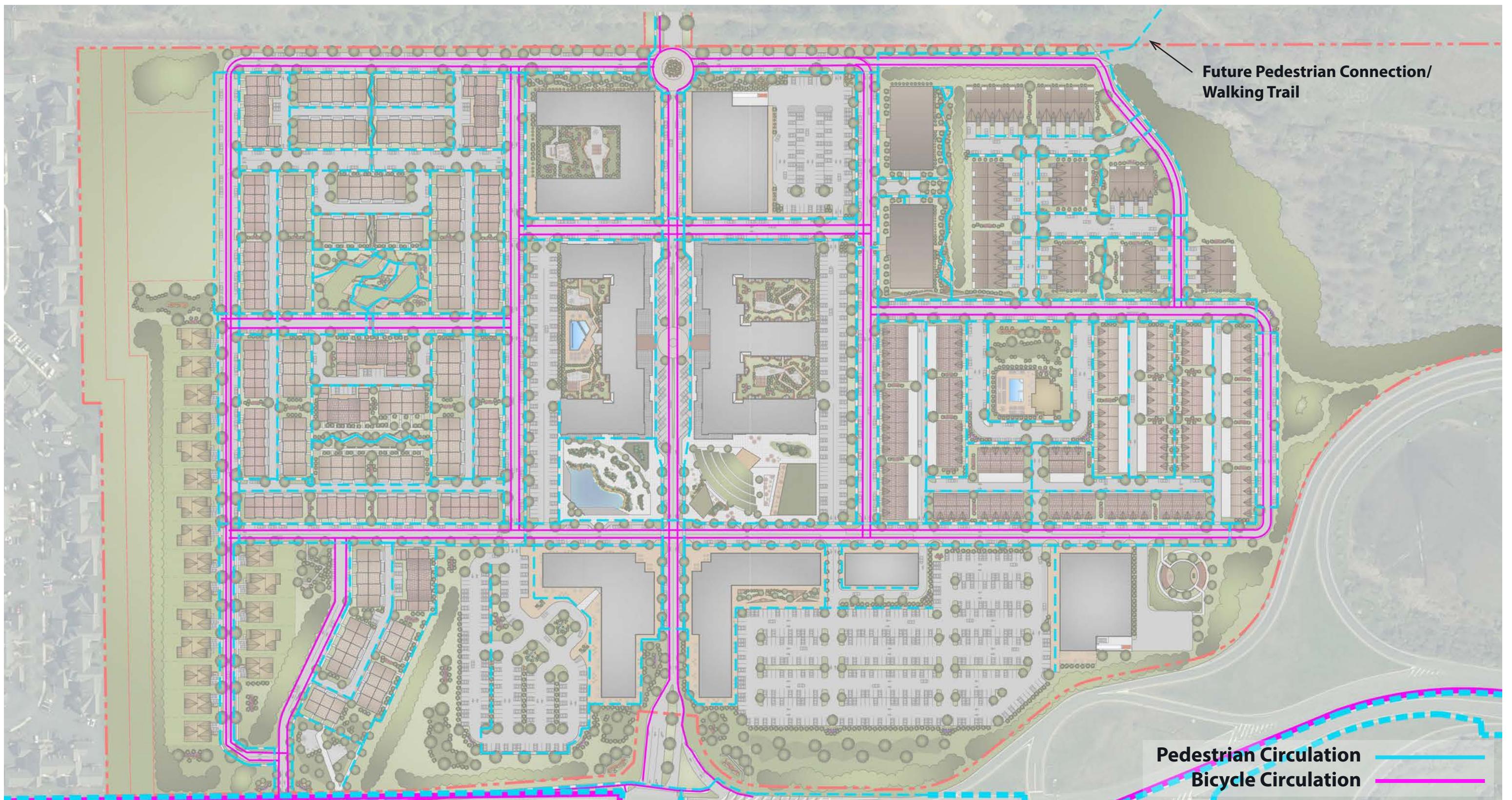


Street-level Rendering of Residential Clubhouse

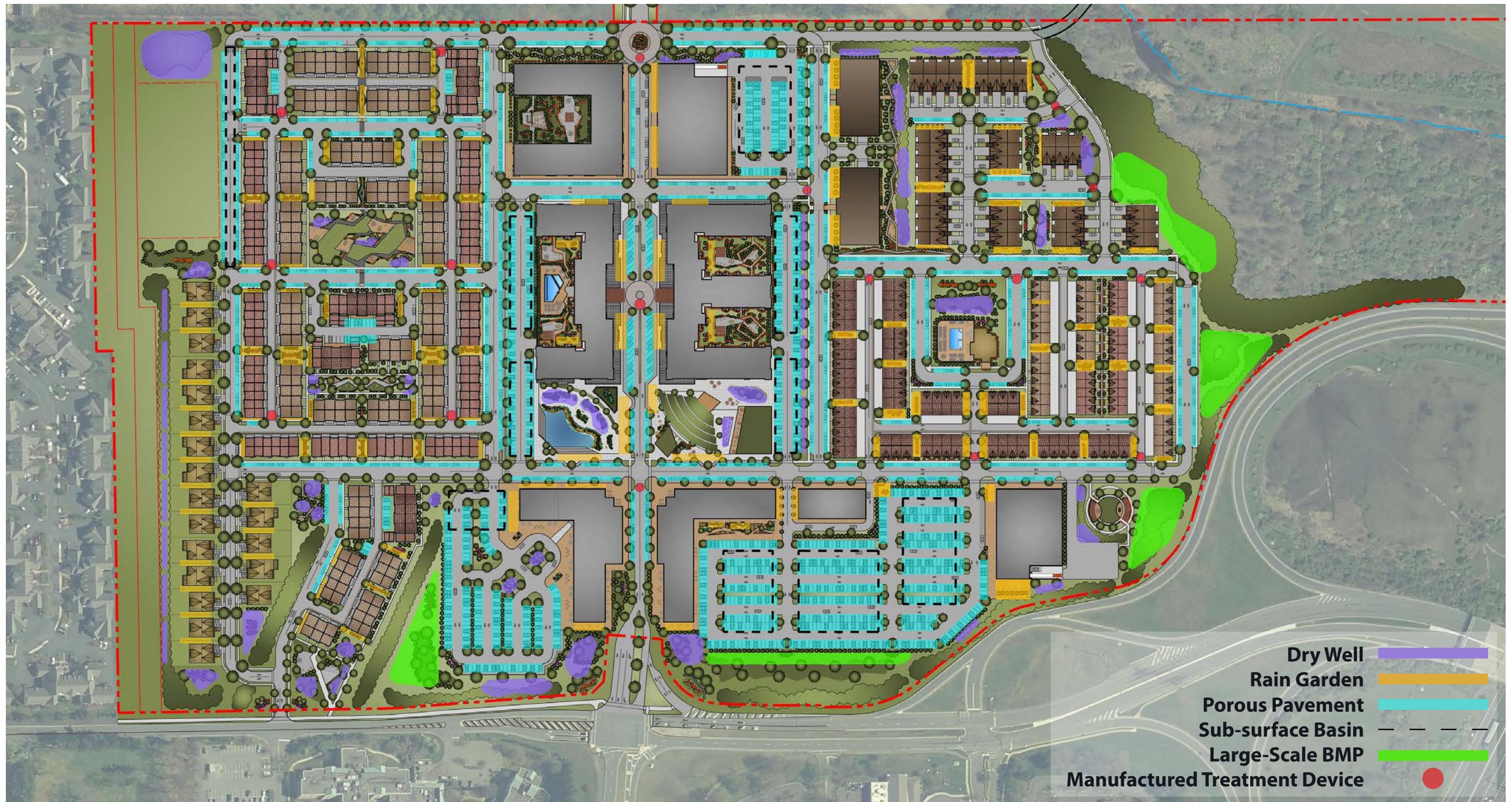
# Potential Pedestrian/ Bicycle Linkages



# Potential Pedestrian/ Bicycle Linkages



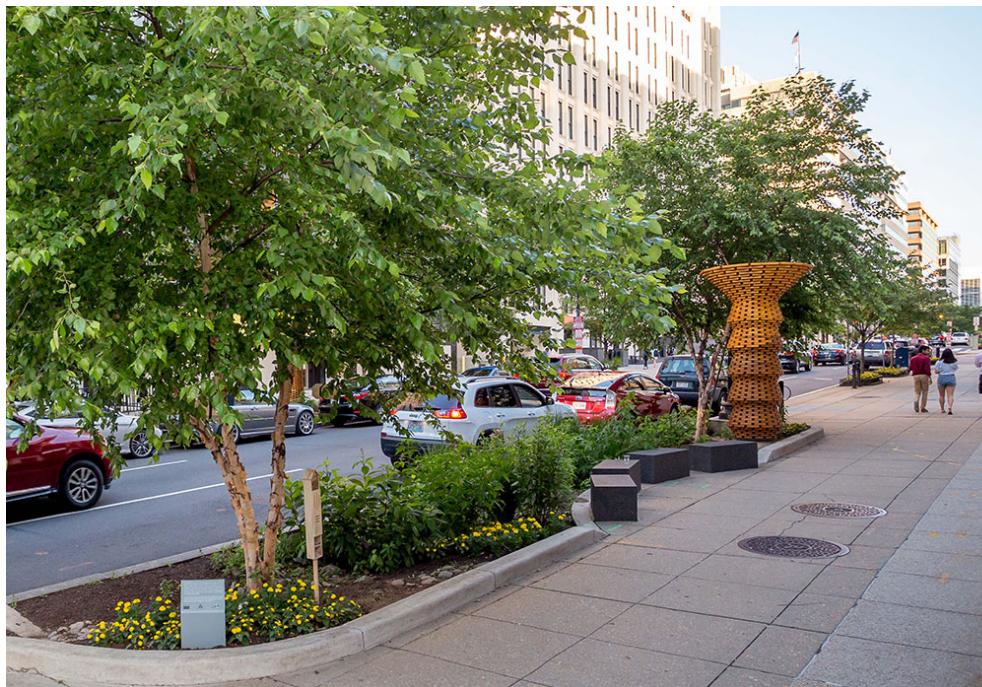
# Conceptual Stormwater Opportunities



# Conceptual Stormwater Opportunities



Rain Garden (Bio Remediation)



Rain Garden (Bio Remediation)



Large Scale BMP



Normal Asphalt



Porous Asphalt



Sub Surface Basin

Manufactured Treatment Device



# Traffic Analysis

## GDP Traffic Impact Study

310,000 S.F. of retail space

220,000 S.F. of office space

125 room hotel

200 senior adult housing (multi-family) units

31 single-family detached housing units

719 multi-family housing units

## Proposed Development Traffic

228,018 to 246,148 S.F. of retail space

73,008 S.F. of office space

125 room hotel

200 age-restricted units

20 single-family homes

730 multi-family units

## Proposed Development Traffic Results In (as compared to GDP approved mixed-use program)

**26.4%** reduction during the AM peak hour (~259 fewer vehicles)

**16.2%** reduction during the PM peak hour (~191 fewer vehicles)

**19.6%** reduction during the Saturday midday peak hour (~311 fewer vehicles)

**Offsite roadway improvements were pre-constructed in 2016, and met the demands in the Traffic Report in the GDP. The concept plan's proposed development is consistent with and generates less traffic than the approved GDP. Therefore, no further traffic improvements are warranted.**

# Development Program

## GDP Maximums

### *Non-Residential*

**605,000 square feet**

Maximum non-residential floor area

**310,000 square feet**

Maximum retail floor area

**220,000 square feet**

Maximum office floor area

**75,000 square feet / 125 rooms**

Maximum hotel use

### *Residential*

**950 units**

Maximum residential yield

**750 units**

Maximum residential yield (non-age restricted), of which a maximum of 31 units may be single-family detached dwellings

**200 units**

Maximum residential yield (age-restricted)

\*12.7% setaside provides 96 units of affordable housing at maximum yield

## Proposed Development

### *Non-Residential*

**376,026 to 394,156 square feet**

Proposed non-residential floor area

**228,018 to 246,148 square feet**

Proposed retail floor area

**73,008 square feet**

Proposed office floor area

**75,000 square feet / 125 rooms**

Proposed hotel use

### *Residential*

**950 units**

Proposed residential yield

**750 units**

Proposed residential yield (non-age restricted), of which 20 units are single-family detached dwellings

**200 units**

Proposed residential yield (age-restricted)

\*12.7% setaside provides 96 units of affordable housing at proposed yield

# Development Program Phasing

## GDP Required Phasing

### Initial Phase

#### Non-Residential:

- Min. 100,000 S.F. (50,000 S.F. retail adjoining Central Civic Square)
- Min. 40% of Central Civic Square constructed

#### Residential:

- 250 to 450 Non-Age Restricted units
- 4.5 bonus units for every 1,000 S.F. additional Non-Residential
- 30 Affordable units
- Age-Restricted as market allows

### Second Phase

#### Non-Residential:

- Min. 150,000 S.F. (250,000 S.F. cumulative over both phases)

#### Residential:

- 250 to 275 Non-Age Restricted units
- 4.5 bonus units for every 1,000 S.F. additional Non-Residential
- 28 Affordable units
- Age-Restricted as market allows

### Final Phase

Any mix of Non-Residential and Residential development to complete the project in accordance with the GDP, including Affordable units equal to 12.7% of the number of non-Age Restricted units.

## Proposed Development Phasing

### Initial Phase

#### Non-Residential:

- 178,306 S.F. (55,414 S.F. retail adjoining Central Civic Square)
- 100% of Central Civic Square constructed

#### Unlocked Residential:

- 450 Non-Age Restricted units
- 300 bonus Non-Age Restricted units
- 96 Affordable units
- 103 Age-Restricted units

### Second Phase

#### Non-Residential:

- 122,720 S.F. (301,026 S.F. cumulative over both phases)

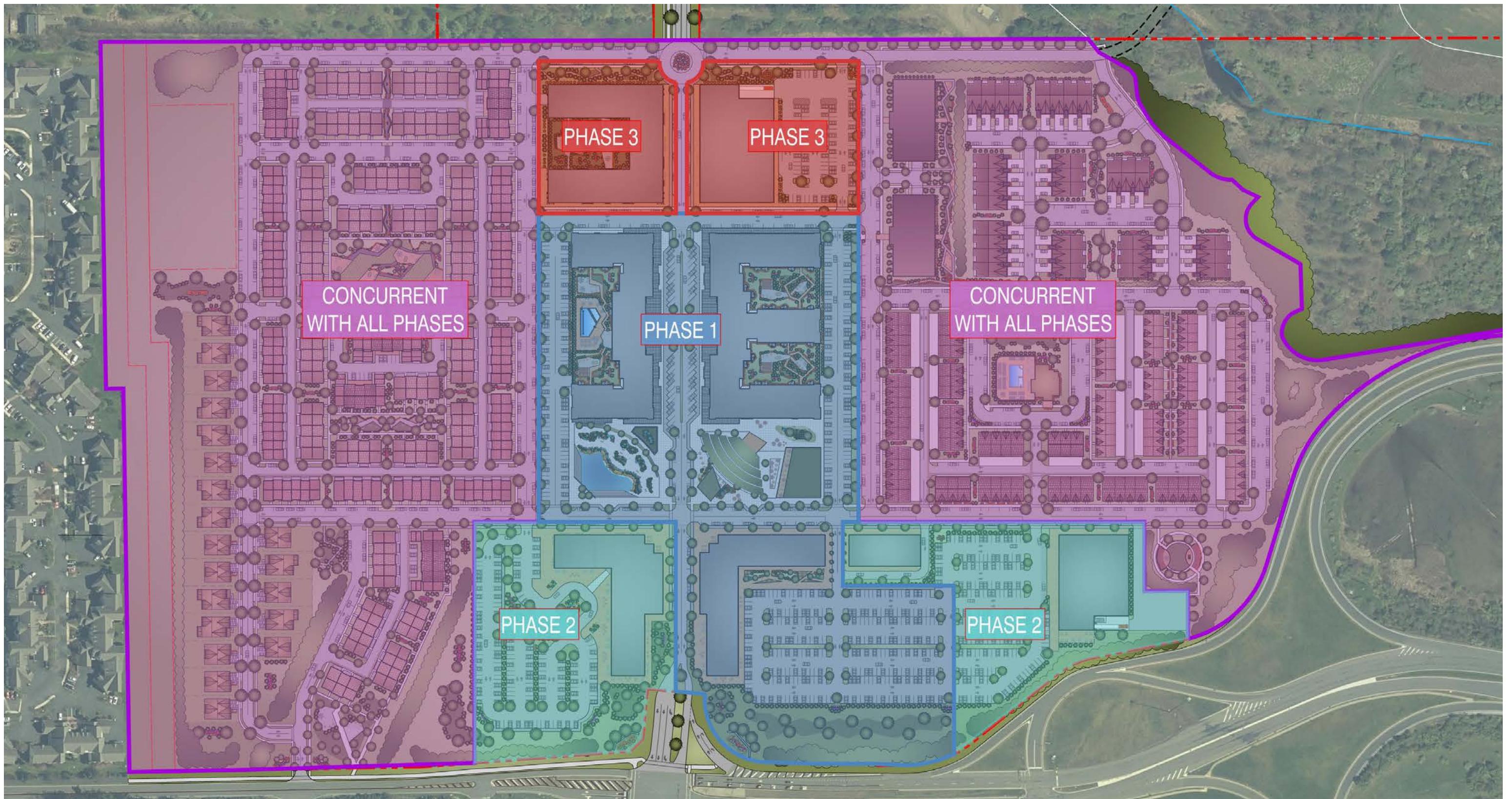
#### Unlocked Residential:

- All Residential unlocked in Initial Phase through accelerated Non-Residential constructed during Initial Phase

### Final Phase

Non-Residential development of 75,000 to 93,130 S.F. and remaining 97 Age-Restricted units allowed

# Phasing Plan



# GDP Guiding Core Principles Conformance

**Main Street** *The WRV Concept Plan proposes for the Mixed-Use Area to be centered upon a compact, energetic Main Street, anchored by a hotel at its southern gateway, continuing on to a Central Civic Space, and providing consistent, active street-level retail uses.*

**Civic space** *The proposed civic space - identified on the Concept Plan as the Central Civic Space - includes over two acres of green space for enjoyment, in addition to mixed hardscape and green surfaces to provide adequate space for farmers markets, concerts, and other large community events.*

**Street Walls/ Public Realm** *The WRV Concept Plan utilizes street hierarchies with distinct pedestrian features that are intended to highlight the pedestrian realm and create a unique sense of place across the site, ranging from the southern gateway to the narrowed Main Street to residential alleys.*

**Residential Neighborhood Orientation** *The residential environment within the Nurseries development is intended to be comprised of a healthy mix of housing typologies, in accordance with the GDP. The WRV Concept Plan depicts nearly a dozen types of housing to serve a variety of residents at different price points and stages of life.*

**Strategic Open Spaces** *The WRV Concept Plan includes over 38 acres of open space, or 35% of the total Nurseries site tract area, exceeding the 30% minimum required by ordinance and GDP. The overall open space scheme includes over 4 additional acres of neighborhood parks and is relatively balanced to provide active and passive park areas and trail*

# GDP Guiding Core Principles Conformance

*connectivity between each quadrant of the site.*

**Parking Zones** *Generally, the Concept Plan proposes to heighten the pedestrian focus of the retail core by directing vehicles off of the Main Street south of the Central Civic Space. All parking for the commercial environment is proposed to be located within surface lots or within buildings, all of which are adjacent to retail uses to avoid the challenges associated with structured parking in “Main Street”-style retail environments.*

**Two Crossings into South Brunswick** *The Concept Plan proposes two crossings of Harry’s Brook: one that will connect the Mixed-Use Core to South Brunswick, and one that may connect the eastern residential neighborhood to future development in South Brunswick if the future development is deemed compatible with Plainsboro’s residential uses, and all necessary environmental permits can be secured.*



# PRINCETON NURSERIES

