



Planning & Real Estate Consultants

To: Chairman and Members of the Planning Board
Township of Plainsboro, New Jersey

From: Kate Keller, PP, AICP

Date: December 6, 2023

Re: **Princeton Nurseries Proposed Mixed-Use Development**
Concept Plan Review - Narrative Summary & Overview

On behalf of the Woodmont–Russo–Vision (“WRV”) joint venture team, we are pleased to provide the following report to accompany a concept plan review of the proposed Princeton Nurseries mixed-use development. On September 21, 2020, the Plainsboro Township Planning Board adopted a new General Development Plan (“GDP”) for this tract, which is formally known as Block 102, Lots 5 and 6, and Block 106, Lot 1, on the Tax Maps of the Township of Plainsboro. The 2020 GDP sets forth the vision for the Nurseries site as a walkable, mixed-use neighborhood development with a strong sense of place, defined by a “Main Street”-style commercial component, varied housing opportunities, modern office environments and vibrant civic and open spaces, and includes a set of seven Guiding Core Principles intended to steer site development in accordance with the vision. The WRV Concept Plan has been developed to meet all requirements of the GDP, as well as the underlying Township Code.

This document provides a narrative summary of the site’s history and current GDP approval; an overview of the proposed WRV Concept Plan; and the conformance of the Concept Plan with the approved GDP.

I. Land Use History

The Princeton Nurseries site (“Nurseries site”) is a 109-acre tract within Princeton Forrestal Center that is generally bounded by U.S. Route 1 to the east; College Road West and Seminary Drive to the south; the Barclay Square at Princeton Forrestal residential development to the west; and Plainsboro’s municipal boundary with South Brunswick Township to the north. Princeton Forrestal Center, Princeton University’s multi-use master plan development, includes academic, research, office, residential, hotel, and retail uses intertwined with open space and recreation lands across ±1,800 acres in Plainsboro’s PMUD Zone. The Nurseries site is part of a larger development tract that also includes ±162 acres of contiguous properties in South Brunswick Township. The total larger development tract area within both municipalities encompasses ±271 acres.

A. Princeton Forrestal Center

Princeton Forrestal Center, as a whole, initially received “tentative approval” (a precursor to modern-day General Development Plan approval) from the Township of Plainsboro Planning Board in 1975, which laid out the framework for the planned multi-use development through the 1980s and 1990s. In 1999, the University applied for and received approval for a new General Development Plan (“GDP”) for undeveloped portions of Princeton Forrestal Center, including the Nurseries site. The development program in the 1999 GDP contemplated up to 2 million square feet of office/research uses (including

up to 100,000 square feet of retail and commercial uses) and up to 221 dwelling units. In addition, nearly all land west of Mapleton Road was to be preserved as permanent open space. The vested rights granted by the 1999 GDP expired on August 15, 2019.

As the GDP's 2019 expiration date approached, the Nurseries site was one of the University's major remaining undeveloped tracts within Princeton Forrestal Center. The Township Planning Board and its professionals recognized that changing market forces were rendering large-scale office/research development less viable. In cooperation with the University and its design team – which included Phillips Preiss – the Township undertook a reevaluation of the PMUD Zone to identify new mixed-use opportunities for the Nurseries site that would better support the Township's goals and enhance Princeton Forrestal Center.

B. 2019 Master Plan Amendment

On December 16, 2019, the Township Planning Board adopted a new Master Plan Amendment that acknowledged the “persistent lack of demand for large scale office development and the high office vacancy rate in the local real estate market,” and recommended amending the Township Zoning Ordinance to permit an integrated mixed-use neighborhood development on the Princeton Nurseries site. This type of development would be unique within the region and provide for new, innovative land uses that would catalyze Princeton Forrestal Center through the 21st century. As reiterated in the Township's 2022 Land Use Element:

The Planning Board concludes that mixed-use development of the site will provide new retail and entertainment opportunities to Township residents, provide new housing options, and enhance the economic viability of the Princeton Forrestal Center that is necessary to retain and attract high quality corporations and businesses and the type of employment talent needed for the Princeton Forrestal Center to remain competitive in the regional marketplace.

The development of the Nurseries property should include mixed-use development containing residential and non-residential uses within a walkable, amenity-rich environment that includes an abundance of open space, pedestrian amenities (e.g., walkways and streetscape improvements), and building and site improvements that create a distinctive, pedestrian-oriented environment; one that's not currently found in the region.

C. 2020 Zoning Amendments

On March 11, 2020, the Township Council adopted changes to Chapters 85 and 101 of the Township Code in accordance with the Master Plan recommendations. The zoning amendments permitted a new use in the PMUD Zone – integrated mixed-use neighborhood development – and set forth other specific zoning and development regulations that would facilitate this type of development on the Princeton Nurseries site. Chapter 101-137Q of the Township Zoning Ordinance was amended to permit an integrated mixed-use neighborhood development on a tract measuring at least 100 acres and located west of U.S. Route 1 and containing:

- *Open space areas (including common open space, plazas or squares, and public areas) and recreational uses (indoor and/or outdoor);*

- *A mix of residential uses (including single-family and townhouse dwellings, multi-family dwellings, affordable housing units, and age-restricted housing)*
- *A mix of non-residential uses such as retail sales and services; personal services, banks and financial service establishments, restaurants, eating and drinking establishments, theaters, performance and arts facilities, entertainment, hotel, offices, health and fitness facilities, educational and research uses, and other complementary business or commercial uses.*
- *Child care centers, family day-care homes, home occupations and professional offices, and accessory uses and buildings customary and incidental to any and all of the permitted principal uses referenced herein.*

All permitted uses may be located in vertical or horizontal mixed use buildings, single-use buildings, or any combination thereof. In order to accommodate the unique nature of this type of development within the overall context of Princeton Forrestal Center, certain other requirements of the PMUD Zone were also amended to provide a comprehensive land use program and open space plan for the Nurseries site, intended to complement the surrounding development without disturbing the balance of uses and open space in Princeton Forrestal Center. The amended Master Plan and PMUD Zoning form the basis for the subsequent GDP application by Princeton University in 2020.

II. Overview of Princeton Nurseries GDP Approval (2020)

Both the Master Plan and PMUD Zone set forth a vision for the development of the Nurseries site as a pedestrian-friendly planned community characterized by high-quality public open spaces, new and varied housing choices, destination and convenience retail, dining, entertainment and modern office spaces. In September 2020, the Plainsboro Township Planning Board granted GDP approval to permit the development of the Nurseries site according to this vision, and in conformance with newly adopted zoning regulations, over a 20-year vesting period. The following sections provide detailed review of three core tenets of the GDP approval.

- **Guiding Core Principles.** Seven Guiding Core Principles were mutually established by the Township, the University, and their design professionals as central to the vision for the Nurseries Site. The Guiding Core Principles were intended to define a vision that established a framework within which to encourage creative and flexible plan concepts without rigid design requirements.
- **General Land Use Plan.** The GDP land use plan provides the program for an integrated mixed-use neighborhood development that meets the vision set forth in the guiding core principles. The land use plan comprises a mix of uses that will continue to provide a stable economic base for Plainsboro and provide rich amenities and attractions for the community, while preserving open space and environmentally sensitive areas.
- **Land Use Areas.** In order to realize the Vision for the Nurseries site – while sensitively and respectfully integrating the development with existing land uses and infrastructure in the vicinity of the Nurseries site – the Applicant is proposing a land use concept based on three (3) types of Land Use Areas that will be differentiated by their location, allowable uses, and physical form.

A. Guiding Core Principles

MAIN STREET	The Mixed-Use Area of the development should have a distinct “Main Street”- inspired environment, promoting diverse, pedestrian-scale, and continuous ground-level active uses, and organizing back-of-house uses off the street or behind the buildings. Parking may include on-street as well as surface lots, or structured parking behind buildings.
CIVIC SPACE	Within the Mixed-Use Area’s “Main Street”-inspired environment shall be a central civic space that functions as the heart of the community. It is important to adequately size this civic space to accommodate both informal gatherings and programmed events, as well as to promote the viability of an active downtown shopping and entertainment experience for families, shoppers, diners, workers, visitors, and residents.
STREET WALLS / PUBLIC REALM	The “Street Wall” is a fundamental concept that describes a sense of enclosure in an urban environment. Design guidelines, attached hereto as Appendix E, address street and frontage designs to provide a mechanism to ensure buildings work together to reinforce streets, intersections, and define open spaces. Streets are the underlying circulation framework of the public realm, balancing the need for vehicular access and the encouragement of pedestrian-oriented movement. Establishing “street walls” is important to create a hierarchy of experiences, define areas, reinforce signature spaces, frame views, and make gateways to the surrounding neighborhoods. Together, these experiences should establish a memorable public realm, a sense of place.
RESIDENTIAL NEIGHBORHOOD ORIENTATION	The residential areas within the development should be oriented to take advantage of civic spaces, open spaces, and surrounding natural resources, and provide convenient and interesting pedestrian access to the Mixed-Use Area. Houses should reinforce and activate the streets and neighborhood parks and where necessary, shield the backs of commercial buildings, alleys, garages, and parking fields to the extent possible. This will maximize quality of life, value, and a sense of community.
STRATEGIC OPEN SPACES	The Princeton Nurseries neighborhood should provide a legible network of open spaces throughout the site in a meaningful and logical way that protects conservation areas, provides a sense of orientation, and maximizes value to residents, workers, and visitors.
PARKING ZONES	In addition to the on-street parking within Princeton Nurseries, Parking Zones should be established in a clear and logical manner to support the commercial environment and be buffered from adjacent residential neighborhoods. Parking should be planned to allow for future buildings and structured parking utilizing “liner” buildings and/or landscape elements to “screen” the parking, as practical.
TWO CROSSINGS	It is essential that circulation in the Princeton Nurseries neighborhood be planned around and make use of two existing routes across the Harry’s Brook corridor, to serve as primary and secondary crossings to make vital vehicular, bicycle, and pedestrian connections to future development in neighboring South Brunswick. Coordination of compatible uses must be pursued with Plainsboro and South Brunswick as the nature of the secondary (southern) crossing evolves.

B. GDP General Land Use Plan

1. Non-Residential Program:

MAXIMUM NON-RESIDENTIAL FLOOR AREA	605,000 SQUARE FEET ⁽¹⁾
Maximum Office/Research Floor Area	220,000 Square Feet
Maximum Retail Floor Area	310,000 Square Feet
Maximum Hotel Use	75,000 Square Feet / 125 Rooms

(1) Option to increase per §101-140C(2) of Township Code: Planning Board may permit increase in maximum non-residential floor area at the time of site plan approval to 745k square feet (300k square feet office, 370k square feet retail, no change to hotel)

- “Retail space” is deemed to include all commercial uses except for permitted office and hotel uses.
- Any retail, restaurant, and personal services portions of the hotel may be considered part of the permitted retail floor area for the development.

2. Residential Program:

MAXIMUM RESIDENTIAL YIELD	950 UNITS
Maximum Yield (Non-Age Restricted)	750 units
Maximum Yield (Age Restricted)	200 units
Affordable Housing Set-Aside	12.7% of non-age restricted units
Varied Dwelling Types	<ul style="list-style-type: none"> • Townhouse • Multi-family over retail • Stacked flats • Single-family detached • Condominiums

- Minimum 400 units to be for-sale (50 age restricted, 350 non-age restricted).
- No more than 31 single-family detached residences to be constructed.
- Affordable housing set-aside is equivalent to 96 units at full buildout.
- Non-age restricted units shall not exceed a gross density of 7 dwelling units per acre or 750 units, whichever is lower, and age restricted units shall not exceed a gross density of 2.0 units per acre or 200 units, whichever is lower.

3. Project Minimums:

INITIAL PHASE^(1,2)	
Non-Residential	100,000 square feet ⁽³⁾
Residential	250 to 450 non-age restricted units unlocked
Age Restricted	May build any number up to the maximum
Affordable Units	30 units
SECOND PHASE⁽¹⁾	
Non-Residential	150,000 square feet (250,000 cumulative)
Residential	250 to 275 non-age restricted units unlocked
Age Restricted	May build any number up to the maximum
Affordable	28 units
FINAL PHASE	
Non-Residential/Residential	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.

(1) 4.5 bonus units unlocked for every 1,000 square feet of additional non-residential

(2) Minimum of 40% of the Central Civic Space must be constructed

(3) 50,000 square feet must adjoin the Central Civic Space

C. Land Use Areas

The conceptual Land Use Areas are intended to provide for context-sensitive development on the Nurseries site within the existing land uses and infrastructure in the vicinity of the Nurseries site. Each of the three Land Use Areas are differentiated by their location, allowable uses, and physical form.

RESIDENTIAL AREA(S): Two, to be located adjacent to the eastern & western boundaries. All permitted residential uses and open space are allowed; no non-residential uses shall be permitted.

MIXED-USE AREA: One, centrally located within the site. Allows all permitted uses except single-family detached residences and manor house.

FLEX AREA(S): Two, each located between the Mixed-Use Area and a Residential Area, and intended to provide transitional building height, mass, density, and land use. Allows all permitted uses except single-family detached residences.

The Land Use Areas are intended to center the most intensive, high-density uses within the mixed-use core in the central portion of the site. The Land Use Areas are malleable and conceptual in nature, where boundaries of each would be determined at the time of site plan approval based on the proposed site layout plan.

III. Concept Plan Overview

The adoption of the GDP in 2020 represented the culmination of a multi-year partnership between Plainsboro Township and Princeton University to establish the framework for the development of the Nurseries site as described above. Three years on, WRV has continued to collaborate with the Township to interpret the GDP approval into the Concept Plan proposed herein. The proposed development resulting from the Concept Plan is intended to fulfill the longstanding vision for the Nurseries site – incorporating each of the Guiding Core Principles and the Land Use Area concepts – while meeting all statutory requirements of the GDP and Township Code and offering opportunities to respond to trends that will position the project for success in a rapidly-changing marketplace. The key tenets of the Concept Plan are highlighted below.

A. Vision for the Site

As described, seven Guiding Core Principles were established as central to the vision for the Nurseries site as part of the GDP approval and are intended to guide the design, development, and review of the site. We

- **Central 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. A variety of building heights, block lengths, and retail footprints will create a visually diverse environment, with active pedestrian crossings to keep visitors engaged and discourage automobile traffic in favor of a walkable core.
- **Civic Space.** The proposed civic space – identified on the Concept Plan as the Central Civic Space – includes over two acres of green space, program features (such as an amphitheater) and mixed hardscape and planted areas to provide adequate space for farmers markets, concerts, and other large community events. The Central Civic Space is located on either side of the Main Street and connected by a crosswalk treatment that would demarcate the space as pedestrian-oriented. The proposed clubhouse at its eastern edge would serve as an indoor extension of this public space for the use of the entire Nurseries and Township-wide community.
- **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. Elsewhere in the development, pedestrian-oriented movement would be encouraged via programmed park areas, connected sidewalks, and multi-use paths connecting residential areas to the east and west to the retail core and existing paths along Seminary Drive.
- **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 (e.g., multi-family over retail; age-restricted flats and townhomes; market-rate stacked and single-family townhomes; and single-family detached homes). Higher densities are located within the commercial core with transitional stacked townhomes, flats, and terrace homes creating a gradient to the lower-density single-family residential areas. Nearly all residential typologies

are rear-loaded as envisioned in the GDP Design Guidelines; where dwellings are front-loaded (e.g., active-adult carriage homes and detached single-family homes), the design is intended to provide for a first-floor primary bedroom or backyard gathering space. These homes would be designed so that garages are architecturally flush with the front facades.

- **Strategic Open Spaces.** The WRV Concept Plan provides for over 35% of the tract area (± 38 acres) of public open space, in excess of the 30% minimum required by ordinance and GDP. The proposed network of open spaces conservation areas, programmed neighborhood parks, and large vistas of preserved environmentally sensitive areas. The overall open space scheme includes several total acres of neighborhood parks throughout the site, balanced to provide active and passive park areas and 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 portions of the site is proposed to be within surface lots, conveniently located adjacent to retail uses, in order to avoid long distances and other challenges associated with parking garages in “Main Street” style retail environments. Substantial buffers are provided from external viewsheds, and additional landscaping will screen residential neighborhoods from direct views of the parking areas.
- **Two Crossings.** The Concept Plan proposes two crossings of Harry’s Brook that will connect the neighborhood to future development in South Brunswick, in accordance with the GDP and Township ordinance. The primary crossing is proposed via a roundabout along the Nursery Road near the northerly Township and property boundary, which will serve to calm vehicular traffic entering the Plainsboro neighborhood from South Brunswick. A multi-use bicycle and pedestrian path is also proposed at this location to tie into the existing and new pathway network. The roadway network on the east side of the site has been designed so that a future bicycle, pedestrian, and/or vehicle crossing may be constructed at the southern crossing of Harry’s Brook if future development in South Brunswick is deemed compatible with Plainsboro’s residential uses and all necessary environmental permits can be secured.

B. Proposed Concept Plan Development Program

1. Non-Residential Program:

NON-RESIDENTIAL USES	FLOOR AREA
Retail	228,018 to 246,148 square feet ⁽¹⁾
Office	73,000 square feet
Hotel	75,000 square feet / 125 keys

- (1) Minimum retail floor area; option to increase to over 246,148 square feet depending on market response (see **Retail Flexibility** below).
- Minimum of 125,000 square feet of retail fronting on the Commercial Main Street or the Central Civic Space.
 - Retail includes Clubhouse on the Central Civic Space, envisioned as an indoor public space that would be shared by all residents of the Nurseries community, employees, visitors, and the broader public (including as a “super-amenity” to entice office tenants).
 - Hotel and mixed-use retail will serve as a gateway from the southern entrance.

Retail Flexibility

The WRV Concept Plan proposes several options for the expansion of retail space that would allow the development to meet changing market demands with minimal impact on the overall site design.

During the first two phases of the project, WRV proposes to build just over 150,000 square feet of retail space. During the final phase of the project, WRV proposes to build an additional 75,288 to 93,130 square feet of retail. In order to create the most successful retail environment possible, the Concept Plan provides optionality in both the type and amount of retail space that WRV would construct on Blocks E1 and E2 during this final phase of the project. Depending on WRV’s view of the market and the highest and best retail use at the time of construction, WRV proposes to build a standalone 40,000 square foot retail building on Block E2 and then choose one of two paths for Block E1:

1. Large Format Retail. If the market is strongest for larger format retail buildings, WRV would construct a standalone 35,000 square foot retail building on E1 to create, along with E2, two signature buildings to anchor the north end of the mixed-use core; or
2. Age Restricted/Boutique Retail. If the market is strongest for main street-facing boutique retail (similar to what is planned for the street level of the mixed-use multi-family Buildings A & B) WRV would construct some combination of street facing boutique retail at the ground level on E1 and the north side of Buildings A & B to create an additional 35,000 to 40,000 square feet of retail space. WRV would also build an additional 97 units of age-restricted multi-family above the retail space constructed on E1 to enhance and densify the northern end of the mixed-use core’s street wall.

In total, the Concept Plan proposes approximately **228,018 to 246,148 square feet** of retail space across all phases.

2. Residential Program:

RESIDENTIAL USES	NUMBER OF UNITS
Total (All Residential)	950
BY MARKET TYPE	
Non-Age Restricted	750
<i>Market Rate</i>	654
<i>Affordable</i>	96
Market Rate (Age-Restricted)	200
TOTAL	950
BY TYPOLOGY	
Multi-Family	514
Townhouse	278
Stacked Townhouse/Flats	138
Single-Family Detached	20
TOTAL	950

- The required affordable housing units will be integrated throughout the development, in accordance with the University’s developer’s agreement, §3-9C of the Township Code, and New Jersey statutes. No residential or mixed-use buildings will consist exclusively of affordable housing units.
- Single-family residential uses would be located to the east and west of the commercial core, providing a transition (“flex” area) between the mixed-use core and the lower-density site perimeter in terms of both use and building type.
- Mixed-use development will be provided in accordance with §101-140C(3) of the Township Code, which requires for no less than 60% of the linear street frontage adjoining the Central Civic Space and Commercial Main Street to consist of buildings with at least one upper floor of active uses (e.g., retail, office, hotel, or residential uses, singly or in combination).

IV. GDP Consistency Review

As was determined at the time of its approval, the current GDP conforms to all requirements of the PMUD Zone. In turn, the proposed Concept Plan is intended to conform to same. Below, we provide an overview of how the WRV Concept Plan conforms to various requirements of the approved 2020 GDP. Consistency with all other provisions of the GDP and PMUD Zone will be established at the time of site plan approval.

A. General Land Use Plan

The Concept Plan proposes a land use program that is in full conformance with the requirements of the PMUD Zone and the GDP. The full complement of 950 residential units is provided across a variety of markets and typologies. The nonresidential program provides for office, retail, and hotel floor area that meets both the minimums as set forth in the phasing plan, and the maximums as established by the GDP, while responding to the fundamental shifts that have occurred with retail shopping and office workplace environments over the past three years. These trends are identified in the Township's 2022 Master Plan Reexamination Report, which specifically acknowledged the impact on Princeton Forrestal Center and the Nurseries site:

The major problem and objective under consideration at the time of the last Reexamination Report in 2019 was a planning and zoning change to an area of the township known as the Princeton Forrestal Center (PFC) [...]

Given the persistent lack of demand for large scale office development and the high-vacancy rate of existing office within the township, against a backdrop of large tracts of land in the PFC that is zoned, planned, and in some cases approved for large scale office development, one of the major challenges continues to be the consideration of new, more sustainable, land use options for such areas that will complement planned and existing nearby developments, and contribute to an enhancement of the quality of life in the community. [...]

The Re-examination Report also identified the Princeton Nurseries area as presenting the greatest opportunity for new development that would be sustainable and would better support and improve the marketability of the PFC and enhance the quality of life in the Township.

The WRV Concept Plan provides for a variety of retail, restaurant, hotel, and office uses that will promote an active Main Street environment – adding value to Princeton Forrestal Center and new residential uses – while maintaining a positive fiscal impact on the Township over the course of the project's buildout. As described in Section III.B.1. above, the Concept Plan also provides opportunity for expansion of retail square footage that can quickly meet the needs of the market. This flexibility – as well as the overall square footage totals – was achieved with the input of Township professionals in order to ensure a successful, sustainable development on the Nurseries site.

B. Conceptual Land Use Areas

1. Overview

The WRV Concept Plan reflects the Land Use Areas (Residential, Mixed-Use, and Flex) set forth in the GDP. The Land Use Areas are described as a framework for “sensitively and respectfully integrating the development with existing land uses and infrastructure in the

vicinity of the Nurseries site” and are intended to center the most intensive, high-density uses within the mixed-use core in the central portion of the site.

2. Conformance with Flex Areas

The Land Use Areas are intended to be malleable in both design and definition, with residential uses located to the east and west and a “flex” area providing a transition in terms of both use and building type between the mixed-use core and the lower-density residential uses at the site’s perimeter and within adjacent residential communities. The proposed Concept Plan features a similar land use organization to illustrative examples included in the GDP; namely a north-south linear Main Street with high-density residential uses, flanked by stacked flats and higher-density townhouses in the Flex Areas, leading to the Residential Areas at the site periphery. Specifically, the Concept Plan for the eastern side of the site proposes a shift from mixed-use apartments at the center to stacked flats and townhouses in the flex area, with the largest single-family townhouses abutting the open space area to the east. To the west, carriage- and terrace-style townhomes in the flex area provide a transition to larger townhouses and single-family homes – similar in scale to the neighboring Barclay Square development – nearest to the site’s western boundary.

C. Public Open Space

The proposed Concept Plan conforms to the Open Space Plan that was set forth in the GDP. The requirements of the PMUD Zone and the GDP are as follows:

MINIMUM OPEN SPACE AREA	30% OF GROSS TRACT AREA
Minimum Area of Central Civic Space	1 acre
Minimum Area of Neighborhood Parks	2 acres (aggregate)
Varied Open Space Features	<ul style="list-style-type: none"> • Central Civic Space • Neighborhood parks • Linear parks & trails • Conservation areas

The proposed Concept Plan meets or exceeds the GDP and ordinance requirements, ranging from the size and location of the Central Civic Space (which measures over 2 acres), over 4 acres of neighborhood parks, and the design of stormwater facilities as an “integral element” of the overall landscape design where appropriate. In accordance with the GDP, the additional 38+ acres of open space proposed within the Nurseries site will raise the total open space area within Princeton Forrestal Center to approximately 30% of its total land area within the Township.

Specifically, the proposed Central Civic Space consists of over an acre of green space, plus additional mixed hardscape and green space surfaces. The civic space has been designed in accordance with §101-141F(3) of the Township Code:

“At least one of the required civic spaces shall be centrally located to retail uses and shall function as a major activity area to the surrounding uses. This civic space shall contain a minimum of one acre and may include trees, landscaped areas, pathways, hardscaped gathering areas, amenities, and structures or uses that foster active use and the retail "main street" environment.”

The proposed full network of open spaces includes additional civic spaces, neighborhood parks across all residential areas and conservation and environmentally sensitive areas. The Concept Plan is intended to balance active and passive park areas and offer opportunities for trail connectivity within and outside the site. We also note that the proposed clubhouse will also serve as another option for indoor recreation and amenity space for residents, employees, and visitors to the site.

D. Circulation and Parking

The WRV Concept Plan includes two potential crossings into South Brunswick; one confirmed vehicular crossing at the northern end of the commercial Main Street, and another in the location of the existing crossing of Harry's Brook. The second crossing may potentially be accessible to vehicles in the future if the Township of South Brunswick enacts a compatible land use plan on the site and environmental approvals are secured.

Further, pedestrian and multi-modal connectivity are prioritized throughout the site in accordance with the vision articulated in the GDP. The WRV team will continue to work with Township staff and professionals to develop comprehensive and continuous bicycle and pedestrian infrastructure throughout and outside the site. The Concept Plan reflects pedestrian-oriented movement that is tied into open space areas, specifically between programmed parks and multi-use paths connecting residential areas to the east and west of the retail core and existing paths along Seminary Drive.

Parking throughout the site is required to meet the Township Code §101-143, which includes provisions encouraging shared parking that reflect the mixed-use nature of the proposed development. This technique is utilized on the Concept Plan produced by WRV, which demonstrates that adequate parking will be provided for all uses throughout the site via the shared parking principle. Though the Concept Plan layout includes certain retail parking areas that are below the required ratio of 5.5 space per 1,000 square feet of floor area, we note that this required ratio is very high as compared to modern standards, particularly given the compact, walkable nature of the development. As was contemplated in the GDP, WRV will produce a Shared Parking Analysis at the time of site plan approval that will demonstrate the adequacy of the proposed parking – particularly in light of post-COVID changes to the workplace and retail environments – using recognized standards acceptable to the Planning Board.

E. Stormwater Management

Future development of the Nurseries site will aim to simulate the Nurseries site's natural hydrologic conditions through the implementation of comprehensive stormwater management planning. This integral part of the project will mitigate the impact of development in the vicinity of the Nurseries site and allow the development to comply with state and local stormwater management rules and regulations. Details related to stormwater management will be determined during the site plan approval process and will be consistent with New Jersey Department of Environmental Protection (NJDEP), Plainsboro Township, and Delaware and Raritan Canal Commission stormwater management regulations in effect at the time of the application for site plan approval.

Open space areas will comply with the PMUD requirements that discourage stormwater management basins that are not integrated into the landscape design. Notably, the current

NJDEP stormwater requirements that prioritize green infrastructure were not in place at the time of the initial zoning amendments and GDP approval; however, the GDP anticipated this and included provisions for green infrastructure and other best management practices (BMPs). The eventual stormwater design is intended to include rain gardens and other BMPs that are in the spirit of the overall site landscaping design so that stormwater management facilities can contribute to the public use and enjoyment of open space while meeting all NJDEP requirements.

F. Design Guidelines

Development of the Nurseries site will be influenced by the Design Guidelines, which were adopted as part of the GDP approval. The Design Guidelines are intended to serve as a visual lexicon for the development of the Nurseries site by encouraging creativity – and functional qualities – in the physical environment, including but not limited to building typologies, architecture, circulation, open space & landscaping, and public art and signage. We note that the Design Guidelines are not a regulatory document but are intended to provide guidance and context for the development of the Nurseries site outside the requirements contained in the Township Zoning and Subdivision and Site Plan Review regulations.

G. Fiscal Impact

As indicated in Section IV.A. above, the proposed land use program is anticipated to result in positive fiscal impacts to the Township of Plainsboro across all phases, in accordance with the requirements of the GDP. The Township has already completed a comprehensive update of the fiscal impact analysis, which shows the Concept Plan would improve the projected fiscal benefits to Plainsboro from the GDP. The WRV team will continue to work with the Township in this regard and will submit a new fiscal impact report at the time of site plan approval.

V. Conclusion

The preceding document is intended to accompany the proposed WRV Concept Plan for the Princeton Nurseries site. As set forth above, we are confident that the Concept Plan conforms with the approved GDP for the site, as well as the overall vision articulated by the Guiding Core Principles that were mutually established by the Township and Princeton University as part of the GDP process. WRV has worked with Township professionals and their design consultants to develop a plan that meets the GDP in both spirit and technicality, in order to meet the shared vision: A walkable and pedestrian-friendly mixed-use development, curated through thoughtful planning and design to create a high-quality environment and foster a sense of place while supporting the Township's Master Plan goals and the ongoing vitality of Princeton Forrestal Center.