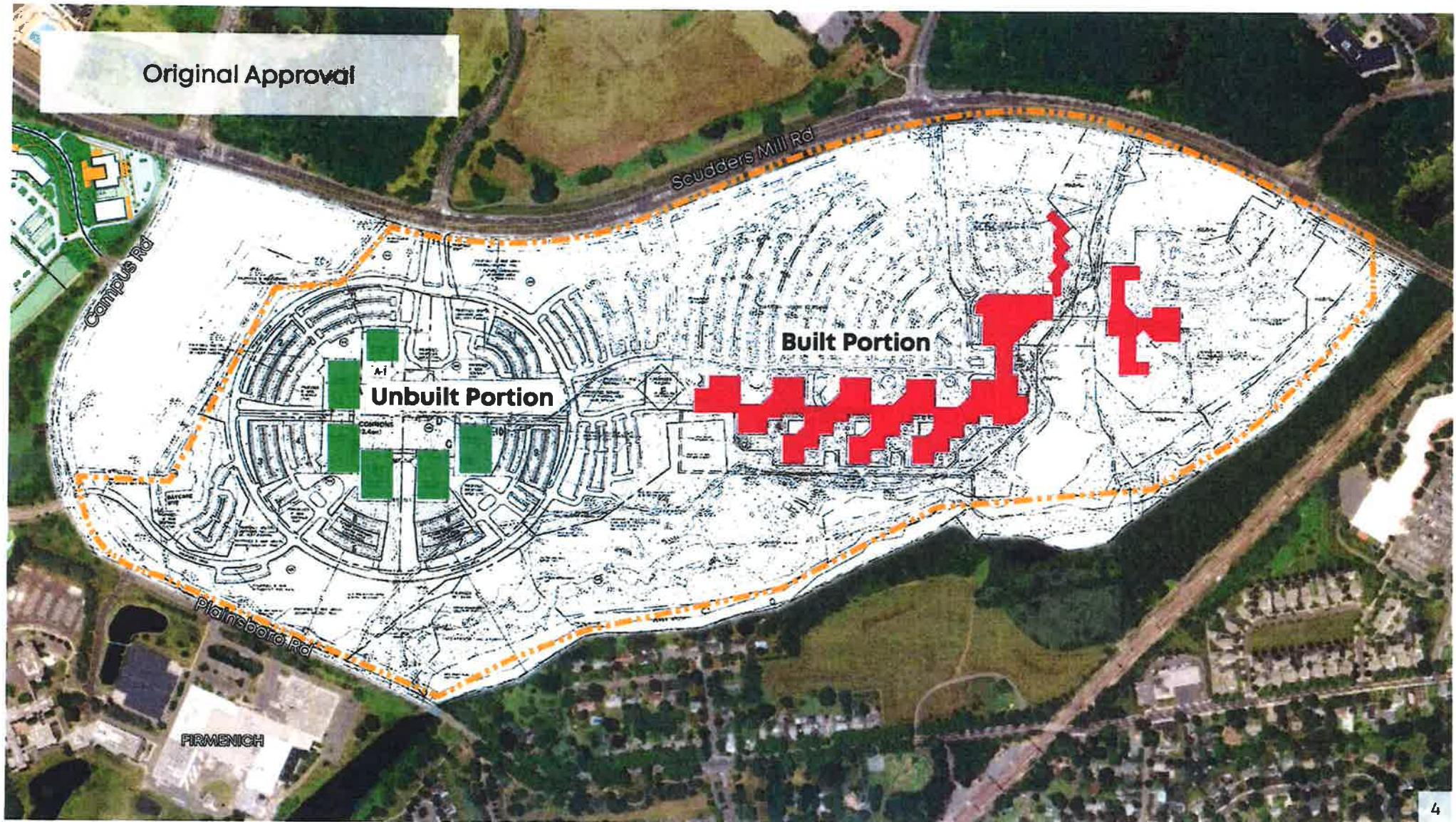
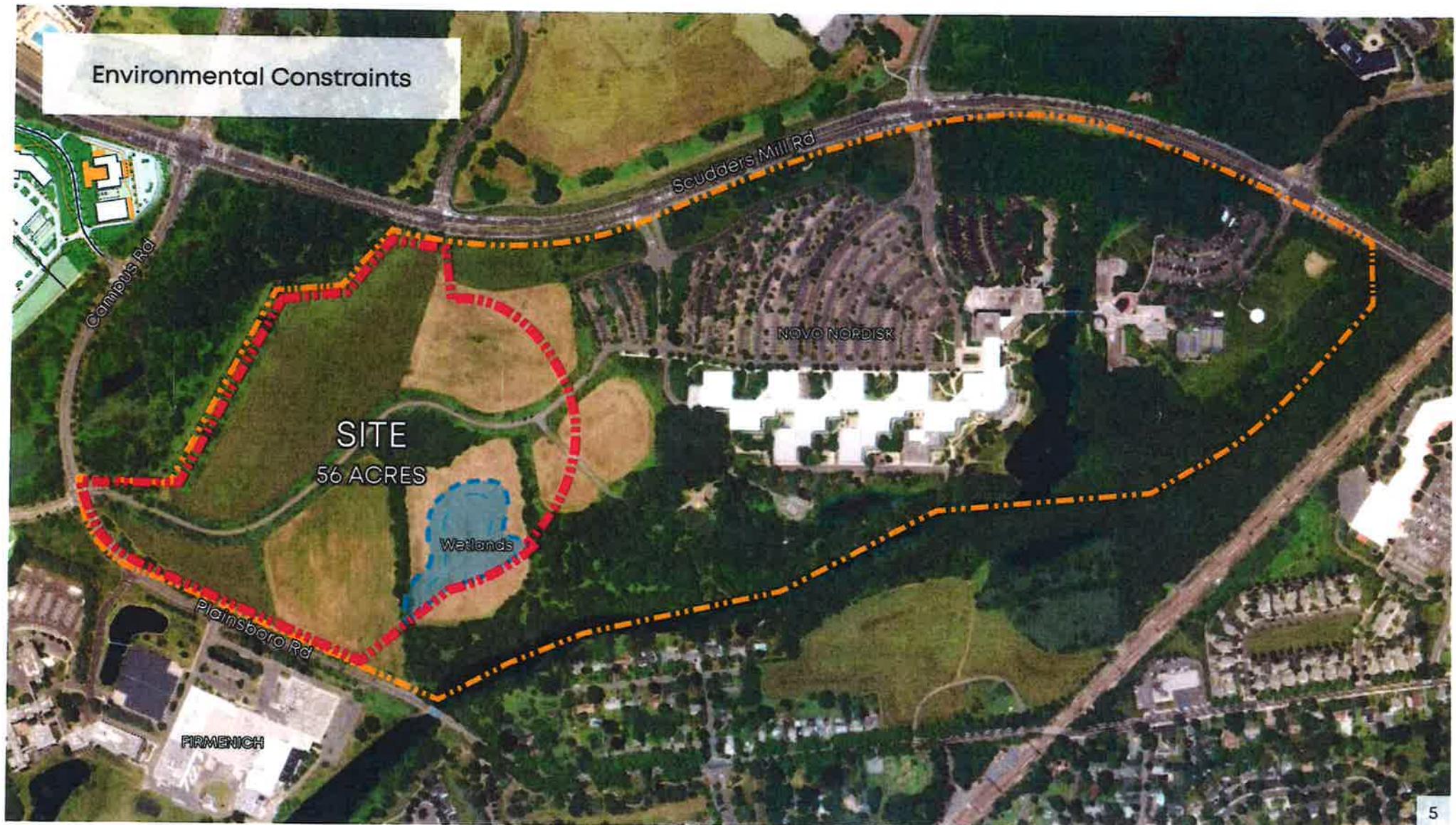
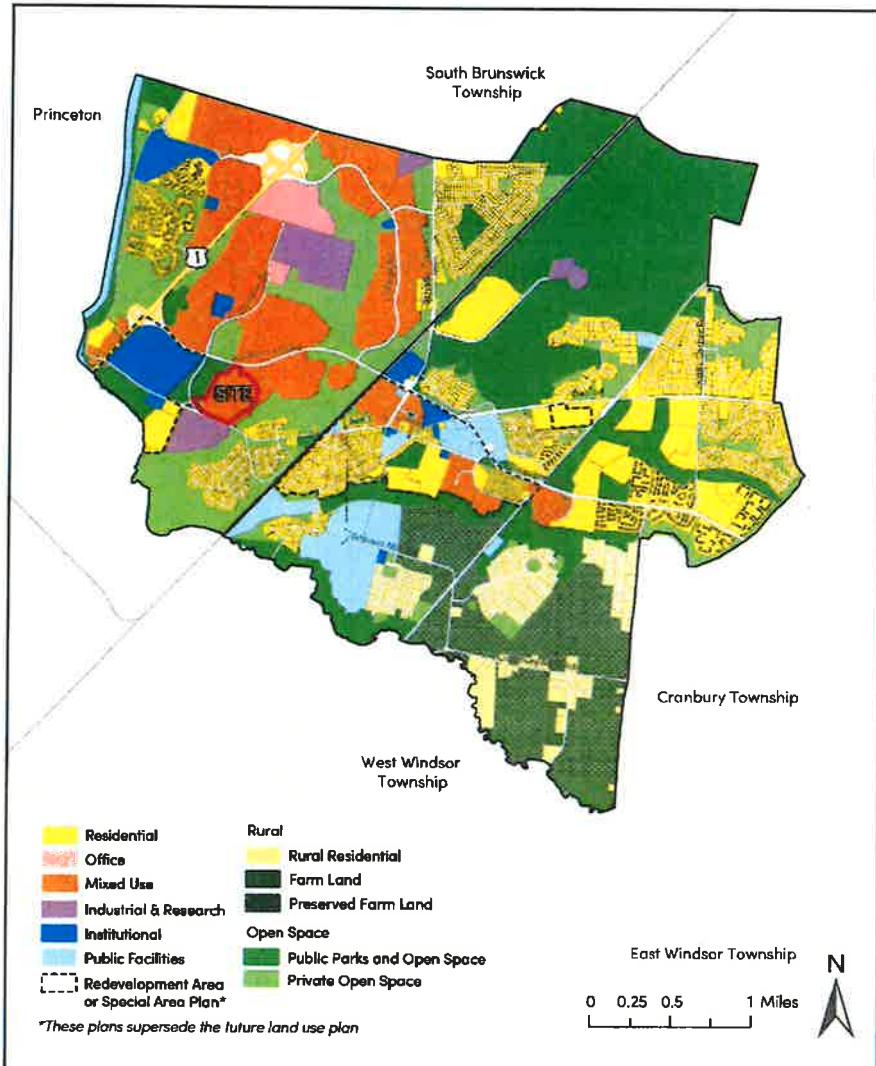


Original Approval



Environmental Constraints

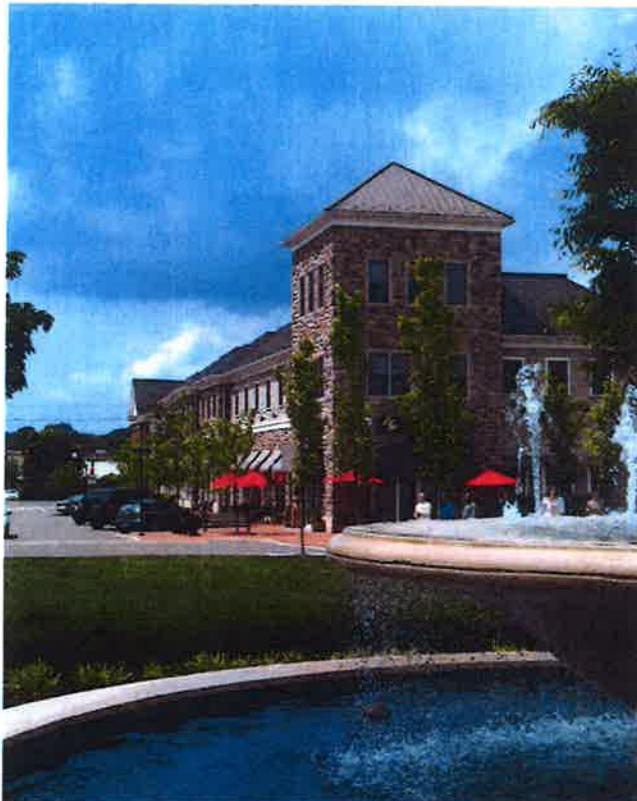




## 2022 Master Plan

- 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**

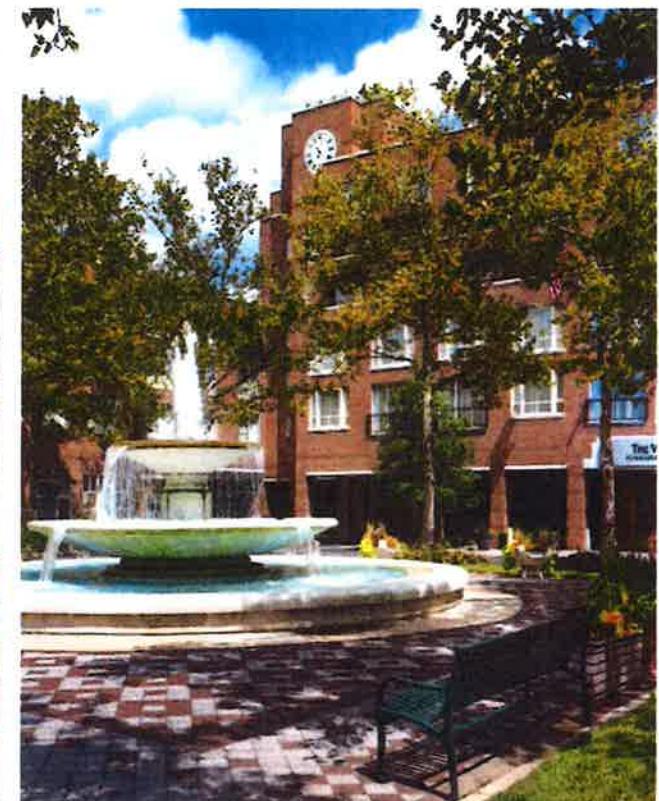
## What already exists?



PLAINSBORO VILLAGE CENTER

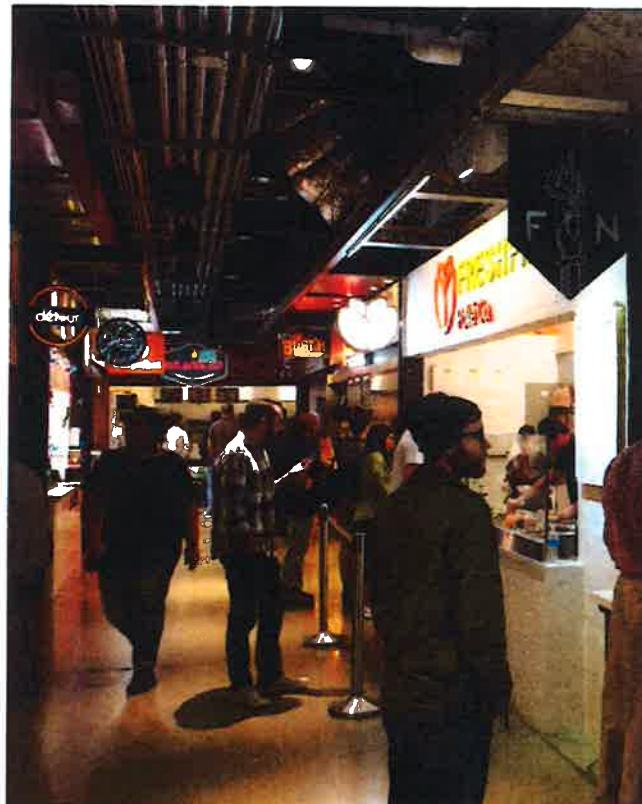


PLAINSBORO PLAZA



PRINCETON FORRESTAL VILLAGE

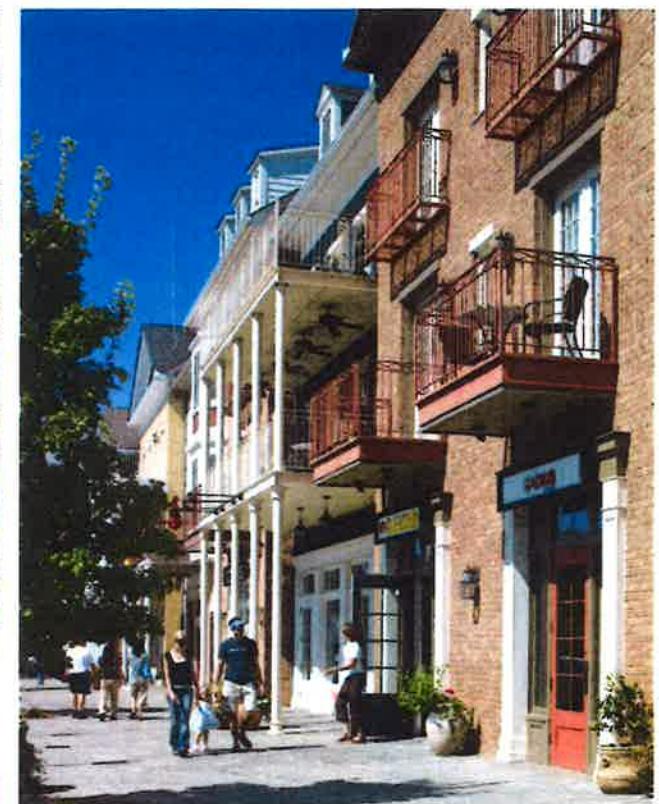
## What's missing in Office Parks along the Route 1 corridor?



FOOD HALL



EXPERIENTIAL F&B



MIXED-USE LIVING

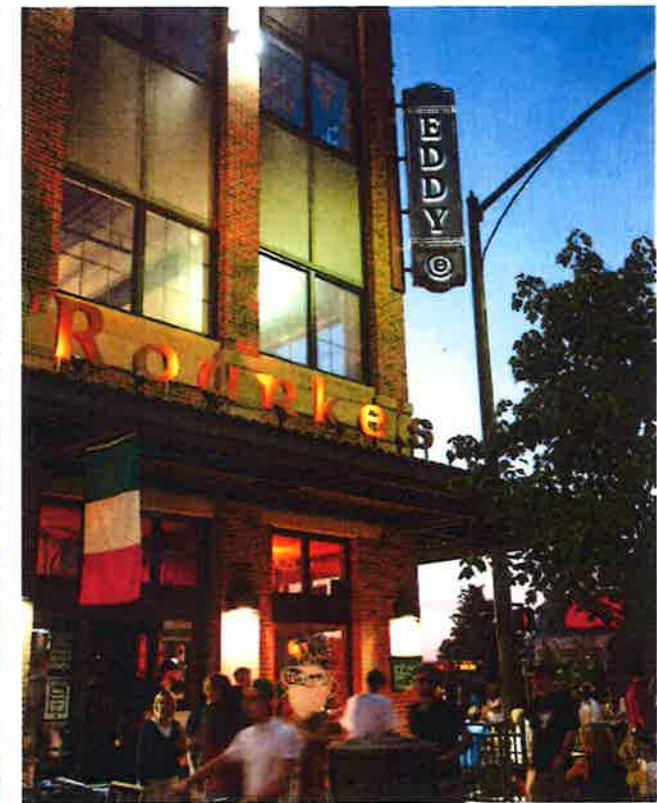
## What emerging trends do Corporations seek for the workforce?



UNIQUE EXPERIENCE - 7 DAYS/WEEK



DISTINCTIVE LIVING



DYNAMIC AFTER-WORK SCENE

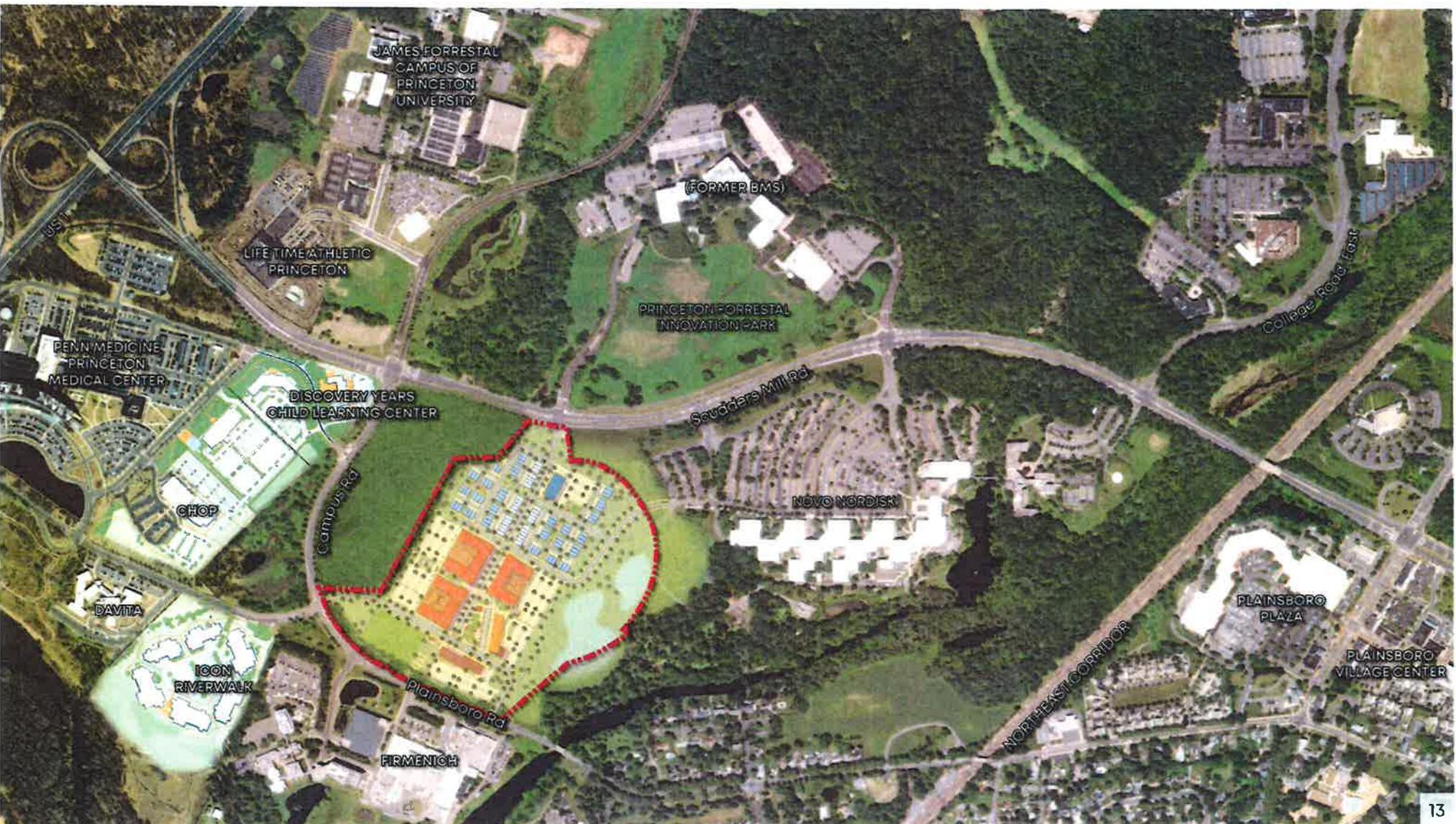
## Mixed-use anchored by Experiential Food & Beverage

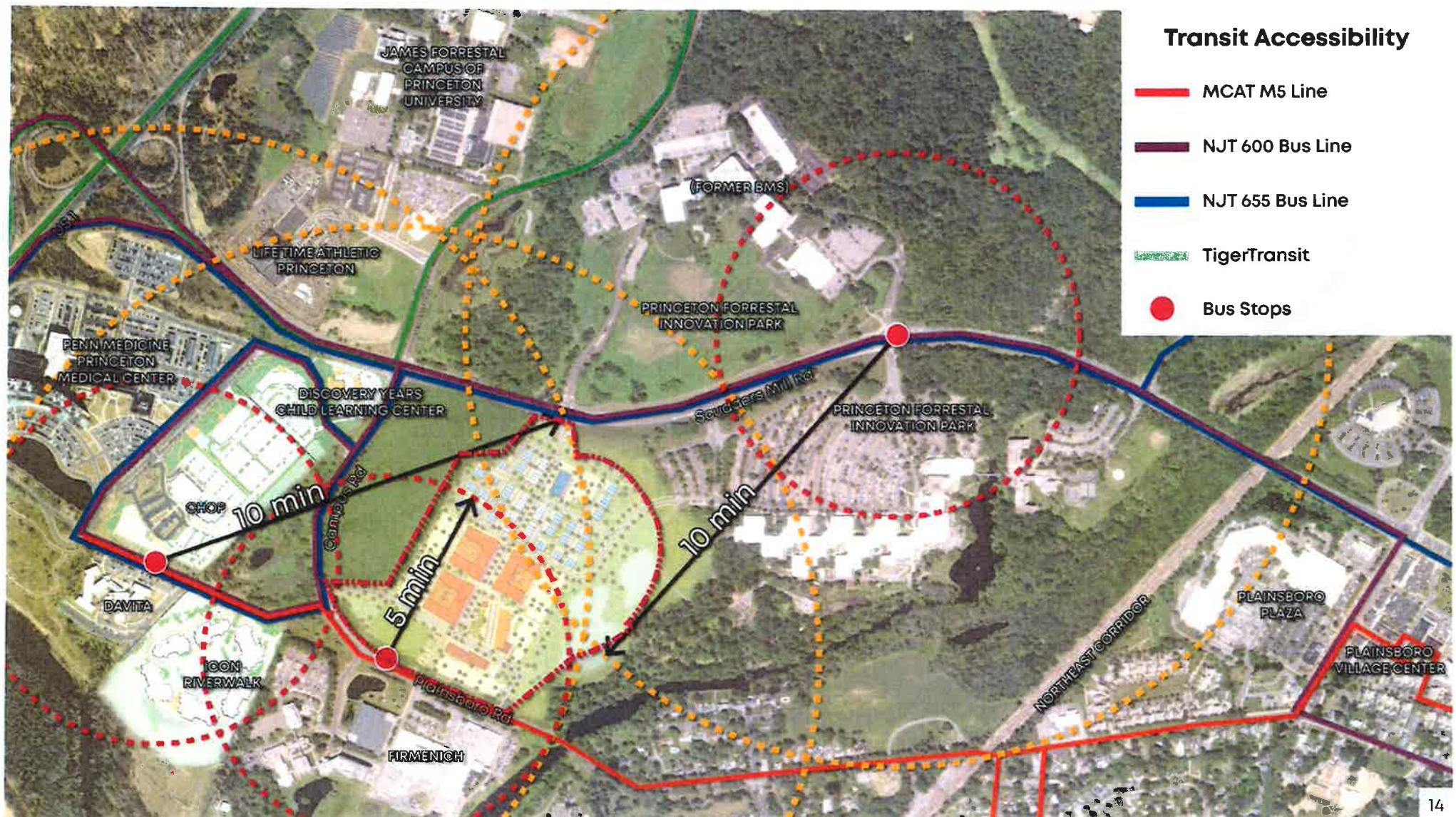


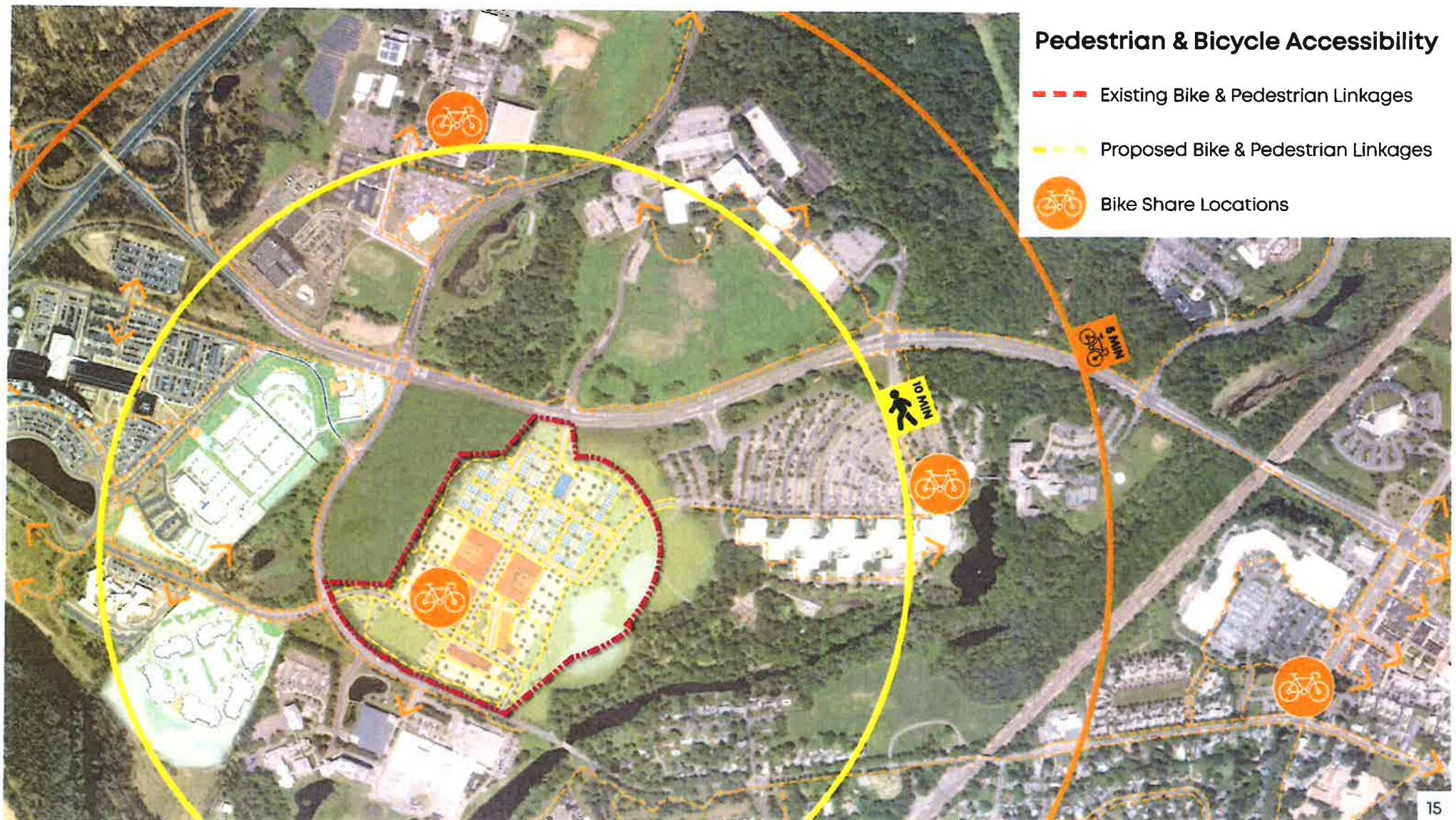




A MIXED-USE ANCHOR  
TO SUPPORT CORPORATE  
RETENTION & RECRUITMENT













## FUSION @ Plainsboro Program

### OPEN SPACE

45%-50% Open Space

Community Green

Sports Field

Rain Gardens



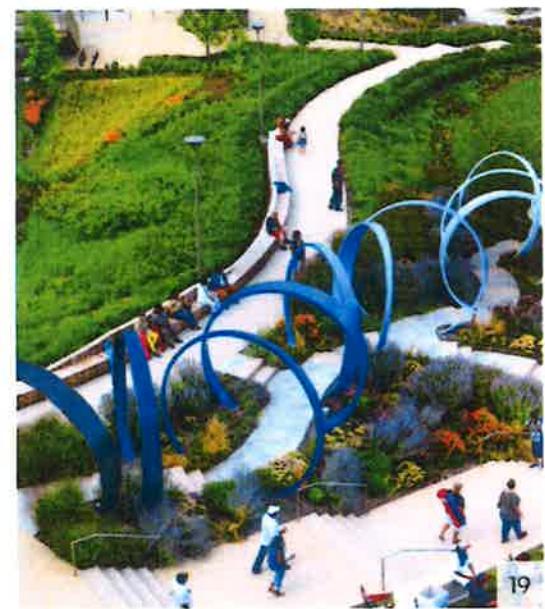
## ARTS, RECREATION & COMMUNITY SPACE

INNOVATIVE WORKSPACES

HOUSING CHOICE

MIXED USE

EXPERIENTIAL F&B





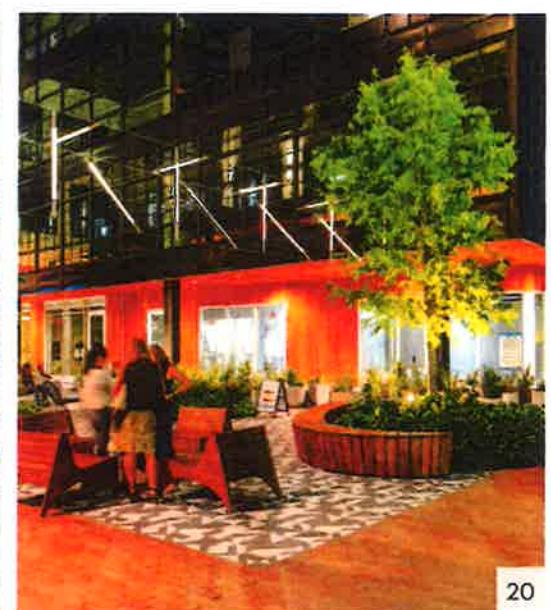
## ARTS, RECREATION & COMMUNITY SPACE

INNOVATIVE  
WORKSPACES

HOUSING CHOICE

MIXED USE

EXPERIENTIAL F&B





## FUSION @ Plainsboro Program

### OPEN SPACE

45%-50% Open Space

- Community Green
- Sports Field
- Rain Gardens

### OFFICE

38,400 SF

1 space per 400 SF



**ARTS, RECREATION & COMMUNITY SPACE**

**INNOVATIVE WORKSPACES**

**HOUSING CHOICE**

**MIXED USE**

**EXPERIENTIAL F&B**





## FUSION @ Plainsboro Program

<b>OPEN SPACE</b>
45%-50% Open Space
Community Green
Sports Field
Rain Gardens
<b>OFFICE</b>
38,400 SF
1 space per 400 SF
<b>TOWNHOMES</b>
140 units
112 market-rate units
28 affordable units (20%)
~2.0+ spaces per unit



ARTS, RECREATION &  
COMMUNITY SPACE

INNOVATIVE  
WORKSPACES

HOUSING CHOICE

MIXED USE

EXPERIENTIAL F&B





## FUSION @ Plainsboro Program

<b>OPEN SPACE</b>	45%-50% Open Space
Community Green	
Sports Field	
Rain Gardens	
<b>OFFICE</b>	38,400 SF
	1 space per 400 SF
<b>TOWNHOMES</b>	140 units
	~2.0+ spaces per unit
112 market-rate units	
28 affordable units (20%)	
<b>MIXED-USE</b>	385 units
	~1.5 spaces per unit
Multi-Family Residential	
327 market-rate units	
58 affordable units (15%)	
Ground Floor Non-Residential	43,648 SF
	5.5 spaces per 1,000 SF
Residential Amenities	
8,113 SF	



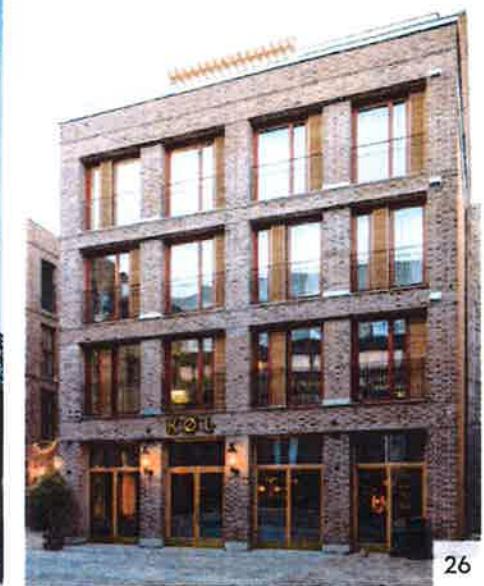
**ARTS, RECREATION &  
COMMUNITY SPACE**

**INNOVATIVE  
WORKSPACES**

**HOUSING CHOICE**

**MIXED USE**

**EXPERIENTIAL F&B**





## FUSION @ Plainsboro Program

<b>OPEN SPACE</b>	45%-50% Open Space
Community Green	
Sports Field	
Rain Gardens	
<b>OFFICE</b>	38,400 SF
	1 space per 400 SF
<b>TOWNHOMES</b>	140 units
	~2.0+ spaces per unit
112 market-rate units	
28 affordable units (20%)	
<b>MIXED-USE</b>	385 units
Multi-Family Residential	~1.5 spaces per unit
327 market-rate units	
58 affordable units (15%)	
Ground Floor Non-Residential	43,648 SF
	5.5 spaces per 1,000 SF
Residential Amenities	8,113 SF
<b>HOTEL</b>	100 rooms
	1 space per room
<b>EXPERIENTIAL FOOD &amp; BEVERAGE</b>	20,300 SF
	5.5 spaces per 1,000 SF



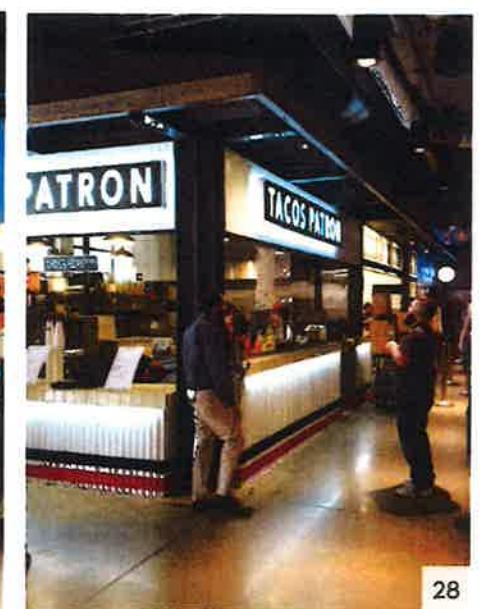
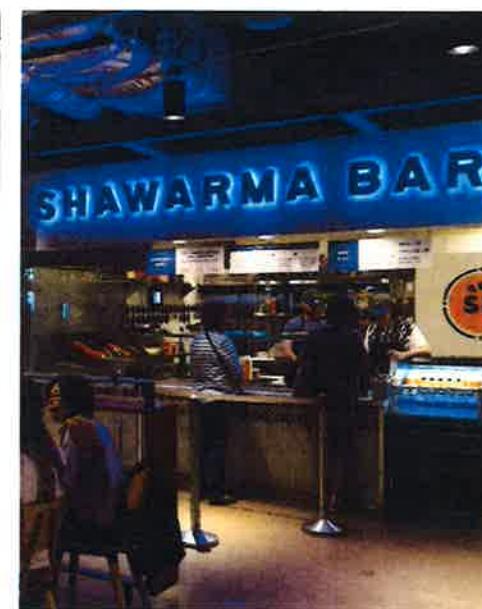
ARTS, RECREATION &  
COMMUNITY SPACE

INNOVATIVE  
WORKSPACES

HOUSING CHOICE

MIXED USE

EXPERIENTIAL F&B





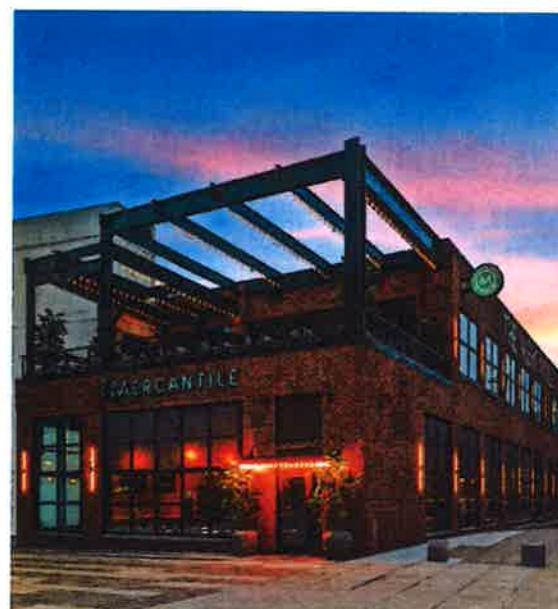
ARTS, RECREATION &  
COMMUNITY SPACE

INNOVATIVE  
WORKSPACES

HOUSING CHOICE

MIXED USE

EXPERIENTIAL F&B



















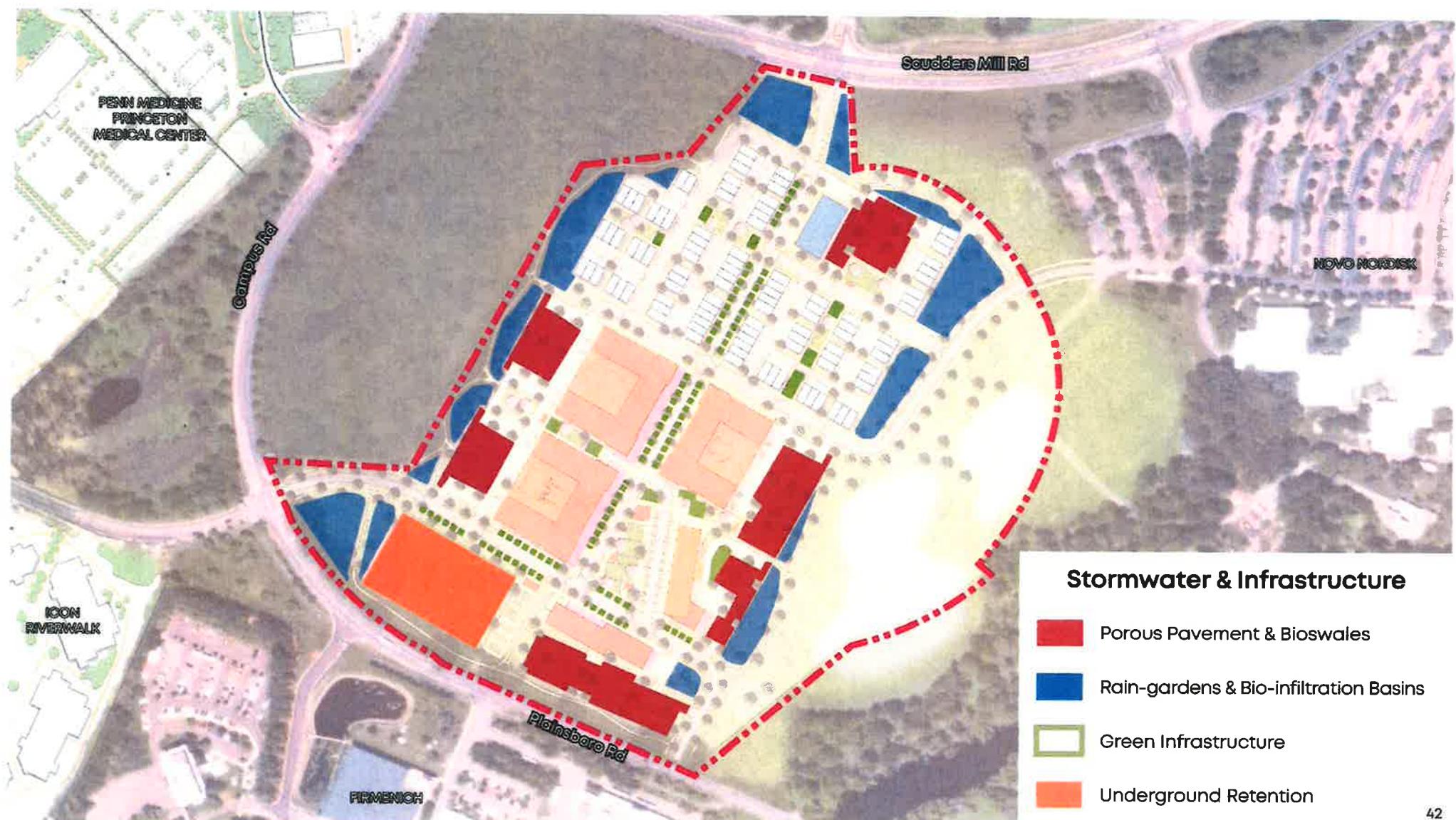






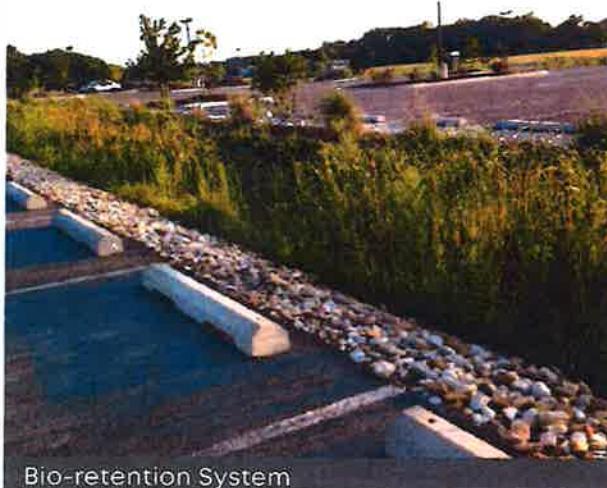
## STORMWATER & INFRASTRUCTURE

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

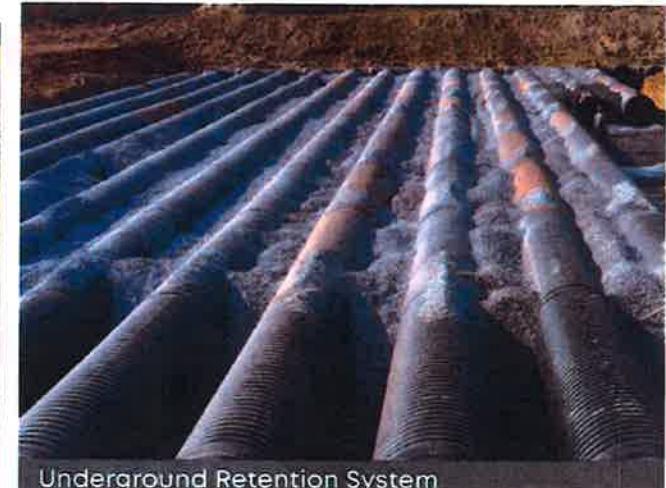




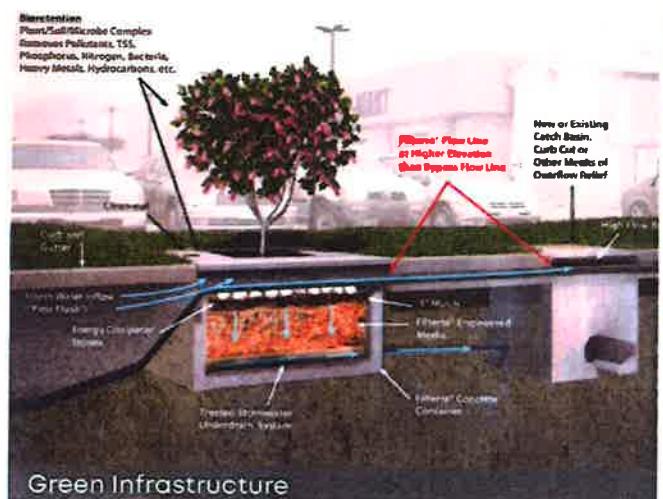
Porous Asphalt



Bio-retention System



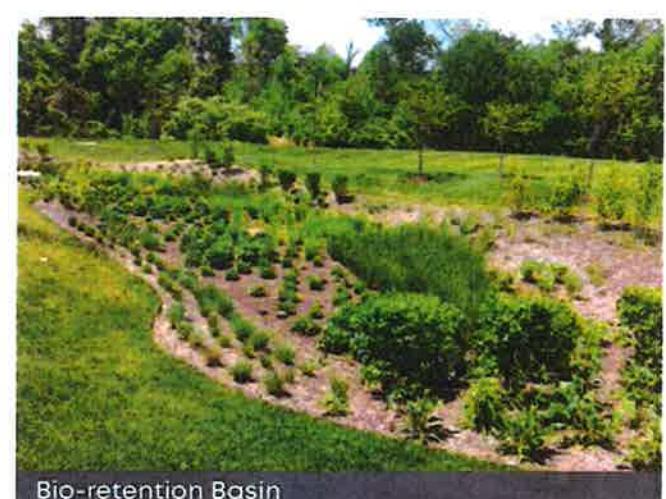
Underground Retention System



Green Infrastructure



Rain Garden



Bio-retention Basin

## TRAFFIC IMPACT

- Site approved for 723,879 SF of Office / Research
- Proposed Mixed Use Concept Plan results in significantly reduced weekday AM/PM commuter traffic impacts (compared to Office)
- Proposed mix of uses will generate ~700 fewer 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: \$221.8M
- Anticipated number of public school students: 127 (average of Center for Urban Policy Research and Township's multipliers)
- Overall annual tax revenue (surplus): \$1,714,340 (average of Center for Urban Policy Research and Township's multipliers)

