

FELLOWSHIP AREA REDEVELOPMENT PLAN

Mt. Laurel, New Jersey

**August 15, 2011
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The original redevelopment investigation and plan were prepared by Harry McVey,PP. This current revision was prepared by Remington, Vernick and Arango Engineers.

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FELLOWSHIP AREA REDEVELOPMENT PLAN

I. INTRODUCTION

When the Master Plan for Mount Laurel Township was last reexamined in 2009, it was recommended at that time that a Redevelopment Area be created in the Fellowship Road area. For the purpose of implementing that recommendation, the Township Council, in accordance with the provisions of N.J.S.A. 40A:12A-1 et seq. known as the Local Redevelopment and Housing Law (“LRHL”), adopted its Resolution #10-R-57, by which it authorized the Mount Laurel Planning Board (the “Planning Board”) to conduct a preliminary investigation to determine whether certain properties were in need of redevelopment. In accordance with that directive, the Planning Board conducted said investigation, with the assistance of a Professional Planner, and prepared its report on this investigation in a document entitled the “Fellowship Area Preliminary Needs Investigation Redevelopment Study, dated February 2010” (the “Needs Study”).

Subsequent to the preparation of the Needs Study, and after issuing all legally required notices, the Planning Board conducted a public hearing on the Needs Study on February 24, 2010. At that public hearing, the testimony from the public and the Township’s Professional Planner was overwhelmingly in favor of designating the following lots as constituting an area in need of redevelopment, in accordance with the provisions of the LRHL:

Block 1310, Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 10.01, 11, 12, 12.01, 13

Block 1305.03, Lots 11, 12, 13, 14, 14.01

Block 1305.02, Lots 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

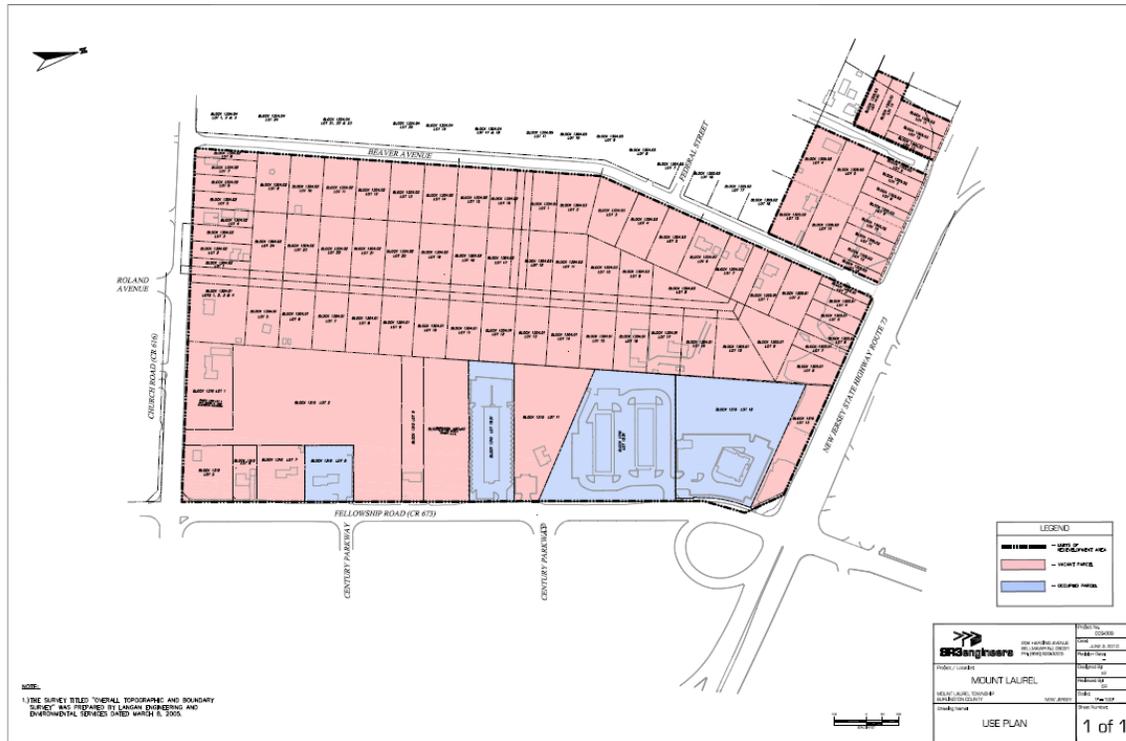
Block 1305.01, Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Block 1304.03, Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

Block 1304.02, Lots 1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24

Block 1304.01, Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18

Plan of Redevelopment Area – Vacant lots in pink



Thereafter, by way of Township Council Resolution # R-10-R-81, the above listed properties were designated as an area in need of redevelopment, as that term is defined by the LRHL. These lots are hereinafter referred to as the Fellowship Redevelopment Area, or “Area” for short. A copy of the Township’s Resolution was duly filed with the New Jersey Department of Community Affairs, which has filed no objection to the designation of this Area as one in need of redevelopment under the LRHL. Consequently, for the purpose of fostering the redevelopment of the Area, this Redevelopment Plan has now been prepared.

II. LOCAL OBJECTIVES

A) APPROPRIATE LAND USES: The Area is located at a key gateway to this municipality, as it is situated, with major road frontage, between the New Jersey Turnpike Exit #4 and an interchange with Route #295 a major regional interstate traffic artery. This prominent location significantly influences the determination of the highest and best uses for the properties located within the Area. This Plan is intended to create an attractive, functional, and well designed gateway to the Township, which will define and enhance the character of the area, while improving traffic circulation and providing opportunities for commercial development and addressing the Township’s need for affordable low and moderate income housing. The mix of uses permitted by this Plan should add to the vibrancy of the community over the long term.

This Area is currently dominated by vacant lots and underutilized parcels. It is also a location with great potential to attract significant tax ratables, to improve the tax base of this community. For these reasons, the Area should benefit from zoning regulations with a large variety of potential uses, emphasizing commercial uses which are most likely to encourage development in this difficult economic climate.

Although the current zoning of some of the tracts within the Area does provide a wide variety of uses, the Area is bisected by three different zones, plus one overlay zone.

Prior Zoning Map



Each of these zones has different permitted uses, and the boundaries of each zone are situated such that they effectively preclude any significant or unified development in the Area. Because of these factors, this Plan will supersede the Township’s zoning code, so as to permit the uses and development standards described in more detail below, anywhere within the Area, which development is to occur as part of an overall coordinated plan..

To encourage the expeditious achievement of the local objectives being sought by the adoption of this Plan, it is the intention of the Township to avail itself of all of the powers and authority granted to it under the Local Redevelopment and Housing Law (“LRHL” - N.J.S.A. 40A:12A-1 et seq) and other state legislation intended to spur economic development. The LRHL authorizes developments located within any redevelopment area to benefit from various governmental programs. For example,

N.J.S.A. 40A:12A-4.1 & 4.2 specifically authorize municipalities to grant tax abatements to projects within a redevelopment area on the condition that the redeveloper, as is proposed in this Plan, sets aside affordable residential units or contributes to an affordable housing trust fund established by the municipality. Such a tax abatement program is expected to be needed in order to support the development of the substantial number of affordable housing units anticipated by this Plan. Often tax abatements or Payment in Lieu of Tax Agreements (“PILOT”), are a necessary prerequisite for a project to be considered for competitive financing, which makes the development of affordable housing possible. Furthermore, permitting alternative tax structures may promote the development of high quality development projects and associated public improvements, which may not otherwise be feasible.

Other sections of the LRHL will permit the Township to provide financial assistance to projects within the Area, to utilize its power of eminent domain to acquire necessary parcels required to affect development of the Area, and to compel the relocation of public utilities when needed. There may also be other state and/or federal governmentally supported incentive programs available for projects such as those which the Township intends to support for development in the Area, through endorsements as necessary, including but not limited to the Economic Redevelopment and Growth Program created by the New Jersey Economic Stimulus Act of 2009 for which the Township will agree to adopt all required ordinances and to issue all required Letters of Support. Also, hotels will be one of the permitted uses within the Area. To the extent that hotels are proposed, the Township will encourage hotels which are of sufficient size to merit the addition of liquor licenses, which will then be utilized to attract additional high caliber restaurants and other users. To this end, the Township will work with the Redeveloper to procure additional liquor licenses.

B) DENSITY OF POPULATION: Although historically there have been scattered residential units located within the Area, and much of the land mass within the Area has been subjected to residential zoning limitations, the Area, which is relatively compact and surrounded by major traffic arteries, does not lend itself well to residential development. It is the intention of this Plan to encourage development of large scale tax ratables, of a non-residential nature, in the Area. Nevertheless, as a complementary component of anticipated future commercial development of the Area, a portion of the Area is to be considered for development of affordable housing. However, it may be possible to identify an alternative location for affordable housing in the Township, which will achieve the Township’s affordable housing objectives at a site more suitable for residential development. If so, it is expected that the Area will have little or no impact upon the density of population within the Township generally, and the Area itself will have no residential population within it, except in the event that a preferable location for the possible development of an affordable housing project cannot be identified.

In the event that it is determined that the Area would be an appropriate location for development of affordable housing, the size of that development should not exceed

120 units, and should be situated within the Area so as to accomplish several objectives: placing the residential units as far as reasonably possible away from the primary traffic intersection of Route #73 and Fellowship Road; locating those units as close as reasonably possible to existing residential units located outside of the boundaries of the Area; and locating the residential units so that they do not impede the development of major tax ratables within the Area. It is believed that all of these objectives, if achievable, would be in the best interests of the residents of any affordable housing developed in the Area, as well as the general population of the Township.

C) IMPROVED TRAFFIC AND PUBLIC TRANSPORTATION: Three sides of the Area are bordered by roads which carry significant traffic volumes. They include Route #73, Fellowship Road, and Church Road. The intersection of Fellowship Road and Route #73 is particularly heavily traveled during peak commuter hours. Although development of the Area will undoubtedly result in increased traffic on these roadways, any projects proposed for development in the Area will be required to present current traffic studies to the Township, as well as to propose off-site improvements to these traffic conditions, which would address any increases in traffic flow generated by the proposed projects. In the event that those off-site improvements are designed to accommodate traffic other than just the traffic generated by the proposed projects, the developers will be entitled to request a fair share developer's agreement in compliance with N.J.S.A. 40:55D-42.

In addition to off-site roadway improvements, developers in the Area will be encouraged to construct, where feasible, internal circulation patterns for on-site traffic, which will enable vehicles and pedestrians to connect to multiple uses without the necessity of utilizing the adjacent public thoroughfares.

This area includes an unimproved segment of Oregon Avenue. This segment of Oregon Avenue can never be connected to Route 73 due to the construction of the Route 295 interchange and the use of this land for redevelopment would further the goals of the Redevelopment Plan. The implementation measures associated with this plan shall include the vacation of this right of way at the time the Redevelopment Plan is adopted by the Mount Laurel Township Council following adoption of this Amendment to the Redevelopment Plan.

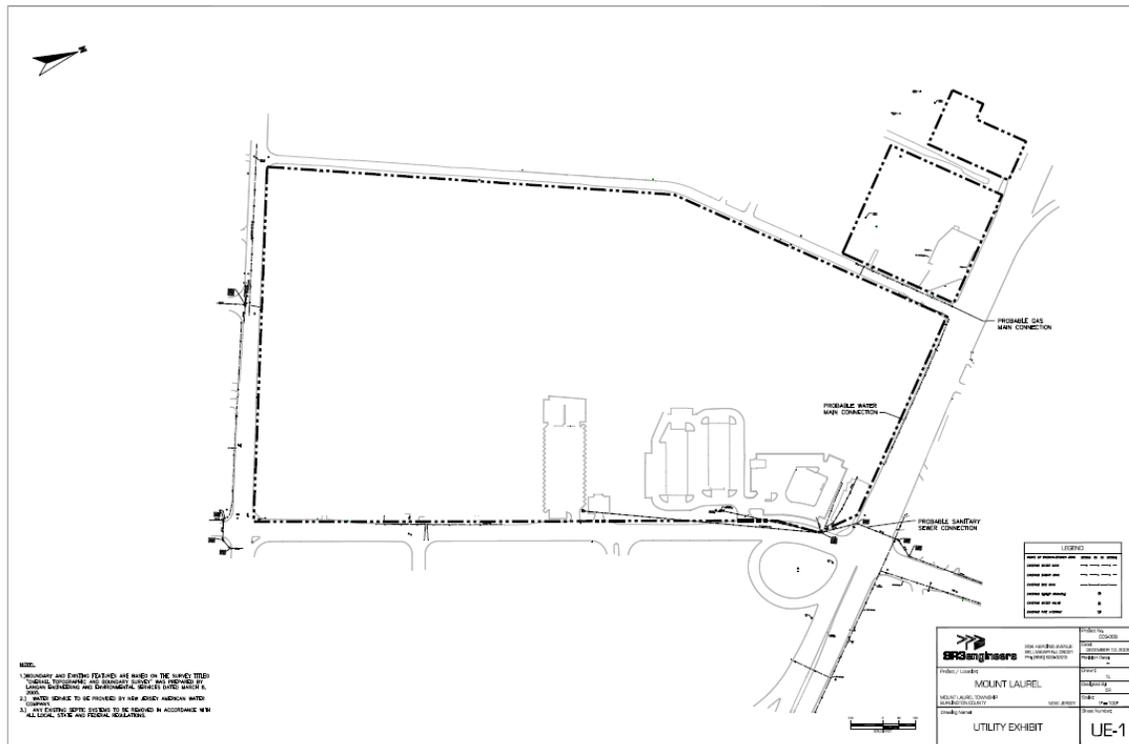
Consideration should also be given to the interconnection, where feasible, of the traffic circulation network for RA-3 with the circulation networks in the Fellowship Area Redevelopment Plan in zones RA-1 and RA-2. In addition, the RA-3 area shall have direct access to Route #73, unless specifically prohibited by the New Jersey Department of Transportation. Further, consideration will be given by the Mount Laurel Township Council to the potential vacation of Beaver Avenue along the RA-3 frontage.

Public transportation is available to the Area in the form of New Jersey Transit bus service. The redevelopment of the Area may increase ridership by employees and patrons. It will be recommended that the Redeveloper work with New Jersey Transit to

ensure that bus stops are conveniently located and that bus shelters, with adequate lighting and trash receptacles, are provided if possible.

D) PUBLIC UTILITIES: There are adequate capacity and conveniently available connections for gas, telephone, cable and internet service to any and all developments within the Area. However, public water and sewer connections do not currently service all of the Area. Consequently, any proposed development within the Area will have to address delivery of these services to the proposed developments, to the satisfaction of the Township, at such time as the developments are proposed.

Utility Map



E) RECREATIONAL AND COMMUNITY FACILITIES AND OTHER PUBLIC IMPROVEMENTS: The Area contains a significant amount of acreage, somewhat centrally located within the Area, which is impacted by wetlands, and not likely to be susceptible to any form of commercial or residential development. This acreage could present the Township, utilizing the assistance of a developer, with a unique opportunity to create an environmentally sensitive walking/nature trail, without adversely impacting the development potential of the Area. No other recreational amenities or community facilities are anticipated for development in the Area, as it is the intention of the Township to primarily encourage development of substantial tax ratables within the Area, to strengthen the tax base of the community.

III. PROPOSED LAND USES AND BUILDING REQUIREMENTS

A. Uses

The Redevelopment area is proposed to contain three zoning districts. Redevelopment Area – 1 (RA-1) fronts on Route 73, Fellowship Road and Beaver Avenue. Redevelopment Area – 2 (RA-2) fronts on Fellowship Road, Church Road and Beaver Avenue. Zones RA-1 and RA-2 are separated by freshwater wetlands. Redevelopment Area -3 (RA-3) fronts on Route 73, Beaver Avenue and Oregon Avenue.

See the map below for specific District boundary lines.



RA-1 Uses

1. Professional and general offices.
2. Medical and dental offices and clinics.

3. Retail sales, trade and other related businesses typically contained in a shopping center provided that no individual retail sales business shall exceed 95,000 square feet of floor area.
4. The following accessory retail uses are permitted provided they are attached to the principal use and do not occupy a separate freestanding building or structure:
 - a. Grocery sales shall be limited to 25% of the gross floor area (excluding storage and stock room floor areas) of any building. The term grocery sales shall include the sale of all food items, including, without limitation, candy, snacks, milk and bread, but shall not include non-food items including, without limitation, pharmacy goods, personal care products, seasonal non-food items, housewares, clothing, electronics, books and videos, paper goods, kitchen and bathroom supplies, cleaning products, pet products, and automotive products. Convenience items for sale at check-out counters limited to single servings of candy, gum, prepackaged snacks, bottled drinks, and the like shall also be excluded from the 25% gross floor area limitation. The gross floor area dedicated to grocery sales shall be calculated by totaling the floor area (excluding storage and stock room floor areas) occupied by all fixtures, racks, freezer cases, refrigerated cases, and displays which are used in the presentation of food items to customers.
 - b. Outdoor garden centers and outdoor storage fully enclosed on all four sides by permanent walls, or a combination of permanent walls and fences. A roof, or shade structure, is permitted but is not required.
 - c. Automobile repair services limited to oil changes, lubrication, and the sales and installation of tires, batteries and similar minor repairs. All services shall be performed within a building. Body shops and such services as engine and/or transmission replacement are prohibited.
 - d. Photo studios
 - e. Vending machines
 - f. Propane sales
5. Personal and business services.
6. Banks and fiduciary institutions with or without drive-up windows.
7. Eating and drinking establishments with indoor and outdoor seating, including both fast food restaurants without drive-thru facilities and dine-in restaurants with or without the sale of alcoholic beverages.

8. Indoor theaters, radio and television studios, including motion-picture theaters.
9. Performing arts theaters for such uses as concerts, ballets, plays and the like.
10. Auditoriums.
11. Ballrooms.
12. Active and passive open spaces.
13. Accessory uses customarily incidental to any of the above uses, including, but not limited to, 24-hour operations, locker rooms, maintenance shops, meeting rooms, dressing rooms, first aid rooms, kitchens, lobbies and the like and restaurants, sporting clubs and lounges intended to primarily serve the guests and employees of the buildings in which they are located such as office buildings.
14. The following accessory retail uses shall be permitted but are prohibited as principal uses. In addition, these uses shall be operated by the principal use.
 - a. Drive-thru pharmacy, attached to the principal use and not occupying a separate freestanding building or structure.
 - b. Sidewalk sales subject to the following:
 - i. Pedestrian access and circulation shall be maintained. A minimum 6 foot wide sidewalk area shall be maintained clear of all sales and displays. Vehicular driveways or drive aisles shall not be included within the required 6 foot wide pedestrian area.
 - ii. Sidewalk sales or merchandise displays are permitted only for retail tenants in front of their own stores, and within the display areas as designated for same on their approved site plans.
 - iii. Signs, banners, pennants, inflatable objects and balloons are prohibited.
15. Prohibited Uses: Motor vehicle service stations and/or fueling stations are prohibited as either a principal or accessory use.

RA-2 Uses

All of the uses permitted in the RA-1 zone and the following additional uses:

1. Retail sales, trade and other related businesses typically contained in a shopping center, as permitted in RA-1 provided that in RA-2 no individual retail business shall exceed 40,000 square feet of floor area.
2. Recreation facilities, fitness centers and health spas, including, but not limited to, indoor and outdoor swimming pools; gymnasiums; indoor courts for tennis, racquetball, squash, basketball and volleyball; indoor rock climbing facilities; saunas; locker rooms and related and incidental services such as salons, spas, cafes and retail sales.
3. Hotels with a minimum of 100 hotel rooms.
4. The following accessory retail uses shall be permitted but are prohibited as principal uses. In addition, these uses shall be attached to the principal use and shall not occupy a separate freestanding building or structure:
 - a. Grocery stores, limited to 25% of the gross floor area of the principal use.
Grocery sales shall be as defined, and limited, in the RA-1 Zone list of permitted uses.
 - b. Outdoor garden centers and outdoor storage fully enclosed by walls, or a combination of walls and fences on all sides. A roof, or shade structure, is permitted but is not required.
 - c. Automobile repair services limited to oil changes, lubrication and the sales and installation of tires, batteries and similar minor repairs. All services shall be performed within a building. Body shops and such services as engine or transmission replacement are prohibited.
5. Single-family and/or multifamily dwellings which are limited only to those single-family, attached or multifamily housing which is affordable to low- and moderate-income households in accordance with COAH/HUD income guidelines and ancillary storage facilities.
6. Prohibited Uses: Motor vehicle service stations and/or fueling stations are prohibited as either a principal or accessory use.

RA-3 Uses:

1. Professional and general offices.
2. Medical and dental offices including urgent care.
3. Personal and business services.
4. Banks and fiduciary institutions with or without drive-up windows.
5. Eating and drinking establishments with indoor or outdoor seating, including both fast food restaurants without drive-thru facilities and dine-in restaurants with or without the sale of alcoholic beverages.
6. Indoor recreation uses including those that offer amusements, indoor sports and related activities and supported by accessory uses incidental, subordinate and customary to these uses such as food services, changing areas and locker rooms, first aid rooms, party and meeting rooms, and gift and equipment shops.

Pursuant to N.J.S.A. 40A:12A-7c, the use regulations set forth herein shall supersede the use regulations for the Area set forth in Chapter 154 of the Township Code. The Township zoning district map shall be amended to identify the three Redevelopment Area zones.

B. Development Standards

So that the Development Standards to be applied to the Area are clearly defined and so that they provide realistic standards which both protect the interest of the community and foster the usage of the Area for the development of significant commercial tax ratables, the development standards which shall hereafter constitute the sole and specific Standards to be applied to the Area are as follows:

1. Bulk Standards for the RA-1 zone
 - a. Minimum front yard depth for principal buildings fronting Route 73 – 100 feet.
 - b. Minimum front yard depth for principal buildings fronting Fellowship Road or Beaver Avenue – 50 feet.
 - c. Minimum side yard not adjacent to a street – 15 feet.
 - d. Minimum side yard adjacent to a street – 35 feet

- e. Minimum rear yard – 50 feet.
- f. For the purpose of applying minimum front yard, side yard and rear yard requirements to properties with frontage on more than one street, the front yard depth requirements shall be applicable only to the street to which the primary façade of the principal building on that property is directed, and the minimum side yard and rear yard depths shall be applied, as appropriate, to any other street frontages.
- g. Minimum set back from rear and side lot lines for accessory buildings or structures – 10 feet, except that there shall be a 35 foot setback met along all streets.
- h. Maximum height of buildings or structures:
 - 1. Within 100 feet of the centerline of Beaver Avenue 45 feet, provided that rooftop-mounted equipment exceeding 45 feet must be screened. Architectural features, such as parapet walls and atriums, are exempt from the maximum height restriction.
 - 2. More than 100 feet from the centerline of Beaver Avenue 60 feet, provided that rooftop-mounted equipment exceeding 60 feet must be screened.
- i. Maximum lot area that may be covered by buildings – 50%. Maximum impervious coverage – 65% (wetlands to be included in this coverage calculation). For the portion of the Area which is bordered by Route 73, Fellowship Road, Church Road and Beaver Avenue, including all of zones RA-1 and RA-2, this criteria shall be applied to said overall portion of the Area as if it were one project without respect to the location of individual lot lines of future proposed developments within this portion of the Area, the number of such future proposed developments or the sequence in which they are developed.
- j. Parking: The parking requirements set forth in Section 154-69 shall apply to the Area, modified as follows:
 - 1. Minimum number of off-street parking spaces required for fitness centers with indoor swimming pools shall be 1 space for each 200 square feet of gross floor area, excluding outdoor pool area.

2. Minimum number of off-street parking spaces required for retail uses shall be 4.5 parking spaces for every 1,000 square feet of gross floor area.
 3. Developments in excess of 150,000 square feet of building development may provide shared parking in accordance with the Urban Land Institute publication entitled “Shared Parking”, 3rd Edition, 1987 International Standard Book No. 87420-652-199, Library of Congress Catalog Number 83.51648 (or any later, updated edition).
 4. The parking setback shall be a minimum of 10’ from all streets as they exist as of the date of adoption of this Plan.
- k. Buffers: Requirements set forth in Section 154-68 shall apply to the Area, modified as follows:
1. A 30-foot-wide buffer strip shall be provided adjacent to a residential district or use for all non-residential buildings.
 2. The entire width of required buffer strips shall be landscaped as required in Section 154-68. Required buffer strips shall contain a berm with a minimum height of 3 feet.
 3. Buffer strips between non-residential uses are not required.
 4. No truck loading or unloading docks shall be located along the Beaver Avenue side of any non-residential use.
- l. Signage: Requirements set forth in Article XII, Signs, shall apply to the Area, modified as follows:
1. RA-1 and RA-2 zones
 - (a) Façade signs:
 - (1) Retail store with a gross square footage of at least 90,000 sq. ft. in size: A main façade sign with a maximum height of 8 feet and a maximum size of 300 sq. ft., and up to a maximum of five secondary façade signs with a maximum height of 3 feet, 6 inches and a maximum size of 110 sq. ft.
 - (2) Fitness centers: A main façade sign with a maximum height of 5 feet and a maximum size of 170 sq. ft.; a secondary façade sign with a maximum height of 4 feet and a maximum size of 120 sq. ft.; and a third façade sign with

a maximum height of 1 foot, 6 inches and a maximum size of 15 sq. ft. Only one façade sign is permitted per façade.

(b) Pylon signs: Two signs are permitted; one at the intersection of Route 73 and Fellowship Road and the second at the main site driveway from Route 73. Each sign is limited to a maximum height of 25 feet, a maximum length of 20 feet, and containing a maximum of 6 tenant panels.

(c) Monument signs:

(1) A monument sign is permitted at the intersection of Route 73 and Beaver Avenue. The sign is limited to a maximum height of 15 feet, a maximum length of 20 feet, and containing a maximum of two tenant panels.

(2) Four monument signs with a maximum height of 15 feet, a maximum length of 20 feet, and containing a maximum of 4 tenant panels are permitted. One sign is permitted at each of the following locations: at the intersection of Church Road and Fellowship Road, at the main site driveway from Church Road and at both site driveways from Fellowship Road.

(3) Interior parking lot monument signs: signs with a maximum height of 6 feet, a maximum of length of 10 feet, and limited to one tenant panel are permitted. The number and location of interior parking lot monument signs shall be determined by both site plan and master sign plan approval.

(d) A master sign program shall be submitted for review by and approval of the appropriate Township land development board.

(e) The master sign program shall show the proposed color combinations, locations, design and sizes of all signs within the development.

2. Intentionally Deleted.

m. Lighting: Requirements set forth in Section 138-26 shall apply to the Area, modified as follows:

1. The maximum height of parking area lighting: 30 feet, lighting shall be installed with dark sky compliance or use of full cutoff fixtures.
2. Bulk Standards for the RA-2 zone

All bulk standards for the RA-1 zone shall also be the bulk standards for the RA-2 zone with the following modifications:

- a. Minimum front yard depth for principal buildings fronting Church Road – 50 feet.
- b. Maximum building height: 45 feet.
- c. Lighting: Lighting standards shall be as required in Section 138-26.
- d. Affordable Housing: Standards for Affording Housing, if built within the Area, shall be those standards as set forth in Sections 154-131.3 through 154-131.6.

3. Bulk Standards for the RA-3 zone:

- a. Minimum front yard depth for a principal building shall be 30 feet.
- b. Minimum setback for a principal building from the right of way of Interstate Route 295 shall be 15 feet.
- c. Minimum side yard setback shall be 15 feet.
- d. Minimum rear yard setback shall be 30 feet.
- e. The minimum lot area shall be 1 acre for Block 1305.02. The minimum lot area shall be 0.8 acre for Block 1305.03.
- f. For the purpose of applying minimum front yard, side yard and rear yard requirements to properties with frontage on more than one street, the front yard depth requirements shall be applicable only to the street to which the primary façade of the principal building on that property is directed, and the minimum side yard and rear yard depths shall be applied, as appropriate, to any other street frontages.
- g. Minimum set back from rear and side lot lines for accessory buildings or structures and parking – 10 feet, except that there shall be a 30 foot setback along Beaver Avenue and Route #73;

provided that a minimum setback for parking from interior lot lines within Block 1305.03 shall be 8 feet.

- h. Maximum height of buildings or structures shall be 45 feet for all occupied areas of any building; provided that a building containing building area needed for mechanical or technical operation of the facility in the main building above the 45 foot level may extend to a height of no more than 60 feet, including all architectural features such as parapet walls and atriums and roof top mounted equipment, including any screening.
- i. Maximum lot area that may be covered by buildings shall be 50% and maximum impervious coverage shall be 65%.
- j. Parking: The parking requirements set forth in Section 154-69 shall apply to RA-3. For clarity, the parking standard for recreation uses, requiring 1 space for each 200 square feet of gross floor area plus 1 space for each employee shall apply to indoor recreation uses in RA-3.
- k. Buffers: Requirements set forth in Section 154-68 shall apply to RA-3, modified as follows:
 - (i) a 30-foot-wide buffer strip shall be provided adjacent to a residential district or use for all non-residential buildings.
 - (ii) The entire width of required buffer strips shall be landscaped as required in Section 154-68. Required buffer strips shall contain a berm with a minimum height of 3 feet.
 - (iii) Buffer strips between non-residential uses are not required.
 - (iv) No truck loading or unloading docks shall be located along the Beaver Avenue side of any non-residential use.
- l. Requirements set forth in Article XII, Signs, shall apply to the Area, modified as follows:
 - (i) All signs in Block 1305.02 shall comply with Article XII of the Zoning Ordinance.
 - (ii) In Block 1305.03, for uses without direct frontage on Route 73 where appropriate signage is required to offset a lack of visibility from the adjoining highway:
 - A. No freestanding sign will be permitted.

- B. Façade signs with a total maximum area of 400 square feet shall be permitted on the two primary facades of the structure identifying the principle use of the structure, subject to any limitations imposed by NJDOT with respect to signs facing Route 295.
 - C. A second facade sign with a maximum area of 100 square feet shall be permitted on the side of the structure facing Beaver Avenue to provide identification of the use from the primary access drive leading to the facility, however the total area of the facade signs shall not exceed 400 square feet per facade.
 - D. A façade sign with a maximum area of 200 square feet shall be permitted on a secondary façade of the structure facing Route 73.
 - E. Sign lighting shall be turned off one-half hour after closing or 12:00a.m., whichever is earlier.
- (iii) A master sign program shall be submitted for review by and approval of the appropriate Township land development board.
 - (iv) The master sign program shall show the proposed color combinations, locations, design and sizes of all signs within the development.
- m. Lighting: Requirements set forth in Section 138-26 shall apply to RA-3 except that the maximum height of parking area lighting shall be 30 feet and lighting shall be installed with dark sky compliance or use of full cutoff fixtures.
4. Subdivisions in zoning districts RA-1, RA-2 and RA-3

Subdivisions in all zoning districts of the Area shall be permitted, with all necessary variances from these Bulk Standards to be granted as of right, provided that the subdivisions: (i) are for the purpose of facilitating the redevelopment of the Area by accommodating ownership and/or financing requirements imposed by the redevelopers, subdevelopers, tenants or end users; and (ii) when considered as a single combined application, each project intended to be subdivided would otherwise comply with the Bulk Standards hereby imposed.

C. Design Standards

The following design standards are applicable to all three Districts.

1. Pedestrian areas shall include coordinated sidewalk treatment, trash receptacles, recycling receptacles, benches, planters, bus stop shelters and the like.
2. Site elements in each District, such as signage and lighting standards, shall be complementary to the building design.
3. There shall be an area designed for the enhancement of the outdoor patron use area which may include such elements as benches, landscaping, activity areas, water features and the like. This patron enhancement area shall be equal to 5% or more of the total leasable square footage on the site.
4. New buildings to be constructed in the RA-1 zone shall be complementary to one another in terms of roofline, façade material, color and similar elements.
5. New buildings to be constructed in the RA-2 zone shall be complementary to one another in terms of roofline, façade material, color and similar elements.
6. The Route 73 Corridor Study prepared by the Delaware Valley Regional Planning Commission will be reviewed and considered in the preparation of all traffic studies submitted with regard to site plan applications for developments within the Area.

Pursuant to N.J.S.A. 40A:12A-13, all applications for development or redevelopment within the Area shall be submitted to the Planning Board for its review and approval in accordance with the requirements for review and approval of subdivisions and site plans as set forth in N.J.S.A. 40:55D-1 *et seq.* The Planning Board shall have the authority to grant variances from the Development Standards herein pursuant to N.J.S.A. 40:55D-70.

Pursuant to N.J.S.A. 40A:12A-7c, the development standards set forth herein shall supersede the development standards for the Area set forth in Chapter 154 of the Township Code. The Township Code shall be amended to apply these specific standards to this Area. All development in the Area shall satisfy all Township Development Standards that have not been revised by this Plan.

Standards for Affordable Housing if built within the Area - shall be those standards as set forth in Sections 154-131.3 through 154-131.6.

To the extent that the development standards listed above do not coincide with currently imposed development standards imposed upon all, or any, parts of the Area, due to the various zoning districts presently covering the Area, the adoption of this Plan shall amend the Township's Zoning Ordinance to impose the above development standards throughout the entire Area, thereby superseding any existing restrictions to the contrary.

It is believed that adoption of the Development Standards described above, as well as the Permitted Uses identified in this Plan, will facilitate the development of the Area, with significant tax ratables, projects which will provide employment opportunities for the residents of Mount Laurel Township and the surrounding region, and convenient opportunities for retail, fitness, office and hospitality amenities to serve the community. To demonstrate these possibilities, attached in the Appendix to this Plan are sample concept plans for the development of sections of the Area which would fulfill the objectives of this Plan.

IV. RELOCATION OF RESIDENTS

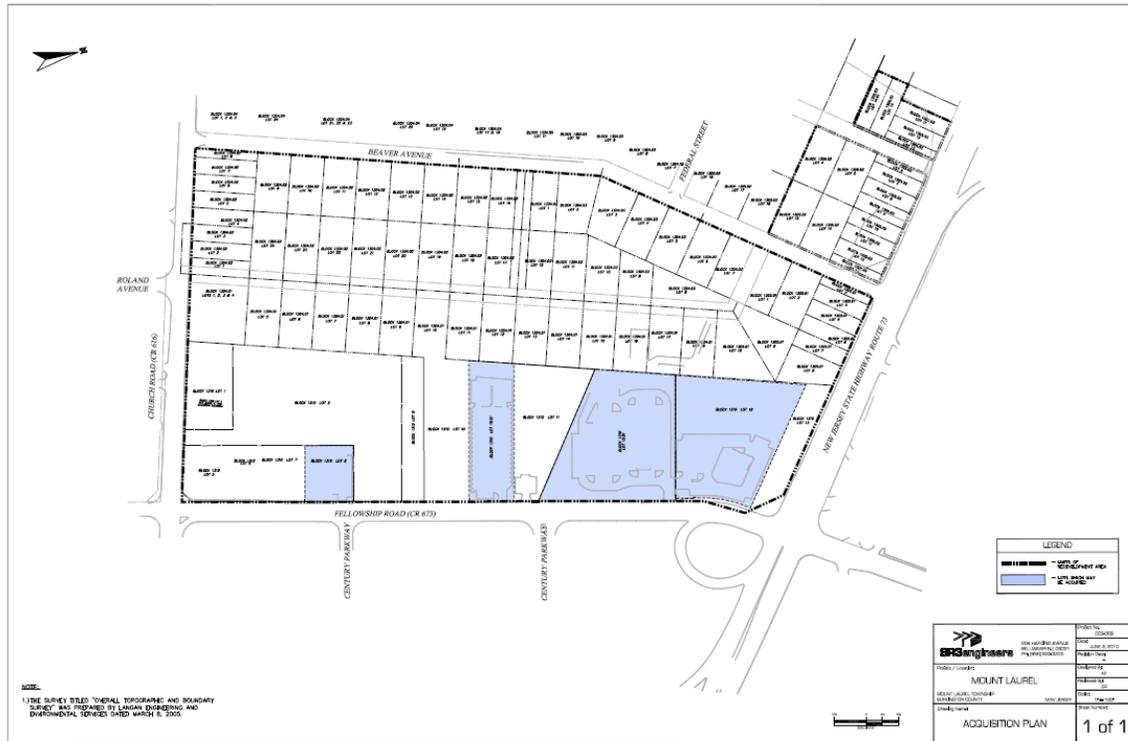
The Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.), and other related legislation, requires every municipality which adopts a Redevelopment Plan to make adequate provision for residents in a redevelopment area who are being displaced by the projects within that redevelopment area. In this Area, although there were several scattered residential properties needed for its redevelopment, all such properties were acquired by the principal landowner in the Area. Consequently, there are no residents expected to be displaced by any anticipated redevelopment of the Area. This eliminates the necessity of including in this Plan any provisions for replacement housing for relocated residents from the Area.

V. LIST OF PROPERTIES SUBJECT TO BEING ACQUIRED

Virtually all properties within the Area are already owned by one or more potential developers, who are expected to submit projects to the Township for inclusion into Redevelopment Agreements with the Township. However, there are a few parcels which are privately owned which may require total or partial acquisition in order for the Area to be redeveloped in accordance with the intent and purpose of this Plan. In the event that voluntary purchases cannot be negotiated for these properties, the Township shall have the power to exercise the right of eminent domain over the properties listed below, as permitted by the laws of the State of New Jersey:

- Block 1310 lot 8 (DCS)
- Block 1310 lot 10.01 (Econo Lodge)
- Block 1310 lot 12.01 (Red Roof Inn)
- Block 1310 lot 12 (Bob Evans restaurant)

Possible Lots To Be Acquired



As and when specific projects are submitted to the Township for consideration, the decisions will be made as to whether or not total acquisition, partial acquisition, acquisition of easements or other ownership interests, or no acquisitions at all, will be needed with regard to the above list of properties. However, in adopting this Plan, the Township also confirms its strong preference, where and when possible, that voluntary acquisitions of property be accomplished, without the need to use or threaten eminent domain proceedings. Furthermore, it is the Township’s strong preference that eminent domain be considered as a tool for acquiring property only in those circumstances where the proposed development requires the subject land to assure proper site access, circulation, utility infrastructure and overall project design, which would contribute to the health and safety of the community in general, those using adjacent public roads, and those using the proposed developments within the Area.

VI. RELATIONSHIP TO MASTER PLAN OF CONTIGUOUS MUNICIPALITIES

Although Mount Laurel borders on several other municipalities, because of the location of the Area in a Western corner of the Township, the only communities which are contiguous to, or reasonably close to, the Area are the Borough of Maple Shade and the Township of Cherry Hill.

With regard to Maple Shade, the zoning district which lies contiguous to the border of Mount Laurel and nearest to the Area is the Township's Planned Development zoning district. That district permits, among other things "compact retail shopping centers in suitable locations and, on larger tract sizes, for an expanded range of compatible uses, including office buildings, research laboratories, and light industrial uses" Maple Shade has deemed this section of its community as appropriate for an extensive list of uses. Indeed, most of the uses anticipated to be permitted in the Area under this Plan are also permitted uses in Maple Shade's nearby community. Consequently, it appears that the Plan is entirely consistent with the master planning in place in Maple Shade.

Although it is not contiguous with Cherry Hill Township, the Area is buffered from that Township's border by a relatively narrow strip of PD zoned land in Maple Shade. Consequently, the section of Cherry Hill closest to the Area has been reviewed for consistency. Cherry Hill has zoned its nearest section for relatively high density residential zoning. Also, it needs to be noted that this section of Cherry Hill has been fully developed for many years with stable residential communities. Those communities should provide the anticipated commercial users to be located in the Area with a fertile source of employees and customers. As such, the Plan also appears to be consistent with the existing zoning and Master Plan of Cherry Hill Township.

VII. RELATIONSHIP TO BURLINGTON COUNTY MASTER PLAN

Burlington County does not currently have an active master plan. However, the County Office of Economic Development has confirmed that the County relies upon the State Development and Redevelopment Plan for the purpose of planning the future growth of the County. As discussed in greater length below, this Plan is in compliance with the state plan, and, as such, is consistent with the County's position on future growth and development.

VIII. RELATIONSHIP TO STATE DEVELOPMENT AND REDEVELOPMENT PLAN

In 1987, the State Planning Commission was empowered to devise a statewide master plan to address concerns about patterns of development throughout the state. In 1992, after much study, that Commission adopted the State Development and

Redevelopment Plan for the entire state of New Jersey. That plan was updated in 1998 and again in 2005. The State's plan divided the entire land mass of this state into different planning areas, based upon the extent to which the state believed that development, or redevelopment, should be encouraged within those planning areas.

There are two State Planning Areas within the Township, as designated by the New Jersey State Development and Redevelopment Plan Policy Map. The subject Redevelopment Area is within the Metropolitan Planning Area (PA-1), a smart growth area. The proposed State Plan Policy Map released in 2009, which has not yet been adopted, also shows all of the Redevelopment Area in PA-1. The State Plan's intent for the Metropolitan Planning Area PA-1 is:

- To provide for much of the State's future redevelopment;
- To revitalize cities and towns;
- To promote growth in compact forms;
- To stabilize older suburbs;
- To redesign areas of sprawl; and
- To protect the character of existing stable communities.

Our Township Master Plan has accepted and agreed with the state plan, in so far as the designation of planning areas which have been assigned to our Township. This recognizes the Redevelopment Area, as being an area within the state where development should be strongly encouraged.

By adoption of this Plan, our Township is consistent with the intent and purpose of the State Development and Redevelopment Plan, in that we are encouraging development in a designated PA1 planning area, where the state recognizes that "much of the state's future redevelopment" is to be planned and encouraged.

XI. INVENTORY OF AFFORDABLE HOUSING UNITS TO BE REMOVED

There are no existing affordable housing units within the Area which will need to be removed as part of the redevelopment of the Area, as none presently exist in the Area.

X. AFFORDABLE HOUSING REPLACEMENT PLAN

Even though there are no affordable housing units which are required to be replaced, since there are no such units presently existing in, or being removed by, redevelopment of the Area, the Township does intend to include a potential project involving 102 affordable housing units in its plans for redevelopment of the Area. This affordable housing project is intended to be part of the Township's Amended Housing Element and Fair Share Plan, which is being submitted for approval as part of a proposed resolution of pending litigation in which the Township is a defendant. This project is

expected to be incorporated into future plans for the redevelopment of the Area, unless either the requirements presently imposed upon the Township for the development of these units is otherwise resolved, or unless an alternate location, not within the Area, is deemed by the Township to be a preferable location for the construction of these affordable housing units. Currently under consideration is an alternative site for these affordable housing units, which is located on Centerton Road near the existing Centerton Square Shopping Center and which is designated as Block 503.01 Lot 2, Block 503.01 Lot 2Q and Block 503.03 Lot 3 (the “Centerton Road Site”). The possible developer of those units may be The Michaels Organization, an experienced developer of affordable housing nationwide. No building permits for any construction within the Area will be issued by the Township unless and until: (i) the Master Redeveloper, or its designee, completes settlement on the purchase of the Centerton Road Site, or an alternate site approved by the Township, the settlement on which can be simultaneous with and conditioned upon the issuance of one or more building permits in the Area; and (ii) the Master Redeveloper, or its designee, has received approvals for at least 102 low and moderate income housing units contemporaneously with approval for developments within the Area.

XI. CONSISTENCY WITH MUNICIPAL MASTER PLAN

For all of the reasons hereinafter set forth, it has been determined that this Plan is consistent with the Mount Laurel Township Master Plan, which was last adopted on April 20, 2006. Our Master Plan specifically acknowledges that “development often occurs in linear patterns along major highways” (p. A-2), and “industrial and commercial areas along major highways will continue to be developed where vacant land is available” (p. B-1) This Plan recognizes these realities, and encourages development of a critical stretch of vacant land located along Route 73, one of the major regional highways which crisscross our community.

At p. G-2 of our Master Plan, we specifically referenced the Area which is addressed by this Redevelopment Plan:

“The B-Business zone is oriented to highway traffic, and all of these zones are located along major highways. The largest areas for this zone are along Route 73 and along Fellowship Road between Route 73 and Church Road. The Route 73 area is almost completely developed, while along Fellowship Road existing residential units are either being replaced by new business construction or are being converted to offices.”

The above description aptly fits the circumstances described and to be implemented by way of this Plan. Indeed, this Plan will encourage exactly the replacement of residential units with commercial development which is recognized in the Master Plan as already occurring in this same Redevelopment Area.

Existing traffic conditions were considered by our Master Plan, as a part of which numerous intersections in need of improvements to handle future traffic demands were

identified. Two of those intersections were the intersections of Route 73 & Fellowship Road and Church Road & Fellowship Road. (p. K-11) Both of these intersections are located adjacent to the Area. By adoption of this Plan, the Township is laying the foundations for mixed use commercial development of the Area, which, although necessarily also attracting additional vehicular traffic to use these problem intersections, will provide the Township with an opportunity to access private funding as a source for upgrading these intersections.

It is anticipated that the development, which this Plan will attract to the Redevelopment Area, will fulfill several of the stated goals and objectives enumerated at pages O-3 and O-4 of our Master Plan. For example, developing the Area will enhance the living quality for all residents of the Township, by providing them with additional convenient commercial opportunities. (Goal #1) In so doing, the significant wetlands located within the Area will be preserved. (Goal #2) The wetlands preservation within the Area should provide an opportunity for potential public use of those areas as open space, as well as recreational and conservation uses. (Goal #4) Perhaps the Master Plan Goal most particularly advanced by this Plan is Goal #6, which seeks “to provide a balanced economic base and a source of employment through utilization of non-residential lands”. This Plan, which seeks to encourage new tax ratables of a commercial nature to replace the largely vacant lots currently dominating the Area, should directly accomplish, in a significant way, this very important Goal of our Master Plan. This Plan also anticipates leveraging the opportunity to develop this Area with significant tax ratables so as to simultaneously encourage the creation of low and moderate-income housing opportunities, particularly rental units, whether within the Area or, if preferable, in another appropriate location within the Township. (Goal #9) Consequently, adoption of this Plan should directly encourage the achievement of a majority of the stated goals and objectives of our Master Plan.

Our Master Plan also identifies several specific Policies which should be implemented by the adoption of this Plan. In particular, it is noted that Policy 2a recommends that commercial development should be located where adequate circulation facilities can be provided. The Area is bordered on three sides by significant regional transportation arteries, which include public transportation routes which could service any development within the Area. As a complement to that policy, our Master Plan, though Policy 2b, recommends that business developments should have adequate off-highway parking, safe ingress and egress points, and should seek to reduce traffic congestion. In addition to creating Development Standards which will foster this policy, the Plan includes the potential for usage of the Township’s eminent domain authority when, in doing so, this policy will be implemented. A similar theme is echoed by Policy 2g, which recommends that commercial areas complement the Township’s major circulation system. That system includes the three major roadways which abut the Area, and in encouraging development at this crucial intersection of these major roadways, this Plan directly complements the Township’s existing circulation system. Finally, our Master Plan’s Policies 4a and 4b, discuss development of vacant lands while providing off-tract improvements which would accommodate any increased traffic generated by that development, as well as usage of common entrances to reduce the number of access

points. The specific projects which the Township anticipates to be encouraged by the adoption of this Plan are expected to address and incorporate both of these policies in their design and implementation. See samples of these potential projects in the Appendix to this Plan.

The subject Redevelopment Area is directly addressed at p. P-9, wherein the Master Plan calls for this Area to be studied, just as the adoption of this Plan has now accomplished. In particular, our Master Plan makes the following observation concerning the Area:

“Fellowship Study Area

The area bounded by Fellowship Road, Church Road, I-295 and Route 73 is one of the earliest neighborhoods to be developed in the Township. This is reflected by the numerous small lots that have been created, which was a typical development pattern of the 1930’s and 1940’s. Many of these vacant lots may have to be consolidated for development under present land use regulations. In addition, this initial residential area has been impacted by the construction of major roadways and commercial development along those roadways.

As a result, it is recommended that a full in-depth study also be initiated of this area to determine the appropriate land use patterns and whether the current zoning is consistent with the existing land use patterns.”

The process of considering this Area for redevelopment, and the adoption of this Redevelopment Plan, is a direct result and implementation of this recommendation in our Master Plan.

Our Master Plan was updated by way of a Re-examination Report dated May 14, 2009. That report acknowledges “the current economic downturn” (p. 3) and recognizes that “The 2006 Plan did not anticipate a major economic recession”. After noting these changes in conditions since adoption of our Township Master Plan four years ago, the Report includes the following recommendation:

Recommendations Concerning the Incorporation of Adopted Redevelopment Plans Into The Land Use Element

The Township has not adopted a redevelopment plan pursuant to the ‘Local Redevelopment and Housing Law’, P.L. 1992, c.79, (C.40A:12A-1 *et seq.*). The Township may consider a redevelopment zone in the area generally bounded by Route 73, Fellowship Road, Church Road and Beaver Avenue. The zone would be geared toward commercial development and would not be anticipated to impact either upon open space or public recreational uses. If the Township should decide to proceed with the redevelopment zone, either a revised Land Use Element of the Master Plan or a Reexamination Report specifically to review the proposed redevelopment zone will be required.”

In so stating, even our most recent re-examination of our Master Plan specifically acknowledges the appropriateness and need for the adoption of this Plan. For all of these reasons, it is quite clear that this Plan is consistent with our Township Master Plan.

XII. IMPLEMENTATION OF REDEVELOPMENT PLAN

In order to expedite and facilitate the implementation of this Plan, included as part of the adoption of this Plan shall be the following additional provisions, powers and regulations:

1. The Mount Laurel Township Council is hereby designated the Redevelopment Entity to implement this redevelopment plan (N.J.S.A. 40A:12A-4).
2. The Mount Laurel Township Council, acting as the Redevelopment Agency/Entity may take the actions authorized by N.J.S.A. 40A:12A-8 in order to effectuate the plan.
3. When necessary for the implementation of this plan, the Redevelopment Entity shall enter into a contract with a redeveloper for any improvement, construction or other work forming a part of this redevelopment plan. (N.J.S.A. 40A:12A-4(c)) The redeveloper may be chosen through a Request for Proposals, a Request for Qualifications or through direct negotiations.
4. The Mount Laurel Township Planning Board shall review and approve all plans and proposals for development that requires a subdivision or site plan approval with respect to conformance with this Redevelopment Plan, land use ordinances, and conformance with the site land use standards set forth in a redevelopment agreement that may be established.
5. The redeveloper shall be required to furnish escrows and performance guarantees as required by the Mount Laurel Township Planning Board. (N.J.S.A. 40:55D-53), and in accordance with any Memorandum of Understanding signed by the Redeveloper and the Mount Laurel Township Council.
6. The designated redeveloper shall agree to comply with all design standards and development regulations established in this plan for the Redevelopment Area. Where the Redevelopment Plan is silent on a particular requirement, the standards set forth in Chapter 154 of the Township Code prevail. "C" variances may be reviewed and considered by the Planning Board, but a designated Redeveloper may not request a "D" variance, instead the Redeveloper may request a change to the redevelopment plan. A property owner who has not entered into a Redevelopment Agreement with the Township may apply for a "D" (use) variance consistent with Municipal Land Use Law.

7. The Redevelopment Entity may make plans for carrying out a program of voluntary rehabilitation of buildings and improvements and may make plans for the enforcement of laws, codes and regulations relating to the use and occupancy of buildings, and may require the repair, rehabilitation, demolition or removal of buildings or improvements consistent with the Redevelopment Plan.
8. The Township has agreed to serve as the Redevelopment Agency for the Fellowship Redevelopment Area. Acting in that capacity, the Township has incurred expenses, including the services of various professionals, who have assisted in the drafting of this Redevelopment Plan. The Master Redeveloper further acknowledges that the Township may continue to incur said expenses in fulfilling its responsibilities as the Redevelopment Agency for the Fellowship Redevelopment Area, including but not limited to the review and preparation of a Redevelopment Agreement, the implementation of said Agreement, the enforcement of said Agreement, and the defense of any challenge to the Plan or said Agreement. In accordance with the provisions of N.J.S.A. 40A:12A-8(f), said expenses may be assessed by the Township, from time to time, in a fair, equitable and pro-rata amount to the Master Redeveloper and/or any Subredevelopers appointed under a Redevelopment Agreement. Said assessment shall be in addition to, and separate from, any standard and typical fees and escrows pertaining to specific development proposals to be made for projects within the Area, which are permitted under the Municipal Land Use Law.
9. The Redevelopment Entity shall be empowered under N.J.S.A. 40A:12A-1 et. seq. and N.J.S.A. 40A:21-1 et. seq. to allow for the implementation of alternative tax structures to assist in realizing the redevelopment plan objectives and to make redevelopment projects economically feasible. The establishment of redevelopment agreements including provisions for short term or long term tax abatement or exemption may benefit the Township by getting properties back on the tax roles, which alternative tax structures may be mutually beneficial for the Township and the redeveloper. Each project and payment structure shall be subject to an individualized program through negotiation and will be based on the specific circumstances and development budget.
 - a. **Short term exemption and abatement (N.J.S.A. 40A-21).** The short term exemption and abatement is an inducement for property owners to invest in their properties, as it ensures that the improvements will not result in an immediate increase in their property taxes. The Township must adopt an ordinance to permit tax abatement/exemption. This tool may be used in the redevelopment area for adaptive reuse and improvements to existing buildings, construction of new buildings, and the improvement or expansion of commercial or industrial structures. Tax exemption may be granted from property taxes on all or a portion of the added assessed value from an improvement or new construction. A Payment in Lieu of Taxes (PILOT)

may then be established and schedule is established for phasing into full taxation at the end of the five year period.

Tax abatement is a reduction in taxes granted for a portion of the existing assessed value of the property. Abatement is potentially available for improvements to residential dwellings and multi-family structures, for the conversion of non-residential dwellings to residential use, for the construction of residential dwellings and new commercial and industrial buildings, but not for improvements to commercial or industrial buildings.

- b. Long term exemption (N.J.S.A. 40A-20).** In order to utilize long term exemption the redevelopment project must have a public purpose linked to the redevelopment plan, it must be limited to a specific time period (up to 30 years) and the profits of the corporation receiving the exemption must be limited. The exemption applies to the value of the new improvements, not to the value of the land. Long term exemptions may only be granted to an Urban Renewal Entity – a private corporation formed for the purpose of undertaking redevelopment. The urban renewal entity must apply to the Township for tax exemption, providing information about the project, architectural plans, site plans, estimated project cost, sources of private capital funds, and a fiscal plan for the project. The dividends or profits of the corporation are limited. Instead of paying property taxes, the redeveloper pays an annual service charge to the municipality, commonly referred to as a PILOT (payment in lieu of taxes). The amount is established as part of the redevelopment agreement. The PILOT may be a percentage of the total project cost or the annual gross revenue. The PILOT is phased into full taxation by the end of the exemption period.

The Township's Redevelopment Entity shall also investigate and pursue any State or Federal grant programs for environmental assessments and investigations of properties within the Redevelopment Area and subsequent remediation as found necessary. The Redevelopment Agency may utilize all provisions enumerated in N.J.S.A. 40A:12A-1 et. seq. in furtherance of the goals and objectives herein.

Time Limits

1. Reasonable Time for Development. The redeveloper of a specific project within the redevelopment area shall begin the development of land and construction of improvements within a reasonable period of time to be determined in a redevelopment agreement contract between the Township and the duly designated redeveloper. (N.J.S.A. 40A:12A-8(f)).

2. Expiration of Redevelopment Plan. The provisions and regulations specified in this plan shall continue in effect for an unspecified period of time, until the Redevelopment Plan is repealed.
3. Upon completion of the redevelopment improvements outlined in a Redevelopment Agreement, the conditions warranting the initial Redevelopment Area determination shall be determined by the Township Council to no longer exist, and the land and improvements shall no longer be subject to eminent domain as a result of the determination.