



- INTRODUCTION Paul Phillips, Principal at Phillips Preiss and planning consultant to Herring Properties
- II. FRAMEWORK FOR EVALUATION OF PROPERTY FROM PLANNING/REDEVELOPMENT
  PERSPECTIVE: BUILD UPON COMMUNITY-WIDE PRIORITIES AND RESPONSIBILITIES
  AS EXPRESSED AT 5/6/23 COMMUNITY ROUNDTABLE:
  - Increasing the supply of affordable housing
  - · Embracing principles of smart growth
  - Recognizing that property accommodated institutional-type buildings of a distinct mass,
     scale and height that were part of the historic neighborhood fabric
  - Acknowledging that density can effectively be used as an incentive to achieve high quality design, desirable project amenities and sustainable development
- III. PROJECT SPECIFIC DESIGN ELEMENTS INTEGRATED INTO CONCEPTUAL DEVELOPMENT SCHEME:
  - Significant affordable housing set aside (48 units)
  - Multiple publicly-accessible open spaces/parks
  - Buried, below building parking
  - Limited access from local streets
  - Enhanced stormwater management
  - Site specific building placement and design standards/guidelines

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### IV. PROJECT DENSITY: ± 49 units/acre

### Recent Projects

Site	Total Units	Acres	Density
RPM Affordable- 900 Herrontown	65	3	21.67
Thanet Rd. Avalon	301	15.03	20.03
The Alice – Terhune Rd.	125	5.92	21.11
Princeton Shopping Center	200	2.8	71.43
Avalon Witherspoon	280	7.27	38.51
195 Nassau St.	45	0.52	86.04
40-42 Tulane	14	0.23	61.95
21 Wiggins	19	0.30	63.33
Merwick-Stanworth	325	17.13	18.97
30 Maclean	10	0.165	60.61

I. PROJECT HEIGHT: Maximum 4 stories (± 48 feet to deck level of roof) and also 3-story buildings/3-story facing facades where adjacent to existing residences

### Recent Projects

- Winn 49 feet to deck level of roof AVB-PSC 60 feet to roof peak
- AVB-Witherspoon 55 to 60 feet to roof peak

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## **Project Team**

Developer: Jamie Herring **Herring Properties** 

Planner: Paul Phillips AICP, PP Phillips Preiss Planning and

Real Estate Consultants

Architects: Dean Marchetto FAIA MHS Architecture

Bruce Stieve AIA

Marina Rubina Architect

MHS Architecture

**Strategic Consulting Architect:** 

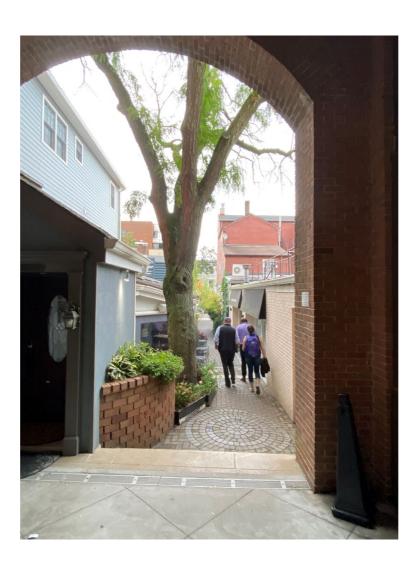
Michael Ford PE **Civil Engineer:** Van Cleef Engineering

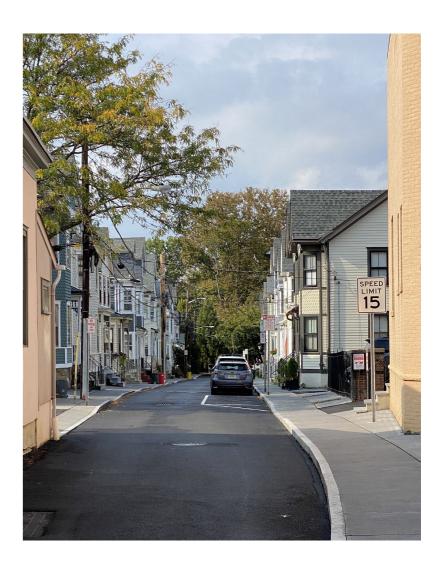
**Traffic Engineer:** Langan Engineering Karl Pehnke PTOE

### **Background**

In preparation for this design and presentation we've been working with our team for two and a half years, becoming familiar with the site and it's the context. During this time, we had meetings in the library with neighboring property owners, we attended meetings here at city hall regarding the process, and we attended general planning meetings in the library concerning planning in general in Princeton. One of those meetings was a walking tour presentation with planner/author Jeff Speck. Marina Rubina is a Princeton resident and a local architect so her familiarity with Princeton is significant. As you know the site is the former home of the Princeton Theological Seminary and has been designated an area in Need of Redevelopment. Based on what we learned during this process we established goals and objectives:

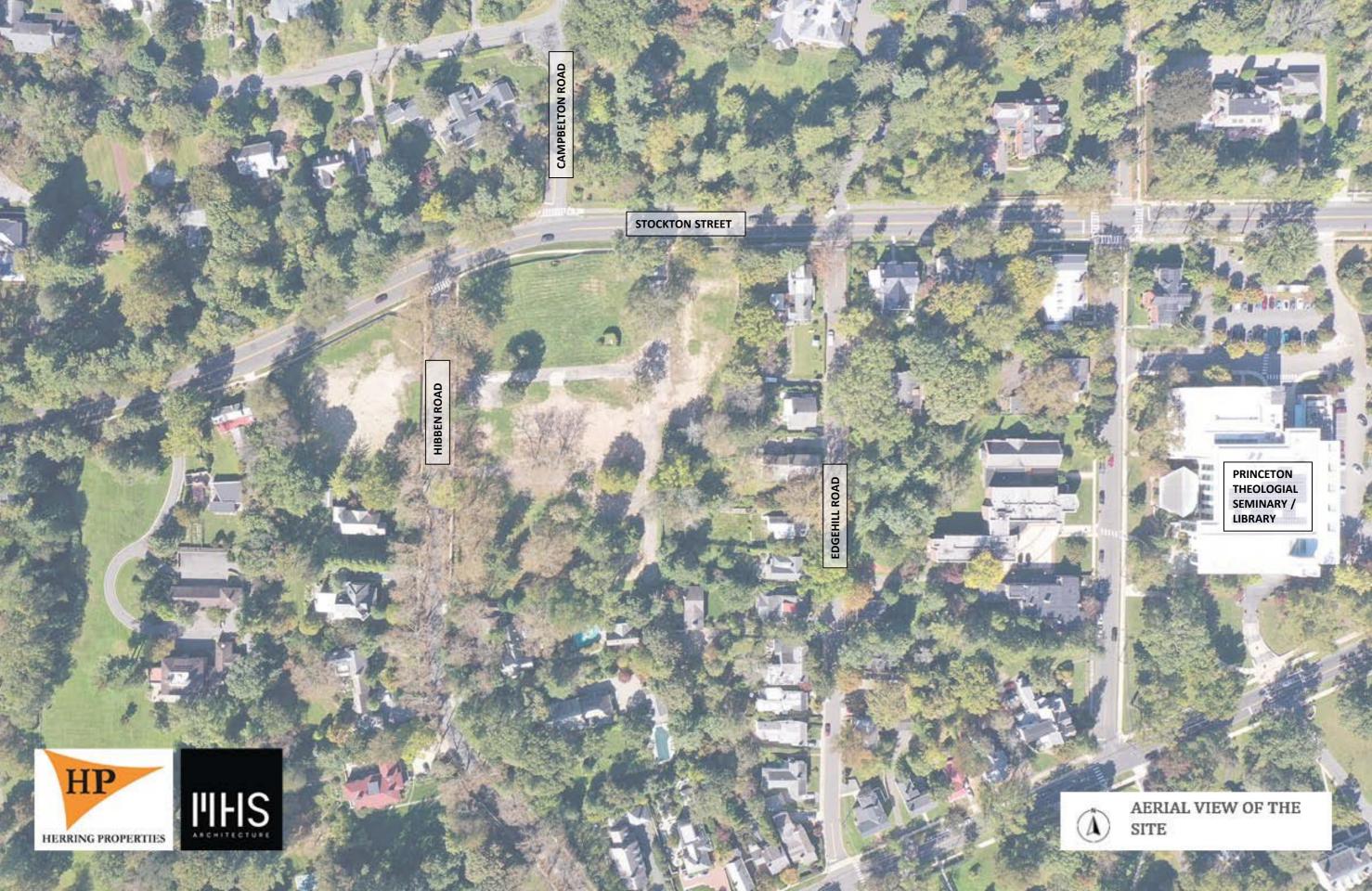






# General Goals and Objectives

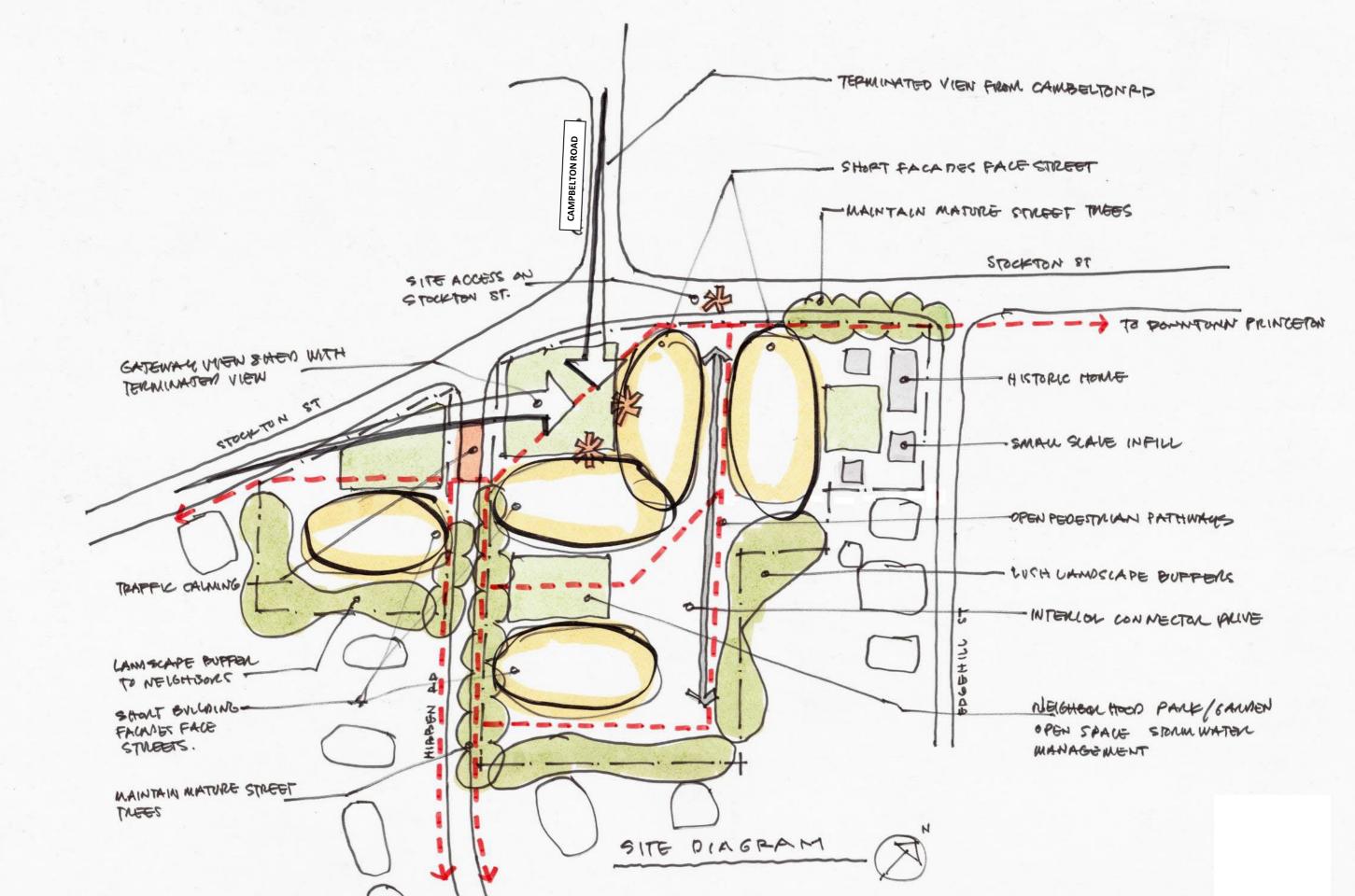
- The primary use to **be multifamily housing** of which **20% would be affordable housing** designed utilizing **smart growth** principals: Compact, Walkable, Efficient use of land, Close to Transit and Downtown, Sense of Place
- Target Market:
  - Princeton empty nesters & retirees, Princeton alumni, Princeton residents qualifying for affordable housing,
  - Young professionals.
- The height of the buildings would be 3-4 stories comparable to the highest point of the former PTS buildings.
- The development would be concentrated to the center of the site to provide substantial setbacks from Hibben,
   Campbelton, and Edge Road.
- To provide a design with architectural sensitivity to our neighbors on Edgehill Road.
- The site will include an open space at Hibben and Stockton, and to think of the site as a "Gateway" to Princeton.
- To provide deep setbacks along Hibben Road to be used as a public open space to create a park like setting for the site.
- To make the site "porous" meaning that the design allows walkability through the site.
- To preserve the mature trees along Hibben Road to the greatest degree possible.
- To minimize unsightly open surface parking on the site to the greatest degree possible.
- To provide **vehicular access** to the site from Stockton Street not Hibben Road.
- To address storm water issues.
- Design for environmental sustainability.
- To provide high quality development with a suitable architectural style appropriate to Princeton.



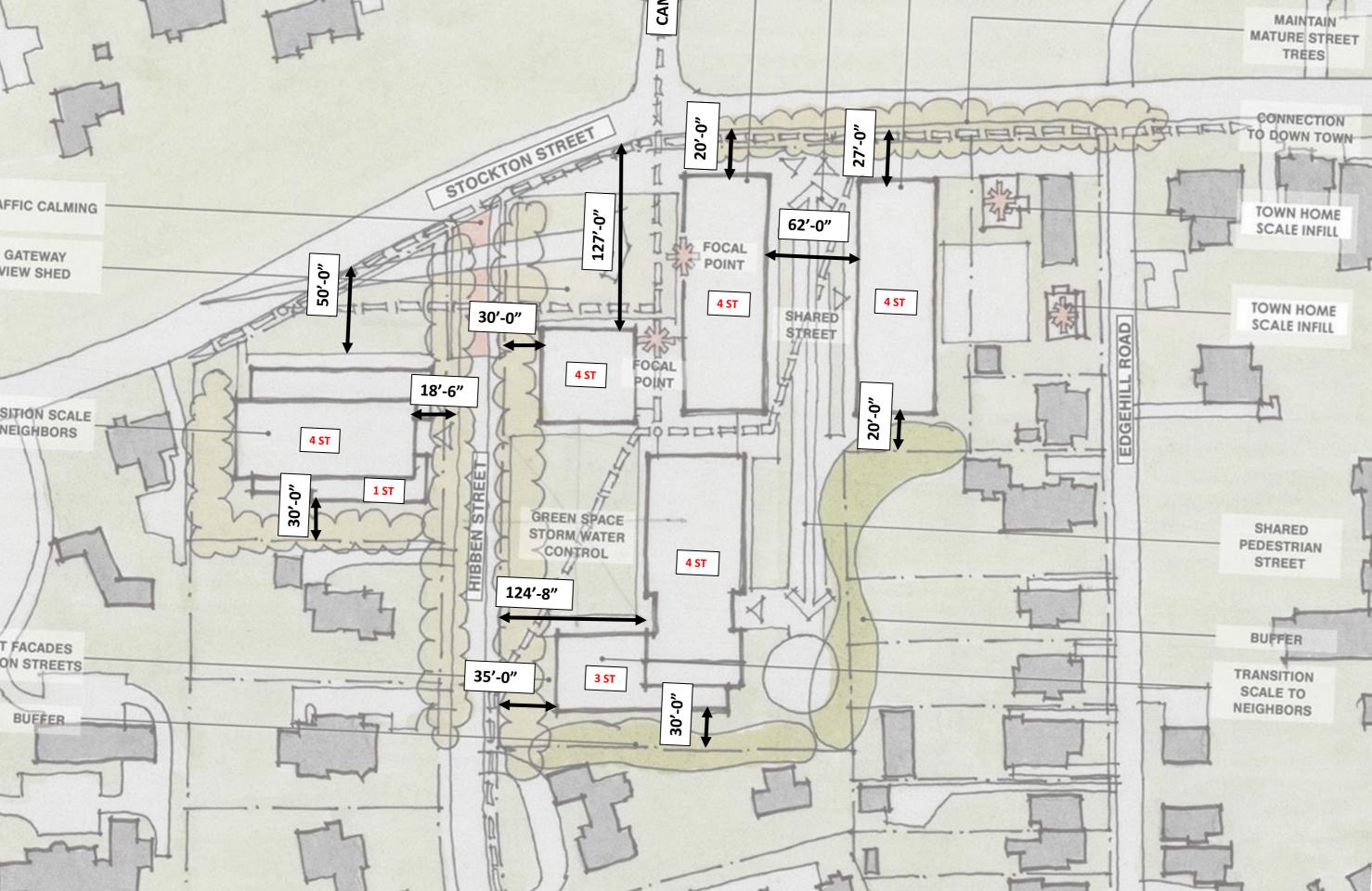
















East on Stockton Street



East on Stockton Street



Building Height From Grade



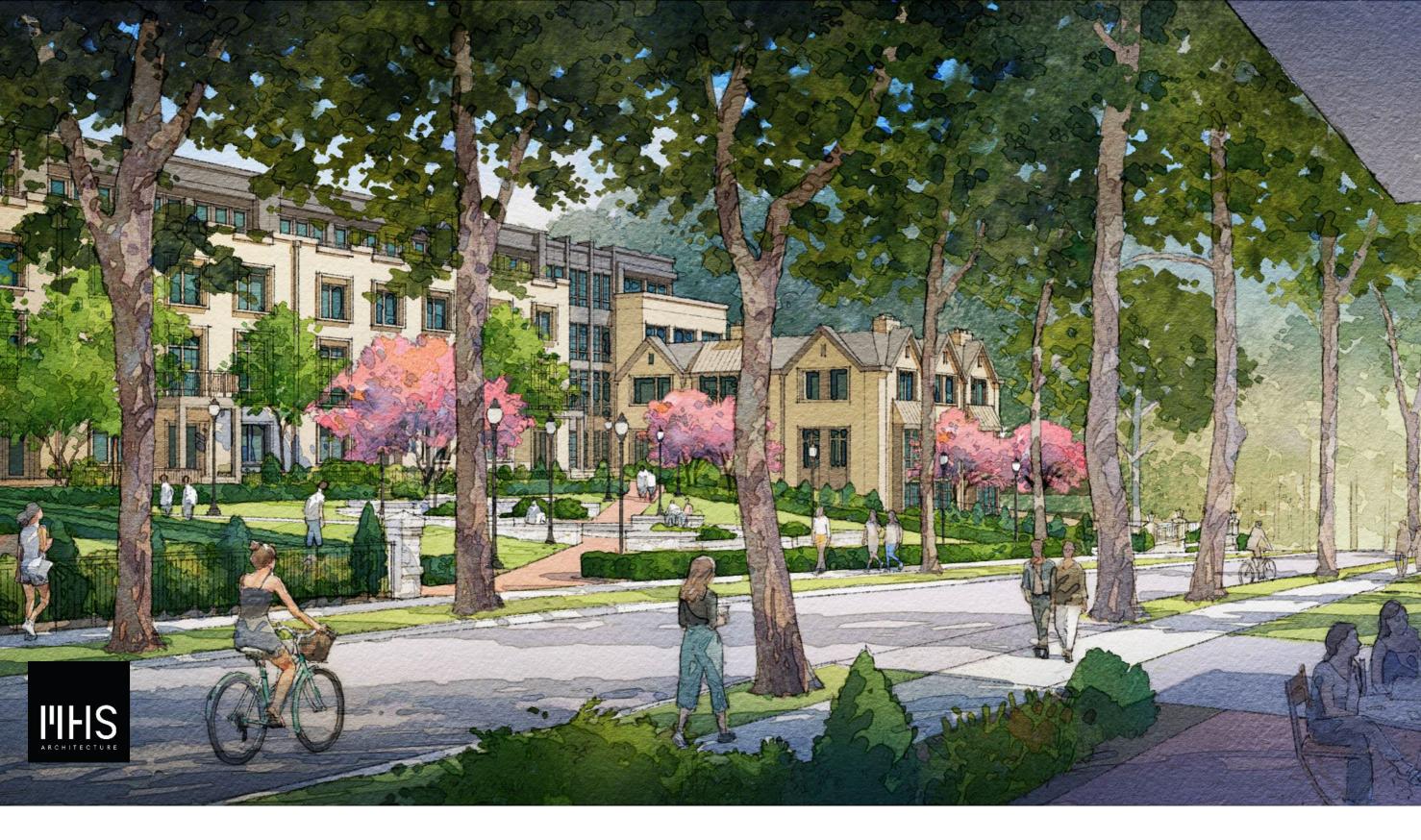
Stockton Street opposite Campbelton Road



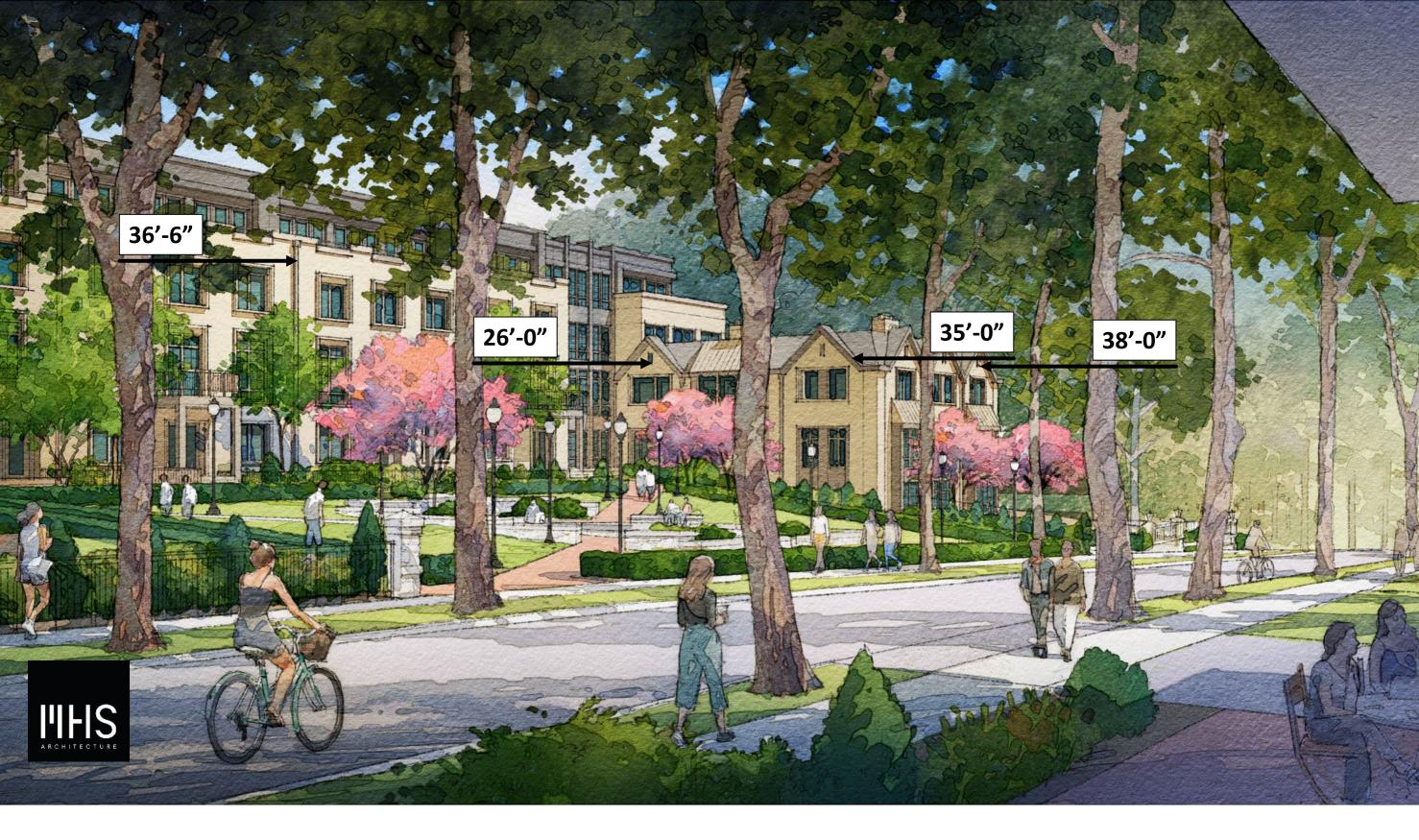
Stockton Street opposite Campbelton Road



Building Height From Grade



South on Hibben Road



Building Height from Grade



North on New Road



Building Height From Grade



West on Stockton Street at Edgehill Road



Building Height From Grade



West on Stockton Street at Hibben Road



West on Stockton Street at Hibben Road



Building Height From Grade

## **Project Statistics**

Dwelling Units: 190 Market Rate 48 Affordable = 238 Total

Density: 238 units on 4.84 acres = 49 units/acre

Unit Mix: Studio Units 1-Bedroom 2-Bedroom 2 + Den (10) 3BR)

Target Market: Empty Nesters Retirees Young Professionals Alumni

Parking: 221 in basement garage 41 surface 262 total

Building Heights: Range 3 to 4 stories - roof not to exceed 50 feet above grade

Lot Coverage: 40% for buildings 65% total including buildings walks and drives

Open Space: 60% for parks, walks, drives and lawns

Park Space: Parcel B = 6,700 SF - Parcel A = 12,800 SF - Hibben = 16,800 SF

Total publicly accessible park space 36,300 SF (.83 Acres)

### Green Building Features

### **Building:**

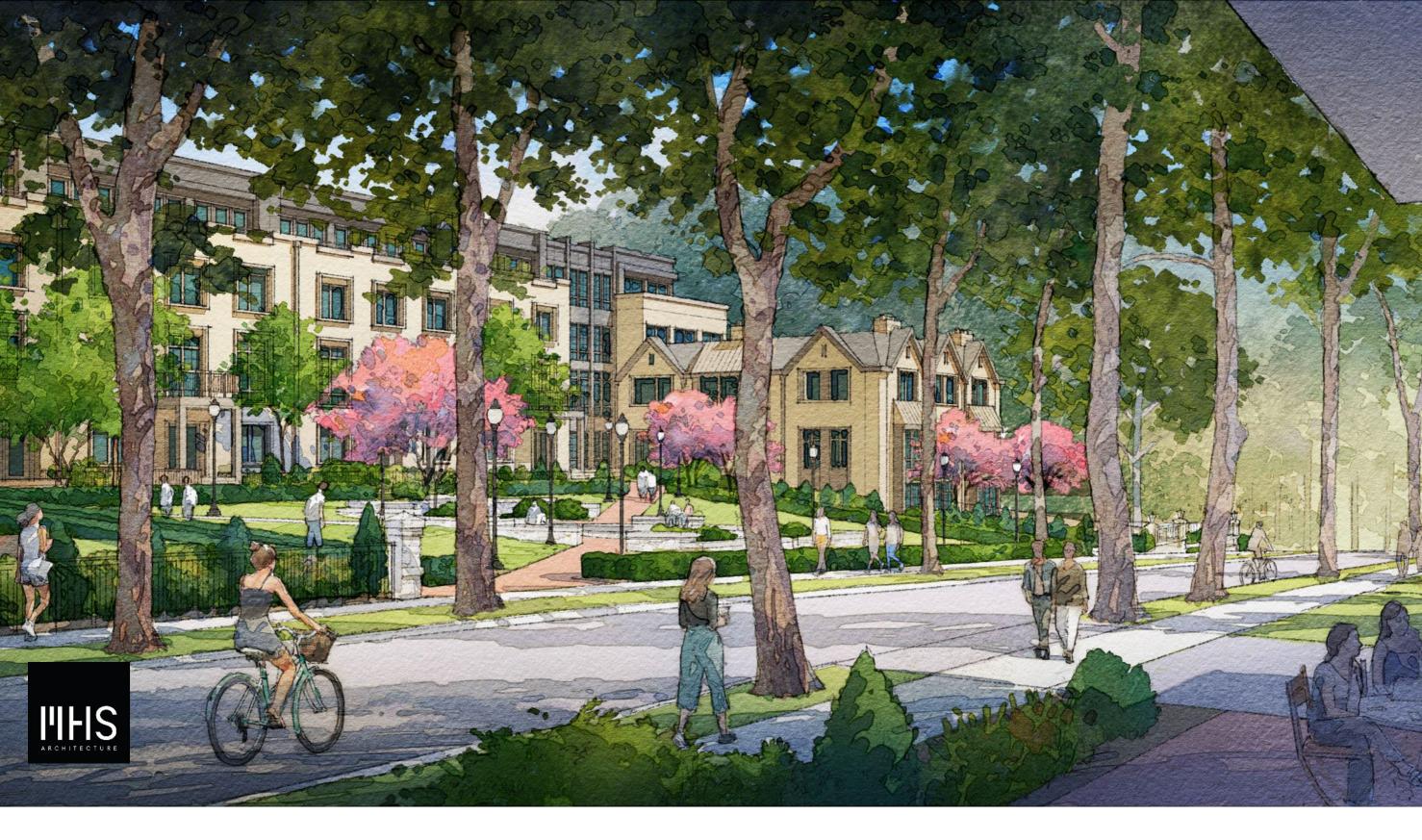
- Recycled Building Materials (a) recycled demolition materials (b) construction and finish material content
- Locally sourced construction materials
- Low VOC paints and finishes
- Planted green roof, high albedo white roof and light color materials to reduce heat island effect
- Appliances to meet Energy Star standards.
- LED Lighting and Lighting Control Systems with Smart App and Motion Activation
- Low Flow Plumbing Fixtures
- Programmable Thermostats

#### Site:

- Location Access to trains, transit and town center
- Bikes storage facilities and secure on street bike racks
- Electric Vehicle charging stations to meet Government Standards
- Density / compact building
- Indigenous / draught tolerant plants
- Light pollution dark sky compliant fixtures.
- Storm water controls.

#### **Culture:**

- Robust recycling protocols
- No Smoking Building
- Pet Friendly Building
- Low impact cleaning and maintenance
- Community bikes



Hibben Road Park