

REDEVELOPMENT PLAN FOR  
BLOCK 10401, LOT 3  
LOCATED ON EAST HANOVER AVENUE  
IN THE  
TOWNSHIP OF MORRIS, NEW JERSEY

*Prepared for:*

The Township of Morris, New Jersey

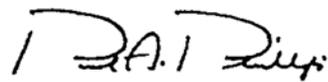
*Prepared by:*

Phillips Preiss Grygiel Leheny Hughes LLC  
33-41 Newark Street  
Third Floor, Suite D  
Hoboken, NJ 07030

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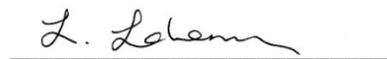
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Paul A. Phillips

New Jersey Professional Planner License #3046



Elizabeth C. Leheny

New Jersey Professional Planner License #6133

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# I INTRODUCTION

## I.A Statutory Basis for the Redevelopment Plan

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This Redevelopment Plan has been prepared for Block 10401, Lot 3 (“Redevelopment Area”) within the Township of Morris (“Township”) in Morris County, New Jersey. The Redevelopment Area is located in the northeastern section of the Township on East Hanover Avenue and was formerly used as a manufacturing plant by the Colgate-Palmolive Company. The Redevelopment Area shares a border with Morristown to the south and west and Hanover Township across East Hanover Avenue to the north and east. According to the official tax maps of the Township, the Redevelopment Area encompasses ±49.105 acres and consists of one tax lot: Block 10401, Lot 3, otherwise known as 191 East Hanover Avenue.<sup>1</sup> The location of the Redevelopment Area is shown in Figure 1.

On September 21, 2016 the Township Committee by Resolution No. 179-16 authorized the Planning Board to conduct an investigation of the area in order to determine whether it met the requirements for designation as an “area in need of redevelopment” as established under N.J.S.A. 40A:12A. In a meeting on October 17, 2016, the Planning Board adopted a resolution authorizing its consulting planners, Phillips Preiss Grygiel LLC, to undertake the investigation on its behalf. On December 5, 2016, the Planning Board held a public hearing on the study which was entitled “Redevelopment Study for Block 10401, Lot 3 Located on East Hanover Avenue in the Township of Morris, New Jersey”. The Planning Board subsequently determined, based on the results of the investigation, that the study area qualified as an area in need of redevelopment and made a formal recommendation to the Township Committee to so designate the area. On December 21, 2016, the Township Committee adopted Resolution No. 241-16 designating the area as an area in need of redevelopment. At its meeting on January 18, 2017, the Township Committee directed the Planning Board to prepare a Redevelopment Plan for the area in question (Resolution No. 21-17). On March 20, 2017, after preparing the Redevelopment Plan, the Planning Board recommended its adoption by the Township Committee. On April 5, 2017, the Township Committee formally adopted the Redevelopment Plan (Ordinance No. 10-17).

## I.B Description of Redevelopment Area Boundaries

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The boundary of the Redevelopment Area is shown in Figure 2. The area is bounded generally by East Hanover Avenue to the east; Martin Luther King Avenue to the southeast; One Cory Road to the south (which is currently improved with warehouse, distribution and assembly type uses); the portion of the Colgate Palmolive property in Morristown and the Morris and Essex rail line of New Jersey Transit to the west; and the Morris County owned and operated Mennen Sports Arena to the north. To the north of the arena is a Mercedes-Benz service, parts and body shop facility. Across East Hanover Avenue from the study area in the Township of Hanover is a Novartis manufacturing facility, as well as a shopping plaza which includes a ShopRite supermarket, Starbuck’s, UPS Store, and Sport Clips haircuts. The shopping plaza is located at the northwest corner of East Hanover Avenue and Martin Luther King Avenue/Horse Hill Road. Further to the south and west are residential neighborhoods in Morris and Morristown. Other uses in Morris along East Hanover Avenue include residential, automobile

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<sup>1</sup> The entire former Colgate Palmolive Company lot is ±55.10 acres consisting of ±49.105 acres on Block 10401, Lot 3 in Morris Township and ±6 acres on Block 303, Lot 2 in the Town of Morristown, otherwise known as 9 Cory Road. The Redevelopment Area encompasses the acreage in Morris Township only.

dealerships, an auto parts store, a car wash, an Agway garden center, a gas station and dog boarding and daycare.

Access to the Redevelopment Area is from two separate driveway entrances along East Hanover Avenue and one driveway entrance from Martin Luther King Avenue. The site is located approximately one mile from Speedwell Avenue (Route 202); less than two miles from Exits 36A, 36B and 37 of Interstate 287; and less than two miles from Whippany Road (Route 511) and Route 24.

## **I.C Area History and Existing Land Use**

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In 1953, the Mennen Company moved its headquarters from Newark, NJ to the Redevelopment Area where it manufactured and sold over-the-counter pharmaceuticals, specifically aftershave and deodorant products. In 1973, the Mennen family donated a 35-acre tract of land adjacent to the manufacturing plant on East Hanover Avenue to the Morris County Park Commission for the construction of the William G. Mennen Sports Arena, a full service ice center, which opened in 1975. In 1992, the Colgate-Palmolive Company, an American worldwide consumer products company, acquired the Mennen Company along with its products.

The Redevelopment Area includes a main building totaling approximately 560,000 square feet and ancillary structures. Colgate undertook upgrades, additions and modifications to the plant in the ensuing decades. Colgate used the subject area for the manufacturing, warehousing and distribution of its Mennen products including liquid hand soap, body wash, antiperspirant and deodorant products. At full operation, approximately 550 people worked at this location and 15 lines of consumer products were manufactured there.

In July 2013, Colgate announced in a statement that as part of its “long-term financial goals” and as a move toward modernization, growth, greater efficiency and cost savings, it would be shutting down its Morris Township facility by the end of 2016. As a result of the East Hanover Avenue plant closing, Colgate laid off 350 manufacturing workers, relocated 200 information technology and other non-manufacturing employees to its Piscataway facility, and opened a new production facility in South Carolina to manufacture the Mennen products that were produced in Morris. Colgate completely vacated the premises at the end of 2016.

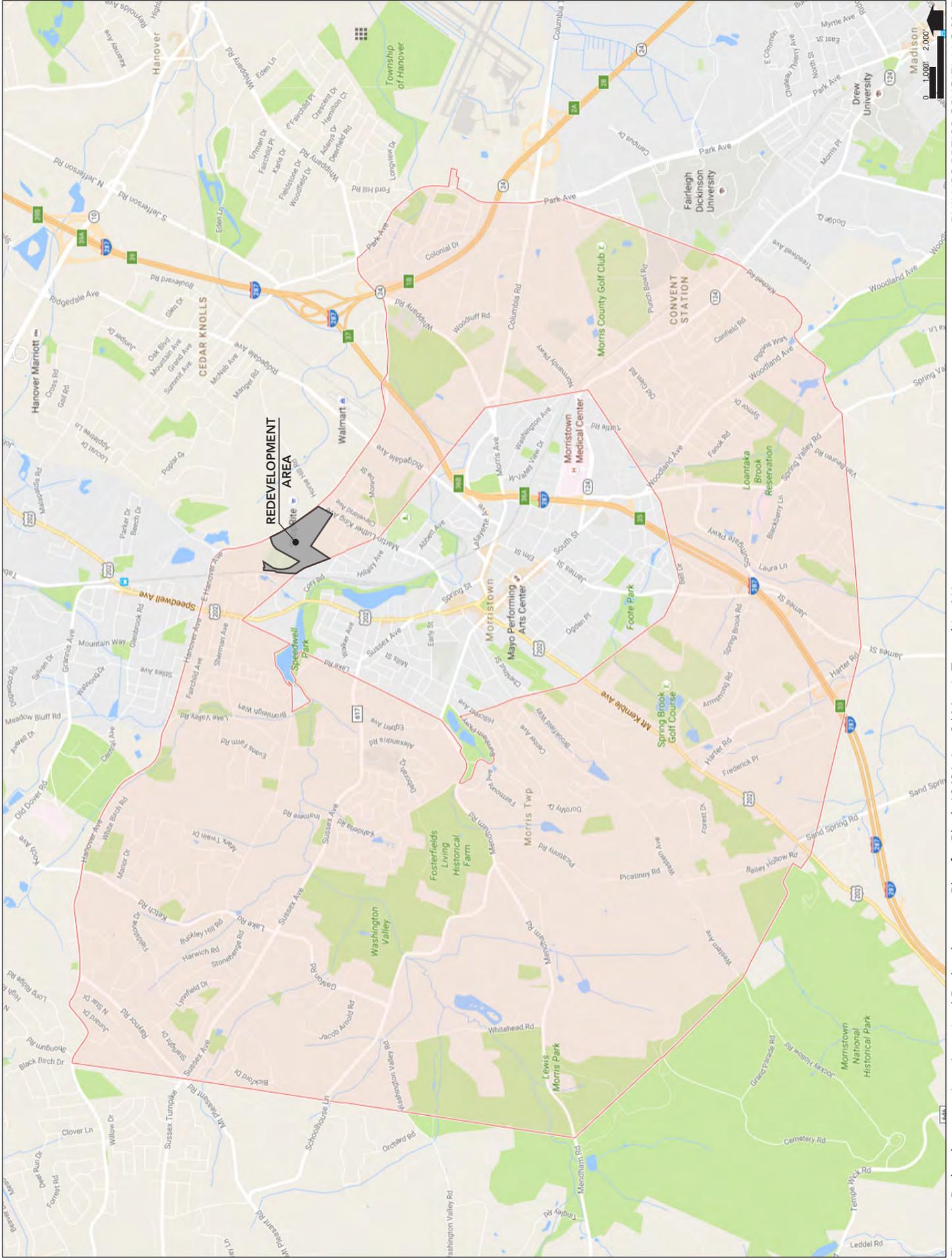


Figure 1: Redevelopment Area Location | Redevelopment Plan for Block 10401, Lot 3 | Morris Township, NJ  
 Source: Google Maps

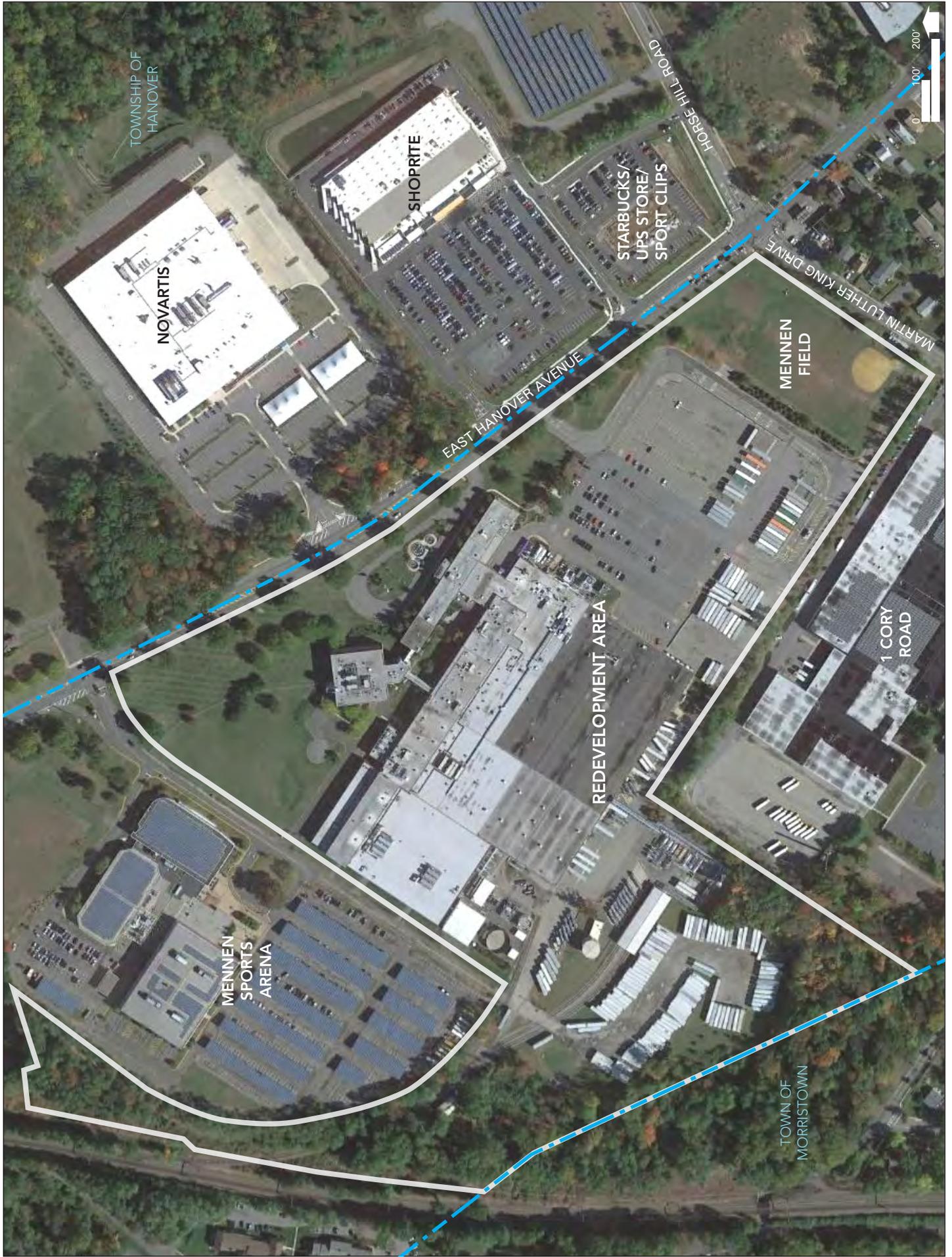


Figure 2: Aerial Context | Redevelopment Plan for Block 10401, Lot 3 | Morris Township, NJ  
Source: Google Earth, Imagery Date 10/11/14

## II PLAN VISION AND OBJECTIVES

### II.A Redevelopment Plan Goals and Objectives

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This Redevelopment Plan provides a framework for the redevelopment of the former Colgate-Palmolive Company manufacturing facility. The Redevelopment Plan sets forth standards and guidelines for land use, bulk, parking and design. Some Plan elements are fixed while other standards are flexible and are to be used as guidelines for insuring that development meets the Plan's goals and objectives described below.

The specific goals and objectives of the Redevelopment Plan are as follows:

- To transform an obsolete former manufacturing plant into a viable, more productive mix of retail/commercial, residential and open space uses.
- To provide for an appropriate redevelopment scheme that will replace what has historically been a significant property tax revenue generator for the Township.
- To improve the aesthetics of the property and establish site and building design standards that will foster high-quality development within the Redevelopment Area.
- To repurpose the Hanover Avenue frontage with retail/commercial uses that will complement development activity taking place across the street in Hanover Township.
- To provide for a variety of housing types, including both market-rate and affordable housing units, which complements and expands the housing options and choices in the Township.
- To assist the Township in meeting its affordable housing obligation.
- To allow moderate-density residential development adjacent to existing residentially zoned areas in both Morris Township and the Town of Morristown.
- To foster appropriate relationships between buildings, streets, parking areas, recreational areas, walkways and landscaped areas within the Redevelopment Area and in the context of the surrounding area.

### II.B Relationship to Local Objectives

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#### II.B.1 Morris Township Master Plan

The Township's most recent comprehensive Master Plan was prepared in 1994. Reexamination reports were adopted in 2001, August 2007 (subsequently amended in 2009) and August 2017. In June 2012, the Township adopted an amendment to the Land Use Plan Element and Circulation Plan Element for Block 9101, Lot 4, otherwise known as the Honeywell site. Also in 2012, the Planning Board adopted another amendment to the Land Use Element which changed the zoning classification for an approximately 37-acre portion of the RA-35 zone in the vicinity of Van Beuren Road near the Harding Township border to the RA-87 district classification in order to better reflect and preserve the existing character of the area. On April 3, 2017, the Township Planning Board adopted an amendment to the Land Use Element of the Master Plan which changed the land use classification of the Colgate property from I-21 Industrial and OS/GU Open Space/Governmental Use to a mix of retail/commercial, residential and open space uses consistent with the referenced Redevelopment Area designation and this Redevelopment Plan. As such, the Redevelopment Plan is consistent with the amended Master Plan.

### III LAND USE & DEVELOPMENT PLAN

#### III.A Note on Plan Terminology

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Throughout this Redevelopment Plan, a meaningful distinction is made in the regulations between “shall” and “should.”

“Shall” means that a developer is required to comply with the specific regulation, without deviation.

“Should” means that a developer is encouraged to comply but is not required to do so. The Planning Board will entertain any modification that meets the underlying spirit and intent of the regulation and/or the Redevelopment Plan generally.

#### III.B Conceptual Illustrations and Photo Examples

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The Appendix includes conceptual illustrations and photo examples that show the intended site layout, building massing and architectural detailing. While some of these design elements are fixed, as set forth in ensuing sections of the Plan, others are flexible and allow for changes to occur based on more complete information, including more detailed architectural and engineering plans.

#### III.C Land Uses

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##### III.C.1 Overview of Development

The intent of the Redevelopment Plan is to redevelop the Plan Area for a mixed use development consisting of a retail/commercial component and a residential and open space component encompassing market rate “for sale” townhouses; a multifamily rental affordable building; a rental group home facility comprised of supportive housing beds; and open space and recreation fields. Existing structures and parking lots on the site will be demolished, and the site will be redeveloped in accordance with the requirements of this Plan.

##### III.C.2 Principal Permitted Uses

The following principal uses are permitted in the retail/commercial component:

- Retail/commercial uses including the following:
  - Banks
  - Pharmacies
  - Restaurants/eating and drinking establishment
  - Retail sales and services, including food stores, but not including gasoline sales
  - Health and fitness clubs
  - Offices
  - Hotels
  - Child care facilities
  - Health and wellness services
  - Instructional schools and studios
  - Pet care and grooming

- Drive-thru window service shall be permitted for banks, pharmacies and restaurants/eating and drinking establishments and shall be further regulated in accordance with the supplementary development standards established herein.

The following principal uses are permitted in the residential and open space component:

- Market rate “for sale” townhouses
- A multifamily affordable rental building
- A rental group home facility
- Open space/recreation

### III.C.3 Permitted Accessory Uses

The following accessory uses are permitted in the retail/commercial component:

- Off-street parking and loading areas
- Electric vehicle charging stations
- Any other use which is customarily incidental to a principal permitted use

The following accessory uses are permitted in the residential and open space component:

- Off-street parking areas
- Amenities provided for the use of the multifamily affordable rental building occupants such as resident meeting rooms or recreation rooms, and management offices
- Indoor communal facilities and activities and passive outdoor recreation facilities for the exclusive use of residents and guests
- Individual and common mailboxes.
- Individual parking garages attached to townhouses.
- Any other use which is customarily incidental to a principal permitted use

### III.C.4 Maximum Area and Level of Development

#### III.C.4.a *Retail Commercial Component*

No less than 35 percent and no more than 45 percent of the entire Redevelopment Area shall be developed for the retail/commercial component. This component shall encompass the entire East Hanover Avenue frontage within an area that may vary in depth from a minimum of 300 to a maximum of 600 feet as measured from the East Hanover Avenue right-of-way. The maximum allowable floor area ratio (FAR) for the retail/commercial component shall not exceed 20 percent. The retail/commercial component shall be developed for a combination of larger multistore buildings and buildings intended for individual retailers/users. No more than 50 percent of the total gross floor area shall be developed for buildings that are less than 10,000 square feet of gross floor area. No retail establishment shall exceed 60,000 square feet of gross floor area.

#### III.C.4.b *Residential and Open Space Component*

No less than 55 percent and no more than 65 percent of the entire redevelopment area shall be developed for the residential and open space component. The maximum residential density shall not exceed 7 dwelling units per gross acre. In computing permitted residential density, any open space or recreation lands shall be counted as part of the gross acreage.

### III.C.5 Affordable Housing

AA minimum of 31.5 percent of the total number of residential units in the residential and open space component shall be designated as affordable units. The affordable housing shall consist of a combination of a single multifamily affordable rental building and a group home for special needs adults. A minimum of 9 percent of the required number of affordable housing units shall be provided in the form of qualifying “beds” within the group home. The provision of affordable units shall be consistent with all applicable rules of the Uniform Housing Affordability Controls, N.J.A.C. 5:80-26.1 et seq and any other applicable affordable housing laws. As such, within the multifamily affordable rental building the number of one-bedroom units shall be no greater than 20 percent of the total; at least 30 percent of the total shall be two-bedroom units; and at least 20 percent of the total shall be three-bedroom units.

## III.D Bulk and Related Development Requirements

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### III.D.1 Building Setbacks in the Retail/Commercial Component

The following setbacks shall apply for buildings in the retail commercial component:

- The minimum setback from East Hanover Avenue and MLK Avenue shall be 75 feet
- The minimum setback from the residential and open space component shall be 55 feet
- The minimum setback from any other Redevelopment Area boundary line shall be 50 feet

### III.D.2 Building Setbacks in the Residential and Open Space Component

The following setbacks shall apply for buildings in the residential and open space component:

- The minimum setback from the retail/commercial component to any townhouse shall be 75 feet
- The minimum setback from the retail/commercial component to the multifamily affordable rental building shall be 45 feet
- The minimum setback from the retail/commercial component to the group home building shall be 45 feet

### III.D.3 Building Height

Building height shall be defined and measured consistent with the definition for “Building Height” in §57-3 of the Land Development Ordinance of the Township of Morris, i.e., the maximum vertical dimension of a building or structure as measured on a vertical line between the top of the roof and the average finished grade of the surrounding land within 20 feet of the structure. Permitted exceptions to height regulations are as stated in §95-30 of the Township Zoning Ordinance.

The maximum building heights for permitted land uses are as follows:

- Retail/commercial buildings shall not exceed 2 stories and 35 feet in height, except that office buildings may be up to 40 feet in height and may further include decorative edifices or roof elements provided they do not extend more than 15 feet above the adjoining roof surface.
- Townhouses shall either be 2 stories and 35 feet in height or 3 stories and 45 feet in height. However, no more than 40 percent of the townhouses shall be 3 stories in height.
- The multifamily affordable housing building shall not exceed 3 stories and 45 feet in height.

- The group home shall not exceed 1 story and 25 feet in height.

#### III.D.4 Distance Between Buildings in the Retail/Commercial Component

Minimum distances between buildings in the retail/commercial component shall be as follows:

- The minimum distance between buildings shall be 50 feet, except that the Planning Board may reduce the distance between two retail/commercial buildings to no less than 35 feet provided that each such building is limited to a single story in height.

#### III.D.5 Impervious Coverage

The maximum impervious coverage for the retail/commercial component shall be 75 percent. The maximum impervious coverage for the residential and open space component shall be 40 percent.

#### III.D.6 Distance Between Buildings in the Residential and Open Space Component

Minimum distances between buildings in the residential and open space component shall be as follows:

- The minimum distance between a townhouse and the multifamily affordable rental building shall be 80 feet
- The minimum distance between the multifamily affordable housing building and the group home shall be 120 feet
- The minimum setback of any townhouse structure from a Redevelopment Area boundary line shall be 40 feet, except that for a 2-story townhouse the minimum setback to a ground floor rear deck from a Redevelopment Area boundary line shall be 30 feet.
- The minimum distance between multi-unit townhouse structures shall be as follows:
  - Front façade to front façade: 75 feet
  - Front façade to end façade: 65 feet
  - Rear façade to rear façade: 50 feet
  - Rear façade to end façade: 50 feet
  - End façade to end façade: 25 feet

#### III.D.7 Supplementary Development Standards for Drive-Thru Window Service

The following standards shall apply:

- No more than 3 drive-thru establishments shall be permitted.
- The location, internal circulation and stacking capacity associated with any drive-thru establishment shall be subject to Planning Board approval.
- Where site plan approval is obtained for multiple drive-thru establishments, no more than two such establishments shall be issued a certificate of occupancy before certificates of occupancy have been issued for at least 50% of the total floor area within the Retail Commercial Component.
- Where there are multiple restaurants/eating and drinking establishments with drive-thru service as part of a site plan application then 1) one establishment shall comprise no less than 4,400 square feet of floor area, contain no fewer than 100 seats and offer baked goods as part of its food service; and 2) one other establishment shall occupy an end cap space within a multi-tenant building, comprise no more than 2,300 square feet of floor area and contain no more than 50 seats. Any subsequent application for restaurant/eating and drinking establishments

with drive-thru service that are not in compliance with the above specifications shall be subject to Planning Board approval.

- For restaurants/eating and drinking establishments, including those with drive-thru service, outdoor seating shall be permitted subject to Planning Board approval.

#### III.D.8 Requirements for Townhouses in the Residential and Open Space Component

Each dwelling unit in a townhouse structure shall not have fewer than two exposures. The townhouse structures shall consist of no less than 4 and no more than 7 units per structure. At least 50 percent of the townhouse structures shall consist of 4 to 5 units per structure. No more than three adjacent dwelling units shall be constructed without providing a front wall setback of not less than two feet.

Common accessory buildings and facilities shall be designed to harmonize with the overall character of the development and shall meet the building setback requirements set forth herein. All townhouses shall be served by public sewer and water. An overall landscaping plan shall be submitted and shall include landscaping site details for all decorative features. A detailed landscaping plan indicating the type, size and spacing of all grasses, plants, shrubs, and evergreen and deciduous trees shall also be submitted for each typical townhouse grouping. Individual refuse and recyclable storage space shall be provided within the garages of each townhouse.

#### III.D.9 Requirements for Pedestrian Connections and Related Amenities within the Retail Commercial Component

It is intended that the Retail Commercial Component be pedestrian friendly and walkable with provisions for connectivity throughout the entire development as well as in relation to the Residential and Open Space Component. Provision for related pedestrian amenities, including a pocket park and outdoor plaza areas, are also required such that the development can serve as a destination for Township and area residents. The following shall be required:

- There shall be a continuous pedestrian walkway connecting all buildings, park and outdoor plaza areas within the development. Said walkway shall also connect to the walking trail within the Residential and Open Space Component along its perimeters (i.e., at MLK Avenue and the Mennen Arena driveway). Where the pedestrian walkway crosses internal access drives, it shall be clearly delineated by changes in texture, material or color, or some combination thereof, subject to Planning Board approval. Any path lighting along the pedestrian walkway shall be subject to Planning Board approval.
- There shall be a pocket park of no less than one-quarter acre in size centrally located within the development and adjoining the required landscape berm. The park shall be designed so as to incorporate a performance venue/stage with associated seating and other amenities, including but not limited to a water fountain or similar feature.
- There shall be at least two outdoor plaza areas within the development which shall be located either between or directly adjacent to retail commercial buildings. One such open plaza shall be approximately 10,000 square feet in size and the second shall be approximately 5,000 square feet in size. These outdoor plaza areas shall provide any or all of the following: outdoor seating, benches, landscaping/hardscaping, ground cover, shrubbery, flower gardens or similar features. Such outdoor plaza areas should adjoin restaurant uses to the extent practical to facilitate outdoor dining.

### III.E Parking, Loading and Circulation

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#### III.E.1 Minimum Off-Street Parking and Loading Requirements in the Retail/Commercial Component

In the absence of an approved shared parking program, the following parking ratios shall apply for permitted uses:

- Bank: 4 spaces per 1,000 square feet of gross floor area
- Pharmacy: 4 spaces per 1,000 square feet of gross floor area
- Restaurant/eating and drinking establishment: 1 space per 2.5 seats
- Retail sales and services: 4 spaces per 1,000 square feet of gross floor area
- Food store: 5 spaces per 1,000 square feet of gross floor area
- Health and fitness clubs: 5 spaces per 1,000 square feet of gross floor area
- Office: 4 spaces per 1,000 square feet of gross floor area
- Medical office: 5 spaces per 1,000 square feet of gross floor area
- Hotel: 1 space per guest room
- Health and wellness services: 5 spaces per 1,000 square feet of gross floor area
- Instructional schools and studios: 5 spaces per 1,000 square feet of gross floor area
- Pet care: 4 spaces per 1,000 square feet of gross floor area

Off-street loading berths shall be provided in accordance with §95-55A and B of the Morris Township Zoning Ordinance.

#### III.E.2 Shared Parking for Retail/Commercial Component

A shared parking approach is permitted subject to Planning Board approval as a means to reduce the total parking supply that would otherwise be required based on the above parking ratios. Shared parking takes advantage of variation in the periods of maximum usage among different land uses, allowing different uses to share the same given parking spaces if they have different time-of-day or day-of-week peak usage patterns.

If a shared parking approach is followed, the developer shall provide a shared parking study for review and approval by the Planning Board, documenting the rationale and calculations for the lower parking supply. The study shall include survey statistics and factors documenting the requested reductions in parking supply.

Parking for open space/recreation uses shall be subject to Planning Board approval and may include off-site parking facilities where appropriate.

#### III.E.3 Minimum Off-Street Parking and Loading Requirements in the Residential and Open Space Component

All parking shall comply with the requirements of N.J.A.C. 5:21-4.14(c), i.e., the Residential Site Improvement Standards (RSIS). Off-street parking spaces shall comply with the standards of the Americans with Disabilities Act (ADA).

Parking for the multi-family affordable rental building shall be as follows: 1 space for 1-bedroom units; 1.4 spaces for 2-bedroom units; and 2 spaces for 3-bedroom units. Guest parking shall be provided on-street at a ratio of 0.35 spaces per unit.

No off-street loading shall be required in the residential and open space component.

#### III.E.4 Provision for Electric Vehicle Charging Stations

There shall be electric vehicle charging stations available for public use at strategic locations within the Retail Commercial Component's parking areas. In particular, there shall be multiple charging stations proximate to the required pocket park. The developer is encouraged to provide electric vehicle charging stations comprising approximately 2% of the total number of parking spaces provided.

#### III.E.5 Site Access and Vehicular Circulation

Access to both the retail/commercial and residential and open space components shall be provided via Martin Luther King (MLK) Avenue and the entry drive to the Mennen Arena. The intersection of MLK Avenue and East Hanover Avenue is signalized. The intersection of the Mennen Arena entryway and East Hanover Avenue is not currently signalized but is intended to be signalized in the future based on a recent development approval involving lands directly across East Hanover Avenue in Hanover Township.

There shall be no internal roadway connection between the retail/commercial and residential and open space components. There shall be at least one entry to the residential and open space component from both MLK Avenue and the Mennen Arena driveway.

### III.F Design Guidelines

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#### III.F.1 Building Massing, Articulation and Transparency in the Retail/Commercial Component

##### *III.F.1.a Vertical Façade Differentiation*

The base of all retail/commercial buildings should be highlighted with a contrasting material, texture or color that is heavier in appearance than the main façade cladding, such as a stone base below a brick façade. The base may also project outwards from the middle of the building by several inches. The top of the base cladding may also be capped with a coping, cornice, or other dimensional transition. Low planters and base planting may be placed around the base for further emphasis. The middle level of retail/commercial buildings should be distinguished from the base by changes in material, façade detailing, or fenestration pattern and proportion. The middle of retail/commercial buildings consisting of retail storefronts should have clear glass windows. Overhangs, canopies, arcades and straight awnings are encouraged along storefronts and other major building entrances. Any awnings should be flat or inclined; fluted, curved, and box-style awnings are prohibited. Internally illuminated awnings are prohibited. Additionally, awnings, canopies and arcades should provide at least 8 feet clearance underneath at all points. Awnings should not be continuous across a series of bays, but rather should break at each pier or other vertical architectural element. Retail signage and building-mounted lighting should also be used to help highlight the middle of the retail/commercial building where appropriate. The top of retail/commercial buildings encompasses the roof and/or roofline. Using features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments may achieve a well-defined building top. Building roof mass may also be broken up by towers, steeples, gables, shed dormers, and similar elements.

##### *III.F.1.b Horizontal Façade Differentiation*

Buildings with extensive front facades are encouraged to divide their elevations into smaller parts or "bays". A "bay" may be distinguished from adjacent portions of the facade by one or more of the

following elements: a change in depth plane of at least one foot, extending upwards through all levels; a change in materials, texture, and/or fenestration pattern, but not simply color; a change in height; and articulation through elements such as columns, pilasters, gutters or expansion joints.

**III.F.1.c Building Transparency in the Retail Commercial Component**

**Pedestrian Entries**

Retail businesses shall have individual entries at-grade facing walkways. Internal mall-style entries are prohibited for retail uses. Pedestrian entries for retail/commercial buildings should be clearly visible and highlighted within the front façade through projections, recessions, material changes, canopies, overhangs and/or lighting, not merely punched into the facade.

**Windows**

Retail storefront glass windows shall be transparent, non-tinted glazing. Drive-through window elements should be architecturally integrated into the building, rather than appearing to be applied or "stuck on" to the building.

**III.F.2 Building Materials and Architecture**

Architecture in both the retail/commercial and residential and open space components should provide a coherent design theme using rooflines, building materials, fenestration patterns, entrance locations and massing of buildings to provide a compatible visual relationship between the various buildings and uses. Materials should be applied consistently and with the same level of detail on the front elevation and the side and rear elevations. Changes in material should occur at a structurally logical break point, and should not appear pasted-on. Stone and brick and similar materials should not be used above visually lighter-weight cladding such as stucco or wood.

**III.F.2.a Retail/Commercial Component**

The suggested building material palette in the retail commercial component is brick and glass. Manufactured stone may be used for the base of buildings. Reflective, mirrored, smoked, and dark tinted glass is prohibited.

**III.F.2.b Residential and Open Space Component**

The suggested building material palette in the residential and open space component is hardi-plank or vinyl siding intended to look like wood shingle. Manufactured stone or brick may be used for the base of buildings. Pitched roofs should be clad with composite roof shingles.

**III.G Signage**

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**III.G.1 Signage in the Retail/Commercial Component**

Signage permitted in the retail/commercial component shall be as specified in the table below.

Type	Location	Maximum Number	Total Area	Maximum Area	Maximum Height	Required Setback from Property Line	Maximum Letter Height

1. Freestanding Sign	Along East Hanover Avenue frontage	One	100 s.f.	---	20 feet	15 feet	---
2. Monument Sign	At Mennen Arena driveway entrance	One	36 s.f.	---	6 feet	5 feet	---
	At MLK Avenue entrance	One	36 s.f.	---	6 feet	5 feet	---
3. Wall Signs	---	One per business establishment/tenant, except that for a building that fronts on either MLK Avenue or the Mennen Arena Driveway, the business establishment/tenant may have one additional sign.	1 s.f. per linear frontage of business establishment/tenant	100 s.f. per business establishment/tenant	---	---	5 feet

Only external illumination shall be permitted for all non-wall-mounted signs. Wall-mounted signs may be individual channel-cut letters with internal illumination, or through LED backlighting of metal letters. The entrance monument signs shall be limited to the name of the shopping center. All other signs, including wall signs, shall be restricted to the front façade of the building and shall be limited to identification of the tenant only, but may include corporate or brand name logos. No individual sign shall exceed 4 colors, including black and white. Awnings and canopies shall not be used for signage purposes, nor contain any letters, numbers, logos or the like. For the freestanding and monument signs a solid base surrounded by appropriate ornamental plantings may be provided. No monument sign shall be located within a sight triangle.

### III.G.2 Signage in the Residential and Open Space Component

One monument sign not larger than 20 square feet in area and not higher than 5 feet identifying the development is permitted at both the Martin Luther King Avenue and Mennen Arena driveway access points. Project signage shall be compatible in color, materials and architectural details with principal buildings and shall be set back a minimum of 10 feet from both Martin Luther King Avenue and the Mennen Arena driveway access road. Only external illumination shall be permitted for the monument sign. A solid base surrounded by appropriate ornamental plantings may be provided. Conveniently located building identification and directory signs shall be permitted.

## **III.H Landscaping and Buffers**

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### **III.H.1 Landscape Berm**

A landscape berm shall be provided within the retail/commercial component in order to help screen the retail/commercial uses from the adjacent residential uses. The berm should vary in height from a minimum of 5 feet to a maximum of 16 feet. The top of the berm should be 5 feet in width with a side slope of 3:1. Plantings on the berm shall include deciduous and coniferous trees and consist of a variety of species ranging from 6 to 12 feet in height for coniferous trees and from 2 ½ to 4 ½ inch in caliper for deciduous trees at planting. The berm should be designed so as to have a winding, serpentine shape rather than take the form of a straight line.

### **III.H.2 Walking Trail**

A walking trail six feet in width shall be provided within the residential and open space component on the opposite side of the landscape berm and connect to the perimeter of the retail/commercial component. The trail should run parallel to MLK Avenue, East Hanover Avenue and the Mennen Arena driveway, and, where applicable, connect to any existing or future trails in the vicinity.

### **III.H.3 Recreation**

A multi-use recreation field shall be located in the residential and open space component. The construction of the field shall be the responsibility of the developer and shall be a minimum of 200 feet by 300 feet in size and shall contain a softball field with home plate facing in a northerly direction. Any fill, retaining walls or fencing required to construct and/or utilize the field shall be provided by the developer. A small playground or tot lot should be provided adjacent to the multifamily affordable rental building in a location where children/ residents of the building do not have to cross the parking area or circulation drives to access said lot.

### **III.H.4 Planted Buffers**

A minimum 15 foot wide landscape buffer shall be provided along the perimeter of the residential and open space component where it adjoins an I-21 Industrial District. To the extent practical, existing vegetated areas should be maintained and/or incorporated into said buffer. A minimum 20 foot wide landscape buffer shall be provided along the East Hanover Road frontage. Site access driveways may intrude upon this 20 foot landscape buffer area.

### **III.H.5 Street Trees and Parking Area Landscaping**

Internal roadways in the residential and open space component shall include street trees where appropriate. Street trees and other plant material should be provided in landscaped islands at the ends of parking rows in excess of 20 spaces. Landscaped islands should be at least 6 feet in width. Trees should be tolerant of roadway and parking lot environments, and may include but not be limited to the following: zelkova, littleleaf linden, honey locust, green ash, London plane, red maple, bradford callery pear and redspire pear.

### **III.I Lighting**

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Site lighting and street lighting should employ decorative fixtures and stanchions. Such fixtures shall minimize adverse visual impacts, such as glare and overhead sky glow, on adjacent properties and on any public right-of-way. Light cutoff shields shall be provided where fixtures abut a residential use and in other locations as directed by the Planning Board. Use of LED light sources is encouraged. Non-color-corrected low-pressure sodium and mercury vapor light sources are discouraged. Building facade lights shall be incorporated into the overall lighting plan design; fixtures shall be of compatible design and detail. Lighting levels at all tract boundary lines shall not exceed 0.1 footcandle, except where driveways meet a public street

### **III.J Mechanicals and Utilities**

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Placement of any PTAC (packaged terminal air conditioner) units within the residential facade of the multifamily affordable rental building should be part of a larger, architecturally-cohesive facade design; if necessary flanked with symmetrical framing or grilles, rather than arbitrarily-placed punched openings so that the PTAC unit blends unobtrusively into the facade.

Screening of ground-mounted mechanical equipment (e.g. air conditioning, heating, ventilation ducts and exhaust vents, elevator overruns, transformers and generators, and similar equipment) is required in the form of fencing or landscaping, or both. Roof-top mechanical equipment shall be screened in roof wells recessed below the roof line in the case of pitched roofs or by solid and permanent roof-mounted screens in the case of flat roofs. Screening should be compatible with the architectural style, materials, and color of the building.

Trash and recycling bins, sheds, and storage areas should be enclosed at the sides and top and located a minimum of 10 feet from any street or property line. Any such enclosure should consist of a similar material and color as the building(s) it is designed to serve.

All utility connections internal to the site shall be underground.

## IV RELATIONSHIP TO DEVELOPMENT REGULATIONS AND OTHER PLANS

### IV.A Relationship to the Morris Township Zoning and Land Development Ordinances

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This Redevelopment Plan shall supersede all provisions of the Zoning and Land Development Ordinances of Morris Township, except where specific provisions of the Zoning Ordinance and Land Development Ordinance are expressly indicated as being applicable. In all situations where zoning and land development issues are not specifically addressed herein, the Morris Township Zoning and Land Development Ordinances shall, however, remain in effect. Adoption of this Redevelopment Plan by the Township Committee shall be considered an amendment to the Morris Township Zoning Map.

### IV.B Relationship to Master Plans of Adjacent Municipalities

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The Redevelopment Area is located adjacent to Morris Township's boundary with Hanover Township to the north and east (i.e., across East Hanover Avenue) and the Town of Morristown to the south and west.

#### IV.B.1 Hanover Township

The Redevelopment Area borders a portion of Hanover Township zoned I-B3 (Industrial- Business District). The Hanover Township Land Use Plan of its Master Plan was most recently amended November 12, 2013. The Master Plan states the following about the I-B3 zone which directly abuts the Redevelopment Area:

*The I-B3 district is located along Hanover Avenue and Ridgedale Avenue in the southwestern portion of the Township. The zone contains a number of older, obsolete industries, along with some newer industries and offices, and a mix of other uses. With the decline of industry in the region, a number of the older industrial uses and buildings have redevelopment potential. The zone in the plan is intended to promote development for industrial, office and related service uses, with an option for larger scale retail development. Development of small-scale or highway strip retail should not be permitted... . The standards in the district should encourage the redevelopment of outdated uses and buildings for upgraded uses structures. Where possible, the standards should encourage the assembly of small, undersized parcels into larger tracts in order to provide a more coordinated development pattern and reduce the number of driveway openings.*

The goals and objectives of this Redevelopment Plan, and especially in relation to the intended development of the East Hanover Avenue frontage with retail commercial uses, are largely consistent with the stated purposes of the I-B3 zone in Hanover Township.

#### IV.B.2 Town of Morristown

The Redevelopment Area is contiguous with lands to the west in the Town of Morristown lying within the RG Garden Apartment Residential District and the PPU Public Purpose-Undevelopable District. Directly to the south are single family residential neighborhoods in the R-3 Residential District. The most recent Morristown Master Plan was adopted on March 31, 2014. The Plan notes the following:

*While development patterns in Morristown are more intense than those found in Morris Township, desired future land uses were found to be generally consistent on both sides of the municipal boundary. However, further planning may be necessary in the following locations to ensure compatibility between future development:*

- *Between Cory Road, the NJ TRANSIT right of way, and the Town line, this Plan has identified an undeveloped portion of the Colgate-Palmolive property as a suitable location for single-family residential development. Future planning should be sensitive to the nature of the industrial uses that are permitted on the Colgate site.*

This Redevelopment Plan permits moderate density residential housing that will serve as an appropriate transition to established and future single family neighborhoods on adjacent to lands in Morristown. As such, the Redevelopment Plan is largely consistent with the Morristown Master Plan.

## **IV.C Relationship to the Morris County Master Plan**

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### **IV.C.1 Future Land Use Element**

The Morris County Master Plan's Future Land Use Element was adopted in 1975 and is now over 40 years old. As such, some of its trends and projections are woefully out of date. For example, the Plan notes that employment is projected to rise in the County between 1970 and 1990 because "such growth reflects the trend of finance, trade and research organizations, and of the management function of national corporations, to locate in suburban areas in campus-style facilities." In the past decade that trend has reversed and municipalities in Morris County, including Morris Township, have been forced to plan for the future of vacated corporate campuses. Nevertheless, there are some land use goals for the "future of Morris County" stated in the 1975 Future Land Use Element which hold true today. For example, "Goal 6. Provision for a variety of individual choices in life styles and living spaces" states that although many Morris County residents prefer to live in single family detached housing "other sub-segments of a demographically mixed population; the elderly and the newly-married, for instance, have no need for large living areas. Therefore, the future goals for Morris County should include adequate provision for other types of housing in sufficient numbers to provide a choice for all residents.... variations in density and density should be provided to accommodate individual preferences." This Redevelopment Plan is consistent with Goal 6 of the Morris County Master Plan.

## **IV.D Relationship to the State Development and Redevelopment Plan**

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The 2001 State Development and Redevelopment Plan (SDRP) classifies the Redevelopment Area as part of Planning Area 1, Metropolitan Planning Area (PA-1). The SDRP defines Metropolitan Planning Areas as areas which "provide for much of the state's future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities." This Redevelopment Plan is well-reconciled with the guiding policies and policy objectives of the adopted SDRP for the Planning Area 1, Metropolitan Planning Area. For example, consistent with the goals for the PA-1, this Redevelopment Plan will promote redevelopment needed to transform an obsolete manufacturing facility into a mixed-use development that will ensure efficient utilization of scarce land resources while also carefully protecting the character of surrounding communities. The SDRP further advocates for the provision of a full range of housing choices in PA-1 through redevelopment, new construction and the introduction of new housing in appropriate

nonresidential settings. Consistent with that objective, this Redevelopment Plan provides for a diversity of housing types, including affordable housing. Additionally, consistent with the SRDP objectives for PA-1, this Redevelopment Plan places compact redevelopment in a location well served by existing transportation networks, including Hanover Avenue and Routes 287, 24, and 202.

## **V REDEVELOPMENT ACTIONS**

### **V.A Outline of Proposed Actions**

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Construction of new structures and other improvements will take place as proposed in this Redevelopment Plan. Other actions that may need to be undertaken to implement the Redevelopment Plan may include the clearance of dilapidated, deteriorated, obsolete or underutilized structures or uses; provisions for infrastructure necessary to service and support new development; and the creation and/or vacation of easements as may be necessary for redevelopment.

### **V.B Provision of Improvements**

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The designated redeveloper shall be responsible for the installation or upgrade of infrastructure related to the project, whether on-site or off-site. Infrastructure improvements may include, but are not limited to, gas, electric, water, sanitary and storm sewers, pumping stations, traffic control devices, telecommunications, streets, curbs, sidewalks, street lighting, street trees, and street furniture. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with Morris Township. All improvements shall comply with applicable federal, state and local law.

### **V.C Properties to be Acquired**

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No property acquisition on the part of Morris Township is required to implement the Redevelopment Plan.

### **V.D Demolition**

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It is intended that the site be completely cleared of existing improvements and parking lots.

### **V.E Relocation**

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No relocation actions are required to implement the Redevelopment Plan.

### **V.F Other Actions**

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In addition to the demolition and new construction, several other actions may be taken to further the goals of this Plan. These actions may include, but shall not be limited to: (1) environmental remediation; and (2) creation and/or vacation of public utility easements and other easements and rights of way as may be necessary for redevelopment.

## **VI GENERAL PROVISIONS**

### **VI.A Site Plan & Subdivision Review**

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Prior to commencement of any construction within the Redevelopment Area, a site plan prepared in accordance with the requirements of the Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) and the Land Development Ordinance of Morris Township shall be submitted by the applicant for review and approval by the Planning Board of Morris Township so that compliance with the Redevelopment Plan can be determined. This shall also pertain to revisions or additions prior to, during and after completion of the improvements.

Any subdivision of land within the Redevelopment Area shall be in accordance with the requirements of this Redevelopment Plan or as otherwise established in the Land Development Ordinance of Morris Township. The retail/commercial component and the residential and open space component and its sub components may be subdivided subject to Planning Board approval to allow for separate ownership and/or for financing purposes. In order to provide design flexibility there shall be no minimum lot area, depth, width or yard requirements. A lot may be created without frontage on a public street provided such lot has appropriate access to a public street and the right to such access is established by an easement recorded in the Morris County Clerk's office or otherwise as provided by law.

### **VI.B Adverse Influences**

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No use or reuse shall be permitted which, when conducted under proper and adequate conditions and safeguards, will produce corrosive, toxic or noxious fumes, glare, electromagnetic disturbance, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features so as to be detrimental to the public health, safety or general welfare.

### **VI.C Non-Discrimination Provisions**

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No covenant, lease, conveyance or other instrument shall be affected or executed by the Morris Township Committee or by the developer or any of his/her successors or assignees, whereby land within the Redevelopment Area is restricted upon the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, or sex in the sale, lease, use or occupancy thereof. Appropriate covenants, running with the land forever, will prohibit such restrictions and shall be included in the disposition instruments.

Any contractor or subcontractor engaged to perform work within the Redevelopment Area shall, where applicable, state in all solicitations or advertisements for employees placed by or on behalf of the contractor, or subcontractor, that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability or sex.

There shall be no restrictions of occupancy or use of any part of the Redevelopment Area on the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, or sex in the sale, lease, use or occupancy thereof.

## **VI.D Duration of the Plan**

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The provisions of this Redevelopment Plan and the restrictions with respect thereto shall be in effect for a period of thirty (30) years from the date of approval by the Morris Township Committee.

## **VI.E Deviation Requests**

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The Planning Board may grant variances allowing deviations from the regulations contained within this Redevelopment Plan where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any such regulation adopted pursuant to this Redevelopment Plan, would result in peculiar practical difficulties to, or exceptional and undue hardship upon, the developer of such property. The Planning Board may also grant such relief where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of the Plan and the benefits of the deviation would substantially outweigh any detriments. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and without substantial impairment of the intent and purpose of this Redevelopment Plan. An application for a variance from the requirements of this Redevelopment Plan shall provide public notice of such application in accord with the requirements of public notice as set forth in N.J.S.A. 40:55D-12a and b.

Notwithstanding the above, any changes to the uses permitted in the Redevelopment Area or any change requiring a “d” variance in accordance with N.J.S.A. 40:55D-70 shall be permitted only by means of an amendment of the Redevelopment Plan by the Township Committee, and only upon a finding that such amendment would be consistent with and in furtherance of the goals and objectives of the Plan.

## **VI.F Procedure For Amending The Approved Plan**

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This Redevelopment Plan may be amended from time to time upon compliance with the requirements of State law. If the designated redeveloper requests such amendment said redeveloper shall pay an application fee of \$2,500 and shall further reimburse the Township for reasonable costs, fees and expenses to undertake such amendment.

## VII OTHER PROVISIONS

In accordance with N.J.S.A. 40A:12A-1 et seq., known as The Local Redevelopment and Housing Law, the following statements are made:

- The Redevelopment Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements. The Plan has laid out various programs and strategies needed to be implemented in order to carry out the objectives of this Plan.
- The Redevelopment Plan lays out the proposed land uses and building requirements for the Redevelopment Area.
- No relocation actions are required as part of this Redevelopment Plan.
- No property acquisition on the part of Morris Township is required as part of this Redevelopment Plan.
- The Redevelopment Plan will be consistent with the Master Plan for Morris Township, as well as with the Master Plans of the surrounding municipalities and Morris County. The Plan also complies with the goals and objectives of the New Jersey State Development and Redevelopment Plan.
- The Redevelopment Plan shall supersede all provisions of the Zoning Ordinance and Land Development Ordinance of Morris Township regulating development in the area addressed by this Redevelopment Plan. Adoption of this Plan by the Township Committee shall be considered an amendment of the Morris Township Zoning Map.
- If any section, paragraph, division, subdivision, clause or provision of this Redevelopment Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Redevelopment Plan shall be deemed valid and effective.
- Any designated redeveloper must have a fully executed Redevelopment Agreement with the Township prior to making any applications to the Planning Board.

VIII APPENDIX: CONCEPTUAL ILLUSTRATIONS AND PHOTO EXAMPLES



USE	REQUIREMENT	PROPOSED FLOOR AREA	PROPOSED PARKING SPACES
Commercial (C2A, B1)	6 SP/ 1,000 SF	98,527 SF	384
Hotel (C2A, B1)	4 SP/ 1,000 SF	4,750 SF	24
Office (C2A, B1)	2 SP/ 1,000 SF	2,000 SF	10
Professional (C2A, B1)	1 SP/ 1,000 SF	1,000 SF	5
Restaurant (C2A, B1)	1 SP/ 1,100 SF	11,000 SF	10
RETAIL (C2A, B1)	1 SP/ 1,100 SF	11,000 SF	10
<b>TOTAL</b>		<b>138,277 SF</b>	<b>453</b>

COMMERCIAL BUILDING FOOTPRINT	AREA (SF)
COMMERCIAL 1	18,000 SF
COMMERCIAL 2	14,000 SF
COMMERCIAL 3	14,000 SF
COMMERCIAL 4	14,000 SF
COMMERCIAL 5	14,000 SF
COMMERCIAL 6	14,000 SF
COMMERCIAL 7	14,000 SF
COMMERCIAL 8	14,000 SF
COMMERCIAL 9	14,000 SF
COMMERCIAL 10	14,000 SF
COMMERCIAL 11	14,000 SF
COMMERCIAL 12	14,000 SF
COMMERCIAL 13	14,000 SF
COMMERCIAL 14	14,000 SF
COMMERCIAL 15	14,000 SF
COMMERCIAL 16	14,000 SF
COMMERCIAL 17	14,000 SF
COMMERCIAL 18	14,000 SF
COMMERCIAL 19	14,000 SF
COMMERCIAL 20	14,000 SF
<b>TOTAL</b>	<b>280,000 SF</b>

Figure 3: Conceptual Site Layout for Retail Commercial Component I Redevelopment Plan for Block 10401, Lot 31 | Morris Township, New Jersey

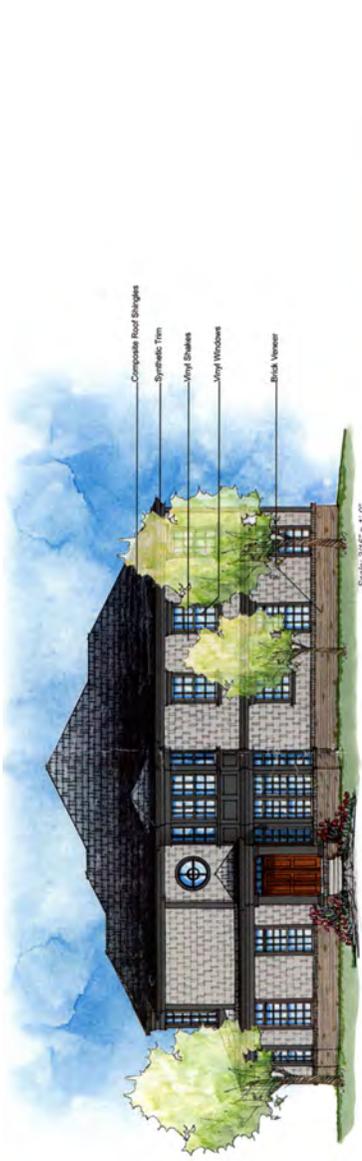
Figure 3: Conceptual Site Layout for Retail Commercial Component I Redevelopment Plan for Block 10401, Lot 31 | Morris Township, NJ

**MORRIS MARKETPLACE**  
 (FORMER COLGATE SITE)  
 TOWNSHIP OF MORRIS, MORRIS COUNTY, NEW JERSEY



DATE: 7-28-2020

PHILLIPS PREISS GRYGIEL LEHENY HUGHES LLC 2020



Right Side Elevation



Front Elevation

## MORRIS TOWNSHIP



FRONT ELEVATION

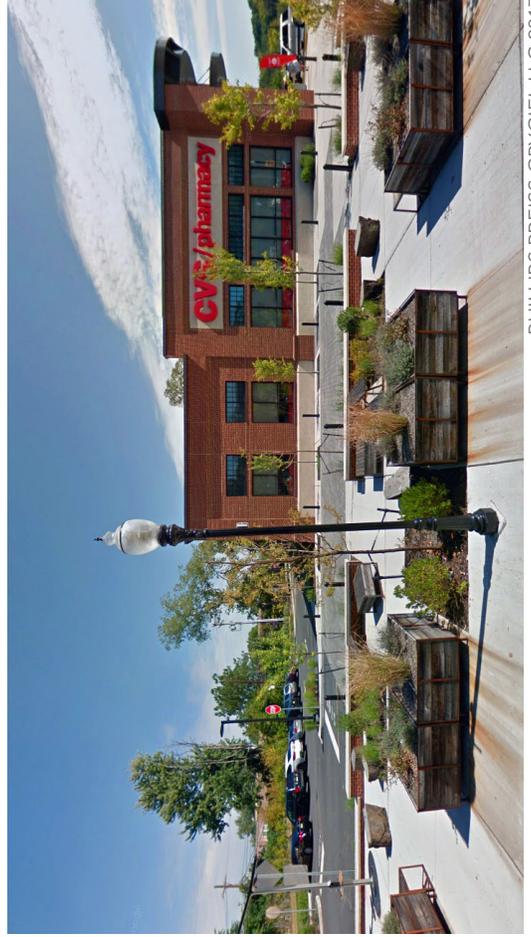
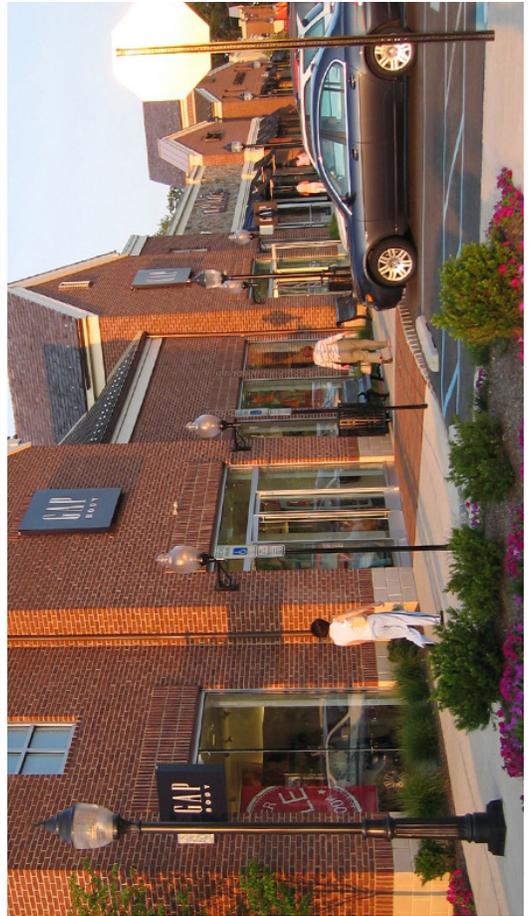
Figure 4: Conceptual Townhouse Elevations | Redevelopment Plan for Block 10401, Lot 3 | Morris Township, NJ



Multi-Family Affordable Rental Building



Group Home



PHILLIPS PREISS GRYGIEL LLC 2017

Figure 6: Photo Examples of Retail Concepts/Elevations | Redevelopment Plan for Block 10401, Lot 3 | Morris Township, NJ