

Hamilton

2020

SYMPOSIUM

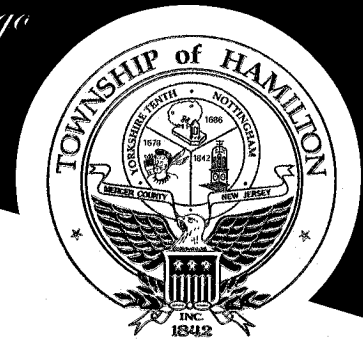
"A Clear Vision for Our Future"



The
Township of Hamilton

OFFICE OF THE MAYOR

John F. Bencivengo
MAYOR



August 6, 2010

Dear Attendee,

Thank you very much for attending this exciting event!

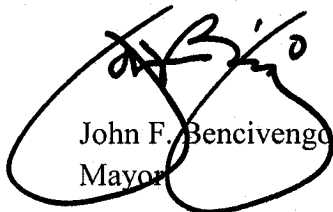
The purpose of Hamilton 2020 Symposium is to determine how Hamilton's Route 33 business corridor can become more vibrant and better contribute to our high quality of life in the Township. We will be discussing ideas for Route 33 which will focus on economic development, redevelopment, aesthetics and traffic management – as well any other ideas which you think will achieve the goal of improving the corridor.

The Symposium is being sponsored by the Master Plan Steering Committee of the Township Planning Board in association with Hamilton Partnership.

Included in this packet is information, pictures and maps of the Route 33 business corridor that will be helpful during the Symposium.

Thank you again for participating!

Sincerely,



John F. Bencivengo
Mayor

Hamilton 2020 Symposium

Cedar Gardens Banquet Hall

661 State Highway Route 33

Agenda

8:00 am **Registration**

8:30 am **Welcome**

Mayor John Bencivengo

Greg Blair, Chair, Hamilton Partnership 2020 Committee

8:45 am **Overview of the Rt. 33 Corridor & the Master Plan Process**

Philip Caton, PP, FAICP, Clarke Caton Hintz

Beth McManus, PP, AICP, LEED AP, Clarke Caton Hintz

9:15 am **Breakout Sessions**

Zone A: *Philip Caton, Facilitator*
Mike Guhanick, Township Land Use Coordinator

Zone B: *Beth McManus, Facilitator*
Tim Amison, Planning Board Secretary

Zone C: *Mike Pratico, Richardson Commercial, Facilitator*
Rob Poppert, Principal Planner

Zone D: *Greg Blair, Nottingham Insurance, Facilitator*
Rich Williams, Township Engineer

10:15 am **Breakout Session Reports**

10:45 am **General Discussion & Next Steps**

11:15 am **Concluding Remarks**

Mayor John Bencivengo

Demographic and Housing Data for Hamilton Township

	Estimate
Total Population (2008)	93,047
Number of Housing Units (2008)	36,083
Average House Hold Size (2008)	2.70

Source: 2006-2008 American Community Survey

New Jersey's Ten Most Populous Municipalities: 2000 and 2009

Municipality	County	Census 4/1/2000	Estimates 7/1/09	Rank	
				2000	2009
Newark	Essex	272,434	278,154	1	1
Jersey City	Hudson	240,055	242,503	2	2
Paterson	Passaic	149,222	145,834	3	3
Elizabeth	Union	120,568	125,285	4	4
Edison	Middlesex	97,597	99,736	5	5
Woodbridge	Middlesex	97,203	97,917	6	6
Toms River	Ocean	89,705	96,945	7	7
Hamilton	Mercer	87,109	93,047	8	8
Trenton	Mercer	85,397	83,242	9	9
Brick	Ocean	76,119	78,809	12	10

Source: U.S. Census Bureau

Occupied Housing Units (2008)

	Hamilton Township		Mercer County	
	Units	% of Total	Units	% of Total
Owner-occupied	26,194	77%	87,284	68%
Renter-occupied	7,895	23%	40,268	32%

Source: 2006-2008 American Community Survey

Household Income (2008)

	Hamilton Township		Mercer County	
Less than \$10,000	523	2%	6,577	5%
\$10,000 to \$14,999	1,420	4%	5,527	4%
\$15,000 to \$24,999	2,070	6%	9,230	7%
\$25,000 to \$34,999	3,494	10%	10,394	8%
\$35,000 to \$49,999	3,566	10%	8,736	7%
\$50,000 to \$74,999	6,489	19%	21,351	17%
\$75,000 to \$99,999	5,381	16%	16,900	13%
\$100,000 to \$149,999	6,736	20%	21,320	17%
\$150,000 to \$199,999	2,969	9%	11,077	9%
\$200,000 or more	1,441	4%	11,956	9%
Median Household Income	\$73,130		\$71,374	
NJ Median Household Income	\$69,674			

Source: 2006-2008 American Community Survey

Employment Data

Industry by Occupation for the Civilian Employed Population (16 years and older) (2008)

	2000 Estimate		2008 Estimate	
Total	44,716	100.0%	48,686	100%
Agriculture, forestry, fishing and hunting, and mining	135	.3%	134	0%
Construction	2,599	5.8%	3,103	6%
Manufacturing	4,163	9.3%	4,518	9%
Wholesale trade	1,299	2.9%	1,565	3%
Retail trade	4,516	10.1%	5,664	12%
Transportation and warehousing, and utilities:	2,257	5.0%	2,348	5%
Information	1,945	4.3%	987	2%
Finance and insurance, and real estate and rental and leasing	3,342	7.5%	3,530	7%
Professional, scientific, and management, and administrative and waste management services	4,394	9.8%	4,927	10%
Educational services, and health care and social assistance	9,387	21.0%	10,245	21%
Arts, entertainment, and recreation, and accommodation and food services	2,329	5.2%	2,970	6%
Other services, except public administration	6,169	13.8%	1,992	4%
Public administration	2,181	4.9%	6,703	14%

Source: 2006-2008 American Community Survey

Unemployment Rate

(June 2010)

	Percent
United States	9.5%
New Jersey	9.6%

Education of Residents Aged 25 Years and Older (2008)

	Hamilton Township		Mercer County		New Jersey	
	Person	%	Person	%	Person	%
Total	63,704	100%	240,154	100%	5,836,774	100%
Less than high school graduate	7,878	12%	32,908	14%	767,163	13%
High school graduate (includes equivalency)	21,029	33%	62,789	26%	1,769,185	30%
Some college or associate's degree	18,079	28%	53,005	22%	1,317,898	23%
Bachelor's degree or higher	16,717	27%	91,452	38%	1,982,528	34%

Source: 2006-2008 American Community Survey

Place of Work for Workers Aged 16 Years and Older (2008)

	Person	Percent
Total - Hamilton Township	47,150	100%
Worked in state of residence:	44,021	93%
Worked in county of residence	35,354	75%
Worked outside county of residence	8,667	18%
Worked outside state of residence	3,129	7%

Source: 2006-2008 American Community Survey

Excerpts from the July 2010 Advance & Rutgers Report

“America experienced a wild ride on a perilous economic roller coaster during the first decade of the twenty-first century. The ride started as the nation approached the peak of the great transmillennial economic expansion (2000), plummeted into a trough of recession and job-loss recovery (2001–2003), ascended a modest business-cycle expansion (2003–2006), flatlined as the economy peaked (2007), and finally plunged into the Great Recession (2007–2009). Complex and ever-shifting national and global forces propelled this tumultuous journey: a high-tech bubble and its bursting, a stock market bubble and its bursting, a housing bubble and its bursting, a credit bubble and its bursting, wild swings in energy and commodity costs, and the job hemorrhaging of legacy manufacturing sectors. The relative performance of the region’s Middle Atlantic division (New Jersey, New York, and Pennsylvania) actually surpassed that of the nation as a whole in 2007. This was in sharp contrast to the past four decades, when the Middle Atlantic division was consistently the slowest growing division in the slowest-growing region of the country. Then, in 2007–2009, it ranked second in relative job growth performance (i.e., its losses were less) among the nation’s nine Census divisions.”

Private-Sector Employment by U.S. Region and Division Numerical and Percentage Change (December to December¹): 1992–2000; 2000–2003; 2003–2006; 2006–2007; 2007–2009 (Based on seasonally adjusted data, in thousands)

Region and Division	Change: 1992–2000		Change: 2000–2003		Change: 2003–2006		Change: 2006–2007		Change: 2007–2009	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States^{2,3}	21,004	23.3	-3,141	-2.8	6,062	5.6	776	0.7	-8,931	-7.8
Northeast³	3,066	16.4	-753	-3.5	659	3.1	151	0.7	-1,158	-5.3
New England	975	19.0	-252	-4.1	162	2.8	32	0.5	-351	-5.8
Middle Atlantic ³	2,091	15.4	-501	-3.2	497	3.3	120	0.8	-807	-5.1
South	8,241	27.4	-787	-2.1	2,758	7.4	355	0.9	-3,089	-7.6
South Atlantic	4,567	29.0	-295	-1.5	1,611	8.1	-21	-0.1	-1,948	-9.0
East South Central	1,040	19.6	-189	-3.0	286	4.7	39	0.6	-565	-8.7
West South Central	2,635	29.1	-302	-2.6	862	7.6	337	2.8	-577	-4.6
Midwest	4,298	18.7	-1,100	-4.0	659	2.5	66	0.2	-2,135	-7.9
East North Central	2,856	17.7	-908	-4.8	268	1.5	0	0.0	-1,661	-9.0
West North Central	1,442	21.1	-193	-2.3	390	4.8	65	0.8	-474	-5.6
West	5,398	29.4	-501	-2.1	1,987	8.5	205	0.8	-2,548	-10.0
Mountain	2,216	44.9	0	0.0	931	13.0	99	1.2	-833	-10.2
Pacific	3,183	23.7	-501	-3.0	1,056	6.6	106	0.6	-1,716	-9.9

Notes: 1. Data reported are for December of each year indicated.
2. U.S. total is calculated as the sum of the four regions. This sum differs from the separately published national private payroll employment total.
3. Totals do not include the District of Columbia.

Source: U.S. Bureau of Labor Statistics.

Route 33 Corridor Data (Commercially Zoned Lots)

	Area	Total Developed Area	Redevelopable Area		Undeveloped Area	
			Land Area	Potential Building Floor Area	Land Area	Potential Building Floor Area
Zone A Arts & Cultural District	110 ac.	54 ac.	23 ac.	224,000 s.f.	33 ac.	277,000 s.f.
Zone B Westbound District	25 ac.	25 ac.	0 ac.	n/a	0 ac.	n/a
Zone C Central District	153 ac.	137 ac.	16 ac.	5,300 s.f.	0 ac.	n/a
Zone D Eastbound District	95 ac.	87 ac.	0 ac.	n/a	8 ac.	61,000 s.f.
Total	383 ac.	303 ac.	39 ac.	229,300 s.f.	41 ac.	338,000 s.f.

Route 33 Approved but Unbuilt Developments

The below projects have been approved along the Route 33 corridor but are not yet built:

- 1. Levin Management. (Zone A Arts and Culture District)**
Approved in 2005 for a 190,000 square foot shopping center that includes a Shoprite supermarket, restaurant and other smaller retail stores. Development of the site is currently on hold.
- 2. Walgreens. (Zone A Arts and Culture District)**
Proposal to replace the existing building with a 14,500 square foot Walgreens Pharmacy and create one additional freestanding retail building.
- 3. McDonalds. (Zone B, Westbound District)**
Proposal to replace the existing McDonalds restaurant with a new McDonalds Restaurant. The application is anticipated to be heard in fall 2010.
- 4. IHOP. (Zone C Central District)**
Approved in 2010 for a new 5,131 square foot restaurant. This project is anticipated to be open to the public in early 2011.
- 5. Sonic. (Zone C Central District)**
Approved in 2009 to replace the existing Mexican restaurant with a 1,728 square foot Sonic fast food restaurant. Development of the site is currently on hold.
- 6. First Choice Bank. (Zone C Central District)**
Approved in 2009 for a new 7,600 square foot bank. Construction is currently underway and the project is anticipated to be completed in Fall 2010.
- 7. Brothers Pizza. (Zone C Central District)**
Approved in 2008 for a 6,000 square foot retail building and a 3,000 square foot addition to the existing pizzeria. This project is scheduled to break ground during late summer 2010.
- 8. Levin Properties. (Zone C Central District)**
Approved in 2010 for shopping center renovations, additional small retail store and an expansion of the existing Shoprite supermarket. This project is scheduled to break ground during late summer 2010.
- 9. Anthony Palagano. (Zone D Eastbound District)**
Approved in 2007 for a new 14,000 square feet retail center. Development of the site is currently on hold.
- 10. Square Properties. (Zone D Eastbound District)**
Approved in 2007 for a new 24,000 square feet retail building and 7,500 square foot credit union/office building. Development of the site is currently on hold.
- 11. Fresh Basket Food Market. (Zone D Eastbound District)**
The property owner is currently renovating the building for use as a produce and food market. Interior work is well underway and site work is anticipated for fall 2010.
- 12. Grand Bank. (Zone D Eastbound District)**
Approved 2010 for a new 3,000 square foot bank. This project should break ground in late 2010/early 2011.
- 13. Golden Crest. (Zone D Eastbound District)** Approved in 2003 for four new office buildings totaling 66,000 square feet. One building is under construction at this time; the remaining buildings will be constructed once tenants are secured.

Route 33 Vacancies (June 2010)

	Location	Available Space
1.	1996 Greenwood Avenue	1 space
2.	2003 Greenwood Avenue	1 space
3.	1700 Nottingham Way, Suburban Plaza	14 spaces: 223,958 s.f.
4.	Nottingham Way, Municipal Square	1 space: 1,600 s.f.
5.	1801 Nottingham Way	1 space: 2,200 s.f.
6.	2610 Nottingham Way	1 space: 1,500 s.f.
7.	366 Route 33, Mercerville Shopping Center	1 space: 4,000 s.f.
8.	395 Route 33	1 space: 2,800 s.f.
9	731 Route 33, Hamilton Center	4 spaces: 9,910 s.f.
10.	825 Route 33, Block Plaza	3 spaces: 25,200 s.f.
11.	957 Route 33, Hamilton Square Shopping Center (Acme)	2 spaces
12.	Hamilton Shopping Center (ShopRite)	5 spaces: 35,945 s.f.
13.	1152 Route 33	1 space: 1,200 s.f.
14.	Patterson Chevrolet	2 spaces: 24,500 s.f.
15.	Hamilton Chrysler	1 space: 22,000 s.f.
16.	1629 Route 33	1 space: 2,000 s.f.
17.	1800 Route 33, Forest Glen	3 spaces: 9,509 s.f.
18.	1951 Route 33	1 space: 3,000 s.f.
19.	2130 Route 33	1 space: 2,520 s.f.
20.	2131 Route 33	1 space: 3,400 s.f.
21.	2222 Route 33, Hamilton Shops	1 space: 1,610 s.f.
22.	2277 Route 33	1 space: 1,633 s.f.
	Totals:	48 Spaces: 378,485 s.f.

Zoning Information

There are three commercial zoning districts along the Route 33 corridor. The most prevalent district is the Highway Commercial (HC) district, the other districts include the Community Commercial (CC) district and the REO-5 (Research, Engineering and Office) district. Additionally, the Arts and Culture Overlay District impacts Zone A – Arts and Culture District. Below is a summary of the zoning standards for each of these commercial Districts.

Arts and Culture Overlay District

Purpose: The Arts and Culture Overlay has been designated to promote investment through mixed use and commercial development that expands the presence of and/or otherwise enhances the arts and culture within the district.

Permitted Uses:

The following permitted uses shall supplement the uses permitted in the underlying zone districts.

Arts & culture principal permitted uses

- *Art galleries, including art sales.*
- *Art, music and dance studios.*
- *Teaching of visual and performing arts.*
- *Performing art facilities and performing arts theaters.*
- *Museums, art libraries and other similar cultural facilities.*
- *Artist live/work space.*

Supporting principal permitted uses

- *Commercial recreation (a recreation facility operated as a business and open to the public for a fee).*
- *Hotel, subject to the standards set forth in section 160-161(o) "Hotels".*
- *Restaurants, excluding drive-thru or fast food restaurants.*
- *Retail uses associated with and directly related to an arts and culture principal permitted use on the same lot or as part of the same development project.*
- *Residences not located on the ground floor of a mixed use building.*

Maximum Building Intensity:

Building intensity bonuses are granted to developments that consist of or include an arts-related use and/or public open space.

- *A floor area bonus to a maximum total floor area ratio of 0.40 shall be conveyed to any lot developing an Arts and Culture use, provided that the arts and culture use consists of at least 20% of the total building floor area.*
- *For each one square foot of open space provided on the lot, a floor area bonus of one square foot shall be granted, provided the floor area ratio does not exceed .30 for the lot(s) which are proposed for development. The bonus in floor area under this section cannot be combined with development of arts and culture uses pursuant to the section above to achieve a floor area ratio in excess of the .40 limit set forth in that section.*

CC Community Commercial District

Purpose: The CC areas, as the name implies, will serve a larger residential population. As such, the areas are almost entirely developed and are located to take advantage of relatively good accessibility from the existing concentrations of population within the township.

Permitted Uses:

- *Restaurants, bars and taverns.*
- *Banks, including drive-in facilities.*
- *Dancing studio.*
- *Florist.*
- *Household appliance store.*
- *Stereo, radio, television, computer and telecommunications stores.*
- *Offices buildings.*
- *Funeral homes and mortuaries.*
- *Auto parts store.*
- *Music conservatories or music instructions.*
- *Bicycle sales, rental or repair.*
- *Parcel package shipping store or mailing center.*
- *Confectionery, luncheonettes, and delicatessens.*
- *Stationery and tobacco.*
- *Hardware, paints and wallpaper.*
- *Bakery.*
- *Periodicals and newspapers.*
- *Barber and beauty shops.*
- *Tailoring and dressmaking.*
- *Bakery goods store.*
- *Book or gift store.*
- *Candy store and/or fountain.*
- *Clothes cleaning store.*
- *Clothing (new) and dry goods store.*
- *Drugstore.*
- *Package liquor store.*
- *Ice cream store.*
- *Interior decorating business.*
- *Jewelry store.*
- *Self-cleaning laundry.*
- *Notion and variety store.*
- *Sporting goods store.*
- *Repair or service shops for household or personal goods.*
- *Shoe repair shop.*
- *Prepared foods: takeout and delivery only with no seating.*
- *Photography studio, photo supplies, artist's studio.*
- *Antique store.*
- *Art gallery.*
- *Child and infant care centers.*
- *Video store.*

Maximum Building Height: 35 feet (2 stories)

Maximum Building Intensity:

The maximum building size is 18% of the lot size (18% floor area ratio). For example a one acre (43,560 square feet) lot would be permitted a 7,840 square foot one-story building or a 3,920 square foot two story building.

HC Highway Commercial District

Purpose: HC highway commercial zones are intended to provide locations in the township where highway-oriented businesses servicing the needs of highway users and encompassing a broader service area than GC zones may be located. No parcel of land shall be considered in the highway commercial zone unless said parcel abuts the major arteries listed in section 160-44(a) of this chapter.

Permitted Uses:

- Confectionery, luncheonettes, and delicatessens.
- Stationery and tobacco.
- Hardware, paints and wallpaper.
- Bakery.
- Periodicals and newspapers.
- Barber and beauty shops.
- Tailoring and dressmaking.
- Bakery goods store.
- Book or gift store.
- Candy store and/or fountain.
- Clothes cleaning store with two or less trucks associated with it.
- Clothing (new) and dry goods store.
- Drugstore.
- Package liquor store.
- Ice cream store.
- Interior decorating business.
- Jewelry store.
- Self-cleaning laundry.
- Notion and variety store.
- Repair or service shops for household or personal goods.
- Shoe repair shop.
- Prepared foods: takeout and delivery only with no seating.
- Photography studio, photo supplies, artist's studio.
- Antique store.
- Art gallery.
- Sporting goods store.
- Child and infant care centers.
- Video store.
- Restaurants, bars and taverns.
- Banks, including drive-in facilities.
- Dancing studio.
- Florist.
- Household appliance store.
- Stereo, radio, television, computer and telecommunications stores.
- Offices buildings.
- Funeral homes and mortuaries.
- Auto parts store.
- Music conservatories or music instructions.
- Bicycle sales, rental or repair.
- Parcel package shipping store or mailing center.
- Restaurants, bars, taverns and nightclubs.
- Department stores.
- Garden centers
- Bowling alleys.
- Supermarkets.
- Automobile repair shop.
- Automobile upholstery shop.
- Automobile parking lot for private passenger vehicles but not for storage of vehicles for sale.
- Awning or canvas store.
- Beverages, retail or wholesale distribution of.
- Bicycle sales, rental or repair.
- Blueprinting establishment.
- Government buildings.

Permitted Uses: (Cont'd)

- *Building material sales.*
- *Business college.*
- *Business uses oriented to marine activities, such as the sale and rental of boats and boat engines, boating supplies and fishing supplies.*
- *Cabinet and woodworking shop.*
- *Catering establishment.*
- *Equipment rental and sales yard.*
- *Electrical shop or contractor.*
- *Exhibition building.*
- *Frozen food locker.*
- *Furniture and furnishings, sale of.*
- *Hospital for small animals (dogs, cats and the like), including kennel*
- *Laboratory servicing medical and dental requirements.*
- *Lumberyard, retail.*
- *Museum.*
- *Office furniture, appliances and supply business.*
- *Pet shop.*
- *Plumbing and heating shop or contractor with indoor storage.*
- *Printing, lithography, publishing and photostatting establishments.*
- *Recreation area, public.*
- *Sign shop.*
- *Stone or monument works, with proper screening.*
- *Taxidermist.*
- *Theater.*
- *Trade school.*
- *Wholesale stores and distributors*
- *Indoor recreation uses.*
- *Health clubs.*
- *Miniature golf.*
- *Billiard hall.*
- *Automobile rentals.*
- *Convenience stores.*
- *Combinations of two or more of the above permitted uses in one principal building.*

Maximum Building Height: 35 feet (2 stories)

Maximum Building Intensity:

The maximum building size is 20% of the lot size (20% floor area ratio). For example a one acre (43,560 square feet) lot would be permitted an 8,712 square foot one-story building or a 4,356 square foot two story building.

REO-5 Research, Engineering and Office District

Purpose: None stated.

Permitted Uses:

- *Office buildings.*
- *Government Buildings*
- *Commercial printing facilities.*
- *Industrial, medical or scientific research laboratory activities.*
- *Mailing, reproduction, commercial art and photography and stenographic services.*
- *Computer and data processing services.*
- *Medical and dental laboratories.*
- *Research and engineering activities.*
- *Publishing houses.*
- *Public playgrounds, conservation areas, parks and public purpose uses.*
- *Research-office parks (tracts of 25 acres or more)*
- *Farms.*
- *Child and infant care centers.*

Maximum Building Height: 45 feet (3 stories)

Maximum Building Intensity:

The maximum building size is 25% of the lot size (25% floor area ratio). For example a one acre (43,560 square feet) lot would be permitted a 10,890 square foot one-story building or a 5,445 square foot two story building.