

**Redevelopment Plan  
Pleasant Valley Avenue, Interstate 295 &  
New Jersey Turnpike**

**Block 902, Lots 1, 1.01, and 1.02  
June 13, 2019**

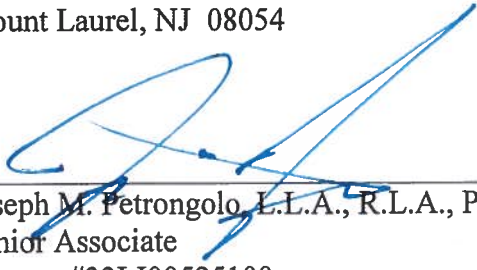
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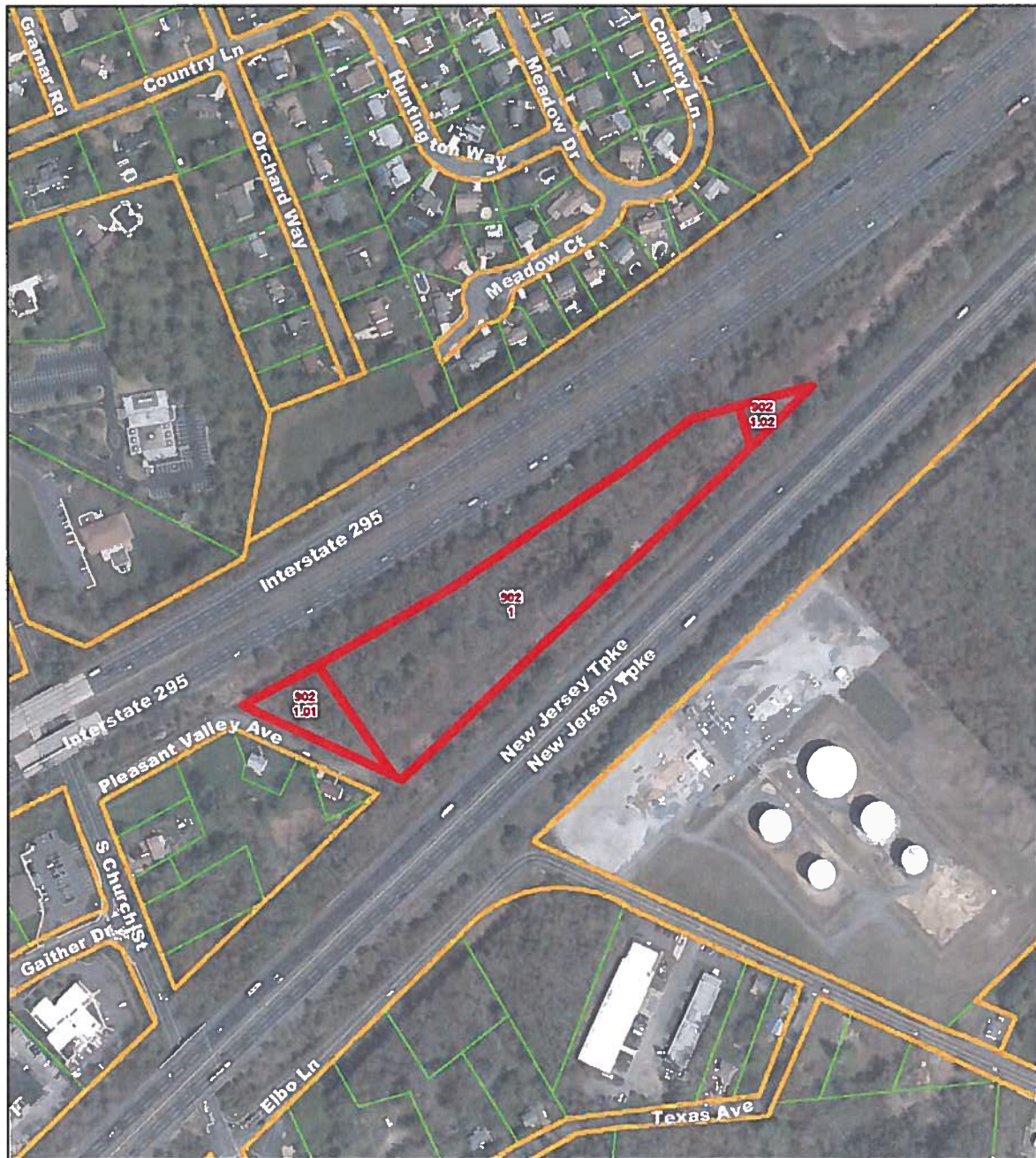
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## 1.0 Introduction

### 1.1 Background

This Redevelopment Plan is intended to regulate redevelopment activity over those lands designated as Block 902, Lots 1, 1.01, and 1.02, in the Township of Mount Laurel, as shown on Map 1. This Plan emanates from adoption of a resolution by the Township of Mount Laurel Township Council, which declared the said area to be in need of redevelopment, as enabled under N.J.S.A. 40A:12A-14. With this declaration of area in need of redevelopment in place, the Township is now able to develop and implement a plan for the redevelopment of the area. The Council of the Township of Mount Laurel will serve as the redevelopment entity responsible for the effectuation of this Plan, which is intended to supersede the provisions of the Township of Mount Laurel Zoning and Development Regulations Ordinance, being Chapter 154 of the Code of the Township of Mount Laurel.

Map 1: Adopted Redevelopment and Rehabilitation Area



Source NJGIN, NJDEP, NJDOT

**REDEVELOPMENT AREA  
NON-CONDEMNATION AREA  
IN NEED OF REDEVELOPMENT**

Township of Mount Laurel  
Burlington County, NJ

0 150 300 600 Feet

- Redevelopment Area Parcels
- Blocks
- Parcels



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—POTENTIAL FOR PROBLEMS—

## 1.2 Redevelopment Process and Preliminary Investigation

The first step in the redevelopment process is for the municipal Governing Body to direct the municipal Planning Board to undertake what the Local Redevelopment and Housing Law (LRHL) terms a "Preliminary Investigation" to determine if an area meets the statutory criteria under which it may be declared to be "In Need of Redevelopment" pursuant to sections 5 and 6 of the Redevelopment Law. A total of eight (8) criteria are listed in the statute, however, only one criterion being met will allow an area to qualify as in need of redevelopment. Additionally, under N.J.S.A. 40A:12A-5, a delineated area may be declared in need of rehabilitation if, after investigation, any one of the six (6) criteria is met, *and* a program of rehabilitation will prevent further deterioration and promote overall community development.

The task to undertake the preliminary investigation was memorialized by the Township of Mount Laurel Resolution No. 19-R-100, adopted April 22, 2019. The final report is dated May 17, 2019, for the Preliminary Investigation for Determination of Eligibility for Declaration as a Non-Condemnation Area in Need of Redevelopment for the Interstate 295 – Block 902, Lots 1, 1.01 and 1.02 Redevelopment Area. As a non-condemnation area, the Township is prohibited to exercise the power of eminent domain to acquire any property in the delineated redevelopment area.

The preliminary investigation report concluded that the entirety of the study area, known as Block 902, Lots 1, 1.01 and 1.02 (the "Study Area"), qualifies for declaration as a non-condemnation area in need of redevelopment given the following statutory criteria, of N.J.S.A. 40A:12A-5, as prescribed by the Local Redevelopment and Housing Law N.J.S.A. 40A:12A-1 et seq.:

- Criterion "c" - lands owned by the municipality and where vacant more than 10 years and due to the location and is not likely to be developed through the instrumentality of private capital; and
- Criterion "h" – consistent with smart growth planning principles, the Study Area is consistent with smart growth planning adopted pursuant to law or regulation.

Per the LRHL, proper public notice and a public hearing was held to afford the general public and other stakeholders, who were interested or may be affected by the redevelopment designation, an opportunity to review and comment on the findings of the final report. The initial resolution dated April 22, 2019 authorized the Planning Board and its professionals to immediately proceed to develop a Redevelopment Plan if the properties were recommended as areas in need of redevelopment.



### 1.2.1. Redevelopment Statutory Requirements

While some flexibility is permitted in the plan components, there are statutory elements required of a redevelopment plan. Pursuant to N.J.S.A. 40A:12A-7, the plan shall include an outline for the planning, development, and redevelopment, or rehabilitation of the project area sufficient to indicate:

- Its relationship to definitive local objectives as to appropriate land uses, density of population, public utilities, recreational and community facilities and other public improvements.
- Proposed land uses and building requirements in the project area.
- Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
- An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan.
- Any significant relationship of the Redevelopment Plan to the master plans of contiguous municipalities, the master plan of the County in which the municipality is located, the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.), the local ordinances and master plan.
- A housing inventory of all affordable housing units to be removed.
- Adequate provision that requires the replacement, on a one-for-one basis, any affordable unit that is lost as a result of the redevelopment plan implementation.

### 1.3 Authorization and Purpose

This Redevelopment Plan satisfies all statutory requirements under the Local Redevelopment and Housing Law (LRHL), upon adoption by the Governing Body. The LRHL authorizes the Township of Mount Laurel to pursue Redevelopment activities only within a designated Redevelopment Area. Per N.J.A.C. 40A:12A-7, "no redevelopment project shall be undertaken or carried out except in accordance with the development plan adopted by



ordinance of the municipal governing body, upon its finding that the specifically delineated project area is located in an area in need of redevelopment or in an area in need of rehabilitation, or in both, according to criteria set forth in section 5 or section 14 of P.L.1992, c.79 (C.40A:12A-5 or 40A:12A-14), as appropriate". Accordingly, except for right-of-way or infrastructure improvements, the Township of Mount Laurel cannot undertake any redevelopment action outside of the Redevelopment Area, without first conducting the investigation to declare an area in need of redevelopment and/or rehabilitation, along with required public input.

Having declared the Redevelopment Study Area to be in Need of Redevelopment and Rehabilitation under the Local Redevelopment and Housing Law and acknowledging that the conditions which caused the Township to make such a declaration are amenable to correction and amelioration and are not likely to be corrected or ameliorated solely by private capital. The purpose of this Redevelopment Plan is to promote a mechanism for redevelopment, ensure development that is compatible with the surrounding area, reduce conditions that contributed to the need for the declaration of an area in need of redevelopment and rehabilitation, and advance the goals and objectives of the Township of Mount Laurel Master Plan. More specifically, this Plan provides a framework for repurposing over 7.3 acres of vacant land.

#### **1.4 Relationship to the Municipal Land Use Law**

The LRHL intends to integrate redevelopment planning into the local land use planning process. The Municipal Land Use Law (N.J.S.A. 40:55D-2) grants municipalities the power to enact a master plan to establish land use priorities and adopt a zoning ordinance. By default, this Redevelopment Plan has been designed to advance the purposes of the New Jersey Municipal Land Use Law to:

- Guiding the appropriate use and development of lands in a manner which will promote the public health, safety, morals and general welfare;
- Secure safety from fire, flood, panic and other natural and man-made disasters;
- Provide adequate light, air and open space;
- Ensure that development does not conflict with the development and general welfare of neighboring municipalities;
- Establish appropriate population densities and distribution;
- Encourage the expenditure of public funds on appropriate projects by coordinating capital programming and land development;
- Provide appropriate lands for all types of uses, in accordance with environmental capacities and meeting the needs of all residents;
- Encourage the appropriate development of transportation facilities and routes that will enhance movement of goods and people;

- Promote a desirable visual environment;
- Promote conservation of historic resources, open space, energy resources, natural resources, and to prevent urban sprawl and degradation of the environment through improper use of land;
- Encourage planned unit developments;
- Encourage development of senior housing;
- Reduce the cost of development by streamlining the procedures of public and private development;
- Promote the use of renewable energy resources; and
- Promote recovery and recycling of recyclable materials.

## 2.0 Definitions

For this Redevelopment Plan, the following terms shall have the meaning as set forth in this section.

"Monument Display" means an internally illuminated structure with display or copy faces that use a Visual Communication Technology (VCT), such as light emitting diodes (LED) or other internal light sources, to communicate municipal, civic or emergency messaging, on-premises advertising, and/or commercial off-premises advertising. A Monument Display shall be capable of remotely or automatically changing displays. The portion of the Monument Display where the messaging or advertising is displayed is called the "active area".

"Monument Display Feature" means a Monument Display which incorporates a landscaped area. Water features, unique walls and/or various site amenities shall be included as part of the structure and its immediate surroundings to create an aesthetic environment around the Monument Display.

"Placemaking" means a multi-faceted approach to planning, design, and management of public spaces to create a cohesive community.

"Redeveloper" means any person, firm, corporation or public body that shall enter into or propose to enter into a contract with a municipality or other redevelopment entity for the redevelopment or rehabilitation of an area in need of redevelopment, or an area in need of rehabilitation, or any part thereof, under the provisions of this act, or for any construction or other work forming part of a redevelopment or rehabilitation project.

"Redevelopment area" or "area in need of redevelopment" means an area determined to be in need of redevelopment pursuant to sections 5 and 6 of P.L. 1992, c.79 (C.40A:12A-5 and 40A:12A-6) or determined heretofore to be a "blighted area" pursuant to P.L.1949, c.187 (C.40:55-21.1 et seq.) repealed by this act, both determinations as made pursuant to the authority of Article VIII, Section III, paragraph 1 of the Constitution. A redevelopment area may include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area of which they are a part.

"Redevelopment entity" means a municipality or an entity authorized by the governing body of a municipality pursuant to subsection c. of section 4 of P.L. 1992, c.79 (C.40A:12A-4) to implement redevelopment plans and carry out redevelopment projects in an area in need of redevelopment, or in an area in need of rehabilitation, or in both. Such entities may be created

by Council pursuant to N.J.S.A. 40A:12A-11 and then authorized by Council to implement redevelopment plans.

"Redevelopment project" means any work or undertaking pursuant to a redevelopment plan; such undertaking may include any buildings, land, including demolition, clearance or removal of buildings from land, equipment, facilities, or other real or personal properties which are necessary, convenient, or desirable appurtenances, such as but not limited to streets, sewers, utilities, parks, site preparation, landscaping, and administrative, community, health, recreational, educational, and welfare facilities.

"Monument Display Structure" means any structure which is designed specifically for the purpose of supporting a Monument Display and/or Monument Display Feature which has supports or which is capable of supporting a Monument Display. The definition shall include any decorative covers, braces, wires, supports or other components attached to or placed around the Monument Display.

"Visual Communication Technology (VCT)" means any type of lighting element that, when operational, is able to communicate a visual message. A Visual Communication Technology may include, but is not limited to, the following: dual in-line packaged light emitting diodes (LED); surface mounted diode LED; chip on board LED; fiber optic LED; internally illuminate Lexan; intense pulsed light technology; outdoor projection technology; outdoor projection video-mapping technology; holographic technology; and 3D holographic technology.

## 3.0 Redevelopment Area

### 3.1 Redevelopment Area Delineation and Existing Conditions

The Redevelopment Area (known as Block 902, Lots 1, 1.01 and 1.02) is located within the central portion of the Township of Mount Laurel and situated in an area between Interstate 295 and the New Jersey Turnpike with access from Pleasant Valley Avenue. There are two (2) residential properties located on the south side of Pleasant Valley Avenue, and the Redevelopment Area abuts the north side of Pleasant Valley Avenue. There are existing underground utilities that run through the Redevelopment Area parallel to the New Jersey Turnpike and Pleasant Valley Avenue. The entirety of the Redevelopment Area falls within the municipality's sewer service area. The site is only accessible from Pleasant Valley Avenue, which is a paved road in poor condition that terminates at a gravel turnaround. The Redevelopment Area consists of vacant land under private ownership.

### 3.2 Redevelopment Area Existing Zoning

Based on the existing underlying zoning, the Redevelopment Area lies within one zoning districts. Per Chapter 154 of the Township's Code, the regulations of this zoning district anticipate the following uses:

- I – Industrial districts are primarily for providing space for manufacturing, processing, fabricating, repairing, storing and wholesaling.



- Support the Township's economic viability by improving the value of existing development and creating new commercial parcels that contribute to the Township's tax base;
- Provide adequate design standards, with flexibility, that enhance the visual environment of the industrial community, and create a distinguishable place; and
- Promote new urbanism and placemaking principles that focus on creating a destination and prioritizes function before form.



## 4.0 Relationship to Definite Local Objectives

The Redevelopment Plan includes an outline of all pertinent information required for the redevelopment area per N.J.S.A 40:A-7. Under Section 5.0 of this Plan, the relationship to the Redevelopment Plan is provided regarding other significant county and state plans. Under Section 5.1, the Master Plan for the Township of Mount Laurel is covered in detail. Below, some highlights of the Master Plan are noted to address the statutorily required explanation of the interconnectedness between the Redevelopment Plan and the Township's effective Master Plan.

### 4.1 Appropriate Land Uses

The site's location, compatibility with surrounding uses, existing infrastructure, and environmental factors influence the type of land uses that are most appropriate in this redevelopment project. The Redevelopment Area is located within the central portion of the Township of Mount Laurel and is situated in an area between Interstate 295 and the New Jersey Turnpike with access from Pleasant Valley Avenue. There are two (2) residential properties located on the south side of Pleasant Valley Avenue, and the Redevelopment Area abuts the north side of Pleasant Valley Avenue. There are existing underground utilities that run through the Redevelopment Area parallel to the New Jersey Turnpike and Pleasant Valley Avenue. The site is only accessible from Pleasant Valley Avenue, which is a paved road in poor condition that terminates at a gravel turnaround. The site's location to existing surrounding uses makes it compatible and suitable for a Monument Display Feature, and therefore, the existing land uses will not conflict with the proposed use. In fact, the proposed use will complement other land uses nearby. The site is also large enough to provide adequate buffering to protect adjacent uses as necessary. Further, some of the area is restricted by environmental conditions due to NJ Department of Environmental Protection (NJDEP) delineated wetlands.

### 4.2 Density of Population

The proposed intensity of land use anticipated within the Redevelopment Area is consistent with the Township's existing zoning for industrial use and with its future goals as outlined in the effective Master Plan. A land use goal of the Master Plan is to ensure that developments are compatible with the adjacent land uses in surrounding communities, where feasible. This Redevelopment Plan anticipates commercial uses that will generate minimum to no population increase beyond the current zoning designation and will maintain appropriate densities per current zoning designation and those which exist in the surrounding areas.

### **4.3 Public Utilities**

Mount Laurel's Master Plan goals related to utility services aims to ensure the provision of safe, adequate, and proper utilities to residents and businesses and to preserve, maintain, and improve the community's existing water, sewer, stormwater, and solid waste infrastructure. Accordingly, any proposed development associated with the redevelopment area shall be supported by adequate infrastructure and public services. It shall be the responsibility of the Redeveloper to assess the condition of existing infrastructure, additional capacity needed and to upgrade or replace inadequate infrastructure as required. Also, all necessary studies, surveys, and construction of on-site and off-site improvements shall be the cost and expense of the Redeveloper. Within all new developments, utility lines are required to be located underground and telescoped.

### **4.4 Recreational and Community Facilities**

An objective of the Mount Laurel Master Plan is "to provide for a variety of public open space, recreational and conservation uses" and "to acquire more open space and recreation land as set forth in the recently updated recreation and open space program." This Redevelopment Plan is anticipated to have no impact on the recreational amenities and common open space.

### **4.5 Other Public Improvements**

Except for required infrastructure mentioned above, there are no other public improvements anticipated on the redevelopment site at this time.

### **4.6 Proposed Land Uses and Building Requirements**

As previously noted, the Redevelopment Area is currently located within the Industrial district. The existing use, bulk standards, design standards and performance standards are set forth under the Mount Laurel Development Regulations Ordinance.

For the Redevelopment Area, use and bulk standards, as defined and detailed herein, shall supersede the provisions, where noted for specific parcels, of the underlying zone as described in the Mount Laurel Development Regulations Ordinance. All other relevant land use and building requirements as set forth in the Mount Laurel Development Regulations Ordinance, and all other ordinances and regulations of the Township of Mount Laurel not conflicted in this Plan remain applicable. The definitions of the Mount Laurel Township Land Development Ordinance shall apply except as otherwise noted herein.

#### **4.7 Provision for Temporary and Permanent Relocation**

The Redevelopment Area does not necessitate the need for the temporary or permanent relocation of residents. There are no existing dwellings or structures within the area.

#### **4.8 Identification of Property to be Acquired**

The condemnation of land via the exercise of eminent domain is not permissible as the Plan emanates from a non-condemnation declaration of area in need of redevelopment and rehabilitation per N.J.S.A. 40A:12A-15.

#### **4.9 Plan for Affordable Replacement Housing**

Per N.J.S.A 40:A-7, the Redevelopment Plan shall include a provision that requires the replacement, on a one-for-one basis, any affordable unit that is lost as a result of the Redevelopment Plan implementation. The Redevelopment Area does not contain existing housing, no displacement of housing is necessary to advance the Redevelopment Plan. Therefore, no housing units are required by the LRHL to be replaced as a result of this Redevelopment Plan.

#### **4.10 Provision of Affordable Housing**

Per Section 16 of the LRHL, all projects, programs and actions shall be in accordance with the housing element of the master plan, and with any fair share housing plan filed, whether or not the municipality has petitioned for substantive certification of the plan. Inclusionary development, or 20% of the total market rate housing units or 2.5% of the equalized assessed value of non-residential development, shall be permitted to accommodate persons of low and moderate income.

## 5.0 Relationship to Other Plans

The Redevelopment Plan must demonstrate consistency with the local municipal Master Plan objectives. Additionally, per N.J.S.A 40:A-7, the redevelopment plan shall include any significant relationship of the redevelopment plan to (a) the master plans of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act," P.L. 1985, c.398 (C.52:18A-196 et al.). Upon review of the latest available plans, this Redevelopment Plan is consistent with the goals and objectives of various adjacent municipalities, the Northern Burlington County Growth and Preservation Plan, and the New Jersey State Plan for Regional Centers within a Metropolitan Planning Area (PA1). Further details for each plan are provided below.

### 5.1 Mount Laurel Master Plan

The Master Plan is the Township's policy document that guides all future aspects of the community including physical, economic, and social. It defines Mount Laurel's vision and goals, which was crafted through a robust planning process with input from community residents and stakeholders. It identifies recommendations for achieving the vision and goals in the future, both short- and long-term.

The Redevelopment Plan is to be substantially consistent with the Township of Mount Laurel Master Plan or designed to effectuate the Master Plan. Mount Laurel Township's Master Plan was adopted by the Planning Board on April 20, 2006 (amended in 2009, 2010 and 2017), consists of the following elements: 1) Goals and Objectives, 2) Land Use, 3) Housing and Fair Share (amended March 2010 and later revision dated April 2017), 4) Recreation and Open Space (amended May 2009), 5) Circulation, 6) Community Facilities, 7) Conservation and Open Space, 8) Energy Conservation and Recycling Plan, and 9) Stormwater Management. The Master Plan was re-examined in 2017. Similar to the NJ State Development and Redevelopment Plan, smart growth policies are incorporated into all of the Master Plan elements.

#### 5.1.1 Land Use Goals and Objectives

The Township of Mount Laurel's Master Plan defined specific goals and objectives for each of the plan elements that specifically describe the various facets and policies for articulating the community's vision. The community's vision is implemented through various tools such as land use ordinances and land development proposals.

The Redevelopment Plan advances the following goals and objectives of the Land Use Element to:

- Preserve and enhance the character and living quality for all residents in all parts of the Township.
- Guide future land development and community facilities to meet the needs of residents while ensuring that new development is compatible with existing developments.
- Ensure that developments are compatible with the adjacent land uses in surrounding communities, where feasible.
- Provide for a balanced economic base and a source of employment through utilization of non-residential lands.
- Provide for the efficient movement of goods and people through the Township.

The General Reexamination of the Master Plan adopted December 14, 2017 specifically states that the Township shall utilize the benefits afforded by the Local Redevelopment and Housing Law to advance its planning goals over any lands which conditions justify.

Overall, the Township of Mount Laurel's Master Plan is consistent with smart growth principles of efficient land use. The Redevelopment Plan allows the Township to grow in a responsible and sustainable manner and meet its land use goals by creating new opportunities for financial support of the community in the most appropriate locations. The Redevelopment Plan proposes no major changes to the Township of Mount Laurel's Master Plan and is, therefore in substantial compliance with the Plan.

## **5.2 Master Plans of Contiguous Municipalities**

Mount Laurel Township is contiguous with various municipalities; however, due to the location of the Redevelopment Area, the primary contiguous municipality is Moorestown Township. Moorestown's Master Plan Reexamination and Development Regulations were most recently adopted June 10, 2019. Similar to the Township of Mount Laurel, this municipality prioritizes efficient land development and encourages the redevelopment and reuse of existing sites to serve future development needs. Generally, the goals of the Redevelopment Plan are consistent with the intent and goals of the Master Plan for the adjoining municipality.

## **5.3 Burlington County Master Plan**

The Burlington County region is growing and experiencing development pressures. Some of Burlington County's regional goals include:

- Revitalize the Burlington County's hamlets, villages and towns;
- Conserve Burlington County's agricultural and natural resources and systems;
- Promote beneficial economic growth, development and renewal for all residents of the County;
- Protect the environment, prevent and remediate pollution;
- Provide adequate public facilities and services at a reasonable cost;
- Preserve and enhance areas with historic, cultural, scenic, open space and recreational value; and
- Ensure sound and integrated planning and implementation throughout the Burlington County region.

The County has put forth several policy statements related to a range of priority subject matters, including land use, housing, redevelopment, economic development, transportation, and agriculture. Burlington County also puts forth general design principals to influence local land development regulations to ensure the desired character of development. One policy document that guides Burlington County's future land use is the Northern Burlington County Growth and Preservation Plan (GAPP), adopted by the Burlington County Board of Chosen Freeholders in October 2010. However, the southern Burlington County region includes the Township of Mount Laurel. The County's Office of Economic Development has confirmed that the County relies upon the State Development and Redevelopment plan for the purpose of planning the future. As discussed in detail below, this Redevelopment Plan is substantially consistent with the State Plan, and therefore, is consistent with the County's position on future growth and development.

#### **5.4 New Jersey State Development and Redevelopment Plan**

The State Planning Act of 1985 mandated the New Jersey State Development and Redevelopment Plan (SDRP), which establishes State-level planning policy. Planning principles for smart growth are integrated into and is also a subset of the State Development and Redevelopment Plan (adopted March 2001). Smart growth is a comprehensive strategy for sustainable development that aims to achieve the needs of the present generation without compromising the ability of future generations to meet their needs.

Smart growth emphasizes the following objectives:

- Mixed land uses;
- Compact, clustered community design;
- Range of housing choice and opportunity;
- Walkable neighborhoods;
- Distinctive, attractive communities offering a sense of place;
- Open space, farmland and scenic resource preservation;

- Direct future development to existing communities with infrastructure;
- Variety of transportation options;
- Predictable, fair and cost-effective development decisions; and
- Community and stakeholder collaboration in development decision-making.

The SDRP outlines eight (8) broad planning goals for the State. Most related to this redevelopment effort are two statewide goals which aim to “revitalize the State’s cities and towns” and to “promote economic growth, development, and renewal.” The State Plan envisions improved livability and sustainability by investing public resources, leveraging private investments and improving the natural and built environments.

The SDRP identifies several planning areas that are defined by shared characteristics, such as population density and existing infrastructure over a designated area of land. Under the New SDRP, the entirety of the Study Area for redevelopment or rehabilitation falls within the Metropolitan Planning Area (PA1) which the SDRP defines as a smart growth area.

Per the State Plan, the Metropolitan Planning Area (PA1) aims to:

- 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;

Proposed redevelopment activity as a result of this Redevelopment Plan, pursuant to the Local Redevelopment and Housing Law, encourages development and redevelopment within state-designated growth areas. The intent of the State Plan is achieved through this Redevelopment Plan.



## 6.0 Redevelopment Plan

### 6.1 Plan Principles and Concept Overview

This Plan envisions a Monument Display Feature to be located on Lot 1 of this area with visibility from Interstate 295 and the New Jersey Turnpike.

Planning principles to be incorporated into the Redevelopment Plan include the following:

- Sustainability - reduce environmental degradation; and
- Quality of Life - create places of lasting value.
- The final site improvements/layout shall be coordinated with the Redevelopment Entity.

The below summary describes some imminent changes expected for the Redevelopment Area as well as new development concepts that are proposed.

#### Proposed Changes

##### *Block 902, Lots 1, 1.01 and 1.02*

This cluster of three (3) vacant parcels are located between the New Jersey Turnpike and Interstate Route 295 northeast of South Church street with access from Pleasant Valley Avenue. There are two (2) residential properties located on the south side of Pleasant Valley Avenue, and the Parcels abuts the north side of Pleasant Valley Avenue. There are existing underground utilities that run through the site parallel to the New Jersey Turnpike and Pleasant Valley Avenue.

Pleasant Valley Avenue is an asphalt paved roadway in poor condition and is only accessible from South Church Street. There is a mix of industrial, residential, religious and business uses in the surrounding areas outside of the Interstate and Turnpike right of ways. The site is mostly wooded except for the utility easement area, and it sits below the elevations of the Turnpike and Interstate. Lots 1.01 and a small portion of Lot 1 are impacted by an area of NJDEP delineated wetlands.

The current zoning for Block 902, Lots 1, 1.01 and 1.02 is Industrial District (I). The I zoning district aims to primarily provide space for manufacturing, processing, fabricating, repairing, storing and wholesaling. However, this Redevelopment Plan supersedes the underlying zoning for these parcels and permits additional uses. This site will have improvements including a Monument Display Feature (MDF) and landscaping.

## 6.2 Revision to Zoning Map

As previously stated, where noted for specific parcels, this Redevelopment Plan shall supersede the provisions of the underlying zone as described in the Township of Mount Laurel Zoning and Development Regulations Ordinance. As a result, the Township's zoning map is to be amended to designate the block and lots under discussion as a Redevelopment Area.

## 6.3 Land Use and Development Regulations

This Redevelopment Plan has been designed to supersede the provisions of the underlying zone as described in Mount Laurel's Zoning and Development Regulations Ordinances, specifically for Block 902, Lots 1. This area will provide an opportunity for a Monument Display Feature (MDF).

### 1. Permitted Principal Uses

No building or other structure and no land shall be used, and no building or other structure shall be built, altered or erected to be used, for any purpose other than that of uses consisting of the following:

- a. Monument Display Feature with specific uses as permitted by the Redevelopment Entity in accordance with the standards of this Redevelopment Plan.
- b. Those uses included in the underlying Industrial zoning district in accordance with the standards of Chapter 154.

### 2. Permitted Accessory Uses

Any accessory uses and structures that are incidental and customarily associated with the permitted principal uses include the following:

- a. Parking facilities.
- b. Site amenities, including, but not limited to water features and seating.
- c. Stormwater management facilities.
- d. All necessary utilities.
- e. Fences and walls.
- f. Other accessory uses and structures normally considered incidental to one or more of the principal uses located on the same lot.

## Bulk and Area Requirements

Development of the Redevelopment Area shall be governed by the following:

Permitted Uses	Min. Lot Area (sf)	Min. Lot Width (ft)	Min. Lot Depth (ft)	Min. Front Yard (ft)	Min. Side Yard (ft)	Min. Rear Yard (ft)	Max. Feature Coverage	Max. (MDF) Height (ft)
Monument Display Feature (MDF)	40,000	200	200	30 (5 from limited access highway)	20	30	60%	40 ft.

These additional development standards shall apply:

A. Monument Display Features are permitted in the Redevelopment area provided that:

1. The Monument Display Feature is located between Interstate 295 and the New Jersey Turnpike.
2. A Monument Display Feature shall provide availability and display time for municipal, civic and emergency messaging.
3. The maximum active area of a Monument Display Feature shall be 925 square feet per each sign face with no more than two (2) separate active areas each oriented toward distinct roadway directions.

B. Setbacks:

1. Maximum setback from the legal or existing or proposed right of way: Monument Display Features are most safely visible to motorists when the display is located closer to the lane of travel. Therefore, the nearest edge of the active area of a Monument Display shall be located no more than thirty-five (35) feet from the edge of the legal or existing or proposed right of way of the roadway from which the Monument Display is intended to be primarily visible.
2. Minimum setback/buffer from existing residences: A Monument Display shall be a minimum of three hundred (300) feet from any existing single-family detached residential structure at the time a Monument Display permit application is submitted.

## 6.4 Parking

Proposed parking requirements:

Proposed parking shall be designed in accordance with the requirements outlined in Chapter 154-69 of the Mount Laurel Township Zoning Ordinance.

## 7.0 Standards for Site Design and Architectural Elements

### 7.1 General Design Principles

Neighborhoods are often identified by the visual quality of the structures, orientation, and surrounding elements. In order to promote and maintain the visual interest of the community, the design standards for new projects must construct elements that are compatible and complimentary to one another. This Redevelopment Plan puts forth a flexible design approach which creates a recognizable community that has a sense of place, value, and vibrancy. The intended character of development upon the Redevelopment Area is to positively contribute to the overall character of Mount Laurel Township as a collective whole.

Overall site design principles that govern the Redevelopment Area include:

- Encourage compatibility with the surrounding environment;
- Ensure structures and open space are harmonious;
- Maintain light, air, and space through appropriate setbacks;
- Include architectural and landscape features to enhance the neighborhood character; and
- Utilize carefully selected building materials that provide character, texture, and visual interest.

Overall principles for architectural features for the Redevelopment Area include:

- The structure shall consist of durable and lasting materials;
- All sides of a Monument Display Feature facing a street shall be architecturally designed and consistent throughout regarding style, materials, colors and details;
- Monument Display Features shall have visual breaks and openings.

### 7.2 Design Standards

A. Illumination: A Monument Display Feature may be illuminated provided that:

1. The illumination for a Monument Display shall incorporate a minimum of three (3) types of Visual Communication Technology (VCT).
2. All Monument Displays shall incorporate ambient light sensors that measure the levels of surrounding light and automatically reduce the intensity of illumination during periods of darkness or increase the intensity of illumination during periods of brightness.

3. A Monument Display using light emitting diodes (LED) as its VCT shall have a resolution of 16mm or better.
4. Intensity of Illumination: No Monument Display shall exceed a maximum illumination intensity of 500 nits during night time hours (dusk until dawn) and 7,500 nits during day time hours (dawn until dusk) when the active area is in direct sunlight.

**B. Maximum light spillage or glare:**

1. Light spillage or glare shall be measured by a professional lighting consultant; hereinafter referred to as the "Lighting Inspector" and shall be held by final inspection by the Township at construction completion. A follow-up inspection shall be performed 12 months from commencement. On demand and upon fifteen days written notice additional inspections can be requested by the Township. The Lighting Inspector shall use a properly calibrated low-level foot candle light metering device with two decimal place capability at a height of five (5) feet above the grade of the Monument Display held at a preset distance from the Monument Display called the Illuminance Measurement Distance, which is calculated in accordance with the formula below. The Lighting Inspector shall aim the light meter toward the Monument Display perpendicular from the Illuminance Measurement Distance. When a measurement from the required distance is obstructed by private property, a building, or other permanent structure, the measurement shall be taken from the furthest possible perpendicular extent.

$$\text{Illuminance Measurement Distance} = \sqrt{\left( \frac{\text{Active VCT area} \times 100}{\text{(Sq. Ft.)}} \right)}$$

2. In order to determine the ambient light level, the Lighting Inspector shall employ one of two methods at his or her discretion as follows:
  - a. Inactive Monument Display – Upon twenty four (24) hours' notice to the Monument Display operator, the Lighting Inspector can require the operator to momentarily turn off the active area during which time the Lighting Inspector shall position the light meter at an elevation of five (5) feet above the grade at the Illuminance Measurement Distance. Immediately following measurement of the ambient light level, the active area shall be turned back on whereupon the Lighting Inspector shall measure the light spillage or glare emanating from the active area to determine compliance.
  - b. Active Monument Display -- the Lighting Inspector shall aim the light meter toward the active area but shall place an opaque black sheet of material that is of an appropriate size to obstruct the light meter from reading any light emanating from the active area. A material size of twelve inches high by forty inches is recommended but subject to the discretion of the Lighting Inspector.

The material should be placed at a distance of ten (10) feet away from the Lighting Inspector in between the Monument Display and the Lighting Inspector. Please see Diagram A below for an illustration.

3. A Monument Display shall not use an active area background consisting of bright white.

C. Automatic Changeable Copy:

A Monument Display may have changeable copy provided that:

1. Dwell time: No Monument Display shall change message or copy on the active area more than once every eight (8) seconds.
2. Message or copy transition: All message or copy changes shall be instantaneous; there shall be no scrolling, fading, animated, flashing or moving messages or copy.

D. Operation and Maintenance:

1. Hours of operation: The hours of operation of a Monument Display shall be permitted to operate 24 hours however light intensity shall be reduced to mitigate any offsite impact.
2. Maintenance: The owner or operator of the Monument Display Feature shall continuously maintain the Monument Display structure and surrounding associated area. At its discretion, the Township may perform annual inspections of the Monument Display to determine compliance with the Monument Display permit. Any noncompliance shall be corrected within 30 days of written notice from the Township. Every five (5) years, upon request from the Township, the owner or operator of the Monument Display Feature shall have a New Jersey-registered structural engineer inspect the Monument Display structure and provide the Township with a certificate from the engineer certifying that the Monument Display structure is structurally sound.

E. Landscaping:

1. Any landscaping associated with the Monument Display Feature shall be submitted for review to the Township as part of the Monument Display Feature permit application.
2. Any Monument Display Feature design that incorporates landscaping shall require the operator (the entity, person, or individual who owns the New Jersey Department of Transportation Monument Display permit for the specific Monument Display) to permanently maintain the landscaping and to execute a maintenance agreement with the Township that will include the posting of escrow, as more specifically stated in

the redevelopment agreement, to adequately maintain all landscaping in the event the operator fails to do so.

F. Restrictions: A Monument Display shall not:

1. Advertise adult or sexually oriented businesses or materials, hate speech, advertisements related to abortion or similar.
2. Advertise obscene or profane language.
3. Emit any verbal or musical announcements or noises.
4. Display any moving, flashing, scrolling or animated text or video.

G. Architectural requirements: The architecture of a Monument Display Feature shall incorporate visual art or architecture elements in addition to its messaging function thereby creating a unique or distinctive architectural design with approval from the redevelopment authority.

1. As part of the Monument Display Feature permit application, the applicant shall submit conceptual architectural renderings elevations of the Monument Display Feature and the surrounding area and built environment in a three-dimensional software platform together with a general list of proposed building materials for review and approval by the Township.
2. A Monument Display Feature design shall incorporate one or more of the following architectural elements: stone, stucco, wood, brick, ornamental iron or decorative steel.
3. The Township may require a Monument Display Feature to display the name of the municipality as part of the structure.

H. Monument Display Feature permit application procedure: A Monument Display Feature application shall be submitted, reviewed and approved under the Township's standard land development requirements (Chapters 124, 138 and 154) and building permit process.

I. The site improvements/layout shall be coordinated with the Redevelopment Entity.

#### 7.2.1 Utility Panels

When placed on the front of structures, utility panels and meters can detract from the neighborhood character. All utility panels and meters shall not be placed in visible locations upon the front of Monument Display Features or on the sidewalks. Locations shall be recessed or completely hidden from view. The placement of all utilities shall be coordinated with the placement of required landscaping.

#### 7.3 Other Design and Performance Standards



### **7.3 Other Design and Performance Standards**

Where this Redevelopment Plan does not address any design or performance standards, then the applicable design and performance standards of the Township of Mount Laurel's Zoning and Development Regulations shall govern.

## 8.0 Plan Administration

### 8.1 Selection of Redeveloper(s)

Following a comprehensive process to solicit potential redevelopers, the Township of Mount Laurel's Mayor and Township Council, acting as the Redevelopment Entity, may engage Redeveloper(s) to execute a redevelopment agreement to implement this Redevelopment Plan. The details of how this Redevelopment Plan will be implemented will be negotiated between the Township and a single or multiple redeveloper. No development within the Redevelopment Area shall proceed to the Land Use Board until after a Redevelopment Agreement is executed. In accordance with the Local Redevelopment and Housing Law, the following provisions, related to the selection of Redeveloper(s) for this Redevelopment Plan shall apply:

- Compliance with the Redevelopment Plan
- Schedule for construction of improvements
- Consent prior to transfer of redeveloper rights
- Project completion determination

### 8.2 Redeveloper Agreement Provisions

The redevelopment agreement(s) shall contain all mandatory provisions of the LRHL to assure the timely construction of the redevelopment project, and any other provisions to assure the successful completion of the project, such as the qualifications, financial capability and financial guarantees of the Redeveloper(s).

### 8.3 Obligations of the Redeveloper

All property within the project area is to be developed in accordance with the requirements of this Plan and the Township of Mount Laurel Development Regulations Ordinance, as applicable. Redevelopers or any private developer (s) will be required to:

- a. Submit development plans consistent with this Redevelopment Plan to the Township Zoning Officer, Township Engineer and Township Planner for review and recommendations, as to need for formal Planning Board approval in conjunction with any proposed redevelopment activity.
- b. For all projects affecting two or more lots within the Redevelopment Area, enter into a Redevelopment Agreement with the Township of Mount Laurel, or receive an Administrative waiver of such requirement, prior to the commencement of any development and/or improvements as permitted in this

Redevelopment Plan. Such Redevelopment Agreement shall include a development schedule and the private developer(s) shall commence the undertaking of the development in accordance with the development schedule.

- c. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the redeveloper(s) or the successors, lessees, or assigns of them, by which land in the Project Area is restricted as to sale, lease or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status as determined in more detail in a redevelopment agreement.

#### **8.4 Deviations from Provisions of the Approved Redevelopment Plan**

The Planning Board may review and retain jurisdiction over applications requiring relief for deviations from this Redevelopment Plan or other Township development ordinances, except as set forth below. Accordingly, an amendment to the Redevelopment Plan shall not be necessary if the selected developer(s) desires to deviate from the bulk provisions or design standards set forth in this Redevelopment Plan or the Township of Mount Laurel Development Regulations and Zoning Ordinance so long as the Redeveloper obtains an appropriate variance from the Planning Board. All requests for such relief shall be made to the Planning Board accompanied by a complete application for development as required by Township ordinance. Decisions on such requests shall be made in accordance with the legal standards set forth in the Municipal Land Use Law, N.J.S.A. 40:55D-70(c), in the case of requests for relief from zoning standards, and in accordance with the legal standards set forth in N.J.S.A. 40:55D-51 in the case of requests for relief from design standards.

No deviations shall be granted that result in any of the following:

- a. To allow a use not specifically permitted within the Redevelopment Area;
- b. Exceeding the maximum building coverage permitted;
- c. Exceeding the maximum building or structure height as measured in feet and/or stories.
- d. Deviation from the contractual obligations of the redeveloper to the Redevelopment Authority, if applicable.

#### **8.5 Effective Date of the Redevelopment Plan**

The Effective Date of this Redevelopment Plan shall be the date the Ordinance adopting this Plan becomes effective.

## **8.6 Duration of the Redevelopment Plan**

This Redevelopment Plan and any modifications thereof shall be in force and effect for a period of fifteen (15) years from the date that the Governing Body first approves this Redevelopment Plan. Unless, however, there is a portion of a Redevelopment Project or independent component thereof which has commenced construction but has yet to receive a Certificate of Completion and Compliance. In such case, this Redevelopment Plan shall remain in effect for any such area until the issuance of said Certificate of Completion and Compliance.

Nothing shall be construed to limit the ability of the Governing Body to extend the duration of this Redevelopment Plan beyond that described herein upon adoption of an Ordinance authorizing same.

The termination of this Redevelopment Plan shall in no way permit the project land or any part thereof to be restricted on the basis of race, creed, sex, religion, color, age, marital status, national origin or ancestry.

## **8.7 Amendments to the Redevelopment Plan**

This Redevelopment Plan may be amended from time to time upon approval of the Governing Body in accordance with the provisions of the Local Redevelopment and Housing Law of 1992, which may be amended.

In addition to any other requirements, including but not limited to those imposed by N.J.S.A. 40A:12A-13, and any applicable provisions of a Redevelopment Agreement, mutual agreement between the Township and a Redeveloper is required where a Redevelopment Agreement is in place and where any amendment would change the controls governing the use of lands under the Agreement.

## **8.8 Certificate of Completion and Compliance**

Upon completion of construction of a redevelopment project, at the request of the Redeveloper, the Township shall issue a Certificate of Completion and Compliance certifying that the project was completed in accordance with this Redevelopment Plan, the Redevelopment Agreement, and the development plans approved by the Planning Board and further certifying that all applicable provisions of the Redevelopment Agreement, including provisions related to N.J.S.A. 40A:12A-9a, have been satisfied.

The request for Certificate of Completion and Compliance made by a Redeveloper shall be accompanied by as-built plans of the redevelopment project depicting the final constructed configuration of the project.

The Redevelopment Plan will remain in effect until the Certificate of Completion and Compliance have been issued for the designated Redevelopment Area, or until the Redevelopment Plan is deemed no longer in the best interest for the public health, safety, morals, and welfare of the Township.

### **8.9 Severability**

The provisions of this Redevelopment Plan are subject to approval by an adopted ordinance. If a Court with jurisdiction over the matter finds any word, phrase, clause, section, or provision of this Redevelopment Plan to be invalid or illegal, the word, phrase, clause, section, or provision shall be deemed severable and the remainder of the Redevelopment Plan and its implementing ordinance shall remain valid and in effect.

## **APPENDIX A**

### **Township of Mount Laurel Council Resolution Authorizing a Redevelopment Plan**



**TOWNSHIP COUNCIL  
MOUNT LAUREL MUNICIPAL CENTER**

Distribution \_\_\_\_\_

Resolution No. 19-R-100

REGULAR MEETING

April 22, 2019

**RESOLUTION AUTHORIZING AND DIRECTING THE MOUNT LAUREL TOWNSHIP PLANNING BOARD TO CAUSE A PRELIMINARY INVESTIGATION TO BE MADE PURSUANT TO THE NEW JERSEY LOCAL REDEVELOPMENT AND HOUSING LAW, AS TO WHETHER CERTAIN AREAS ALONG ROUTE 73, ROUTE 38 AND ROUTE 295 ARE "AREAS IN NEED OF REDEVELOPMENT OR REHABILITATION" WITHIN THE MEANING AND INTENDMENT OF SAID STATUTE**

**WHEREAS**, the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq., ("the Act") allows municipalities to identify certain areas within their geographical boundaries as "Areas in Need of Redevelopment", or "Areas in Need of Rehabilitation"; and

**WHEREAS**, one of the purposes of which, among others, is to encourage private investment in certain properties through, e.g., the demolition, clearance, or removal of buildings, the construction and rehabilitation of existing buildings, the creation of new job opportunities and ratables within municipalities, etc.; and

**WHEREAS**, the Act empowers municipalities to authorize and direct their Municipal Planning Boards to cause preliminary investigations to be made to determine whether areas exist within the municipality that are "in need of redevelopment" or "in need of rehabilitation", N.J.S.A. 40A:12A-6; and

**WHEREAS**, the Township of Mount Laurel has enjoyed significant success in the past with commercial initiatives along Route 73 and 38 although development of certain properties have lingered; and

**WHEREAS**, there remains areas of opportunity along Route 73, Route 38 and Route 295, where certain parcels may benefit from the tools available to municipalities under the New Jersey Housing and Redevelopment Law; and

**WHEREAS**, there is a need for increased employment opportunities, tax ratables, and other benefits which communities generally derive from the redevelopment of commercial corridors; and

**WHEREAS**, the Township Council of the Township of Mount Laurel has determined



that it is in the best interest of the Township of Mount Laurel, in order to compete with neighboring municipalities for new commercial and other opportunities which will result in increased employment opportunities, and tax ratables for the municipality, to further study these parcels, to determine if they, or portions of same, are "in need of redevelopment or in need of rehabilitation", so that this municipality can undertake various initiatives to incentivize commercial and other developers to locate their businesses with this municipality; and

**WHEREAS**, the Planning Board shall undertake this investigation and but shall not consider the use Eminent Domain as a power to be afforded to the municipality (and shall be referred to as a "Non-Condemnation Redevelopment Area");

**WHEREAS**, the New Jersey Redevelopment and Housing Law empowers municipalities to authorize and direct their Municipal Planning Boards to undertake such studies and investigations.

**NOW, THEREFORE, BE IT RESOLVED** by the Township Council of the Township of Mount Laurel, County of Burlington, State of New Jersey, that the Mount Laurel Township Planning Board be and is hereby authorized and directed to cause a preliminary investigation to be made pursuant to the New Jersey Redevelopment and Housing Law as to whether specific parcels along Route 73, Route 38 and Route 295, within the Township of Mount Laurel, are in need of redevelopment or rehabilitation within the meaning and intendment of the statute; and.

**BE IT FURTHER RESOLVED**, that the Council directs the Planning Board to investigate the following Blocks and Lots:

Block 902	Lots 1, 1.01 and 1.02
Block 501.24	Lots 1 through 7
Block 501.25	Lots 1 through 4
Block 1301	Lot 2.01

**BE IT FURTHER RESOLVED** that a certified copy of this Resolution be filed with the Chairperson and Secretary of the Mount Laurel Township Planning Board, and with the Burlington County Office of Land Use Planning, within ten (10) days of adoption, and that the Planning Board be urged to complete its preliminary investigation and file its written report within the Township Council upon completion of same; and

**BE IT FURTHER RESOLVED**, that if the Township Planning Board determines that all or some of the properties are recommended as Areas in Need of Redevelopment or

Rehabilitation, the Planning Board and its professionals are authorized to immediately proceed to develop a Redevelopment or Rehabilitation Plan and recommend such Plan to the Township Council for consideration and adoption.

This resolution was adopted at a meeting of the Township Council held on April 22, 2019 and shall take effect immediately.

A CERTIFIED COPY  
  
Meredith Tomczyk, Municipal Clerk

	MOTION	AYE	NAY	ABSTAINED	ABSENT	TRANSMITTED
Bobo						Plans
Edelson						Planning
Folcher						Pay at RAV
Pritchett						RAV
Steglik						