

# Roche Redevelopment Engagement Kick-Off



Prepared by:

Topology

November 6, 2019

# Topology

- Urban planners
  - Phil Abramson, Chris Colley
- Hired in 2016 for Roche redevelopment planning
- Experience working throughout New Jersey, including public sector representation and large-scale redevelopment work in communities like Morristown, South Orange, and Summit

# Why are we here?

1. Recapping work to date
2. Introducing what comes next
3. Explaining how you can get involved
4. Collecting input

# Bear with us...

- We know you have a lot of opinions but we have a lot to cover!
- Comment cards are available for any specific questions.
- More detail on engagement and input later in the presentation.



# Site Today



# Roche Redevelopment A Story in Four Acts

1. Game Changes
2. Mobilize Rapid Response
3. Set New Direction
4. Transformation Continues



# Act I: Game Changes



# Groundbreaking, 1928

## Game Changes





# June 2012

## Game Changes

BUSINESS DAY

## *Roche to Shut Former U.S. Headquarters*

By ANDREW POLLACK JUNE 26, 2012

NEWS

### Roche will close Nutley plant, shed nearly 1,000 jobs

Updated Mar 30, 2019; Posted Jun 27, 2012

Comment



0 shares

By [Star-Ledger Staff](#)

By [Susan Todd](#) and [Stacy Jones](#)/The Star-Ledger

BUSINESS AND MARKETS

## Roche Closes Nutley, Once Its US R&D Home

By [Derek Lowe](#) | 26 June, 2012

# Aftermath

## Game Changes

- 1000+ jobs lost
- 10% of municipal revenue in jeopardy
- 50+ vacant acres in Nutley
- Major demolition required
- Weak office market (bad timing)
- Site contamination
- Floodway restrictions
- Outdated zoning

# Act II: Mobilizing Rapid Response



# Financial Stabilization

## Rapid Response



- Township secures unique transitional State aid to ease impact of demolition and replace County, Municipal, and School revenue (\$25M since 2014)

# Preliminary Planning

## Rapid Response



- Joint Repurposing Committee involving Nutley + Clifton met in 2013-2014, with a public presentation in January 2014
- Included three potential buildouts involving mixture of office, lab, hotel, and residential uses
- 15-25 year projection for full absorption

# Act III: Setting New Direction



# Redevelopment Area

## New Direction

### Redevelopment Study Area Determination of Need Hoffman La Roche Site – Nutley/Clifton “HOFFMAN LA ROCHE SITE”

**Township of Nutley**  
Essex County, New Jersey



Consisting of Portions of Blocks 102, 200, 201, 300, 2000, 2100, 2101 and 2304

**City of Clifton**  
Passaic County, New Jersey



Consisting of Block 80.02, Lots 1 & 4; Block 79.04, Lots 10 & 21

February 5, 2015



Prepared by:

*David G. Roberts*

David G. Roberts, AICP/PP, LLA,



*Joseph J. Layton*

Joseph J. Layton, AICP/PP



The original of this report was signed in accordance with NJS.A.45:14A-12  
MC Project No. 14000839G (NUTLEY)  
14002330G (CLIFTON)

- Study completed in February 2015

# Environmental Remediation

## New Direction

- Roche committed to multi-year multi-million dollar cleanup
- Site remediated to multi-use standard
- TRC Environmental Corporation received a national award site remediation in April 2019





# Housing Settlement

## New Direction

- Fair Share Housing Center sets expectations for 550 units
- Nutley challenges and ultimately commits to zoning for 55 units on the site
- Executed November 2018



# Property Sale

## New Direction

- “...it was important for Roche to sell the property to a qualified developer, while also ensuring that the proposed medical and health sciences campus could become a reality... the sale...will enable the local communities to begin to envision a new landscape, possibilities for redevelopment, jobs and ratables...”

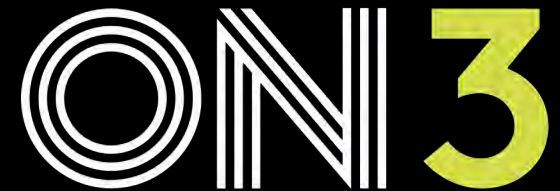
- *Tom Lyon, Vice President and Site Head, Roche Nutley*

# Property Sale

## New Direction

“ON3 is a world-class campus and Biotech office space located along one of the most vibrant travel arteries in the New York-New Jersey area. Spanning 116 acres, few places in the metropolitan area offer such an exciting opportunity to create a campus environment that integrates state-of-the-art lab, research and office space with a full array of residential and community offerings—all right in the heart of the Northeast’s thriving life science corridor. It’s a place where you can live, work or just be you, without sacrificing a thing.”

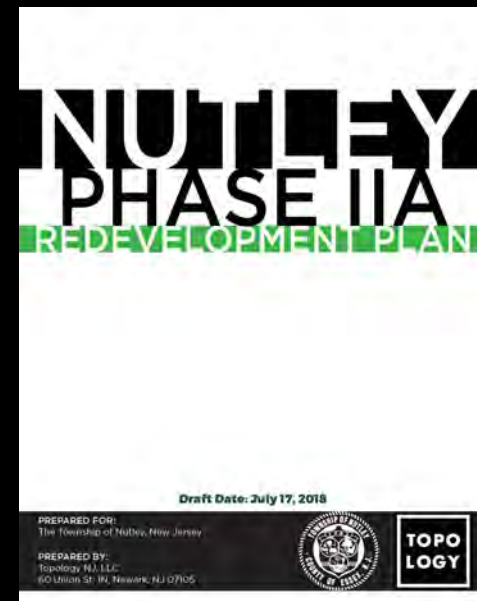
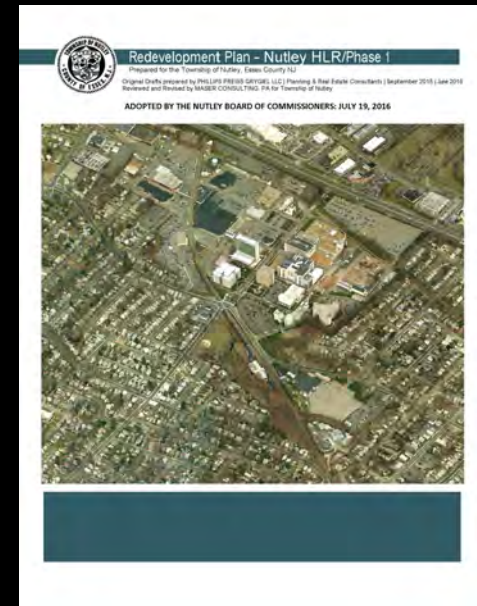
- [ON3NJ.com](http://ON3NJ.com)



# Redevelopment Plans

## New Direction

- 2016 Plan
  - Focused on retenanting building for Hackensack Meridian School of Health at Seton Hall
  - Approved in July 2016
  
- 2018 Plan
  - Focused on retenanting 100 Metro Blvd, 200 Boulevard, 111 Ideation Way
  - Includes parking structure and plaza
  - Approved in July 2018



# Hackensack Meridian School of Medicine at Seton Hall

## New Direction



- School opens and first class, July 2018
- Only private medical school in NJ
- A centerpiece institution that established campus branding

# 100 + 200 Metro Boulevard

## New Direction

100 Metro

200 Metro

- 100 Metro: Occupied by Ralph Lauren, significant renovations by Prism (~700 people on campus, rising to 1100)
- 200 Metro: Renovations underway by Prism
- Financial agreements secure full municipal and school taxes

# 111 Ideation Way

New Direction

111 Ideation Way

- Fully occupied- the “brand in action”
  - Modern Meadow
  - Y-mAbs
  - Hackensack Meridian Center for Innovation and Discovery

# New Direction? Yes, and it's complicated!

- **February 2015:** Blight study approved.
- **July 2016:** Phase 1 Plan adopted.
- **September 2016:** Property sale completed.
- **October 2017:** Modern Meadow moves in.
- **July 2018:** Ralph Lauren announces move.
- **July 2018:** Hackensack School opens.
- **July 2018:** Phase 2A Redevelopment Plan adopted.
- **November 2018:** Phase 2A RDA adopted.
- **November 2018:** Housing settlement agreement.
- **March 2019:** Phase 2 financial agreement approved.
- **Spring-Summer 2019:** Parking garage under construction.
- **July 2019:** Hackensack Center for Discovery and Innovation opens.
- **August 2019:** Traffic study commissioned.
- **October 2019:** Ralph Lauren moves in.
- ...and the work continues!



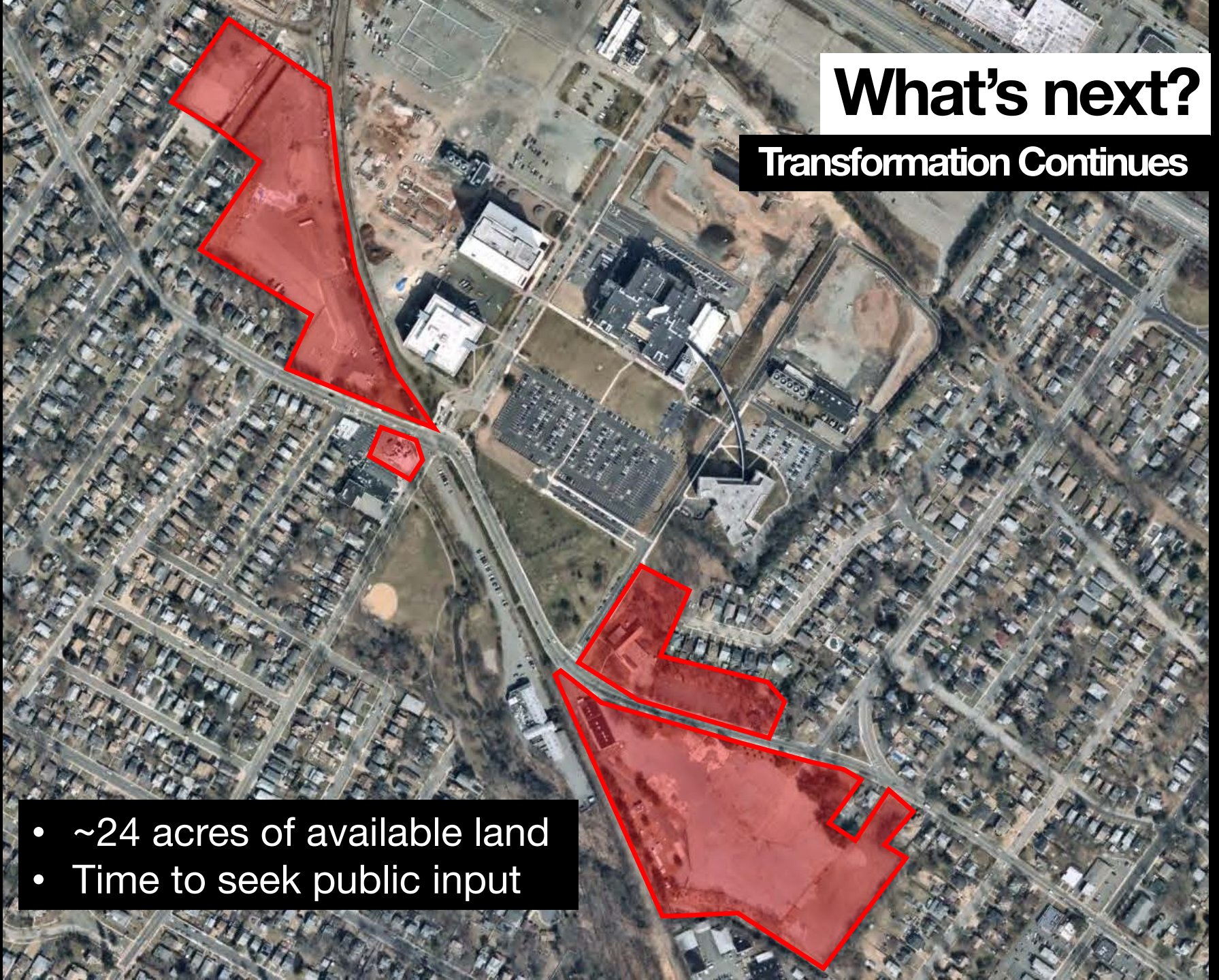
# Act IV: Transformation Continues



# What's next?

Transformation Continues

- ~24 acres of available land
- Time to seek public input



# Planning Questions We Need to Answer

## Transformation Continues

- What are stakeholders' objectives and concerns?
- What land uses are appropriate? What land uses will improve property values in Nutley?
- What design features are appropriate?
- How does the site connect to and benefit downtown?
- What community benefits should be prioritized?
- How should the Township balance the impacts of the project?

# **Core Question**

**Transformation Continues**

**How can the campus most effectively play a role in making sure we create the best possible Nutley for future generations?**

# Engagement Overview

## Transformation Continues

November

December

January

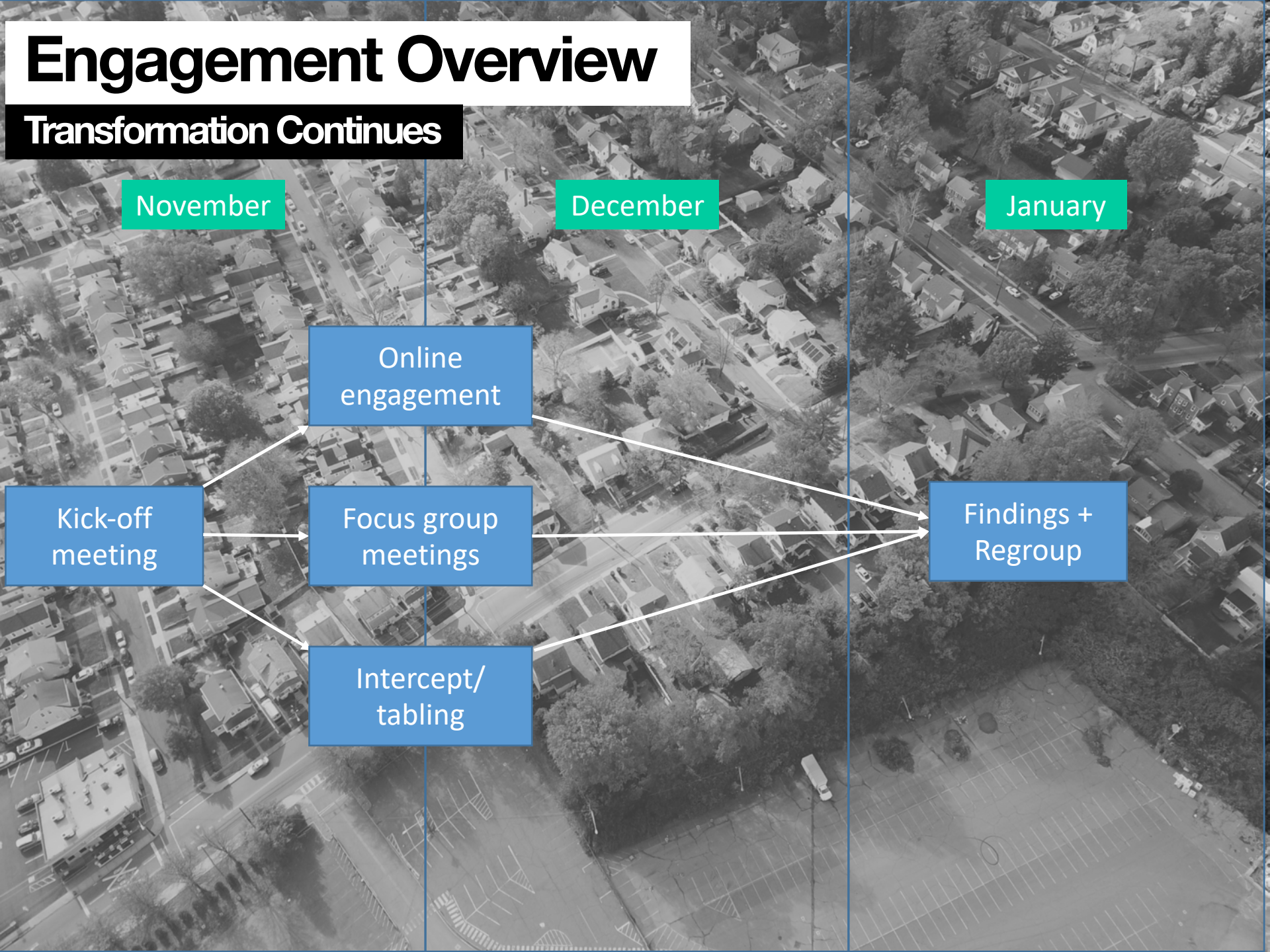
Online  
engagement

Kick-off  
meeting

Focus group  
meetings

Intercept/  
tabling

Findings +  
Regroup





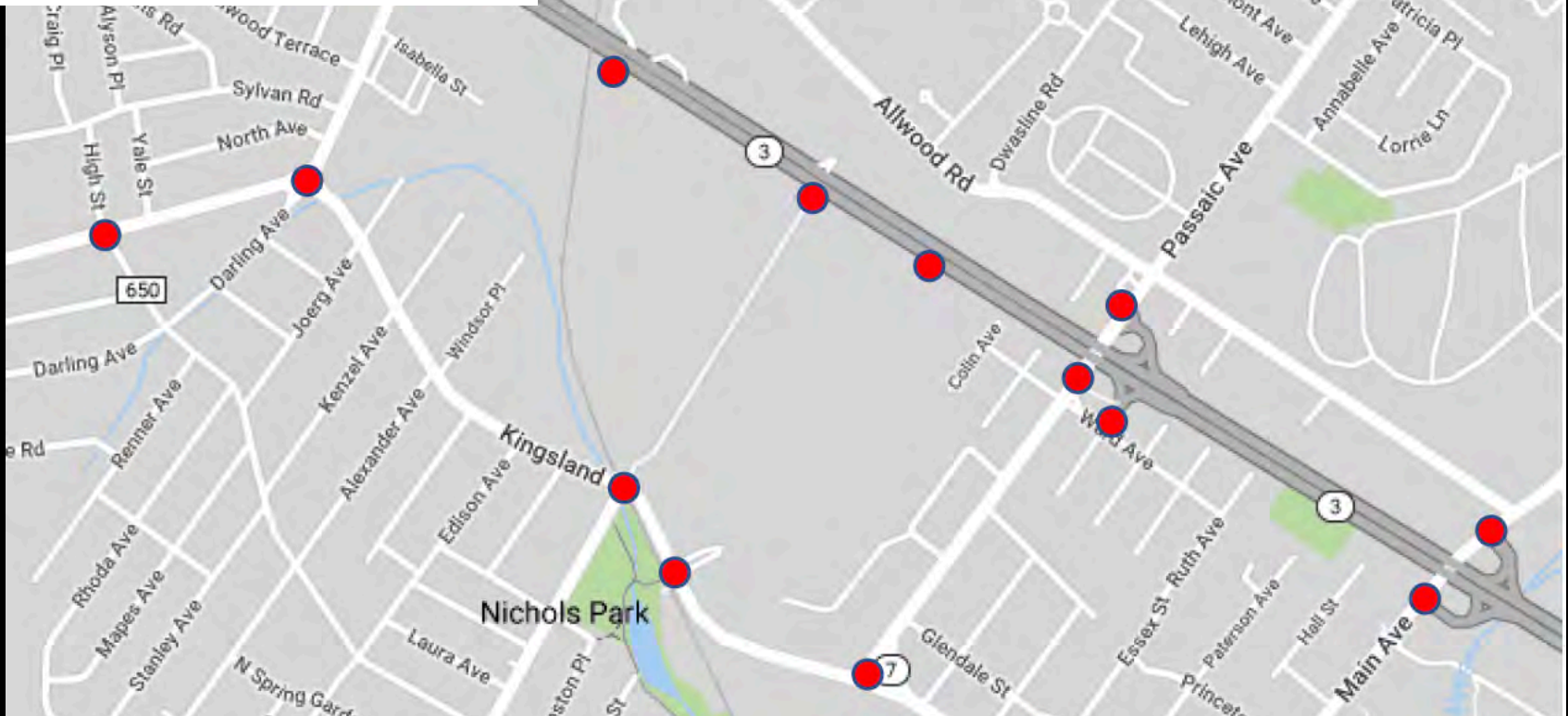
# Writing a Plan

## Transformation Continues

- Plans include:
  - Land use and design
  - Mobility and circulation
  - Public improvements
  - Infrastructure planning

# Traffic Impacts Matter: Comprehensive Traffic Study

## Transformation Continues



- Sam Schwartz hired in August 2019, study underway
- Crucial to understanding impacts of potential future development (in both Nutley + Clifton)

# Staying Connected





# Find us online!

CoUrbanize, your destination for:

- Project updates
- Discussion topics
- Polling
- Project documents

<https://courb.co/roche>

**Text Yes to follow:  
(862) 276-2866**



# Come talk to us!

- Franklin Avenue by ShopRite
  - Tuesday, November 26<sup>th</sup>, 10 am – 12 pm
- Franklin Avenue + Centre Street (by the Nutley Diner)
  - Tuesday, November 19<sup>th</sup>, 3 pm – 5 pm
- Stay tuned for more events!



**Send us an email!**

**Email your thoughts on the project  
to [redvelopment@nutleynj.org](mailto:redvelopment@nutleynj.org).**

An aerial photograph of a university campus. In the center, there is a large, modern, multi-story building with a white facade and a flat roof. To the right, another building with a glass facade is visible. In the foreground, there is a construction site with exposed earth and concrete foundations, surrounded by orange safety barriers. A road with crosswalks and a green lawn are also visible.

**Complete our survey!**

**Survey goes live tonight at:**

**<https://www.surveymonkey.com/r/W8VPBM9>**



**Fill out a comment card!**

**Write questions/comments on index cards so we know what people want to know.**

A wide-angle photograph of an outdoor event on a grassy field. In the foreground, several people are gathered around a table with a chalkboard sign. The middle ground is filled with various tents in red, blue, and white, with many people walking or standing nearby. In the background, there are large green trees and a modern glass skyscraper under a bright blue sky with wispy clouds. A white text box is overlaid in the center of the image.

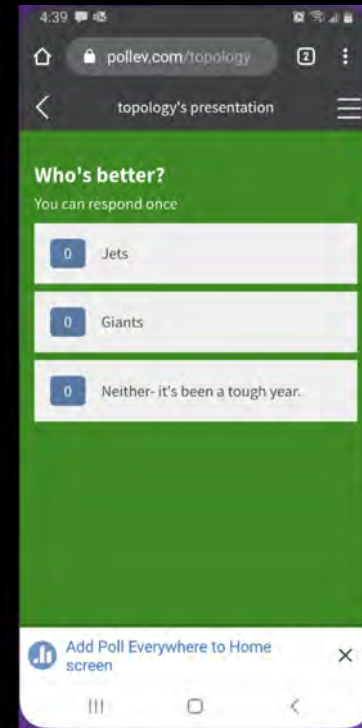
# Tonight's Activity: Live Polling

# Live Polling

# PollEv.com/topology

OR

# Text TOPOLOGY to 22333





**THANKS FOR COMING!**

**FEEL FREE TO COME TALK TO US!**

**COMMENT CARDS ARE ON YOUR SEAT!**

**DON'T FORGET TO SIGN UP FOR COURBANIZE!**

**PLEASE SIGN IN!**