Roche Redevelopment Engagement Kick-Off

Prepared by: Topology

November 6, 2019
• 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.
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
June 2012
Game Changes

Roche to Shut Former U.S. Headquarters

By ANDREW POLLACK  June 26, 2012

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

Updated Mar 30, 2019; Posted Jun 27, 2012

By Star-Ledger Staff
By Susan Todd and Stacy Jones/The Star-Ledger

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- Outdated zoning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

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

Prepared by:

David G. Roberts, AICP/PP, LLA
Joseph J. Layton, AICP/PP

February 5, 2015

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
“...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
“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
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: 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
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?
How can the campus most effectively play a role in making sure we create the best possible Nutley for future generations?
Engagement Overview

Kick-off meeting

Focus group meetings

Intercept/tabling

Online engagement

November

December

January

Transformation Continues

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

- 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 26th, 10 am – 12 pm

- Franklin Avenue + Centre Street (by the Nutley Diner)
  - Tuesday, November 19th, 3 pm – 5 pm

- Stay tuned for more events!
Send us an email!

Email your thoughts on the project to redevelopment@nutleynj.org.
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.
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!