

ECONOMIC PLAN



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VIII. ECONOMIC PLAN ELEMENT

A. Introduction

As permitted by the New Jersey Municipal Land Use Law, the Planning Board has chosen to prepare this plan element that considers and addresses both local and regional aspects of economic development to promote sustained economic vitality into the foreseeable future. The plan includes a comparison of the types of employment expected to be provided and promoted. The characteristics of the labor pool in the Township and nearby areas and an analysis of the stability and diversity of the local economy is also identified.

B. Population and Employment Data

Based on the 1990 U.S. Census, Plainsboro Township's population was 14,213 people. The 2000 Census Bureau population calculation for Plainsboro was 20,215 people, which represents about a 42% increase over a 10 year period. Plainsboro's population is expected to increase to 22,780 people by the year 2015, according to the Township. The Township anticipates that the population in the Township will reach 22,750 in 2010 and 22,850 in 2020.

In conjunction with the Township's population growth that has occurred over the past decade, employment is expected to grow continue through the next decade. Employment growth within the Township will exceed population growth in percentage terms as well as total numbers because there are limited opportunities for new housing developments except for the occasional small lot subdivision and/or infill development. Table 15 identifies the occupation of employed persons 16 years of age or over within the Township according to the 2000 U.S. Census:

Table 15 Occupation: Employed Persons 16 Years and Over

	Male	Female	Total
Finance, insurance, real estate	1,127	624	1,751
Construction, manufacturing, wholesale trade, retail trade, transportation	2,321	1,325	3,646
Information	489	423	912
Arts, entertainment, recreation, accommodation and food services	246	185	431
Professional, scientific and technical services	1,760	890	2,650
Educational, health and social services	622	1,364	1,986
Public administration	168	207	375
Other services	147	230	377
Totals	6,880	5,248	12,128

As to future employment activity within Plainsboro, that is addressed in the Table 17 entitled: "Summary of Township Employment".

Plainsboro Township's employment base has increased significantly since the 2000 U.S. Census was taken. Covered employment in Plainsboro Township has increased by 2,620 jobs, or 26.8 percent between 1992 and 2002 ("Covered Employment" includes private sector jobs covered by the NJ Unemployment Compensation Act). According to the New Jersey State Data Center, Plainsboro had a Covered Employment number of 12,105 in 2003.

As indicated in Table 16 entitled: "Employment Data", there were 9,789 jobs in 1992 and by 2002 this number had increased to 12,409 jobs. The large increase in local employment is largely attributable to the ongoing development within the Princeton Forrestal Center area.

Table 16 Employment Data -- Covered Private Sector Employment, 1992-2002

Year	Plainsboro Township			Middlesex County		
	Number of Jobs	Difference		Number of Jobs	Difference	
	Number	Percent		Number	Percent	
1992	9,789	-	-	288,737	-	-
1993	10,478	689	7.0	292,281	3,544	1.2
1994	11,676	1,201	11.4	299,172	6,891	2.4
1995	13,025	1,349	11.6	310,375	11,203	3.7
1996	13,795	770	5.9	317,788	7,413	2.4
2000	13,526	(269)	-1.9	343,376	25,588	8.1
2001	13,001	(53)	-0.4	349,915	6,539	1.9
2002	12,409	(592)	-4.6	345,306	(4,609)	-1.3
Employment Change 1992-2002		2,620	26.8		56,569	19.6

Source: NJ Department of Labor, Covered Employment Trends 1992-2002.

Plainsboro Township has a stable economic base and is moderately job intensive, as shown in Table 17 entitled: "Population to Jobs Ratio". In 1990, Plainsboro had a 1.67 to 1 job ratio, which means that there were 1.67 residents for every one job in the Township. In comparison to Middlesex County and other counties in the area, Plainsboro is generally a more employment based community with a lower population to jobs ratio.

Plainsboro residents are largely employed in white-collar jobs located outside of the Township. The largest occupational category in the Township is Professional Specialty, which represents 25.2 percent of resident employment, while the Executive and Managerial category comprises 23.4 percent of resident employment. Middlesex County's largest occupational category is Administrative Support which accounts for 20.1 percent of resident employment. The second largest occupation in the County is Executive and Managerial, which represents 15.6 percent of all occupational categories. The largest sector of workers for both the Township and County are private wage and salary, representing 86.6 and

82.3 percent, respectively. Local government is the second highest worker class for both the Township and County.

Table 17 Population to Jobs Ratio

Northwest Housing Region

Area	2000 Population	2000 Employment	Population to Jobs Ratio
Plainsboro Township	20,215	12,128	1.67 to 1
Middlesex County	750,162	402,745	1.86 to 1
Mercer County	350,761	182,869	1.92 to 1
Monmouth County	615,381	217,824	2.82 to 1
Somerset County	297,490	180,612	1.65 to 1

Source: NJ Department of Labor.



Firmenich

The majority of Township residents commute by car to jobs outside of Plainsboro Township. Over 77 percent of the workers from the Township drove to work alone in 1990, compared to 75.2 percent in the County as a whole. Of the remaining workers in the Township, 9.5 percent carpooled and 9.2 percent used public transportation. A higher percentage of workers in the Township used public transportation than in the County, where only 8.1 percent used public transportation. This is most likely due to the Township's proximity to the Princeton Junction train station. The high proportion of the labor force working outside the Township is

evidenced by a mean travel time to work of 28.99 minutes. This is greater than the 26.26 minutes for all Middlesex County workers.

The employment base in Plainsboro is expected to continue to increase in the future, due largely to the continued development within the Princeton Forrestal Center which includes the Princeton Forrestal Village and the Princeton Nurseries property that borders South Brunswick Township. The Princeton Forrestal Center is a large planned multi-use development that is being comprehensively planned and built out under the auspices of Princeton University. This 1,725 acre development contains a growing mix of complementary land uses, including 4.5 million square feet of office/research, 950,000 square feet of education/research, 956,000 square feet of hotel/conference center, and 162,000 square feet of retail/restaurant/child care as well as 1,377 dwelling units. The Princeton Forrestal Center contains many well-known corporations including 800 and 900 Scudders Mill Road (formerly Merrill Lynch), Bristol Myers-Squibb, Munich Reinsurance America, Inc., Novo Nordisk, the Robert Wood Johnson Foundation and others.

Based on the General Development Plan approval for the Princeton Forrestal Center, there is approximately 2.4 million square feet of planned additional non-residential development. A 1999 amended approval of the General Development Plan provided an extended vesting period of 20 years for completion of the development projects.

Outside of the Princeton Forrestal Center, the other areas of the Township that could experience a substantial amount of change involving new development, over the next decade or two, includes the roughly 160 acres of land formerly owned and occupied by the FMC Corporation. This area of land, located along the east side of Route One, south of Scudders Mill Road and north of Plainsboro Road and the Millstone River, is currently zoned I-100 Limited Industrial.



Office Building

The Planning Board passed a resolution with a recommendation for the Township Committee to adopt the Redevelopment Plan for the FMC Corporation Site which allows development of the properties for a new Princeton Medical Center campus, based on a series of new planning goals and objectives for this area, intended to lead toward the establishment of a high quality coordinated and comprehensive plan of development. As a result, the Township decided to work in a cooperative effort with FMC and the Princeton Medical Center to explore development for this area.

The Redevelopment Area consists of a number of parcels owned by the FMC Corporation that are located in the southwestern portion of the Township. According to the official tax maps of the Township, the Redevelopment Area encompasses ± 156.0 acres and includes one (1) property assemblage, consisting of six (6) tax lots on portions of three (3) tax blocks. The tax blocks include Block 1701, Lots 3 and 4; Block 1703, Lots 1, 2, and 3; and Block 1704, Lot 1. The lots range in size from ± 0.27 acres to ± 64.84 acres. At its widest point, the Redevelopment Area is $\pm 2,562.3$ feet wide and varies in length from $\pm 1,820$ feet on the west side to $\pm 3,896$ feet on the east side. The property has $\pm 1,820$ feet of frontage on Route 1, ± 746.7 feet of frontage on Scudders Mill Road, and $\pm 2.893.3$ feet of frontage on Plainsboro Road.

The Redevelopment Area is bounded generally by U.S. Route 1 to the west; the municipal border of the Township of West Windsor and the Millstone River to the south; Connector Road, state-owned lands to the east; and Scudders Mill Road and as yet undeveloped portions of the Forrestal Center to the north. Plainsboro Road bisects the property, creating a northern and southern portion of the FMC property.

C. Existing Land Use Pattern

The existing land use pattern in the Township is shown on **Figure 21: Existing Land Use Map** and the amount of acreage in each land use category is identified in Table 1. This pattern of land uses reflects growth and development, environmental and agricultural protection, the roadway transportation infrastructure, and as a result it also identifies areas within the Township that will continue to absorb additional growth and development.

The land use pattern reflects the achievement of Township goals, objectives and visions over the past three (3) decades. Over the years the Township has achieved the following:

1. An impressive record in land use and economic development. The result of this planning has been a balance of open space and development. The Township has preserved its agricultural heritage while becoming a center for education and research, business and industry and of course the hometown for more than 21,000 residents.

2. Over fifty percent (50%) of the Township has been permanently preserved as open space. This open space network includes the Plainsboro Preserve, which currently contains approximately 1,000 acres of passive and active parks, stream preservation areas, and farmland protection.



Forrestal Village

3. The centerpiece of the Plainsboro Preserve is the Plainsboro Environmental Education Center. This educational facility is owned by the Township and, like the rest of the Preserve, operated by the New Jersey Audubon Society.
4. Plainsboro Village, the original settlement in the Township with buildings dating back from the 18th Century, is benefiting from controlled growth that is guided by the Plainsboro Village Area Master Plan, adopted in 1999. This plan called for the preservation of the village's historic character while introducing appropriate and attractive commercial and residential development to help the village become the center of community life.
5. The heart of the Village Plan is the new Plainsboro Village Center mixed-use development. The Village Center is Smart Growth design at its best; pedestrian and bicycle friendly streets and paths, a public town square, and an attractive mix of commercial, residential and civic uses, all located in the geographic center of the community.

Major future growth and development that will compliment the existing land use pattern will occur in the Township's non-residential zones. It will primarily take place the Princeton Forrestal Center along Campus Road, on the Princeton Nurseries property, and be associated with the approved build-out on the BMS and former Merrill Lynch sites. Other major development activity will take place within the I-100 zone on lands owned by the Medical Center and Firmenich. Most new development will be in the form of infill development located throughout the Township on smaller sites and also in the form of some redevelopment as existing patterns of development continues to modernize and upgrade their plant, facilities, and growth objectives.



Novo Nordisk

in

D. Employment Generating Land Use Districts

The Township has created several zoning districts which permit industrial and commercial development:

PMUD	Planned Mixed Use Development
PCD	Planned Community Development
OB-1	Office Business
I-100	Limited Industrial
NB	Neighborhood Business
GB	General Business
SR	Service Residential
VC	Village Center

The PMUD Zone is located west of the railroad, bounded by Plainsboro Road to the south and the South Brunswick Township municipal line to the north. It is primarily known as the Princeton Forrestal Center and contains office and research type land uses for a total of 6.5 million square feet. In recent years this zone has been expanded to include the Princeton Forrestal Village mixed use shopping center project and a Princeton Nurseries rezoning which permits up to 2,000,000 square feet of office including some additional commercial development within this total amount. Over the past few years the Princeton Forrestal Center has experienced continued growth in the form of the Windrows age-restricted housing development, the opening of the 147 room Homewood Suites by Hilton located on a 4.5 acre site located immediately north of the existing Courtyard by Marriott, the



Super Fresh

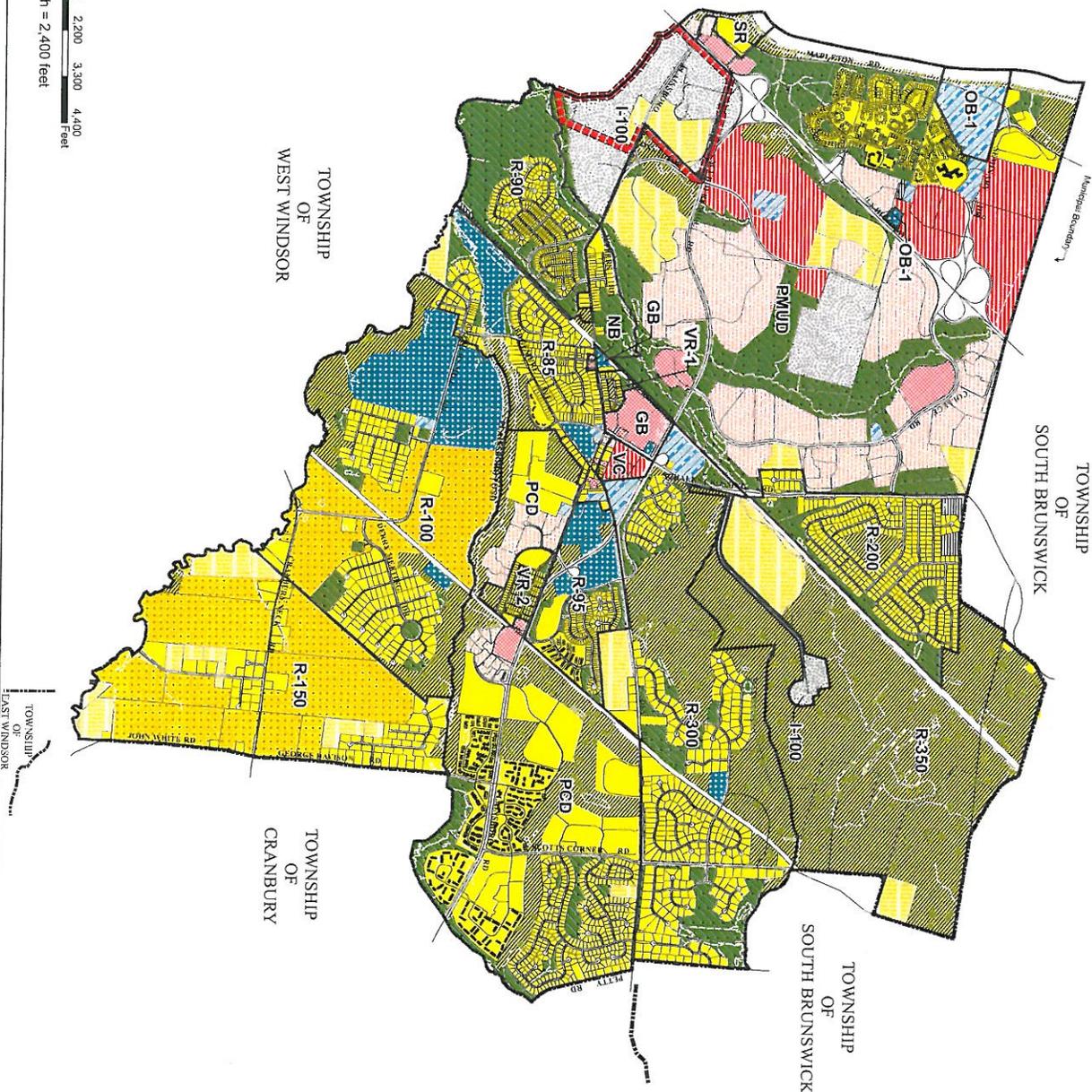
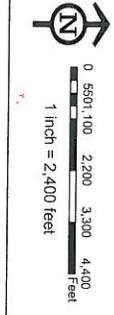
TOWNSHIP
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SOUTH BRUNSWICK

TOWNSHIP
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SOUTH BRUNSWICK

TOWNSHIP
OF
WEST WINDSOR

TOWNSHIP
OF
CRANBURY



**Township of
PLAINBORO**
Middlesex County, New Jersey

**EXISTING
LAND USE MAP**

April 2008

- Land Use**
- Commercial
 - Industrial
 - Institutional
 - Mixed Use
 - Office
 - Residential
 - Undeveloped
 - Public Parks and Open Space
 - Private Open Space
 - Preserved Farm Land
 - Other Farm Land - Tax Assessed
 - Public Facilities
 - Princeton Health Care System Redevelopment Area (see adopted redevelopment plan for details)

Figure 21

Prepared By:
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 Township Engineer

construction of a new Patrinely owned 167,000 square foot, 5 story office building located along Campus Road on the Campus North site of the Forrestal Campus, and a 220 unit high-end apartment complex known as Barclay Square at Princeton Forrestal which is located along Mapleton Road on 24 acres. In addition, the Princeton Forrestal Village has seen the construction of the Salt Creek Grille restaurant as a pad site and the introduction of the Cando Fitness Club as a new fit out use within the existing Center. Most recently, the Planning Board approved a site plan for the construction of a Ruth Chris restaurant as a pad site within the confines of the Forrestal Village.

Additional development activity in the Forrestal Center includes The Research Collections and Preservation Consortium (RECAP) which occupies a processing center and three storage modules at the Forrestal Campus Area. A fourth module is presently under construction. The Consortium owns land that can accommodate 9 modules and has the option on nearby land for an additional 6 modules. The Consortium consists of Princeton and Columbia Universities, and the New York Public Library.

A-site of the Forrestal Campus is the former location of the Princeton-Penn accelerator. There is zoning in place under the terms of the Third Amendment to the General Development Plan for between 350,000 and 500,000 square feet of office/research space. There is a curb cut from Campus Road and the site has excellent visibility from both Scudders Mill Road and Route 1.



Office Building

The Chemical Sciences building, built in 1916, was renovated to be leased to commercial users. The architectural firm, Ford Farwell Mills & Gatch, has leased the top floor. Two other buildings on the B-site, the Power House and New Guggenheim, have had less substantial upgrades and are functioning as incubator space. There is a wide-range of small tenants on short term leases.

The PCD planned community development zone was historically developed by the Linpro Company. It is the zone that includes thousands of dwelling units, an existing shopping center known as the Princeton Meadows Shopping Center, a 1-story professional office complex located directly behind the shopping center, and the Enterprise Business Park. The PCD zone is essentially built out. A few years ago the Planning Board approved the construction of an age-restricted development as part of the Townships Village Area plan initiative that took the place of some of the land area within the Enterprise Business Park that had otherwise been devoted to non-residential land use development.

The OB-1 Zone is a small area located west of Route 1. It includes the existing St. Joseph's Seminary on Mapleton Road and the state police barracks.

Along that portion of Plainsboro Road that lies west of the railroad is located Plainsboro's I-100 Zone which includes the unique and extensive research, industrial, and the office campus facilities of Firmenich. A portion of the I-100

Zone is also located east of the railroad tracks and can accommodate a modest increase in development intensity.

The Neighborhood Business Zone was created to include three (3) already developed lots on Plainsboro Road generally opposite the existing fire house. Existing buildings within this zone are currently occupied by commercial land uses.

The 47-acre General Business Zone, which is generally located along Scudders Mill Road and Schalks Crossing Road, includes the freestanding Post Office, a freestanding CVS drug store and a 210,000 square foot shopping center which contains a Super Fresh, Ace Hardware store, Pebbles department store and numerous other smaller stores including a McDonalds. The General Business Zone also contains an existing PNC bank building which was recently the subject of a site plan application to the Zoning Board for demolition and replacement. The site plan received Board approval.



Enterprise Business Park Office

The Service-Residential Zone located along Mapleton Road and Route 1 consists of the existing 120-unit Millstone apartment complex and a cluster of historic buildings that have by and large been converted to professional offices.

Lastly, the Village Center zone was created over the past few years to replicate a village setting that would be connected with the existing developed fabric of the historic mixed-use Plainsboro Village area and the emerging and changing Town Center Shopping Center located within the GB Zone. The Village Zone is being developed by the Sharbell Corporation to create an area for offices, retail and personal service establishments, restaurants and some apartments including single family detached and townhouse dwelling units. The new Township Library will be located in the Village Center Zone.



Pharmacy

All of these employment generating zone districts continue to thrive in the Township because of their proximity housing and the local and regional transportation network. Land uses within these zones are not stagnant as new construction is added while existing development is upgraded and/or otherwise modified to reflect new local and regional economic realities of the marketplace.

E. Existing and Projected Employment Levels

Over the past six years the Township has experienced a decrease in the number of workers located with the largest employers in the Township. Between October 2002 and September 2004 the number had decreased from 10,873 to 9,658 for a decline of 1,215 and more recently that number has fallen to 7,799

A review of Table 18 entitled: "Comparison of Largest Employers", notes that total employment with these identified companies and organization totals 7,799 at this time. 2002 and that the Township can expect



Salt Creek Grille

Increased total Township employment projections in five (5) year increments from 2005 to 2020 could be as follows:

1. 2005-2010: 1,807 or 18,457 total Township employment
2. 2010-2015: 3,013 or 21,470 total Township employment
3. 2015-2020: 2,792 or 24,262 total Township employment

Total Township land use build-out should result in over 30,000 total employees. Reaching this ultimate level and the five year increments noted above is dependent upon local, regional, state and national economic conditions. The Master Plan does anticipate and can successfully accommodate the ultimate build-out projection of 39,000.

F. Action Plan

1. Support local business as they desire to grow within the Township to create a good vibrant business climate.
2. Respond to out of town inquires that seek information about the Township and School District.
3. Provide for a streamlined land development review and approval process that is cost-efficient for both the developer and the Township.
4. Retain and support the local agricultural community.
5. Limit the amount of land zoned for retail uses so that existing shopping centers and other existing retail areas are first and foremost utilized.
6. Support the expansion of alternative transportation modes including public transit, walking and biking.
7. Managing traffic congestion by improving roads, using new technologies, and reducing rush-hour traffic.

Table 18 Comparison of Largest Employers

Company/Organization	Type of Business	2008 Employees
Bloomberg	Communications	230
Bristol-Myers Squibb	Pharmaceuticals	1550
Buildings & Grounds (located in HSN)	Maintenance/Plainsboro District	15
Community Middle School	Plainsboro Middle School	176
Firmenich	Flavors & Fragrances	800
FMC Corp.	Chemical Research/Dev.	100
High School North	Plainsboro High School	198
Marriott Princeton	Hotel/Conference Center	225
Merrill Lynch	Financial Services	0
Millstone River	Plainsboro Middle School	144
Munich Re (formerly American Re)	Insurance	1027
Novo Nordisk	Pharmaceuticals	760
PPPL (Princeton Plasma Physics Lab)	Physics Research	420
Princeton eCom	Telecom	250
Robert Wood Johnson Foundation	Philanthropy	275
Siemens	High tech/electronics	150
Special Services	Part of Plainsboro School District	29
State Street Corp., 600 & 500 College Rd. E.	Financial Services	300
Town Center	Plainsboro Elementary School	84
Westin Forrestal Village	Hotel	179
Wicoff School	Plainsboro Elementary School	67
Princeton Financial Systems	Financial Services	140
Integra LifeSciences Corp.	Pharmaceuticals	470
Windrows	Residential	210
Total		7,799

