

# The Future of Flemington



August 22, 2016  
2<sup>nd</sup> Presentation

# Introduction

As the Hunterdon County seat, the Borough of Flemington is a reflection on the entire County and should be looked at as the gold standard of municipalities as it relates to the State of New Jersey.

Downtown Flemington is in need of revitalization and our goal is to Redevelop the heart of Main Street and create a vibrant and Dynamic Mixed-Use, Lifestyle Community that will be attractive to our local Community, while promoting Tourism and Higher Education which will help Flemington become a fabulous place to Live, Work and Enjoy!

These Objectives are aligned with the Hunterdon County Comprehensive Economic Development Study (CEDS). The plan has the full endorsement of Roger Brooks, who was retained by Flemington to provide guidance on the rebranding initiatives of Flemington.

# Our Follow Up

The overall feedback we received during and after our original presentation in February was very positive. We listened and heard all the comments, opinions and suggestions. While the initial drawings were preliminary in nature and subject to change, we did recognize the need to reflect a streetscape that was more consistent with the architecture of Historic Flemington. As a result, our architects have changed the overall design and now includes a new Union Hotel.

It is important to understand that simply restoring a few buildings will not provide enough of an economic impact to sustain Flemington. Comprehensive and significant changes are necessary to compete within the marketplace to attract people who will want to live, work and visit Flemington.

Understanding the emotion and passion surrounding the revitalization plan, we encourage you to view this information with a fresh perspective of what the future of Flemington could become.

The updated plans and information provided in this presentation are being made available to the public and will be available online at the Flemington Borough website.

# Criteria For Development

- To create a vibrant downtown community that will be desirable to live, work and visit
- To attract higher education to the only remaining county in New Jersey without a 2 or 4 year college
- To attract millennials and new residents
- To provide efficient and optimum parking and traffic circulation
- To maintain and respect a historic looking streetscape
- To have a significant net positive impact to the Borough of Flemington operating budget
- To become a catalyst for additional revitalization and development

# Proposed Redevelopment

The Proposed Redevelopment area will provide the following components:

- College / Education / Technology / Medical
- Retail
- Hotel
- Restaurants
- Residential
- Parking

# Proposed Development

**College:** A two or four year college will become the catalyst for attracting people of all ages to enjoy advanced Educational opportunities. Hunterdon is the only county in New Jersey without higher education and it is a vital component for our future. The new academic facility will be constructed on the Flemington Fur site and will also be available to medical, technology and professional offices as needed. Discussions are underway to achieve this goal.

**Retail:** Anchored by Flemington Fur we anticipate the ability to attract a variety of stores and shops that will significantly impact and invigorate our community.

**Hotel:** A new 100 room hotel to be built designed to transition the past history of the Union Hotel incorporating new and improved modern amenities while keeping many of the same characteristics where possible.

**Restaurants:** Great restaurants will be a key component of the lifestyle center. The liquor license that was purchased will enable multiple restaurants to share the license providing opportunity for a broader customer experience.

**Residential:** There will be 230 – 250 high quality residential units built above the first floor retail and restaurants.

**Parking:** There will be ample parking with approximately 900 spaces in the form of deck and underground parking to service the lifestyle center.

**Medical:** Having a medical component to the project is an enormous benefit to Flemington residents and continues to enhance Hunterdon Counties rating as the healthiest county in New Jersey. Collaboration efforts are underway with Hunterdon Healthcare to achieve this goal.

# Hunterdon Healthcare

"Hunterdon Medical Center opened our doors over 60 years ago to a community that was predominantly farmland. We have seen many changes over the years including the entry and exit of many services. As we continue to grow and change, Hunterdon Healthcare is supportive of the revitalization plan for Flemington Borough.

"We recognize the importance of bringing in new business and energizing the center of Flemington while maintaining the character and history of Main Street. There is tremendous value in being part of this transition and in continuing to build our community. Hunterdon Healthcare is committed to providing needed services for our residents, like our newly-opened urgent care center on Church Street.

"We see great opportunity in being part of Mr. Cust's Town Plaza revitalization plan and furthering our mission to improve the health of Flemington's residents and those in the surrounding communities."

Bob Wise, President & CEO

# Hunterdon County Board of Chosen Freeholders

"This remarkable project could well be the jewel of Hunterdon County. It has the potential to be the much needed change capable of returning Flemington to its former viable center of community and commerce. Providing higher education in the County seat offers lifelong learning as a critical benefit to our citizens. I applaud Mr. Cust's creativity and his intent to serve Flemington and Hunterdon County. I encourage the residents of Flemington to join me in embracing this exciting development to ensure a great future for all of us."

Suzanne Lagay, Director

# Roger Brooks International

“We are in full support of the plan presented by Mr. Jack Cust, which will create an amazing catalyst for Flemington’s rebranding and redevelopment efforts. Combining this with higher education facilities, a year round public market, and programmed plaza, Flemington will quickly become the showcase downtown that the local residents, their visitors, and new visitors will fall in love with.”

Roger Brooks, President & CEO

# Flemington Furs

"It's time. If Flemington's going to have a future, it has to change, and we need to embrace this change. Jack Cust and his team have developed a plan that ensures a better quality of life and makes Flemington an important destination once again."

Bob Benjamin, Flemington Furs

# Aerial



# Main Street View



# Aerial View of Plaza from Courthouse



# View to the South in Front of Hotel



# Main Street View of Hotel



# View From Spring Street & Bloomfield Avenue



# View From Spring Street & Chorister Place



# Restaurants



# Café Dining



# A Place to Be



# View East Down Plaza at Eye Level



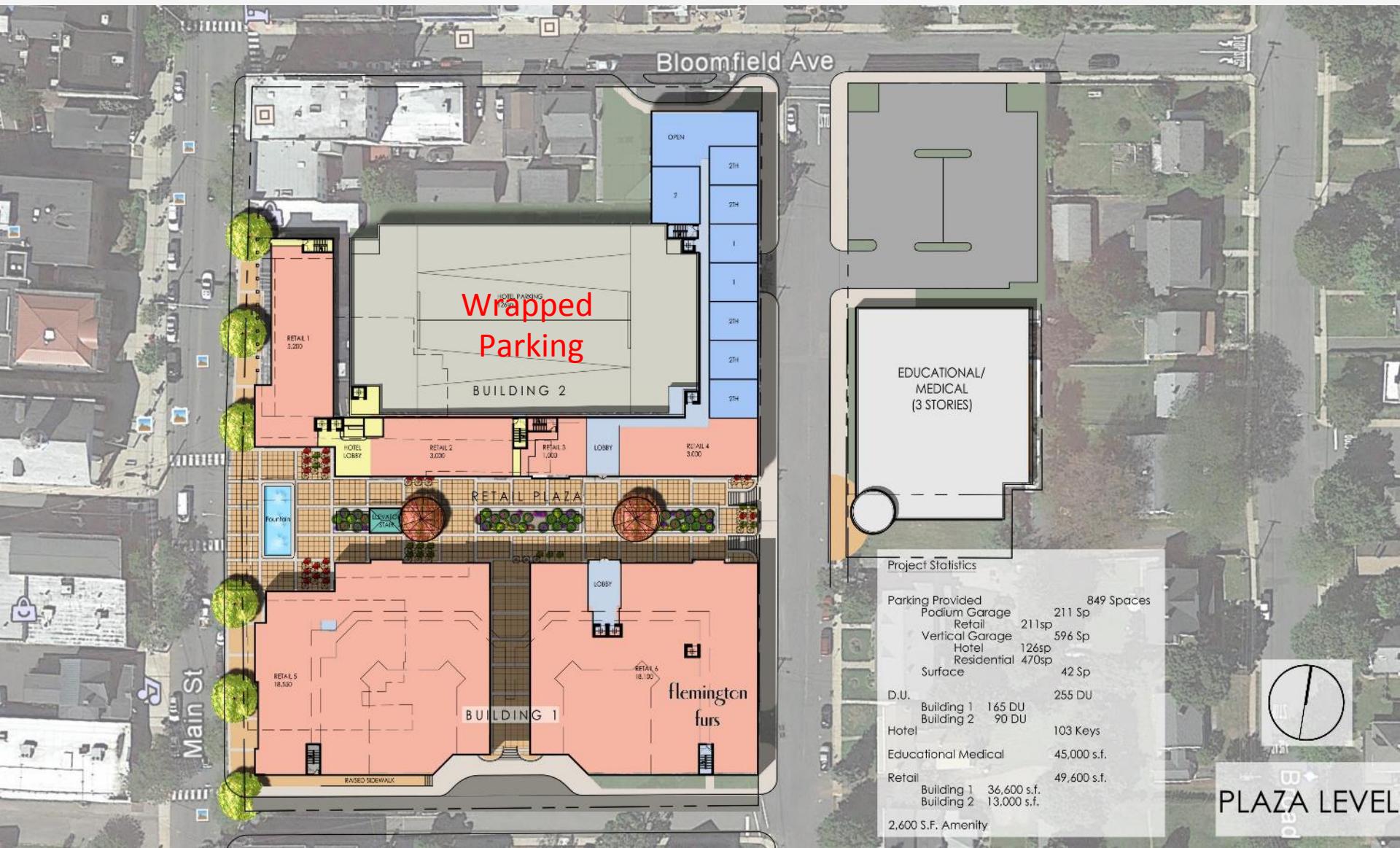
# View East of Medical Office/College



# Campus Life



# Plaza Level



# Upper Floors



# Top Floor



# Parking Garage

