

# Liberty Outlet Mall

Flemington, New Jersey  
Site Reuse Presentation

January 19, 2022

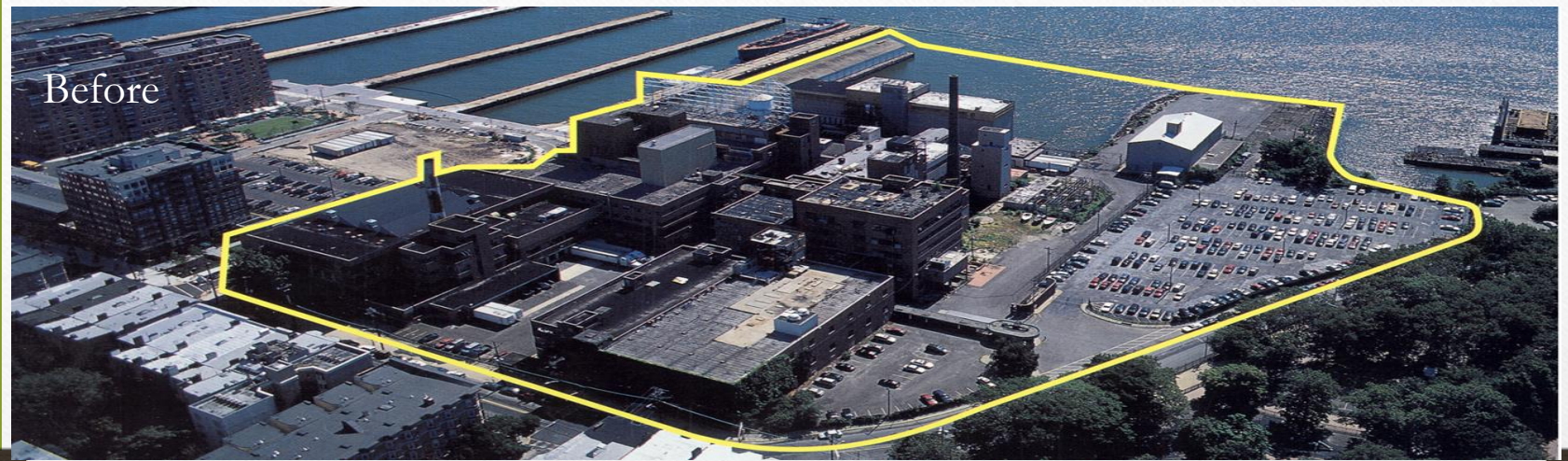
Hoboken Brownstone Company

# HOBOKEN BROWNSTONE CO.

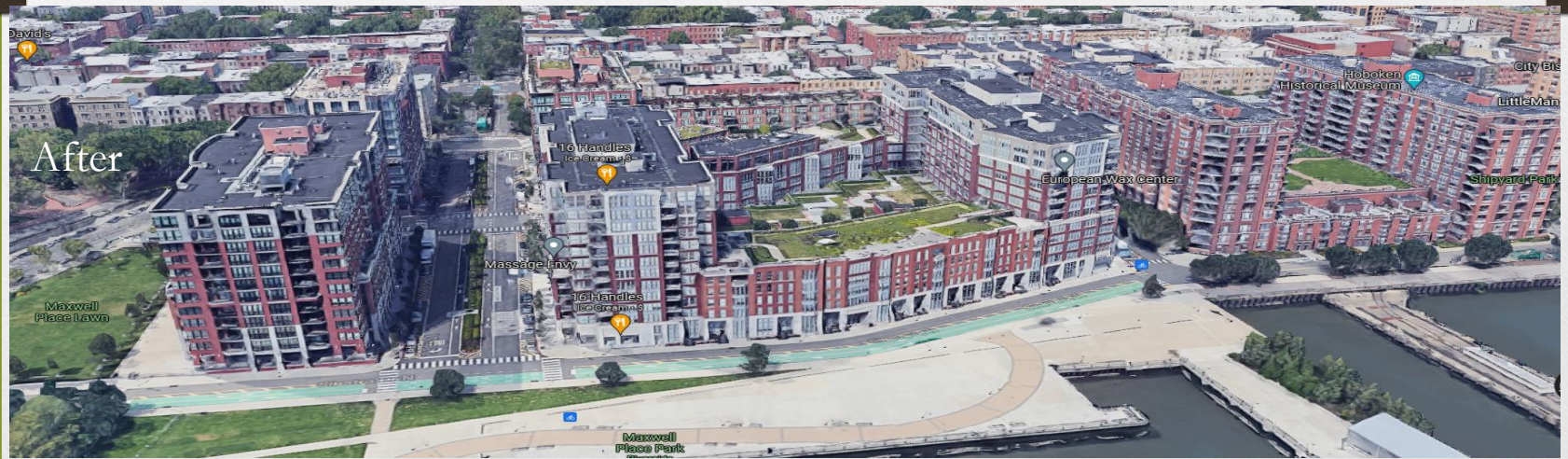
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- We are a well qualified developer with extensive experience in urban and suburban NJ markets.
- Maxwell House Coffee Factory (832 Units 260,000 SF Retail and Office, 1500 Parking spots on 24 acres in Hoboken NJ)
- Van Leer Chocolate Factory (637 Units on 9 acres, Jersey City NJ)
- National Retail Systems Logistics Center (1,182 Units, 90,000 SF Retail, and 750 Parking Spots)
- Principal (George Vallone) is local to the area, having lived in Clinton and Bedminster NJ for many years as a farmer and local resident.





Hoboken Brownstone Past Project – Maxwell House





# PURPOSE OF MEETING

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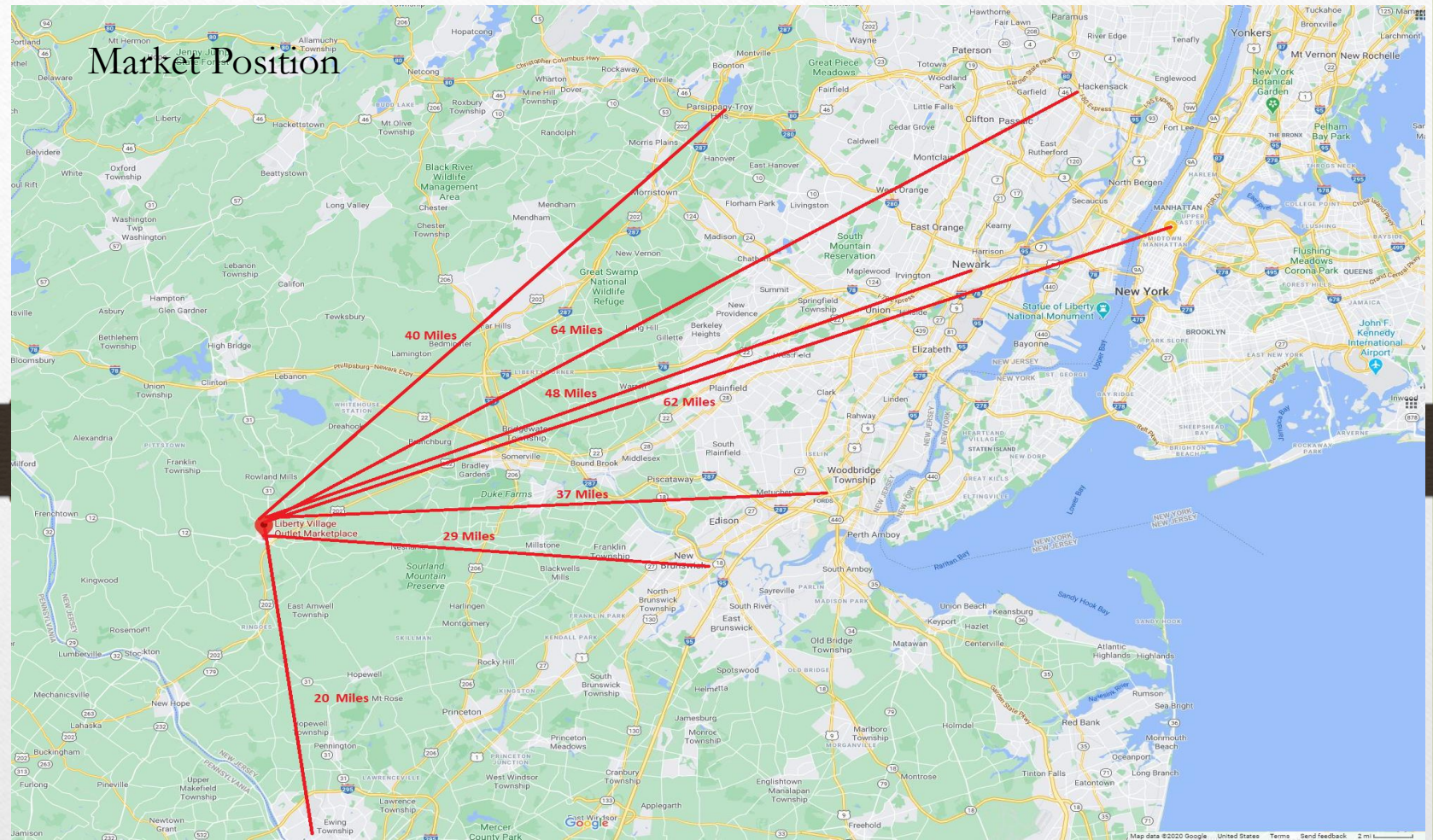
Repurpose Sizeable Vacant Underperforming Tract to Bolster Flemington.

This will

- Improve Performance of Downtown by Increasing People Flow
- Complete transformation of South End into a Live – Work – Play Mixed Use Pedestrian Neighborhood
- Increase Tax Ratables by returning a large commercial asset to productive use
- Remediate an environmentally contaminated site
- Endeavor to resolve ongoing flooding problems



## Market Position



An Attractive Commuter Suburb with Proximity, Transport Links & Historic Charm



# WHAT DOES FLEMINGTON NEED FOR ITS FUTURE VITALITY?

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- More People to Visit Downtown and Support Local Enterprises Emerging Along Stangl Road, Mine and Main Street as well as the “Feed Mill” Offices
  - This reverses Flemington’s Decommmercialization, originating from a profound change in shopping habits from malls to “highway big box” and “online”
  - Liberty Village Outlet Mall reduced from 68 to 6 occupied stores.
- Suitable Population Increase to stabilize local economy, which can only be Generated by More Housing
  - The Need for approximately 1,000 units of new housing as indicated by Stantec and Zimmerman / Volk Housing Studies
- Constructing New Housing that is targeted for the Middle Income Market

# LIBERTY VILLAGE OUTLET CENTER REDEVELOPMENT OBJECTIVES

We will create a project that is

- Environmentally Possible
- Market Feasible
- Financially Viable
- Community Benefits (donation of new town hall, walking paths, increase in pervious coverage)
- Consistent with Local objectives as Identified in Strategic and Master Plans



## Existing Conditions



22 Acres Divided into 14 Acre "Mall" and 7 Acre Parking Area



# REUSE STRATEGY

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- Phase 1 calls for the construction of 140 For Sale Townhouses on the “Main Mall” site + 55 units of Affordable Housing at the Timberlands site
- Phase 2 calls for + 180 rental units in 5 Multifamily buildings, based on final Flood Area Determination by NJDEP.
- \$1 million required site remediation met through soil removal and site cap and groundwater monitoring of natural attenuation.
- Redevelopment provides for more housing within walking distance to the Stangl Road, Mine and Main Street retail businesses..



# BENEFITS TO FLEMINGTON

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New Development generates little to no additional demand for local services that isn't already covered by existing local government and school district.

At the same time, redevelopment provides significant new tax revenue as well as increased discretionary spending by the new residents to the Downtown Flemington merchants.

Other physical benefits for Flemington, include the environmental remediation, creation of affordable housing, donation of a New Town Hall (Polo Building), Bike Paths, Flood Damage Improvements, Brown Street Park, many new Trees, etc.



# NEXT STEPS

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- Hoboken Brownstone Co. Designated as Developer
- Redeveloper Agreement
- Developer Submits Site Plan Application to Planning Board
- Planning Board Public Hearing on Site Plan Application – Public Comments and Vote for Approval
- LSRP Review and Approval of Environmental Remediation
- NJ DEP approval of proposed Flood Mitigation Plan for Site.





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# ANY QUESTIONS?

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We appreciate your support of our initiative to create a better Flemington through the redevelopment of the Flemington Outlet Center. If you have any questions please reach out to me at [gvallone@hbrownstone.com](mailto:gvallone@hbrownstone.com)