

# Majestic Hanover Flex Center



Conceptual Rendering



Presentation to the  
Hanover Township Planning Commission

August 8, 2023

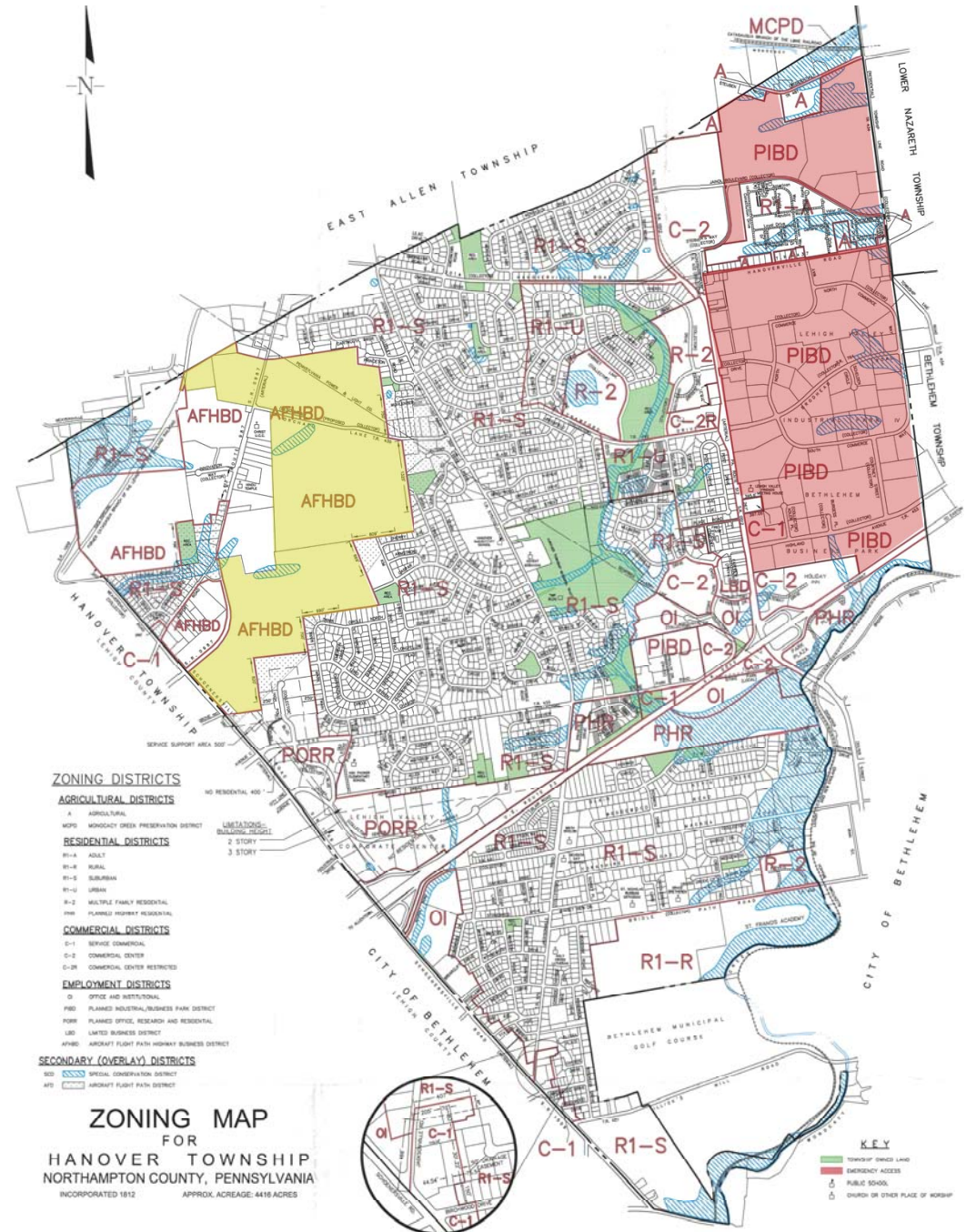




# Location & Zoning

1. Located toward the western edge of the Township (highlighted in yellow), away from the central residential core of the community.
2. Primarily east of Airport Road and northeast of Schoenersville Road.
3. Approximately 300 acres.
4. Land is owned by LNAA
5. Majestic has entered into an agreement with LNAA to develop the land.
6. Zoning is Hanover Township Employment District:

Aircraft Flightpath Highway  
Business District (AFHBD).





## **Existing Employment District Zoning:**

# **AFHBD (Aircraft Flightpath Highway Business District)**

This zone's name describes its intended use...

**“Aircraft Flightpath”** – This part of the township is under the LVIA flightpath, where planes are at their lowest and loudest. Buildings are subject to FAA height restrictions.

**“Highway”** – Land is at the western boundary of the Township, along portions of arterial and collector highways, with access to two on/off ramps to 22, so ideally situated on transportation corridors near the interstate.

**“Business District”** – This land is acknowledged to be an Employment District, which is “to allow the design and development of business parks... that will contribute to the economic base of the Township.”

### **Notable AFHBD attributes:**

- Permitted Uses include Light Manufacturing and Light Industrial.
- Buildings can be located 150' from Residential Districts.
- Dock Doors / Loading / Truck Storage and Outdoor Storage can face homes.
- This is not a Residential, Retail or Agricultural zone.
- Storage/Warehousing – if an accessory to a primary use – is a permitted use up to 25% of a building and a conditional use between 25%-50% of a building.



# Existing AFHBD Layout: 28 Buildings, 4.2 Million Square Feet







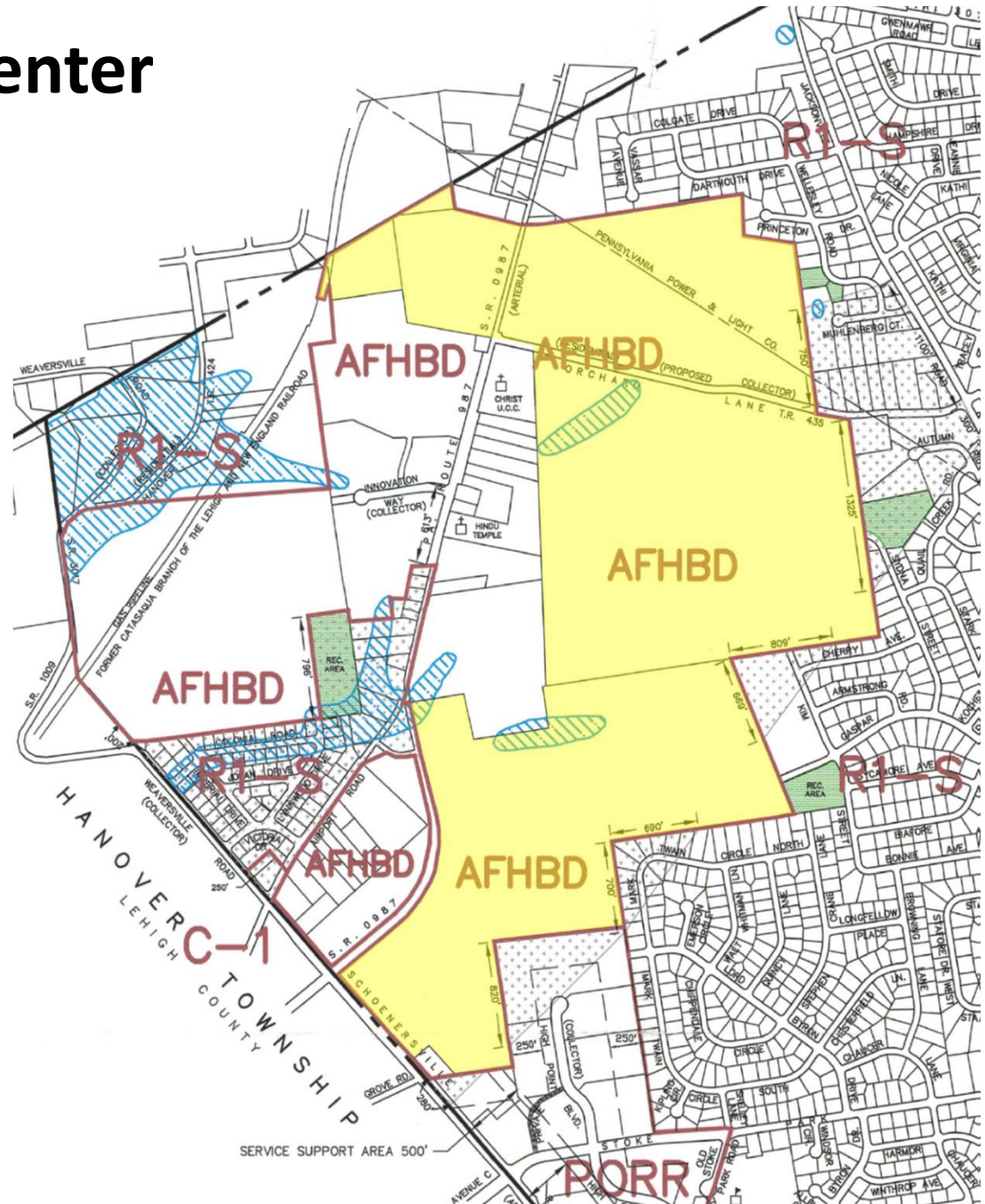
# Majestic Hanover Flex Center

The MHFC is envisioned to be:

- A Class-A, master-planned development with an attractive unified design.
- Similar in look and feel to the PBID zone located at the eastern edge of the Township, but lower intensity.

## Proposed Master Planned Flex Center (MPFC) Use

- Facilitates a single integrated design for an entire development.
- Significantly reduces intensity and total square footage of development through expanded buffering and setbacks.
- Internal orientation of buildings reduces community impact.





## MPFC Improvements to AFHBD

- ✓ 300-foot buffer to R1-S zone for ALL USES (up from 150-feet today)
- ✓ Buildings must be oriented to face inward, away from the homes
- ✓ No dock doors closer than 500 feet to R1-S for ALL USES
- ✓ FEWER buildings
- ✓ Significantly LESS total square footage
- ✓ Lower intensity development (even lower than PBID)
- ✓ Storage/warehouse still a conditional use
- ✓ Tractor-Trailer intensive uses are PROHIBITED
- ✓ Recorded Covenants = Extra protection for Township
- ✓ Preserving the existing Mature Trees along R1-S.



## Today: Only 10 Buildings, Significantly Lower Total Sq. Footage

Larger buildings provide:

- (i) Flexible suite sizes to accommodate a variety of tenants.
- (ii) Growth/expansion opportunity for tenants in their same building without relocating.

### Advantages:

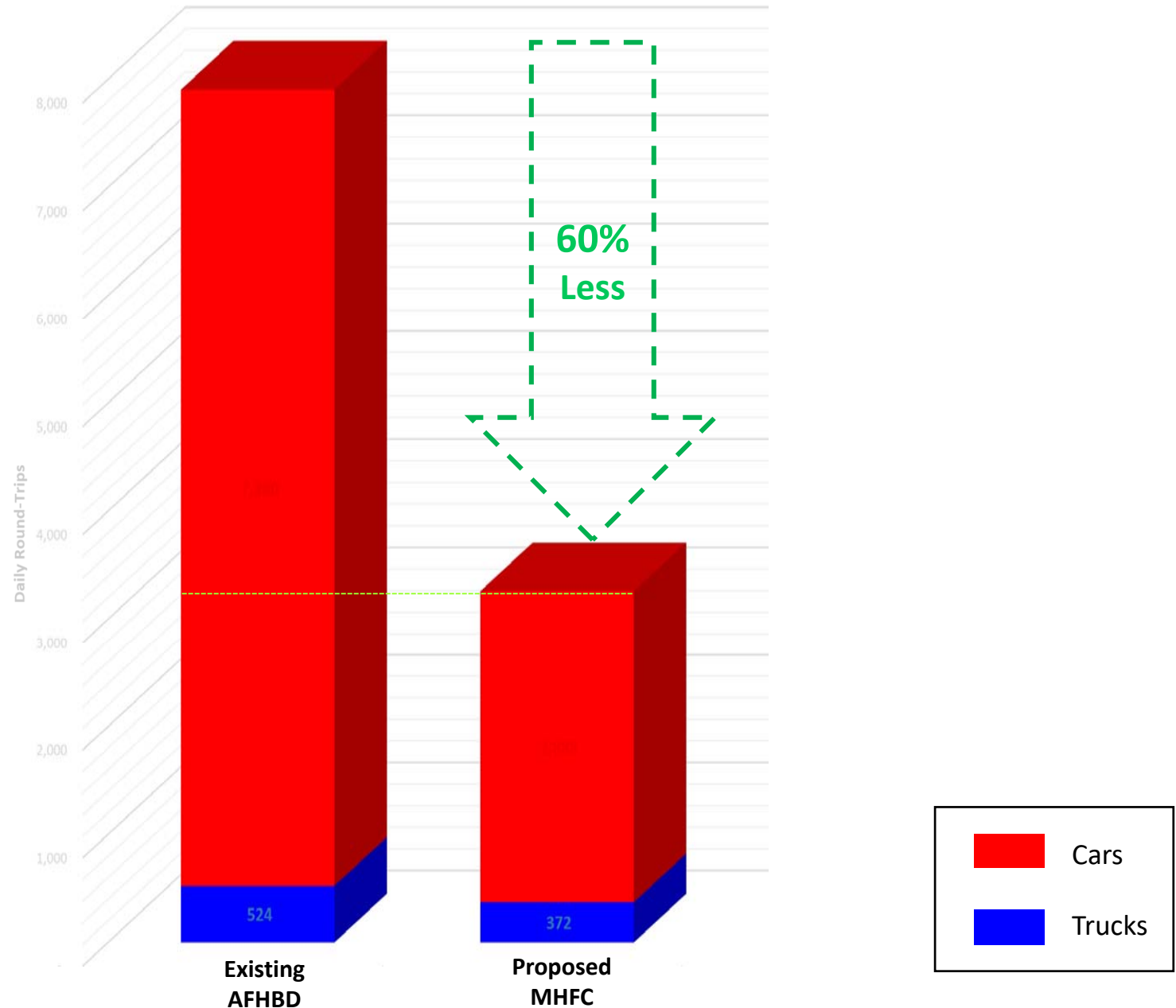
- ✓ Double the buffer to R1-S, with *minimum* building setback of 300 feet (= a football field+ setback).
- ✓ Earthen Berms up to 21' high.
- ✓ Thousands of new trees.
- ✓ No dock doors closer than 500'.
- ✓ Buildings adjacent to R1-S have dock doors oriented *away* from residential.

	Buildings (SF) 500'+ from R1-S	Buildings (SF) <500' from R1-S
Building 1	266,240	
Building 2	394,056	
Building 3		317,224
Building 4	389,844	
Building 5	389,844	
Building 6	667,264	
Building 7		372,944
Building 8	175,344	
Building 9	187,044	
Building 10		110,861
Building Total	2,469,636	800,829

...new 500' use setback, and notably a LOT less Traffic.



# Significantly *LESS* Traffic than existing AFHBD

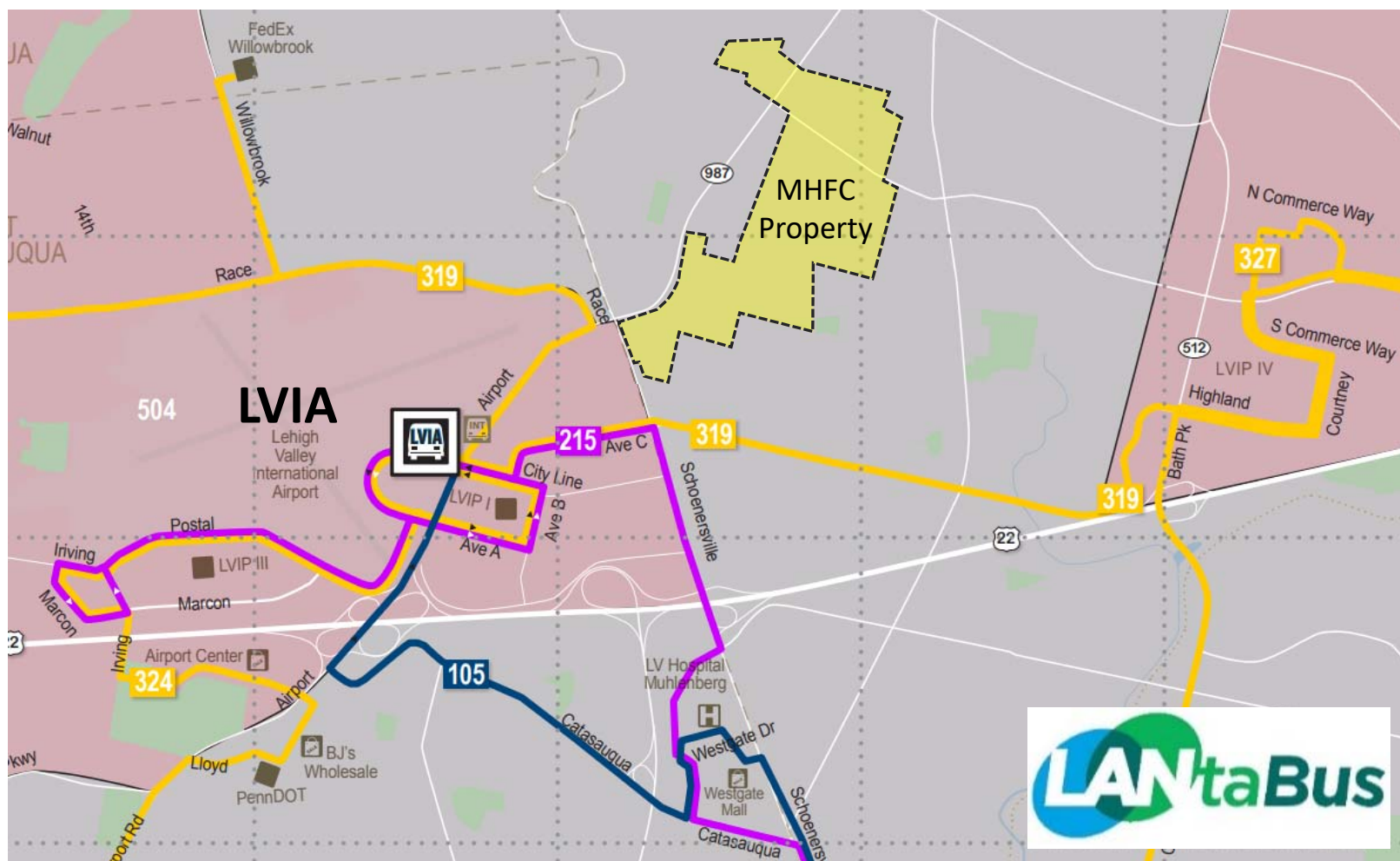






# Public Transportation

Reduces traffic / congestion and provides greater sustainability



Two LANtaBus routes (215 & 319) and the Airport Multimodal Transportation Facility are all nearby. LANTA is interested in providing new bus service to this development (like LVIP I, III & IV above).



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**PROHIBITED  
USE**

# Truck Terminal = (aka Transload)

Sole function of these buildings is to quickly transfer loads of freight from one trailer to another



Very  
Narrow  
Width

Low  
height

Purpose-built design features are not flexible, or functional for other uses.

Tractor-trailer Intensive.





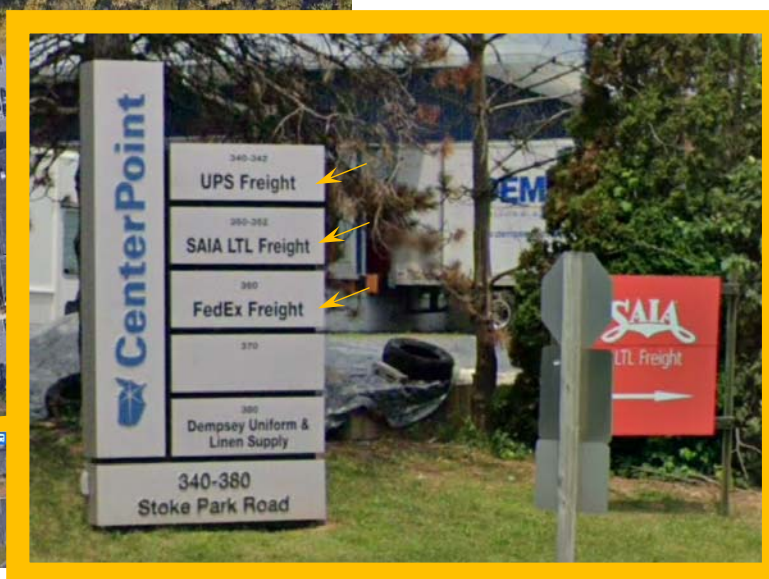
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**PROHIBITED  
USE**

# Truck Terminal = (aka Transload)

Dock doors typically on 3 sides of these buildings

*Existing facilities in Hanover Township (PIBD) on Stoke Park Road*



- Typically built with utilitarian look of walls clad in metal siding.
- Very heavy tractor-trailer traffic.





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# Truck Maintenance, Wash and Fueling

Stand-alone destination will attract tractor-trailer traffic







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**PROHIBITED  
USE**

# Parcel Hub (aka Package Sortation)

Moving individual packages from inbound trailers to outbound trailers



Walls clad in ribbed metal siding.

- Very specialized user-specific design - does not accommodate alternate uses.
- Maximum dock doors in very narrow “fingers”.

- Very heavy tractor-trailer traffic.

Willowbrook Road entrance







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**PROHIBITED  
USE**

# Cold Storage

Not suitable for other uses, heavy tractor-trailer traffic







# MPFC New Permitted Uses

**Mini storage facilities** for the specific purpose of storing the property of individuals or businesses within individual storage areas within closed buildings; excepting, however, the storage of any chemicals, liquids or gases which shall be prohibited.

**Data center** used primarily for the storage, management processing, and transmission of digital data, which houses computer and/or network equipment, system servers, appliances, and other associated components related to digital data operation. Such facilities may also include systems for managing property performance and infrastructure to support sustained operations.

**Indoor agricultural** grower/processor facility, excluding marijuana grower/processor.

**Airport related uses** which value proximity to Lehigh Valley International Airport (LVIA), including but not limited to, design and/or manufacturing of aircraft parts and interiors, airport, and aviation support services (e.g., parts suppliers, catering, etc.), businesses that handle goods carried in airplanes utilizing LVIA (e.g., freight forwarders, consolidators and cargo handlers).

**Vehicle charging station.**

**Solar Energy System**, including rooftop, ground mounted and carport solar canopies.

**Showroom space** including that associated with a lt. assembly, lt. manufacturing, or lt. industrial use.

# MPFC Conditional Use Change

**Storage and Warehousing** is today a permitted accessory use up to 25% and a conditional use up to 50% of a building's square footage. MPFC proposes storage/warehousing to be a conditional use from 50% up to 100% of the building, *BUT ONLY IF* the building is located at least 500' from R1-S.



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**NEW  
PERMITTED  
USE**

# Self Storage

aka Mini-Storage



- Very low traffic.
- Most individual unit doors internal facing.







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**NEW  
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# Data Center

Houses Computer Servers



- Very low traffic.

- Employees are mainly computer engineers and security personnel.







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**NEW  
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# Indoor Agriculture

Not Marijuana



- Low traffic / Locally grown produce.



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# Electric Vehicle Charging



- Sustainable
- Helps promote electric vehicles for improved air quality.



Photos & company names are for illustration purposes only – actual may vary.





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# Solar Energy



- No traffic and Sustainable.



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**NEW  
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## Airport-Related Uses



- Low traffic impact.
- Only back and forth from Airport.



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# Consistent with Regional Plans

The proposed text amendment to AFHBD:

- ✓ Facilitates a better plan for the Township, and
- ✓ Remains consistent with regional plans...

