



# BURGIS ASSOCIATES, INC.

COMMUNITY PLANNING AND DEVELOPMENT CONSULTANTS

## 2001 Helmsley Palisades Concept Plan Borough of Fort Lee, NJ

Burgis Associates, Inc. provided Helmsley Spear with a detailed and creative concept plan for one of the most unique locations in New Jersey. Helmsley Spear sought to develop this 15 acre site in Fort Lee—which is located immediately adjacent to the George Washington Bridge overlooking the Hudson River—and approached us to begin the preliminary steps.

Our planning analysis first started with an **assessment** of the municipality's master plan, and resulted in a **concept plan** depicting a mixed-use and attractive development of the property. This concept plan was designed to complement the Borough's intention to develop a town square and central business district environment.

The project concluded with **proposed zoning amendments** which were adopted by the municipality to enable the type of development depicted in our concept design.

### Key points of the project included:

- Incorporates retail and service commercial, office, hotel and multi-family residential
- Illustrates intensities of use, location of buildings, vehicular and pedestrian circulation, parking/parking structures and open space



Site Plan Design Services



Streetscape Elevations



Visualization of Hotel



Visualization of Town Center