

Presented by Jackson Township
95 West Veterans Hwy, Jackson, NJ 08527

(732) 928-1256



Investment Opportunity

HOTEL ENTERTAINMENT VENUE

Jackson Township, New Jersey

Contact: Mayor Mike Reina

www.jacksontwpnj.net



NJIT

**Jackson Township, New Jersey:
Hotel and Retail / Entertainment Venue
Design Studio**

Published to document the collaborative work done in the Spring of 2012 between the College of Architecture and Design, NJIT and Local Planning Services, Department of Community Affairs, State of New Jersey, and Jackson, Township.

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Jackson Township, New Jersey

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Acknowledgements

This publication catalogues the collective efforts of between the students at the College of Architecture and Design, NJIT and the professionals at Local Planning Services, Department of Community Affairs, State of New Jersey, on behalf of Jackson, Township, New Jersey. This marks the first collaborative effort between Local Planning Services and the College of Architecture and Design. In doing so it seeks to act as a provocation and inspiration to others in the academic and professional discipline of architectural education and practice making contributions to the quality of life for their communities.

Thanks to Urs Gauchat, Dean of the College of Architecture and Design, for his continuing support and encouragement given to the studio in its effort to establish an interdisciplinary working environment for future projects that will enable New Jersey communities through design excellence.

Thanks to the students and my teaching colleagues without whom the success of the studio would not have been possible.

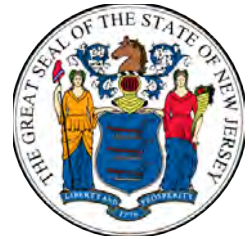
Special thanks to Rafael de Carvalho for his generous assistance in the production of this publication.

Thomas Ogorzalek
University Lecturer
College of Architecture and Design
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Jackson Township Council

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NJIT B
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NJIT A
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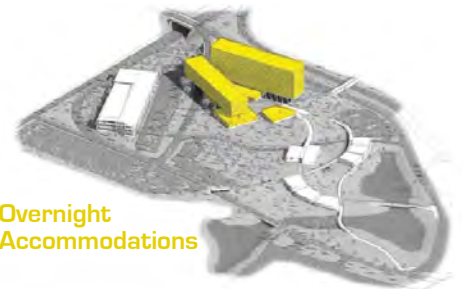
NJIT A
NJIT B

Appendix

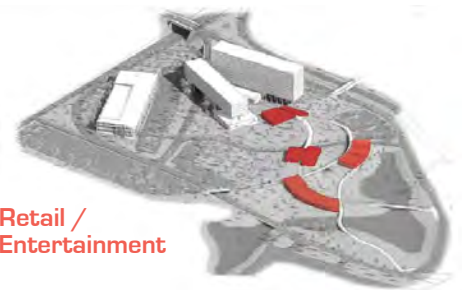
NJIT A Alternative Envisioning Hotel Accommodations

NJIT B Alternative Envisioning Entertainment / Retail Venue

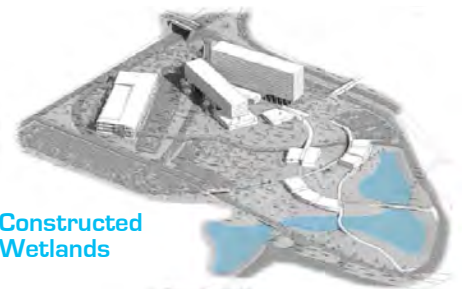
NJIT C Alternative Envisioning Infrastructure / Landscape



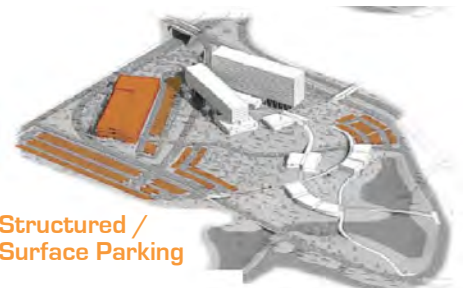
Overnight Accommodations



Retail / Entertainment



Constructed Wetlands



Structured / Surface Parking

Note: Design Envisioning proposals are meant only to generate ideas and provide a variety of design strategies for one potential parcel for development.

COMMUNITY SUPPORT

Letter from the Mayor of Jackson Township, NJ



Township of Jackson

OFFICE OF THE MAYOR
95 W. VETERANS HIGHWAY
JACKSON, NEW JERSEY 08527
732-928-1281
Fax: 732-928-2613

Michael Reina
Mayor

Jackson Township, established in 1844, is located in the geographic center of New Jersey, and is equidistant between New York City and Philadelphia. Jackson is traversed by Interstate Highway I-195, which runs from west to east connecting Trenton, the capital of New Jersey, to the Jersey Shore, and which intersects both the New Jersey Turnpike and the Garden State Parkway. Jackson Township has three (3) exits off I-195, making the location of your business accessible to state, regional and worldwide markets.

Considering its size of 100 square miles, with a population of approximately 51,870, Jackson is still a close-knit community which values education. We currently have two high schools, two middle schools, and six elementary schools. The Ocean County Library System is a new “state-of-the-art” facility, next to Jackson’s Justice Complex.

Key to Jackson’s past and its future potential is the many waterways and its abundant underground water supply. Jackson is partially located in the Pinelands National Reserve. Many homes in Jackson are on wells, but the Jackson Municipal Utilities Authority delivers city water and sewer service to most of the northeast sections of Jackson. A new water facility has been constructed, specifically intended to service the towns nearly 2,000 acres of industrial and commercially zoned properties. The centerpiece of our commercial expansion is the County Line Road and Commodore Boulevard corridor, located near exit 21 off I-195. The commercial zones will have all the resources you need to locate your business in Jackson.

Served by four Fire Departments, a paid and volunteer First Aid Squad and highly professional 85 member Police Department, Jackson is a safe place to live and to operate a business. This contributes greatly to our quality of life. Money Magazine had recognized the Monmouth-Ocean County area, including Jackson, as the third best place to live in the Country.

As Mayor of Jackson Township, a 25 year resident and having raised a family here, I am very pleased to call this home. With Six Flags Great Adventure being a large tourist attraction, Jackson Township receives in excess of 3 Million visitors annually. With this volume of traffic, the Township is seeking to have a lodging facility constructed. This facility will offer the convenience of extending your visit to “The Place for All Seasons”, whether it’s a visit for work, play or spending time with family.

Michael Reina
Mayor

EXECUTIVE SUMMARY

Overnight Accommodations and Entertainment Venue at Six Flags Great Adventure

Project Scope:	600 Room Resort/Conference Center Hotel 30,000 square foot Entertainment Village
Project Financing:	\$ 65,220,000 Project Cost * NJ Economic Development Authority and NJ Environmental Trust Fund Financing Available ** \$ 3,000,000 Projected Initial Capital Investment
Average Rate of Return:	21.29 % 10 Year Average Return on Investment (see proforma)
Internal Rate of Return:	16% (over 15 years)
Location:	Jackson Township, New Jersey Adjacent to or near Six Flags Great Adventure Exit 16A off of Interstate 195 (1 mile west On County Route 537) 43 Miles to Center City Philadelphia 50 Miles to New York City 12 Miles to Joint Base McGuire-Dix-Lakehurst (on Route 537)
Market Demand:	3.0 million visitors per year to Six Flags Great Adventure No Competitive Hotels within 9 miles 14.4 Million People within 50 Miles 28.3 Million People within 100 Miles 44,000 personnel at Joint Base McGuire-Dix-Lakehurst 55,000 Jackson Township Residents
Site Availability:	2 Sites in or next to Six Flags Great Adventure 2 Sites nearby
Utilities:	Sewer allocation available with tie in with Jackson Township Municipal Utility Authority (JTMUA) Potable Water available with tie in to JTMUA Central Jersey Power and Light
Zoning:	Municipal Zoning in Place for Resort Hotel
Liquor License:	New Hotels over 100 rooms in New Jersey eligible for new liquor license

* Based upon HVS Consulting and Valuation 2011 Hotel Development Cost Survey Extended Stay
Hotels Median per room development cost of \$108,700

** Actual availability of financing must be reviewed with lenders and government agencies

COMMUNITY SUPPORT

Letter of Support Jackson Municipal Utilities Authority



JACKSON TOWNSHIP MUNICIPAL UTILITIES AUTHORITY

135 Manhattan Street
Jackson, New Jersey 08527
Telephone: 732-928-2222 • Facsimile: 732-928-5171

June 29, 2012

The Honorable Michael Reina, Mayor
Township of Jackson
95 West Veterans Highway
Jackson, New Jersey 08527

RE: ***Letter of Support for the 2012 Hotel- Entertainment Venue Study
Jackson Township, New Jersey***

Dear Mayor Reina:

The Jackson Township Municipal Utilities Authority (JTMUA) has received the draft Hotel - Entertainment Venue Study which was jointly prepared by the New Jersey Department of Community Affairs and the New Jersey Institute of Technology in the spring of 2012. This study was reviewed with our Board of Commissioners on June 28, 2012 and JTMUA is fully supportive of the proposed sites and can commit to readily available water and sewer capacity for Alternate Site #2 and Alternate Site #3.

The Prime Hotel Location and Alternate Site #1 are also very viable but water system enhancements are required. JTMUA looks forward to working with the Township and Six Flags Great Adventure to effectuate these upgrades.

Thank you for your time and consideration. If you would like to discuss this matter further, please contact my office at extension 240.

Respectfully,


- David Harpell
Executive Director

cc: JTMUA Commissioners

COMMUNITY SUPPORT

Acknowledgements

In July 2009 the Township adopted the Master Plan. The Jackson Township Planning Board had exclusive responsibility for the preparation of the Master Plan. The Master Plan is a guidance document that has limited authority. In most cases, the policies or principles that are recommended in the Master Plan must be implemented by the Township governing body through Land Use Ordinances. All ordinance amendments must be reviewed for consistency with the Master Plan by the Planning Board.

In developing an updated Master Plan, Jackson Township had the opportunity to reflect, re-evaluate and adjust its community goals and policies. The reflection aspect of a Master Plan is to understand the community based on empirical data and to recognize the land development that has occurred.

Although predominantly a suburban community, Jackson is fast becoming a tourism destination. Jackson is home to Six Flags Great Adventure, Wild Safari Park, Hurricane Harbor Water Park as well as their newly themed area Plaza Del Carnaval. Combined, these are the four largest amusement parks in the Northeast.

In June 2011, the Township held an Economic Development Summit at Six Flags Great Adventure to discuss the future economic growth of the Township. One of the many opportunities discussed was the creation of a lodging facility on or adjacent to the Six Flags Great Adventure entertainment venues.

So, in August 2011, we reached out to the Commissioner of the Department of Community Affairs to seek assistance in addressing the Township's Master Plan as it related to moving forward, particularly with regards to land development, job creation and tourism, which she generously provided. We are pleased to have the DCA and their strategic planning team, assist us with this project.

MARKET FEASIBILITY STUDY

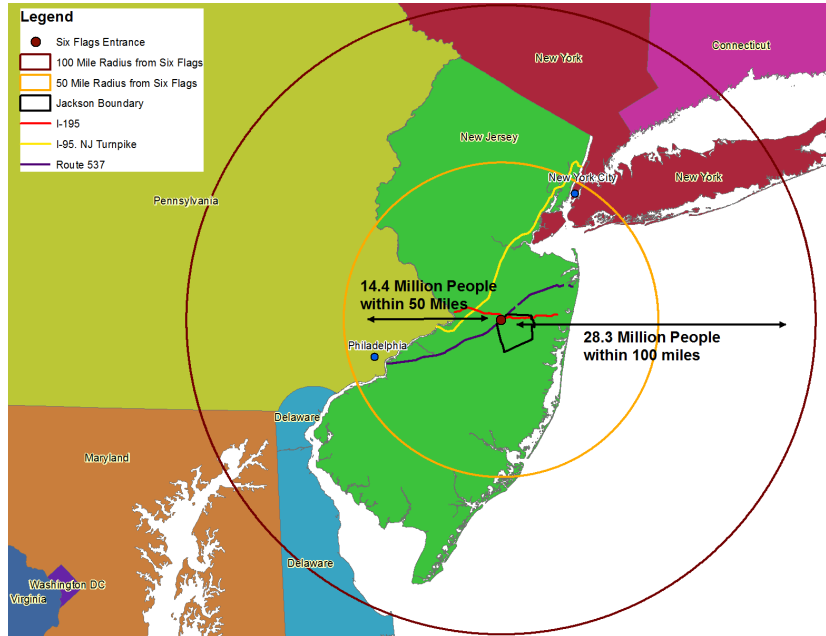
Overnight Accommodations in or near Six Flags Great Adventure Jackson, New Jersey

Location

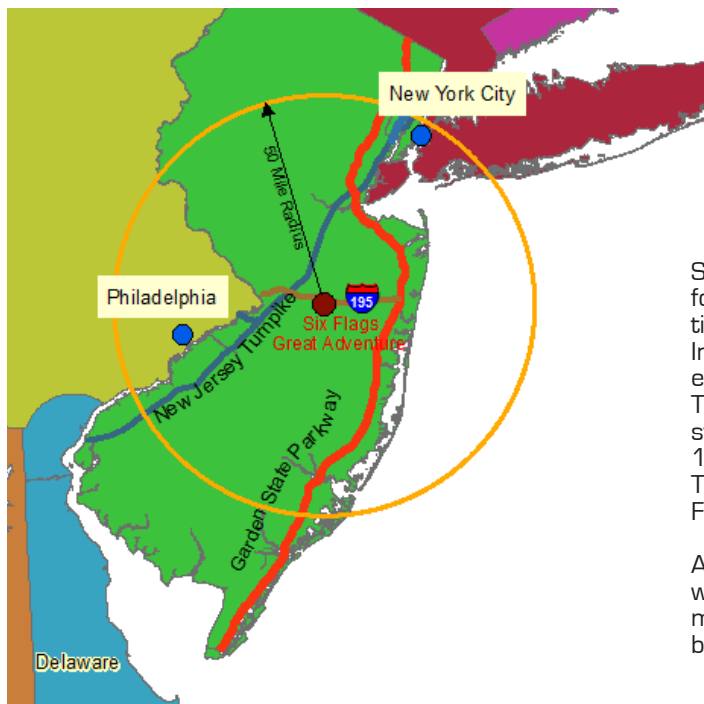
The four possible site locations for overnight accommodations presented in this report are all located in Jackson Township, NJ, at or near the Six Flags Great Adventure theme park.

Jackson Township is both the home to the 2,400 acre Six Flags Great Adventure theme park and to the Joint Fort Dix, McGuire Lakehurst military base. The township is centrally located between the New York and Philadelphia metropolitan areas.

Jackson Township is 63 miles from New York City and 43 miles from Philadelphia. In addition, Jackson is 22 miles to the Jersey Shore and 27 miles to Trenton, the state's capital.



There are 14.4 million people within 50 miles and 28.3 million people within 100 miles of the entrance to Six Flags Great Adventure.



Six Flags Great Adventure and the prime site for the proposed Overnight Accommodations are located 1.25 miles from exit 16 on Interstate Highway 195. Interstate 195 is easily accessible from the New Jersey State Turnpike, Garden State Parkway and Interstate 95. The Garden State Parkway is about 17 miles to the east and Interstate 95/NJ Turnpike are about 11 miles to the west of Six Flags Great Adventure.

All four proposed hotel development sites are within a 60 to 90 minute drive of two major metropolitan areas and are easily reachable by 28 million people.

Market Demand

Tourism in New Jersey ¹

New Jersey is a tourist destination for both the New York and Philadelphia Metropolitan Areas. Since 2006 there has been a double digit increase in overnight leisure visits to the state as New Jersey gains market share in the US. As noted by Tourism Economics the state posts excellent destination satisfaction ratings as compared to its competition. New Jersey visitors are also older and have higher incomes than the national average. This trend supports the development of overnight accommodations at the underserved Six Flags Great Adventure location.

2011 market overview

- Double-digit increase in overnight leisure visits
- Gains across all regions
- Gambling participation reverses direction showing first increase in 5 years
- New Jersey gains market share of US
- New Jersey posts excellent (and improved) Destination Satisfaction ratings
- Compared to its competition, New Jersey visitors are older and have higher incomes

Domestic visitation... a new high

New Jersey Domestic Trip Volume



Source : Tourism Economics

¹ 2011 Market Performance and Economic Impact prepared by Tourism Economics for the NJ Department of State Division of Tourism.

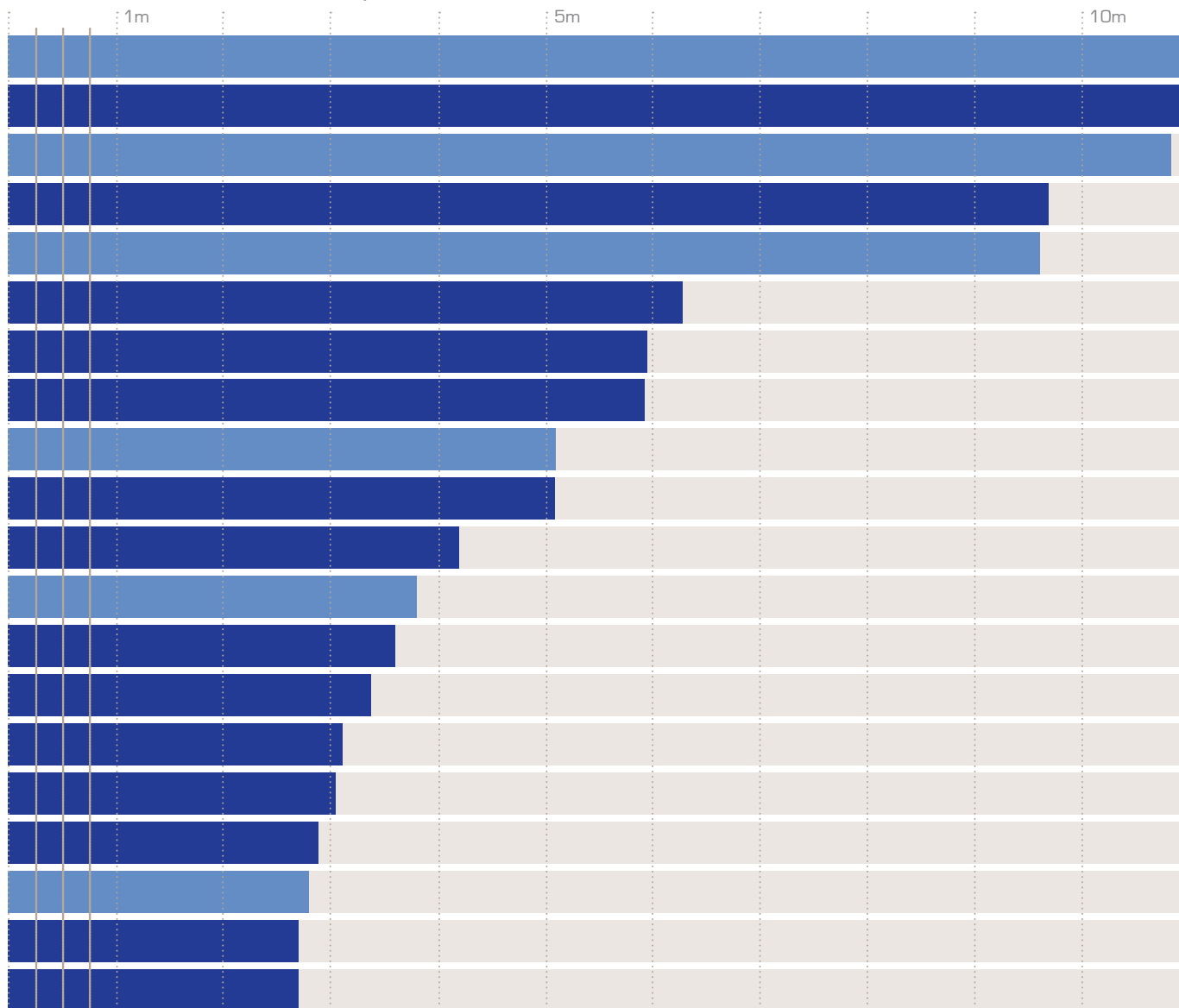
MARKET FEASIBILITY STUDY

Primary Market

Six Flags Great Adventure, Jackson, NJ:

There are three major theme parks at Six Flags Great Adventure which together attract 3 million visitors per year. The three parks include Hurricane Harbor (a water park), Wild Safari (a wildlife experience) and Great Adventure (a theme park). These three parks are a major national attraction that draw over 3 million people a year. These visitors make up the primary market for the proposed overnight accommodations. This primary market will result in extremely high occupancy rate in season especially if combined with park ticket promotions.

TOP 20 AMUSEMENT PARKS / THEME PARKS IN NORTH AMERICA

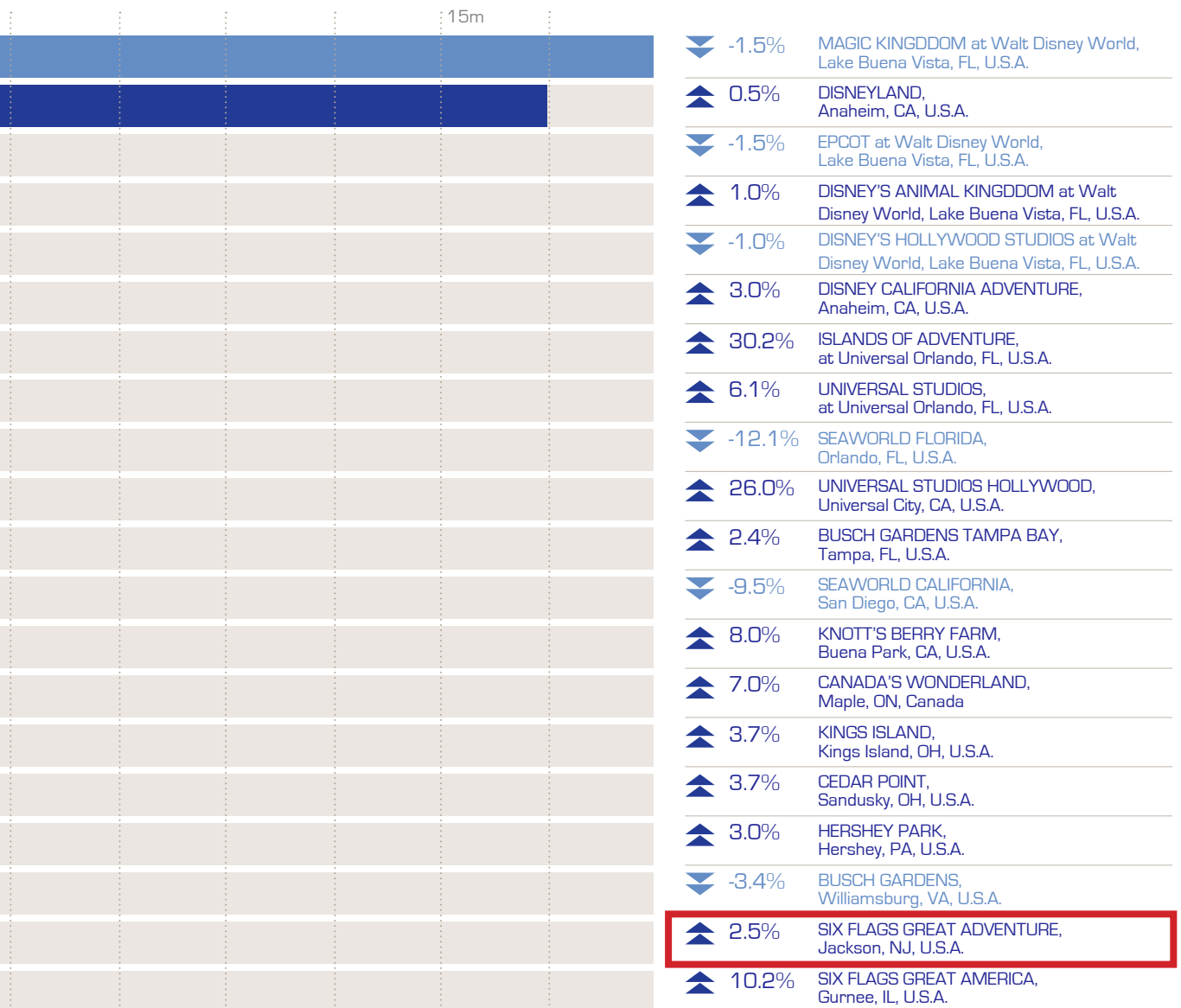


Percent changes for 2010 for certain parks are based on adjusted/updated figures for 2009, thus not directly comparable to published TEA/AECOM list for 2009/08



Six Flags Great Adventure is rated among the top 20 amusement/theme parks in North America. The 2010 Survey by TEA/AECOM shows this tourist destination has 2.7 million visitors a year and an annual increase of 2.5 percent from the previous year. Actual figures are closer to 3 million.

The chart below shows the position of Six Flags Great Adventure Jackson among the top 20 resorts in North America, demonstrating that this is a world class facility which warrants world class accommodations.



MARKET FEASIBILITY STUDY

Primary Market

Six Flags Great Adventure, Jackson, NJ:

The increase in theme park attendance at Six Flags Great Adventure is reflective of a national trend. The 2010 TEA/AECOM Theme Index reveals an average attendance increase of 1.8 percent in North American parks to 123.6 million, with many sectors at or close to pre-recession rates. (AECOM, 2010)

The Six Flags Inc. enterprise ranks 5th worldwide in top amusement park chains, with the Jackson location ranking 19th in US theme park attendance, the highest of any Six Flags park. In addition, Hurricane Harbor ranks 15th in the top water parks of the United States and had a 36.4 percent attendance increase in 2010, the highest of the top 20 water parks.



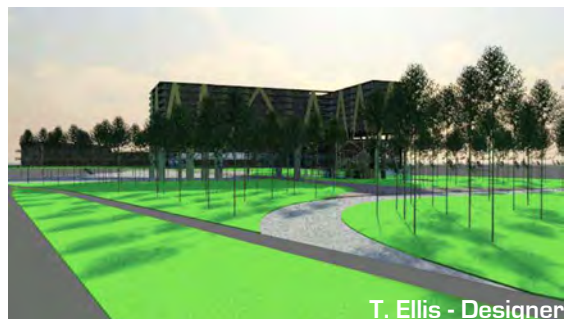
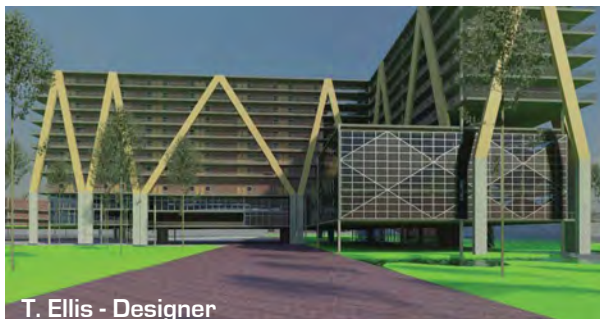
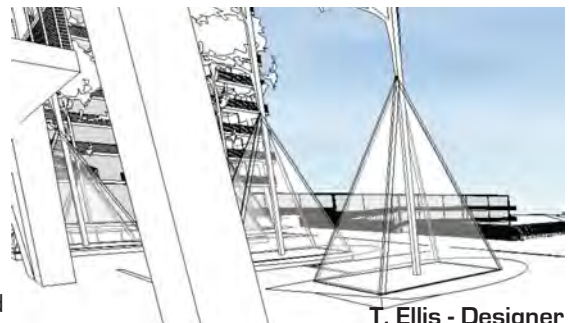
IN THE LAST FIVE YEARS THERE HAS BEEN A CONSISTENT AVERAGE OF 3 MILLION VISITORS PER YEAR TO SIX FLAGS GREAT ADVENTURE

Visitors to the parks are primarily day trippers due to the present lack of convenient overnight accommodations near the park. Forty five percent of visitors are between 14 years and 28 years old. Fifty five percent of visitors are adults between 28 years to 45 years old. Fifteen percent of the visitors are from the Joint Military Base, located nearby.

Six Flags Great adventure has a seasonal operation schedule. Typically the park is closed during the months of January, February, March, November and December. It is open the following days in the rest of the season:

April 15 days
May 20 days
June 30 days
July 31 days
August 31 days
September 11 days
October 13 days

Overnight accommodations locating at or near this site can expect to be fully booked during open days due to the number of visitors attending the park. Off season demand must be made up from the secondary market.



Secondary Market

There are three users which make up the secondary market for overnight accommodations. They are as follows:

1) The Joint Military Base McGuire-Dix-Lakehurst has 44,000 personnel at this facility and no convenient off base overnight accommodations for visitors or business people to the base. The Joint Base itself is made up of 42,000 contiguous acres, reducing the opportunity for closely located off-base overnight accommodations. The base is located 12 miles from Six Flag on County Route 537. The proposed hotel sites located adjacent to Six Flags are easily accessible from the Joint Base.

Approximately 15 percent of the ticket sales at Six Flags Great Adventure are purchased by Joint Base personnel and their families, indicating a great opportunity to promote the new hotel to the Joint Base personnel during the off-season.

The Air Base is also home to the 87th Air Base Wing, which provides installation management and support for 3,933 facilities with an approximate value of 9.3 billion in physical infrastructure for the US Military. This creates major business opportunities for the hotel with military contractors needing conferences, training and business meetings. The hotel can also attract out of state and international personnel doing military related business who can take advantage of the convenient location of overnight accommodations.



It is critical to note that the Joint Base is slated to increase the number of missions flown from the airfield 10 fold as troops and equipment return from Afghanistan and in combat air flight hours are diminished. This by itself will cause an increase in demand for year round overnight accommodations for the foreseeable future.

2) The local residential community in Jackson Township, according to the decennial US Census, has increased from 26,644 in 1980 to 54,856 in 2010. This local residential community has limited local opportunities for event venues and visitor accommodations. Year round demand for meeting space, evening entertainment, engagement parties, birthday parties, weddings, bar mitzvah's, graduations, proms, etc. are currently unmet. These local demands will contribute to the off-season occupancy rates and support the conference/restaurant business in the proposed overnight facility.

3) Finally there is the possibility with proper signage of utilizing Exit 16A off of Interstate 195 as a source of off-season, one-night visitors. There is an average of daily volume of 18,420 cars on I 195 passing exit 16A. The Jackson Outlets are located off this intersection and utilize this traffic to support their retail shopping opportunities.

User Groups



Business Group
professionals attending
conferences and meetings



Relaxation Group
vacationers visiting spa &
health center, and retail
outlets



Event Group
concert, festival, and event
participants



Park Group
families and thrill seekers
visiting the Six Flags Parks

User Group images and text by A. Konczal

MARKET FEASIBILITY STUDY

Site Integration

An important market consideration is integration of the hotel into the theme park so that it is a park your car and stay experience. There are various ways to accomplish this integration by setting up a bus shuttle service, another would be to develop a fixed rail tram and a third would be to develop a mono-rail or cable car system. The bus shuttle or tram would be the most cost effective method. The graphic below illustrates the major connection points

Integrated Infrastructure



Shuttle Service



Fixed Rail Tram



Mono Rail



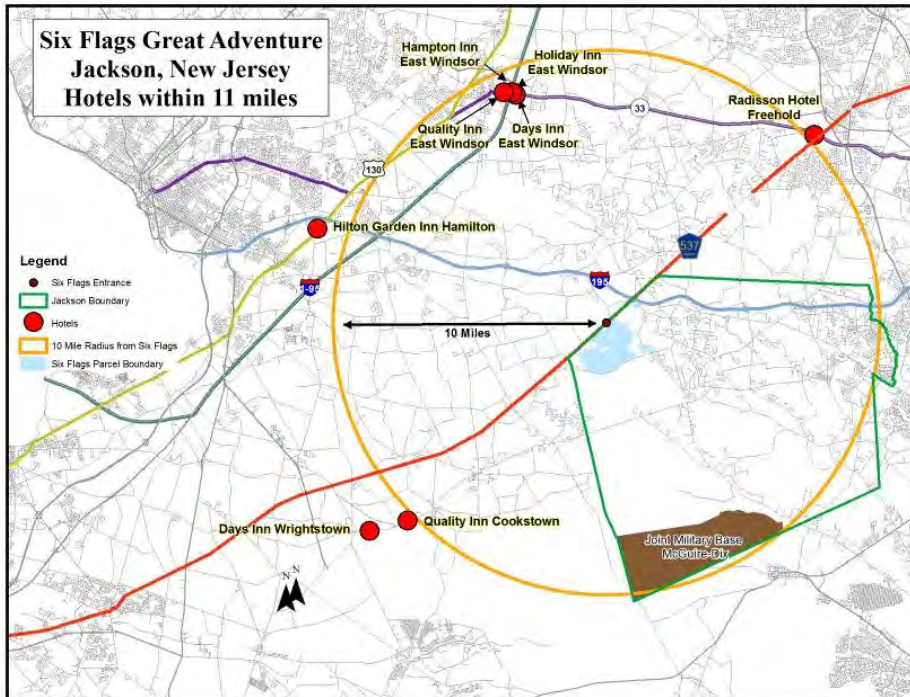
Cable Car

Market Competition

There are no overnight hotel accommodations within 9 miles of the proposed sites presented in this report.

Within a ten mile radius, there are eight existing hotels. Four of these hotels are located off exit 8 from the NJ Turnpike.

Off-season prices vary from \$84.00 to \$170.00 and summer prices range from \$124.00 to \$200.00 for a room with two double beds. Fifty-three percent of overnight leisure trip stays in New Jersey are spent in hotels with an average cost of \$924.00 per stay.



As indicated on the above map, Jackson Township, Six Flags Great Adventure and the Joint Dix/McGuire/Lakehurst military base are located in a hotel desert.

New Jersey Market Conditions ¹

The majority of overnight visitors to New Jersey are from New York and Pennsylvania, with twenty-one percent of visitors coming from New York and fifteen percent coming from Pennsylvania. A total of twenty-eight percent of leisure stays in New Jersey are from residents of New Jersey. There is an increase in leisure trips to New Jersey in the summer months of June, July and August. These three months make up thirty-eight percent of all leisure trips to the state.

Thirty-eight percent of the travelers from New York and forty-three percent of the travelers from Pennsylvania are families with children. Of New Jersey's overnight trip visitors, the average age is forty-six, and seventy-five percent are employed, with an additional nine percent being retired. Thirty three percent of visitors have children in their households.

Most trips to New Jersey are for shorter getaway weekends or to visit with family and friends. If Atlantic City is excluded from the trips analyzed, twenty-two percent of visits are for a getaway weekend and forty-five percent are to visit with family and friends. The visitors who stay in hotels are more likely to choose economy hotels.

PROJECT PROFORMA

Jackson / Six Flags Resort 600 Room

June 1, 2012 Does not include 30,000 square feet entertainment

Prepared by Robert J. Tessier PP,AICP
NJDCA, Local Planning Services

Only intended for initial interest prospective.
Actual cost and financing subject to modification
and substantiation

LAND (Lease)
BUILDING AND SITE IMPROVEMENTS
FIXTURES, FURNITURE & EQUIPMENT
MISCELLANEOUS & SOFT COSTS
PRE-OPENING AND WORKING CAPITAL

DEVELOPMENT COSTS
DEVELOPER PROFIT

TOTAL DEVELOPMENT VALUE

DEVELOPMENT PERIOD

PRIMARY FINANCING
SECONDARY FINANCING
EQUITY CONTRIBUTION
CAPITAL LOANS

TOTAL

AVAILABLE ROOMS & SUITES
NIGHTS PER YEAR - OPERATING
RATIO - WEEKDAY OCCUPANCY
RATIO - WEEKEND OCCUPANCY
WEEKDAY AVERAGE DAILY RATE
WEEKDAY AVERAGE DAILY RATE
WEEKEND AVERAGE DAILY RATE
WEEKEND AVERAGE DAILY RATE

ANNUAL RATE OF INFLATION

RESERVATION EXPENSE

MANAGEMENT FEES

ASSET MANAGER FEE

FOOD & BEVERAGE - GROSS REVENUE
CONFERENCE SPACE INCOME
SPA/BEAUTY/HEALTH INCOME
TELEPHONE REVENUE
MISCELLANEOUS REVENUE
INSURANCE EXPENSE

ROOMS - PERCENT OF OCCUPANCY

WEEKDAY
WEEKEND/HOLIDAY

Extended Stay Hotel Proforma Summary

center envisioned as linkage to parks : see schematic architectural

\$ 6,540,000	\$ 10,900	10.1%
\$ 42,840,000	\$ 71,400	66.1%
\$ 8,040,000	\$ 13,400	12.4%
\$ 5,940,000	\$ 9,900	9.2%
\$ 1,440,000	\$ 2,400	2.2%

\$ 64,800,000	\$ 108,000	100.0%
\$ 420,000	\$ 700	

\$ 65,220,000

Costs per room based upon HVS Hotel Development Cost Survey 2011/2011
For Extended -Stay Hotels Median Costs

36 Months - Design/Construction/Pre-Opening

- \$ 48,915,000.0 NJEDA Bonding/Bank Financing 4.2% @/ Term 10 years @ 35 Year Amortization *
- \$ 10,000,000.0 Equity Capital Financing 7.5% @/Term 10 years @ 25 Year Amortization
- \$ 3,044,000.0 DEVELOPER CASH CONTRIBUTION
- \$ 3,261,000.0 New Jersey Environmental Trust Fund Financing 1.5% @/Term 10 years @10 year amortization *
- \$ 65,220,000.0

*Not verified with funding source requires verification for speculative proforma purposes only

600 Rooms and Suites

365 Nights

45% Based @ 5 nights per week

(Average in season and off season)

70% Based @ 2 night per week

(Average in season and off season)

\$90.00 Opening Rate

\$96.00 Inflated 7 years

\$110.00 Opening Rate

\$116.00 Inflated 7 years

1% Gross Revenue

7% of Room Revenues

2.5% of Gross Revenues

1.5 % of Gross Revenues

\$22.50 Per occupied room per night

\$25 Per square foot per year

\$5 Per occupied room per year

\$1.25 Per occupied room per night by year

\$3.00 Per occupied room per night by year

\$500.00 Per occupied per night by year

Year 1	Year 2	Year 3	Year 4	Year 5	Year 6 to 15
45%	46%	47%	48%	49%	50%
80%	81%	82%	83%	84%	85%

PROJECT PROFORMA

Jackson / Six Flags Resort 600

15 YEAR PROJECT CASH FLOW PROJECTION

YEAR -	1	2	3	4	5	6	7	8	9	10
Week Day Occupancy	45.0%	46.0%	47.0%	48.0%	49.0%	50.0%	50.0%	50.0%	50.0%	50.0%
Week End Occupancy	80.0%	81.0%	82.0%	83.0%	84.0%	85.0%	85.0%	85.0%	85.0%	85.0%
Average week day rate \$	\$ 90.00	\$ 91.00	\$ 92.00	\$ 93.00	\$ 94.00	\$ 95.00	\$ 96.00	\$ 97.00	\$ 98.00	\$ 99.00
Average week end rate	\$110.00	\$111.00	\$112.00	\$113.00	\$114.00	\$115.00	\$116.00	\$117.00	\$118.00	\$119.00
Stay Nights	200.65	204.3	207.95	211.6	215.25	218.9	218.9	218.9	218.9	218.9
REVENUE:										
Rooms: Weekend	\$7,884,000	\$8,071,245	\$8,260,680	\$8,452,305	\$8,646,120	\$8,842,125	\$8,935,200	\$9,028,275	\$9,121,350	\$9,214,425
ROOMS: Weekday	\$4,434,750	\$4,583,670	\$4,734,780	\$4,888,080	\$5,043,570	\$5,201,250	\$5,256,000	\$5,310,750	\$5,365,500	\$5,420,250
FOOD & BEVERAGE	\$ 1,354,388	\$ 1,379,025	\$ 1,403,663	\$ 1,428,300	\$ 1,452,938	\$ 1,477,575	\$ 1,477,575	\$ 1,477,575	\$ 1,477,575	\$ 1,477,575
CONFERENCE CENTER	\$ 250,000	\$ 252,500	\$ 255,025	\$ 257,575	\$ 260,151	\$ 262,753	\$ 265,380	\$ 268,034	\$ 270,714	\$ 273,421
SPA/BEAUTY HEALTH	\$ 300,975	\$303,985	\$307,025	\$310,095	\$313,196	\$316,328	\$319,491	\$322,686	\$325,913	\$329,172
TELEPHONE	\$ 75,244	\$75,996	\$76,756	\$77,524	\$78,299	\$79,082	\$79,873	\$80,671	\$81,478	\$82,293
MISCELLANEOUS	\$ 180,585	\$182,391	\$184,215	\$186,057	\$187,917	\$189,797	\$191,695	\$193,612	\$195,548	\$197,503
GROSS REVENUE -	\$ 14,479,941	\$ 14,848,812	\$ 15,222,143	\$ 15,599,936	\$ 15,982,191	\$ 16,368,909	\$ 16,525,213	\$ 16,681,603	\$ 16,838,078	\$ 16,994,639
DEPARTMENTAL EXPENSE: *										
ROOMS	\$ 3,190,556	\$ 3,277,623	\$ 3,365,824	\$ 3,455,160	\$ 3,545,630	\$ 3,637,234	\$ 3,675,521	\$ 3,713,807	\$ 3,752,094	\$ 3,790,381
FOOD & BEVERAGE	\$ 944,008	\$ 961,180	\$ 978,353	\$ 995,525	\$ 1,012,697	\$ 1,029,870	\$ 1,029,870	\$ 1,029,870	\$ 1,029,870	\$ 1,029,870
CONFERENCE CENTER	\$ 175,000	\$ 176,750	\$ 178,518	\$ 180,303	\$ 182,106	\$ 183,927	\$ 185,766	\$ 187,624	\$ 189,500	\$ 191,395
SPA/BEAUTY HEALTH	\$ 210,683	\$ 212,789	\$ 214,917	\$ 217,066	\$ 219,237	\$ 221,429	\$ 223,644	\$ 225,880	\$ 228,139	\$ 230,420
TELEPHONE	\$ 2,182	\$ 2,204	\$ 2,226	\$ 2,248	\$ 2,271	\$ 2,293	\$ 2,316	\$ 2,339	\$ 2,363	\$ 2,386
MISCELLANEOUS	\$ 126,410	\$ 127,674	\$ 128,950	\$ 130,240	\$ 131,542	\$ 132,858	\$ 134,186	\$ 135,528	\$ 136,883	\$ 138,252
TOTAL	\$ 4,648,838	\$ 4,758,220	\$ 4,868,788	\$ 4,980,542	\$ 5,093,483	\$ 5,207,611	\$ 5,251,303	\$ 5,295,049	\$ 5,338,849	\$ 5,382,705
<small>* Based upon U.S. Hotel Operating Statistics Study 2012 published by STR Global, London, England using % ratio to sales Full Service US Hotels</small>										
UNDISTRIBUTED OPERATING EXPENSE:										
GENERAL ADMIN	\$ 1,737,593	\$ 1,781,857	\$ 1,826,657	\$ 1,871,992	\$ 1,917,863	\$ 1,964,269	\$ 1,983,026	\$ 2,001,792	\$ 2,020,569	\$ 2,039,357
RESERVATION SYSTEM	\$ 551,880	\$ 564,987	\$ 578,248	\$ 591,661	\$ 605,228	\$ 618,949	\$ 625,464	\$ 631,979	\$ 638,495	\$ 645,010
MANAGEMENT	\$ 361,999	\$ 371,220	\$ 380,554	\$ 389,998	\$ 399,555	\$ 409,223	\$ 413,130	\$ 417,040	\$ 420,952	\$ 424,866
ASSET MANAGER	\$ 217,199	\$ 222,732	\$ 228,332	\$ 233,999	\$ 239,733	\$ 245,534	\$ 247,878	\$ 250,224	\$ 252,571	\$ 254,920
MARKETING	\$ 1,013,596	\$ 1,039,417	\$ 1,065,550	\$ 1,091,995	\$ 1,118,753	\$ 1,145,824	\$ 1,156,765	\$ 1,167,712	\$ 1,178,665	\$ 1,189,625
OPERATIONS & MAINT.	\$ 477,838	\$ 490,011	\$ 502,331	\$ 514,798	\$ 527,412	\$ 540,174	\$ 545,332	\$ 550,493	\$ 555,657	\$ 560,823
ENERGY/UTILITIES	\$ 579,198	\$ 593,952	\$ 608,886	\$ 623,997	\$ 639,288	\$ 654,756	\$ 661,009	\$ 667,264	\$ 673,523	\$ 679,786
TOTAL	\$ 4,939,302	\$ 5,064,177	\$ 5,190,557	\$ 5,318,442	\$ 5,447,832	\$ 5,578,728	\$ 5,632,604	\$ 5,686,505	\$ 5,740,432	\$ 5,794,385
FIXED EXPENSES & RESERVES:										
REAL ESTATE TAXES	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695	\$ 761,695
INSURANCE	\$ 260,639	\$ 267,279	\$ 273,999	\$ 280,799	\$ 287,679	\$ 294,640	\$ 297,454	\$ 300,269	\$ 303,085	\$ 305,904
REPLACEMENT RESERVE	\$ 361,999	\$ 371,220	\$ 380,554	\$ 389,998	\$ 399,555	\$ 409,223	\$ 413,130	\$ 417,040	\$ 420,952	\$ 424,866
TOTAL	\$ 1,384,333	\$ 1,400,194	\$ 1,416,247	\$ 1,432,492	\$ 1,448,929	\$ 1,465,558	\$ 1,472,279	\$ 1,479,004	\$ 1,485,733	\$ 1,492,465
NET OPERATIONAL INCOME										
	\$ 3,507,468	\$ 3,626,220	\$ 3,746,551	\$ 3,868,460	\$ 3,991,946	\$ 4,117,011	\$ 4,169,028	\$ 4,221,045	\$ 4,273,064	\$ 4,325,085
PRIMARY FINANCING \$ 48,915,000.0 *										
SECONDARY FINANCING \$ 10,000,000.0 *										
EQUITY CONTRIBUTION \$ 3,044,000.0										
CAPITAL LOANS \$ 3,261,000.0 *										
TOTAL PROJECT COST \$ 65,220,000.0										
<small>* NJEDA Bonding/Bank Financing 4.2% @/ Term 10 years @ 35 Year Amortization *</small>										
<small>* Equity Capital Financing 7.5% @/Term 10 years @ 25 Year Amortization</small>										
<small>DEVELOPER CASH CONTRIBUTION</small>										
<small>* New Jersey Environmental Trust Fund Financing 2.0% @/Term 10 years @10 year amortization *</small>										
<small>* NOT VERIFIED WITH FUNDING SOURCES FOR DISCUSSION ONLY</small>										
DEBT SERVICE:										
PRIMARY DEBT SERVICE	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425	\$ 2,098,425
SECONDARY DEBT SERVICE	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789	\$ 886,789
CAPITAL DEBT SERVICE	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372	\$351,372
TOTAL DEBT SERVICE	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587	\$ 3,336,587
NET ANNUAL PROFIT *	\$ 170,881	\$ 289,633	\$ 409,964	\$ 531,873	\$ 655,359	\$ 780,424	\$ 832,441	\$ 884,458	\$ 936,477	\$ 988,498
AFTER DEBT SERVICE	<small>* Note \$420,000 for Developer Profit at construction not included in above</small>									
CASH ON CASH	5.61%	9.51%	13.47%	17.47%	21.53%	25.64%	27.35%	29.06%	30.76%	32.47%
\$3,044,000 CAPITAL INVESTMENT										
3 YEAR INVESTMENT ASSUMPTION										
	YEAR 1	YEAR 2	YEAR 3							
10 Year Average Return	21.29%	(\$520,000)	(\$524,000)	(\$2,000,000)	\$170,881	\$ 289,633	\$ 409,964	\$ 531,873	\$ 655,359	
IRR	16%									

Room Extended Stay Hotel Proforma

	11	12	13	14	15	YR/1	YR/10
	50.0%	50.0%	50.0%	50.0%	50.0%	45.0%	50.0%
	85.0%	85.0%	85.0%	85.0%	85.0%	80.0%	85.0%
	100.0	100.0	100.0	100.0	100.0	90.0	100.0
	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 110.55	\$ 120.00
	218.9	218.9	218.9	218.9	218.9	200.65	220
	\$9,307,500	\$9,307,500	\$9,307,500	\$9,307,500	\$9,307,500	\$7,884,000	\$9,307,500
	\$5,475,000	\$5,475,000	\$5,475,000	\$5,475,000	\$5,475,000	\$4,434,750	\$5,475,000
	\$1,477,575	\$1,477,575	\$1,477,575	\$1,477,575	\$1,477,575	\$1,354,388	\$1,485,000
	\$276,156	\$278,917	\$281,706	\$284,523	\$287,369	\$250,000	\$287,369
	\$332,464	\$335,788	\$339,146	\$342,538	\$345,963	\$300,975	\$345,963
	\$83,116	\$83,947	\$84,787	\$85,634	\$86,491	\$75,244	\$86,491
	\$199,478	\$201,473	\$203,488	\$205,523	\$207,578	\$180,585	\$207,578
	\$17,151,288	\$17,160,200	\$17,169,202	\$17,178,293	\$17,187,475	100.0%	100.0%
	\$3,828,668	\$3,828,668	\$3,828,668	\$3,828,668	\$3,828,668	25.9% of gross sales (includes all departmental expenses including payroll and cost of goods	
	\$1,029,870	\$1,029,870	\$1,029,870	\$1,029,870	\$1,029,870	69.7% of gross sales (includes all departmental expenses including payroll and cost of goods	
	\$193,309	\$195,242	\$197,194	\$199,166	\$201,158	70% of gross sales (includes all departmental expenses including payroll and cost of goods	
	\$232,725	\$235,052	\$237,402	\$239,776	\$242,174	70% of gross sales (includes all departmental expenses including payroll and cost of goods	
	\$2,410	\$2,434	\$2,459	\$2,483	\$2,508	3% of gross sales	
	\$139,635	\$141,031	\$142,441	\$143,866	\$145,304	70% of gross sales	
	5,426,616	5,432,297	5,438,034	5,443,829	5,449,682		
	\$2,058,155	\$2,059,224	\$2,060,304	\$2,061,395	\$2,062,497	12.0% Percent of gross revenues	
	\$651,525	\$651,525	\$651,525	\$651,525	\$651,525	7.0% Percent of room revenues	
	\$428,782	\$429,005	\$429,230	\$429,457	\$429,687	2.5% Percent of gross revenues	
	\$257,269	\$257,403	\$257,538	\$257,674	\$257,812	1.5% Percent of gross revenues	
	\$1,200,590	\$1,201,214	\$1,201,844	\$1,202,481	\$1,203,123	7.0% Percent of gross revenues	
	\$565,993	\$566,287	\$566,584	\$566,884	\$567,187	3.3% Percent of gross revenues	
	\$686,052	\$686,408	\$686,768	\$687,132	\$687,499	4.0% Percent of gross revenues	
	\$5,848,365	\$5,851,066	\$5,853,793	\$5,856,548	\$5,859,330		
	\$761,695	\$761,695	\$761,695	\$761,695	\$761,695	*See calculation below	
	\$308,723	\$308,884	\$309,046	\$309,209	\$309,375	1.8% Percent of gross revenue	
	\$428,782	\$429,005	\$429,230	\$429,457	\$429,687	2.5% Percent of gross revenue	
	\$1,499,201	\$1,499,584	\$1,499,971	\$1,500,362	\$1,500,757		
	\$4,377,107	\$4,377,254	\$4,377,404	\$4,377,554	\$4,377,706		
						FINANCING AMORTIZATION AND PAYMENTS ASSUMPTIONS	
						Principle	\$48,915,000
						Interest Rate	2.50%
						Term (years)	35
						Payment	\$174,868.78 Monthly \$2,098,425.42 Annually
						Principle	\$10,000,000
						Interest Rate	7.50%
						Term (years)	25
						Payment	\$73,899.12 Monthly \$886,789.41 Annually
						Principle	\$3,261,000
						Interest Rate	2%
						Term (years)	10
						Payment	\$29,281.01 Monthly \$351,372.10 Annually
						JACKSON TOWNSHIP PROPERTY TAX RATE CALCULATION	
						Assuming a \$ 42,850,000 value	
	\$780,424	\$832,441	\$884,458	\$936,477	\$988,498	\$1,040,520	\$1,040,667 \$1,040,817 \$1,040,967 \$1,041,120

SITE SELECTION

Hotel Site Selection

Local Planning Services reviewed several possible hotel locations on potentially available properties both within Six Flag's border and outside. Due to its proximity to the Six Flags Park entrance and Six Flags Water Park, Block 3101, Lot 11 was chosen as a prime hotel location. **Please note that these site selections are only recommendations and do not verify that any of these sites are available for purchase or lease. Individual agreements must be pursued with the respective property owners.**



Design Application Site:

Block: 3101 Lot: 11

Location:

Located within Six Flags Great Adventure on County Route 537. This site is located directly to the west of the Park's main entrance.

Access:

The property has frontage on and direct access to County Route 537 and is just 1 mile from Exit 16A on Interstate Route I95.

Acreage:

Approximately 23.46 acres, including an obsolete gas station and three detention basins located in the southeast of the property.



Owner:

*Six Flags Great Adventure Inc.
1 Six Flags Blvd.
Jackson, New Jersey 08527*

*President: John Fitzgerald
Phone: 732-928-2000*

Zoning & Land Use:

Zone: CR-1
Permitted Uses: Hotels with a minimum of 30 rooms
Commercial Retail
Restaurants
Parking Requirements: 1 parking space per room: Hotel
1 parking space per 1,000 sq. ft.: Commercial Retail
1 parking space per 50 sq. ft.: Restaurant

Wetlands: There are no wetlands or wetland buffers located on the site. Property has current wetland delineation from NJDEP.

Streams: There are no streams or stream buffers located on the site.

Flood Hazards: The property is not in a flood prone area.

Steep Slopes: There are no steep slopes located on the site.

Availability of Infrastructure:

Sewer: This property is in a NJ DEP approved sewer service area. It is serviced by the Jackson Township Municipal Utilities Authority (JTMUA) Sewer Collections System force main which has a 1 million gallon per day available capacity. The JTMUA pumps to the Ocean County Utility Authority. Six Flags has its own on-site pump station for wastewater to the JTMUA force main and this project site would tie into this pump station. The pump station has a rated capacity of 1.8 mgd and there is adequate capacity to accommodate a 600 room hotel and 30,000 square foot entertainment center. The JTMUA stated that the sewage pump station will eventually need to be replaced. This is due to age not capacity and should be reviewed with Six Flags Great Adventure Management regarding cost allocation.

Contact: Bill Allman
Jackson Township Municipal Utilities Authority
135 Manhattan Street, Jackson, NJ 08527
Phone: 732-928-2222
Fax: 732-928-5171

Water: Six Flags Great Adventure has a water supply system with a treatment plant which can supply up to 1.44 Million Gallons per Day (MGPD) and has adequate capacity to supply this project. There could be treatment upgrades required to meet peak demand.

Contact: Six Flags Great Adventure Inc.
1 Six Flags Blvd.
Jackson, New Jersey 08527
President: John Fitzgerald
Phone: 732-928-2000

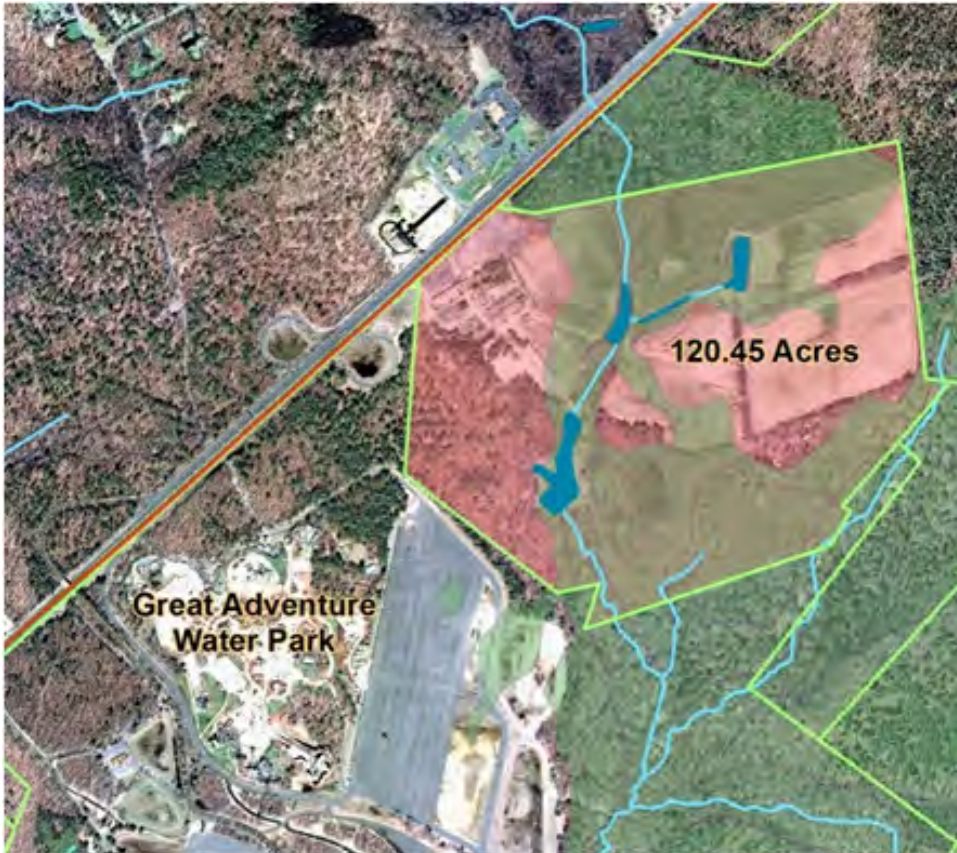
Electric: Jersey Central Power and Light (JCPL)

Contact: JCPL
P.O. Box 816, Farmingdale NJ 07727
Phone: 1-800-662-3115

SITE SELECTION

Alternate Site #1:

Block: 3001 Lot: 1



Location:

Located outside Six Flag's property directly to the east of the Park's main entrance. This site is outside the boundaries of the park but contiguous to the property.

Access:

The property has frontage and direct access to County Route 537. It is less than one mile from Exit 16A on Interstate Route I95.

Acreage:

Approximately 120.45 acres. Approximately 56.21 acres do not have environmental constraints. However, wetlands and a creek bisect the property making it difficult to get to the back of the property. Approximately 27.85 acres of the property does not have constraints and frontage along County Route 537.

Owner: *Deer Trail Farms, LLC*
Contact: *Vinciguerra, Anthony & Mary A*
569 Monmouth Road
Cream Ridge, NJ
Phone: 732-928-3820

Zoning & Land Use: Jackson Township's zoning map indicates that the parcel is zoned Highway Commercial (HC). Hotels or motels are a conditional use in the HC zone.

Zone: HC
Permitted Uses: Hotels as Conditional Use
Commercial Retail
Restaurants
Parking Requirements: 1 parking space per room: Hotel
1 parking space per 1,000 sq. ft.: Commercial Retail
1 parking space per 50 sq. ft.: Restaurant

Wetlands: There are approximately 64.24 acres of wetlands located on the property. Property has current wetland delineation from NJDEP.

Streams: The Lahaway Creek bisects the property

Flood Hazards: The property is not in a flood prone area.

Steep Slopes: There are no steep slopes located on the site.

Availability of Infrastructure:

The site is partially in the proposed sewer service area. The parcel has a conceptual approval from Six Flags and the Jackson Township Municipal Utilities Authority and a no flow Treatment Works Approval from the New Jersey Department of Environmental Protection to connect to Six Flag's pump station location at Hurricane Harbor.

SITE SELECTION

Alternate Site #2:

Block: 2101 Lots: 16 & 17



Location:

Located outside Six Flag's property approximately 6.5 miles east from the Park's main entrance.

Access:

The property has frontage and has direct access to County Route 526.

Acreage:

Approximately 38.76 acres combined, of which 29.92 is developable.

Owner/Contact: *Flaum Associates
400 Andrews St., Suite 500
Rochester, NY 14604
Phone: 585-546-4866*

Zoning & Land Use: Jackson Township's zoning map indicates that the parcel is zoned Highway Commercial (HC). Hotels or motels are a conditional use in the HC zone.

Zone: HC
Permitted Uses: Hotels as Conditional Use
Commercial Retail
Restaurants
Parking Requirements: 1 parking space per room: Hotel
1 parking space per 1,000 sq. ft.: Commercial Retail
1 parking space per 50 sq. ft.: Restaurant

Wetlands: There are approximately 2.34 acres of wetlands associated with the South Branch Metedeconk River.

Streams: There is a category 1 water body (South Branch Metedeconk River) located directly west of the property. Therefore, there is a 300 foot buffer associated with the water body on the property. Approximately 6.50 acres are in the 300 foot buffer.

Flood Hazards: The property is not in a flood prone area.

Steep Slopes: There are no steep slopes located on the site.

Availability of Infrastructure:

In the existing sewer service area and adequate water and sewer capacity adjacent to the property can be available immediately.

SITE SELECTION

Alternate Site #3 Location:

Commercial Portion:

Block: 4201 Lots: 2, 56, 57

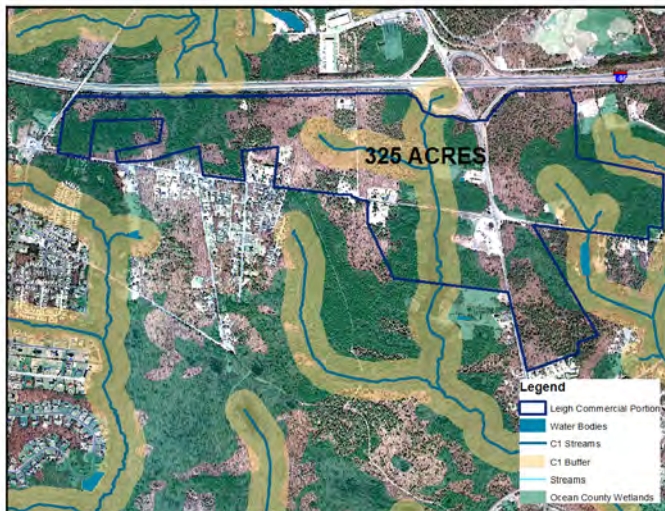
Block: 4301 Lot: 1

Block: 2301 Lots: 1, 2, 26, 28-30

Block: 2503 Lots: 8, 9

Block: 2402 Lots: 1, 4, 6-8

Block: 2403 Lots: 1-9, 12



Location:

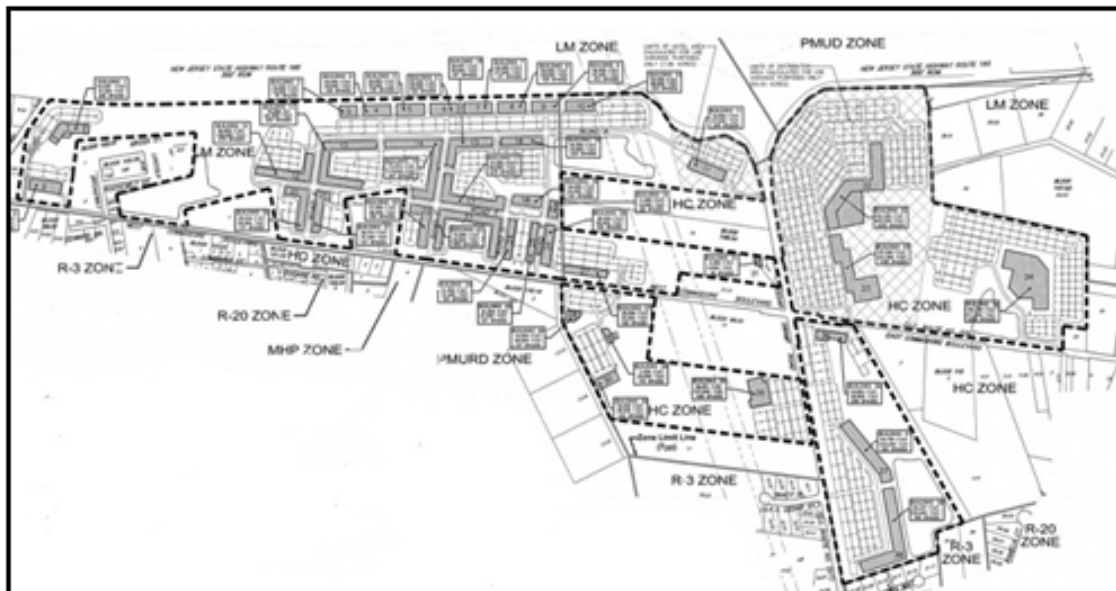
Located outside Six Flag's property approximately 4.25 miles east from the Park's main entrance.

Access:

The property has access to several smaller local roads and has frontage and direct access to Ocean County Route 638 and Interstate I-195.

Acreage:

Jackson Commons (Commercial)
Total Area: 325 ac.
Wetlands and Stream buffers: 59 acres
Area to be developed: 234 acres
Wetlands transition area: 21 acres
Undisturbed uplands area: 11 acres



Commercial Site Plan Concept Plan

Owner: *Leigh Realty Company
1451 Hwy 88, Suite 12
Brick, NJ 08723*

*Real Estate Contact
Leigh Realty Company
1451 Highway 88 West, Suite 1
Brick, NJ 08724
Phone: 732-458-1711*

Zoning & Land Use: Jackson Township's zoning map indicates the commercial portion of this parcel consists of both Highway Commercial (HC) and Light Industrial / Office/Manufacturing zones (LM)

Zone:	HC and LM
Permitted Uses:	Hotels as Conditional Use Commercial Retail Restaurants
Parking Requirements:	1 parking space per room: Hotel 1 parking space per 1,000 sq. ft.: Commercial Retail 1 parking space per 50 sq. ft.: Restaurant

Streams: There are two category 1 water bodies (South Branch Metedeconk River and Toms River UNT) located on the property. There are is a 300 foot buffers associated with the water bodies on the property.

Flood Hazards: The property is not in a flood prone area.

Steep Slopes: There are no steep slopes located on the site.

Availability of Infrastructure:

The property is currently in a sewer service area. Potable water supply being designed and developed by developer.

Contact Leigh Realty Company.

STATE INCENTIVES

State Agency Project Support Resources

NJ Economic Development Authority

The New Jersey Economic Development Authority supports business growth in New Jersey for businesses of all sizes, but small business has been a core focus.

Business sectors critical to the State's economy include:

- Women and minority-owned businesses
- Technology and life sciences
- Manufacturing
- Logistics, including warehousing, distribution and port operations
- Financial services
- Arts, culture, and tourism
- Retail

EDA provides low-interest financing through bonds, loan participations, loan guarantees and direct loans with a choice of variable or fixed interest rates. The EDA can provide longer repayment schedules than those offered by traditional lenders. Programs include:

Premier Lender Program:	Funding for fixed assets up to \$1,250,000
Tax Exempt Bond Program:	From \$500,000 to \$10 million
PNC Bank Loan Partnership:	For every one full time job created, \$50,000 is guaranteed by EDA.

Contact: Timothy Lizura (609) 858 6700

Business Action Center – NJ Department of State

New Jersey's Business Action Center Team will walk you through all of the state's incentive and financing programs available to your business. They identify the specific programs for which your business may be eligible and help locate the sources that best meet your needs. In addition, New Jersey's Business Action Center provides professional, coordinated services to help new and existing businesses navigate the State's regulatory processes.

Contact: Lloyd Oxford (609) 633 0984

NJ Department of Labor and Workforce Development

The Department of Labor's Division of Workforce Development provides a variety of services focused on developing current and future employees and helps to match job seekers with employers. These services include: Adult Basic Education, GED preparation and a One Stop Career Center.

Contact: Jeff Flatley (609) 984 4178

NJ Board of Public Utilities

New Jersey's Clean Energy Program (NJCEP), administered through the Office of Clean Energy, promotes energy efficiency programs and the development of clean, renewable sources of energy including solar, wind, geothermal, combined heat and power (CHP) and sustainable biomass. The goal of the OCE is to lower energy costs, reduce demand for electricity, emit fewer pollutants into the air and create jobs. Through its programs, the OCE offers education, outreach and financial incentives to residential, commercial businesses and industry, schools and governmental customers

Contact: Mary Beth Brenner (609) 292 1990

NJ Department of Transportation

The State Aid Program is one method by which the New Jersey Department of Transportation (NJDOT) can work with county and municipal governments to improve the efficiency and effectiveness of the state's transportation system. The Transportation Trust Fund (TTF) has provided the opportunity for State assistance to local governments for road, bridge, and other transportation projects.

Following are the State funded programs administered by the NJDOT Local Aid Division:

- Municipal Aid
- County Aid
- Centers of Place
- Local Aid Infrastructure Fund
- Bikeways
- Safe Streets to Transit
- Transit Village

In addition, *The State Aid Handbook* is a valuable resource about financing programs and projects.

Contact: David Kuhn (609) 530 2046

NJ Environmental Infrastructure Trust

The New Jersey Environmental Infrastructure Trust provides low-cost financing for the construction of environmental infrastructure projects that enhance and protect ground and surface water resources, ensure the safety of drinking water supplies, and make possible responsible and sustainable economic development.

Wastewater

Almost any project associated with sewage collection, treatment or disposal is eligible for financing, including correction of inflow/infiltration problems, sludge management and combined sewer overflow

Drinking Water

Eligibility applies to projects that address federal safe drinking water health standards. This includes replacement, source development and rehabilitation, treatment to comply with primary/secondary drinking water standards, storage to prevent contamination from entering the water system, and transmission lines/distribution systems to prevent contamination or to improve pressure to safe levels.

Stormwater

Eligible projects include construction, expansion or replacement of stormwater management systems, construction or expansion of basins, replacement of storm drains, and rehabilitation of tide gates and extension of outfall points.

Landfills

Aspects of sealing an old landfill or constructing a new cell in an active one relating to prevention, reduction or control of leachate, its storage and/or treatment are eligible for financing.

Brownfields

The cleanup of abandoned and contaminated industrial sites is eligible for financing if a local or county government assumes the responsibility for the loan. The program will finance the removal of contaminated soil, capping and stormwater controls.

Open Space Acquisition

Preserving open land that will contribute to maintaining or enhancing the quality of surface or ground water may be financed under the program.

Other Projects

The Trust funds other types of activities that relate to water quality and encourages borrowers to inquire about projects that do not fall under the above categories. Projects that provide a water quality benefit will be evaluated by the Trust and DEP who will determine financial eligibility.

Contact: Frank Scangarella (609) 219 8600

DESIGN ENVISIONING

Project Description

The results of the Jackson Township Economic Summit last year has lead to this effort to solicit overnight accommodations to the Township. The potential activities and program developed by the students at NJIT, College of Architecture and Design Studio included the following elements;

1. Overnight Accommodations - 600 rooms, 200 to be open all year round with Indoor Pool / Spa / Fitness Center / Business/Conference Center
- 2.. Retail / Entertainment Venue – inclusive of restaurants and retail shops with a main street feel to be open all year round for visitors to the park and the surrounding communities
3. Infrastructure - inclusive of transportation (shuttles, bus, trolleys, monorails, gondola, walkways, bridges, etc. to connect with the surrounding park facilities) and storm water management.

The primary programmatic criteria is the overnight accommodations, but the role of the project requires a vision of design to act as a catalyst for future development in the area. While the project site is located within the context of Six Flags Great Adventure, design proposals need to develop a unique identity that appeals not only to park visitors, but becomes a destination in and of itself for visitors year round.



Wild Safari
Six Flags Great Adventure



Rolling Thunder Rollercoaster,
Six Flags Great Adventure

Program Criteria & Analysis

Hotel: The primary consideration is a Resort Hotel that can provide 600 rooms with the ability to keep 200 rooms open all year round for Business Conferences and Events (i.e. Weddings, Anniversaries, Highschool Proms, etc.). Design proposals must consider the fact that 400 rooms may not be in use for a portion of the year and during that time the buildings must still look and feel active.

Retail / Entertainment Venue: This portion of the project provides a link to the park in sales of goods and more importantly a link to the surrounding communities. Restaurants can provide a place for daily park visitors to eat a meal at the end of the day prior to driving home. They can also become a destination to the immediate residents who currently have a lack of diverse options. Entertainment venues would provide a destination for park guests, hotel guests, and the local residents during park hours and after park hours.

Parking: The development of surface parking should be the primary means of providing parking for the project, although structured parking, if done correctly, can be an option. It is desirable to avoid “large expanses” of parking lot and try to locate smaller areas dedicated to various program activities.

Infrastructure: Storm water detention for the project will need to be addressed as an integral component of the site planning strategy. In doing so, it should be conceptualized as a positive feature for the project as opposed to the existing “ponds” that currently occupy the site as empty basins of underutilized space.

Project Site

One of the four potential sites presented in this report was selected as a prime site for design envisioning. The prime project site is located on a 15.05 acre parcel within the Six Flags Great Adventure property. It is bounded along the northwest edge by County Road 537. Within the proposed buildable area there are three storm water retention ponds along the southeast edge providing a buffer between the site and the existing parking lots. There is also an existing storage building located within the center portion of the site that can be removed.



Aerial View of Project Site

Design Proposals

The design proposals to follow have been grouped into three categories, Hotel Accommodations, Retail/Entertainment Venues, and Integrated Infrastructure. Each category indicates the primary program criteria that informed design decisions. Each project will address all the program elements, but were focused primarily on the development of program within their respective category, either hotel accommodations, retail/entertainment venues, or integration of infrastructure.

Each project will give a project description and a square footage summary for the design proposal. This will be accompanied by a brief summary of the design approach with plans, diagrams, and images that demonstrate the design principles within the project. As in any speculative design proposal each project seeks to act as a catalyst of ideas for future development.

HOTEL ACCOMMODATIONS

Project Description

This design approach utilizes the Resort Hotel as the visual and programmatic focal point on the site. The Hotel is located adjacent to the Six Flags Park entrance the design proposal consisting of two elevated bar buildings. The sleeping rooms are elevated above the hotel amenities program that is scattered throughout the ground levels. The Retail / Entertainment venues are distributed along a path that provides guests a journey from the Resort Hotel to the Six Flags Parks through a constructed wetland. Parking is a combination of surface and structured parking at the northwest portion of the site for the overnight accommodations and localized surface parking for the daily visitor whose destination is the retail and entertainment venues.

600 Room Hotel

Sleeping Room 375 sq ft per room 225,000 sq ft
 (20% Circulation) 45,000 sq ft

Retail / Entertainment

Restaurants 9,000 sq ft
 Nightclubs 10,000 sq ft
 Retail Shops 7,000 sq ft

Hotel Amenities 30,000 sq ft

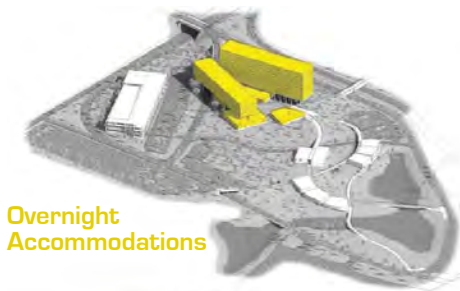
- Fitness Center
- Business / Conference Center
- Banquet Hall
- Pool (Indoor)

Total Sq Ft

Retail / Entertainment Total: 26,000 sq ft
 Hotel Total: 300,000 sq ft

Parking Provided: 826 spaces





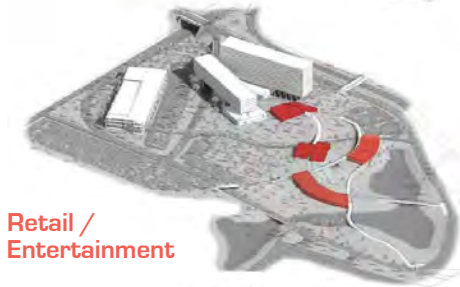
Overnight Accommodations



Path at Retail / Entertainment



Approach to Hotel from Parks



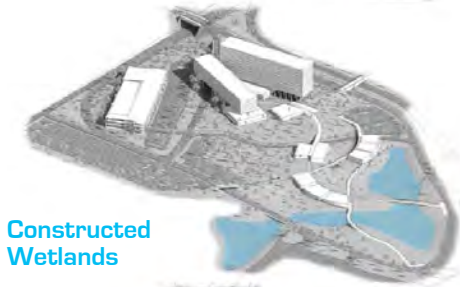
Retail / Entertainment



Path to Six Flags Parks



Vehicular arrival below Resort Hotel



Constructed Wetlands



Structured / Surface Parking



HOTEL ACCOMMODATIONS

Project Description

This design proposal creates a dense interconnected weaving of program, both vertically and horizontally. The program is located within the northeast corner of the site to give it high visibility upon entering the Six Flags Park. A strategy of weaving three curvilinear bars of program allows the formation of distinct and unique destinations within the project. It also allows for several differentiated journeys and experiences to occur for the user. These consist of the Spa / Fitness Center, Business / Conference Center, Main Street Retail / Entertainment Venues, the Pool and Outdoor Theatre / Music Venue.

600 Room Hotel

Sleeping Room 375 sq ft per room 225,000 sq ft
 (20% Circulation) 45,000 sq ft

Retail / Entertainment

Restaurants 10,000 sq ft
 Retail Shops 10,000 sq ft

Hotel Amenities

43,000 sq ft

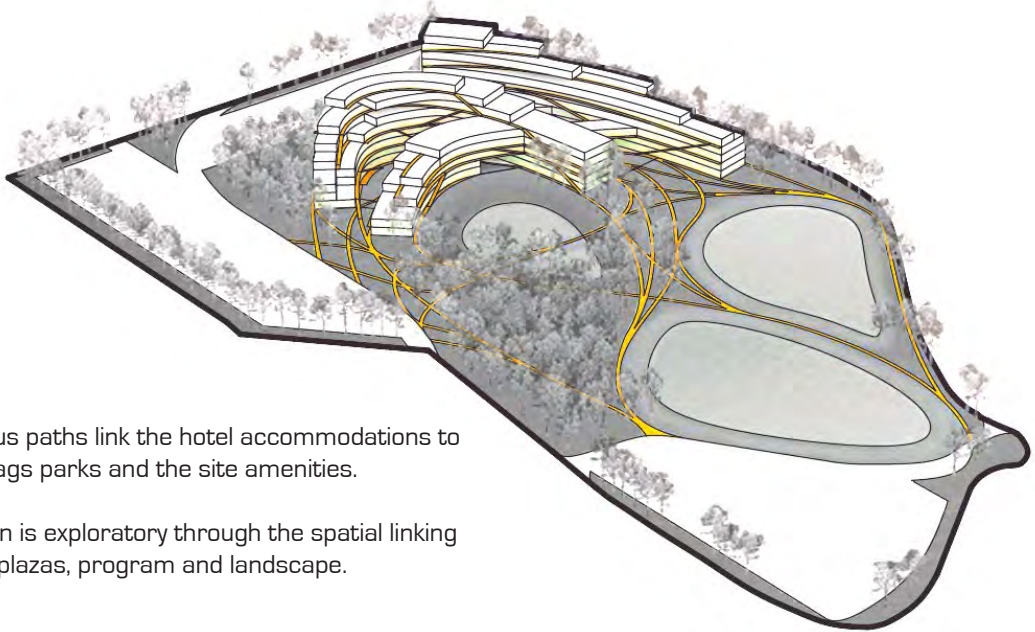
- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall
- Pool (Indoor)

Total Sq Ft

Retail / Entertainment Total: 20,000 sq ft
 Hotel Total: 313,000 sq ft

Parking Provided: 800 spaces





Continuous paths link the hotel accommodations to the Six Flags parks and the site amenities.

Circulation is exploratory through the spatial linking of paths, plazas, program and landscape.



HOTEL ACCOMMODATIONS

Project Description

This project approach takes the resort hotel program and redistributes it into a “campus-like” setting located within the wooded portion of the site. By separating the hotel amenities from the sleeping rooms the amenities become distinct destinations within the project to be utilized by overnight guests and day visitors. Each program has been enhanced to provide destinations within the site and provide programmatic and visual landmarks for all visitors to the park.

600 Room Hotel

Sleeping Room	375 sq ft per room (20% Circulation)	225,000 sq ft 45,000 sq ft
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Retail / Entertainment

Restaurants	10,000 sq ft
Retail Shops	10,000 sq ft

Hotel Amenities

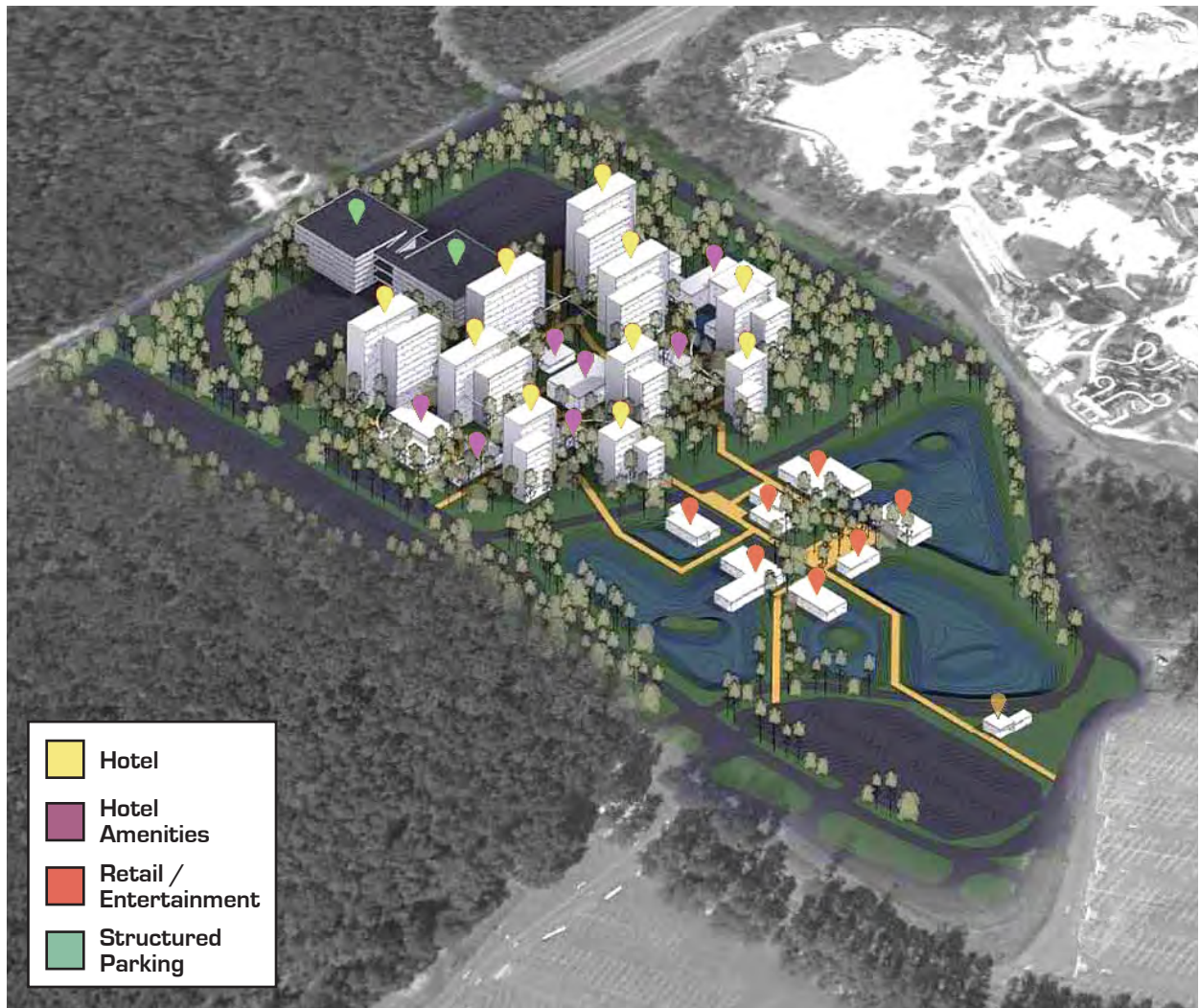
34,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Total Sq Ft

Retail / Entertainment Total: 20,000 sq ft
Hotel Total: 313,000 sq ft

Parking Provided: 800 spaces





RETAIL / ENTERTAINMENT VENUES

Project Description

This project focuses on the retail and entertainment venues as primary destinations within the project site. Distributing the retail and entertainment venues alongside a proposed water walk provides each retail and entertainment building with a unique relationship to the site, and in doing creates an individual identity for each. The site strategy positions the Resort Hotel at the northern property line giving high visibility and easy access to overnight guests from the main road. A series of proposed water features weave throughout the site providing opportunities for storm water management to act as a visual site feature. Designated parking is similarly woven throughout the site to provide easy access for services and visitors.

600 Room Hotel

Sleeping Room 375 sq ft per room 225,000 sq ft
 (20% Circulation) 45,000 sq ft

Hotel Amenities

30,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Retail / Entertainment

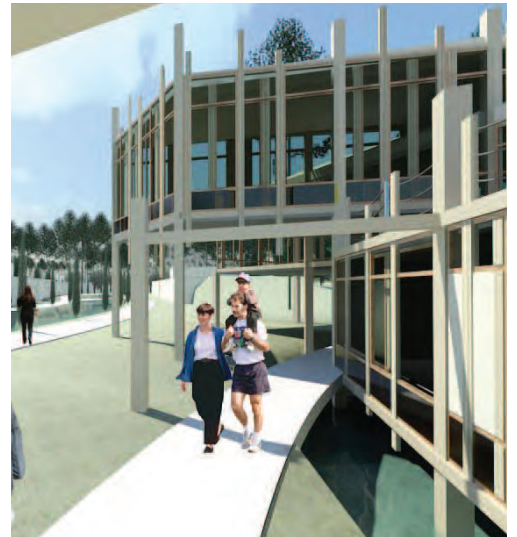
Bars & Cafes 14,000 sq ft
 Retail Shops 10,000 sq ft

Total Sq Ft

Retail / Entertainment Total: 24,000 sq ft
 Hotel Total: 300,000 sq ft

Parking Provided: 825 spaces





RETAIL / ENTERTAINMENT VENUES

Project Description

Similar to the previous project the retail and entertainment venues act as primary destinations within the site. The site strategy distributes program alongside a centrally located water walk that terminates at the southern end of the site as a large water feature. The Resort Hotel and all of the amenities are located in the northwest corner of the site adjacent to the park exit. A number of designated parking areas are scattered within the site amongst a series of pedestrian and vehicular paths that cross east to west over the central water feature giving visitors a variety a paths to take to the retail and entertainment establishments.

600 Room Hotel

Sleeping Room 350 sq ft per room 210,000 sq ft
 (20% Circulation) 42,000 sq ft

Hotel Amenities

25,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Retail / Entertainment

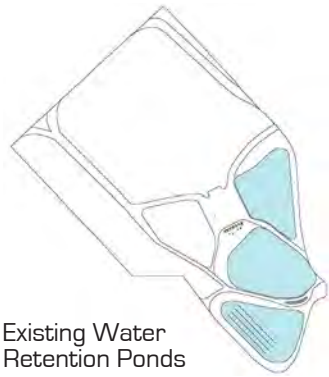
Bars & Cafes 10,000 sq ft
 Retail Shops 10,000 sq ft
 Nightclubs 7,000 sq ft

Total Sq Ft

Retail / Entertainment Total: 27,000 sq ft
 Hotel Total: 277,000 sq ft

Parking Provided: 807 spaces

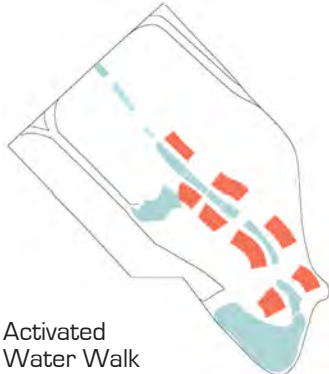




Existing Water Retention Ponds



New Water Retention System



Activated Water Walk



RETAIL / ENTERTAINMENT VENUES

Project Description

This design approach targets four different user groups and how each group would interact with the retail and entertainment venues. As a result, the site strategy located the retail and entertainment venues adjacent to a structured parking deck and two of the four proposed hotel structures. The result was twofold, 1) easy access for the daily visitor and overnight guests, by either car or foot, and 2) due to the dense, compact program an argument for a phased approach to site development and construction can be made without compromising the primary design criteria.

600 Room Hotel

Sleeping Room 350 sq ft per room 210,000 sq ft
 (20% Circulation) 42,000 sq ft

Hotel Amenities

30,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Retail / Entertainment

Restaurants 18,000 sq ft
 Retail Shops 14,000 sq ft

Total Sq Ft

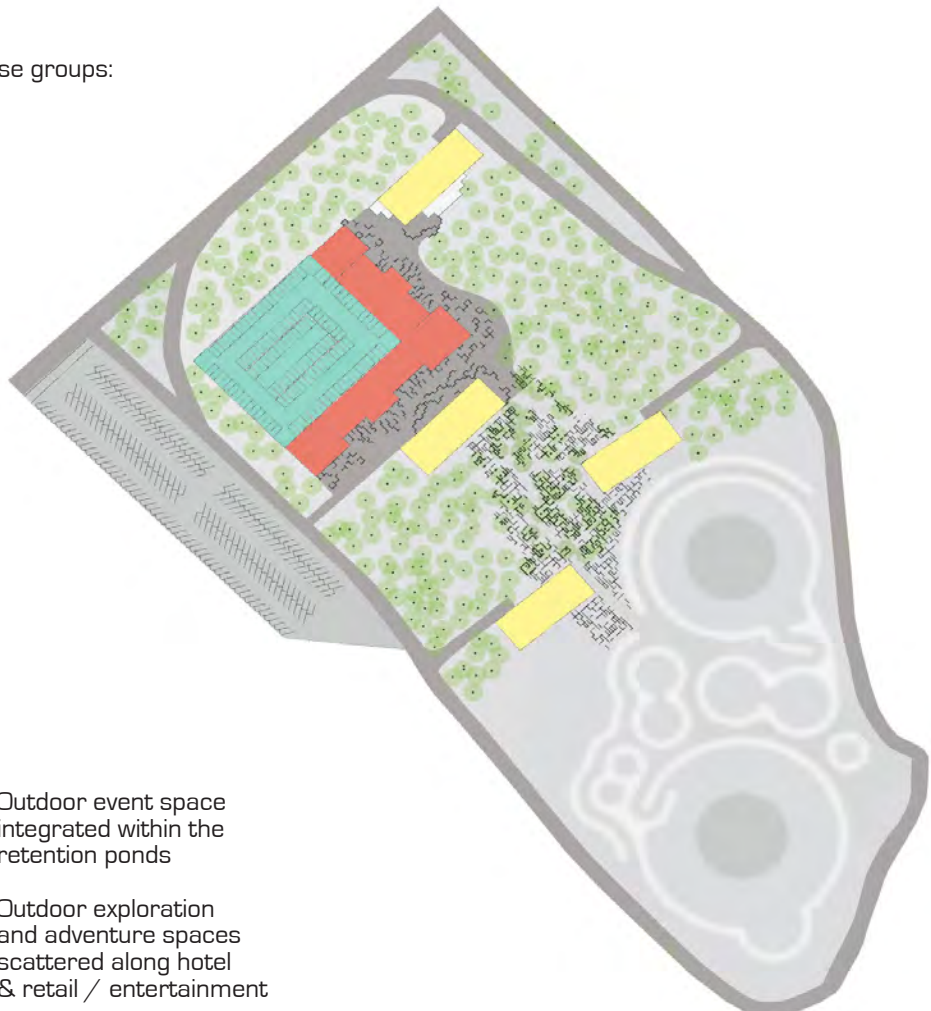
Retail / Entertainment Total: 32,000 sq ft
 Hotel Total: 282,000 sq ft




Parking Provided: 800 spaces
 surface parking: 225 / structured parking: 575

Program Detail

600 rooms targeted to 4 use groups:

- business group hotel:
150 rooms (year round)
- relaxation group hotel:
150 rooms (year round)
- event group hotel:
150 rooms (seasonal)
- family group hotel:
150 rooms (seasonal)



	Hotel
	Retail / Entertainment
	Structured Parking

Outdoor event space integrated within the retention ponds

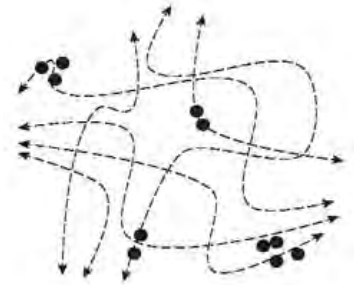
Outdoor exploration and adventure spaces scattered along hotel & retail / entertainment



PARK GROUP

Families and thrill seekers, traditional Six Flags customers

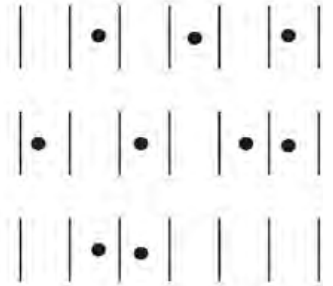
- impulsive
- fast
- adventurous



RELAXATION GROUP

Vacationers visiting spas and health centers, shoppers

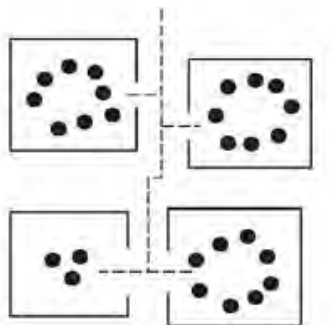
movement is individualized with long pauses, privacy and space are most important



BUSINESS GROUP

Professionals attending conferences, business meetings

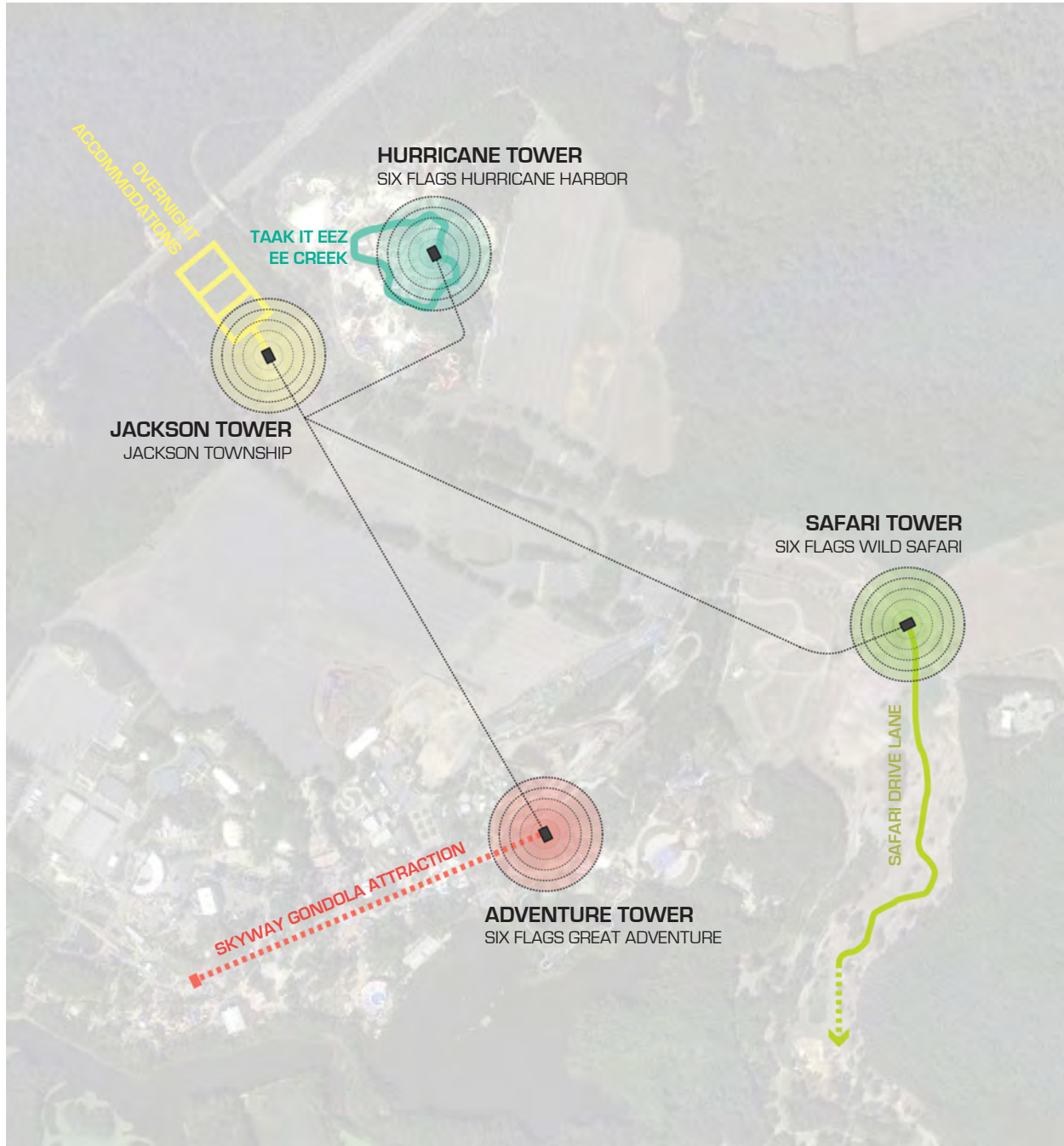
- exclusive
- purpose-driven
- focused movement



THE JACKSON TOWER: INTEGRATED INFRASTRUCTURE

This design proposes a series of four gondola transportation towers to interconnect the three major parks with the project site. Each Tower will be unique to the various parks they serve; Hurricane Tower, Safari Tower, Adventure Tower and the Jackson Tower, at the project site.

The Jackson Tower is not only the major transportation hub that will connect all the parks to the hotel, retail and entertainment venues, but will also create a visual and physical identity for the project.





The Jackson Tower

Instant access to the overnight accommodations
 Located at focal point of proposed site
 Activated vertical zones: Retail, Restaurant, Lounge
 Access to Retention Pond Attractions + Features
 Off-season use for Jackson Township

Adventure Tower - Six Flags Great Adventure

Instant access to Six Flags Great Adventure
 Located near existing Gondola attraction
 Thrill rides located atop the Tower
 - Bungee Jump
 - Elevator Thrill Drop
 Family rides at the base
 - Jumbo Ball Pit
 - Giant Jungle Gym



Safari Tower - Six Flags Wild Safari

Instant access to Six Flags Wild Safari
 Safari Shuttle located at base
 Wildlife Observation Decks + Learning Center
 - Bird's-eye view of wildlife
 Covered in vegetation as an integrated habitat
 Flora and fauna allows for immersive interaction



Hurricane Tower - Six Flags Hurricane Harbor

Instant access to Six Flags Hurricane Harbor
 Located above Taak It Eez Ee Creek
 Body Tube slides for instant access to ground
 Mist & spray walls for instant wetness

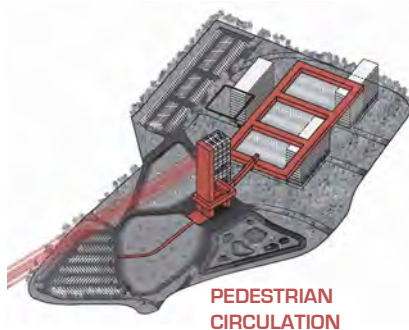


THE JACKSON TOWER: INTEGRATED INFRASTRUCTURE

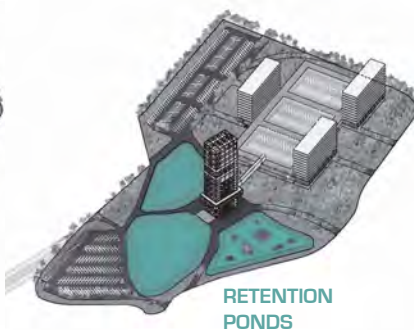
The project site is organized into two distinct zones;

Zone #1: has the overnight accommodations with accompanying conference center, spa, pool within the wooded northern section of the site

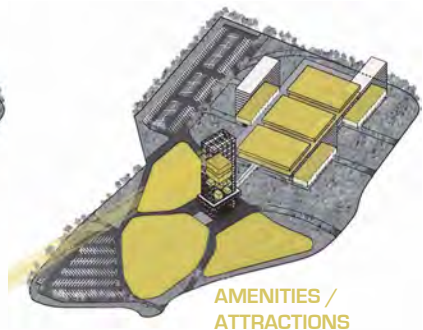
Zone#2: has the Jackson Tower with transportation, retail, and entertainment venues to the southern portion of the site. The storm water detention system is also located within this area designated for infrastructure that serves the subject property and other sections of the park.



PEDESTRIAN
CIRCULATION



RETENTION
PONDS



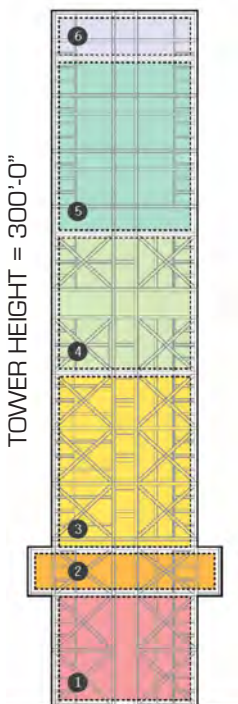
AMENITIES /
ATTRACTIONS



The Jackson Tower

The Jackson Tower is the primary transportation hub for the park. Buses, shuttles and gondola provide access to all the parks for day trippers or overnight guests staying at the hotel. In addition it is a vertical retail / entertainment facility.

The Tower is broken down into (6) different zones that provide varied levels of program for visitors to the park or visitors from the neighboring townships who want a unique shopping or dining experience like no other in the area. The Jackson Tower will provide views of the parks and the surrounding region making it a destination in and of itself.



GARDEN LEVEL
vegetable garden

GONDOLA LEVEL
access to adventure tower
access to safari tower
access to hurricane tower

RESTAURANT / BAR LEVEL
dining hall
kitchen
nightclub lounge

RETAIL LEVEL
six flags stall plug-ins
jackson township plug-ins

RING LEVEL
retention pond observation

BASE LEVEL
tower entry
vehicular drop-off station



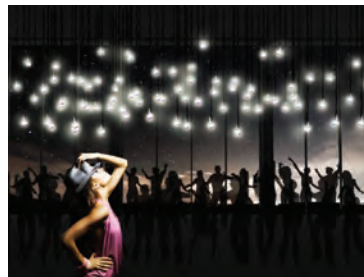
BASE LEVEL

- pedestrian entry
- vehicular terminal
- link to retention pond attractions



RESTAURANT LEVEL

- double height curtain wall for views of sunset and sky
- mezzanine level



LOUNGE / CLUB LEVEL

- double height curtain wall intensifies night sky
- lighting attracts outside visitors from the exterior



GONDOLA LEVEL

- constant motion & access to Six Flags parks
- height maximizes experience & views beyond of Jackson Township

INTEGRATED LANDSCAPE

Project Description

This design approach re-thinks the notion of the landscape as an active, integrated, dynamic field of water to give the site a new identity. Utilizing the issues of storm water management as a positive feature the site is transformed into a network of waterways and constructed wetlands. In doing so the project has added the program of an Environmental Center to serve as a research and educational resource for indigenous species,

The program is distributed throughout the landscape breaking the site into three distinct areas, the woodlands, the water walk, and constructed wetland. Parking is distributed along the perimeter keeping most vehicular traffic to the edges except to service the buildings, thus allowing pedestrians movement throughout the site unimpeded by vehicles.

600 Room Hotel

Sleeping Room 375 sq ft per room 225,000 sq ft
 (20% Circulation) 45,000 sq ft

Hotel Amenities

40,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Retail / Entertainment

Bars & Cafes 10,000 sq ft
 Retail Shops 10,000 sq ft

Total Sq Ft

Retail / Entertainment Total: 20,000 sq ft
 Hotel Total: 310,000 sq ft

Parking Provided: 801 spaces

Environmental Center: 5,000 sq ft





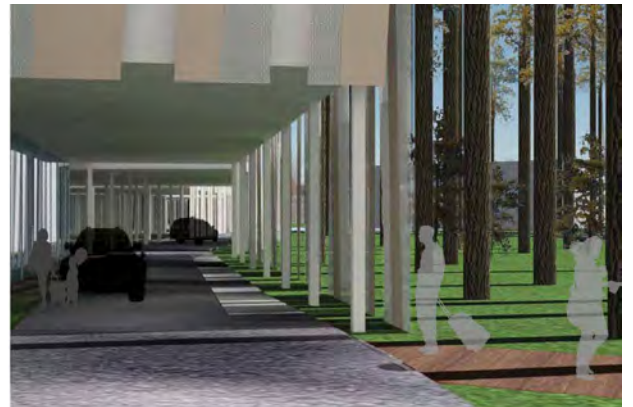
Overnight Accommodations



Pedestrian Circulation



Constructed Wetlands



ALTERNATIVE HOTEL ACCOMMODATIONS

Project Description

This design approach breaks down hotel accommodations into two types of structures. The first type a typical double loaded corridor with hotel amenities on the ground levels. This is accomplished by providing (3) principal structures in the northern portion of the site to accommodate the year round needs (200 persons). The second type provides smaller, clustered structures for the seasonal requirements (400 persons). The seasonal accommodations are dispersed throughout the woodlands and elevated off the landscape, almost tree house-like, to give guests a feeling of being within the pinelands. Similar to time shares these accommodations may be phased in development and construction based upon market conditions as all the primary overnight accommodations are met within the typical hotel typology. Retail and Entertainment venues are located in the southernmost portion of the site with designated parking. A constructed wetland provides a buffer for the overnight accommodations from the retail/entertainment areas with pedestrian pathways through the woodlands providing access for guests.

600 Room Hotel

Sleeping Room 400 sq ft per room 240,000 sq ft
 (20% Circulation) 48,000 sq ft

Hotel Amenities

30,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Retail / Entertainment

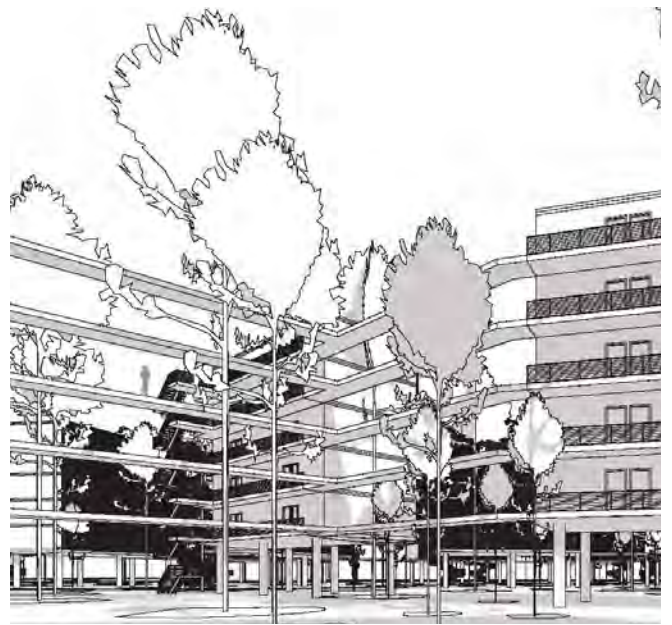
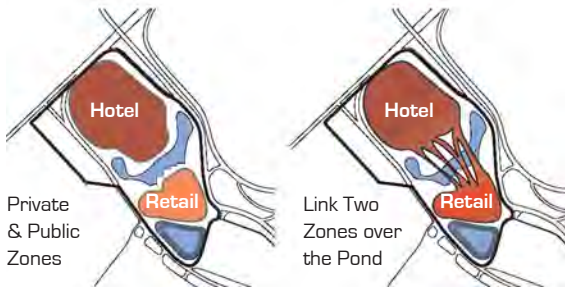
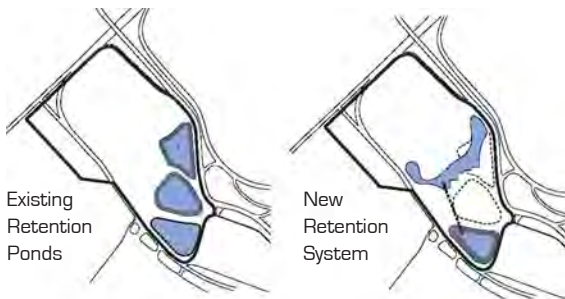
Bars & Cafes 10,000 sq ft
 Retail Shops 10,000 sq ft

Total Sq Ft

Retail / Entertainment Total: 20,000 sq ft
 Hotel Total: 318,000 sq ft

Parking Provided: 850 spaces





ALTERNATIVE RETAIL / ENTERTAINMENT VENUE

Project Description

This design is inspired by the New Jersey shore boardwalks located within coastal communities that provide a unique retail and entertainment experience adjacent to the Atlantic Ocean. Using a typical hotel building typology located at the north edge of the site a meandering boardwalk emerges, finding its way through the woodlands, terminating at a water feature in the southern end of the site. The boardwalk is elevated off the ground and varies in height from 20'-30'. Retail and entertainment venues with themed walls can plug in along the network as required. Each have the potential to provide a variety of unique relationships with the landscape around it.

600 Room Hotel

Sleeping Room 350 sq ft per room 210,000 sq ft
 (20% Circulation) 42,000 sq ft

Retail / Entertainment

Bars & Cafes 15,000 sq ft
 Retail Shops 15,000 sq ft

Hotel Amenities

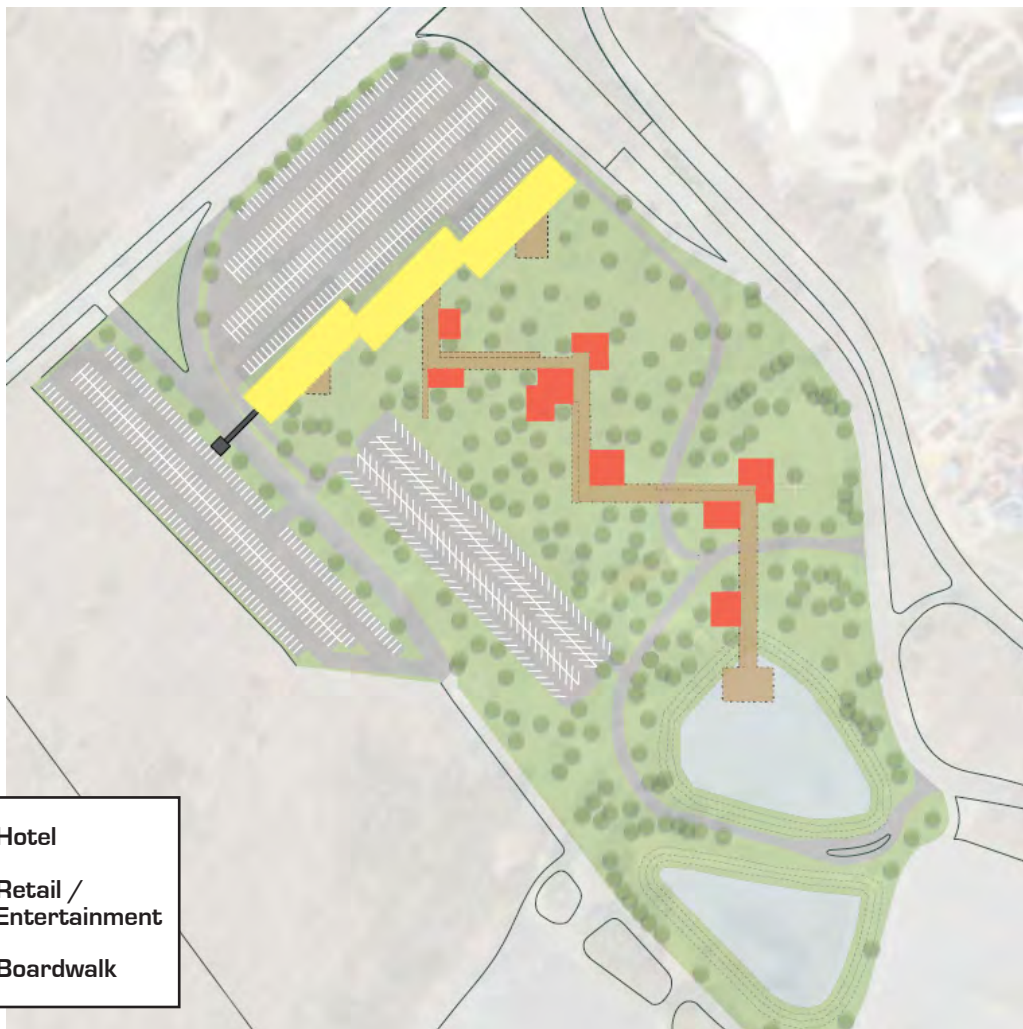
30,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Total Sq Ft

Retail / Entertainment Total: 30,000 sq ft
 Hotel Total: 282,000 sq ft

Parking Provided: 800 spaces





Recycle Wall



Water Wall



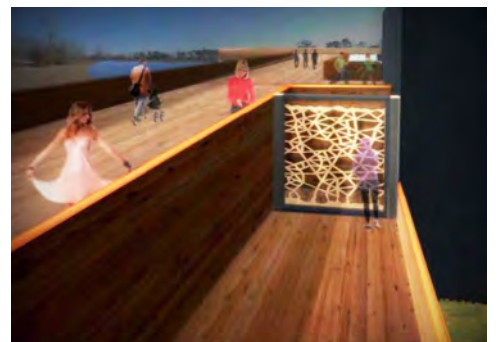
Sand Wall



Green Wall



Smoke Wall



ALTERNATIVE INTEGRATED LANDSCAPE

Project Description

This design speculates on the concept of a building being an integrated part of a larger system or network, in this case, the local environment or site. As a result, the project research required the expansion of the existing environmental ecologies. This resulted in two distinct physical landscapes with a series of varied ecological zones between them. The design proposal for the buildings work at the edges between the two zones (indicated in red areas on the site plan). In doing so, the architecture proposes a connective tissue of sorts between the two zones. The building must respond to both in an attempt to stitch the two together while adding value to each. Understanding how each zone operates allows the building form and program to aid in the enhancement of both ecologies.

600 Room Hotel

Sleeping Room	375 sq ft per room	225,000 sq ft
	(20% Circulation)	45,000 sq ft

Retail / Entertainment

Bars & Cafes	15,000 sq ft
Retail Shops	15,000 sq ft

Hotel Amenities

30,000 sq ft

- Spa
- Fitness Center
- Business / Conference Center
- Banquet Hall / Reception Hall
- Pool (Indoor)

Total Sq Ft

Retail / Entertainment Total: 30,000 sq ft
 Hotel Total: 300,000 sq ft

Parking Provided: 750 spaces

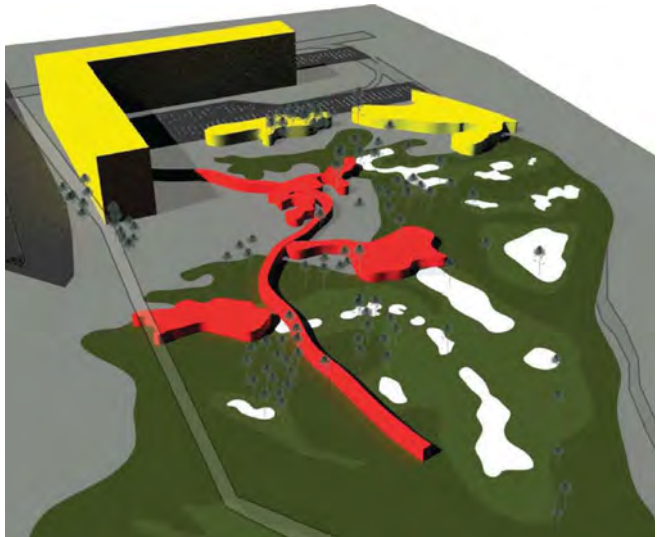




Wetlands Walk

The wetland walk is about the visual observation of vegetated wetlands and the wildlife which inhabit these areas. We have become aware that these ecosystems are responsible for a multitude of environmental and visual benefits:

- Provide fish and wildlife habitats
- Support complex food webs
- Absorb water to reduce flooding and damage from storms
- Trap sediments
- Provide erosion control
- Improve the quality of the water
- Replenish groundwater and help maintain flows in streams by releasing water during periods of dry weather.
- Provide open space & aesthetic value



Aquatic

Zone 1

Zone 2

Zone 1

Aquatic

Zone 1

Zone 2

Zone 1

Aquatic

