TOWNSHIP OF MAPLE SHADE

Master Plan Reexamination & Revisions
Determination of Need
Redevelopment Plan
1996

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I. MASTER PLAN REEXAMINATION

Introduction

The Municipal Land Use Law (MLUL), mandates a general reexamination of a municipality's Master Plan and Development Regulations as a minimum six-year cycle (NJSA 40:55D-89). The consequence of not pursuing this is a "rebuttable presumption that the municipal development regulations are no longer reasonable" (40:55D-89.2). It is advisable, therefore, for both practical and technical reasons that this task be pursued.

The MLUL cites specific requirements for a Reexamination Report. These guidelines do not necessarily impose the need to revise either the Master Plan or the Development Ordinances. The charge is to review all of the information in order to make that determination.

The Reexamination Report must consider the following topics, as specified in the statute:

a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.

b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.

c. The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.

d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

e. The recommendations of the planning board concerning the incorporation of redevelopment plans into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

This report will generally follow this outline with supplementary information and exhibits for special topics.

a. **The major problems and objectives relating to land development....**

The most recent reexamination report of the Township in 1988 found no need to change any of the assumptions, policies or objectives enunciated in the 1982 Comprehensive Master Plan. Thus, those 1982 statements may be repeated here and reevaluated in this report.

A. General Objectives

1. To maintain the development character and quality of the township and the sectors within the township.

2. To guide land development and location of community facilities in order to meet the needs of township residents.

3. To preserve and promote a balanced variety of residential, recreational, public, commercial, industrial and conservation land uses.

4. To safeguard the tax base, preserve economic balance, and provide for a continuing source of employment and tax ratables.

5. To assimilate future development within reasonable and manageable time periods in relation to utility and community facilities phasing.

6. To encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies.

7. To encourage the location and design of transportation routes which will promote the free flow of traffic while discouraging locations of such facilities and routes which result in congestion.

8. To promote a desirable visual environment through creative development techniques and good civic design and arrangements.

9. To increase the energy efficiency of existing structures and transportation system, and to ensure future energy efficient development.

10. To guide the appropriate use or development of all land in a manner which will promote the public health, safety, morals, and general welfare.

B. Community Facilities and Recreation Plan

1. Continue to plan and budget for effective governmental, police, fire protection, educational, police, fire protection, township maintenance, sewerage and water needs.

2. Provide land use districts adequate in area and location to meet the community needs for goods and services, spiritual and intellectual enrichment as well as recreation.

3. Encourage county mental health services capable of providing needed assistance to Maple Shade township and county residents.

4. Seek federal and state funding to expand present public parkland, both active and passive.

5. Monitor community recreational needs by locational demands based on population densities and age groups.

6. Encourage civil organizations and clubs in their endeavor to better the community through cooperation and sharing.

C. Land Use Plan

Note: A set of minor zoning changes were adopted in 1989 as a result of the last reexamination report. No land use categories underwent major revision nor were there any districts created or eliminated.

D. Housing Plan

1. Maintain the quality of existing services to residential areas.

2. Continue programs of inspection and code enforcement.

E. Education Plan

1. Closely monitor population shifts in the school age group.

2. Continue to maintain a modern education curriculum.

F. Circulation Plan

1. Continue the coordinated Capital Improvement Program for circulation network maintenance.

2. Continue to regulate the quality of roadside environment.

3. Discourage non-local traffic in residential neighborhoods.

4. Encourage the availability of modern bus service to residents and patrons of major commercial areas.

5. Develop a bikeway system.

G. Utility Service Plan

1. Determine the long term adequacy of the 1.25 million gallon water storage capacity to service the township at full capacity.

2. Provide adequate sanitary sewer service to all present an future township residents.

3. Control storm drainage effectively in a program to alleviate flooding problems.

4. Development in flood plan areas should continue to be regulated.

H. Conservation Plan

1. Preserve the ecological, and scenic resources of the township by providing a continuous network of open space along creeks, restricting development in environmentally sensitive areas, and by limiting environmental degradation due to noise and pollution.

I. Energy Conservation Plan

1. Land use and housing

a. Encourage development of parcels left vacant during previous development to permit further use of existing infrastructure.

b. Prepare a proposed land use plan which permits more intensive use of downtown areas effected by commercial development pressures, to generate additional demand for public transportation in existing service areas.

c. Encourage the use of transportation modes other than cars.

d. Maximize the energy conservation of the natural environment.

e. Encourage energy audits of existing residential and non-residential buildings throughout the township.

f. Educate township residents of energy saving methods employable in homes and buildings.

2. Transportation

a. Increase auto efficiency by improving traffic flow.

b. Encourage the use of more efficient transportation modes.

c. Establish designated parking areas for resident car pool meeting locations, and encourage local industry to establish van pools.

d. Examine methods of pavement recycling as part of the Township Road Program.

e. Educate the township residents of energy and cost savings methods related to personal travel.

3. Utility Service and Community Facilities

a. Proposed capital improvements should first be analyzed for energy efficiency.

b. An energy audit should be obtained for all existing township facilities in order to evaluate alternates for energy and cost savings.

c. Operating energy required by non-building municipal improvements should be determined and methods to reduce consumption should be instituted.

b. **The extent to which the above problem or objectives have been reduced or have increased.....**

The last several years have been a period of contrast and transition, from the frenetic development activities of the late 1980's to the recession that quickly followed. The very structure of our economy is changing in ways that were unpredictable 20 years ago and not clearly defined even six years ago during the last planning review. The extraordinary impact of electronic communication, corporate restructuring , and demographic trends to name a few all affect the way we work, shop, play and interact with each other in pursuit of those activities.

One result of these shifts has been a reevaluation and appreciation of the values and characteristics of a previous social and cultural period in urban development. The State Development and Redevelopment Plan, approved in 1992, has as its cornerstone "Communities of Place". These are defined as having a number of characteristics.

- They are distinct from their environs; and
- Evolved and were maintained at a comfortable, attractive development scale;
- They have an accessible central core of commercial and community services; and
- Recognizable natural and built landmarks that provide a sense of place and orientation;
- They are dynamic, diverse, compact and efficient (SDRP, p.iii)

There are very few locales that fit this prescription better than the Township of Maple Shade. Indeed, the township is included as an existing Town in the State Plan, one of the major "centers" identified as "a traditional center of commerce with a higher level of investment in public facilities and services....and a core of commercial services. Towns contain several neighborhoods that together provide a highly diverse housing stock in terms of types and price levels." " (SDRP, p.95)

Thus, in many ways Maple Shade is precisely the type of community that State policy supports, encourages and praises.

These SDRP principles are part of a broader positive reevaluation of places like Maple Shade. The social values that are embodied and energized by an environment like that found in the Township are the basic building blocks of a healthy, productive society.

This shift in perspective is important to the future of Maple Shade as it provides both a theoretical and practical basis for the revitalization of the Township.

An examination must also be made of what data may exist which indicates changes in the context of the Township. In this reexamination report, the results of the 1990 census of Population and Housing are the major source of these potential impacts.

An understanding of current and past population trends are a necessary component to the planning process. Increases or decreases in the total population or changes in the age of the population can have a direct impact on demands for public services. This section will provide an analysis of these trends and the implications of these trends for the Township of Maple Shade.

POPULATION ANALYSIS

The 1990 Census revealed a population of 19,211 people residing in the Township of Maple Shade. Table I illustrates the population trends from 1960 to 1990.

TABLE I

	MAPLE SHADE			BURLINGTON COUNTY			NEW JERSEY		
Year	Population	Change from Previous Decade		Population	Change from Previous Decade		Population	Change from Previous Decade	
		Increase	%		Increase	%		Increase	%
1960	12,947	n/a	n/a		n/a	n/a	6,060,782	n/a	n/a
1970	16,424	3,477	27%	295,023			7,168,164	1,107,382	18%
1980	20,525	4,101	25%	346,326	51,303	17%	7,364,823	196,659	3%
1990	19,211	1,314	-6%	395,066	48,740	14%	7,730,188	365,365	5%

Source: U.S. Bureau of the Census
1990 Census of Population and Housing

As with much of the Delaware Valley, Maple Shade underwent significant growth during the years immediately after World War II. This growth is evidenced by the population growth rate from 1960 to 1980 of 25 percent or greater. A large part of this population increase was from the significant number of multifamily dwelling units constructed in the 1960 to 1980 period. More recently the population the decade of 1980 to 1990 has declined 6 percent to 19,211 persons. By contrast, the population in Burlington County increased 14 percent to 396,066 persons and the State of New Jersey increased 5 percent to 7,730,188 persons in the same 1980 to 1990 period. This decline in the population of Maple Shade appears to be due to the normal life cycle of families where children have grown up and moved away to college, for employment or to be an independent household.

AGE COHORTS

The overall decline in the population of the Maple Shade population is a result in the continuation of the decline of schoolage children. This trend surfaced in the 1980 Census and has continued with the 1990 Census as shown in TABLE II and has been compounded by a decline in average household size to 2.23 persons per household which is below both Burlington County with 2.79 persons per household and the State with 2.70 persons per household. These trends, the decline in the proportion of children and in the size of families are common throughout the United States and by most accounts they will continue for decades to come. Social trends have been for some time been toward a smaller household size through divorce and single parent

households and the fact that the elderly are living to much older ages and that the elderly women significantly outnumber elderly men 1,882 or 61.6 percent to 1,175 or 38.4 percent respectively. It is also important to note that Maple Shade's proportion of population 65 years and older is about 16%, grater than the County or State portion. This is likely to increase as a major demographic shift that will continue is the general aging of the population. There are important implications for planning in this phenomenon that are discussed later.

RACE, ETHNICITY AND GENDER

The 1990 Census further revealed, as shown in TABLE II, that Maple Shade has a predominantly white population to a greater extent than the State of New Jersey and Burlington County. The percentage of the population that was White was 91.4, the percentage Black was 5.6, the percentage of Asian descent was 2.2 and the percentage of all other races was 0.8 for Maple Shade. By comparison Burlington County is 82.2 percent White and the State is 79.31 percent White and Burlington County is 14.3 percent Black and the State is 13.41 percent Black.

Persons of Hispanic origin comprised 2.2 percent of the population of Maple Shade and 3.2 percent of the population of Burlington County and 9.57 percent of the State.

The breakdown of gender is generally slightly in favor of females and Maple Shade is no exception with 52 percent female and 48 percent male, Burlington County as 50.6 percent female and 49.4 percent male and the Sate was 51.67 percent female and 48.33 percent.

POLICY IMPLICATIONS

The decline in the household size, due to single parent households, in recent years ad the increase in the very aged population will require a response from public agencies. The decline in schoolage children will affect the school system. In addition, the recreation facilities for the township should be further analyzed to determine if a restructuring of facilities is required to better meet the current population. The demand for local services by the elderly will center around housing rehabilitation programs, or alternative housing type, as it will become increasingly difficult for the elderly to maintain their homes and demands will eventually lead to the need for affordable rental housing for the elderly. Existing housing rehabilitation programs will need to be expanded as of the 8,475 occupied housing units 1,908 (1,346 owner occupied units and 562 renter occupied units) were occupied by a Householder over the age of 65 years.

TABLE II

1990 CENSUS		MAPLE SHADE		BURLINGTON COUNTY		NEW JERSEY	
		Persons	Percent	Persons	Percent	Persons	Percent
Total		19,211	100%	395,066	100%	7,730,188	100%
Sex	Female	9,986	52.0%	199,800	50.6%	3,994,503	51.67%
	Male	9,225	48.0%	195,266	49.4%	3,735,685	48.33%
Race	White	17,555	92.4%	324,731	82.2%	6,130,465	79.31%
	Black	1,077	5.6%	56.545	14.3%	1,036,825	13.41%
	Asian	416	2.2%	8,105	2.1%	272,521	3.53%
	Other	163	0.8%	5,685	1.4%	290,377	3.76%
Hispanic Orig.	(Any race)	431	2.2%	12,819	3.2%	739,861	9.57%
Age	<5 years	1,356	7.1%	34,050	8.6%	532,637	6.89%
	6-17 years	2,131	11.1%	64,186	16.2%	1,266,825	16.39%
	18-64 years	12,667	65.9%	254,642	64.5%	4,898,701	63.37%
	65+ years	3,057	15.9%	42,188	10.6%	1,032,025	13.35%
	Median Age	34.5	n/a	33.0	n/a	34.5	n/a
Person per household		2.23	n/a	2.79	n/a	2.70	n/a

Source: U.S. Bureau of the Census
1990 Census of Population and Housing

In the period 1990-1994 there were 56 building permits issued in the Township for single family homes and 9 demolition permits for a net increase of 47 units or 105 persons using the 1990 mean persons per household. The projections for Maple Shade's total population are as follows:

2000	2010	2020
19,373	19,977	19,566

(Source: DVRPC)

HOUSING TRENDS

The greatest growth in the Maple Shade Township housing stock took place during the period of 1970 to 1980. During this period the housing stock grew by 61 percent, second only to Mount Laurel Township (91 percent) of all surrounding municipalities. In actual construction units, Maple Shade added 3,238 dwelling units during the 1970 to 1980 period and this number is second only to Cherry Hill Township with 4,476 dwelling units. Both of these statistics are quite dramatic given the relatively small land area of Maple Shade in comparison to Cherry Hill Township and Mount Laurel Township. The growth in dwelling units within Maple Shade Township has slowed to 497 or 6 percent from the period of 1980 to 1990 and this increase was significantly below the percentage increase for most surrounding municipalities and Burlington County. Thus, Maple Shade as an older suburb to the larger urban complex filled up as soon as development pressure reached the area.

POPULATION TRENDS 1970 TO 1990

MUNICIPALITY	AREA IN SQ. MILES	HOUSIN G UNITS 1970	HOUSIN G UNITS 1980	PERCENT CHANGE 1970-80	HOUSING UNITS 1990	PERCENT CHANGE 1980-90	PERCENT CHANGE 1970-90
Maple Shade	3.72	5,338	8,576	+61	9,073	+6	+70
Mount Laurel	22.72	2,845	5,429	+91	12,613	+132	+343
Moorestown	15.45	4,616	5,268	+14	6,046	+15	+31
Cinnaminson	7.55	4,175	4,600	+10	4,877	+6	+17
Pennsauken	10.56	11,118	11,537	+4	12,715	+10	+14
Cherry Hill	24.18	17,379	21,855	+26	25,786	+18	+48
Burlington County	827	84,788	114,890	+36	143,236	+21	+69
Camden County	222	138,408	162,508	+17	190,145	+17	+38

It is also interesting to note that the average household size has continued to decline with the 1990 Census of Population and Housing. The average household size in 1990 was 2.23 person per dwelling and in 1980 the average household size was 2.36 person per dwelling. This figure is significantly below surrounding municipalities and Burlington County (3.01 persons per dwelling in 1980 and 2.79 persons per dwelling in 1990) and Camden County (2.88 persons per dwelling in 1980 and 2.76 persons per dwelling in 1990). This trend affects future land use policies for future land use and service needs of the residents of Maple Shade.

The dwellings in Maple Shade are generally smaller than the homes in Burlington County. There are 69.81 percent of all dwelling units with less than 5 rooms in Maple Shade and there are 39.1 percent of all dwelling units with less than 5 rooms in

Burlington county. This does create some limitations to the housing market in Maple Shade. Although the proportion of the multi-family dwellings impact this data, the result remains.

ROOMS PER DWELLING IN 1990

	MAPLE SHADE	BURLINGTON COUNTY
1 and 2 Rooms	3.1%	1.7%
3 to 5 Rooms	66.7%	37.4%
6 or More Rooms	30.1%	60.8%
TOTAL	**99.9%***	**99.9%***

* These figures do equal 100.0% due to rounding.

During recent years there have been a number of dwelling units constructed as in-fill throughout the established neighborhoods on scattered vacant parcels. This construction of owner-occupied dwellings has been part of the reason for the gradual decline in the percentage of renter-accepted units in the Township to 50%. This trend is expected to continue as more in-fill housing is built. In contrast, Burlington County had only 25 percent of the dwelling units occupied by renter households and 75 percent occupied by owner occupied households.

HOUSING OCCUPANCY TYPE BY PERCENTAGE IN 1990

HOUSING OCCUPANCY	MAPLE SHADE		BURLINGTON COUNTY	
	1980	1990	1980	1990
Owner Occupied	51%	50%	73%	75%
Renter Occupied	49%	50%	27%	25%
TOTAL	100%	100%	100%	100%

c. **The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis....**

The goals and objectives presented in the 1982 Master Plan and readopted in the 1989 Reexamination Report include many of the purposes of the Municipal Land Use Act (40:55D-2) as well as others, all

(See also existing Land Use exhibit)

of which are positive and appropriate. However, based upon the work of the various citizen committees and officials, a number of additions are recommended:

1. To encourage the revitalization of the Township Central Business District through:

   a. Active marketing of vacant and underutilized properties.

   b. Code enforcement in terms of deteriorating structures.

   c. Upgrading of public infrastructure.

   d. Revision of development ordinances where necessary.

2. To increase, improve and coordinate public parking areas in the CBD.

3. To seek re-use of incompatible land uses.

4. To encourage residential rehabilitation and upgrade throughout the municipality.

5. To provide for the broadest feasible land use designations in the non-residential vacant or underutilized properties fronting on major highways while keeping adequate bulk and design standards. To use redevelopment tools where appropriate in those areas.

6. Specific revisions to objectives as follows:

   B1. Eliminate "educational" (responsibility of Board of Education)
   B3. Eliminate "mental" (leaving health in general)
   B5. Change "monitor" to meet community recreational needs

d. **The Specific changes recommended.....**

As noted, due to the developed nature of the Township, there are only minor changes that are appropriate at any level. Thus, it is not necessary to prepare entirely new documents such as Master Plan or Development Ordinances. Those revisions which are recommended include:

1. Redevelopment Planning for the Main Street Downtown area and Business Development zones. Expansion of both land use areas and zones (see e, below)

- Downtown Business (DB) zones to expand non-residential opportunities from Seaside to Holly Avenue.

- Business Development (BD) zone to replace the industrial zone totally and PD, C and R-2, in the area south of Rt. 38 from the municipal boundary to the Rt. 38 to Rt. 41 ramp (Block 173.01, Lot 3.01).

2. Center Certification by the Office of State Planning.

3. Replacement of HC and Limited Manufacturing Zones with a broader Business Development (BD) designation.

4. Update of development ordinances to conform to revisions in the Municipal Land Use Law.

5. Design and performance standards for non-residential uses in order to protect adjacent residential uses.

(See Zoning Plan)

e. **The recommendations of the Planning Board concerning the incorporation of redevelopment plans.....**

The major element of the current process is Redevelopment Planning for the Central Business District and Highway business areas of Maple Shade Township. This effort is important for a number of reasons:

The "Main Street"-of a Town has traditionally been its core both economically and socially. Thus, the economic and social health of an area is closely tied to its Main Street.

A Main Street like Maple Shade's also provides a sense of place for a town's residents as well as visitors and passersby and as a result, it is the prime symbol of a community to those outside it. In many ways a Main Street is the Community.

The major highways traversing the Township provide a rare and important opportunity to Maple Shade Township. Such major roads are in a real sense, life giving arteries, to regional as well as local commerce. Not only do they provide access to the most populus national market but they accommodate many thousands of vehicles per day. Thus, the areas are attractive to many types of businesses. It is of vital importance then, that conditions are improved to the maximum extent feasible so that the properties are

utilized in the most productive manner.

II. DETERMINATION OF NEED

Introduction

The purpose of "Determination of Need" report is to gather and evaluate existing conditions of a specified area in order to conclude if they warrant a finding by the appropriate agency that the area is in need of redevelopment under the statutory requirements (NJSA 40A:12A-5a-f). Such a designation permits the agency to undertake a number of activities that would not be possible otherwise. These include the preparation of a redevelopment plan, and the issuance of bonds for redevelopment projects, acquisition of buildings and land through condemnation, leasing or selling property without public bidding, and many other actions in conjunction with the adopted redevelopment plan.

In order to meet the criteria for an area in need of redevelopment, at least one of the following conditions must be found to exist as enumerated in the Statute:

a. The generality of buildings are substandard, unsafe, unsanitary, dilapidated, or obsolescent, or possess any of such characteristics, or are so lacking in light, air, or space, as to be conducive to unwholesome living or working conditions.

b. The discontinuance of the use of buildings previously used for commercial, manufacturing, or industrial purposes; the abandonment of such buildings; or the same being allowed to fall into so great a state of disrepair as to be untenable.

c. Land that is owned by the municipality, the county, a local housing authority, redevelopment agency or redevelopment entity, or unimproved vacant land that has remained so for a period of ten years prior to adoption of the resolution, and that by reason of its location, remoteness, lack of means of access to developed sections or portions of the municipality, or topography, or nature of the soil, is not likely to be developed through the instrumentality of private capital.

d. Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community.

e. A growing lack or total lack of proper utilization of areas caused by the

condition of the title, diverse ownership of the real property, therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare.

f. Areas, in excess of five contiguous acres, whereon buildings or improvements have been destroyed, consumed by fire, demolished or altered by the action of storm, fire, cyclone, tornado, earthquake or other casualty in such a way that the aggregate assessed value of the area has been materially depreciated.

The process used to arrive at the necessary conclusion begins with a complete inventory of conditions relevant to the stated criteria. In a Determination of Need, the general status of the delineated area is at issue. A redevelopment area may include many individual parcels that do not reflect any of the negative criteria listed above. Property which has not been affected may contribute significantly to the success of the redevelopment plan. The Main Street Redevelopment area does include stable and attractive properties within its boundaries.

This Determination of Need details information relevant to the statutory criteria noted and to the overall conditions of the Main Street and Highway Redevelopment Area. The data presented in this report was gathered from field investigation for land use and condition of structures as well as other sources.

Boundary Description

There are two sectors under investigation: The first is bounded by the Railroad right-of-way on the north, States and Walnut Avenues on the east line extending west from Maple Heights Avenue on the south and Coles Avenue on the west. The following properties are included:

Block	Lots
23	1-21
55	1-31
56	1-34.01
57	1-23.01
58	1-10
59	1-9
60	1-13
61	1

Block	Lots
62	1-12
63	1-19
64	1-26
65	1-27
87	1-30
90	1-30
90.01	1-11.02
91	1-14
95	1-10
96	1-11
97	1-21
100	1-42
101	1.01-29
102	1-10

Block	Lots
115	1-9; 19-26.02
116	1-11; 48-55
117	1-22
118	1-16
126	10-28
126.01	1-6
127	1-25
128	1-4.06

This area of Maple Shade Township is a symbolic and authentic representation of a "Main Street". Its current mix of uses manifests the roles which Main Street plays in the textured life of Maple Shade residents. It evolved out of the needs and constraints of an earlier era when the concept of community had more than a physical definition. Maple Shade's downtown served as much more than a place for commerce to thrive.

The second area under investigation consists of portions of the proposed Business Development land use areas. The Rt. 38 portion is bounded by that highway, the South Branch of the Pennsauken Creek and the lot line of Block 173.01, Lot 3.01. The Rt. 73 subareas are defined as these portions of the highway south of Rt. 41, beginning at Block 190 to the municipal boundary, following the boundary to Crooked Lane to the lot lines of Block 192 and following those lot lines of Block 192, 191, and 190 back to Rt. 73; and the area between the prior Harvard Avenue right-of-way and the rail right-of-way north of . 73.

The following properties are included:

Rt. 38

Block	Lots
141.01	All
142.02	All
143	All
144.01	All
173.01	2-2.10

Rt. 73

Block	Lots
190	All
191	All
192	All
193	All
194	All
66.01	1,5
77.01	1,2
77.02	1,5

These areas of the Township represent both problems and opportunities. They front on two of the most heavily traveled highway in the region yet are constrained by natural and cultural features which make their efficient use problematic.

FINDINGS

An investigation of the neighborhood, land uses and their interrelationships, as well as the infrastructure and other conditions indicates that the designated sectors meet the criteria for an area in need of redevelopment. The basis for this conclusion are two of the required findings in 40A:12A-5:

Subsection a. Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community.

Subsection e. A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real property therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare.

[emphasis added]

The Main Street Redevelopment Area can be characterized as a complex mix of professional business offices, retail service and sales, personal service, and residential uses within a compact dense corridor. Most of the buildings fronting Main Street are in good condition or better and are predominantly several decades old. Main Street and Maple Shade started as a center of activity at least fifty years ago and the pattern of development, access, circulation and other features reflect that era.

As a result, the configuration of uses, parking, access and related activities are in various instances inefficient and incompatible; they create potential safety hazards and waste valuable land area; there is a lack of open area and other amenities. The pattern of ownership is in small lots throughout the designated area. Most lots are 50 ft. wide or less and many are irregular. As a result, it has been impractical to pursue any coordinated plans for improvements from the private sector.

> In addition, there are major incompatible uses in the center of Main Street adjacent to retail, residential and quasi-public uses. These uses include outdoor storage and process operations which generate a significant negative impacts such as noise, heavy traffic and visual distress and possible environmental problems which have serious externalities. They can be classified as industrial which makes it non-conforming in terms of the existing uses in the area as well as the zoning and planning for this sector of the Township.

Thus, the size of the designated area although relatively small in terms of solutions, is a mosaic of separate properties and physical elements. This situation requires the employment of a different strategy such as redevelopment planning.

The Highway Redevelopment Areas also represent opportunities for Maple Shade Township. There are, however, significant impediments within these sectors as well. There are wetlands and buffers in each area. As these natural constraints do not respect property lines or lot configurations their impact is magnified in terms of the efficient use of upland area. In addition, existing rights of way which were laid out prior to other improvements and wetlands restrictions further hinder utilization of usable land. This is true for Rudderow and Alexander Ave. crossing Rt. 38 and Regent and Bering Ave. intersecting Rt. 73.

There are a member of small lots in these Highway sectors also. Many range as low as 7500 sq. ft. This lot size is totally inappropriate and unusable for contemporary commercial or industrial development along major highways.

CONCLUSION

The patterns of use, conditions of property and structures and other relevant factors described above all lead to a finding that the study areas are in need of redevelopment under the criteria noted, i.e. 40A:12A-5d and e. It is submitted, therefore that the Main

Street Redevelopment Area, plus Highway Redevelopment Areas as delineated meet the statutory definition for an "area in need of development". It is recommended that the Township of Maple Shade Council and Planning Board take the action necessary, after public notice and hearing, to make that determination according to law.

Upon that determination, a Redevelopment Plan shall be adopted. The Main Street plus Highway Redevelopment Plan shall indicate local objectives, appropriate land uses, public improvements, building requirements, property to be acquired, relationship to the Township Master Plan and other relevant factors as required by 40A:12A-7.

III. REDEVELOPMENT PLAN

A. INTRODUCTION

The purpose of a Redevelopment Plan is to design a framework for the overall improvement of the designated area. The recommendations are in the form of physical changes, programs, policies and enforcement.

The statutory requirements (40A:12A-7) include the Redevelopment Plan's relationship to the Master Plan and Ordinance, proposed land uses, property to be acquired, and other elements.

As specified in Section II above, the Township has two distinct sections in need of the tools available through the Redevelopment process. The Main Street Redevelopment Area consists of the blocks defined by Front St., Stiles Ave. and Cherry Ave. a line from Maple Heights Ave. west to Coles Ave. and Coles Ave. back to Front St.

The Highway Redevelopment Areas include that section of the Township between the South Branch of the Pennsauken Creek on Rt. 38 west of the Rt. 41 ramp except for the multi-family use on Lot 3 and 3.01 of Block 173.01; also the section near Mt. Laurel south of Rt. 73, consisting of Blocks 190-194. The final area is between Rt.. 73 and the north branch of the Pennsauken Creek from the rail right-of-way northwest to the prior Harvard Avenue right-of-way line.

B. GOALS AND OBJECTIVES

General

To forestall or eliminate physical characteristics negatively impacting the quality of life for residents and the ability of businesses to thrive.

To improve public infrastructure and amenities to enhance the quality of life for residents and the ability of businesses to thrive.

To require adequate buffering between incompatible uses.

To discourage and eliminate uses which are inimical to public health, safety and welfare or which inhibit the location or improvement of appropriate land uses.

To provide safe and adequate pedestrian and vehicular circulation and parking.

To improve the visual characteristic of existing uses and impose reasonable building design standards on new uses.

Main Street

To realize the optimum potential of Main Street as the business center of the Township and surrounding areas.

To encourage a mix of uses which is most suitable to Main Street's unique market characteristics.

To provide amenities which will enhance the environment for users of Main Street.

To create additional activity areas encouraging a more intensive use of Main Street.

To encourage an appropriate design basis for improvement of building facades and signage.

To provide additional convenient and secure parking and access.

To develop a consistent, coordinated, marketing effort for the Main Street complex including logo, special events, etc.

To create a specific opportunity for the development of a major housing complex for senior citizens within the Main Street Redevelopment Area adjacent to shopping and civic opportunities.

Highway

To encourage the assemblage of lots into larger tracts for more efficient, marketable, development purposes.

To impose design requirements for more efficient and safer access to the major highways.

To require adequate open space, landscaping and other features as part of any development.

To encourage the appropriate type of businesses which will have no significant external impacts.

To provide adequate space for potential relocated uses from other areas of the Township due to redevelopment.

C. EXISTING ZONING AND LAND USES

Main Street

The central core of the proposed redevelopment area is zoned C-General Commercial. This is basically a narrow band of properties fronting on Main Street except for small areas of deeper zoning between Lippincott and Maple. The balance of the designated area is zoned R-2, Residence. The C zone permits a wide range of retail, service and office uses.

The existing land uses have been divided into separate categories of non-residential use. General commercial, restaurants, personal care and office uses are all represented along these several blocks. There are also a number of quasi-public uses including religious institutions and schools represented there.

(See existing Land Use Map; Main Street Redevelopment Area)

Highway

The Rt. 38 area includes three zoning classifications. From the municipal boundary east to Buttonwood Ave. its classification is General Commercial (C), there is then a small triangle to Rudderow Ave. zoned Highway Commercial (HC); the balance is zoned Planned Development (PD). The uses are basically commercial in nature with some small packets of residential use adjacent to Alexander Ave. and Rudderow Ave.

The Rt. 73 area east of Rt.. 38 is entirely zoned HC, the uses are basically consistent with that zoning except for two residential lots abutting Waverly Ave. The westerly area on Rt.. 73 is zoned LM near the rail line and R-1 toward Harvard Avenue.

D. PROPOSED ZONING (See Proposed Zoning Plan)

Main Street

The zoning boundary remains relatively consistent in this Redevelopment Area

except for the area between Maple and Poplar Avenues north of Main Street where this non-residential zone moves northerly to encompass the larger lot where the school building exists. The major change is in the classification of the zone from General commercial to Downtown Business (DB). This designation will more accurately reflect the special nature and ambience of the Main Street area as opposed to outlying commercial zones.

The DB zone will include special design requirements for such items as facade details, signage, sidewalk displays, parking access and related matters.

Highway

The entire area designated for Redevelopment is included in the BD/Business Development zone. This district is intended to provide an opportunity for full complement of non-residential development. The basic elements of the regulations are a wide range of permitted uses; intensity incentives for industrial park type development and specific performance standards regarding physical and environmental impacts.

E. PROPOSED PROGRAMS/PROJECTS

Main Street

There are a number of recommendations for the Main Street Redevelopment Area. They fall into separate categories as follows:

1. Land Use

   a. There is at present a higher than average proportion of senior citizens in the Township and this trend is expected to continue. It is sound social and economic policy to find ways for these residents to continue to live in their home towns. It is also good policy to provide alternate dwelling unit types for them near the goods and services that are part of daily life. This arrangement also provides an additional steady market to these businesses. A fourth advantage is the housing market that will occur in the Township allowing a new generation of households to move in and add their talents to the municipality.

      A site has been identified for the location of a senior citizens housing development. This is proposed as a mid-rise rental or condominium building of 3 or 4 stories and 100 to 150 units. The site is ideally located adjacent to Main Street in the center of town. Block 62, Lots 1 and 8 (additional lots as feasible), the current site

of the lumber yard between Lippincott Avenue and North Forklanding Rd.

The Redevelopment Agency should begin investigating the economic parameters of this tract. Depending upon the final design selected, the concepts for the Forklanding Road civic corridor should be part of any project.

(See Exhibits: Main Street Village Concepts and Senior Citizen Complex: Location Study).

b. As noted above, the DB (Downtown Business) zone will replace the existing C-General Commercial classification. This new district will permit and encourage a wide range of general retail sales, services and office and professional uses.

c. A major Civic Corridor is proposed along North Forklanding Rd. This will be anchored at the south by the Post Office gazebo and Main Street. On the north end the focal point is the Train Station. The areas north of Main Street adjacent to Euclid Avenue have been redesigned to provide more parking and better access to North Forklanding Road. The placement of the senior housing complex here will be an integral part of the concept. Part of the corridor will include a paving treatment on the corner of the WaWa at Front Street and Forklanding Avenue. There is potential for expansion of the parking for WaWa on Block 59, Lots 6 and 7. This Civic Corridor will act as a reasonable realization of a major pedestrian link between attractive and important activity centers in the CBD of the Township. (See exhibits)

Some of the proposed improvements along this boulevard include street trees in planters or with iron grates in the sidewalks; patterned blocks; coordinated design trash receptacles, signage and benches.

d. This Redevelopment Plan includes by reference the Main Street Ancillary Parking Plans prepared by Alaimo Associates for the area south of Main Street between Terrace and Spruce Avenues. In addition, the Redevelopment Agency should obtain easements over any of the portion of lots fronting Main Street from the rear building lines to the end of the lots. This should be both north and south on Main Street where parking or storage now occurs in the rear. This would be for the purpose of combining parking and access as has been shown in the ancillary parking plan. As part of the improvements, businesses should be required to improve their

rear facades and provide direct access to the rear parking areas.

e. The importance of Main Street as a visual as well as physical center of the town has been emphasized. Part of the improvements should be the strict regulations of sidewalk displays and enhancement of any parking or service areas fronting on Main Street through landscaping or other screening. (See exhibits: Facade Studies and Concepts)

2. Circulation

a. The Main Street environment must become more user friendly. An important aspect of that is the addition of controlled and well marked pedestrian crossings at strategic locations. Pavers or textured surface of some kind should be placed across Main Street at Forklanding Road, Fellowship Road and Coles Avenue. They should be signed as such to give pedestrians the right-of-way.

b. All parking area should include bike racks.

c. A new comprehensive signage program is important for general reasons:

- A new logo, colors and slogan, should be selected for Main Street (perhaps a contest in the schools could be held) to emphasize its role, importance, and uniqueness.

- This logo should be used on every sign, notice, etc. used.

- A series of directional signs should be installed to guide traffic to parking areas.

- A set of informational signs should be put up in the major parking areas and other places showing the locations of merchants, their hours and similar information.

- 'Gateway' signs should be installed at both the east and west entries to the Main Street complex. Easements should be obtained for these larger signs. The logo theme must be dominant.

d. The street furniture and pavers noted above in the corridor should be continued along Main Street. A comprehensive set of

enhancements will include street trees, trash receptacles, lighting standards. The pavers should direct users along Main Street and to the nearby parking areas.

3. Aesthetics

a. The appearance of structures fronting Main Street are vital to the overall plans for the Redevelopment Area. Fortunately, a great majority of the structures have been well cared for and the integrity of the original designs have been respected. This must continue and be reinforced as much as possible. One of the purposes of many of the proposals is to engender and encourage a sense of identity and unity to the Main Street area. It is a compact yet diverse neighborhood which can become more familiar to users with this type of emphasis. (See exhibits)

To that end the Redevelopment plan includes basic **DESIGN GUIDELINES** for the construction and improvement of any structures in the Redevelopment Area.

Building Facades

Although most obvious, this does not require major effort. Most of the facades need only minimal to moderate rehabilitation, while the rest merely need to have some routine maintenance completed. There are several ways to accomplish this. At first a voluntary maintenance and rehabilitation program should be instituted in the form of a "Take Pride in Your Downtown Program"

In order to guide the proper rehabilitation of the downtown's facades, a design program should be adopted. Detailed design standards would be adhered to. These standards would be enforced by a "Downtown Design Review board". They would have a complete set of standards designed by local businessmen, public officials, town residents and some technical advisors. This board would attempt to keep a certain continuity in the downtown area. These types of standards would not mean massive investment in rehabilitation costs to the property owners. This board would simply help direct Main Street toward a more aesthetically pleasing result.

Brick Surfaces

a. Some brick surfaces of older downtown buildings need cleaning and repointing. Cleaning enhances the building and adds to the life of the building. Cleaning processes should be done with care

when needed due to the detrimental effects some processes may have on building materials.

(1) Water spray is a low cost process mainly used for surface deposits of dirt.

(2) Chemicals are relatively low cost and efficient. Most chemicals are able to remove paint from brick as well, although all chemicals present some risk to the building and should be applied with caution.

(3) Sandblasting should not be used to clean building surfaces. It removes too much of the brick surface leaving it more susceptible to deterioration. This process should be avoided.

b. Tuckpointing is the process of replacing deteriorated or missing mortar in brick walls. Along with aesthetic reasons for repainting, it aids in water tightness and durability. Gray or darker tinted mortar emphasizes the entire wall instead of individual bricks.

c. Brick walls should never be covered with any form of artificial siding. This is not for aesthetic reasons only, for, whatever salesman of artificial siding may say to the contrary, a brick wall is generally one of the best bargains in terms of maintenance. It may cost as much to repoint it s to cover it up with asphalt shingles, aluminum facing, or artificial stone, but the end result will last many times longer and will look much better.

d. Where old matching brick is unavailable, repair or replace existing brick with new brick of matching color, texture, and size. Key into the wall so as to avoid cutting existing brick and to gain a better intermingling.

e. If existing brickwork is to be successfully matched, all of the following details must be duplicated in the new work.

(1) The color, texture, and size of the bricks themselves.

(2) The width of the joints between the bricks.

(3) The color and tone (degree of darkness) of the mortar in the joints.

(4) The type of joint (whether it is flush with the wall or raked back to form a groove).

f. Avoid scarring walls with holes for sign supports, cables, brackets, etc. Replacing existing damaged brick with matching old or new brick where scars are unsightly. Using modern methods of reinforcement.

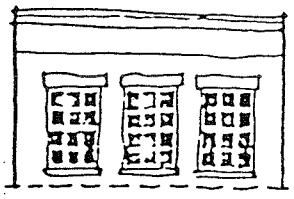
Windows

a. When the view is across the street or down the block from a building, his image of the structure is likely to be heavily influenced by its upper-story appearance. For this reason, careful attention must be paid to treating upper-story windows, the cornice at the top of the building, and other architectural details of the upper stories.

b. Next to the materials of the building, the windows - in shape, size, placement, and decorative trim - constitute the major element in creating the character of the building. They are what gives the building its impression of human occupancy, of life and activity, not unlike the eyes of a person. As such, the windows must be preserved and protected against needless alteration, boarding up or elimination.

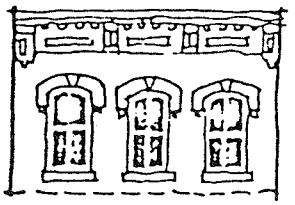
c. It is a good basic rule that, if the original windows cannot be saved and it is necessary to replace them, the new windows should be the same size and type as the originals. In other words, they should fill the whole aperture.

TYPICAL UPPER FACADES



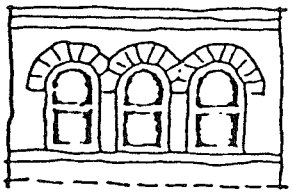
Early to Mid 1800s

- SIMPLE CORNICE
- LINTELS OVER WINDOWS
- SMALL WINDOW PANES



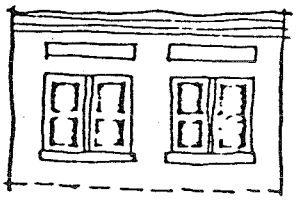
Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- WINDOW HOODS
- 2 OVER 2 WINDOWS



Late 1800s to Early 1900s

- CORBELLED BRICK CORNICE
- LARGE, ARCHED WINDOWS



Early 1900s to 1930s

- SIMPLE BRICK CORNICE
- LARGE WINDOW OPENINGS WITH MULTIPLE UNITS

FIGURE 1.

d. Shutters should not be used unless they are of appropriate size. If not operable, they should look as though they work. The space between windows should be the same as the window width or else shutters should not be installed.

e. Window glass generally should be clear.

f. If in doubt about color, paint he moving parts of the windows cream or another appropriate light color. This gives life to the building exterior by contrasting with the glazed "hole" of the window which is usually black in effect.

g. The original stone sills and lintels are a major element in the success of the renovation process. They should be carefully cleaned and pointed along with the adjacent masonry, with care taken not to destroy surface textures by harsh methods of clean (such as sandblasting).

h. Where storm windows are installed, the storm window should resemble the inner window as closely as possible in shape and appearance, and should match the inner window and trim in color as close as possible.

Cornices

a. Where original cornices are in place, repair and retain them s much as possible. Cornices are one of the chief design elements of downtown buildings.

b. Wooden or metal cornices should be restored to their original design and kept painted.

c. Masonry and corbeled brick cornices should also be restored. The art of corbeling has long been in disuse until recent contemporary work. It can contribute much to the general aesthetics of the street scape.

d. Avoid major changes in cornice height.

e. In cornices of existing buildings, avoid the use of materials that are not possible in keeping with, or were not even invented at the time of the original building.

Shopfronts, Shopwindows and Entry Doors

a. In any central business district, it is the shopfronts which are most likely to have been grievously altered in the years since original construction due to their sensitivity to current architectural fads and commercial gimmicks. This is because the shopfronts are most directly in view of passersby and shoppers - the very same reason why every effort should be made to retain or recapture their architectural character. Shopfronts are, therefore, perhaps the area of greatest need for re-appraisal and restoration.

b. Where the original storefront remains, it should be preserved and repaired with little or no further alteration. Where the Shopwindows, doors, significant areas, and columns have been considerably altered, the building owner should probe into and under the accumulation veneers to ascertain if original frames, bulkheads, soffits or other details may still remain.

c. Shopfront renovation which is in keeping with the original building design need not always be entirely authentic. A variety of highly compatible, if not exact, prototype designs are usually acceptable. What is important is to achieve a worthy design, and this goal may call for the use of professional design consultation.

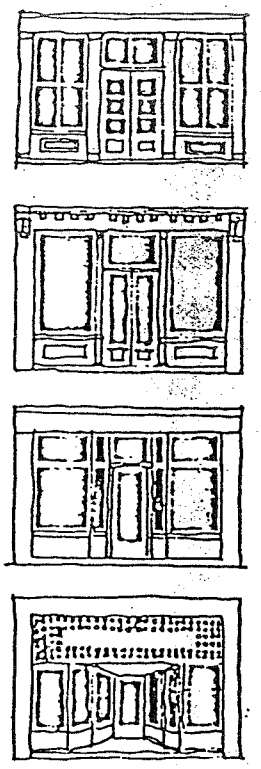
d. A hazard to be avoided is that of choosing a "historic revival look" that is neither historically correct nor good design in the first place. If at all possible, the original styles of the building and/or area should be sought, not out-of-place "colonial" or other design.

e. The same principles that apply other building features should be used here. Integrity of materials should be respected. Avoidance of new materials that do not relate to existing ones, of clutter (small signs and objects attached to surfaces) and of irrelevant lighting fixtures is important. Where glass areas must be reduced solid panels of a material already present can be well employed. Preserve where possible porches, steps, entry stones, or platforms when they still have character worth saving.

f. In renovating the lower floor, emphasize the structural lines of the upper floor by carrying its liens, columns, etc., to street level in the same materials.

g. Where materials on the lower level must be different, integrate the upper and lower design with color and form similarity where possible. (See Figure 2 for examples of typical storefront facades).

TYPICAL STOREFRONTS



Early to Mid 1800s

- POST AND BEAM FRAME
- DIVIDED DISPLAY WINDOWS
- SIMPLE DECORATION

Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- CAST IRON COLUMNS
- LARGE DISPLAY WINDOWS

Late 1800s to Early 1900s

- SIMPLE CORNICE
- TRANSOM WINDOWS
- RECESSED ENTRANCE

Early 1900s to 1930s

- METAL WINDOW FRAMES
- STRUCTURAL GLASS
- RECESSED ENTRANCE

FIGURE 2.

h. Awnings similar in character to those in use in the era 1880-1910 would be full appropriate for sun and rain protection. Modern dyes and polyester materials have lowered maintenance costs considerably for canvas awnings. Care should be taken not to cover up handsome materials or important details through the use of such awnings. (See Figure 3).

I. An additional use for awnings is over buildings which otherwise do not fit in with the rest of the street scape. The use of compatible awnings (varying in colors but not in basic design) on all buildings would help to tie the buildings together and would lessen the contrast between the most attractive and least attractive structures on the block.

Roofs

a. In general, repair roofing and framing to assure structural integrity and water proofing.

b. Flashing (e.g., around chimneys and at parapets) which shows from the street should be done in a manner which is effective yet inconspicuous. Copper flashing allowed to weather, tinner's sheet or Terne roofing to be painted, or other materials should be quiet and neutral in color and non-glossy.

c. The roofs on most of the downtown buildings are flat and are not visible from the streets. Where a roof (such as a mansard roof) is visible, however, finishes should be selected from the following materials appropriate to 19th century architecture:

(1) Wood shingles (not shakes).

(2) Slate shingles (expensive, attractive, long-lasting; generally gray).

(3) Sheet metal with standing or batten seams (can be painted to be compatible with the rest of the building).

(4) Terra-cotta tiles, especially those in dark color, flat and grooved texture.

(5) Thick butt, seal tab asphalt shingles (generally black, gray or very dark brown).

(6) Copper (expensive, attractive, long-lasting).

d. Where a roof is visible, avoid definite colors when choosing roofing materials unless the roof is being considered as part of the building's color scheme.

Colors

a. One of the most important decisions building owners make is the choice of exterior color. This is of particular importance in the case of a wood frame building where the combination of wall and trim colors usually decides its basic character, making it appear either cheerful or gloomy, light or heavy, restful or "busy" and so on. In the case of a brick building, although the basic wall color has already been established (unless the brick is painted), the choice of color for windows, doors, trim and other features can still have a decisive influence on the character of the exterior.

b. There is no simple standard that defines the right use of color for all time. It is a subjective and personal matter which often defies a consensus on the part of owner, tenant, patron or reviewer. Nevertheless, color is most significantly a part of the total design effort and must be considered with discretion.

c. Do not use too many colors on each building. The most effective architectural color schemes usually contain a very limited number of real colors - perhaps one or two at the most - many of the elements such as windows, trim and roofing tiles being in white, gray or black which are actually non-colors.

d. Color combinations will invariably occur, as nearly all buildings will have wood trim or metal ornamentation in addition to their base material - painted or natural brick or stone. This fact, plus the further elaboration of wood storefronts, suggests the use of an overall wall color plus one or two trim colors. A range of acceptable colors may be established for the use in all renovation work in downtown. With such a system, a coordinated effort should be possible, with one building's color code perfectly at home with its neighbor's, even if it is different.

e. Color work on side and rear walls should avoid harsh shifts in effect from front or street walls. A building should be treated as consistently as possible on all sides to avoid a "shirt front" image.

f. Creation of a "Color Pallet" for Main Street - to coordinate colors from building to building, a "color palette" should be established for the Main Street Redevelopment Area.

Signs

A business uses its sign to help attract business. In the past, many business owners felt the flashier, bigger and more outstanding a sign the better their chance would be to attract customers. Recent trends show this not necessarily so. Many towns have moved to change the look to their downtown area and one of the first things they do is regulate signs. Without some sort of design regulation, most signs tend to detract from each other and this simply defeats the purpose of the sign. There must be something done to bring the signs in to line with the desired character of the downtown. Stricter limits can be set on the size and placement of signs downtown through the zoning ordinance. This brings continuity to the streetscape and allows the signs to accomplish what they are supposed to. There are existing sign limits in the zoning ordinance that must be examined and amended as necessary. Guidelines could be set

the same way they were for the facade program. Then the agency would review new signs to see that they meet the criteria. This would be a voluntary compliance. As some signs change, other businessmen would be encouraged to change their business signs if they had not done so already. Another option is to include standards in the Redevelopment Plan. This would be separate from the zoning ordinance and it would carry mandatory compliance with its provisions.

a. Private, on-premises signs are often lacking in terms of their appearance and ability to convey information. In a given commercial block, there may be several times more signs than sores, most of them extending out over the sidewalk, making it difficult to read the ones just past and making it impossible to tell what the buildings they adorn look like. The size, location and appearance of these signs are largely a result of both economics and a tradition of competing with signs (i.e., trying to "out shout your neighbor").

b. To remove signs from downtown would be to denature it. They are needed, however, both functionally and aesthetically: they identify and instruct. Occasionally, they have the impact of an aesthetic ornamental use. While necessary, they are likely to be abused to the state of visual chaos, which defeats their purpose. Because of the visual impact of signs, legal control of signs should be pursued alongside any efforts to upgrade the appearance of downtown buildings.

c. The intent of sign control legislation as well as any building treatment program is visual improvement.

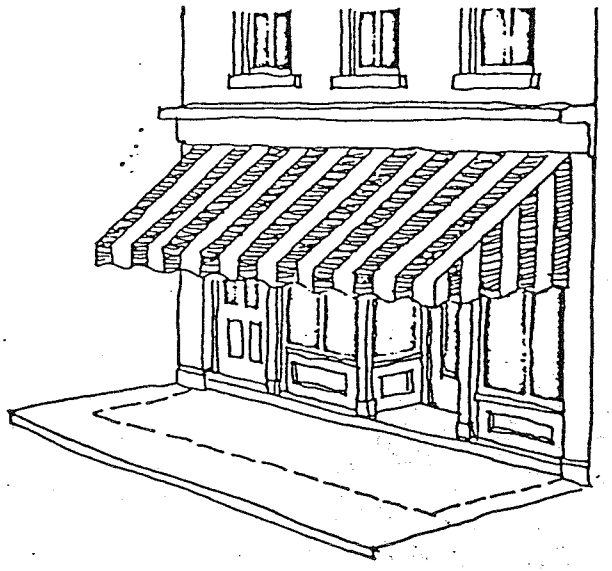
d. It would be possible to keep all signs to a certain width and height and to a narrow range of letter-faces, but this is likely to create a dull effect. What is desired is inventiveness; excellence of lettering; careful color coordination with the building; good mounting; readability; materials which are compatible with the building; lighting which is creative without being overwhelming; and, where effective, the use of plaques, logos and decorative devices.

e. Projecting signs may be acceptable where their scale and method of support appear to be complementary to the building.

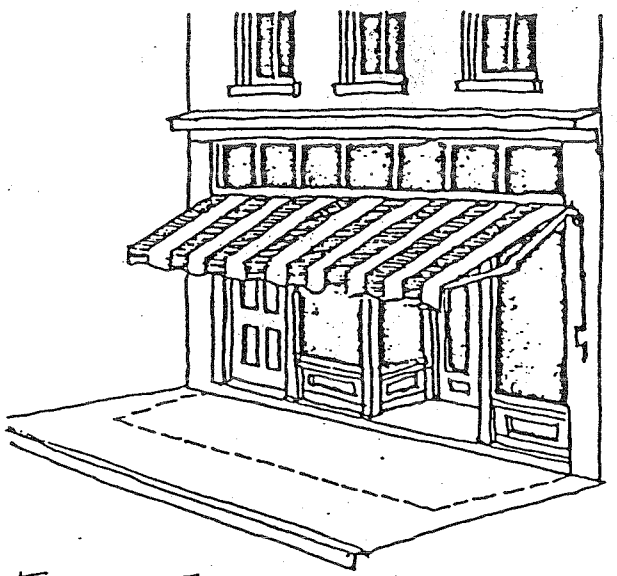
AWNINGS

The canvas awning was an important design element in the traditional storefront. It provided cover, added color and served as a transition between the storefront and the upper facade. Most buildings that face the sun had awnings. Look at old pictures of your building to see how awnings were used.

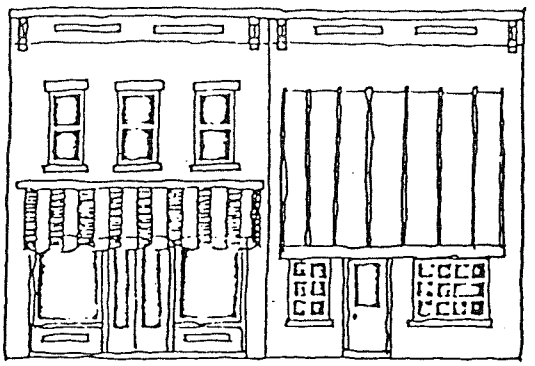
A standard street-level awning should be mounted so that the valance is about 7 feet above the sidewalk and projects out between 4 and 7 feet from the building. A 12-inch valance flap is usually attached at the awning bar and can serve as a sign panel.



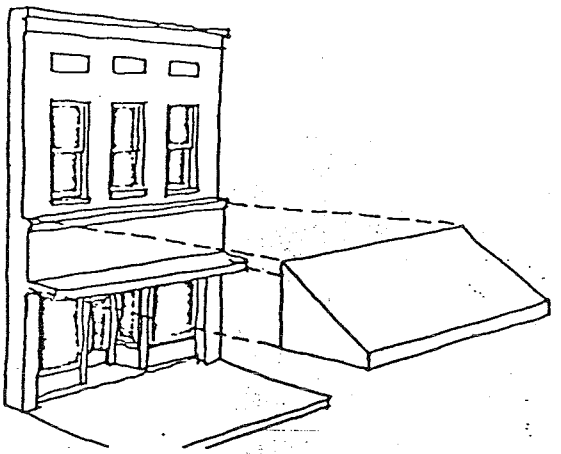
An awning can be attached above the display windows and below the cornice or sign panel. Sometimes it is mounted between the transom and the display windows, allowing light into the store while shading the merchandise and pedestrians from the sun.



An awning should reinforce the frame of the storefront and should not cover the piers or the space between the second-story window sills and the storefront cornice.



Inappropriate storefront alterations can be effectively disguised by mounting an awning over the alterations while maintaining the proportions of a traditional storefront.



Aluminum awnings or canopies generally detract from the historic character and should not be erected. If a flat canopy exists, it can be dressed up with a 12- to 24-inch awning valance.

Various awning materials offer different colors and patterns. There are several to choose from: canvas, vinyl-coated canvas and acrilan, a synthetic material. Each varies in cost and relative durability.

FIGURE 3.

SOURCE: "MAIN STREET." NATIONAL TRUST FOR HISTORIC PRESERVATI

Street Furniture

This is important a feature in a downtown area as the previous two subjects. Street furniture (lights, trees, benches, trash receptacles, etc. adds greatly to the aesthetic impact of an area. This element of the downtown streetscape must be carefully laid out and the design must be a subtle accent to the rest of the downtown area. In the Main Street area, there is a definite need for better street furnishings. Landscape material is one thing which would help. They could be in planters or the sidewalk could be broken in spots to allow them to be planted. The street lights should be the type where the poles can be used as sign poles as well. These are very practical and tend to cut down the number of unsightly poles in the area. Benches and trash receptacles also can be an additional feature to improve the downtown area. Grouped properly, they can be made into a small plaza area when combined with trees, shrubs and flowers. When they are properly placed on the street, they create smaller areas where people can sit and gather which brings people to the downtown area. By adding trees, well-designed lights, benches and trash receptacles as well as small plaza areas, the downtown can become a place people want to go to again.

Rear and Side Walls

Too often, renovation and restoration are thought of as street-front actions only. Yet, we view our cities and their buildings chiefly in perspective. Furthermore, the visibility of rears and sides from inner-block parking lots of potential pedestrian ways increases the need for renovating these less self-conscious walls and surfaces. A total renovation program must be inclusive of all aspects of a building and site.

4. Infrastructure

Because Maple Shade township is basically a developed area, there are only incremental measures that are appropriate.

The issue of new and improved access and parking has been addressed. The Township must insure, however, that only existing and new parking areas are kept clean, well-lighted, and well-marked, Informational and directional signage should be installed.

A constant attention to cleanliness must be the norm along Main Street generally. The area has to be inviting to shoppers. The installation of trash receptacles will aid in this objective.

An inspection should be made by the Township Engineer's office to determine which sections of curb and sidewalk need replacement while the pavers or other sidewalk treatment is being completed.

It is understood that the Township Police Department has already begun a program of increased presence in the Main Street area. The perception of adequate safety is an absolute necessity for the increase of Main Street business.

5. Marketing

Once these various programs and projects have been accepted, designed and implemented the commitment to Main Street is only half complete. All that will be accomplished in the Maple Shade township Downtown will not result in the changes desired unless the perception of the public is transformed as well.

The importance of a single unifying identity has been noted. The design of a new logo for Main Street Maple Shade should become an event in itself to 'kick off' the process. A contest could be held and an award given the winner. This logo should then be ubiquitous throughout the area as discussed earlier.

There should be area wide events for each season with banners, etc. accompanied by special sales. A plaque or decal of some kind should be awarded to those businesses who do appropriate design improvements to their buildings or lots.

There should be efforts toward township-wide discounts and exchange programs and a newsletter detailing the changes occurring which will emphasize those features which distinguish Main Street from the malls. These unique attributes might include safer, closer parking; one-of-a-kind stores, knowledgeable and friendly sales staff.

Highway

The Township's goals in this area are of a different scope and purpose. The optimum prospect for these areas is full development to ordinance limits of the Business Development zone. The mix would consist of retail on frontage lots, with warehouse or light assembly in the rear areas. All uses would be on well-landscaped internally accessed tracts.

The Redevelopment Agency will prepare street vacation maps for the two areas for what will include new access to all areas in a manner that will permit large development to occur on Blocks 190-194, Blocks 141-144, and Blocks 66.01, 77.01-02.

Specific bulk and performance standards should be adopted for these areas as well.

F. CONFORMANCE

An important element of a Redevelopment Plan is consistency with the goals and objectives of other relevant plans. The township of Maple Shade has included this Redevelopment Plan as part of the Master Plan reexamination as required by Section 89e of the Municipal Land Use Law. The specific goals and objectives within the Redevelopment Plan supplement and enhance the overall goals and objectives.

The plan is also consistent with the land uses now and previously proposed for the Redevelopment areas in the Master Plans and Zoning Ordinances of the Township. Thus, the Redevelopment Plan is substantially consistent with the Township of Maple Shade Master Plan and is designed to effectuate it. Except as noted below, development and subdivision within the Redevelopment area shall be governed by the requirements of the chapters of the Code of the Township of Maple Shade governing Land Use Procedures, Subdivisions and Development, and Zoning. The Redevelopment Agency shall promulgate detailed design and improvement standards for development of the parcels which shall be adopted as an amendment to this Plan by the Redevelopment Agency through Ordinance. These regulations may vary from those existing in Chapters based upon the unique nature of the parcels and Redevelopment Plan while being consistent with the objectives of appropriate Local, State and Federal regulations.

Any redevelopment project shall comply with the Redevelopment Plan adopted and shall conform to all applicable statutory provisions as noted above.

This Redevelopment Plan may be amended from time to time in accordance with the requirements of law.

G. IMPLEMENTATION

The Township Zoning Code and Map are to be amended to conform to the district lines indicated herein and on exhibits noted.

It is also recommended that the Township consider utilizing PL 1991, Chapter 441, to provide for the maximum tax exemptions and abatements for rehabilitation and new construction in the Redevelopment Area. It is also recommended that the city consider adding certain residential areas to that area eligible for exemptions and abatements under Section 4.b of that act, which does not require the area to be determined to be in need of rehabilitation.

Redevelopment proposal applications shall be submitted to the Executive Director for presentation to the Authority, Planning Board, and City Council.

Site plan review shall be conducted by the Township of Maple Shade Planning Board, pursuant to NJSA 40:55D-1, et. seq. and the Township.

All leases, agreements, deeds and other instruments from or between the Redevelopment Agency and to or with a redeveloper shall comply with the applicable provisions of Title 40, Chapter 37A.

The land within the project area shall not be restricted on the basis of race, creed, color or national origin in the sale, use, lease or occupancy thereof.

The provisions of this plan, specifying the redevelopment plan for the project area and requirements and restrictions with respect thereto, shall be in effect for a period yet unspecified until such time as the purpose of the plan has been satisfied and the designated district's need for redevelopment has been substantially alleviated.

I. CONCLUSION

There are cycles in the evolution of a Town just as for any other organic structure; for a Town is a vital entity. Any organized settlement grows, matures and becomes more organized and sophisticated as it does. It has a circulation and utility system which transports all kinds of nourishment and removes all sorts of waste.

The major land uses are the other significant systems necessary for a healthy town, and they must be in balance for a long term positive prognosis.

The difficulty lies in preventing the onset of any decline in those sectors. For just like any other organism, a neglected problem in one area will soon cause a general debilitation. The goal is to take a mature area and keep it adapting to new conditions and opportunities. Thus, it will remain in its prime, rather than enter another, less promising stage.

So it will be with Maple Shade. The pursuit of the programs and changes outlined here will insure the Township's entry to the twenty-first century as a Town which continues to fulfill its promise as the finest kind of place in which to pursue our own lives.

MRS:mcj
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EXISTING LAND USE SURVEY
MAPLE SHADE
BUSINESS DISTRICT

- Single Family Detached Residential
- Medium/High Density Residential
- Institutional/Quasi Public
- General and Specialty Commercial
- Restaurants
- Personal Care
- Office
- Industrial
- Transportation
- Utility
- Open Space/Parks
- Vacant

SCALE IN FEET

EXISTING LAND USE
REDEVELOPMENT AREA
JUNE 1995

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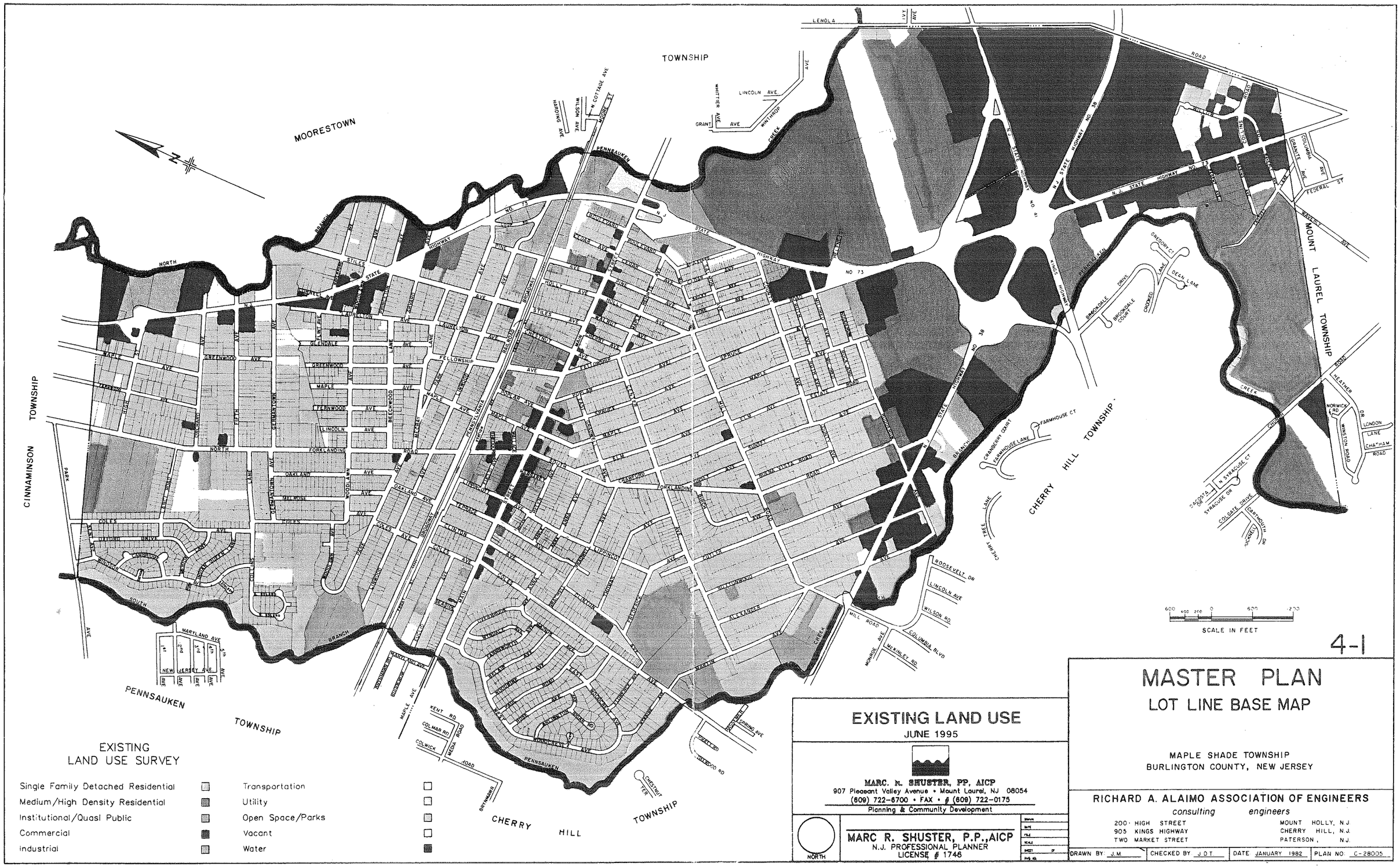

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EXISTING LAND USE SURVEY

Single Family Detached Residential		Transportation	
Medium/High Density Residential		Utility	
Institutional/Quasi Public		Open Space/Parks	
Commercial		Vacant	
Industrial		Water	

EXISTING LAND USE

JUNE 1995

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MASTER PLAN

LOT LINE BASE MAP

MAPLE SHADE TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY

RICHARD A. ALAIMO ASSOCIATION OF ENGINEERS
consulting engineers
200 HIGH STREET — MOUNT HOLLY, N.J.
905 KINGS HIGHWAY — CHERRY HILL, N.J.
TWO MARKET STREET — PATERSON, N.J.

DRAWN BY: J.M. | CHECKED BY: J.D.T. | DATE: JANUARY 1982 | PLAN NO: C-28005