TOWNSHIP OF MAPLE SHADE
BURLINGTON COUNTY

2016 Master Plan Reexamination Report And Master Plan Amendment

Prepared by
The Maple Shade Township
Planning Board

April 27, 2016

Alaimo Group

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The Master Plan original was signed and sealed in accordance with NJAC 13:41-1.3

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TOWNSHIP OF MAPLE SHADE
2016 MASTER PLAN REEXAMINATION REPORT
AND MASTER PLAN AMENDMENT

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1. INTRODUCTION AND OVERVIEW

Maple Shade Township's 2016 Master Plan Reexamination Report and 2016 Master Plan Amendment include examining and updating the Township's strategic policies, goals, objectives, assumptions, and related principles and standards. This document amends municipal planning policies, goals and objectives, and directs future Township planning efforts. This Master Plan Amendment continues to the strategic foundation for successful redevelopment. The Planning Board prepares and adopts the findings and recommendations herein, as authorized by Maple Shade Mayor and Council.

In 1982, Maple Shade prepared its Comprehensive Master Plan. The 1982 Comprehensive Master Plan is significantly more detailed by definition, and includes an extensive examination of the physical, social and economic infrastructure of Maple Shade Township. The 1982 Comprehensive Master Plan set forth Maple Shade's basis of goals, objectives, and policies involving proposed land use, conservation, traffic circulation, recreation, municipal services and public utilities.

In 1988 and 1996, Maple Shade Township adopted Master Plan Reexamination Reports (MPRR), whereby general continuity was maintained with the 1982 Comprehensive Master Plan. Only minor changes were made to recommendations for proposed land use, conservation, traffic circulation, recreation, municipal services and public utilities.

The 1988 and 1996 Reexamination Reports concluded:

> "*No specific changes to the Master Plan or Development Regulations, including underlying objectives, policies and standards, are recommended*" (1988 MPRR, pg. 7).
>
> "*…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. (1996 MPRR, pg. 13).*

Now, in 2016, Maple Shade Township continues traditional objectives and policies established in prior municipal master plan documents. The Township is proactive in helping shape the community through its planning action well founded in the Master Plan, as the municipality moves further into the 21st Century. Maple Shade Township provides for the social and economic welfare of all its residents. The Township strives to achieve a balance in land use by providing modern business enterprises, safe housing for all ages and income levels, and a variety of recreational facilities (active and passive) accommodating the specific needs of all ages. Maple Shade Township strives to protect its environmental resources through sustainable practices.

2. 1982 COMPREHENSIVE MASTER PLAN AND 2006 MASTER PLAN REEXAMINATION REPORT: POLICIES, GOALS, OBJECTIVES, ASSUMPTIONS, PROBLEMS AND RECOMMENDATIONS

The following listing of Maple Shade Township Master Plan documents (exclusive of Redevelopment Investigations and Plans) provide a summary of strategic municipal planning over the last 34 years.

<u>Maple Shade's Current Master Plan and Elements</u>:

a. 1982 Comprehensive Master Plan

Elements include:

- Goals, Objectives, Policies
- Land Use Plan Element
- Housing Plan Element
- Community Facilities Plan Element
- Recreation Plan Element
- Education Plan Element
- Circulation Plan Element
- Utility Service Plan Element
- Conservation Plan Element

b. 1988 Master Plan Reexamination Report

c. 1996 Master Plan Reexamination Report

d. 2006 Master Plan Reexamination Report and Master Plan Amendment

e. 2008 Master Plan Housing Element and Fair Share Plan: Submitted to NJDCA/COAH, not approved.

f. 2010 Master Plan Circulation Plan Element

g. 2016 Master Plan Housing Element and Fair Share Plan: Draft 1/16

h. 2016 Master Plan Reexamination Report and Master Plan Amendment

Maple Shade 1982 Comprehensive Master Plan identified policies, goals, objectives, assumptions problems and recommendations:

1982 Comprehensive Master Plan 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 the 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 that 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.
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 that will promote the public health, safety, morals, and general welfare.

In addition to the above general objectives, the following policies and programs were developed for specific elements of the 1982 Master Plan:

A. 1982 Community Facilities and Recreation Plan:

1. Continue to plan and budget for effective governmental, police, fire protection, educational, township maintenance, sewage 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 Burlington County mental health services capable of providing needs 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 civic organizations and clubs in their endeavor to better the community through cooperation and sharing.

B. <u>1982 Land Use Plan:</u>

A total of eighteen (18) modifications to the land use plan were specified in the 1982 Comprehensive Master Plan. Each of these modifications required relatively minor alterations to the Zone Plan, involving the moving or elimination of a zoning district boundary line. No new zoning districts or land use types were created. The Zoning Map was revised in 1986 to reflect revisions proposed in the 1982 Comprehensive Master Plan.

C. <u>1982 Housing Plan:</u>

1. Maintain the quality of existing services to residential areas.
2. Continue programs of inspection and code enforcement.

D. <u>1982 Education Plan:</u>

1. Closely monitor population shifts in the school age group.
2. Continue to maintain a modern education curriculum.

E. <u>1982 Circulation Plan:</u>

1. Continue the coordinated Capital Improvement Program for circulation network maintenance.
2. Continue to regulate the quality of the 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.

F. <u>1982 Utility Service Plan:</u>

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 and future township residents.
3. Control storm drainage effectively in a program to alleviate flooding problems.

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

G. 1982 Conservation Plan:

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 degradation due to noise and pollution.

H. 1982 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. Maximize the energy conservation of the natural environment.
d. Encourage energy audits of existing residential and non-residential buildings throughout the township.
e. 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 vanpools.
d. Examine methods of pavement recycling as part of the Township Road Program.
e. Educate the township residents of energy and cost saving methods related to personal travel.
f. Encourage the use of transportation modes other than automobiles.

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 alternatives 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.

Maple Shade's 2006 Master Plan Reexamination Report identified policies, goals, objectives, assumptions, problems and recommendations:

Policies

a. Maple Shade Township will support efforts that are directed towards strengthening its commercial and industrial tax base, as well as those efforts needed to enhance the viability of existing businesses.

b. Maple Shade Township will support those efforts directed towards the rehabilitation, maintenance, and upgrade of existing homes, particularly in a manner that continues neighborhood and community traditions. A primary ingredient in Maple Shade's makeup and character is having residents who have a strong interest in maintaining the appearance of their neighborhoods.

c. Maple Shade Township will support initiatives that provide for a traditional look and feel throughout all areas of the community. These efforts will be directed at preserving established residential and commercial neighborhoods by applying established, and innovative techniques that bring about good civic design and integrated design for the municipality's residential, commercial and industrial uses. The preparation of a Community Design Plan Element of the Master Plan is an example of one such initiative.

d. Maple Shade Township will support efforts to protect residential neighborhoods from excessive on-street parking and non-local traffic. Maple Shade Township will also support efforts to preserve a neighborhood's traditional look, as well as its environmental and historical assets.

e. Maple Shade Township will support those efforts needed to bring about safe and efficient movement of both people and goods, as the community is further developed and redeveloped in accordance with the Township Master Plan. Maple Shade Township will coordinate with DVRPC, Burlington County, and NJDOT regarding those projects that address transportation and traffic circulation. Further, Maple Shade will promote public transportation projects, encouraging their use within our township, as well as between ours and other communities and point-of-destination sites.

f. Maple Shade Township will support those efforts needed to provide adequate access for emergency vehicles and personnel in all development and redevelopment projects.

g. Maple Shade Township will support those efforts aimed at achieving sustainable development via the approaches advocated by Smart Growth planning in order to derive the related benefits for both our community and the region.

h. Maple Shade Township will support processes designed to evaluate the regulations that govern development and zoning in order to encourage redevelopment opportunities.

i. Maple Shade Township will support efforts to make its development regulations and zoning ordinances consistent with its Master Plan. In particular, development regulations and zoning ordinances should be updated to encourage redevelopment initiatives and to bring about a balanced tax base, with both of these goals providing an emphasis on strengthening commercial and industrial uses.

j. Maple Shade Township will support efforts to protect its natural resources, including its wetlands, flood plains, forested areas, wildlife habitats, and stream corridors.

k. Maple Shade Township will support those efforts needed to continue its achievements regarding youth recreational activities, and to seek new recreational opportunities for all age groups.

l. Maple Shade Township will support efforts to strengthen and diversify its commercial/industrial composition of its Route 38 and 73 corridors. Maple Shade will encourage efforts that identify and explore opportunities for redeveloping vacant and underutilized commercial sites along its highway corridors and also efforts that look into opportunities for mixing compatible uses; i.e., commercial and light industrial, with appropriate buffering.

m. Maple Shade Township will support efforts that attract a mix of high quality stores and services for the downtown business district to support the needs of the community.

n. Maple Shade Township will continue to monitor school-age cohorts as provided in Census Data and school records so as to anticipate changes in school age populations. Furthermore, the Township will support Board of Education efforts to maintain a modern education curriculum producing a highly educated population prepared for the challenges of the 21st Century.

o. Maple Shade Township will support efforts to identify and preserve historical sites, buildings and markers.

p. Maple Shade Township will encourage efforts that support the creative and performing arts.

q. Maple Shade Township will support the use of municipal and Board of Education facilities for events and functions that advance the community's educational, civic and recreational programs, as well as those events and functions that support the arts, both creative and performing.

r. Maple Shade Township will support local business initiatives that strengthen local businesses and the municipal commercial/industrial tax base.

ASSUMPTIONS

It is assumed that Maple Shade Township's planning efforts will remain active. It is expected that development and redevelopment efforts will continue to present challenges and impact the future growth and shaping of the community. Further impacts are expected due to State and County Smart Growth initiatives; State and Federal regulations for the preservation and protection of our natural resources; and changes in social conditions and demographics as is reflected in the 2000 Census. It is expected that such conditions will require Township officials and professionals to remain attentive and sensitive to the resulting changes in the community's social, economic and environmental needs. In support of such expectations, the Planning Board and their planning and engineering and consultants need to also remain aware of the evolving impacts, as well as the State laws that affect municipal assumptions, policies and objectives.

It is assumed that Maple Shade Township will continue to have stability in its business environment and continue to realize benefit from furthering its commercial and industrial tax base.

It is assumed that the stability in Maple Shade's residential neighborhoods will continue although its population has been in a slight decline since 1980.

It is assumed that Maple Shade will receive benefit from its continuing efforts to expand its recreational and social support facilities for all Township residents.

It is assumed that the residents of Maple Shade Township will continue to be provided with sound representation by its governing body, and be provided with a host of equitable services from all municipal departments.

It is assumed that Maple Shade Township will continue to apply for and receive its fair share of State and County benefits involving financial allocations, grants, governmental assistance, and infrastructure support.

It is assumed that Maple Shade Township will continue coordination and compliance with Fair Share requirements, consistent with its substantive certification for Round 2 (certified 08/02/00), and its Round 3 Obligations.

GOALS AND OBJECTIVES

In municipal planning, goals are broad statements that identify a long-term ideal or a desired end result. Goals are important destination points for those who are a part of the municipality's planning process. As such, goals are to be kept in sight by Township officials and planners to help direct their efforts and the related decisions that affect the municipality's resources.

Objectives are the specific targets that are to be met as intermediate steps in achieving the goals. Municipal objectives allow progress toward the ultimate goal.

Maple Shade Township has developed a series of specific goals and objectives as part of this 2006 Master Plan Reexamination Report.

1. **Commerce and Industry**

Goal: To bring about a fiscally beneficial mix of retail, office and industrial uses to achieve economic strength and stability in the municipal tax base, while maintaining community character and promoting municipal health and safety.

Objective: To encourage modernization of the Route 38 and 73 commercial corridors, upgrading their appearance, safety and function.

Objective: To encourage development and redevelopment opportunities for manufacturing and industrial uses in appropriately zoned areas.

Objective: To encourage development and redevelopment opportunities for high density business uses along the Route 38 and 73 corridors, in accordance with code requirements.

Objective: To encourage retail development and redevelopment along transportation routes.

Objective: To encourage increased utilization of existing office, industrial and commercial areas.

Objective: To define and identify home based businesses.

Objective: To encourage support and provide for increased opportunities for the development and the redevelopment of the Downtown Business District (DBD). Identify the nature and character of appropriate businesses as a means to improving the appearance and quality of the DBD area.

Objective: To strengthen ordinances requiring business property maintenance, including landscaping, the on-site storage of materials and the general upkeep of buildings.

2. Housing

Goal: To achieve a variety of housing types to support a wide population demographic and to provide for such housing in neighborhoods that provides sufficient property space to accommodate the freedoms and enjoyments of traditional residential living.

Objective: To provide age-restricted housing in currently permitted areas and in quantities sufficient to meet the Township's needs.

Objective: To continue to meet the Council on Affordable Housing fair share requirements and intent through various methods including rehabilitation, alternative living arrangements, disabled needs housing, age-restricted housing, and other means as necessary.

Objective: To integrate new development with substantial open space areas using Smart Growth techniques that discourage suburban sprawl.

Objective: To minimize the visual impact of new development and to require vegetative buffers and screening designs for safety and visual attractiveness.

Objective: To encourage single-family construction and owner occupancy in appropriately zoned areas.

Objective: To encourage infill development and redevelopment as a Smart Growth technique.

Objective: To promote energy conservation in all redevelopment and new development construction.

3. Redevelopment

Goal: To redevelop areas which qualify under the New Jersey Local Redevelopment and Housing Law.

Objective: To promote redevelopment projects that provide economic benefits for the entire community, through the planning, design and redevelopment of designated areas that are vacant or underutilized.

Objective: To strengthen the economic position of Maple Shade Township within its marketing region through the elimination of retail, office and commercial vacancies.

Objective: To create a secure environment in redevelopment areas for residents, shoppers and workers, and by encouraging pedestrian usage during daytime, evenings and weekends.

Objective: To encourage diversity and choice in redevelopment areas by promoting varying business opportunities.

Objective: To create a flexible approach to redevelopment that will be responsive to changing market conditions.

Objective: To improve traffic related and signage systems to ease orientation and access to and from redevelopment areas, while providing adequate parking and pedestrian improvements.

Objective: To encourage thematic redevelopment designs with adequate flexibility to encourage diversity among varying uses consistent with Maple Shade’s Community Design Plan.

Objective: To encourage redevelopment through cooperation with building and property owners while achieving the design goal and objectives of redevelopment in Maple Shade Township.

4. Community Facilities and Services

Goal: To provide for the general needs of all Maple Shade Township residents by making available those facilities and services necessary for the common good.

Objective: To promote facilities for local groups allowing them to meet and work together for the good of the community. Facilitate appropriate public and private partnerships.

Objective: To encourage community assistance for those having special needs, and to expand compliance with the Americans with Disabilities Act (ADA) in places of public accommodation.

Objective: To identify the most efficient and effective means of providing municipal services while controlling operating costs and capital expenditures.

Objective: To provide for adequate cell tower and other communication services for area residents while maintaining community design standards.

5. Recreation

Goal: To provide ample recreation facilities that meet the active and passive recreational needs of all Maple Shade Township residents.

Objective: To provide ample age appropriate accessible recreational opportunities in Maple Shade Township consistent with the demographic needs of the community.

Objective: To create neighborhood and community level parks where none exist.

Objective: To provide to the extent appropriate, accessory facilities at each major municipal recreation area in Maple Shade Township, including picnic areas, seating, parking, lighting, storage facilities, pathways and bike racks.

Objective: To encourage the sharing of municipal and school recreational facilities within Maple Shade Township including the development of new facilities on municipal and school lands; and, when appropriate, the creation of separate recreational facilities for municipal or school use.

Objective: To provide family oriented parks and green spaces throughout the Township.

Objective: To continue the maintenance and upgrade of municipal parks and open spaces for active and passive recreational uses.

Objective: To keep current with active and passive recreational needs and trends of Maple shade Township residents, and to meet those needs by providing ample amounts of recreational opportunities.

Objective: To encourage better health choices for our residents by providing safe pedestrian and bicyclist pathways and linkages.

Objective: To encourage a more efficient use of open spaces including active and passive recreation areas, with passive recreation areas to include opportunities to enjoy relaxation and to promote educational interest in our wetlands and stream corridors.

6. Environment

Goal: To preserve environmentally sensitive areas in their natural state, and to protect natural resources and areas of conservation.

Objective: To protect wetland and flood plain areas by generally mapping these locations and identifying State and Federal preservation requirements.

Objective: To protect surface and subsurface water supplies by promoting control of nonpoint source pollution, and well head protection.

Objective: To preserve and promote management of our wooded areas and other natural areas.

Objective: To identify and provide strong support for our varied natural resources including wooded forested areas, streams and creek river frontage, by facilitating passive recreational opportunities; i.e., fishing, hiking and enjoyment of wildlife and the natural environment.

Objective: To support initiatives that increase awareness and understanding of the environment, encouraging residents to better understand and value the Township's natural resources and to assume more responsibility for their preservation.

Objective: To adapt and implement NJDEP's new stormwater management regulations within the expected time frames.

Objective: To identify locations where storm drainage and stormwater management issues need to be corrected. Improve the quality of stormwater runoff and increase groundwater recharge in compliance with the current NJDEP Stormwater Management Regulation.

Objective: Preserve trees and other vegetation to the greatest extent possible by regulating site clearing.

Objective: To promote stormwater management practices that positively affect aquifer recharge areas, flood plains, wetlands, waterways, and properties abutting waterways.

Objective: To provide significant natural space within and around existing development in order to lessen the impact of the built environment.

Objective: To seek appropriate locations for the establishment of greenways, linking areas of environmental and recreational importance.

Objective: To identify and promote wildlife preservation areas.

7. Open Space

Goal: To promote the preservation of open space areas.

Objective: To ensure that open space planning and landscape architecture play an important role in developing the character, location, magnitude and timing of growth and development/ redevelopment in the Township.

Objective: To utilize a wide array of open space preservation methods and techniques.

Objective: To identify and protect the habitats of threatened and endangered species of wildlife and vegetation, and control the character, location and magnitude of growth and development in and adjacent to such habitats.

Objective: To promote and encourage the protection of privately owned tracts of open space, wetlands and forestlands.

8. Transportation

Goal: To provide for the orderly, efficient and safe movement of people and goods throughout the Township.

Objective: To protect the existing transportation routes from development that exceeds the capacity of the road system.

Objective: To apply roadway designs that optimizes the Township's existing roadway network.

Objective: To encourage the further development and use of public transportation; i.e., buses and para-transit.

Objective: To promote pedestrian walkway systems and bicycle pathways throughout the community, particularly that connects residential neighborhoods with places of business.

Objective: To evaluate sight distances at intersections to determine adequate line of sight.

Objective: To encourage upgrading the existing transportation facilities, including:

a. Extension of bicycle routes.
b. Improving roadway and intersections.
c. Providing in-town public transportation.

Objective: To monitor and record traffic patterns and conditions.

Objective: To monitor traffic volumes and determine the most effective solution for controlling congestion.

Objective: To identify transportation facilities that will be affected by development on a case-by-case basis.

Objective: To set in place procedures that provide for a reasonable assessment regarding the impact of development and redevelopment on identified transportation facilities.

Objective: To identify opportunities to reduce noise resulting from vehicular traffic.

Objective: To continue the program to repair and upgrade existing sidewalks, and, in doing so, continue the program to meet ADA standards at pedestrian crossings as part of a community-wide ADA Compliance Plan.

Objective: To improve roadway safety by identifying road sections and intersections where improvements can be made to control speeds, further the smooth flow of traffic, and better accommodate shared spaces by pedestrian and vehicles.

Objective: To set procedures in place that require developers to address upgrades to transportation facilities when such facilities are impacted by development and redevelopment projects.

Objective: To promote actions that establish and maintain adequate sight triangles at intersections throughout the Township, supporting such actions with appropriate ordinances.

9. Solid Waste

Goal: To maximize recycling and the reduction of solid waste generation throughout the Township.

Objective: To set community standards for source reduction of solid waste generation.

Objective: To set community standards for maximizing recycling.

Objective: To develop a compliance program to encourage recycling, supporting such effort with an ordinance that addresses enforcement and surveys.

Objective: To educate our residents about the benefits of recycling and the use of the Township and County recycling and compost facilities.

10. Historic Preservation

Goal: To preserve Maple Shade's historic landmarks and artifacts and bring about a general preservation of the Township's history.

Objective: To identify and encourage the preservation and maintenance of historical buildings, structures and landmarks.

Objective: To create informational signs to identify historical sites.

Objective: To encourage and administer a program for the protection, rehabilitation and restoration of districts, buildings, structures, and artifacts significant in history, architecture, archeology and/or culture.

Objective: To support the Maple Shade Historical Society and their efforts to educate the public on the importance of historical preservation and local heritage.

Objective: To promote efforts to educate the general public and support efforts to provide financial incentives for preservation efforts.

Objective: To seek grants to support and encourage historic preservation.

11. Commercial/Residential Neighborhood Design

Goal: To promote new development and redevelopment that follows traditional neighborhood designs.

Objective: To achieve higher property values and more desirable places to live and shop.

Objective: To consider Traditional Neighborhood Design through "TND" ordinances.

Objective: To establish a subcommittee to recommend standards for traditional design and appearance.

Objective: To establish community design standards for maintaining neighborhood appearances regarding the installation of cell towers, TV dishes, antennae and similar external improvements.

Objective: To assure that required commercial landscape improvements be maintained.

12. Permitted Uses

Goal: To allow only new permitted uses consistent with the goals and objective of the Maple Shade Master Plan.

Objective: To eliminate uses no longer appropriate and include uses appropriate for a zone, consistent with the Township Master Plan.

13. Community Appearances

Goal: To promote the improvement and maintenance of community appearances.
Objective: To develop a Community Design Plan Element of the Master Plan.
Objective: To enforce compliance with sign ordinances.
Objective: To expand the use of landscape architecture and streetscapes.
Objective: To encourage the general community cleanup and enforce property maintenance codes.

ADDITIONAL RECOMMENDATIONS

1. Consider Redevelopment Opportunities. Promote efforts to redevelop, rebuild and restore areas that show signs of decline. As examples, areas along Route 73, Route 38 and Main Street appear to be areas of such opportunity. When identifying such targets of opportunity, seek to qualify identified sites under the New Jersey Local Redevelopment and Housing Law. Commercial, industrial and residential areas are to be considered.

2. Build on Main Street Successes. The following achievements are part of Maple Shade redevelopment efforts:

   - The provision of pedestrian walkways crossing Main Street.
   - Development of new and improved off-street parking.
   - The replacement of diseased trees throughout the Downtown Business District.
   - The construction of a park with a gazebo on Main Street.
   - The improvement of Steinhauer Park.
   - The adoption of a new, comprehensive sign ordinance.
   - The effort to remove inharmonious business uses.
   - The construction of the senior's project.
   - The development of a plan and the acquisition of funding to replace sidewalks and the provision of benches and street lamps throughout the downtown business district.
   - The establishment of a business association promoting Main Street improvement and related community activities.
   - Redevelopment areas so designated.

3. CHANGES TO MASTER PLAN POLICIES, GOALS, OBJECTIVES, ASSUMPTIONS, PROBLEMS AND RECOMMENDATIONS 2006-2016; EXTENT OF CHANGES TO IDENTIFIED PROBLEMS AND OBJECTIVES 2006-2016

Maple Shade's 2006 Master Plan Reexamination Report and Master Plan Amendment provides a comprehensive (1982-2006) update to the Township's strategic planning policies, goals, and objectives. Changes from 2006-2016 are minimal and remain current except as noted. Updates and clarifications are provided in Section 4.

Changes 2006-2016 are noted as follows:

a. Policies Identified in the 2006 MPRR are now combined in Section 4 where appropriate, and made more specific in the 2016 MPRR without excess verbage.
b. Assumptions generally remain unchanged 2006-2016, except as updated and expanded in Section 4.
c. Goals and Objectives generally remain unchanged 2006-2016, except as updated and expanded in Section 4.
d. Problems and Recommendations have changed 2006-2016. Section 4 provides new recommendations so to address problems and issues, and advance the community.

4. 2016 MASTER PLAN AMENDMENT: UPDATE TO POLICIES, GOALS, OBJECTIVES AND RECOMMENDATIONS FOR MAPLES SHADE TOWNSHIP MASTER PLAN AND DEVELOPMENT REGULATIONS

POLICY UPDATE

a. Maple Shade Township supports efforts to strengthen the commercial and industrial tax base, and to enhance the viability of existing businesses.

b. Maple Shade Township supports efforts to rehabilitate, maintain, and upgrade existing homes, particularly in a manner that continues neighborhood and community traditions. Critical to Maple Shade's makeup and character is residents committed to maintaining the appearance of their homes and neighborhoods.

c. Maple Shade Township supports local initiatives to maintain the traditional look and feel throughout all areas of the community. These efforts are directed at preserving established residential and successful commercial neighborhoods. Established as well as innovative techniques are applied to bring about good civic design for the municipality's residential, commercial and industrial uses. The Community Design Plan for DB Redevelopment (Downtown Business District Redevelopment Plan 9/12/08) is an example of one such initiative.

d. Maple Shade Township supports efforts protecting residential neighborhoods from excessive on-street parking and non-local traffic. Maple Shade supports sustainable efforts to preserve neighborhood traditional appearances, including environmental and historical assets.

e. Maple Shade Township supports safe and efficient movement of people and goods. Maple Shade coordinates with DVRPC, Burlington County, and NJDOT involving roadways, bikeways, and trails that advance shared road safety among vehicles, bicyclists and pedestrians. Maple Shade supports public transportation projects that advance Master Plan Goals and Objectives.

f. Maple Shade Township works to assure access for emergency vehicles and personnel throughout the Township.

g. Maple Shade Township supports efforts for sustainable development by applying Smart Growth planning principles and techniques.

h. Maple Shade Township monitors municipal regulations governing development and redevelopment to assure adherence to Master Plan Goals and Objectives.

i. Maple Shade Township works to assure consistency among its development regulations, zoning ordinances and the Master Plan. Development regulations and zoning ordinances are monitored and updated regularly to encourage development and redevelopment initiatives.

j. Maple Shade Township applies sustainable practices to protect its natural resources, including wetlands, flood plains, street trees, forested areas, wildlife habitats, and stream corridors.

k. Maple Shade Township supports a full range of youth recreational activities, while seeking new recreational opportunities for all age groups.

l. Maple Shade Township supports strengthening and diversifying the commercial/industrial composition of its Route 38 and 73 Corridors. Maple Shade encourages efforts to identify and explore opportunities for redeveloping vacant and underutilized commercial and industrial sites along its highway corridors.

m. Maple Shade Township supports efforts to attract a diversity of high quality attractive retail stores and services for the Downtown Business District.

n. Maple Shade Township supports Board of Education initiatives in maintaining a modern education curriculum producing a highly educated and healthy population prepared for the challenges of the 21st Century. The Township encourages the use of municipal and school facilities for events and functions advancing the community's educational, civic, arts and recreational programs.

o. Maple Shade Township supports identification and preservation of historical sites, buildings and markers.

p. Maple Shade Township supports creative and performing arts.

MAPLE SHADE COMMUNITY FORESTRY MANAGEMENT PLAN RECOMMENDATION

Maple Shade Township supports locally the New Jersey State Forestry Service Community Forestry Program. The Township recognizes municipal shade trees as a significant resource and amenity to all neighborhoods: Residential, Commercial and Industrial. Maple Shade Township requests consultation, technical assistance, status review, and implementation assistance from the New Jersey Community Forestry Council in developing and implementing the Maple Shade Community Forestry Management Plan (CFMP). Maple Shade requests assistance through the New Jersey Green Communities Challenge Grant in all efforts of CFMP development and implementation. The Township further supports Community Education, Awareness, Outreach and Involvement in the CFMP so to achieve maximum program success. The Township further recommends the use of native vegetation and control of invasive vegetation to the greatest extent possible throughout the Township.

CONSOLIDATION OF LAND USE DEFINITIONS RECOMMENDATION

Consolidate Maple Shade Municipal Code Land Use Definitions in Land Use Procedures Chapter 22; Flood Damage Prevention Chapter 99; Subdivision and Site Plans Chapter178; and Zoning Chapter 205. Land Use definitions should be integrated and consolidated into a definitive definitions section of the Township Municipal Code. Definitions should be updated and expanded as necessary. Unconsolidated sections of land use definitions include but are not exclusive to Chapters 22-29.; 99-5.; 178-4.; 178-16.; 205-4.; 205-47.; 205-53.; 205-63.; 205-70.; 205-75.; 205-79.2.; and 205-97.

DESIGN GUIDELINES FOR ALL BUSINESS AND COMMERCIAL DISTRICTS RECOMMENDATION

Expand Design Guidelines for Community Development to include all Business and Commercial Districts including DB Downtown Business District, C General Commercial District, and BD/BD-1 Business Development Districts. Community Development Design Guidelines in Maple Shade presently apply only to the Routes 38/73/Lenola Road Redevelopment Area (205-34). Design Guidelines include but are not exclusive to Neighborhood and Site Planning, Building and Landscape Design, Waste Management, Public Safety Lighting and Signage Design.

OUTDOOR ADVERTISING RECOMMENDATION

Maple Shade Zoning Code Article XIV (205-6.3-205-66.4) provides comprehensive signage controls specific to permitted land uses. The advent of LED usage has created safety concerns where illumination levels and appearance of animation may distract drivers. Traditional community design aesthetics can also be compromised by excessive illumination levels and appearance of animation. As reference, N.J. State Rules on sign controls (N.J.A.C. 16:41C) provide current and up-to-date empirical information for regulation of LED usage along N.J. State Highways. Maple Shade's Sign Ordinances should be updated to provide for driver safety and community aesthetics based on state of the art empirical information.

DOWNTOWN BUSINESS MIXED USE SUPPORT RECOMMENDATIONS

Maple Shade's DB Downtown Business District applicability/purpose (205-23. et. seq.) advances economic strength and revitalization of the Central Business District, while advancing physical, cultural and architectural design objectives. This purpose supports both Design Standards for DB (see previous recommendation), as well as preservation of mixed use neighborhood (commercial/residential) characteristics. While business strength in DB is priority 1, existing residential uses significantly support the traditional DB District both in character and as market support for area businesses. Excessive controls on existing residential properties involving accessory use should be relaxed so to "grandfather" existing residential uses allowing typical residential accessory improvements as permitted. Furthermore, traditional mixed residential/office uses are to be permitted in combination on first floors and upper levels, so to maintain area history of mixed use and neighborhood market support.

DEVELOPMENT STANDARD FORMS AND CHECKLISTS RECOMMENDATION

In the effort to further expedite the local development approval process and maximize administrative efficiency in Maple Shade Township, standard development forms and checklists should be updated and made easily available to residents and developers. Recommended development forms and checklists include but are not exclusive to the following:

1. Major and Minor Site Plan Application Forms and Checklists
2. Major and Minor Subdivision Application Forms and Checklists
3. Application for Use Variance or other relief
4. Notice to be Published: Zoning Board/Planning Board
5. Notice to Property Owners
6. Proof of Service
7. Proof of Publication
8. Sign Posting on site of proposed development
9. Affidavit of sign posting

TREE FUND EXPENDITURES RECOMMENDATION

Municipal design requirements include street trees, planted buffer areas, green space, and compensatory plantings subject to approval of the Planning Board (178-15.D., E., and F.). It is recommended tree fund expenditures include tree and shrub planting/transplanting, tree removal, area preparation and stabilization including topsoil, fertilize, mulch, seed, annual and perennial plantings, and related activities. It is further recommended that native vegetation be utilized to the greatest extent possible in all municipal tree fund expenditures.

PERMITTED USES IN BD BUSINESS DEVELOPMENT DISTRICTS RECOMMEDATION

Applicability of permitted uses in BD Districts states… "Designed for a broad range of nonresidential uses so as to take maximum economic advantage of the major highway frontage in the Township" (205-32). The list of permitted BD uses should be expanded to include indoor active recreation, and on large tract size (minimum 25 acres) new automobile dealerships selling new and used vehicles on same tract. Definition of *New Automobile Dealership* should be included in definitions (205-4).

MAPLE SHADE STREET POLICY RECOMMENDATION

Maple Shade's Master Plan policy calls for "supporting efforts for safe and efficient movement of people and goods". Master Plan Circulation Plan Element goals and objectives call for supporting orderly movement of people, optimizing existing roadway design networks, and promoting pedestrian and bicycle systems connecting residential with places of business. So to advance these Master Plan policies, goals and objectives, it is recommended Maple Shade Township consider methods and funding to implement these goals and objectives.

For consideration, the New Jersey Department of Transportation (NJDOT) defines a "Complete Street" as a means to provide safe access for all users by designing and operating a comprehensive, integrated, and connected multi-modal network of transportation options. This effort may be further advanced by coordination with Burlington County's TMA *Cross County Connection* and referencing Burlington County Bicycle Master Plan, June 2014.

ZONE DISTRICT LINE ADJUSTMENT RECOMMENDATION

Significant Land Use changes may occur through the zoning variance process and redevelopment, resulting in the need to adjust zone district lines. For example the major residential subdivision permitted by use variance on Poplar in the DB District is recommended be considered for R-2 designation consistent with the neighborhood. It is further recommended additional potential zone district line adjustments be considered as well throughout the Township, so to advance compatibility in effected neighborhoods, facilitate financing, and accelerate the municipal administrative process. Appropriate zoning code requirements should be designated to apply.

UNDERGROUND UTILITY LINE RECOMMENDATION

Safety and aesthetic benefits are realized when above ground electric lines and similar wiring and cables are placed underground thus eliminating poles. It is recommended any and all such utility improvements be placed underground within N.J. State, County and local rights of way, and within development sites, so to maximize safety and aesthetic benefit in Maple Shade Township.

5. 2016 RECOMMENDATIONS FOR REDEVELOPMENT: MASTER PLAN LAND USE ELEMENT, DEVELOPMENT REGULATIONS, AND POTENTIAL LOCATIONS

Maple Shade Township Planning Board has completed a series of redevelopment planning projects from 2007 to present, as authorized by Township Council. Each redevelopment planning project includes preparation of (1) the Redevelopment Preliminary Investigation and (2) the Redevelopment Plan, consistent with the New Jersey Local Redevelopment and Housing Law (N.J.S.A. 40A:12A et. seq.)

Examples include:

a. Routes 38/73/Lenola Road Redevelopment Area Preliminary Investigation 1/3/07, and Redevelopment Plan 7/25/07; updated 10/12.
b. Downtown Business District Redevelopment Area Preliminary Investigation 9/12/08, and subsequent Redevelopment Plans.

Maple Shade Planning Board recommends incorporation of redevelopment planning documents adopted in accordance with P.L. 1992, c. 79 (C. 40A:12A-1 et. al.) into the Township's Master Plan Land Use Element, and the Township Zone Plan/Map. The Planning Board further recommends updates and other revisions to the municipal development code necessary to effectuate the adopted Maple Shade redevelopment plans.

Maple Shade Planning Board may also recommend to the governing body consideration of additional potential redevelopment locations as may be determined.

MAPLE SHADE TOWNSHIP 2016 MASTER PLAN REEXAMINATION REPORT TOTAL POPULATION: 1960-2010		
YEAR	**POPULATION**	**CHANGE FROM PREVIOUS DECADE**
		INCREASE
1960	12,947	N/A
1970	16,424	3,477
1980	20,525	4,101
1990	19,211	-1,314
2000	19,079	-132
2010	19,130	51

U.S. Bureau of Census 1960-2010

MAPLE SHADE TOWNSHIP 2016 MASTER PLAN REEXAMINATION REPORT AGE COHORT POPULATION: 1990, 2000, 2010				
	1990	**2000**	**2010**	**CHANGE 1990-2010**
Total Population	19,211	19,079	19,130	-81
Under 5 Years	1,178	1,072	1,359	181
5 to 9	947	999	854	-93
10 to 14	854	1,059	736	-118
15 to 19	876	944	1,014	138
20 to 24	1,620	1,258	1,915	295
25 to 34	4,334	3,695	3,394	-940
35 to 44	2,616	3,179	2,329	-287
45 to 54	1,826	2,357	2,717	891
55 to 64	1,905	1,586	2,135	230
65 to 74	1,930	1,432	1,343	-587
75 and Over	1,125	1,498	1,309	184
Median Age	---	36.5	36.5	---

U.S. Bureau of Census 1990, 2000, 2010

MAPLE SHADE TOWNSHIP 2016 MASTER PLAN REEXAMINATION REPORT HOUSEHOLD SIZE: 1990, 2000, 2010				
	1990	**2000**	**2010**	**CHANGE 1990-2010**
1 - Person	2,902	3,047	2,963	61
2 – Person	2,942	2,725	2,440	-502
3 – Person	1,198	1,257	1,337	139
4 – Person	918	887	748	-170
5 – Person	351	385	392	41
6 – Person	122	110	92	-30
7+ Person	42	51	108	66
Average Household Size	**2.22**	**2.20**	**2.33**	

U.S. Bureau of Census 1990, 2000, 2010

MAPLE SHADE TOWNSHIP 2016 MASTER PLAN REEXAMINATION REPORT HOUSING ANALYSIS: INCOME			
	Occupied Housing Units	**Owner-Occupied Housing Units**	**Renter-Occupied Housing Units**
Occupied Housing Units	8,080	4,056	4,024
Household income in the past 12 months (in 2013 inflation-adjusted dollars)			
Less than $5,000	1.9%	0.8%	3.1%
$5,000 to $9,999	3.0%	1.8%	4.2%
$10,000 to $14,999	3.8%	1.4%	6.2%
$15,000 to $19,999	3.6%	3.4%	3.9%
$20,000 to $24,999	6.0%	3.3%	8.7%
$25,000 to $34,999	10.4%	10.4%	10.4%
$35,000 to $49,999	14.8%	9.2%	20.4%
$50,000 to $74,999	21.2%	19.9%	22.4%
$75,000 to $99,999	15.7%	18.9%	12.4%
$100,000 to $149,999	14.6%	22.4%	6.7%
$150,000 or more	5.1%	8.6%	1.6%
Median household income (dollars)	58,545	74,819	45,505

U.S. Bureau of Census 2010

MAPLE SHADE TOWNSHIP 2016 MASTER PLAN REEXAMINATION REPORT HOUSING ANALYSIS: MONTHLY COST			
	Occupied Housing Units	**Owner-Occupied Housing Units**	**Renter-Occupied Housing Units**
Monthly Housing Cost			
Less than $100	0.0%	0.0%	0.0%
$100 to $199	0.1%	0.2%	0.0%
$200 to $299	0.4%	0.4%	0.4%
$300 to $399	0.4%	0.9%	0.0%
$400 to $499	1.9%	3.5%	0.3%
$500 to $599	2.3%	3.4%	1.1%
$600 to $699	6.4%	5.1%	7.7%
$700 to $799	5.8%	7.3%	4.2%
$800 to $899	5.2%	3.5%	6.9%
$900 to $999	9.2%	4.8%	13.6%
$1,000 to $1,499	35.2%	22.3%	48.3%
$1,500 to $1,999	18.6%	22.3%	14.9%
$2,000 to more	13.4%	26.3%	0.3%
No Cash Rent	1.2%	(X)	2.4%
Median (Dollars)	1,212	1,467	1,121
Monthly Housing Costs as a Percentage of Household Income in the Past 12 Months			

U.S. Bureau of Census 2010