



**Barrons Building
Redevelopment Plan**

**Block 64, Lots 1, 2, 3, 4, 5 and 8
MAPLE SHADE TOWNSHIP**

**Prepared for:
Township of Maple Shade
Burlington County, New Jersey**

**Prepared by:
Burlington County Bridge Commission
Department of Economic Development and Regional Planning
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An original copy of this document is signed and sealed and filed with the municipal clerk.

INTRODUCTION

A. Purpose

In N.J.S.A. 40A:12A-7a., the Redevelopment and Housing Law (RHL) provides "[n]o redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body, upon its finding that the specifically delineated project area is located in an area in need of redevelopment or in an area in need of rehabilitation, or in both..." The Township of Maple Shade plans to undertake redevelopment activities within the redevelopment area delineated in a preliminary investigation establishing parcels known as Block 64, Lots 1, 2, 3, 4, 5 and 8 as a redevelopment area.

Pursuant to Resolution 09-R-103 adopted by the Township Council on June 3, 2009, as amended by subsequent resolutions, the Maple Shade Planning Board was directed to conduct a preliminary investigation to determine whether Block 64, Lots 1, 2, 3, 4, 5 6.01, 7 and 8 should be designated as a redevelopment area. On November 4, 2009, the Township Council adopted Resolution 09-R-187 resolution establishing certain parcels delineated in the Investigation to be a redevelopment area and directing the planner to prepare a Redevelopment Plan for the delineated area.

Subsequent to determining the area delineated in the Investigation to be a redevelopment area, the Township Council prepared this Redevelopment Plan (Plan) according to the requirements set forth in N.J.S.A. 40A:12A-1 et seq.

B. Definitions

The following definitions, which are set forth in N.J.S.A. 40A:12A-3 of the RHL, are pertinent to this redevelopment plan:

Redevelopment -- means clearance, replanning, development and redevelopment; the conservation and rehabilitation of any structure or improvement, the construction and provision for construction of residential, commercial, industrial, public or other structures and the grant or dedication of spaces as may be appropriate or necessary in the interest of the general welfare for streets, parks, playgrounds, or other public purposes, including recreational and other facilities incidental or appurtenant thereto, in accordance with a redevelopment plan.

Redevelopment area or area in need of redevelopment -- means an area determined to be in need of redevelopment pursuant to sections 5 and 6 of P.L.1992, c.79 (C.40A:12A-5 and 40A:12A-6)... a redevelopment area may include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area of which they are a part.

Redevelopment Plan -- means a plan adopted by the governing body of a municipality for the redevelopment or rehabilitation of all or any part of a redevelopment area, or an area in need of rehabilitation, which plan shall be sufficiently complete to indicate its relationship to definite municipal objectives as to appropriate land uses, public transportation and utilities, recreational and municipal facilities, and other public improvements; and to indicate proposed land uses and building requirements in the redevelopment area or area in need of rehabilitation, or both.

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Redevelopment Project -- means any work or undertaking pursuant to a redevelopment plan; such undertaking may include any buildings, land, including demolition, clearance or removal of buildings from land, equipment, facilities, or other real or personal properties which are necessary, convenient, or desirable appurtenances, such as but not limited to streets, sewers, utilities, parks, site preparation, landscaping and administrative, community, health, recreational, educational, welfare facilities.

Rehabilitation -- means an undertaking, by means of extensive repair, reconstruction or renovation of existing structures, with or without the introduction of new construction or the enlargement of existing structures, in any area that has been determined to be in need or rehabilitation or redevelopment, to eliminate substandard structural or housing conditions and arrest the deterioration of that area.

C. Organization of Redevelopment Plan

The redevelopment plan is presented as the following sections:

- I. Identification of redevelopment area
 - a. Identification of properties
 - b. General description

- II. Redevelopment plan outline
 - a. Relationship to local objectives
 - b. Proposed land uses and building requirements
 - c. Temporary/permanent resident relocation
 - d. Identification of proposed property acquisitions
 - e. Relationship to intergovernmental planning

- III. Affordable housing provisions

- IV. Relationship to municipal development regulations

- V. Local master plan consistency

I. IDENTIFICATION OF REDEVELOPMENT AREA

A. Identification of Properties

The following properties identified by block and lot numbers as assigned by the Tax Assessor of the Township of Maple Shade are located within the proposed redevelopment area:

Block Number: 64, Lot Numbers 1, 2, 3, 4, 5 and 8

The map at the end of this document graphically portrays the foregoing block and lot number based on Township tax map sheet no. 6.

B. General Description

Block 64, Lots 1, 2, 3, 4 and 5 abut each other in the redevelopment area, are located in the western portion of the downtown district. They have 220 linear feet of frontage along West Main Street and are all 150 feet deep. These lots, which are in the Downtown Business (DB) district, comprise the bulk of the former Barrons Furniture building. Lot 8 sits to the rear and north of these lots. It has 50 feet of frontage on Lippincott Avenue and is also 150 feet deep. It is in the Residential -2 (R-2) district and comprises part of the former paved parking lot for the Barrons building.

North and west of the site are single-family residential dwellings. East and south of the site are other parts of the downtown business district, including a supermarket on West Main Street and a rear municipal parking lot opposite Lippincott Avenue. Immediately east of Lot 1 on Block 64 is a liquor store on Lot 1.01, which is also part of the designated redevelopment area, but not part of this redevelopment plan. Immediately west of Lot 5 are Lots 6.01, an office, and Lot 6, a restaurant, which are also not part of this redevelopment plan. To the rear of Lots 4 and 5 and to the west of Lot 8 is Lot 7, which is now a developed parking lot and part of a previous redevelopment plan approved by Township Council in 2010.

II. REDEVELOPMENT PLAN OUTLINE

A. Introduction

In N.J.S.A. 40A:12A-7a., the LRHL requires all redevelopment plans to "include an outline for the planning, development, redevelopment, or rehabilitation of the project area..." The LRHL requires the outline to indicate the following information:

1. The relationship of the redevelopment plan to definite local objectives;
2. The proposed land uses and building requirements in the redevelopment area;
3. Adequate provision for temporary and permanent relocation of residents from a project in the redevelopment area, as necessary;
4. The identification of property located in the redevelopment area which is to be acquired according to the redevelopment plan; and
5. The relationship of the redevelopment plan to intergovernmental planning.

This section of the redevelopment plan provides an outline that includes the foregoing requirements.

B. Relationship to Local Objectives

N.J.S.A. 40A:12A-7a.(1) requires the redevelopment plan to indicate:

Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.

The Township of Maple Shade Planning Board reexamined the master plan for the Township of Maple Shade and adopted a master plan amendment in 2006.

1. Master Plan Reexamination Report New Policies

The reexamination report provided the following new policies for the Township's planning, development and land use programs:

- 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 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, [sic] innovative techniques that bring about good civic design and integrated design for the municipality's residential, commercial and industrial uses.
- c. 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.

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- d. 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.
- e. Maple Shade Township will support those efforts needed to provide adequate access for emergency vehicles and personnel in all development and redevelopment projects.
- f. 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.
- g. Maple Shade Township will support processes designed to evaluate the regulations that govern development and zoning in order to encourage redevelopment opportunities.
- h. 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.
- i. 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.
- j. Maple Shade Township will support local business initiatives that strengthen local businesses and the municipal commercial/industrial tax base.

The following discussion explains the relationship of the redevelopment plan to the foregoing policies:

- a. The redevelopment plan provides for redeveloping Lots 1, 2, 3, 4, 5 and 8 in Block 64 as a mixed use commercial use on the ground floor and a multi-family use for elderly residents above, which will support commercial uses throughout downtown Maple Shade. Providing for such uses strengthens Maple Shade's tax base in the downtown business district.
- b. The redevelopment plan requires that the development of Lots 1, 2, 3, 4, 5 and 8 to be aesthetically pleasing with traditional architecture and proper buffering and screening for adjacent residential uses.
- c. The required architectural setback of the ground-level commercial uses from the residential tower is consistent with Main Street's primarily one and two story mixed-use commercial development patterns.
- d. The redevelopment plan requires any parking lot that is built on Lot 8 to be designed that facilitates safe ingress and egress for vehicles and pedestrians, cross-access easements to adjacent Lot 7
- e. The redevelopment plan supports smart growth planning principles by encouraging

infill development and environmental remediation in the downtown business district of Maple Shade.

- f. The redevelopment plan sets forth regulations that foster development and redevelopment in the downtown business district. In addition, the plan bulk and design regulations for developing Lots 1, 2, 3, 4 and 5 with a parking lot on Lot 8.
- g. The redevelopment plan provides regulations that encourage a mix of residential and commercial uses that meet the needs of the community.

2. Master Plan Reexamination Report Goals and Objectives

The reexamination report recommended the new general goals and objectives for the master plan. The following summary indicates how the redevelopment plan addresses these goals and objectives:

a. 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.

Redevelopment Plan – The plan encourages the expansion of mixed-uses in the Downtown Business District and by doing so the plan enhances the opportunity to diversify and strengthen the commercial tax base.

Redevelopment Plan – The plan includes about 10,470 square feet of ground level commercial development along of West Main Street which is County Route 537.

Objective: To encourage increased utilization of existing office, industrial and **commercial** [emphasis added] areas.

Redevelopment Plan – The plan encourages replacement of an abandoned furniture store and several other smaller stores with about 10,470 square feet of new commercial space in three stores, averaging about 3,500 square feet per unit.

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.

Redevelopment Plan – The plan encourages the development of Lots 1, 2, 3, 4, 5 and 8 with commercial uses and 66 residential units. The addition of residential units in the district will support other commercial uses in the DBD.

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

Redevelopment Plan – The plan requires Lots 1, 2, 3, 4, 5 and 8 to be developed with appropriate landscaping that provides a buffer to adjacent residential uses.

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3. 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.

Redevelopment Plan – The plan complies by offering new opportunities for low and moderate income seniors to remain in their community, but also live within walking distance of many of their needs by providing locating their units in a mixed-use development on Main Street in Maple Shade.

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

Redevelopment Plan – The plan complies because 100% of its 66 units are age-restricted and special needs housing. The redevelopment project is within a short walk of a three-story senior citizen development, also within the Downtown Business (DB) district.

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.

Redevelopment Plan – The plan complies because 100% of its 66 units are age-restricted and special needs housing are for low and moderate income residents, which will meet the guidelines of the NJ Housing and Mortgage Finance Authority.

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

Redevelopment Plan – The plan complies by proposing a mixed-use development, which includes about 10,470 square feet of ground floor commercial space in three units. By mixing the two building types together, the proposed redevelopment project reinforces the historic, mixed-use, downtown Main Street character of Maple Shade’s town center and reduces sprawl in the undeveloped green fields of suburbia and adjacent countryside.

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

Redevelopment Plan – The plan complies by requiring the second through fourth floors of the residential tower to be set back 20 feet from the right-of-way and 15 feet from the sidewalk storefront development. This setback and the other required parking lot buffering and screening will help to mi-

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minimize any potential adverse affects of the building’s proposed height. The redevelopment plan also includes other building and site design guidelines to ensure its public safety and visual attractiveness.

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

Redevelopment Plan – Development of single-family construction in the re-development area in this section of the Mains Street Downtown Business (DB) district is contrary to the master plan and district goals.

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

Redevelopment Plan – The redevelopment proposes an infill plan that will not only meet the Township’s housing, affordable housing and commercial needs, but will do so by demolishing an abandoned building and remediating the soil beneath it. It is a prime example of the Smart Growth infill development

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

Redevelopment Plan – The redevelopment complies by including building and site design guideline that emphasize energy conservation and LEED building practices.

c. Redevelopment:

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

Redevelopment Plan – The plan complies with the requirements and provisions of 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 is vacant or underutilized.

Redevelopment Plan – The plan provides for the development of Lots 1, 2, 3, 4, 5 and 8 in Block 64 which is a dilapidated and abandoned furniture store and other vacant commercial units in the Downtown Business District.

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

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Redevelopment Plan – The plan requires the development of Lots 1, 2, 3, 4, 5 and 8 to provide sufficient lighting to create a safe environment for pedestrians and motorists. It requires the design of any parking on the lot to provide safe ingress and egress.

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

Redevelopment Plan – The plan utilizes the Downtown Business District zoning to provide for a mix of permitted uses in order to diversify the opportunities for developing Lots 1, 2, 3, 4, 5 and 8.

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

Redevelopment Plan – The plan allows for a diverse mix of permitted uses on Lots 1, 2, 3, 4, 5 and 8, as mentioned above.

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.

Redevelopment Plan – The plan permits the rear parcel, Lot 8, to be used as a parking lot that must be properly landscaped and lighted, and encourages it to be connected by a cross-access easement to adjacent Lot 7, which is a rear parking lot to an adjacent restaurant.

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

Redevelopment Plan – The plan echoes the reexamination report's objective to encourage redevelopment through cooperation with building and property owners in order to achieve the master plan's goals and objectives.

d. Transportation:

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

Redevelopment Plan – The plan provides for the opportunity to coordinate development of Lot 8 with cross-access easements to Lot 7. It provides a sufficient number of parking spaces for the low and moderate income elderly residents of the development, encourages on-street parking along West Main Street and utilizes the adjacent public parking lot opposite

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Lippincott Avenue to provide any additional parking demands.

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

Redevelopment Plan – The plan requires an adequate sidewalk system that connects the development of Lots 1, 2, 3, 4, 5 and 8 to the Downtown Business District and adjacent residential neighborhood.

In essence, the Township of Maple Shade has made the finding that there is a need to redevelop and revitalize Lots 1, 2, 3, 4, 5 and 8 in Block 64, and in doing so, the Township of Maple Shade has prepared this redevelopment plan for that express purpose.

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C. Proposed Land Uses and Building Requirements

N.J.S.A. 40A:12A-7a.(2) requires the redevelopment plan to indicate:

“Proposed land uses and building requirements in the project area.”

The redevelopment plan adopts and incorporates Chapter 205 “Zoning” of the Township of Maple Shade ordinances as well as Chapters 22 “Land Use Procedures,” 160 “Sewers,” 174 “Stormwater Control,” 175 “Streets and Sidewalks,” 178 “Subdivisions and Site Plans” and 200 “Water” and all other applicable chapters of the ordinance.

The redevelopment plan recommends that Township Council rezone Lot 8 of Block 64, which is necessary for the implementation and completion of the redevelopment plan and future redevelopment projects, from the R-2 residential zoning district to the DB Downtown Business district so that the entire redevelopment project area can be in the same zoning category.

The redevelopment plan creates an overlay area which would allow a “Mixed-Use Senior Citizen Residential” use, as described below, only in the Barrons Building Redevelopment area, also known as Lots 1, 2, 3, 4, 5 and 8 of Block 64.

Mixed-Use Senior Citizen Residential. Housing restricted to senior citizens and other special need populations, in conformance with federal or state law, mixed with principal and accessory uses permitted in the zoning district, to apply only in the Barrons Building Redevelopment Area.

(1) Minimum lot size: 40,000 square feet.

(2) Maximum density: 75 units per acre, not to exceed 66 units.

(3a) Minimum Front Yard Setback of ground-level structure fronting West Main Street: 5 feet from the right-of-way line.

(3b) Minimum Front Yard Setback of residential tower fronting West Main Street: 20 feet from the right-of-way line.

(4) Minimum Rear Yard Setback: 50 feet.

(5) Minimum Side Yard Setback: 0 feet.

(6a) Maximum building height of ground-level structure fronting West Main Street: one story or 18 feet, exclusive of parapets and other architectural cornice detailing or required screening for roof-mounted features.

(6b) Maximum building height of residential tower: four stories or 45 feet, exclusive of parapets and other architectural cornice detailing or required screening for roof-mounted features.

(7) Maximum building cover: 55%.

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(8) Maximum total cover: 95%.

(9) Off-street parking and accessory structure setback: 5 feet.

(10a) On-site residential parking: 0.5 space per unit.

(10b) On-site commercial parking: Exempt.

(11) Design guidelines:

a. *Site Planning Design Guidelines:*

1. Spatial relationships between buildings and other structures should be formal; facades should be parallel to street lines, and exterior building walls should typically be either parallel or at right angles to each other.
2. Buildings should be located to front toward and relate to public streets, both functionally and visually. Buildings should be placed close to the street and oriented to the public view. Buildings should not be oriented to front toward a parking lot. Buildings should be oriented to address the geometry of the abutting street pattern and should acknowledge prominent design features in the regular street pattern.
3. Buildings should be located to allow for adequate fire and emergency access.
4. Shared driveway, interconnecting access drives with adjacent properties and cross-access easements should be made available to adjacent uses.
5. Paved sidewalks should be installed at a minimum width of ten feet (10') in width along all Main Street frontages.
6. Extensive expanses of pavement should be avoided. The amount of unrelieved pavement area on the site should be limited through the use of trees and landscaping, pedestrian amenities, such as benches and planters, contrasting colors and banding or pathways of alternate pavement materials.

b. *Building Design Guidelines:*

1. Applicants should submit architectural drawings and elevations prepared by a New Jersey-licensed architect, as well as illustrated architectural renderings, including elevations of each façade facing a public right-of-way or on-site pedestrian walkway, as part of any site plan application for the development of new structures or renovation of existing structures. These renderings and any required modifications should become part of any approvals granted.

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2. Building size and scale, roof shapes, façade and fenestration rhythms, and façade and fenestration proportions should be designed to avoid long uninterrupted expanses of flat walls or roofs. Long buildings should be visually divided into smaller increments through the use of building offsets or vertical features, which may include fenestration or changes in building materials or colors.
 3. When facades of a building other than the primary façade face public streets, pedestrian walkways and adjacent residential neighborhoods, such facades should include building elements consistent with the primary façade, such as window treatments, design details and materials.
 4. Building architecture should be designed to provide an attractive appearance that is compatible with and complimentary to the surrounding area. All architectural details should be related to an overall architectural theme.
 5. All buildings and structures on the site should have consistent materials and architectural and design elements to provide a cohesive project site. All accessory buildings, light fixtures, fences, walls, outdoor furniture, site amenities and landscape improvements should be architecturally compatible with the style of the proposed primary building(s). Conflicting materials and architectural and design elements within the site or on a building are strongly discouraged.
 6. The use of energy-efficient LEED design is encouraged, including rain gardens or green roofs, solar panels, low-emission paint, Light Emitting Diode (LED) lighting use and similar energy-saving designs.
- c. *Landscape Design Guidelines*
1. In addition to all applicable submission checklist requirements, applicants should submit for review a landscape plan prepared by a New Jersey-licensed landscape architect.
 2. Frontage landscaping and buffer areas should be landscaped with trees, shrubs and grass or ground cover, including the following specific standards:
 - a. All plant materials should be of sufficient size so that the landscaping has an attractive appearance at the time of installation and a mature appearance within three years of planting.
 - b. Landscaping should be used to enhance architectural and design elements, break up large paving areas, buffer adjacent land uses and to screen undesirable features from public view.

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- c. Shade-bearing street trees along all street frontages should be planted no farther apart on center than fifty feet (50') or the mature diameter of the proposed species, whichever is less. Tree species shall be complimentary to those already growing along Main Street. Adequate tree wells and other root protective features must be installed.
- d. Shrubs planted along all street frontages should be designed and maintained to screen vehicles from view from adjacent roadways to a minimum continuous overall height of thirty inches (30").
- d. *Heating and Air Conditioning and Other Roof Feature Guidelines:*
 - 1. Satellite dishes and other telecommunications devices should be located on building rooftops. All air-conditioning units, HVAC systems, exhaust pipes or stacks, satellite dishes, other telecommunications devices, and solar panels should be screened from view from public property or public rights-of-way and from adjacent properties by using walls, fencing, roof elements, such as parapets, screening devices and/or plantings.
- e. *Waste Management (Trash, Garbage and Recyclables) Storage and Disposal Guidelines:*
 - 1. If not located within the primary structure, exterior storage and waste management and recycling areas should be sited to be least visible from public view. All waste management collection and storage areas for trash, garbage and recyclables should be screened from public view at the ground level using masonry walls with solid self-closing metal doors and perimeter plantings. Masonry wall enclosures no less than six feet (6') in height or one foot above the height of the receptacle, whichever is greater. Masonry enclosures should be finished in a manner compatible with the principal building and should not be located in any required yard area setbacks or site triangles.
 - 2. There should be no waste management pick-ups from a public right-of way. The site plan should indicate adequate ingress and egress from streets and with adequate space for maneuvering waste management vehicles on site.
- f. *Outdoor Lighting for Site and Building Illumination Guidelines:*
 - 1. Outdoor lighting should be designed, constructed and maintained to be sensitive to light pollution issues, such as not to: shine or glare onto adjacent properties; interfere with or distract motorists' vision, produce unnatural, monochromatic yellowing effects, or produce a "sky glow" or "day-lighting" effect around and above the site.

When reviewing an applicant's building and site lighting plan, the

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- board should consider the following:
- a. Light only those areas that need to be lighted;
 - b. Minimize site lighting where possible;
 - c. Consider modeling the site lighting with computer software;
 - d. Prohibit the use of low-pressure sodium vapor lamps; and
 - e. Consider automatic timing devices, full cutoff fixtures, low-reflectance surfaces and low-angle spotlights.
2. Outdoor lighting should be designed, constructed and maintained to be sensitive to energy efficiency, environmental sustainability and hazardous waste issues. When reviewing an applicant's building and site lighting plan, the board should consider the following:
- a. Encourage the use of "Energy Star" rated fixtures, such as outdoor-rated compact fluorescent (CFL) and light emitting diode (LED) lights;
 - b. Prohibit the use of low-efficiency incandescent lamps; and
 - c. Minimize the use of fixtures using heavy metals that are difficult to recycle, such as mercury-vapor lamps.
3. Light fixtures attached to the exterior of a building should be architecturally compatible with the style, materials, colors and details of the building and should comply with the local building codes. The type of light source used on the exterior of buildings, signs, parking areas, pedestrian walkways and other areas of a site, and the light quality produced, should be the same or compatible.
- g. *Public Safety Guidelines:*
1. The site plan and floor plan should incorporate design features, such as the principle of public safety through environmental design. Such features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating in the rear of the property and obstructing public ways and neighboring properties; illumination of exterior areas; and limiting rear furnishings and features that encourage nuisance behavior.
- h. *Buffer Guidelines:*
1. The buffer width adjacent to residential zones shall be at least 5 feet.
 2. The buffer along the side yard that is adjacent to residential zones shall

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consist of a solid fence with a mix of evergreen and deciduous shrubs and small growing trees that meet the intent of Section 205-69 B.

i. *Parking Lot Design Guidelines:*

1. A 10-foot wide landscaped buffer shall be provided along the front yard (Lippincott Avenue) of the parking lot. Plantings of evergreen material shall consist of species that have a mature height of no more than 2 to 3 feet.
2. A cross-access easement from Lots 1, 2, 3, 4, 5 and 8 in Block 64 shall be provided to connect to Lot 7 in Block 64.

D. Temporary/Permanent Resident Relocation

N.J.S.A. 40A:12A-7a.(3) requires the redevelopment plan to indicate:

"Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market."

No existing residences will be disturbed or eliminated in the redevelopment area. Therefore, resident relocation does not apply to this redevelopment plan.

E. Identification of Proposed Property Acquisitions

N.J.S.A. 40A:12A-7a.(4) requires the redevelopment plan to indicate:

"An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan."

At this time, the redevelopment plan does not contemplate acquiring any properties in the redevelopment area. In the event the need should arise to acquire property, the redevelopment plan will be amended accordingly.

F. Relationship to Intergovernmental Planning

N.J.S.A. 40A:12A-7a.(4) requires the redevelopment plan to indicate:

"Any significant relationship of the redevelopment plan to (a) the master plans of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act," P.L.1985, c.398 (C.52:18A-196 et seq.)."

1. Contiguous Municipalities

The Township of Maple Shade shares common boundaries with the Cinnaminson Township to the north, Moorestown Township to the east, Moorestown and Mount Laurel Townships to the south, and Cherry Hill and Pennsauken Townships of Camden County to the west. The redevelopment area is located in the northwestern-central

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portion of the Township, which does not abut any portion of the adjoining municipalities and is about one-quarter of a mile from Pennsauken Township. To that end, the redevelopment area does not have a relationship to planning in adjoining municipalities.

2. Burlington County

Burlington County does not have a county master plan. To date, the county has relied upon *The New Jersey State Development and Redevelopment Plan* prepared in 1992 and subsequently readopted in 2001.

3. State Development and Redevelopment Plan

The New Jersey State Development and Redevelopment Plan (SDRP) was adopted by the New Jersey State Planning Commission June 12, 1992. The SDRP was reexamined, and a new plan adopted in 2001. A third SDRP has been undergoing the process of cross-acceptance from which a draft plan has been prepared. Notwithstanding, the draft SDRP has not progressed toward adoption as writing this redevelopment plan. Therefore, this redevelopment plan utilizes the adopted 2001 SDRP. The SDRP designates Township of Maple Shade as part of the PA1 Metropolitan Planning Area, which "...includes a variety of communities that range from large urban centers to post-war suburbs" (187). SDRP policies for the PA1 encourage maintenance, reinvestment and redevelopment to occur within such areas of the state. The redevelopment plan will promote the following PA1 policy objectives of the *2001 Plan* (191, 192):

Land Use: Promote redevelopment and development in Cores and neighborhoods of Centers and in Nodes that have been identified through cooperative regional planning efforts. Promote diversification of land uses, including housing where appropriate, in single-use developments and enhance their linkages to the rest of the community. Ensure efficient and beneficial utilization of scarce land resources throughout the Planning Area to strengthen its existing diversified and compact nature.

The redevelopment plan's primary focus is to facilitate the redevelopment of an area of Township of Maple Shade that has experienced a decline, particularly former light industrial and commercial buildings located within the downtown business district. The redevelopment area is well served by sanitary sewers, public water and a complete road network. The intent of the redevelopment plan is to capitalize on the efficiencies of the existing infrastructure and the concentrated development patterns that surround the redevelopment area.

Housing: Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse of non-residential buildings, and the introduction of new housing into appropriate non-residential settings. Preserve the

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existing housing stock through maintenance, rehabilitation and flexible regulation.

The redevelopment area is devoid of existing housing, but the redevelopment plan proposed adding 66 units of low and moderate income housing for elderly and special needs residents in the general community. The redevelopment project furthers the State Plan's goals by proposing a mixed-use project, i.e. placing these units atop a ground-level commercial use, in an existing mixed-use downtown main street area.

Economic Development: Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace. Encourage job training and other incentives to retain and attract businesses. Encourage private sector investment through supportive government regulations, policies, and programs, including tax policies and expedited review of proposals that support appropriate redevelopment.

The redevelopment plan speaks directly to this economic development objective of the *2001 Plan* by encouraging the use of vacant land. New development on the land will increase the value of the surrounding commercial district and residential neighborhood.

Transportation: Maintain and enhance a transportation system that capitalizes on high-density settlement patterns by encouraging the use of public transit systems, walking, and alternative modes of transportation to reduce auto dependency, link Centers and Nodes, and create opportunities for transit oriented redevelopment. Facilitate efficient goods movement through strategic investments and intermodal linkages. Preserve and stabilize general aviation airports and, where appropriate, encourage community economic development and promote multi-level uses for airport property such as business centers.

New Jersey Transit has operates a bus line along County Route 537 (West Main Street). Redevelopment of the site will contribute toward the enhancement of the downtown business district that is served by the bus line.

Natural Resource Conservation: Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts scenic vistas, wildlife habitats and to Critical Environmental Sites and Historical and cultural Sites. Give special emphasis to improving air quality. Use open space to reinforce neighborhood and community identity, and protect natural linear systems, including regional systems that link to other Planning Areas.

The primary focus of the redevelopment is to remediate the heavy contaminated soil beneath the existing old Barrons Building. As such, the redevelopment plan exceeds the State Plan's conservation goals of protecting

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existing open spaces. The redevelopment plan recommends infill development for an area of the Township that is heavily developed. This infill directs development away from undeveloped lands thus alleviating pressure to build on such lands. Developing the redevelopment area will expend less energy because the existing infrastructure will be utilized and consume less resources that are normally used in the construction of suburban, green fields development where such infrastructure does not exist.

Agriculture: Use development and redevelopment opportunities wherever appropriate and economically feasible to meet the needs of the agricultural industry for intensive agricultural production, packaging and processing, adding value operations, marketing, exporting and other shipping. Provide opportunities for farms, greenhouses, farmers markets and community gardens.

The redevelopment area does not contain agricultural uses, nor is it contemplated to have agricultural activities.

Recreation: Provide maximum active and passive recreational opportunities and facilities at the neighborhood, local and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.

The redevelopment area has no exterior recreational opportunities. It does have a multi-purpose community room with a warming kitchen for the development residents.

Redevelopment: Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

The redevelopment plan intends to capitalize on the bus line that runs along West Main Street. The redevelopment plan encourages the creation of new housing and commercial development that supports the downtown business district, which is pedestrian friendly and promotes transit-oriented development in the Township.

Historic Preservation: Encourage the preservation and adaptive reuse of historic or significant buildings, Historic and Cultural Sites, neighborhoods and districts in ways that will not compromise either the historic resource or the area's ability to redevelop. Coordinate historic preservation with tourism efforts.

No historic sites exist within the redevelopment area.

Public Facilities and Services: Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable

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development and redevelopment in the region. Encourage the concentration of public facilities and services in Centers and Cores.

The public infrastructure that serves the redevelopment area is in relatively good condition. Existing roads may require resurfacing, and new sidewalks constructed.

Intergovernmental Coordination: Regionalize as many public services as feasible and economical to enhance the cost effective delivery of those services. Establish multi-jurisdictional policy and planning entities to guide efforts of State, county and municipal governments to ensure compatible and coordinated redevelopment.

The very ideology of this policy is embodied in the spirit and thrust of the redevelopment plan. The redevelopment plan is a progressive initiative undertaken by Township of Maple Shade to facilitate redevelopment in one of the areas of the community that needs it.

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III. AFFORDABLE HOUSING PROVISIONS

A. Introduction

In N.J.S.A. 40A:12A-7b., the RHL provides "[a] redevelopment plan may include the provision of affordable housing in accordance with the 'Fair Housing Act,' P.L.1985, c.222(C.52:27D-301 et seq.) and the housing element of the municipal master plan."

1. Inclusionary Housing

The residential component of the proposed development is to be 100% low and moderate income housing. The vast majority of these 66 units are to be age-restricted, while some will be reserved for special needs housing. The project is to comply with NJ HMFA funding guidelines for these types of units.

2. Rehabilitation

No dwellings exist in the redevelopment area. Therefore, rehabilitation of substandard housing does not apply to the redevelopment plan.

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IV. RELATIONSHIP TO MUNICIPAL DEVELOPMENT REGULATIONS

A. Introduction

In N.J.S.A. 40A:12A-7c., the RHL requires "[t]he redevelopment plan shall describe its relationship to pertinent municipal development regulations as defined in the 'Municipal Planning Law,' P.L.1975, c.291 (C.40:55D-1 et seq.)."

The redevelopment plan adopts and incorporates Chapter 205 "Zoning" of Maple Shade Township's ordinances as well as Chapters 22 "Land Use Procedures," 160 "Sewers," 174 "Stormwater Control," 175 "Streets and Sidewalks," 178 "Subdivisions and Site Plans" and 200 "Water" and all other applicable chapters of the ordinance. See Section III.C. of this redevelopment plan for changes to Township ordinances.

The old Barrons Building is a contaminated site, where the soils underneath the building have been environmentally tainted by the chemical processes and other activities that occurred for several decades within and around the building. The only way to remediate the site and to remove the blighted structure from the Township's downtown Main Street business district is to permit a viable redevelopment project. That project should be complementary to the Township's expressed goals and objectives in its land use element plan and other master plan elements.

To that end of removing blight by adding uses and structures that would complement the downtown Main Street mixed-use development pattern, the redevelopment plan proposes amending an overlay area for the Barrons Building Redevelopment Area, also known as Lots 1, 2, 3, 4, 5 and 8 of Block 64, to permit mixed-use senior citizen residential uses. The DB district already conditionally permits senior-citizen residential uses, however, the conditions required to build such a structure on West Main Street are not consistent with existing development patterns, such as the amount of available land, total building or impervious coverage, or off-street parking requirements. In other words, the existing senior-citizen residential use conditions are impractical for building other than a single-use, suburban-style, moderate-density housing project. They will not work for a comparable mixed-use, downtown main-street oriented development that requires a higher density in order to cover the cost of remediating the underground contamination adversely affecting the community.

The following section details the reasons for the proposed changes to the existing conditions for this general type of use and making the Barrons Building Redevelopment Area an overlay area that would permit mixed-use senior citizen residential housing:

- (1) *Minimum lot size: 40,000 square feet* – This area, which approximates one acre of land, is a legitimately large enough piece of property to develop such a use. It represents two-thirds of a city block within the DB district.

- (2) *Maximum density: 75 units per acre, not to exceed 66 units* – This is the maximum amount of single-bedroom units that can reasonably be constructed on three floors on the redevelopment tract and the minimum anticipated to cover the cost of remediation, construction, etc.

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- (3a) *Minimum Front Yard Setback of ground-level structure fronting West Main Street: 5 feet from the right-of-way line* – This is consistent with the existing development pattern of the three other commercial properties fronting West Main Street on this block
- (3b) *Minimum Front Yard Setback of residential tower fronting West Main Street: 20 feet from the right-of-way line* – This design requirement will ensure that the residential tower is set back sufficient to not be as visible to pedestrians and motorists travelling along West Main Street. Because the tower will be setback at least 15 feet from the front of the ground-level storefront structure, the appearance at the sidewalk level will be comparable to those other commercial and mixed-use properties in the DB district.
- (4) *Minimum Rear Yard Setback: 50 feet* – This is in excess of the 30 feet required in the zone, but has been increased due to the scale of the building and existing lot configurations.
- (5) *Minimum Side Yard Setback: 0 feet.* - This is consistent with the existing zoning regulations because the proposed building abuts two commercial structures on the block.
- (6a) *Maximum building height of ground-level structure fronting West Main Street: One story or 18 feet, exclusive of parapets and other architectural cornice detailing or required screening for roof-mounted features* – This requirements will maintain the currently predominant one- and two-story character of the DB district.
- (6b) *Maximum building height of residential tower: four stories or 45 feet, exclusive of parapets and other architectural cornice detailing or required screening for roof-mounted features.* - The current zoning permits buildings as high as 40 feet, which implies a four-story building with a flat roof. The proposed project is a four-story building with a flat roof, but is approximately 43 feet tall, exclusive of its architectural cornice. The proposed building height is sufficient to design a building that will complement the architectural character of the DB district. This permitted height is less than the actual height of the existing senior citizen residential use around the corner from this structure. The real height of that building with its gable roof appears to be higher than fifty feet (50'), but the ordinance measures gable roofs at their mid-points and not their apex.
- (7) *Maximum building cover: 55%.* – This is a significant reduction in the existing amount of building coverage, which is approximately 72%.
- (8) *Maximum total cover: 95%.* – This threshold approximates the existing coverage, which has existed for more than one-half century.

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(9) *Off-street parking and accessory structure setback: 5 feet.* – This is consistent with the redevelopment plan recently approved for adjacent Lot 7.

(10a) *On-site residential parking: 0.5 spaces per unit* – Current NJ RSIS standards do not have a parking requirement reduction for senior citizen housing living in mixed-use downtowns, like that proposed in this redevelopment plan for Maple Shade. The total RSIS requirement for one-bedroom high-rise residential structures is 0.8 stalls per unit. However, when one reads the standard's footnotes, 0.5 stalls per unit are required for guest visitors to the unit, which means that only 0.3 stalls per unit are required for the occupant household. Because the Barrons Redevelopment project area is adjacent to the Township's downtown municipal parking lot, visiting guests will be able to park their cars in that area. Thus, by requiring the redevelopment plan to provide 0.5 spaces per occupant household, these standards actually exceed that required by NJ RSIS.

(10b) *On-site commercial parking: Exempt* - Due to on-street parking availability, proximity to Township's downtown municipal parking lot, and the requirement to maximize development to cover the cost of environmental remediation and building demolition, the redevelopment plan recommends that the off-street parking obligations for this redevelopment project be waived and exempt from being provided on site.

(11) *Design guidelines:*

- a. *Site Planning Design Guidelines* - The redevelopment plan includes guidelines for the appropriate location of buildings and other improvements to provide for cohesive, compatible and consistent street frontage in the redevelopment area.
- b. *Building Design Guidelines* - The redevelopment plan includes guidelines for the appropriate design of building exteriors to provide for cohesive, compatible and consistent building design in the redevelopment area. It also requires submission of architectural drawings and elevations prepared by a NJ-licensed architect.
- c. *Landscape Design Guidelines* - The redevelopment plan includes guidelines for the appropriate design of landscapes to provide for cohesive, compatible and consistent landscape design in the redevelopment area. It also requires submission of a landscape plan prepared by a NJ-licensed landscape architect.
- d. *Heating and Air Conditioning and Other Roof Features* - The redevelopment plan indicates that various mechanical devices shall be located on building rooftops to minimize ground clutter and screened from view using architectural building elements.
- e. *Waste Management (Trash, Garbage and Recyclables) Storage and Disposal*

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- The redevelopment plan amends the current ordinance's provisions by requiring masonry enclosures for on-site waste management areas.
- f. *Outdoor Lighting for Site and Building Illumination* - The redevelopment plan provides standards that reduce light pollution, encourage energy efficiency and incorporation of lighting as an architectural design element.
- g. *Public Safety* - The redevelopment plan provides guidelines to ensure that buildings and sites are designed to maximize public safety.
- h. *Buffer Guidelines* - The redevelopment plan provides guidelines for buffering and screening to adjacent residential properties similar to those approved in the redevelopment plan for Block 64, Lot 7.
- i. *Parking Lot Design Guidelines* - The redevelopment plan provides guidelines for the rear parking lot and cross-access easements similar to those approved in the redevelopment plan for Block 64, Lot 7.

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VII. LOCAL MASTER PLAN CONSISTENCY

In N.J.S.A. 40A:12A-7d., the RHL requires "[a]ll provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan; but the municipal governing body by adopting a redevelopment plan which is inconsistent with or not designed to effectuate the master plan by affirmative vote of a majority of its full authorized membership with the reasons for so acting set forth in the redevelopment plan."

The redevelopment plan is consistent with the Township's 2006 master plan reexamination and amendment and is designed to effectuate the master plan. Section III.B of the redevelopment plan provides an outline of how the redevelopment plan relates to and effectuates the master plan. Specifically, in section III.B.1-2 of the redevelopment plan discusses the master plan reexamination report recommendations, new policies, new goals and objectives, and recommendation for redevelopment.

These planning documents emphasize and reiterate the importance of redeveloping the redevelopment area. The major thrust of the redevelopment plan is to facilitate the redevelopment of the redevelopment area that is blighted by the vacant land that is located next to the downtown business district and a residential neighborhood. The redevelopment plan provides more flexibility by permitting uses that support the downtown business district.

In summary, the redevelopment plan is consistent with the recommendations of the 2006 master plan reexamination report and amendment and is designed to effectuate the goals and objectives of the master plan.

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Township of Maple Shade

