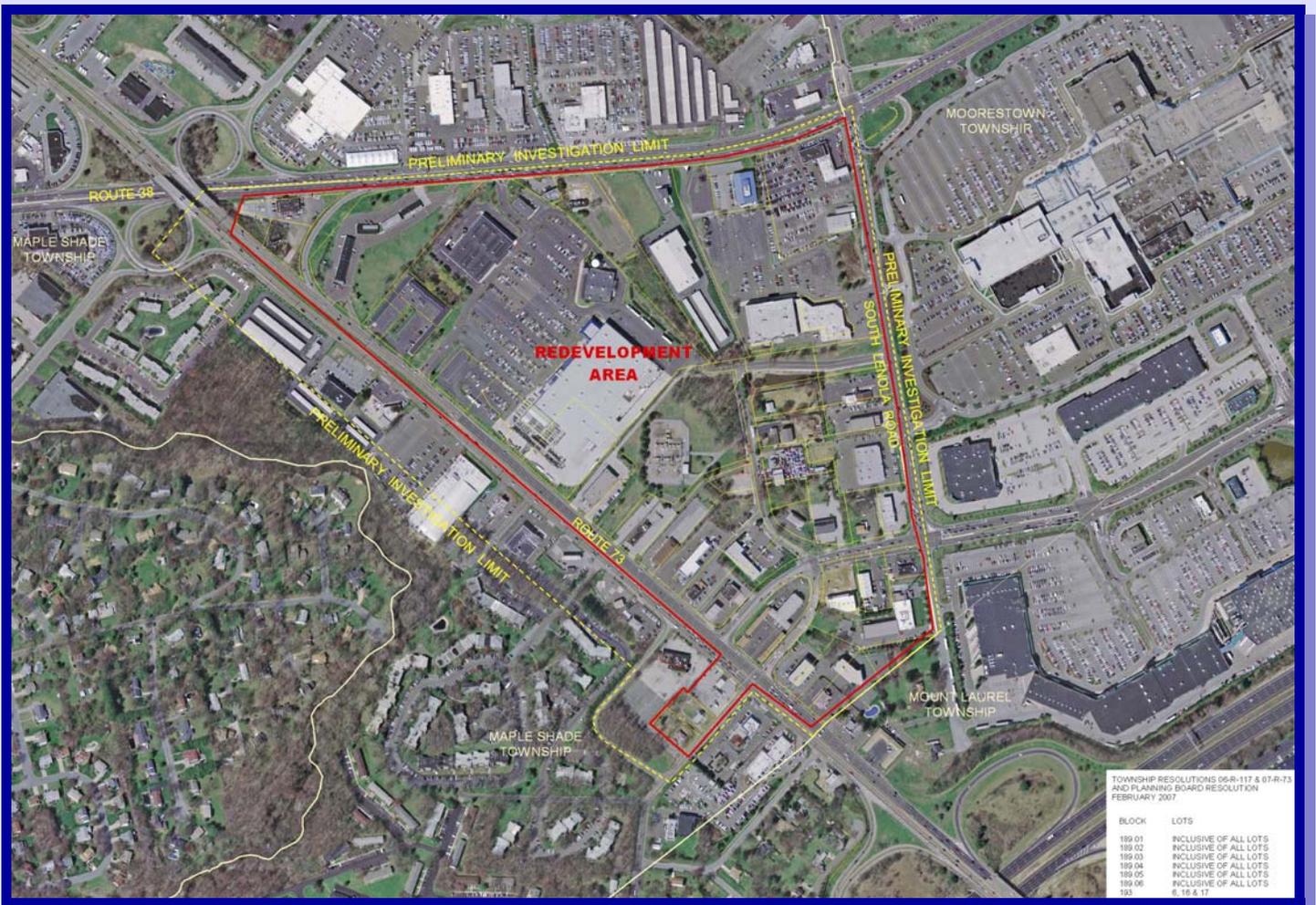


Township of Maple Shade

Burlington County, New Jersey

Route 38/73/Lenola Road Redevelopment Area

Redevelopment Plan
Consistent with the New Jersey Local Redevelopment
And
Housing Law – N.J.S.A. 40A:12A et seq



Prepared By
Maple Shade Township Planning Board
In Accordance With
Township Resolutions 06-R-117,07-R73
& 2007 Feb. Planning Board Resolution

July 25, 2007
Adopted by Ordinance 2007-27

**Township of Maple Shade
Burlington County, New Jersey**

**Redevelopment Plan
Consistent with the New Jersey Local Redevelopment
And
Housing Law – N.J.S.A. 40A:12A et seq**

Route 38/73/Lenola Road Redevelopment Area

July 25, 2007

**Prepared By
Maple Shade Township Planning Board
And Alaimo Group
In Accordance With
Township Resolutions 06-R-117 & 07-R-73**

Recommend to Township Council July 25, 2007

EXECUTIVE SUMMARY

MAPLE SHADE ROUTE 38/73/LENOLA ROAD REDEVELOPMENT AREA Burlington County

Redevelopment Plan Consistent with New Jersey Local Redevelopment and Housing Law

N.J.S.A. 40:12A –1et seq

July 25, 2007

The Mayor and Council of the Township of Maple Shade requested the Township Planning Board to conduct a study to determine whether certain tracts of land within the Township satisfy the criteria and guidelines established in the Local Redevelopment and Housing Law, N.J.S.A. 40A: 12A-1 et seq. (Refer Resolution 06-R-117). The Planning Board retained Joseph S. Augustyn, P.P., AICP, of Alaimo Group to conduct the investigation, and submit findings to the Planning Board.

The Preliminary Investigation concluded (as recommended by the Planning Board February 2007, and approved by Council April 2007, Refer Resolution 07-R-73) that, in general, the continuing deterioration of the area and infrastructure in the delineated Route 38/73/Lenola Road Area has resulted in the land and existing infrastructure not being utilized to their full potential.

The Township's past, present, and future redevelopment planning efforts are considered essential components of Maple Shade's strategic planning approach to achieve the goals and objectives of the Township Master Plan. Since the adoption of the Master Plan, various updates and planning related documents have been prepared with the assistance of the Mayor, Council and Planning Board. These documents have been reviewed as part of this redevelopment planning effort. This new redevelopment area under consideration furthers past planning efforts and meets the criteria established in the Local Redevelopment and Housing Law (LRHL).

The redevelopment area is entirely located within New Jersey State Planning Area 1, and has been deemed potentially useful and valuable for contributing to social (serving the public health, safety and welfare) and economic benefits for the Maple Shade community and regional vicinity (Refer: 40A: 12A-5 criteria b., d., e., and h.). The Preliminary Investigation previously recommended by the Planning Board and approved by Mayor and Council provides a detailed description, mapping and photographic record, and expert analysis applicable to the Route 38/73/Lenola Road Area. Furthermore, this study provides an explanation of the suitability of the area for redevelopment consistent with the Township Master Plan and Current Zoning Ordinances. Specific reference is made to the Maple Shade 2006 Master Plan Reexamination Report and Master Plan Amendment.

This Redevelopment Plan for the Route 38/73/Lenola Road Area maintains continuity with the 2006 Township Master Plan Amendment and other economic development efforts in the Township. Priorities of the plan include the implementation of a fiscally prudent plan based on the identified goal, objectives and policies, recorded and ongoing public input, and the promotion of orderly social and economic growth for the Township of Maple Shade.

Respectfully submitted,

Joseph S. Augustyn, PP, AICP
N.J. Professional Planner #2447

Document original signed and sealed in accordance with NJAC 13:41-1.3

Township of Maple Shade

2007 Mayor and Council

Honorable Claire B. Volpe, Mayor
Louis A. Manchello, Deputy Mayor
James Fletcher, Councilman
John “Jack” D. Galloway, Councilman
Anthony J. Saporito, Jr., Councilman
George D. Haeuber, Township Manager
Eileen K. Fahey, Esquire, Solicitor

2007 Maple Shade Township Planning Board

William E. Wallace, Chairman
Joseph Dugan, Vice Chairman
Honorable Claire B. Volpe, Mayor and Member
Louis A. Manchello, Deputy Mayor and Member
Jennifer Geisenheimer, Member
George D. Haeuber, Manager and Member
Teresa Porrini, Member
Louis H. Wells, Member
Nelson Wiest, Member
Constance Gillespy, Alternate #1
Charles Mc Gonigle, Alternate #2

2007 Maple Shade Township Zoning Board

John F. Gee, Jr., Chairman
Michael Bimmer, Vice Chairman
Angee Santori, member
Thomas Karr, Member
Karen Radie, Member
Gustavo E. Does, Member
Angelo Spinelli, Member
Robert Wells, Alternate #1

Planning Board Staff and Professionals

Rosemary Flaherty, Community Development Director
Robert E. Kingsbury, Esquire, Norman and Kingsbury
J. Douglas Traver, P.E., Associate, Alaimo Group
Joseph S. Augustyn, P.P., AICP, Associate, Alaimo Group
Kevin D. Rijs, P.P., AICP, Senior Project Manager, Alaimo Group

ROUTE 38/73/LENOLA ROAD GENERAL REDEVELOPMENT PLAN:

	<u>Page</u>
I. Introduction and Redevelopment Area Delineation	1
● Tax Map	2
● Aerial Map	3
● Zone Plan	4
II. Redevelopment Goal, Objectives and Policies	5
III. Relationship To Zoning, Municipal Master Plan and Area Development Issues	8
IV. Acquisition – <i>Reserved</i>	13
V. Relocation Analysis – <i>Reserved</i>	13
VI. Relationship To Other Plans	13
VII. Relationship To Township Development Regulations	16
VIII. Consistency with Township Master Plan	17
IX. Routes 38/73/Lenola Road Redevelopment Plan: Section Characteristics	17
X. Redevelopment Entity	17

APPENDICES

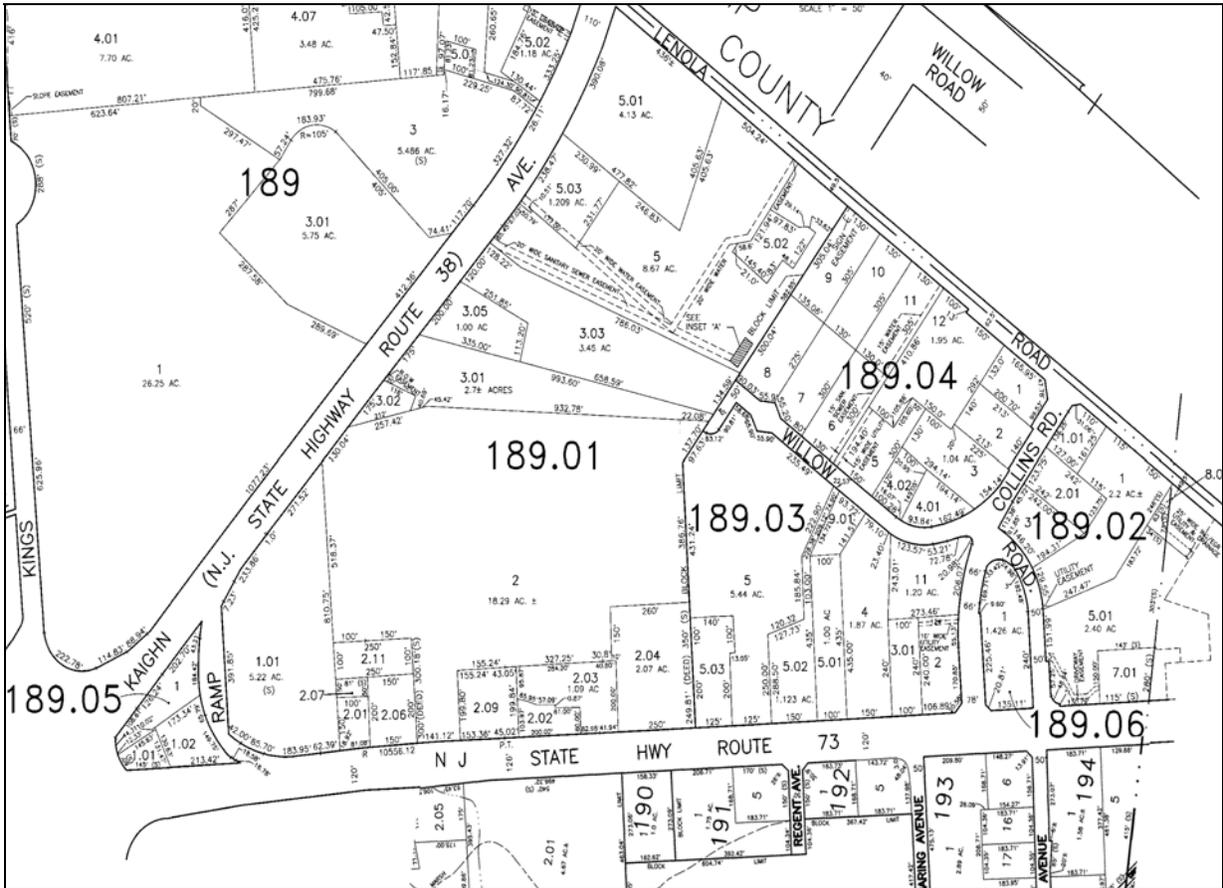
- A. Redevelopment Area Tax Map Composite (Tax Map Sheets 18 and 19)
- B. Redevelopment Area Aerial Map
- C. Maple Shade Township Zone Plan with Redevelopment Overlay
- D. Redevelopment Area Section Plan
- E. 2006 Master Plan Amendment and Reexamination Report
- F. Conference Center Hotel Ordinance Sample: Hamilton Township, Mercer County, New Jersey
- G. Redevelopment Planning: Overview of Process and Procedures

I. Introduction

Maple Shade Township has determined by Resolution 07-R-73 that the specifically delineated tracts generally between Routes 38 and 73, and Lenola Road meet the criteria established in the New Jersey Local Redevelopment and Housing Law (LRHL) as an area in need of redevelopment. In accordance with LRHL 40A:12A-7, Maple Shade intends to proceed with undertaking and implementing the redevelopment of this area in accordance with a redevelopment plan adopted by municipal ordinance. This plan provides for the planning and redevelopment of the project area, as well as assemblage of land use information and analyses, which will serve in the effectuation of the redevelopment plan. This redevelopment plan is consistent with the Maple Shade Township Master Plan. It constitutes an overlay district, with minor amendments to permitted and conditional BD Zone uses. The general provisions of the current BD Zone development regulations apply, except as amended herein.

Redevelopment Area Delineation – The entire development area is located within Maple Shade’s Business Development (BD) Zoning District and New Jersey Planning Area 1. It is generally a triangle sector consisting of the blocks and lots identified below. The majority of the properties are located between Routes 38/73 and the Municipal boundary (Lenola Road); three (3) properties on the southern side of Route 73 are also included in this Redevelopment Area. The internal triangle area within Routes 38/73/Lenola Road is approximately eighty-seven (87) acres.

<u>Block</u>	<u>Lot(s)</u>
189.01	Inclusive of all lots.
189.02	Inclusive of all lots.
189.03	Inclusive of all lots.
189.04	Inclusive of all lots.
189.05	Inclusive of all lots.
189.06	Inclusive of all lots.
193	6, 16, and 17



**Maple Shade Tax Map
Sheets 18 and 19**



TOWNSHIP RESOLUTIONS 06-15-117 & 07-18-73 AND PLANNING BOARD RESOLUTION FEBRUARY 2007

BLOCK	LOTS
189 01	INCLUSIVE OF ALL LOTS
189 02	INCLUSIVE OF ALL LOTS
189 03	INCLUSIVE OF ALL LOTS
189 04	INCLUSIVE OF ALL LOTS
189 05	INCLUSIVE OF ALL LOTS
189 06	INCLUSIVE OF ALL LOTS
193	6, 16 & 17

GENERAL BOUNDARIES OF THE AREA INVESTIGATED:
 TRIANGLE FORMED BY ROUTE 38, THE MUNICIPAL BOUNDARY LINE
 COMMON WITH THE MOORESTOWN TOWNSHIP AND PROPERTIES
 SET BACK APPROXIMATELY 300 FEET FROM THE SOUTH SIDE OF ROUTE 73.

NOTE: © V.P.F.Z. AERIAL PHOTOGRAPHY CAPTURED FEB - MAR 2005

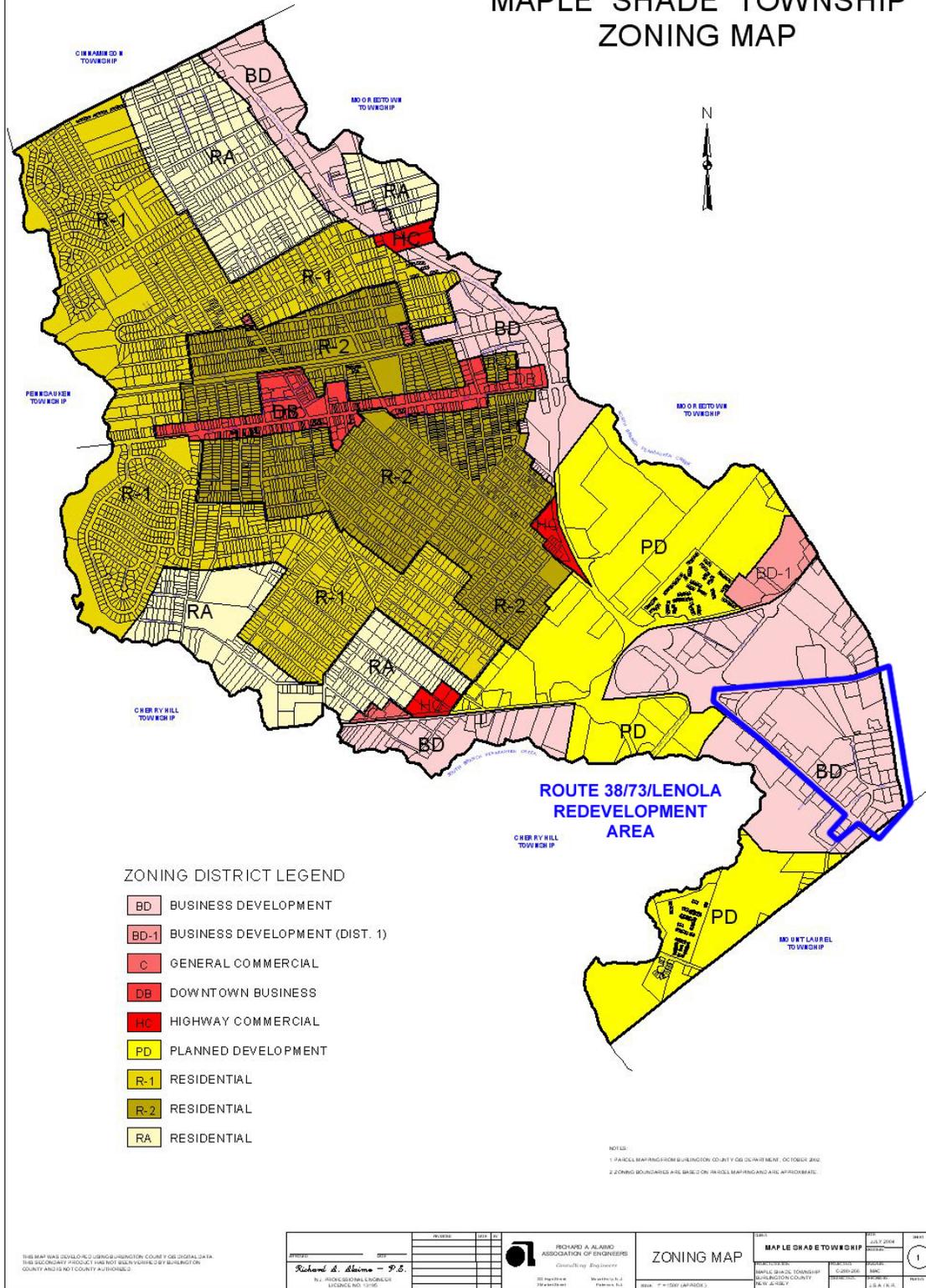
DATE	REV.	BY

Richard A. Alamo
 ASSOCIATES
 Consulting Engineers
 301 New Street
 Moorestown, N.J.
 08059-2101
 PHONE: 856-261-1111
 FAX: 856-261-1112

REDEVELOPMENT AREA		MAPLE SHADE TOWNSHIP	

DATE	REV.

MAPLE SHADE TOWNSHIP ZONING MAP



ZONING DISTRICT LEGEND

- BD BUSINESS DEVELOPMENT
- BD-1 BUSINESS DEVELOPMENT (DIST. 1)
- C GENERAL COMMERCIAL
- DB DOWNTOWN BUSINESS
- HC HIGHWAY COMMERCIAL
- PD PLANNED DEVELOPMENT
- R-1 RESIDENTIAL
- R-2 RESIDENTIAL
- RA RESIDENTIAL

NOTES:
 1. PARCEL MAPPING FROM BURLINGTON COUNTY GIS DEPARTMENT, OCTOBER 2002.
 2. ZONING BOUNDARIES ARE BASED ON PARCEL MAPPING AND ARE APPROXIMATE.

THIS MAP WAS DEVELOPED USING BURLINGTON COUNTY GIS DIGITAL DATA.
 THE SECURITY PRODUCT IS NOT GUARANTEED BY BURLINGTON
 COUNTY AND IS NOT COUNTY AUTHORIZED.

RICHARD A. ALAIMO ASSOCIATION OF ENGINEERS Consulting Engineers 800 Highway 101 Marlton, NJ 08053 Phone: 609-583-1111 Fax: 609-583-1112	ZONING MAP		MAPLE SHADE TOWNSHIP JULY 2004
	Richard A. Alaimo - P.E. N.J. PROFESSIONAL ENGINEER LICENSE NO. 21082	PROJECT NO.: SHEET NO.:	DATE:

II. Redevelopment Goal, Objectives and Policies

Redevelopment Goal: Route 38/73/Lenola Road Redevelopment Area

Through the process of redevelopment, facilitate a fiscally beneficial mix of commercial and light industrial uses, to achieve economic strength and stability in the municipal tax base, while maintaining community character and promoting municipal health and safety.

Objectives

1. To strengthen and diversify the commercial/industrial composition of Route 38 and 73 corridors. Maple Shade will encourage efforts that identify and explore opportunities and incentives for redeveloping vacant and underutilized commercial sites along its highway corridors, and also efforts that seek opportunities for mutually beneficial mixing of compatible uses.
2. To promote redevelopment projects that provide economic benefits for the entire community, through the planning, design and redevelopment of designated areas.
3. To strengthen the economic position of Maple Shade Township within its marketing region through the elimination of retail, office and commercial vacancies.
4. To create a secure environment in appropriate redevelopment areas for residents, shoppers and workers, and by encouraging pedestrian usage during daytime, evenings and weekends.
5. To encourage diversity and choice in redevelopment areas by promoting varying business opportunities.
6. To create a flexible approach to redevelopment that will be responsive to changing market conditions.
7. To improve traffic related and signage systems to ease orientation and access to and from redevelopment areas, while providing adequate parking and pedestrian improvements.
8. To encourage thematic redevelopment designs with adequate flexibility to encourage diversity among varying uses consistent with Maple Shade's Community Design Plan.
9. To encourage redevelopment through cooperation with building and property owners.

Policies

1. Maple Shade Township will support uses and efforts that are directed towards strengthening its overall commercial and industrial tax base, as well as those efforts needed to enhance the viability of existing businesses. Limited residential use intended to support area markets may be considered by the redevelopment entity.
2. Maple Shade Township will support initiatives that provide for a traditional look and feel throughout all areas of the community.
3. 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.
4. Maple Shade Township will support those efforts needed to provide adequate access for emergency vehicles and personnel in all development and redevelopment projects.
5. 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.
6. Maple Shade Township will support processes designed to evaluate the regulations that govern development and zoning in order to encourage redevelopment opportunities.
7. Maple Shade Township will support efforts to protect its natural resources, including its wetlands, flood plains, forested areas, wildlife habitats, and stream corridors.
8. Maple Shade Township will support local business initiatives that strengthen local businesses and the municipal commercial/industrial tax base.

Achieving “balanced land use” is key to the purpose of supporting: 1) a strong commercial and industrial tax base; 2) redevelopment opportunities along the corridors of Routes 38 and 73, and Lenola Road, and 3) conformity of redevelopment with Smart Growth initiatives. Ongoing redevelopment efforts must be consistent with the goal, objectives and policies developed and approved as part of this redevelopment plan:

The following elements are of particular importance within the Route 38/73/Lenola Road Redevelopment Area:

- Land use: Existing and future compatibility.
- Traffic circulation and necessary area highway upgrades.
- Water, sewer, stormwater management, solid waste and recycling.
- Emergency services.
- An interconnected pedestrian and bicycle access network.
- Recreation and relaxation for residents and area employees.
- Natural resources conservation as part of an overall passive open space program.
- Highest quality building and improvement design considerations.
- The use of latest technologies for safety, communications, and efficiency.
- Shared improvements among area businesses including stormwater management, parking and recreation/relaxation facilities.

III. Relationship To Zoning Municipal Master Plan and Area Development Issues

A. Land Use (BD District: 38/73/Lenola Redevelopment Area)

Consistent with the Township Master Plan, the existing zone (Business Development BD District) will remain in place for the 38/73/Lenola Redevelopment Area (Land Use Ordinance Section 205-32). The redevelopment designation is an overlay to the underlying zone, as implemented by Township Council serving as the redevelopment entity. Principal permitted uses as listed below are generally consistent with traditional BD uses (Section 205-33.A-O), but have been amended minimally for this particular redevelopment area. The additional proposed land uses as listed below serve to help guide future redevelopment efforts. Furthermore, Township Council may consider amending BD Districts to be generally consistent with the amendments listed below intended for this redevelopment area.

§ 205-32. Applicability.

- A. These districts are designed to provide for a broad range of nonresidential uses so as to take maximum economic advantage of the major highway frontage in the Township.
- B. In the Business Development Districts, the following regulations shall apply.

(Note: § 205-33 below, as intended for the redevelopment area, is recommended to be amended as shown by italics and strikeouts.)

§ 205-33. Permitted principal uses.

- A. Banks *with drive-thrus* and other financial institutions.
- B. ~~Business services.~~
- C. Conference Center Hotel/~~motel~~ Complex *including restaurant/dining and a minimum of 150 guest rooms and 20,000 sf of conference space and banquet/dining space.* (Note: Conference Center Hotels may be allowed only as a conditional use within the Redevelopment Area.)
- D. ~~Laboratories devoted to research, design, and experimental operations of equipment.~~
- E. ~~Light manufacturing.~~
- F. ~~Motor vehicle service station.~~
- G. Professional, medical, and business offices.

- H. Restaurants *and cafes with wi-fi and outdoor seating (conditional)*.
- I. Retail sales of goods stored or manufactured on-site; not to include the sale of motor vehicles.
- J. Trade or business schools.
- K. ~~Warehousing.~~
- L. ~~Wholesale.~~
- M. Any combination of *allowable uses* within a building or tract.
- N. Internet and telecommunications.
- O. ~~Technology park for development of high-tech industries.~~

Proposed Land Uses

In addition to existing permitted BD Business Development uses (as modified above), the following principal and accessory uses serve as a land use guide for this redevelopment area. The existing permitted Business Development uses (as modified), and the uses listed below, are not necessarily all inclusive. These uses serve as a general guide for redevelopment as implemented by the redevelopment entity:

- Sports facilities and gyms.
- Trade/commercial/tech/professional schools.
- Mortgage, insurance and travel agencies.
- Dancing, martial arts and music schools.
- Banquet and catering facilities.
- Antique/classic and specialized auto and motorcycle customizing and detailing.
- Art galleries and studios.

Specific Exclusions in Business Development

- Contractor services including, but not limited to HVAC, landscaping, plumbing, roofing, siding, gutters, and windows.
- Check cashing only or as part of a non-financial institution.

- Laundry (self-service).
- Automobile sales, new and used.
- General auto repairs and painting.
- Automobile service stations.
- Carwash, automatic/self-service.
- Places of worship.
- Golf ranges.
- Lumber, building and landscaping material yards.
- Adult entertainment uses.
- Movie theatre.
- Utility facilities over 5,000 sf.

Proposed Building Requirements

The existing building standards as found within the Land Use Ordinance remain in place for the redevelopment area. This does not preclude the redevelopment entity from amending building requirements, as they apply to the Redevelopment Area.

B. Population Density: No Impact or Minimal Impact

Residential Uses are not specifically proposed as part of this redevelopment plan. This does not preclude the Township from amending this redevelopment plan in the future to accommodate limited residential intended to support area markets.

C. Improved Traffic and Public Transportation, and Improved Pedestrian and Bicycle Circulation

Coordination and cooperation with NJDOT (Routes 73 and 38), Burlington County (Lenola Road), and New Jersey Transit for highway/roadway access and public transportation are necessary components of this redevelopment plan. All redevelopment proposals must receive early evaluation and input by these agencies. All redevelopment designs must also include consideration of providing a network of improvements as intended to encourage and accommodate pedestrians and bicyclists.

D. Route 38 Regional Improvement (DRVPC and NJDOT)

Route 38 is a State Highway under the jurisdiction of the New Jersey Department of Transportation (NJDOT). The NJDOT and DVRPC have scheduled the following specific improvement to the corridor in Mount Laurel.

- **Route 295/38, Missing Moves, Mount Laurel:** Project Number 191A.

The existing I-295 and Route 38 interchange does not provide all the direct traffic movements between the two roadways. This project will provide for the construction of the missing moves via direct and semi-direct connector ramps. The adjacent signalized intersections at Marter Avenue and Briggs Road will be upgraded as part of this project.

A similar disconnect (missing moves) exists at the I-295 and Route 73 Interchange in Maple Shade. It is recommended that DVRPC and NJDOT perform a thorough reevaluation of this area. The current circuit's access from Route 73 through this redevelopment area to the Moorestown Mall and East Gate Shopping Center requires correction.

E. Route 73 Area and Regional Improvements

Route 73 is a State Highway under the jurisdiction of the New Jersey Department of Transportation (NJDOT). The NJDOT and DVRPC have scheduled the following improvements for Route 73 within the vicinity of this Redevelopment Area.

- **Route 73/Fox Meadow/Fellowship:** Project Number 94068

Route 73 is two lanes in each direction with shoulder/acceleration-deceleration lanes. The improvements will provide four northbound lanes and three southbound lanes along Route 73 at the intersection of Fox Meadow Drive. Auxiliary/acceleration/deceleration lanes will be constructed at Fox Meadow Drive exits and at the Main Street Bridge ramps. Fellowship Road will be realigned at the traffic signal at Fox Meadow Drive. Main Street Bridge will be replaced to provide proper vertical clearance over Route 73. This will require Main Street reconstruction and replacement of the Main Street Bridge over Pennsauken Creek. The project will also include drainage improvements at the railroad bridge.

This is a multi-year funded Transportation Trust Fund construction project (2007-2009). Total Transportation Trust Fund needed for construction is anticipated to be \$41,000,000.

The 2006-2008 Major Status Report prepared by the DVRPC shows the Final Design is continuing and the advanced utility relocation initiated.

- **Route 73 & 70: Project Number 567**

The Marlton Circle, at the intersection of Route 70 and Route 73, will be eliminated; a grade-separated interchange (Route 73 over Route 70) will be constructed. The primary objective is to improve traffic flow and thereby reduce congestion on Route 73 and Route 70 through the intersection. This is a multi-year (2007-2009) funded Transportation Trust Fund construction project. Total Transportation Trust Fund needed for construction is anticipated to be \$34,400,000.

The 2006-2008 Major Status Report prepared by the DVRPC shows the Final Design is underway and the Right of Way purchase has been initiated.

- **Route 73, Route 295 to Vicinity of Route 70 - DB# 9163**

This project will provide for proposed intersection improvements and widening at the I-295, New Jersey Turnpike, Fellowship Road, Church Road, and Ramblewood intersections with Route 73. The project will address safety and potential roadway reconstruction between I-295 and the vicinity of Route 70.

F. Lenola Road/Municipal Boundary

Coordination with Burlington County and Moorestown Township, in conjunction with Moorestown Mall improvement efforts, is a necessary component of this redevelopment plan.

G. Public Utilities: Sewer, Water, Communication, PSE & G

All public utilities will need to be evaluated for adequacy in service and capacity, and improved as necessary. Modern facilities, equipment, and construction methods, including services, are anticipated within this redevelopment area. Relocation or improved land use efficiency of the existing PSE & G facility within the Redevelopment Area is a necessary component of this redevelopment plan.

H. Stormwater and Watershed Management

Redevelopment of the 38/73/Lenola area is encouraged to include shared stormwater management facilities for efficiency in function and land use. New NJDEP stormwater and watershed management regulations must be met.

I. Recreation and Community Facilities

Although not typically associated with Business Development uses, the provision of passive recreational opportunities, compatible community facilities, and active privately provided recreational facilities is a necessary component of this redevelopment plan. Redevelopment projects are encouraged to include these ancillary uses within their overall design. For example, an area Conference Center Hotel Complex could include a large pool facility marketed as a membership swimming facility, and a training facility for Maple Shade High School. Employees and shoppers should have comfortable outdoor spaces to relax or enjoy their breaks.

IV. Acquisition - *Reserved*

This Redevelopment Plan does not propose acquisition of property through eminent domain at this juncture.

V. Relocation Analysis - *Reserved*

The Redevelopment Plan does not propose to temporarily or permanently displace any residents and or businesses at this juncture.

VI. Relationship To Other Plans

● **Moorestown Township**

Moorestown Township is currently working with the Moorestown Mall to upgrade mall related improvements. Maple Shade's redevelopment project across Lenola Road from the mall is anticipated to further area commercial use objectives in both municipalities. Coordination and cooperation between Maple Shade and Moorestown is anticipated.

● **Pennsauken Township**

Pennsauken Township's efforts to redevelop thus far have been found compatible with Maple Shade's adjacent land uses. Coordination and cooperation between Maple Shade and Pennsauken is anticipated.

● **Cherry Hill Township**

Cherry Hill Township's efforts to redevelop thus far have been found compatible with Maple Shade's adjacent land uses. Coordination and cooperation between Maple Shade and Cherry Hill is anticipated.

- **Mount Laurel Township**

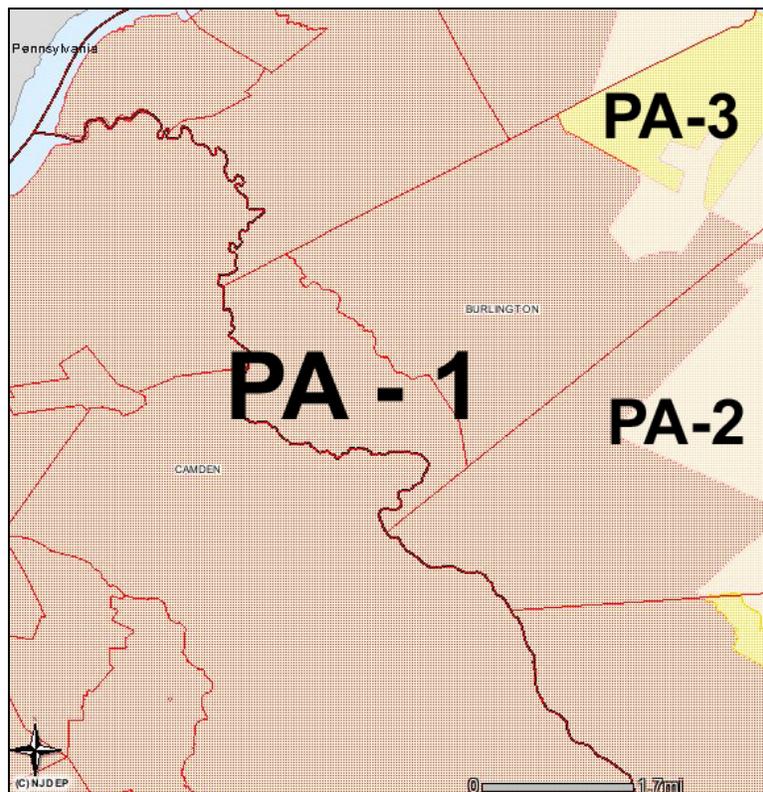
Mount Laurel Township's efforts to redevelop thus far have been found compatible with Maple Shade's adjacent land uses. Coordination and cooperation between Maple Shade and Mount Laurel is anticipated.

- **Burlington County**

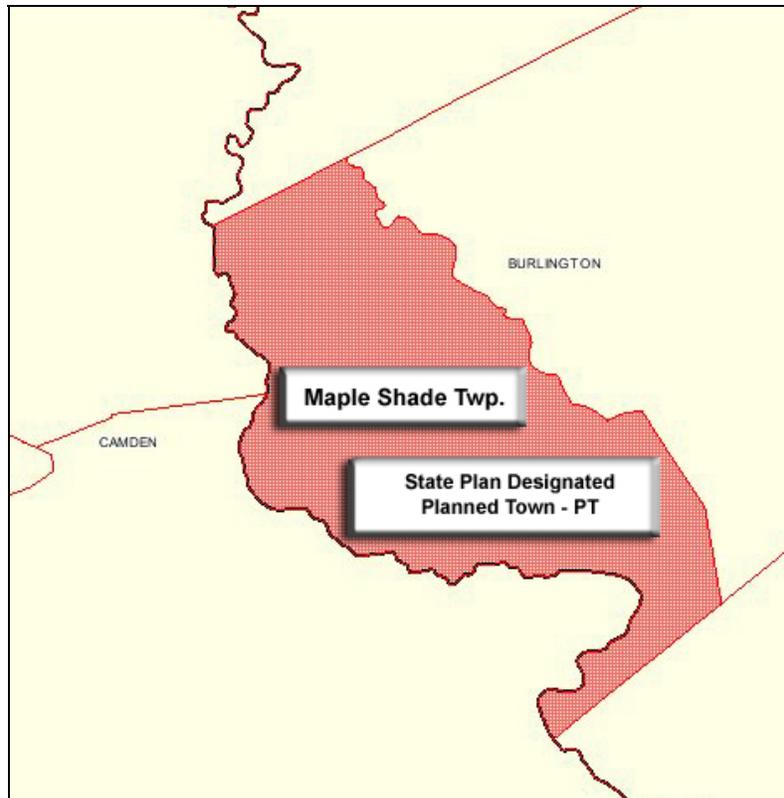
In conjunction with regional redevelopment efforts by Burlington County, the Township is in the process of identifying additional potential sites that may be suitable for redevelopment.

- **New Jersey State Development and Redevelopment Plan (SDRP)**

Maple Shade Township is entirely located within State Planning Area 1 (PA1) – Metropolitan (these areas, “include large urban centers and postwar suburbs that are fully or almost fully developed); and has State Designation as a Planned Town (PT). (*The New Jersey State Development and Redevelopment Plan, Executive Summary, 2001*) Redevelopment of appropriate lands within PA1 and within PT's is consistent with the State Plan.



<http://www.state.nj.us/dep/gis/depsplash.htm>



The SDRP recognizes the following general characteristics of municipalities and communities located within PA1 and PA2:

- Mature settlement patterns.
- Infrastructure systems that area approaching reasonable life expectancy.
- The need to rehabilitate housing.
- Redevelopment will be the predominant form of growth in the future.
- Growing realization of the need to rationalize services and systems.
- Changing demographics.

The intention of the SDRP for PA1 and PA2 is to:

- Provide for much of the state's future redeveloping;
- Revitalize cities and towns;
- Promote growth in compact forms;

- Stabilize older suburbs;
- Redesign areas of sprawl;
- Protect the character of existing stable communities.

The Township's Master Plan and associated documents recognizes that absorbing new development and growth will largely involve redeveloping underutilized parcels and the renovation of existing structures.

According to the DVRPC the population of Maple Shade is expected to decrease from 19,079 in 2000 to 18,540 (-3%) in 2015 and increase to 19,970 (5%) in 2025. The number of jobs is expected to decrease from 5,661 in 2000 to 5,217 (-8%) in 2015 and 5,153 (-9%) in 2025.

Estimates prepared by the Township anticipate redevelopment and new development within the municipality over the next eight (8) years to add up to one thousand new jobs to the area (The Route 38 & 73 Corridor are anticipated to accommodate approximately eight hundred and twenty (820) of these new jobs).

- **Metropolitan Planning Organization (MPO)**
Delaware Valley Regional Planning Commission Horizon 2030 Long Range Plan:

The goals and policies of DVRPC's draft Horizons 2030 Plan were prepared and coordinated with the New Jersey State Development and Redevelopment Plan and the New Jersey Department of Transportation. This coordination was undertaken to ensure generally consistent land use plans.

Maple Shade's redevelopment areas support and encourage existing and new business and job growth for New Jersey's residents.

Municipal redevelopment planning efforts are consistent with the D.V.R.P.C. Horizon Plan by promoting and fostering revitalization and renewal of areas in need of redevelopment.

VII. Relationship To Township Development Regulations

Maple Shade Township development regulations including the current Zoning Code, Site Plan and Subdivision Regulations, and Design Standards will apply as a guide to this Redevelopment Area. This does not preclude the redevelopment entity from applying differing development regulations to this redevelopment area.

VIII. Consistency with Township Master Plan

As presented throughout this redevelopment document, consistency is maintained with and between the Township Master Plan (as well as the various updates and planning related documents). This consistency includes parallel goals, objectives, purposes and intent regarding redevelopment of areas in need. Maple Shade's 2006 Master Plan reexamination report and amendment is provided in the appendix. All provisions of this redevelopment plan have been found substantively consistent with the municipal Master Plan.

IX. Route 38/73/Lenola Road Redevelopment Plan: Section Characteristics

The designated redevelopment area may be divided into sections where dominant characteristics of each section are more specifically identified (see Appendix D, Redevelopment Area Section Plan). These characteristics should be considered in evaluating each section for determining optimum land use choices. Traffic and circulation characteristics vary for each arterial roadway: 73; 38; Lenola Road. Desirable and compatible existing land uses vary in each identified section. Adjacent land uses outside the redevelopment area (Moorestown Mall, for example) exert significant externalities that could be used to support and encourage specific types of redevelopment projects. Likewise, unresolved area traffic conditions can negatively impact redevelopment efforts.

X. Redevelopment Entity

Maple Shade Township Council will serve as the designated Redevelopment Entity.

APPENDICES

- A. Redevelopment Area Tax Map Composite (Sheets 18 and 19, 24" x 36")
- B. Redevelopment Area Aerial Map (24" x 36").
- C. Maple Shade Township Zone Plan with Redevelopment Overlay (24" x 36").
- D. Redevelopment Area Section Plan.
- E. 2006 Master Plan Amendment and Reexamination Report.
- F. Conference Center Hotel Example Ordinance: Hamilton Township, Mercer County, New Jersey
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APPENDIX F

**CONFERENCE CENTER HOTEL EXAMPLE ORDINANCE:
HAMILTON TOWNSHIP, MERCER COUNTY, NEW JERSEY**

Hamilton Twp., Mercer County

ARTICLE V. - EXCEPTIONS, MODIFICATIONS AND DEVELOPMENT ALTERNATIVES

Section 160-161. Conditional uses.

(0) Hotels

(1) Any hotel must meet the following minimum standards

- a. A minimum of 150 guestrooms must be provided Each room must be a minimum of 350 square feet in area
- b. A minimum of 20,000 square feet of conference space and banquet space must be provided
- c. A minimum of one indoor swimming pool must be provided The pool shall contain an area equal to ten square feet per guestroom
- d. A minimum of two square feet per guestroom for lockers, showers and toilet area must be provided
- e. A minimum of two square feet per guestroom for health club space must be provided

(2) Restaurant space equal to at least six percent of the floor area of the hotel must be provided

(3) A minimum of 1,200 square feet of retail space must be provided within the hotel Retail space is limited to those businesses which are commonly found within hotels and provide services to hotel guests A maximum of ten percent of the floor area of the hotel may be devoted to such retail uses

(4) Parking requirements are as follows

- a. One parking space per guestroom
- b. One parking space for each employee. The shift having the most employees shall be used to calculate employee parking needs
- c. One parking space for every three seats in the restaurant(s) and/or lounge(s) and/or conference/banquet space. Where it can be proved that shared parking will occur, reductions in the required number of parking

spaces may be permitted.

(5) The main lobby must contain a minimum area of 5,000 square feet, exclusive of conference, banquet, restaurant, cocktail or lounge space and retail space. This does not preclude restaurant, cocktail or lounge space and retail space within the lobby so long as the space is in addition to the minimum area required in subsection o(2) and (3) above. Not more than 50 percent of the lobby may be used for commercial purposes such as restaurant, cocktail or lounge space and retail space.

(6) The maximum building height permitted is 45 feet. The maximum building height may be increased to 85 feet if a minimum lobby/atrium size of 15,000 square feet is provided, exclusive of conference, banquet, restaurant, cocktail or lounge space and retail space mentioned above. This does not preclude restaurant, cocktail or lounge space and retail space within the atrium so long as this space is in addition to the minimum area required in subsections o(2) and (3) above. Significant public features such as gardens, sculptures, ornamental pools, plazas, etc., must be provided within the lobby and atrium. Not more than 50 percent of the atrium may be used for commercial purposes such as restaurant, cocktail or lounge space and retail space. A proposed increase of height may be rejected or modified if found to have a potentially adverse affect upon a residential zone.

(7) The minimum lot size for a hotel is ten acres. The maximum FAR permitted for hotels on individual lots of ten acres or more is 0.28. This maximum FAR will not apply when a hotel is part of an office complex on a single lot. In such an instance, the maximum FAR of the REO and/or RD zone shall apply. In both instances, lobbies (exclusive of conference, banquet, auditoriums, restaurant, cocktail or lounge space and retail space), indoor and outdoor swimming pools, health clubs (for guests only), public open space (such as gardens, plazas, ornamental pools, etc.), any other indoor and outdoor recreational areas and other nonleaseable space shall not be included in calculating the maximum FAR.

(8) The maximum impervious surface coverage (MIS) is 55 percent whether on an individual lot or on a lot combined with other permitted uses. Those uses and areas noted in subsection o(7) above, as excluded from the FAR calculations, are also excluded from the MIS calculation.

(9) Decked parking lots are permitted and are excluded from FAR calculations, but are included in MIS calculations.

(10) All the standards of the RD zone and the land development ordinance shall apply.

APPENDIX G

**REDEVELOPMENT PLANNING
OVERVIEW OF PROCESS AND PROCEDURES**

Appendix G

Redevelopment Planning: Overview of Process and Procedures

During the preliminary investigation pros and cons of Options a and b (below) will be discussed with the Planning Board and Mayor and Council. A decision or recommendation regarding which approach will be made. The redevelopment plan must select a, b or possibly a combination depending on the size of the area and goals of the community.

- a. The criteria established in this redevelopment plan supersede the existing provisions of the current development regulations. The ordinance adopting this plan contains an explicit amendment to the zoning district map per N.J.S. 40:12A-7c.
- b. This redevelopment plan constitutes an overlay zoning district; the plan does NOT supersede the applicable provisions of the existing development regulations.

In addition to the development regulations imposed by the existing underlying zone, applications are subject to the design guidelines established within the redevelopment plan.

For each municipality the statement below will need to be amended to reflect the correct name for the redevelopment entity and Technical Review Committee.

Review Process within the Redevelopment Area

In addition to the regular checklist items for a complete submission and prior to proceeding to the Planning Board, all applications within the redevelopment area must receive approval from Mayor and Council (the redevelopment entity) and the Site Plan Review Committee.

Relief Requests

40:12A-3 “Redeveloper” means any person, firm, corporation or public body that shall enter into or propose to enter into a contract with a municipality or other redevelopment entity for the redevelopment or rehabilitation of an area in need of redevelopment, or an area in need of rehabilitation, or any part thereof, under the provisions of this act, or for any other construction work forming part of a redevelopment or rehabilitation project.

Appendix G (continued)

Redeveloper

N.J.S. 40A:12A-9 provides that redevelopers must covenant to construct only the uses established in the redevelopment plan. There can be no use variance relief sought by redevelopers. An amendment to the redevelopment plan would be necessary to permit a contractual redeveloper. The redevelopment plan provisions and master plan will be considered in regard to the amendment request.

Property owners within the redevelopment area who are not designated, as the redeveloper are entitled to seek the same sorts of relief as permitted under the Municipal Land Use Law (MLUL). The redevelopment plan provisions and master plan will be considered in regard to the relief requested.

TOWNSHIP OF MAPLE SHADE

Ordinance

RECEIVED

2007-27 OCT 08 2007

ALAIMO GROUP
 AN ORDINANCE OF THE TOWNSHIP OF MAPLE SHADE, N.J.,
 ADOPTING A REDEVELOPMENT PLAN FOR THE AREA
 IDENTIFIED AS THE "ROUTES 38/73/LENOLA ROAD
 REDEVELOPMENT AREA" PURSUANT
 TO N.J.S.A. 40 A:12A-1 ET SEQ.

BE IT ORDAINED, by the Township Council of the Township of Maple Shade as follows:

SECTION I. INTRODUCTION.

- A. Pursuant to resolution 06-R-117, The Township Council of the Township of Maple Shade directed and authorized the Township Planning Board to undertake a preliminary investigation, pursuant to the notice, hearing and other requirements of the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq. ("Redevelopment Law"), in order to recommend to the Township Council whether the specified properties within the area bounded by Routes 38, 73 and Lenola Road (the "designated area"), or any part thereof, constituted an area in need of redevelopment according to the criteria set forth in N.J.S.A. 40A:1A-5.
- B. The Planning Board, upon due notice and hearing as required by the Redevelopment Law, passed a resolution dated March, 2007 recommending that the designated area be declared an area in need of redevelopment.
- C. Upon receipt of the Planning Board resolution, the Township Council unanimously passed Resolution 07-R-73 declaring the designated area an area in need of redevelopment pursuant to the Redevelopment Law.
- D. The Township Council directed Joseph S. Augustyn, PP, AICP, of the Alaimo Group, to prepare a redevelopment plan for the designated area.
- E. A redevelopment plan entitled "Maple Shade Route 38/73/Lenola Road Redevelopment Area" was prepared by the Alaimo Group (the "Redevelopment Plan") and referred to the Township Planning Board for recommendation and review.
- F. Upon completion of its review of the Redevelopment Plan, the Planning Board recommended that, with certain revision, the Township Council adopt the the Redevelopment Plan.
- G. The Township Council considered the comments and recommendations of the Planning Board and agreed to revise the Redevelopment Plan as recommended.

FIRST READING

MOTION:	Manchello		
SECONDED:	Galloway		
COUNCIL MEMBER:	YEA	NAY	ABS.
Manchello	x		
Galloway	x		
Fletcher	x		
Volpe	x		

September 5, 2007

MUNICIPAL CLERK

SECOND READING

MOTION:	Galloway		
SECONDED:	Manchello		
COUNCIL MEMBER:	YEA	NAY	ABS.
Saporito		x	
Manchello		x	
Galloway		x	
Volpe		x	

October 3, 2007

MAYOR

TOWNSHIP OF MAPLE SHADE

Ordinance

SECTION II.

Township Council hereby adopts by the Redevelopment Plan prepared by Alaimo Group dated July 25, 2007, attached hereto as Exhibit A, finding that the same complies with the requirements of 40A:12-7.

SECTION IV.

This Ordinance shall take effect upon final passage and publication according to law.

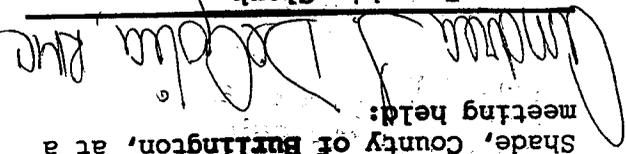
SECTION V.

All Ordinances or parts of Ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.

SECTION VI.

If any section, paragraph, subdivision, clause or provisions of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the section, paragraph, subdivision clause or provision and the remainder of this Ordinance shall be deemed valid and effective.

Certified to be a true copy of an Ordinance adopted by the Township Council of the Township of Maple Shade, County of Burlington, at a meeting held:


 Andrea J. DeGolia, RMC
 Township Clerk

FIRST READING

MOTION:		
SECONDED:		
COUNCIL MEMBER:	YEA	NAY ABS.

SECOND READING

MOTION:		
SECONDED:		
COUNCIL MEMBER:	YEA	NAY ABS.

MUNICIPAL CLERK

MAYOR

