



# West Maple Neighborhood Merchantville Presentation

February 25, 2013

Prepared by **RAGAN DESIGN GROUP**

# Agenda



- **WELCOME & INTRODUCTION**
  - Study Area, Purpose of Study
- **PHASE I of Study:**
  - Task Force Meetings, Questionnaire, Public Workshops
  - Vision Statement
  - Recommendations & Concepts
- **PHASE II of Study:**
  - Planning Initiatives that came out of Phase I
  - What we are currently working on
- **WHERE WE GO FROM HERE...**

# West Maple Neighborhood Study Area



## 1<sup>st</sup> Grant - Purpose of Study

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- Coordinate planning efforts in the neighborhood b/w 3 jurisdictions
- Bring together coalition of neighborhood stakeholders to serve on Task Force
- Open Lines of Communication and Pool Resources from 3 communities to target investments that will achieve greatest impact on neighborhood conditions.
- Develop Plan: Joint Municipality Strategic Revitalization Plan to serve as foundation for long-term strategy for Neighborhood Revitalization

## 2<sup>nd</sup> Grant (July 2012- current) Purpose of Study

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- Continue task force meetings to build on momentum garnered during first phase
- Pursue planning initiatives that came out of first phase of study
- Study additional aspects of the neighborhood in more detail
- Resident outreach and cultivating political will to make changes in the neighborhood.

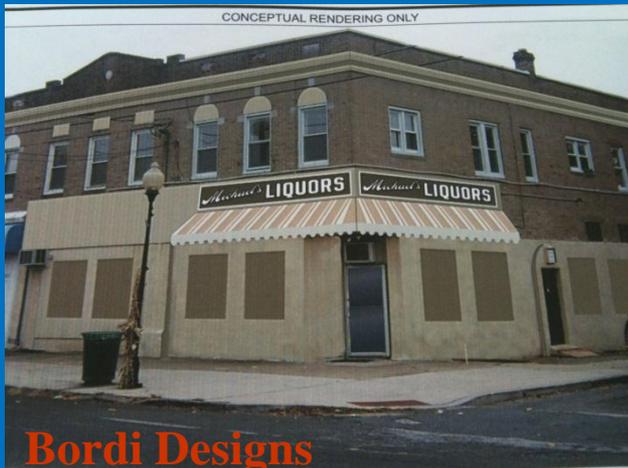
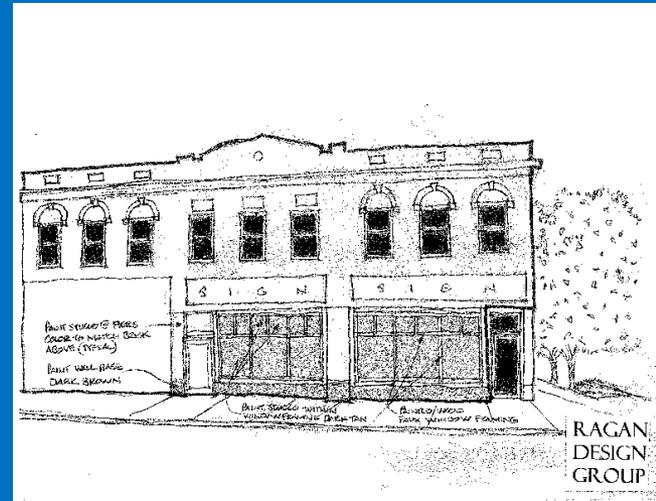
# Project Approach: Task Force Meetings

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- Monthly task force meetings: residents, businesses, property owners, municipal staff, elected officials



# Project Approach: Meet with Property Owners on Maple

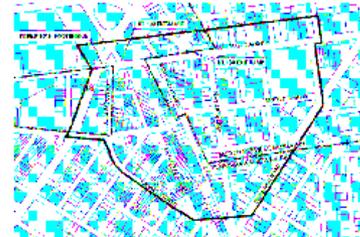


# Neighborhood Survey – Spring 2011

## WEST MAPLE NEIGHBORHOOD SURVEY



*West Maple Neighborhood Task Force*  
Camden | Merchantville | Pennsauken  
Working Together to Improve



West Maple Neighborhood

**Dear Member of the West Maple Neighborhood:**

You are in the best position to recommend changes that would most improve your neighborhood. Please take a few minutes to fill out the attached Neighborhood Survey. There are no wrong answers and all responses will be kept anonymous.

Completed surveys should be returned by **March 29, 2011** to any of the following:

- Drop Off Box located at:
  - Masonry Preservation Group, 706 West Maple Avenue (inside office)
  - Merchantville Borough Hall, 1 West Maple Avenue (to the left of the Front Door)
  - Pennsauken Economic Development Dept, Municipal Building, 5605 N. Crescent Blvd
- Ragan Design Group, LLC (address, e-mail address, fax number are below)
- Public Workshop on March 29, 2011 at the Pennsauken Library, 5605 N. Crescent Blvd.

Camden, Merchantville, and Pennsauken have received a grant from the Delaware Valley Regional Planning Commission to develop an improvement plan for the neighborhood. Monthly Task Force meetings are being held on the second Thursday of the month at 10am in Merchantville Borough Hall. The information you provide in the attached survey will assist in our efforts to improve the quality of life in your neighborhood. If you are a resident or business located in the West Maple Neighborhood and you are interested in participating as a Task Force member, please contact us.

**We encourage you to join us at an evening public visioning workshop on Tuesday, March 29, 2011 at 6:30pm at the Pennsauken Library**, located at 5605 Crescent Boulevard, Pennsauken, NJ 08110. The challenges of the neighborhood and opportunities for improving the neighborhood will be discussed. Everyone is welcome!

Sincerely,

Mara Wuebker, PP/AICP  
Project Planner, Ragan Design Group, LLC  
maraw@ragandesign.com

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# Evening Public Workshops – Spring and Fall 2011

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**I. Strengths  
Weaknesses  
Opportunities  
Threats**



**II. Public Feedback  
on Vision Statement &  
Recommendations**

# TASK FORCE VISION STATEMENT, RECOMMENDATIONS, and CONCEPTS in Phase I Report

Entrance from 130

Sprint Site

Traffic Calming

Federal Street Overpass

Parking

Street Trees



# Route 130 Entrance into Neighborhood



**Graffiti**



**Unattractive**

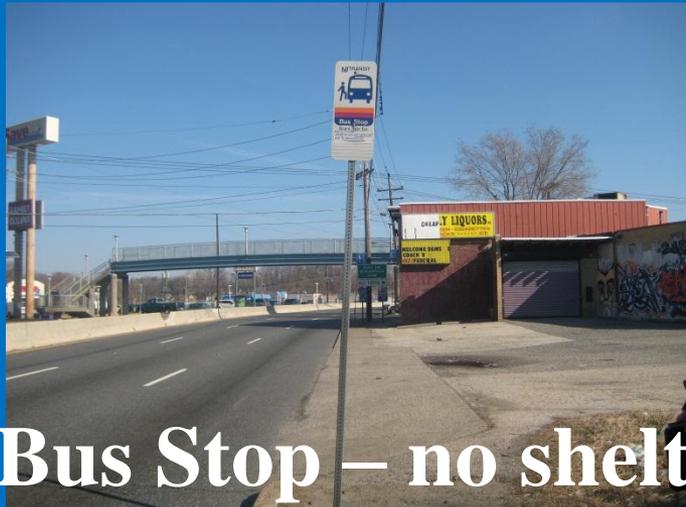


**Vacant Buildings**

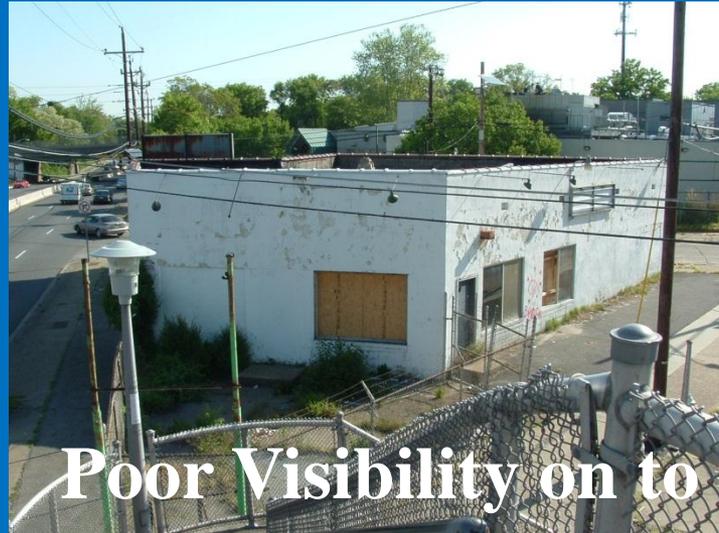


**Awkward**

# Route 130 Entrance into Neighborhood



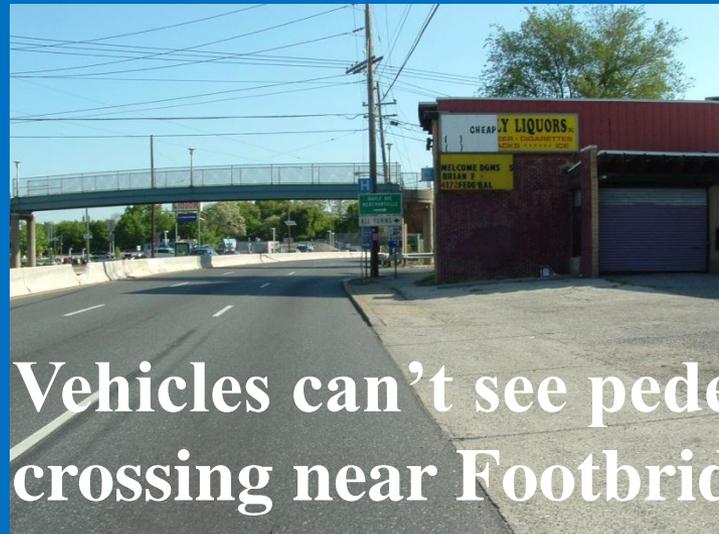
**Bus Stop – no shelter**



**Poor Visibility on to 130**



**Fast Moving Traffic**



**Vehicles can't see pedestrians crossing near Footbridge**

# Route 130 Entrance into Neighborhood

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## Goals:

- Improve Entrance Appearance
- Improve Vehicular and Pedestrian Safety
- Landmark Signage
- Green Space Transition into Neighborhood

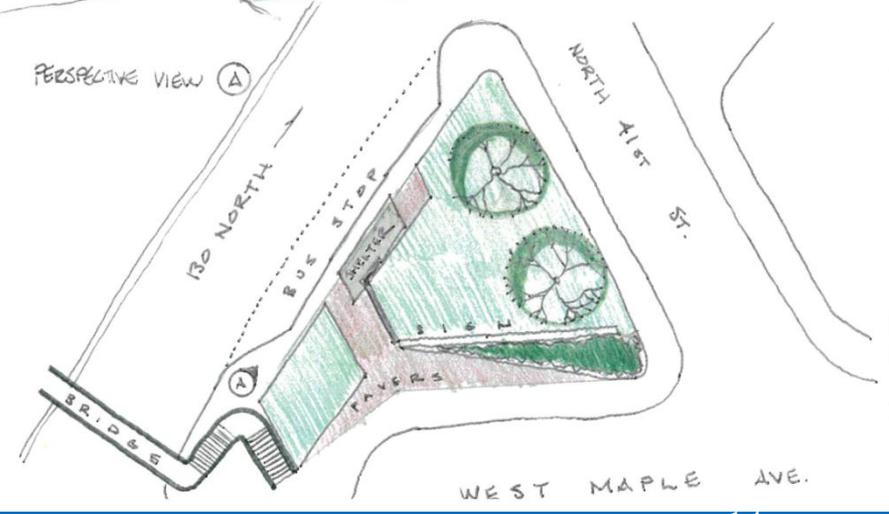
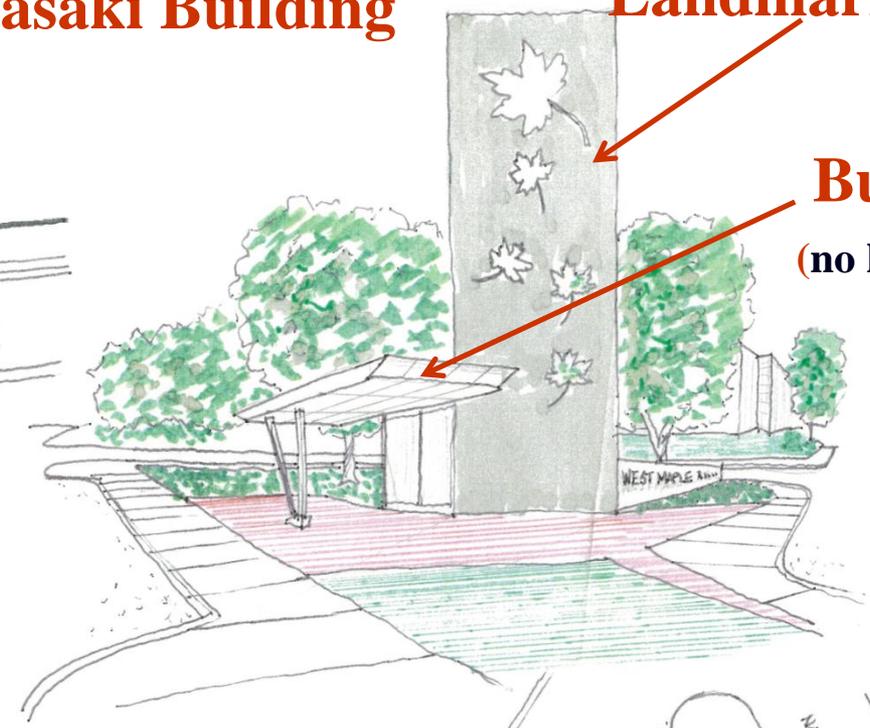
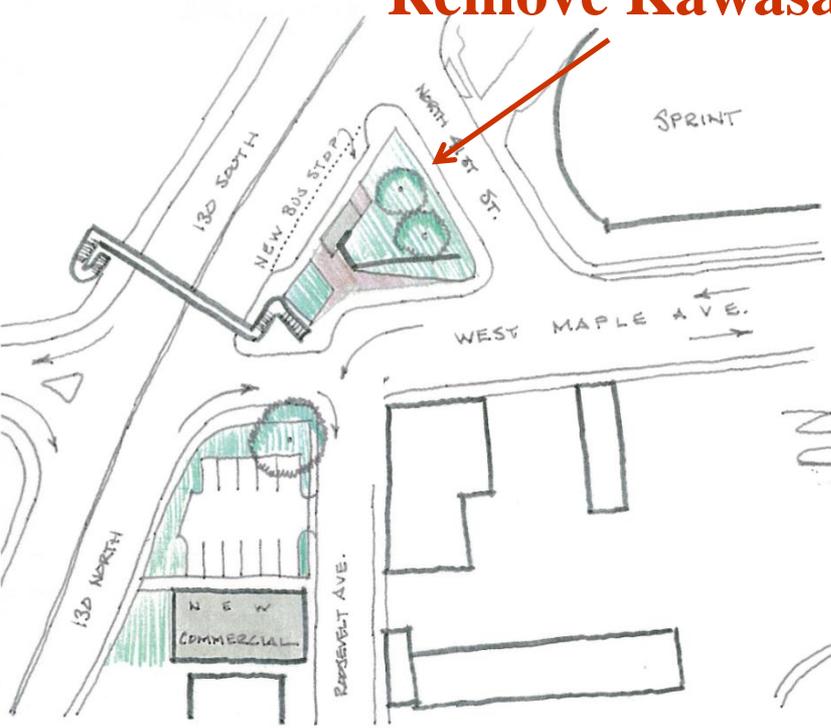


# Concept:

**Remove Kawasaki Building**

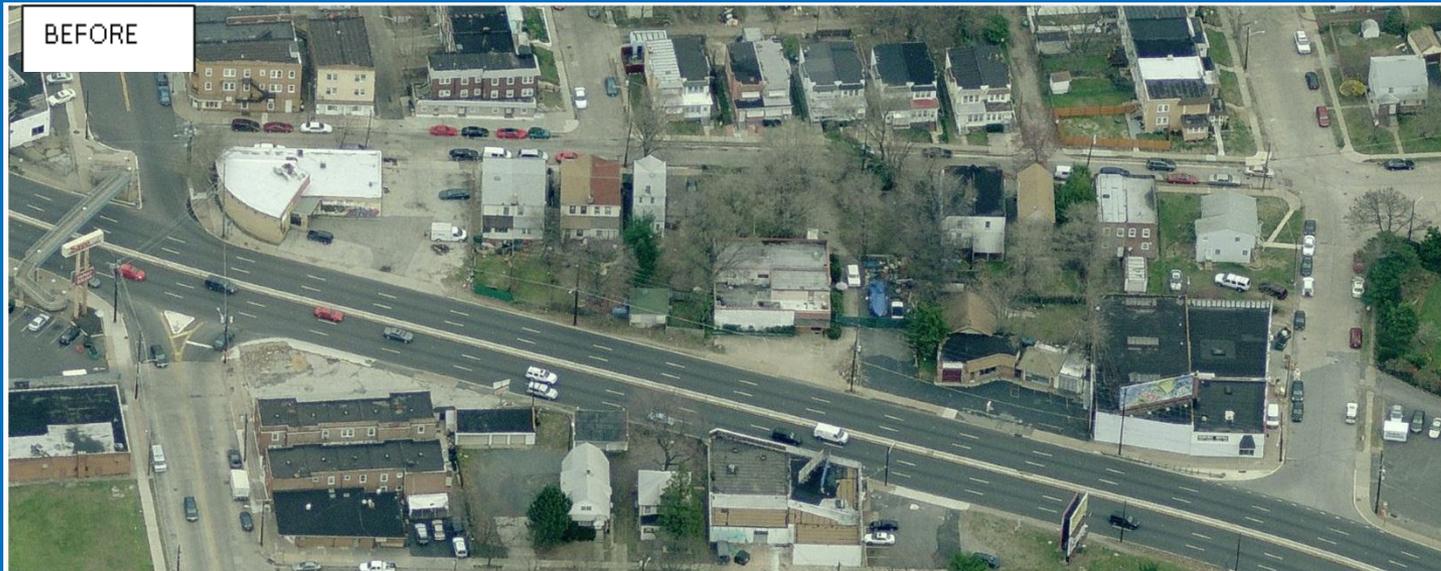
**Landmark Signage**

**Bus Shelter**  
**(no longer feasible)**



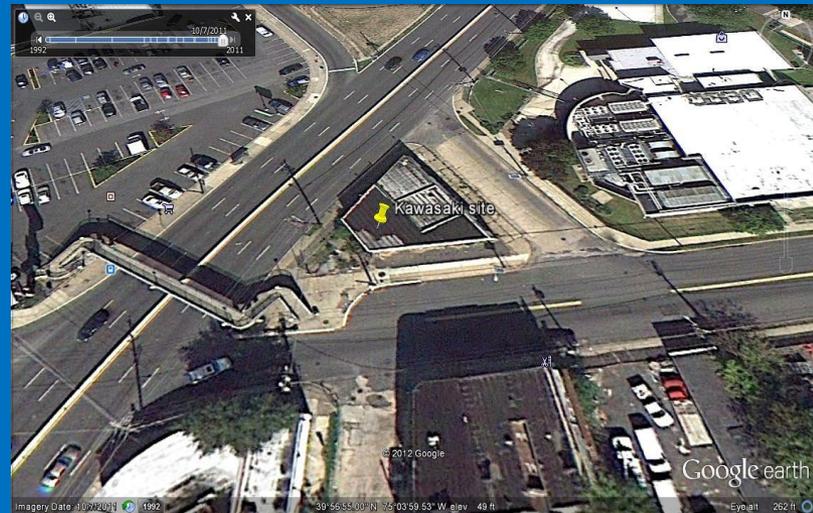
**RAGAN DESIGN GROUP** ARCHITECTS . LANDSCAPE ARCHITECTS . COMMUNITY PLANNERS  
SUITE C-3 . 30 JACKSON ROAD . MEDFORD . NEW JERSEY . 08055  
P 609.654.8800 . F 609.654.4664 . EMAIL info@ragandesign.com

# Concept:



# Planning Initiatives - Phase II –Route 130

- **DOT TE Grant Application** — To Acquire and Demolish Kawasaki Building
- **ERI-** Conduct Preliminary Environmental Assessment of Kawasaki Building



# Planning Initiatives Phase II – Route 130 (cont).

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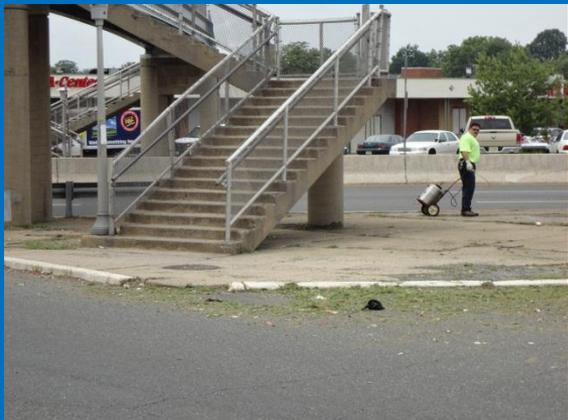
## Pennsauken Filing DOT Problem Statement for Route 130/Maple Avenue

- Safety of Motorists Entering Route 130 Northbound from Maple Avenue
- Safety of Motorists Exiting Route 130 onto Maple Avenue and Safety of Pedestrians crossing Maple Ave near footbridge
- ❖ **We are looking for support resolution from Merchantville**

# Graffiti Removal & Cleanup Activities During Phase I of Study

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Camden Special Services District (CSSD)  
Pennsauken Public Works



# Sprint Site Improvements- Existing Conditions

No street –level connectivity, minimal landscaping, barbed wire fence



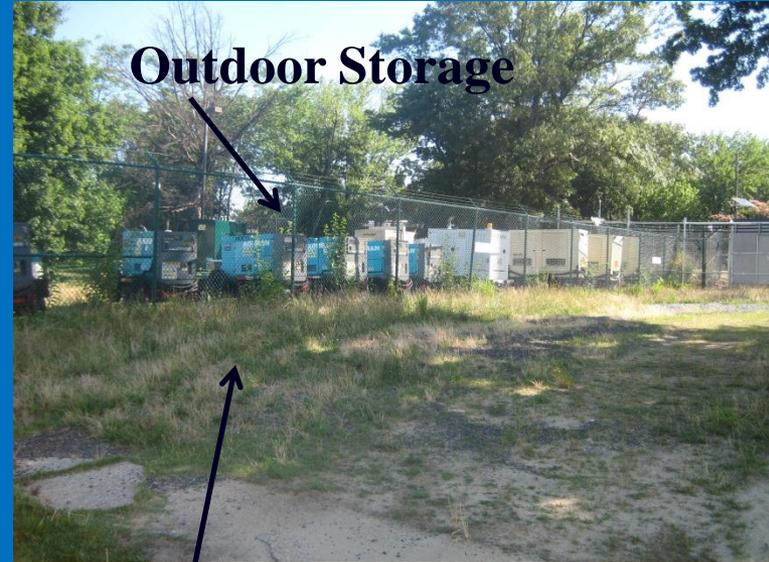
Wide driveway

Roll Down Security Grates



Lots of Concrete, Broken Curbs

Outdoor Storage



Weeds, gravel, grass, concrete mixture

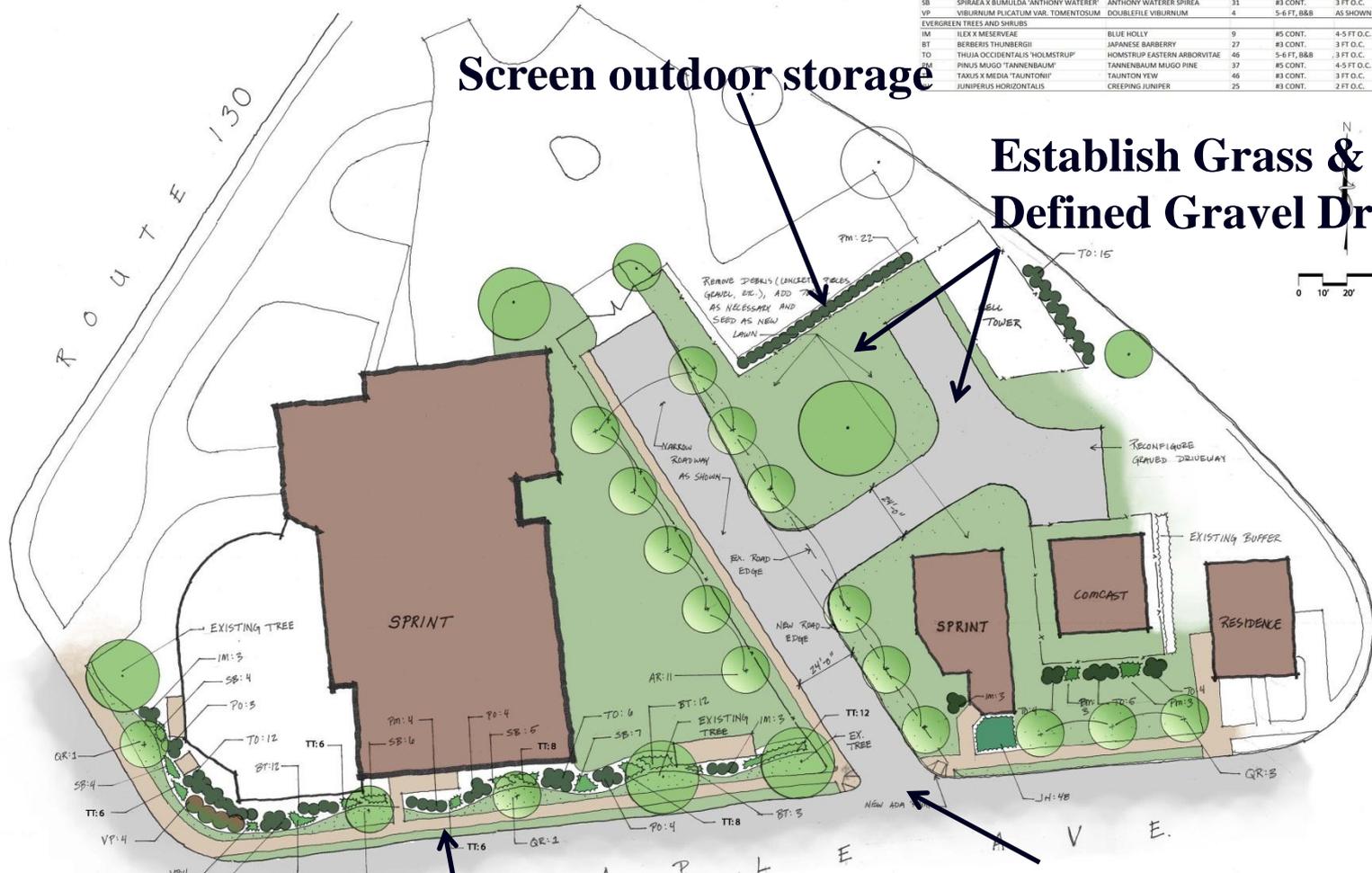
**Screen outdoor storage**

**Establish Grass & Defined Gravel Driveway**

**Soften & Screen with Evergreen and Deciduous Trees and Shrubs**

**Reduce Driveway Width Add Trees, Defined Curbing**

PLANT SCHEDULE					
KEY	BOTANICAL NAME	COMMON NAME	QUANTITY	SIZE/CONTAINER SPACING	REMARKS
<b>DECIDUOUS TREES AND SHRUBS</b>					
AR	ACER RUBRUM	RED MAPLE	11		
QR	QUERCUS RUBRA	RED OAK	5	2" - 3 1/2" CAL.	AS SHOWN 6' BRANCH HEIGHT
PO	PHYSCARUS CRUICIFOLIUS 'DIABLO'	DIABLO COMMON NINEBARK	11	#3 CONT.	4.5 FT O.C.
SB	SPHRAEA X BUMULDA 'ANTHONY WATERER'	ANTHONY WATERER SPIREA	31	#3 CONT.	3 FT O.C.
VP	VIBURNUM PLICATUM VAR. TOMENTOSUM	DOUBLEFILE VIBURNUM	4	5-6 FT. B&B	AS SHOWN
<b>EVERGREEN TREES AND SHRUBS</b>					
IM	ILEX X MESSERIAE	BLUE HOLLY	9	#5 CONT.	4.5 FT O.C.
BT	BERBERIS THUNBERGII	JAPANESE BARBERRY	27	#3 CONT.	3 FT O.C.
TO	THUJA OCCIDENTALIS 'HOLMSTRUP'	HOLMSTRUP EASTERN ARBORVITAE	46	5-6 FT. B&B	3 FT O.C.
PI	PINUS MUGO 'TANNENBAUM'	TANNENBAUM MUGO PINE	37	#5 CONT.	4.5 FT O.C.
TA	TAXUS X MEDIA 'TAUNTONI'	TAUNTON VIEW	46	#3 CONT.	3 FT O.C.
JH	JUNIPERUS HORIZONTALIS	CREeping JUNIPER	25	#3 CONT.	2 FT O.C.



ARCHITECTS: RAVAN DESIGN GROUP  
 COMMUNITY AND ENVIRONMENTAL PLANNERS: RAVAN DESIGN GROUP  
 Site C-3, Jackson Road, Montclair, N.J. 08055  
 Phone: 908.666.0606  
 Fax: 908.666.0606  
 Principal: Richard R. Ragan  
 Project Architect: Daniel R. Nichols  
 Date: 09/23/2011  
 Project Number: 1111111111  
 Sheet: 1111111111  
 WWW.RAVANDESIGN.COM

Drawing: LANDSCAPE PLAN

Project: SPRINT PROPERTY PROPOSED LANDSCAPING IMPROVEMENTS

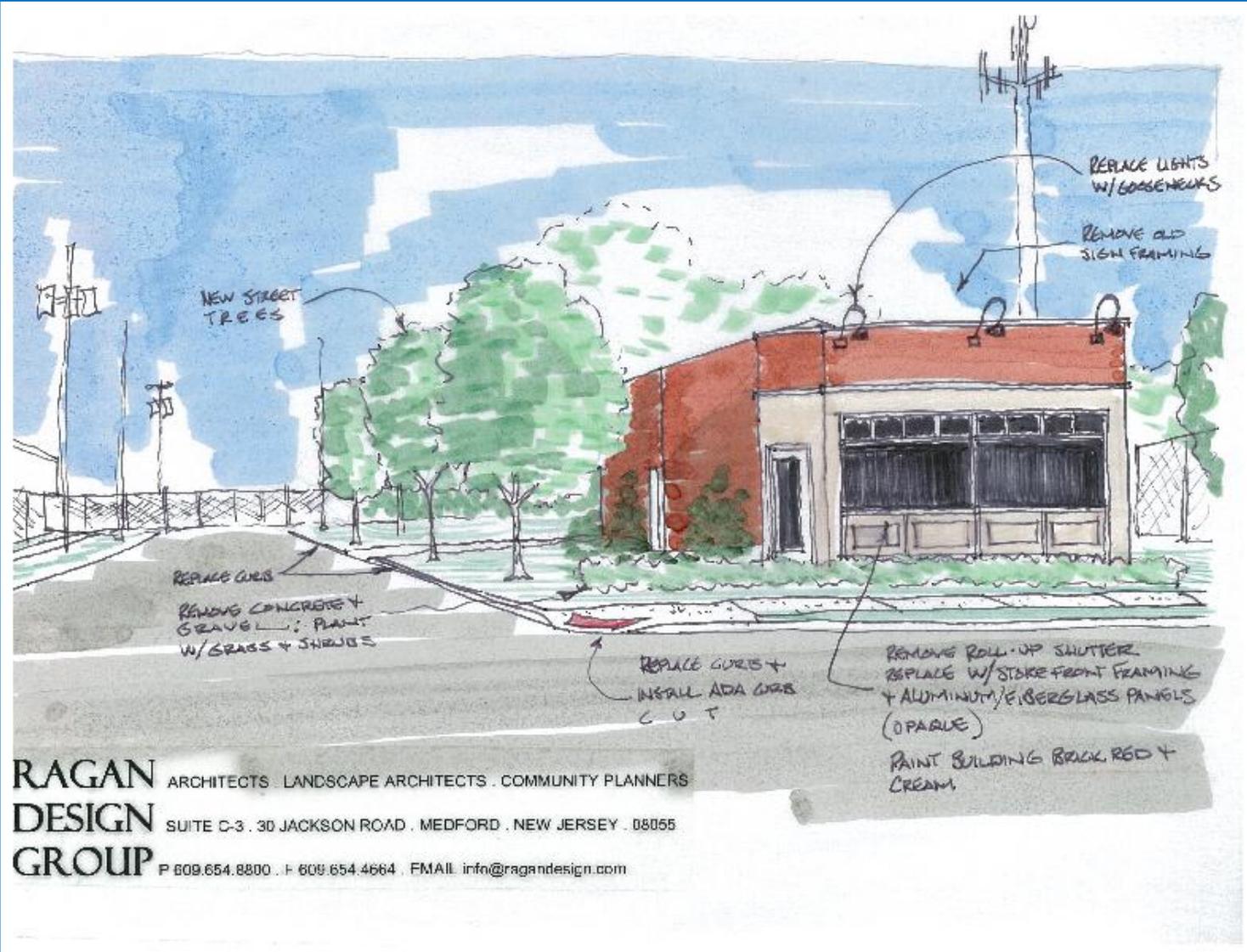
Revisions:

Date: 09-23-2011

Project Number:

Sheet: 1111111111

# Sprint Site Improvements - Concept



# Planning Initiatives Phase II - Sprint

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- Pursue Landscape Improvements inside the fence
  - “good chance of some landscaping upgrades” 2Q2013
- Spring Tree Planting – to screen equipment at base of cell tower



# Phase I Recommendation: Street Trees

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## **Big Impact . Highly Visible Project.**

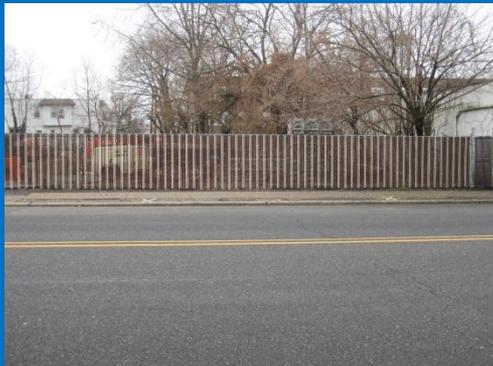
Softens Hardscape. Brings Beauty and Character to Neighborhood. Reduces storm water runoff. Improves Property Values. Buffers and reduces noise. Improves air quality. Provides shade.



# Street Trees – Phase II

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- **New Jersey Tree Foundation**
  - **Federal Forest Service Grant** - under 25% tree canopy
    - Complications: Utilities, contacting private property owners
  - **April/May Planting**



# Street Trees – Phase II

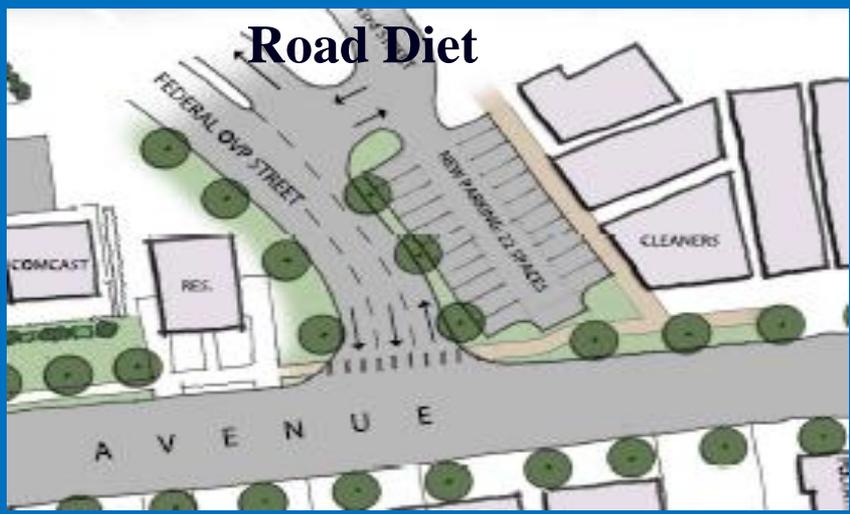
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- Project Reactivated **Pennsauken Shade Tree Commission** —selecting species and planting locations, assist with watering and pruning during first few growing seasons, where needed
- **DOT TE Grant Application** for Streetscape Improvements to Maple Ave in Merchantville



# Federal Street Overpass- Phase I Recommendations

**Road Design Brings Fast Moving Traffic, Unsafe for Pedestrians to Cross, Complex Traffic Patterns**



# Planning Initiative Phase II- DOT Problem Statement

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- Pennsauken Filing Problem Statement for Federal Street Overpass

- 4 lane design is excessive; out of context with surrounding land use context. Design brings fast moving traffic into neighborhood.
- Ignores the needs of pedestrians to cross roadway. No crosswalks, no cut-throughs in grassy islands for ADA accessibility, no pedestrian signs or signals.
- Complex vehicular patterns that perplex drivers and pedestrians. 43<sup>rd</sup> st often mistaken for overpass.

- ❖ Looking for Resolution of Support from Merchantville

# Phase II- Traffic Calming

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- New Crosswalks at Wellwood Park
- Camden County Public Works – has agreed to paint pavement to visually narrow travel lanes
- Speed Display Monitoring Signs



# Phase I: Additional Parking Concepts

## Maple Ave & 43<sup>rd</sup> St



## Wellwood Manor



**Merchantville Ordinance:**  
**More Parking On Poplar Ave**  
**More Parking on Maple Ave**

# Phase II: Clean Up Activities

- Pennsauken Sign Clutter Reduction

Pennsauken Police Department



# Clean Up Activities During Phase II

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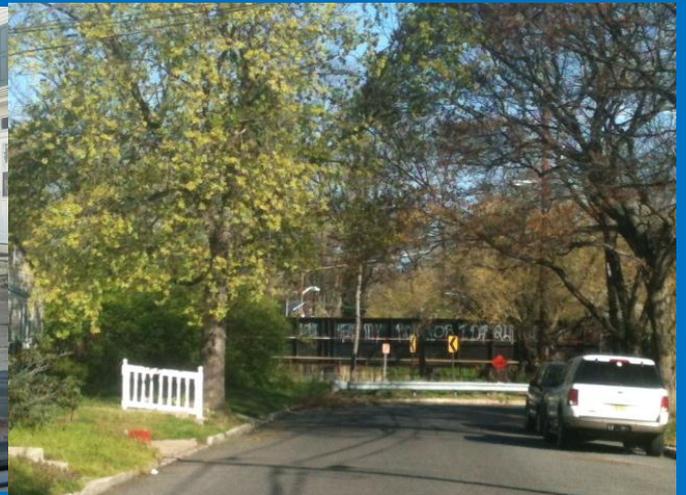
- **Camden Code Enforcement** — Roly Poly- city business license, 4550 Crescent Boulevard – clean up
- **CSSD/ Pennsauken-** periodic coordinated clean up
- **Camden Public Works-** New Street Signs on Roosevelt Ave



# Other Things we're working on...

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- Funding Sources for Improvements to Roosevelt Avenue/43<sup>rd</sup> Street: repaving street & new sidewalks/curbs on Camden side.
- Bus Shelter at Myrtle Avenue
- New Jersey Transit Graffiti Removal on Bridge



# Phase I &Phase II: Stakeholder Outreach

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- Hand-delivery of Surveys, Meeting Flyers, Merchantville Observer, All Around Pennsauken, municipal building postings, municipal websites, municipal facebook pages, library postings, Stakeholder emails, Merchantville Birthday Celebration Table, etc.



- **Please ‘Like’ us on Facebook and ‘Share’ !!**

<https://www.facebook.com/TheWestMapleNeighborhood>

**Other suggestions?**

# Overall Concept plan



# WHERE DO WE GO FROM HERE?

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**Phase II will be wrapping up soon**



**Improving the West End is going to be a  
LONG TERM initiative.**

# WHERE DO WE GO FROM HERE?....

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- **Human Glue:** Need to continue to meet with neighborhood stakeholders in 3 communities on a consistent basis to pool resources (human, financial, political) to target investments and programs.
- Use the Plan (and NPP work plan) as foundation for long-term strategy for revitalization.
- Continue to Apply for more grant opportunities.

# The Task Force needs your help

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- More neighborhood residents
- More political involvement

**Goal:** transition into self-sustaining organization that advocates for the neighborhood and pursues long-term implementation measures in future.



# THANK YOU TO OUR DEDICATED TASK FORCE MEMBERS

- Dan Sperrazza, Merchantville Council  
Denise Brouse, Merchantville Clerk  
Betsy McBride, Pennsauken Committee  
Vince Basara, Camden Ombudsman/UEZ  
Fred Koehler, Merchantville Community Affairs  
Larry Cardwell, Pennsauken Economic Dev  
Terry Carr, Pennsauken Economic Dev  
Bill Watson, Merchantville Zoning Officer  
Jeanne Collins, Merchantville resident  
Agnes Madden, Merchantville resident

Bernie Kofoet, Pennsauken P.W.  
Michael Carruth, Pennsauken STC  
Joe Garbarino, MPG  
Bob Romano, Pennsauken resident  
Wayne Bauer, Police Chief  
John Adams, Pennsauken Zoning  
Ed Williams, Camden Planning Dir  
Marvin Gaskill, Merchantville resident  
Charles MacAdams, property owner  
Mike Wisnosky & Mara Wuebker, RDG

# Thank you for Additional Support

Frank North, Mayor of Merchantville

Anthony Perno, Merchantville Borough Council

Edward Grochowski, Pennsauken Administrator

Dana L. Redd, Mayor of Camden

Rick Taylor, Pennsauken Mayor

Jack Killion, Pennsauken Committee

Andrew C. Levecchia, AICP/PP, CCIA

Karen Cilurso, PP/AICP, DVRPC

Lisa Simms, NJTF

Rick Ragan, RA/PP, RDG

Sean Ragan, RDG (graphics)

Dan Nichols, RA, RDG (renderings)

Owen McCabe, PP/AICP, RDG (mapping)

AND residents , property owners, businesses who have attended our workshops and task force meetings, and participated in neighborhood survey.

**THE END**

**RAGAN DESIGN GROUP**

Comments/questions:

**maraw@ragandesign.com**