Plan for Redevelopment and Rehabilitation: West Maple Avenue

Block 9, Lots 2, 3, 4, 9, 10, 11, and 12

BOROUGH OF MERCHANTVILLE
CAMDEN COUNTY
STATE OF NEW JERSEY

April 14, 2011

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N.B. The original of this document was signed and sealed in accordance with NJAC 13:41-1.3.b

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TABLE OF CONTENTS

1.0 INTRODUCTION 1

2.0 REDEVELOPMENT OBJECTIVES 3

3.0 REDEVELOPMENT PLAN 3

4.0 ARCHITECTURAL DESIGN REQUIREMENTS 8

5.0 PARKING AREA REQUIREMENTS 8

6.0 SUPPLEMENTAL REQUIREMENTS 8

7.0 IMPLEMENTATION OF PLAN 10

8.0 GENERAL PROVISIONS 13

9.0 PLAN CONFORMANCE WITH REDEVELOPMENT LAW PROVISIONS 14

APPENDIX A

1.0 INTRODUCTION

1.1 BACKGROUND

This Redevelopment and Rehabilitation Plan (*hereinafter* the Plan) is intended to regulate redevelopment and/or rehabilitation over a two block area of the Borough referred to as the West End neighborhood. A portion of this neighborhood, which was determined to be either an area in need of redevelopment or an area in need of rehabilitation, by the Planning Board, consists of the following parcels (see Figure 1): Block 9, Lots 2, 3, 4, 9, 10, 11, and 12.

The stability and revitalization of the West End neighborhood was identified in the 2007 Master Plan as one of the four land use issues facing the Borough. The Master Plan discusses the underutilization of storefronts, uninviting streetscape conditions, and the removal of blighting conditions. Additionally, a Joint Municipality Strategic Revitalization Plan is being conducted to coordinate efforts among the stakeholders in Pennsauken Township, Camden City, and the Borough to form a coalition to develop recommendations to improve the entire West End neighborhood, which is a shared gateway for all three municipalities. Minutes from the March 10, 2011 stakeholder meeting, which are included in Appendix A, revealed that there is a need for parking, additional landscaping, and the restoration of historic buildings. Therefore, a primary goal of this Plan is to develop a plan that will implement the Master Plan recommendation as well as complement the ongoing Joint Strategic Revitalization Plan.

The major thrust of this Plan is to stimulate the revitalization of the West End neighborhood by improving the conditions of the mixed-use buildings, historically restoring the multifamily housing development (Block 9, Lots 2 and 3), and examining opportunities to provide parking for residents, merchants, and visitors.

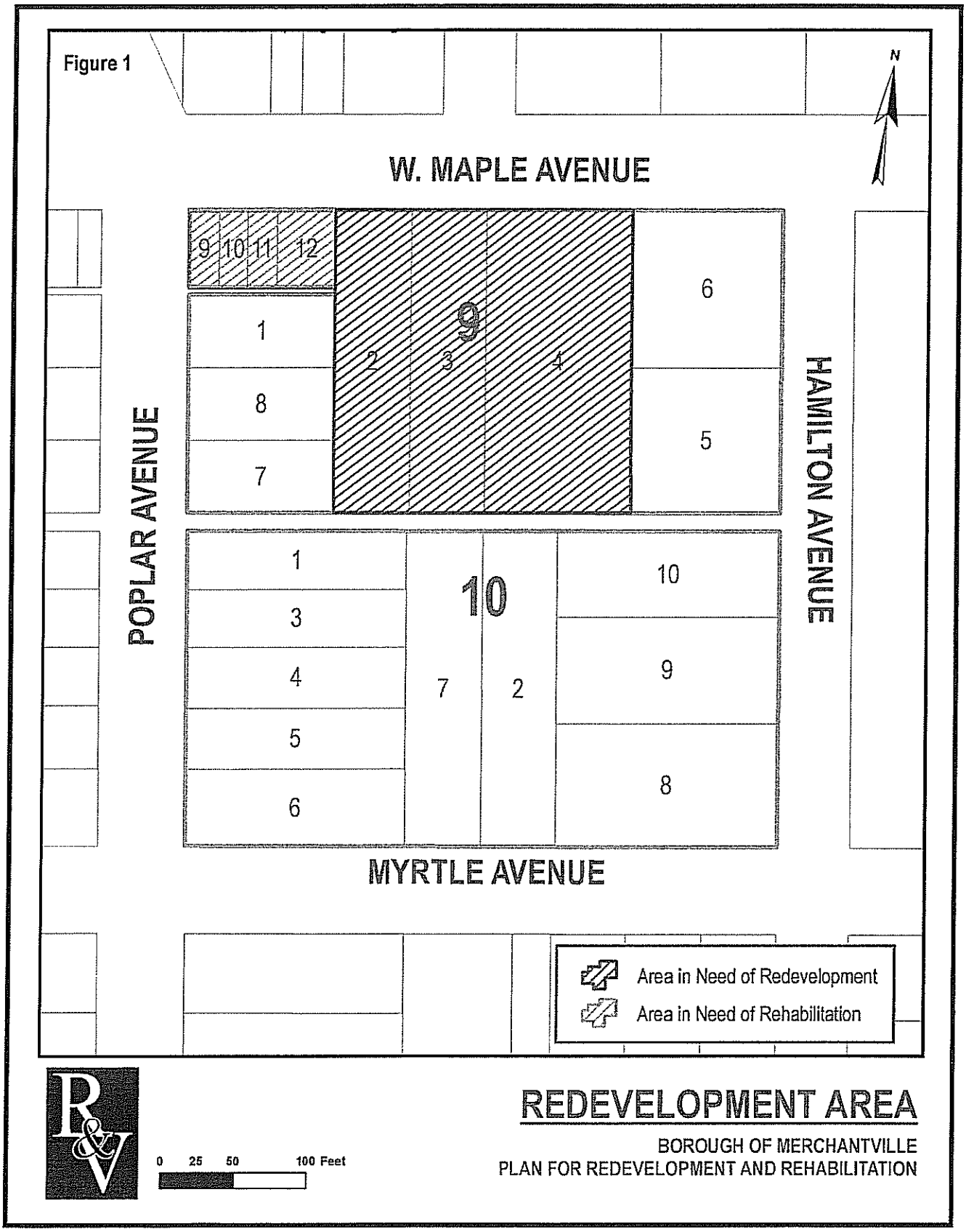
For the effectuation of the redevelopment vision, this Plan establishes the West Maple Avenue Redevelopment Overlay Zone. The creation of this overlay zone will require the amending the Zoning Map and Chapter 94 – Zoning of the Borough of Merchantville Zoning Ordinance to include Article VIV – WRO West Maple Redevelopment Overlay Zone.

The Mayor and Council of the Borough of Merchantville will serve as the redevelopment entity responsible for the execution of the Plan.

1.2 STATUTORY BASIS FOR PREPARATION OF THE REDEVELOPMENT/REHABILITATION PLAN

The Planning Board of the Borough of Merchantville by Resolution dated June 8, 2010, memorialized its determination that a recommendation be made to the Borough Council, designating Block 9, Lots 2, 3 and 4, as an area in need of redevelopment, and Block 9, Lots 9, 10, 11 and 12, as an area in need of rehabilitation. Subsequently, the Borough Council adopted a Resolution on October 18, 2010, directing the Planning Board to prepare a proposed Redevelopment and Rehabilitation Plan for Block 9, Lots 2, 3, 4, 9, 10, 11, and 12.

At their meeting of January 11, 2011, the Planning Board of the Borough of Merchantville adopted a Resolution of Memorialization directing Remington & Vernick Engineers to prepare a Redevelopment and Rehabilitation Plan for Block 9, Lots 2, 3, 4 and 9, 10, 11, and 12.



REDEVELOPMENT AREA

BOROUGH OF MERCHANTVILLE
PLAN FOR REDEVELOPMENT AND REHABILITATION

1.3 REDEVELOPMENT AND REHABILITATION AREAS DESIGNATION

The West Maple Redevelopment and Rehabilitation Area encompasses approximately 1.1 acres and is comprised of the block and lots enumerated below:

- Area in Need of Redevelopment: Block 9, Lots 2, 3, and 4
- Area in Need of Rehabilitation: Block 9, Lots 9, 10, 11, and 12

2.0 REDEVELOPMENT OBJECTIVES

Principal objectives for the realization of the redevelopment vision include:

- Encourage the historic restoration of the multifamily building (606 West Maple Avenue), which would improve not only the visual character of the West End neighborhood, but also the overall quality of life for the residents and merchants.

- Promote flexibilty in site design to provide attractive and convenient parking for residents, merchants, and visitors to the neighborhood.

- Encourage the improvement of the existing housing conditions.

- Support coordinated site and streetscape improvements, including façades, planters, and signage.

3.0 REDEVELOPMENT PLAN

3.1 INTENT OF REDEVELOPMENT PLAN

This Plan is intended to help facilitate the historic restoration of 606 West Maple Avenue, the development of needed attractive and convenient parking areas, and the rehabilitation, especially façade and streetscape improvements, of the mixed-use buildings (Block 9, Lots 9-12). Implementation of this Plan may require the reconstruction of roadways, sidewalks and streetscape features and the consolidation and resubdivision of lands to overcome features of the area not conducive to development.

3.2 West Maple Avenue Redevelopment Overlay Zone (WRO)

In order to ensure the achievement of the vision set forth in this Plan, the creation of an overlay zone is proposed. It is recommended that the Borough Zoning Map and Zoning Ordinance be amended to reflect this new zone.

The proposed amendments to Chapter 94 – Zoning are as follows:

ARTICLE VIIIA.1: WRO West Maple Avenue Redevelopment Zone

§94-41. Permitted Principal Uses.

Permitted principal uses shall be as follows:

A. Retail sales of goods and services
B. Travel agencies, real estate offices and opticians
C. Offices and professional offices
D. Restaurants
E. Apartments over other permitted uses but not on the street level floor
F. Multifamily buildings subject to the requirements set forth in the R-4 district
G. Banks and other financial institutions
H. Off-street parking areas to serve residents, visitors, and merchants to the neighborhood
I. All other uses required by the Municipal Land Use Law, N.J.S.A. 40:55D-1 et. seq.

§94-42. Area and Yard Requirements.

A. See attached Schedule of District Regulations as set forth for the B-2 district. (For reference in this Plan, the Schedule is attached below)

SCHEDULE OF DISTRICT REGULATIONS
Borough of Merchantville
Camden County, New Jersey

STANDARDS	R-1 and R-2	R-3	R-4	B-1	B-2
Minimums					
Lot area, corner lot (square feet)	13,800	8,750	8,750	NA	NA
Lot area, interior lot (square feet)	12,000	7,500	7,500	NA	NA
Lot width, corner lot (feet)	92	70	70	NA	NA
Lot width, interior lot (feet)	80	60	60	NA	NA
Front yard (feet)	30	20	20	0	0
Side yard (feet)	9	8	8	0	0
STANDARDS	**R-1 and R-2**	**R-3**	**R-4**	**B-1**	**B-2**
Side yards, combined (feet)	23	18	18	NA	NA
Rear yard (feet)	25	25	25	10	10
Maximums					
Building coverage	20%	25%	25%	90%	80%
Total improvement coverage	40%	45%	45%	90%	90%
Principal building height					
Feet	35	35	35	40	35
Stories	2.5	2.5	2.5	3	2.5
Senior citizen multifamily building[1] (feet)	NA	NA	NA	60	NA
Accessory building height					
Feet	15	15	15	20	20
Stories	1.5	1.5	1.5	1.5	1.5

The text of Chapter 94 must be read along with this Schedule since it contains additional regulations which in some cases modify the standards shown above.

B. There shall be no front yard requirements. However, in no case shall a building be erected or constructed within twelve (12) feet of the curbline of any street as now established and existing at the date of the passage of this chapter, and eighteen (18) feet of the curbline on either the north or south side of Maple Avenue as now established and existing as of the effective date of this chapter, and including the east and west sides of South Centre Street from Maple Avenue South to the Borough line.

C. Side Yard Requirement Applicable only to Block 9, Lot 4: No improvements shall be located closer than five (5) feet to adjacent residential properties on Lots 5 and 6 unless a masonry wall designed to match, and/or compliment the existing masonry wall on Block 9, Lot 5 is provided.

§94-43. Accessory Uses and Buildings.

Permitted accessory uses and buildings include parking and loading areas, enclosed trash and recycle dumpsters and bins and accessory buildings and storage. Outdoor storage shall not be permitted. Accessory buildings shall be limited in size based on the size of the principal building, and they shall not exceed twenty-five percent (25%) of the building coverage of the principal building.

§94-44. Historic District Review.

The provisions set forth for the Historic District in Article VIIIB of this chapter shall apply to the WRO District in its entirety.

§94-45. Supplemental Requirements.

All development in the WRO District shall comply with the requirements as adopted in the Plan for Redevelopment and Rehabilitation: West Maple Avenue. The Plan is on file with the Borough Clerk.

3.3 CONSISTENCY WITH MASTER PLAN GOALS AND OBJECTIVES

The Plan is substantially consistent with the Borough's Master Plan in that the stability and revitalization of the West End neighborhood was identified as one of the four land use issues facing the Borough. The Master Plan discusses the underutilization of storefronts and uninviting streetscape conditions. Additionally, the Master Plan set forth several recommendations to help strategically revitalize the West End neighborhood. One of the recommendations is to utilize the Local Housing and Redevelopment Law (LHRL) to help eliminate existing blighting conditions. While the multifamily housing development located at 606 West Maple Avenue (Block 9, Lots 2 & 3) is specifically discussed as a consideration for redevelopment, the Master Plan also states, "The Borough and task force should further analyze the neighborhood to determine whether additional sites of blighting influences should be pursued in accordance with the LHRL. While the power of eminent domain is not intended to be used lightly and will often only be exercised as a means of last resort, the declaration of an area in need of redevelopment may be an effective tool in steering the property owner in a positive direction to improve the conditions of the property... Removal of blighting influences will help to improve the quality of the neighborhood."[1]

There was also discussion of the West End neighborhood in the historic resources element of the Master Plan. Portions of the study area, specifically, Block 9, Lots 2, 3, 9, 10, 11, and 12, were identified as a Local Neighborhood Historic District.

3.4 RELATIONSHIP TO OTHER PLANNING DOCUMENTS

The Plan is also to address its relationship to the county master plan, the State Development and Redevelopment Plan (SDRP), and any significant relationship to the master plans of contiguous municipalities.

[1] *Borough of Merchantville Master Plan*, November 13, 2007, pp 54.

3.4.1 Camden County Master Plan

The revitalization of the West Maple neighborhood will result from the rehabilitation of the mixed-use buildings and historic restoration of the multifamily building located at 606 West Maple Avenue. This neighborhood renewal approach advances major themes of the Camden County Land Use Plan – Comprehensive Planning Program (February 1972) to the extent that 1) the restoration of 606 W. Maple Avenue will preserve a historic resource; 2) the implementation of Master Plan recommendations to stabilize and revitalize this neighborhood promotes consistency between the zoning ordinance and the Master Plan; and 3) the provision of a public/private parking facility in a mixed-use district supports a realistic approach to automobile and parking issues.

3.4.2 State Development and Redevelopment Plan (SDRP)

The study area is located entirely within a Metropolitan Planning Area (PA1) as designated under the SDRP. The State has prioritized these planning areas as growth areas for which the below intentions have been articulated:

- Provide for much of the state's future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities

By definition, PA1 areas are growth areas within which redevelopment activity is strenuously encouraged; noteworthy is the fact that within PA1 areas, governing body resolutions declaring areas to be in need of redevelopment, subject to review and approval by the Commissioner of the New Jersey Department of Community Affairs, receive an automatic approval.

Policy objectives for PA1 areas which are advanced by the implementation of the Plan include: from a land use perspective, the promotion of redevelopment and developments in cores and neighborhoods; from a housing perspective, the preservation of existing housing stock through maintenance and rehabilitation; from a redevelopment perspective, the promotion of design that enhances public safety and encourages pedestrian activity; from a historic preservation perspective, the encouragement of the preservation and adaptive reuse of historic or significant buildings; and from a public facilities and services perspective, the encouragement of the concentration of public facilities and services in Centers and Cores.

3.4.3 Relationship to Master Plans of Contiguous Municipalities

The West End neighborhood abuts the Cooper Planning District in Pennsauken Township. One of the objectives of the Cooper Planning District is to enhance the existing commercial development along Pennsauken's major arteries, including Route 130, with signage and site improvement standards, such as

landscaping elements and underground utilities.[2] This is consistent with the vision of this Plan to provide for aesthetic improvements to the neighborhood, such as new facades, signage, and streetscape. Additionally, Pennsauken's Land Use Plan goals seek to preserve and protect the character of established neighborhoods.[3] This is also consistent with the goals of this Plan, which include preserving and restoring the historic character and the overall quality of the neighborhood. Therefore, it is anticipated that the redevelopment of the West End neighborhood as contemplated in this Plan, will help further the goals of the Pennsauken Township, especially relating to the Cooper Planning District.

4.0 ARCHITECTURAL DESIGN REQUIREMENTS

With respect to the architectural treatments, this Plan advances a design philosophy of encouraging flexibility in design as well as context-sensitive development established through the selection of architectural detail so as to enhance aesthetics of the built environment and create architectural interest. It is anticipated that the restoration of 606 West Maple Avenue will preserve and retain the historic character of the structure. Architectural renderings shall be provided for review by the Planning Board and the Merchantville Historic Preservation Commission. Additionally, material and color samples shall also be presented to accompany all renderings.

Additionally, any rehabilitation of the mixed-use buildings located on Block 9, Lots 9, 10, 11, and 12, shall be designed to restore the historic character of the buildings. Any façade improvements, including window replacements, shall be presented to the Planning Board for review.

5.0 PARKING AREA REQUIREMENTS

With respect to the proposed off-street parking area, this Plan requires that the designated redeveloper work closely with the redevelopment entity and the Borough's professionals to ensure a suitably designed parking area. Wherever feasible, sustainable material shall be utilized. Additionally, a conceptual plan must be presented and accepted by the Planning Board before site plan submission. While engineered plans are not expected as part of the conceptual plan submission, proposed landscaping, lighting, and pavement materials shall be provided and identified. Decorative lighting fixtures are required as well as adequate buffers from adjacent properties. Any access from West Maple Avenue will require approval from Camden County Engineering Department.

6.0 SUPPLEMENTAL REQUIREMENTS

- Any proposed outside trash storage areas for 606 West Maple Avenue shall be enclosed in a masonry structure of sufficient size that is designed to complement the existing structure.
- Sufficient permanent screening shall be provided to limit future impact of the proposed parking areas on the adjacent residential properties.

[2] *Borough of Merchantville Master Plan*, November 13, 2007, Section XI, pp 1 of 5.
[3] *Borough of Merchantville Master Plan*, November 13, 2001, Section XI, pp 2 of 5.

- The utilization of renewable energy acceptable to the redevelopment entity is strenuously encouraged to meet the energy demands of development anticipated under this Plan.

- As redevelopment planning fosters redevelopment through negotiation whereby the Borough and the redeveloper contribute to the future look and arrangement of lands, the submission of redevelopment concept plans prior to formal plan submission, is required as a basis for preliminary review, discussion, and refinement.

- All utility service connections to utility distribution lines within the area; and all utility appliances, regulators, and metering devices shall be located underground, within the building, or suitably screened from view.

- In all cases, due consideration shall be given to the screening of all mechanical equipment. Mechanical equipment shall be screened from view from all directions and elevations to minimize the negative aesthetic impact upon the view from street level. Said screening shall be constructed in a manner that is architecturally appropriate and consistent with the architecture of the building.

- Development and rehabilitation are regulated by this Plan is to be context sensitive to mean that development design is to reflect the nature of the area in which it is occurring and is to be as well constructed in a manner sensitive to the residential character of the surrounding area to the greatest extent practicable.

- Improvements to the existing streetscape shall be coordinated with any redevelopment activity.

- Achieving designation on the New Jersey Register of Historic Places for the restoration of 606 West Maple Avenue is encouraged.

- Improvements to the existing Borough-owned alley that is adjacent to the West Maple Redevelopment and Rehabilitation Area should be included in any future site plan application. These improvements, should include, but not be limited to, necessary utility repairs, pavement restoration, screening and pedestrian and vehicle access and lighting improvements.

7.0 IMPLEMENTATION OF REDEVELOPMENT AND REHABILITATION PLAN

7.1 REDEVELOPER OBLIGATIONS

Implementation of this Plan is to be in accordance with all applicable provisions of the Local Redevelopment and Housing Law N.J.S.A. 40A:12A-1 et seq. Redeveloper(s) will be obligated to carry out the specified improvements as memorialized by a Redevelopment Agreement. The redeveloper will not be permitted to sell, lease or otherwise transfer or dispose of property within the redevelopment area without the prior written consent of the redevelopment entity, which will not be unreasonably withheld or delayed. Upon completion of the improvements within the redevelopment area, further providing inspection and verification by the redevelopment entity, a certificate of completion shall be issued to the redeveloper and the conditions determined to exist at the time the area was determined in need of redevelopment shall be deemed to no longer exist, and the land and improvements situated therein shall no longer be subject to the exercise of eminent domain.

7.2 REDEVELOPMENT BY PROPERTY OWNERS

This Plan acknowledges that owners of land within the redevelopment area may wish to participate in this redevelopment initiative by serving as the redeveloper of their respective properties individually or in combination with other properties within the area. Subsequent to notice by the redevelopment entity, the property owner will have up to sixty (60) days to inform the redevelopment entity of willingness to assume the responsibilities of "redeveloper". With a negative response or a failure to reply, the redevelopment entity reserves the right to designate a third party as the redeveloper. In those instances in which a property owner desires to act as the redeveloper, the owner shall, meet with the redevelopment entity and submit all required redeveloper materials necessary for evaluation as redeveloper, within one hundred twenty (120) days of notification to participate. Designation as redeveloper is at the sole discretion of the redevelopment entity.

Redevelopers shall proceed with redevelopment in accordance with requirements of the Plan and shall be subject to all obligations otherwise applicable to a redeveloper.

The redevelopment entity reserves the right to modify the process set forth herein if found necessary to facilitate effectuation of the redevelopment plan.

7.3 STATUTORILY PERMITTED REDEVELOPMENT ACTIONS

Upon the adoption of the Plan pursuant to section 7 of P.L. 1992, c. 79 (C.40A:12A-7), the redevelopment entity may cause the clearance, replanning, development and redevelopment of the area designated in this plan. In order to carry out and effectuate the purposes of the redevelopment law and the terms of this redevelopment plan, the redevelopment entity may:

- Undertake redevelopment projects and issue bonds for this purpose in accordance with the provisions of section 29 of P.L. 1992, c. 79 (C.40A:12A-29).

- Acquire via negotiated settlement or by condemnation, any land or building that is necessary for the redevelopment project, pursuant to subsection i. of section 22 of P.L. 1992, c. 79 (C:40A-12-22).

- Acquire by condemnation any land or building that is necessary for the redevelopment project, pursuant to the provisions of the "Eminent Domain Act of 1971," P.L. 1971, c. 361 (C. 20:3-1 et. seq.).

- Clear any area owned or acquired and install or reconstruct infrastructure.

- Prepare or arrange by contract for the provision of professional services and the preparation of plans by licensed professionals and/or other consultants for the carrying out of redevelopment projects.

- Arrange or contract with public agencies or redevelopers.

- Lease or convey property or improvements without public bidding.

- Enter buildings or upon property for conduct of investigations or surveys.

- Provide for relocation assistance.

- Carry out a voluntary rehabilitation program and develop plans for the enforcement of codes and regulations relating to use and occupancy, rehabilitation, demolition, and removal of buildings or improvements.

- Request the designation of particular areas as areas in need of redevelopment or rehabilitation.

7.4 STATUTORILY PERMITTED REHABILITATION ACTIONS

Designating an area in need of rehabilitation permits the Borough or the redevelopment entity to use all of the powers of redevelopment with the exception of eminent domain. This Plan anticipates the rehabilitation designation for Block 9, Lots 9-12 will empower the Borough or the redevelopment entity to undergo initiatives that will be used in concert with the redevelopment projects contemplated in this Plan as part of a comprehensive redevelopment strategy for the West End neighborhood. Under the LHRL, a municipality may grant five-year property-tax exemptions and abatements in a rehabilitation area pursuant to the procedures and requirements of the Five-year Exemption and Abatement Law. Any tax exemptions or abatements will be used to fund improvements to the properties and streetscape, such as new facades, signage, and windows.

7.5 PROPOSED REDEVELOPMENT ACTIONS

For the implementation of the Redevelopment Plan, the below measures or combination of same, at a minimum, will be undertaken to facilitate revitalization; the redevelopment entity reserves the right to employ other measures as permitted by redevelopment law as may be found to be necessary:

- Undertake over time, as economic conditions permit, a series of redevelopment projects that ultimately will result in the build-out of the area;
- Construct roadways and complete infrastructure concurrent with redevelopment activity;
- Enter into public/private partnerships through the execution of redevelopment agreements.

7.6 SITE PLAN AND REDEVELOPMENT APPLICATIONS

- In the execution of this Plan, it should be noted that development and subdivision within the area shall be governed by the requirements set forth under the applicable development regulations of the Borough of Merchantville other than as modified herein. Redevelopment activities shall be in conformance with the adopted Redevelopment Plan that may be amended from time to time in accordance with law. Site plan review, as may be required, shall be conducted by the Planning Board of the Borough of Merchantville, pursuant to the provision of the Municipal Land Use Law N.J.S.A. 40:55D-1 et. seq.
- All leases, agreements, deeds, and other instruments from, or between, the redevelopment entity, and to, or with a redeveloper, shall comply with the applicable provisions of the law.

7.7 LAND ACQUISITIONS

Under the Local Redevelopment and Housing Law, lands and/or buildings not owned by the Borough of Merchantville, necessary for the effective execution of the Plan, may be acquired by condemnation in accordance with the provisions of the Eminent Domain Act of 1971. Under Section 40A:12A-7.a.(4), properties proposed for acquisition are to be identified. With respect to this redevelopment initiative, condemnation may be necessary for Block 9, Lots 2, 3 and 4.

7.8 RELOCATION ASSISTANCE

If displacement is necessary as a result of acquisition by condemnation, the Borough will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law and an approved workable relocation assistance plan (WRAP). Such assistance will be provided through an appropriately designated office that will assist in any relocation of persons, businesses or other entities. If relocation is not directly caused by this Redevelopment Plan, the Borough of Merchantville assumes no relocation responsibility.

7.9 AGREEMENTS WITH REDEVELOPERS

Agreements with redevelopers shall note that only those uses established under this Plan shall be constructed, and shall prohibit the sale, leasing, or transferring of the redevelopment project, or any portion thereof without the written consent of the redevelopment entity,.

7.10 EQUAL OPPORTUNITY

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

7.11 PERIOD OF APPLICABILITY

The provisions of this Plan, specifying the redevelopment of the project area and requirements and restrictions with respect thereto, shall be in effect the later of: 1) such time as the redevelopment entity issues a certificate of completion, pursuant to all necessary inspection, certifying that all improvements have been satisfactorily installed and that the goals of the redevelopment initiative have been achieved such that the conditions which qualified the area as being in need of redevelopment have been ameliorated; or 2) 15 years.

8.0 GENERAL PROVISIONS

8.1 DEVIATIONS FROM THE REDEVELOPMENT PLAN

The Planning Board may review and retain jurisdiction over applications involving requests for deviations from the provisions of the Plan or other Borough development ordinances, other than with respect to permitted use and other conditions enumerated under N.J.S.A. 40:55D-70.d necessitating the grant of a use variance. Accordingly, an amendment to the Plan shall not be necessary if a selected redeveloper(s) or property owner desires to deviate from the bulk provisions set forth in this Plan or applicable sections of the Borough's Development Regulations and Zoning Ordinance or from the design standards set forth in this Plan or other Borough development ordinance. All requests for such relief shall be made to the Planning Board accompanied by a complete application for development as otherwise required by Borough ordinance. Decisions on such requests shall be made in accordance with the legal standards set forth in N.J.S.A. 40:55D-70c. in the case of requests for relief from zoning standards, and in accordance with the legal standards set forth in N.J.S.A. 40:55D-51 in the case of requests for relief from design standards.

8.2 AMENDMENTS TO THE REDEVELOPMENT PLAN

This Plan may be amended from time to time upon compliance with the requirements of the redevelopment statute. No amendment to this Plan shall be approved without review by the Planning Board at a public meeting, and ordinance adoption by the Mayor and Council of the Borough of Merchantville.

Subsequent to the completion of and the adoption of the findings recommended in the Preliminary Investigation for Determination of an Area in Need of Redevelopment: West Maple Avenue, dated April 23, 2010, several properties within the original study area present conditions that may rise to meet the criteria

set forth in the Local Housing and Redevelopment Law (40A:12A-5). In the immediate future, the Borough Council may task the Planning Board with reexamining the area for an "Area in Need of Redevelopment" designation. If the criteria are established, an amendment to this Plan may be required.

8.3 AFFORDABLE HOUSING OBLIGATION

No new residential units are contemplated as part of this Plan; therefore, no impact to the Borough's affordable housing obligation is anticipated.

9.0 PLAN CONFORMANCE WITH REDEVELOPMENT LAW PROVISIONS

This Plan satisfies the requirements of Subsection 40A:12A-7 of the Local Redevelopment and Housing Law as to the provision of components identified under redevelopment law as being mandatory in the preparation of a redevelopment plan, to wit:

- The Plan herein has addressed the relationship to local objectives as to appropriate land use, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements.
- Proposed land uses are identified as are design standards for buildings.
- Relocation assistance, if required, will be provided.
- The relationship of the proposed redevelopment initiative to the Master Plan of Pennsauken Township and the Camden County Land Use Plan (1972) as well as relationship to the State Development and Redevelopment Plan is addressed.
- The relationship of the Plan to pertinent Borough development regulations is addressed.
- Substantial consistency with Borough of Merchantville Master Plan is demonstrated.

APPENDIX A: STRATEGIC REVITALIZATION PLAN FOR WEST MAPLE NEIGHBORHOOD MINUTES

STRATEGIC REVITALIZATION PLAN FOR
WEST MAPLE NEIGHBORHOOD
CAMDEN, MERCHANTVILLE & PENNSAUKEN
MINUTES
Task Force Meeting #4
March 10, 2011, 10am
Merchantville Borough Hall

Attendees:

Charles MacAdams, Property Owner
Marvin Gaskill, Resident
Agnes Madden, Council person
Bill Watson, Merchantville Zoning Officer
Joe Garbarino, Masonry Pres. Group
Mike Wisnosky, RDG
Monica Sohler, Merchantville Observer
Eric Dobson, Open Communities / Pennsauken resident
Wayne Bauer, Merchantville Police Chief
Richard DePetro, Purchaser of 606 W. Maple
Gina DePetro, Purchaser of 606 W. Maple
John Adams, Pennsauken Zoning Officer
Maz Radwan, RE Broker for 606 W. Maple
Mara Wuebker, RDG
Mr. Patel, Michael's Liquors
Jeanne Collins, Merchantville resident

1. **Organizational Framework and Structure**

   a. Task Force Members –Two additional members will be serving on the Task Force: Agnes Madden and Patricia Huerta. Goal is to create a private-public partnership between residents, businesses, and municipal staff of the 3 communities in order to ensure long-term change in the neighborhood.

   b. Stakeholders – RDG sent recent e-mail status update to all stakeholders. A public notice appeared in Retrospect. Survey also served purpose of stakeholder outreach. Looking for contact for Sprint since substantial landowner in study area.

2. **Neighborhood Survey**

   a. Neighborhood Survey-

      i. Volunteers delivered the survey as an insert in the Merchantville Observer. Borough Clerk's office mailed to Merchantville landlords. Pennsauken's Zoning and Economic Development Departments hand-delivered the surveys to Pennsauken's residents and will soon be mailing to landlords. RDG mailed to Camden's residents and property owners.

      ii. We may do a second round of distribution on a Saturday, if needed. Approximately 20 surveys have been received thus far. Jeanne Collins is going to walk around neighborhood and collect more surveys.

   b. Public Visioning Workshop-

      i. Workshop is scheduled for March 29, 2011 at 6:30pm at the Pennsauken Library. Public notice of workshop appeared in Retrospect. RDG will do press release and recently put on Merchantville facebook page. Marvin will put on Merchantville blog. Municipalities will post on websites and Pennsauken will

put on local tv channel. Task Force members and attendees will post in storefronts. We may want to utilize the schools to get public notice out for future workshops. The goal of the workshop is to get public involved and to begin to develop a vision for the neighborhood.

3. **Neighborhood Planning**

   a. Existing Neighborhood Activities –Rich DePetro, the contract purchaser of 606 West Maple Ave, provided a proposed rendering of 606 West Maple Avenue that shows exterior façade improvements, landscaping, window replacements, lighting, refurbished stucco. He will be the general contractor. He is involved in the due-diligence period and hopes to close in the next 30 days if everything goes well. Currently investigating oil tank. He has met with Mayor and other Borough representatives. 20 apartments are not occupied. There is an infestation problem. He does not see a need for displacement of residents as he would work on the vacant apartments first and then shift people around as the units become available. He intends to have an on-site manager. He has reached out to the adjacent property owner regarding parking, but has not heard back yet. Parking is needed in order to broaden the appeal of the property and to diversify the mix of tenants.

   b. SWOT Analysis of Neighborhood- RDG wants to engage Task Force to start thinking about recommendations for Neighborhood. There was a discussion of the strengths and challenges in the neighborhood, opportunities for improvements, and things that can hinder the neighborhood's ability to succeed. Need to develop big picture goals and a shared vision. Vision should build on strengths and minimize weaknesses.

      i. Strengths – (1) location, (2) availability of public transportation, (3) 'great neighborhood,' (4) existing infrastructure & utilities in place, (4) residences are in good shape, (5) Wellwood Park, (6) there are a mix of uses in neighborhood (commercial and residential) as well as (7) diversity in residential types, (8) resident network in place in part of the neighborhood.

      ii. Weaknesses – (1) large transient population, (2) out-of-town landlords who don't care about neighborhood, (3) lack of trees, particularly along Maple Avenue, (4) large number of Section 8 tenants, (5) concentration of persons in lower income strata, (6) litter and trash particularly from people moving in and out, (7) property maintenance (broken windows at rental buildings), (8) communication b/w municipalities and residents, (9) need for traffic calming, (10) visual clutter from Route 130, (11) need more parking for businesses and residents, (12) front yards paved over for parking, (13) unsuitable renovations (i.e., renovations that are inconsistent with original architecture of building), (14) entrance into neighborhood from Route 130, (15) more recreation activities for young children and teenagers.

      iii. Opportunities – (1) create more parking, (2) traffic calming, (3) landscaping, (4) planters, (5) home improvement assistance, (6) lighting in alleyways, (7) bring back map to façade of Liquor Store- good for wayfinding and also has historic nostaligic component to it, (8) improving entrance into neighborhood from 130, (9) softening affect of Sprint Bunker.

iv. Threats – (1) lack of funding to provide desired services and improvements, (2) costs of ownership is high especially for commercial properties (high taxes, high sewer & water rates (CCMUA & local) compared to other communities while rent is lower), (3) perception of neighborhood, (4) additional regulations on landlords that may not achieve desired outcome, yet may be financially onerous – already State inspections in place, may be able to solve problem with other tools already in place without adding additional level of bureaucracy, (5) community culture of what is and what is not acceptable – ex. trash/litter, (6) lack of coordination between three communities to improve neighborhood, (7) loss of ratables if remove some buildings.

4. **Next Meeting and Upcoming Deadlines**

   a. Next Meeting- March 29th (public workshop) & April 14th (task force mtg). The April 14th Task Force will not be held at Borough Hall next month. Instead, the Task Force will be doing a site visit to the Neighborhood if the weather is nice.

TOWNSHIP OF PENNSAUKEN

EUCLIC AVE.

SHEET 1