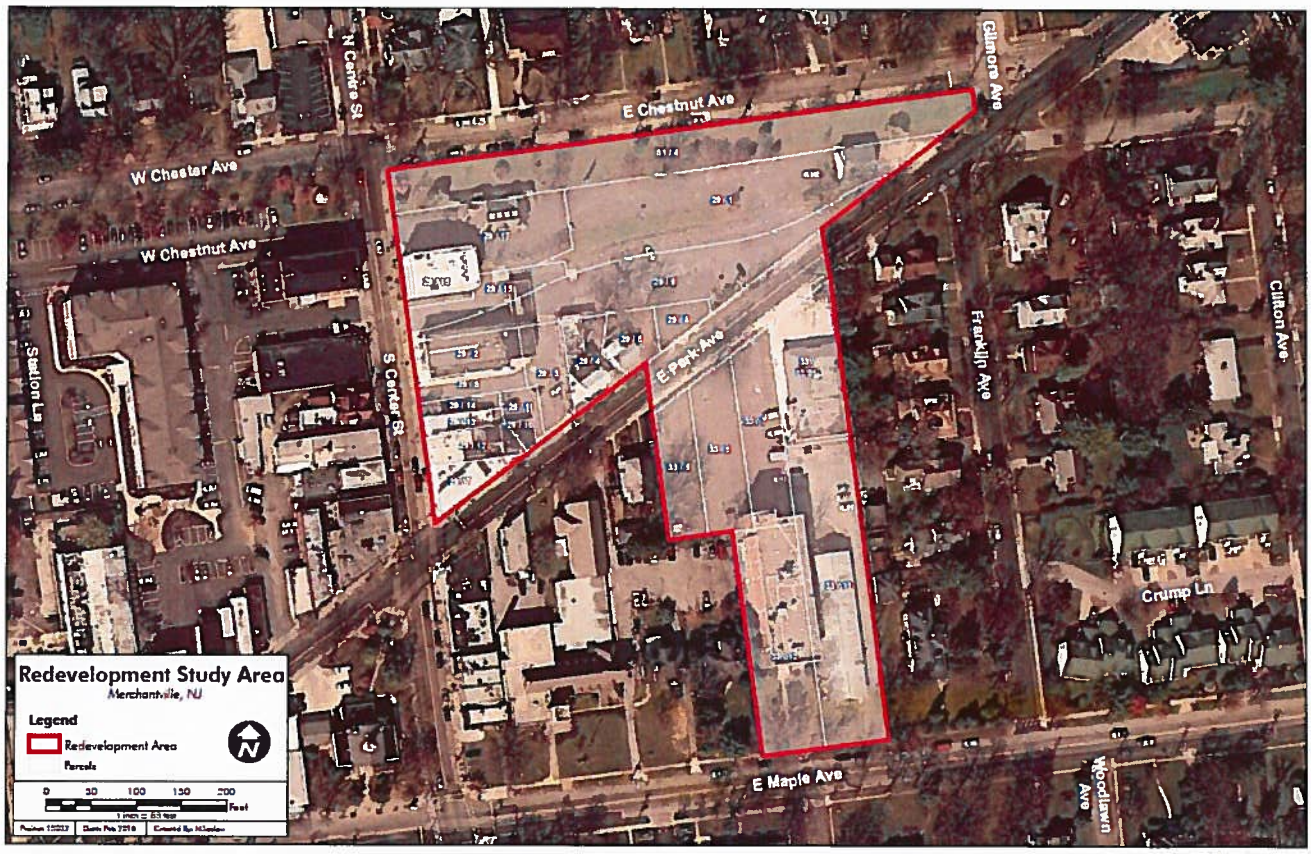
REDEVELOPMENT PLAN AMENDMENT

DOWNTOWN REDEVELOPMENT AREA

(FORMERLY KNOWN AS TOWN CENTRE EAST REDEVEOPMENT AREA)

(Block 29, Lots 1-17, Block 33, Lots 5-7, 12-13.01, Block 61, p/o Lot 4)



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The original of this document was signed and sealed in accordance with NJAC 13:41-1.3(b). The redevelopment planning process for this Redevelopment Plan Amendment was sponsored, in part, by a TCDI grant from the Delaware Valley Regional Planning Commission (DVRPC).

Adopted on _____

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I. *INTRODUCTION*

This is the second amendment to the Redevelopment Plan for the Town Centre East Redevelopment Area. Borough Council declared Block 29, Lots 1-17, Block 33, Lots 5-7, 12-13.01, and Block 61, p/o Lot 4 to be an Area in Need of Redevelopment on September 27, 2004 (Ordinance 04-27) and adopted a corresponding Redevelopment Plan on that same date.[1] Four years later, on September 22, 2008, Borough Council passed an amendment, reducing the maximum building height and the number of stories permitted in the Redevelopment Area (Ordinance 08-08).

This second amendment (hereafter "Plan Amendment") is the culmination of a planning process that was made possible by the assistance of a TCDI grant from the Delaware Valley Regional Planning Commission (DVRPC). As part of this process, the Borough's professional planner, Ragan Design Group, facilitated redevelopment committee meetings and engaged in various public outreach efforts, including a public workshop, postings in the municipal building and on the Borough's website, as well as a social media page.

This document is intended to be read in tandem with the original Redevelopment Plan adopted on September 27, 2004 and the first amendment adopted on September 22, 2008. While most of the original Plan still is applicable to development in the Redevelopment Area, there has been some modification to the underlying assumptions, objectives and regulation requirements in the Plan that are set forth herein. This Plan Amendment also provides an update on site conditions, incorporates brownfield remediation recommendations that have developed since the original plan, includes site concepts to illustrate desired development, and articulates additional changes to the zoning regulations that govern the Redevelopment Area. The organization of this document generally follows the statutory framework for Redevelopment Plans set forth in N.J.S.A. 40A:12A-7.

II. *UPDATED CONDITIONS*

Since the adoption of the original Redevelopment Plan, there has been progress in the Redevelopment Area, as well as updates on Redevelopment Area conditions.

A. Acquisitions

Since the adoption of the original Redevelopment Plan, the Borough acquired the former PNC Bank property (Block 29, Lots 2, 3, 6, 8, 9, 11, 14) and 9 East Park Avenue (Block 29, lot 4). The Borough now owns more than 1.71 contiguous acres and several vacant buildings in the Redevelopment Area.

[1]The 2004 Plan states that Council adopted a Determination of Need and a Redevelopment Plan for Block 29, lots 10 and 12 in January 2004 and incorporates the findings of that early need study. Therefore, this is technically a third amendment for a small portion of the Redevelopment Area.

Very recently, the Borough has learned that 5,700± sq. ft. of land, formerly believed to be part of the New Jersey Transit property on Block 61, part of lot 4, is actually owned by the Borough of Merchantville; no longer necessitating a subdivision, as recommended in the original Redevelopment Plan.

B. Recreation and Civic Amenities

Additionally, since the adoption of the original Redevelopment Plan, the Borough extended the Merchantville greenway (hereafter called "multi-use path) along East Chestnut Avenue from Centre Street to Cove Road, as recommended in the original Redevelopment Plan. Traffic calming measures were also implemented on Centre Street, near the East Chestnut Avenue intersection, consisting of a flashing light pedestrian crossing sign, and alterations were made to the East Park Avenue and East Chestnut Avenue multi-legged intersection.

Public Workshop on 5/28/15.

C. Brownfield Conditions

It appears that there may be soil and groundwater contamination stemming from the historical uses in the Redevelopment Area, which has been documented in several reports. An environmental planning consultant, Environmental Resolutions Inc., conducted a Preliminary Assessment in May 2006 and a Site Investigation in October 2006.[2] It is anticipated that the Redeveloper(s) of the site may be required to conduct additional investigation and remediation activities in order to fulfill NJDEP regulations to obtain a "No Further Action" letter. The following recommendations are outlined in the reports.

1. Soil contamination at the former railroad spur across Block 29, Lots 1,9,15

Historically, there were coal bins located along the south side of the two former railroad spurs (one spur that traveled across Centre Street in between the medical office building and the former PNC Bank building, and a second spur that stopped in the middle of the block in the former PNC Bank parking lot). Polycyclic aromatic hydrocarbons (PAHs) were detected in 2 soil samples at the location of large coal bins along south side of spurs that were above the Soil Clean up criteria. Environmental Resolutions Inc., recommended horizontal and vertical delineation of the PAH impact (to determine the width and depth of the contamination) and, based on the results, the evaluation of remediation alternatives.

2. Chlorinated Solvent Impact to Groundwater on Block 29, Lot 6

It is believed that there is a chlorinated solvent that has impacted the groundwater near the location of a former UST on the former PNC Bank property (Block 29, Lot 6) that was determined to be attributable

[2] It is believed that additional studies took place in 2010, but Ragan Design Group is not aware of the results.

to an off-site source. The matter was transferred to a NJDEP Site Assessment Action Bureau for unknown source investigation. Environmental Resolutions recommended a vapor intrusion study.

The Borough intends to apply for a Hazardous Discharge Site Remediation grant and/or low interest loan to conduct further environmental investigation. It is anticipated that the Redeveloper may need to participate in site investigation, remediation investigation, and remediation activities and monitoring in order to meet NJDEP standards.

III. RELATIONSHIP TO LOCAL OBJECTIVES (N.J.S.A. 40A:12A-7(a)1)

A. Appropriate Land Uses

The original 2004 Redevelopment Plan identifies the following land use objectives for the Redevelopment Area:

1. Provide opportunities for infill development of housing and commercial uses along with structured off-street parking.
2. Encourage rehabilitation of existing ground floor commercial and upstairs residential uses, and infill of comparable uses.[3]

During the recent planning process, the redevelopment committee identified the following goals for the Redevelopment Area: 1) Pedestrian Orientation, 2) Create a Destination that will attract people to the Downtown, 3) Create a Sense of Place with Architectural Character, 4) Financial Feasibility for a Redeveloper, 5) Adequate Parking for Downtown. While the mixed use nature and essence of the land use objectives from the 2004 Redevelopment Plan remains the same, there are two primary differences between the 2004 objectives and the current objectives.

1. Structured Parking Facility

First, the original 2004 Redevelopment Plan presumed there would be a structured parking facility to service the existing parking needs and to accommodate the future parking needs in the downtown. This is important as it guided various design aspects of the 2004 Plan, including the maximum building height,[4] the proposed uses slated for property along East Chestnut Avenue for a parking garage,[5] as well as the building and architectural design guidelines that required all buildings to face, and be oriented towards, Centre Street or East Park Avenue only.[6] Today, a parking garage is no longer deemed to be an objective of the Redevelopment Plan.

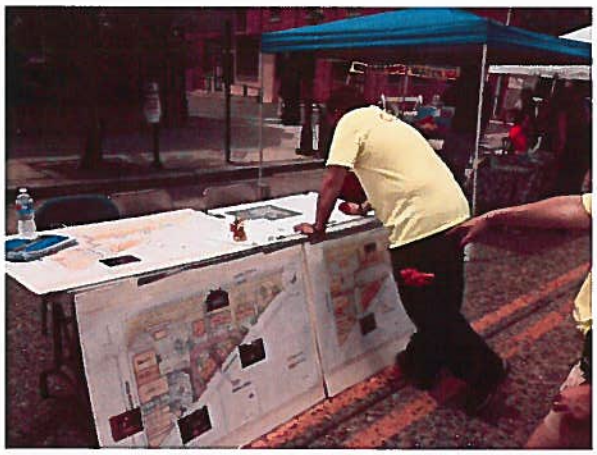
Given the relatively small size and odd shape of the triangular site, coupled with the high cost of structured parking garage construction (estimated to be $40,000 per parking space, equating to $6 million for 150 parking spaces), and building height limitations, a structured parking garage is no longer

[3] 2004 Redevelopment Plan, p.2.
[4] Id. at p.5.
[5] Id. at p.4.
[6] Id. at p.6.

believed to be realistic in the triangular portion of the Redevelopment Area. In 2008, upon request from the Joint Land Use Board, Council reduced the building height to 48 feet, and no more than 3 stories, which limits the potential amount of density that could be built on upper floors to help offset the costs of a parking garage. While the current Amendment does not prevent a properly designed parking structure from being incorporated into the Redevelopment Area, it is no longer considered to be a 'land use objective' at this time.

2. ***Pedestrian-Oriented Civic-Area***

The second primary difference between the land use objectives of the 2004 Redevelopment Plan and the current land use objectives is that this Plan Amendment envisions a pedestrian-oriented civic area as the central organizing feature of the Redevelopment Area. There are two proposed concepts in this Redevelopment Plan – a Piazza concept and Pedestrian Promenade concept. See Exhibits A-C. Merchantville's downtown, like many other main streets, find it challenging to respond to today's market, as people shop at the mall for many goods and go to big box stores for many of their basic needs. As the driving force of the Redevelopment Area is economic development and enhancing the Borough's ability to draw customers and visitors to the downtown, both concepts envision the creation of a magnetic space for social interaction and informal entertainment in the downtown, where people dine alfresco under the café –style lights, listen to music, or people- watch while they eat or shop, or let their children play in the dancing fountain. Therefore, there is now a stronger emphasis on the land use objective of creating a destination that serves a different type of basic human need – that of social interaction.



Merchantville Birthday Celebration

Merchantville Birthday Celebration

3. ***Flexibility for Historic Buildings and Buildings Along East Chestnut Avenue***

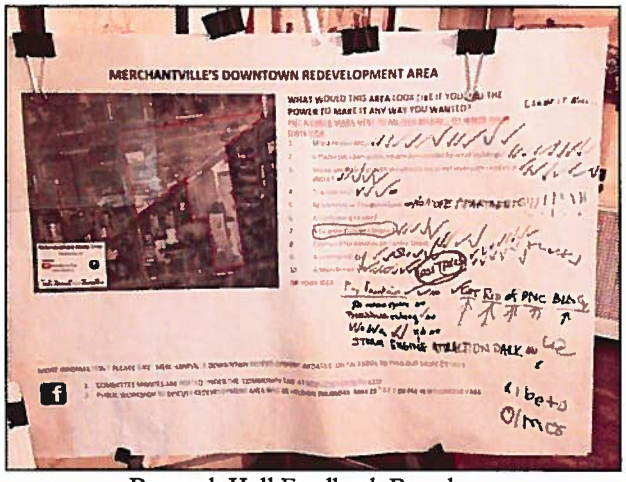
A new land use objective is to provide flexibility for reuse of historic buildings, as well as for buildings that are on the fringes of the underlying B-1 Central Business District. It is recognized that the former PNC Bank building (Block 29, lot 2) will require a unique user. Though first floors are typically reserved for retail and service types of uses in downtowns, this Plan Amendment establishes flexibility for adaptive reuse of the historic building. It recognizes flexibility in the types of users that may occupy the first floor of this building on Centre Street.

Also, due to the relative distance from Centre Street and East Park Avenue, and due to the residential nature of East Chestnut Avenue, some uses that may not be considered 'permitted uses' in other parts of the Redevelopment Area are appropriate along East Chestnut Avenue under certain conditions. See Section IV.B., Conditional Uses, below.

B. Density of Population Objectives

Economic development and creating an attraction in the downtown is the primary aim of the Redevelopment Area, with residential uses being ancillary to that effort. Based on proposed concepts, it is anticipated there would be approximately 25 new dwelling units on upper floors on Block 29. This figure is largely a result of parking limitations. However, it is not a strict density population objective; it is acknowledged that there could be more residential density on upper floors if additional parking solutions are found or if the off-set parking demand patterns of proposed uses will reduce the overall parking need.

It is an objective for residential uses to incorporate a mix of studio, one bedroom, and two bedroom units with outdoor living space. It is acknowledged there would need to be flexibility in bedroom distribution mix and outdoor living space requirements if any dwelling units are needed to meet the Borough's low and moderate income unit obligations.



Borough Hall Feedback Board

Redevelopment Committee Meeting

C. Traffic and Public Transportation Objectives

1. Intersection Improvements

The 2004 Redevelopment Plan recommends improvements to the East Park Avenue and East Chestnut Avenue multi-legged intersection. While modifications were made to the intersection when the multi-use path was extended to Cove Road, additional traffic circulation and safety improvements are still desired for this intersection, given continued driver confusion and motor vehicle accidents at the site. It is anticipated that this will be intensified when additional generators of vehicle trips are incorporated

into the Redevelopment Area in the future. The 2004 Redevelopment Plan suggests a roundabout. This is still an objective of the Redevelopment Plan, but with enhanced design consideration for pedestrian and bicyclist safety, particularly since the multi-use path now extends across this intersection.

2. ***Traffic Calming Measures***

It is an objective that additional traffic calming measures be explored in the Redevelopment Area, particularly in areas where there will be an expected increase in pedestrian use, such as the proposed mid-block crosswalk on East Park Avenue and the intersection of Centre Street and East Park Avenue.

3. ***On-street Parking***

The 2004 Redevelopment plan recommends improving on-street parking. There are eight metered on-street parking spaces on East Park Avenue that have low occupancy rates[7] (37% at the time Ragan Design Group conducted a downtown parking management study in 2008), primarily due to the insufficient width of the cartway that causes undesirable parking conditions. It is a traffic objective to widen East Park Avenue during the redevelopment process to properly accommodate, and increase, the number of useable on-street parking spaces on East Park Avenue. Ragan Design Group met informally with the County Engineer's office, who is receptive to this objective due to the existing narrow cartway.[8]

Additionally, in the event more parking spaces are needed to accommodate future parking demand, there is the opportunity to create approximately 15 more on-street parking spaces on East Chestnut Avenue, by converting the street into a one-way street with parallel parking on the north side of the street and angled parking on the south side of the street.[9]

4. ***Off-street Parking***

The goals of creating a vibrant pedestrian-oriented environment, and creating a sense of place, cannot be achieved with typical suburban parking requirements in the Redevelopment Area. This Redevelopment Plan Amendment modifies the parking requirements to be more reflective of the urban and fluid nature of the Borough's downtown uses that change over time. See Section IV F below.

Ragan Design Group's 2008 Parking Management Study articulates a variety of parking strategies, including the implementation of shared-parking of existing surface parking lots that are under-utilized. The concept plans in Exhibit C show a shared parking lot opportunity at the Verizon and Grace Episcopal Church sites (Block 33, Lots 5,-7, p/o 3), which typically have a very low occupancy (24.3% and 14.8% respectively). It is an objective that the Redevelopment Entity (hereafter "Borough Council")

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[7] Generally, transportation planners and traffic engineers recommend a target occupancy rate to be about 85%. This would permit most spaces to be occupied, while allowing newcomers to find an available parking space close to their destination. This would allow the demand to be met without any unnecessary waste.

[8] East Park Avenue measures between 27'5" near the Centre Street intersection to 28' near the Niagara Fire House. There are currently two travel lanes and one parallel parking aisle.

[9] East Chestnut Avenue measures between 39' and 39'4." The County r.o.w. along East Chestnut Avenue is only 40.'

and/or Redeveloper negotiate shared use of these parking facilities to help mitigate any loss of parking spaces as a result of the development of land that is currently available for surface parking lot in the Redevelopment Area.

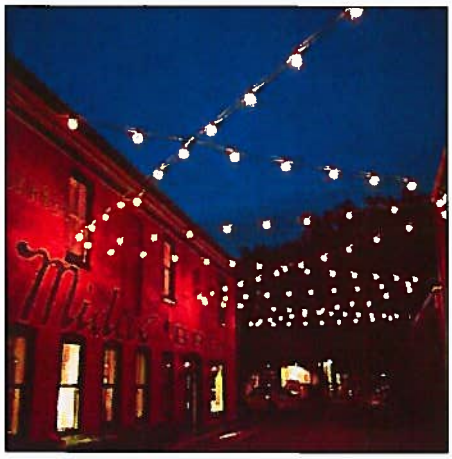
5. Public Utilities

There are no changes to the public utilities objectives outlined in the 2004 Plan.

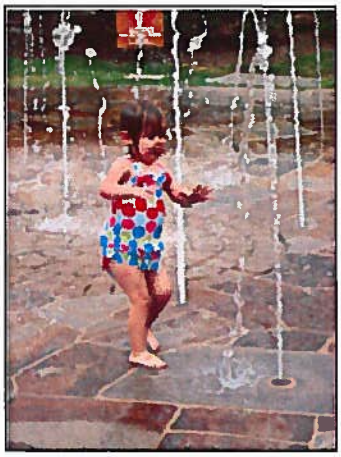
6. Recreational and Community Facilities and other Public Improvements

The 2004 Redevelopment Plan recreation objective sought to continue the Rails to Trails program east of Centre Street, which has been completed. Pennsauken Township recently received a grant to extend the path from Cove Road to Bethel Avenue. This new planning process has generated several new recreational and civic objectives to provide a central gathering place that will draw families, customers, and visitors to the Downtown. Various recreational and civic amenities have been proposed to create a unique vibrant concentration of activity in the downtown, including a Piazza (i.e., a large central courtyard area surrounded by buildings and pedestrian-sized passage ways) or a pedestrian promenade with linkages to the multi-use path, overhead café style-lighting, a dancing fountain, sculptures, and/or outdoor performance stage. The following are photographs of some of these ideas.

Sculpture for Pedestrian Walk

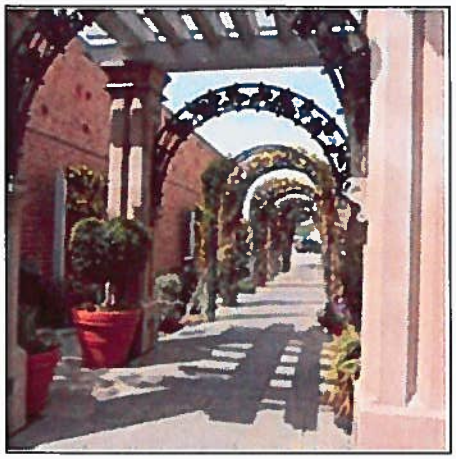


Café Style Lighting



Dancing Fountain

Pedestrian-oriented Civic Areas



Lighted Archway over Pedestrian Connection from Centre Street

IV. PROPOSED LAND USES AND BUILDING REQUIREMENTS (N.J.S.A. 40A:12A-7a(2))

As a Redevelopment Plan combines the vision of a master plan with the authority of a zoning ordinance, the following regulations are changes to the Zoning Ordinance in order to implement the Redevelopment Plan Amendment.

A. Permitted Uses

Article VIII, B-1 Central Business District, of the Zoning Ordinance shall be amended to create a new section as follows:

§94-33.5 Permitted Principal Uses – Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone)

Permitted principal uses are intended to have active facades on the ground floor. Therefore, 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 on upper floors (other than those listed in §94-33.5B above);

D. Restaurants with indoor and/or outdoor seating; See outdoor dining requirements in §94-36.1.J.

E. Banks and other similar financial institutions;

F. Art studios, displays and/or galleries for artistic endeavors and production, including painting, sculpting, ceramics, jewelry, glass blowing, photography, hand-made furniture, and similar activities;

G. Dinner theaters, community theaters, and similar uses;

H. Indoor cultural and historic displays of artifacts and/or artistic media, such as museums and galleries;

I. Physical fitness centers, martial arts studios, dance studios, and similar uses;

J. Child care centers, primary education facilities, secondary education facilities on upper floors;

K. Post-secondary education facilities (including colleges, technical training schools, community colleges, nursing schools and classes for same) on upper floors;

L. Pedestrian Plazas, Piazzas, Courtyards and similar uses.

The two properties in the Downtown Redevelopment Zone that are located on Maple Avenue (Block 33, Lots 12, 13) shall follow the underlying base zoning.

B. <u>Conditional Uses</u>

Article VIII, B-1 Central Business District, of the Zoning Ordinance shall be amended to create a new section as follows:

§94-33.6 Conditional Uses – Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone)

Conditional uses shall be as follows:

A. Residential dwelling units on upper floors, provided the following conditions are met:

(1) The minimum indoor living space area shall be 600 square feet per unit; and
(2) There shall be a mix of studio, one-bedroom, and two-bedroom units; and
(3) Private useable outdoor living space (i.e., outdoor balcony or patio).
(4) If a residential dwelling unit will be counted towards meeting the Borough's affordable housing obligation, one or more of these conditions may be waived.

B. Single Family Attached Dwellings (Townhouses) and Semi-Detached Dwellings (Twins), provided the following conditions are met:

(1) Located along East Chestnut Avenue; and
(2) Front door entrance shall face the multi-use path; and
(3) The minimum lot area of 1,500 square feet; and
(4) Minimum lot width of twenty (20) feet; and
(5) Minimum front yard setback of five (5) feet from Block 61, Lot 4; and
(6) Minimum side yard setback for each end unit of five (5) feet; and
(7) Minimum rear yard setback of 10 feet; and
(8) Private rear yard of 200 square feet minimum.

C. Micro-brewery, craft-brewery, craft-distillery tasting room, winery tasting-room, and similar uses, provided the following conditions are met:

(1) No outdoor storage; and
(2) Business operations close by 11 pm.

D. Structured Parking Garage, provided the following conditions are met:

(1) The street level of the parking garage facing Park Avenue and Centre Street is occupied with permitted uses to maintain street level activity; and
(2) The street level of the parking garage facing East Chestnut Avenue is landscaped to soften the visual impact of the parking garage on the users of the multi-use path and the visual impact oo the residential houses on the north side of East Chestnut Avenue.

E. Bed and Breakfast, which provides overnight lodging and serves breakfast to guests, provided the following conditions are met:

(1) The owner or primary operator resides on the premises; and
(2) Occupancy by guests shall be limited to more than 10 consecutive days; and
(3) Each bedroom and/or suite has a private bathroom facility; and
(4) Located along East Chestnut Avenue in a detached building with at least one front door entrance facing the multi-use path; or
(5) Located in the former PNC Bank building located on Block 29, Lot 2.

F. Bowling alleys, billiards, and electronic or mechanical games, provided the following condition is met:

(1) There is a full-service restaurant on the premises, where 30% or more of the total volume of sales for the business is food and beverage served to the public for consumption on the premises. A full-service restaurant in this context is defined as a food and beverage establishment with a broad menu and a wait staff providing table service.

G. The following conditional uses, listed together for efficiency purposes, have the same conditions:

(1) Offices and professional offices on the street level, other than those listed in §94-33.5B above;
(2) Child care centers, primary education facilities, and secondary education facilities on the street level;
(3) Post-secondary education facilities (including colleges, technical training schools, and community colleges, nursing schools and classes for same) on the street level;
(4) Conference centers, meeting space, and banquet facilities;

Provided the following conditions are met:

(a) Located along East Chestnut Avenue, with at least one front door entrance facing the multi-use path; or
(b) Located in the former PNC Bank building on Block 29, Lot 2; or
(c) Located in the existing office building on Block 29, Lot 16; or
(d) Located elsewhere on the street level, provided the portion of the building façade facing a public right of way or pedestrian-oriented civic area is occupied with a permitted use.

H. Nothing in this section eliminates the applicant's responsibility for meeting all other requirements of the land development ordinances, including site plan review standards and performance assurances.

C. Prohibited Uses

Article VIII, B-1 Central Business District, of the Zoning Ordinance shall be amended to create a new section as follows:

§94-33.7 Prohibited Uses – Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone)

Prohibited uses shall be as follows:

A. Tattooing; Body Piercing;
B. Retail service businesses whose service includes any type of massage (excepting yoga studios, physical therapy uses, and certified ayurvedic healing operations that are licensed and regulated by the New Jersey Board of Massage and Body Work, pursuant to the provisions of NJSA §45:11-53 et seq. and §45:11- 68 et seq.,which are expressly permitted in this district);
C. Boarding homes and community residential homes;
D. Gas stations;
E. Self-storage facilities;
F. Automobile sales, service, repair;
G. Detached single-family dwellings;
H. Industrial Uses;
I. Sexually-oriented businesses, as that term is defined in NJSA 2C:33-12.2;
J. Retail and/or wholesale businesses whose sales include any type of firearm, including, but not limited to: handguns, rifles, ammunition, and the like.

D. Area and Yard Requirements

Article VIII, B-1 Central Business District, §94-34, Area and Yard Requirements, shall be amended to add the following sub-section.

E. There shall be a minimum required building setback of five (5) feet from the property line of Block 61, Lot 4 in the Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone).

E. Building Height

Article IV, §94-19, Schedule of District Regulations, shall be amended to reflect the Principal building height in the Downtown Redevelopment Zone to be no greater than 48 feet in height, and no greater than

3 stories, as set forth in Ordinance 08-08. Only Borough Council has jurisdiction to amend the maximum building height.

F. Parking Standards

Article IX, Off-Street Parking Regulations, of the Zoning Ordinance shall be amended to create a new section as follows:

§94-53.1 Parking Schedule for the Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone)

A. Residential

Apartments or Condominiums

Studio:	1 parking space per unit
One Bedroom:	1 parking space per unit
Two Bedrooms:	1.5 parking spaces per unit
Three Bedrooms or more:	2 parking spaces per unit
Senior:	.5 parking space per unit
All other Residential Uses:	2 parking spaces per unit

B. Non-Residential

Non-Residential Uses:	3 parking spaces per 1,000 GFA.

C. Shared Parking

Applicants may reduce the total amount of parking required, by demonstrating at the time of site plan review that the off-set parking demand patterns of proposed uses will reduce the total amount of parking demand.

G. Jurisdiction for Variances

Article VIII, B-1 Central Business District of the Zoning Ordinance shall be amended to create a new section as follows:

§94-36.2 Jurisdiction for Variances in the Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone)

The Joint Land Use Board maintains its typical jurisdiction to grant variances from permitted uses, conditional uses, prohibited uses, area and yard requirements, and parking standards (other than building height) in accordance with the Municipal Land Use Law, with one exception. Only Borough Council

has jurisdiction to alter the maximum building height. This section purposely amends the original Redevelopment Plan adopted in 2004 that required all changes to be approved by both the Borough Council and the Joint Land Use Board, or their designees.[10]

H. Design Standards

The purpose of establishing criteria for architectural design and exterior treatment of buildings is to ensure quality construction that contributes to the community image of permanence and visual aesthetics that harmonize with the historic character and pedestrian-orientation of the Downtown. Article VIII, B-1 Central Business District, of the Zoning Ordinance shall be amended to create a new section as follows:

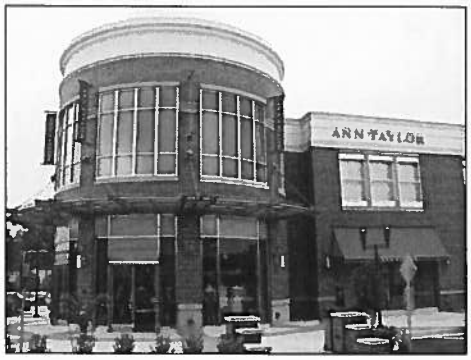
§94-36.1 Building and Architectural Design Standards for Downtown Redevelopment Zone (formerly Town Centre East Redevelopment Zone).

A. Building Placement

Placement of buildings shall reinforce pedestrian character and enhance street level activity.

B. Building Orientation

Front facades of buildings shall be oriented, and shall relate both functionally and visually, towards streets and pedestrian-oriented civic areas. All 'first-impression' entrances abutting the public right of way to the piazza or pedestrian promenade shall be accentuated with distinctive architectural features.



C. Building Materials

1. Permitted Materials. The following primary building façade materials are permitted up to 100% of the building facade: brick, natural stone masonry, horizontal wood or cementitious clapboard. The following secondary or façade materials are permitted up to 50% of the building facade: vinyl or aluminum siding on upper floors, and smooth or subtle textured stucco. The following accent materials are permitted up to 15% of the building façade: tiles, metal (for beams, lintels, trim elements, ornaments). A variety of buildings using a variety of building materials is desired.

2. Prohibited Materials. The following building façade materials are prohibited: concrete block, faux-etched brick or textured stucco that mimics the rectangular pattern of brick masonry, highly textured stucco surfaces, glass block, mirror or metalized reflective glass, plywood, or unfinished wood. Materials that are inconsistent with the chosen architectural style are inappropriate, i.e. a Victorian style building that utilizes textured stucco.

[10] 2004 Redevelopment Plan at p. 16.

D. Walls and Windows

1. Street Level Requirements. Ground floor front facades shall comprise a minimum of 50 percent clear window area, with windows providing views of display areas of the inside of the building. These ground floor windows shall begin between 12 to 24 inches above ground level and shall end below 86 inches above ground level.

2. Prohibited. Smoked, reflective, or black glass in windows is prohibited.

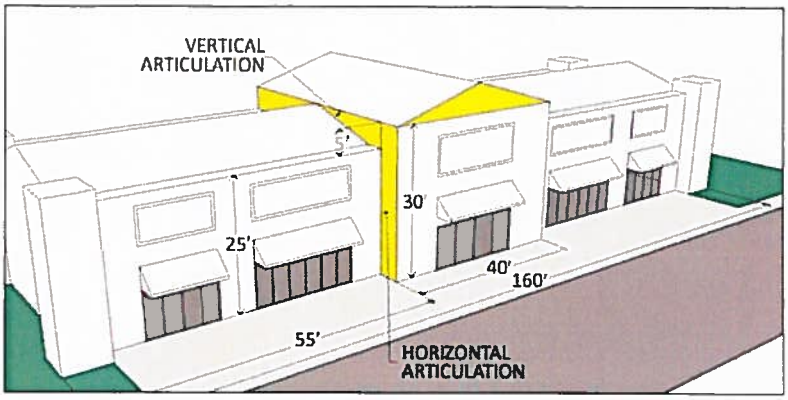
3. Architectural Treatments Required. Walls or portions of walls where windows are not provided shall have architectural treatments designed to break up the bulk of the wall, including at least four of the following treatments: concrete or masonry plinth at the base of the wall; belt courses of a different texture or color; projecting cornice; projecting metal canopy; decorative tilework; trellis containing planting; medallions; sign band; artwork; vertical/ horizontal articulation of the facade; lighting fixtures; awnings; overhangs; or a similar architectural element not listed above.

4. Blank Walls Prohibited. Blank walls shall not be permitted along any exterior which are highly visible from a street or pedestrian-oriented civic area (i.e., piazza or pedestrian promenade). Sides or rear facades of buildings that are visible to a parking lot or the street shall comprise a minimum of 25 percent window area, with windows interspersed across the façade. Rear and side facades shall have colors and materials that are similar to the front façade.

E. Building Mass and Human Scale

1. Human Scale. Building facades should provide architectural elements and proportion that relate to the human scale of the desired pedestrian environment of the downtown.

2. Large buildings. Large buildings shall be divided by architectural features into distinct modules, such as 20 to 25 feet (the typical width of a single storefront), to give the appearance of a collection of smaller buildings and additions. A large, monotonous building mass is prohibited. Features shall be used to break down the scale of a building and add architectural interest, including, but not limited to: vertical and horizontal articulation, first-floor windows and awnings, etc. See Architectural Treatments Required Above.



2. Long Continuous Façade Prohibited. Buildings must have at least a 2 foot break in depth in all front facades for every fifty-five (55) feet of continuous façade. Such breaks may be met through the use of porches, porticos, building extensions, building recesses, balconies, towers, and other architectural treatments.

F. Roofs

1. Screen Utilities. Buildings shall use parapets or minimum pitch of 6:12 roof styles to conceal flat roofs, elevator and stair shafts, large vents, and rooftop equipment such as HVAC units along all roof edges.

2. Roof Design. It is not appropriate to use a roof size, shape, or slope that is not typically seen in the downtown. However, flat roofs with a false mansard style shall not be replicated.

G. Loading, and Utilitarian Needs

1. Location. Loading doors, service doors, and loading areas shall not be located in any façade facing a street.

2. Screening. All loading docks and permanent outdoor solid waste receptacles shall be screened by a fence, brick wall, landscaping, and/or a combination thereof. In no case shall the solid waste receptacle be visible.

3. Common Service Area. When multiple commercial uses are planned, loading and delivery receivable areas shall be consolidated into common service areas located to the side or rear of the buildings.

4. Hours of Truck Deliveries. There shall be no truck deliveries between the hours of 12am and 6am within fifty (50) feet of a residential use.

H. Surface Parking Lots

1. Buffer Requirements. Parking lots visible from a street or the multi-use path shall have a landscape buffer for the purpose of shielding headlights. The maximum shrub height is 3 ½ feet.

2. Location. Surface parking shall not be located in front of a building (i.e., no suburban-style parking lots). Parking shall be located to the side and rear of buildings.

3. Cross Easements. Each lot shall have cross access easements for its parking areas and access driveways guaranteeing access to adjacent lots within the Redevelopment Area. Interconnections shall be logically placed and easily identifiable to ensure convenient traffic flow.

I. Structured Parking Garage

1. First Floor Design Requirements. If a structured parking garage is planned in the Redevelopment Area, it shall be permitted where at least 70% of the first floor street elevation of the structured parking facility is occupied with permitted uses facing the street. It shall have design treatments such as colonnades, awnings, landscaping, street furniture, and other public amenities to create the appearance of an occupied building. Blank walls are not permitted.

2. Upper Floor Design Requirements. Cars shall be generally visually screened from the street through features such as grills, lattices, mock windows, louvers, false facades, etc. Such screening shall be in keeping with the rest of the building's architectural style and materials.

J. Piazza /Pedestrian Promenade Area (a.k.a. "Pedestrian-Oriented Civic Area")

1. Focal point of Redevelopment Area. It is envisioned that a pedestrian-oriented civic area will be the central organizing feature of the Redevelopment Area to create a vibrant central social district. It shall be designed for usable, public space with restaurant outdoor seating as a focal point within the Redevelopment Area, predominantly surrounded by the front facades of buildings.

2. Public Access. Public access shall be guaranteed to the pedestrian-oriented civic area through a deed restriction, public access easement, or other means acceptable to the municipal governing body and shall be recorded prior to occupancy. Public access to the pedestrian-oriented civic area shall be as easy and straightforward as possible.

3. Size. The pedestrian-oriented civic area should be in the order of 10,000 – 12,000 square feet.

4. Design Amenities. The pedestrian-oriented civic area shall include a defining central element, such as a dancing fountain, outdoor stage, or other approved amenity. It shall also be improved with a variety of other amenities, such as sculptures, public art, shade trees, pedestrian-scale lighting, accent lighting, benches, decorative café-style lights, trellises, and/or other features to

help provide a sense of place. Decorative bollards shall be installed at the entrance of the pedestrian-oriented civic area along East Park Avenue for pedestrian safety. These improvements shall be provided in locations and amounts that are acceptable to the Joint Land Use Board. If the Borough is intended to take ownership and/or maintenance responsibilities of these design amenities, Borough Council approval shall also be required.

5. Surface Materials: Approximately 10% of the pedestrian-oriented civic area shall be landscaped with trees, shrubs, and decorative landscape planters or plantings with year round interest. All pedestrian spaces shall incorporate special paving, such as colored/stained and sealed concrete, stamped concrete, stone blend mixture, brick or other unit paver, slate, or similar high quality materials.

6. Vehicular traffic prohibited. The pedestrian-oriented civic area shall not be used for parking, loading, or vehicular access, during business hours, except emergency and maintenance vehicular access.

K. Outdoor Dining Standards

1. Pedestrian Safety. Outdoor dining space shall not impede pedestrian traffic flow. A minimum unobstructed pathway of three feet shall be maintained around the outdoor seating area. There shall be adequate space to ensure handicapped accessibility and to permit the movement of patrons and wait staff.

2. Furniture. Table and chairs shall not be plastic. All chairs within an establishment's seating area must match each other by being similar design, construction, and color. Umbrellas shall not have advertising on them, except for the name or logo of the establishment.

3. Dining Barriers. Dining barriers are not required to define a restaurant establishment's outdoor dining space. However, if they are utilized, they shall meet the following standards.

   a. Material. Dining barriers can be either metal decorative fences or landscaped planters. No chain-link fences, cyclone fencing, or chicken wire is permitted. Barriers must be freestanding without any permanent attachment to buildings, sidewalks, or infrastructure, unless located on private property. Decorative fences must be a dark color metal (aluminum, steel, iron, or similar).

   b. Height. Dining barriers must be a minimum of 3' high, but no higher than 4' high. All dining barriers must be detectable to visually impaired pedestrians who employ a cane for

guidance. For landscaped planters, the planters may not exceed 3' above the sidewalk and the plant material may not exceed 8' above the sidewalk.

c. Condition. All material must be kept in good condition, without visible fading, dents, tears, rust, corrosion, or chipped, peeling paint. All landscaped planters must have living plant materials contained in them. Artificial plants are not permitted. Dead plants in the container must be replaced.

4. Accessibility Requirements. If any of the standards above are found to be inconsistent with the requirements of the Americans with Disabilities Act, or the State Building Code, the ADA or building code shall control.

L. Sidewalks

There shall be a minimum sidewalk width of 8 feet along all street frontages with retail, restaurant, and related uses. Sidewalks with a minimum width of 5 feet are required along all street frontages with other uses. Sidewalks are required to connect the street frontage to all front building entrances, parking areas, plazas, and any other destination that generates pedestrian traffic. Sidewalks shall connect to existing sidewalks on abutting tracts and other nearby pedestrian destination points, such as the multi-use path.

M. Lighting

Any development activity that proposes outdoor illumination shall include a detailed outdoor illumination plan. The outdoor illumination plan shall, at a minimum, include lighting fixture cut sheets for all exterior lighting fixtures such as: type of unit, color of unit, wattage of unit, lumen output of unit, the cut-off classification of the unit, pole specification, proposed pole height (including base) , as well as a photometric (foot-candle) site plan that shows typical foot-candle contours. The following standards shall be met:

1. Pole Height. Pedestrian-pole light height shall be consistent with the pole height of other pedestrian-oriented lights located elsewhere in the downtown. The maximum pole height for parking lot illumination shall be 24' high.

2. Luminaire Style. The luminaire style shall reflect the traditional early-1900s style to coordinate with the acorn lighting fixtures that are currently located elsewhere in the downtown.

3. Light Levels. The minimum light level within any portion of a property, other than single-family residential, which is intended to be utilized by residents, employees, customers or visitors shall be maintained at 0.50 foot candles. The recommended foot candles for parking areas is 1.0.

4. Layout. The layout of outdoor lighting fixtures shall be designed so that the poles do not interfere with other elements of the site plan such as trees, landscaping, or parking. In general, poles shall be kept at least twenty feet (20') away from the trunk of any large maturing tree and at least ten feet (10') away from any small maturing tree, or the tree's root protection zone, whichever is greater.

5. Minimize Glare and Pollution. Outdoor lighting fixtures shall be designed to minimize glare, light trespass and light pollution to the extent possible while maintaining nighttime safety and security.

N. Street Trees

A minimum of one tree for every 30 linear feet of street frontage(s) shall be required. Trees shall be planted at regular intervals, but the spacing may be adjusted due to the location of utility poles and/or driveways, as approved by the Joint Land Use Board. The species and mix of trees shall be approved by the Shade Tree Commission. The minimum planting size shall be 2.5 inches caliper for trees, balled and burlapped. At least 25 square feet of planting area shall be available for each tree.

O. Sustainability

New buildings and major renovations to existing buildings are encouraged to meet LEED certification. LEED is an acronym for Leadership in Energy and Environmental Design, which is a voluntary, nationally recognized third-party certification system for green building projects created and maintained by the U.S. Green Building Council (USGBC). Green strategies reduce developments' impact on the environment, provide health and productivity benefits, all well as cost savings over time.

P. Jurisdiction for Design Standard Waivers

Any deviation from a design standard shall require a waiver by the Joint Land Use Board from the specific design standard. A waiver shall only be granted where the benefits of granting the waiver outweigh the detriments of requiring the standard to be implemented and where the waiver will not impair the overall intent and purpose of the Redevelopment Plan. This amends the original

Redevelopment Plan adopted in 2004 that required all design changes to be approved by both the Borough Council and the Joint Land Use Board, or their designees.[11]

Historic Preservation Commission (HPC) review shall be in accordance with Article VIIIB, Historic Preservation Commission of the Zoning Ordinance. Where both Joint Land Use Board and Historic Preservation Commission approval is required, all reasonable efforts should be made to hold a joint HPC and JLUB meeting in order to efficiently review applications in the Redevelopment Area.

** This concludes proposed Zoning Ordinance changes **

V. PROVISION FOR RELOCATION OF RESIDENTS N.J.S.A. 40A:12A-7a(3)

No temporary or permanent relocation of residents in the project area is needed.

VI. IDENTIFICATION OF PROPERTY TO BE ACQUIRED N.J.S.A. 40A:12A-7a(4)

The 2004 Redevelopment Plan includes a table that identifies property to be acquired and property that may be acquired.[12] While the Borough has purchased a large amount of land in the Redevelopment Area, it is still necessary, either for the Borough or for a Redeveloper, to acquire 19 E. Park Avenue (Block 29, Lot 5) for the effective redevelopment of the area.

VII. SIGNIFICANT RELATIONSHIP TO OTHER PLANS N.J.S.A. 40A:12A-7a(5)

A. Borough Master Plan

The Borough's 2007 Land Use Element of the Master Plan made various recommendations for downtown revitalization and harmonizing new construction with Merchantville's small town charm and historic character, including enhancing the mix of land uses and activities in the downtown, maintaining retail and service uses on the first floor of buildings, providing additional opportunities for uses on upper floors of buildings, allowing additional activities on the sidewalk, enhancing downtown's sense of place, by creating more pedestrian-friendly places and preserving Merchantville's historic character. This Redevelopment Plan Amendment, including proposed permitted uses, parking standards, and design standards are consistent with the Land Use Element of Merchantville's Master Plan.

B. Contiguous Municipalities

Development of this site is consistent with the master plans of contiguous municipalities. The closest municipalities to the Redevelopment Area are Cherry Hill and Pennsauken. At one time, Merchantville's downtown was the center of community life and the commercial hub for surrounding communities, including the Townships of Pennsauken and Cherry Hill. It served as the social, economic, transportation, and civic center for the area's populace. This Redevelopment Plan seeks to

[11] 2004 Redevelopment Plan at p. 16.
[12] Id. at p.13.

recreate the sense of community and replicate the activity level that the downtown once held in the region. As development is proposed in the Redevelopment Area, it will enhance the traditional development patterns in the region. Pennsauken Township is proposing to connect to the Merchantville multi-use path in the Redevelopment Area, which will create a nearby destination for Pennsauken residents, expand recreation opportunities for its residents, and provide alternate means of transportation between communities.

C. Camden County

The Camden County Improvement Authority (CCIA) drafted the original Redevelopment Plan for this Redevelopment Area. It also developed the Camden Hub Plan, which is a regional Smart Growth strategy for the City of Camden and its first-generation, inner ring suburbs, including the Borough of Merchantville. The Plan supports Smart Growth redevelopment and revitalization efforts in the former industrial waterfronts of Camden, Gloucester and Pennsauken, as well as strategic smaller revitalization projects in the local cores, corridors and Redevelopment Areas of Camden's inner-ring suburbs, such as Merchantville. It is intended to be a reference for the County and provides municipal development, redevelopment and conservation strategies to enhance the quality of life within their communities. The Hub Plan recommends embarking on economic development efforts to maintain the vitality of the these municipalities, recommends engaging in traffic calming techniques and creating more pedestrian friendly spaces, and to capitalize on the County's unique historic assets. In sum, this Redevelopment Plan is a Smart Growth Strategy for capitalizing on the Borough's many unique assets so that the fabric of Merchantville's physical, social, economic, and cultural life remains strong, which is consistent with the Regional Smart Growth strategies articulated in the Camden Hub Plan.

D. State Development and Redevelopment Plan (SDRP)

The New Jersey State Development and Redevelopment Plan (SDRP) advocates Smart Growth planning, by targeting the State's resources and funding in ways that are consistent with well-planned, well-managed growth. The SDRP designates Merchantville as a Metropolitan Planning Area (PA1), which encompasses large urban centers and postwar suburbs that are fully or almost fully developed. The overall intent of the Metropolitan Planning Areas (PA1) is to provide for much of the State's future redevelopment; to revitalize existing cities and towns; to promote growth in compact forms, to stabilize older suburbs, to redesign areas of sprawl, and to protect the character of existing stable communities.[13]

This Redevelopment Plan Amendment affirms the State's planning policies articulated in the SDRP. It seeks to stabilize this older suburb by revitalizing Merchantville's downtown. It promotes growth in compact forms in the downtown, by recommending multi-story buildings be added to the downtown, recommending means of adding additional activity to the downtown, as well as recommending means of enhancing the pedestrian friendly character of this already walkable community. It seeks to protect the character of the community by preserving Merchantville's historic character and small town charm, and articulates design standards for harmonizing new construction with the Borough's community character.

[13] Id., p.190.

VIII. RELATIONSHIP TO PERTINENT MUNICIPAL DEVELOPMENT REGULATIONS N.J.S.A. 40A:12A-7(c)

This Redevelopment Plan Amendment supplements, and in some instances modifies, the original Redevelopment Plan. In the event of a conflict between the first and second iteration of the Redevelopment Plan, and this Amendment, this Amendment shall control. This Amendment is also an explicit amendment to the Zoning Code and will supersede any conflicting provisions of Chapter 94 Zoning. Therefore, any ordinance adopting this Redevelopment Plan Amendment shall contain language indicating that it is an explicit amendment to the Zoning Code of the Borough of Merchantville to incorporate the changes set forth herein.

If codification reveals there is a discrepancy between the Article, section numbers, and/or letters set forth above, and the existing Zoning Ordinance with regard to appropriate placement in the Zoning Ordinance, the Borough Clerk is authorized to organizationally change the numbers and/or characters in order to avoid confusion in the ordinance.

IX. VISION AND CONCEPTS

A rendering is included in this Redevelopment Plan Amendment to demonstrate the overall vision for the Redevelopment Area. There are also two plan view concepts to illustrate desired development opportunities. These concepts are not intended to limit other proposals that achieve the goals of this Redevelopment Plan Amendment. Accordingly, this amendment affirms the statement in the original Redevelopment Plan that states "Developers and designated redevelopers (hereinafter Redevelopers) may be given flexibility in project planning and design, so long as building and other improvements reflect quality, permanence and physical integration through design elements and quality construction. The Borough of Merchantville cannot anticipate every possible design or land use solution for the variety of issues involved in this Redevelopment Plan. Redevelopment proposals will be evaluated as to how they appropriately achieve the redevelopment goal and objectives of this plan…" [14]

X. EXHIBITS

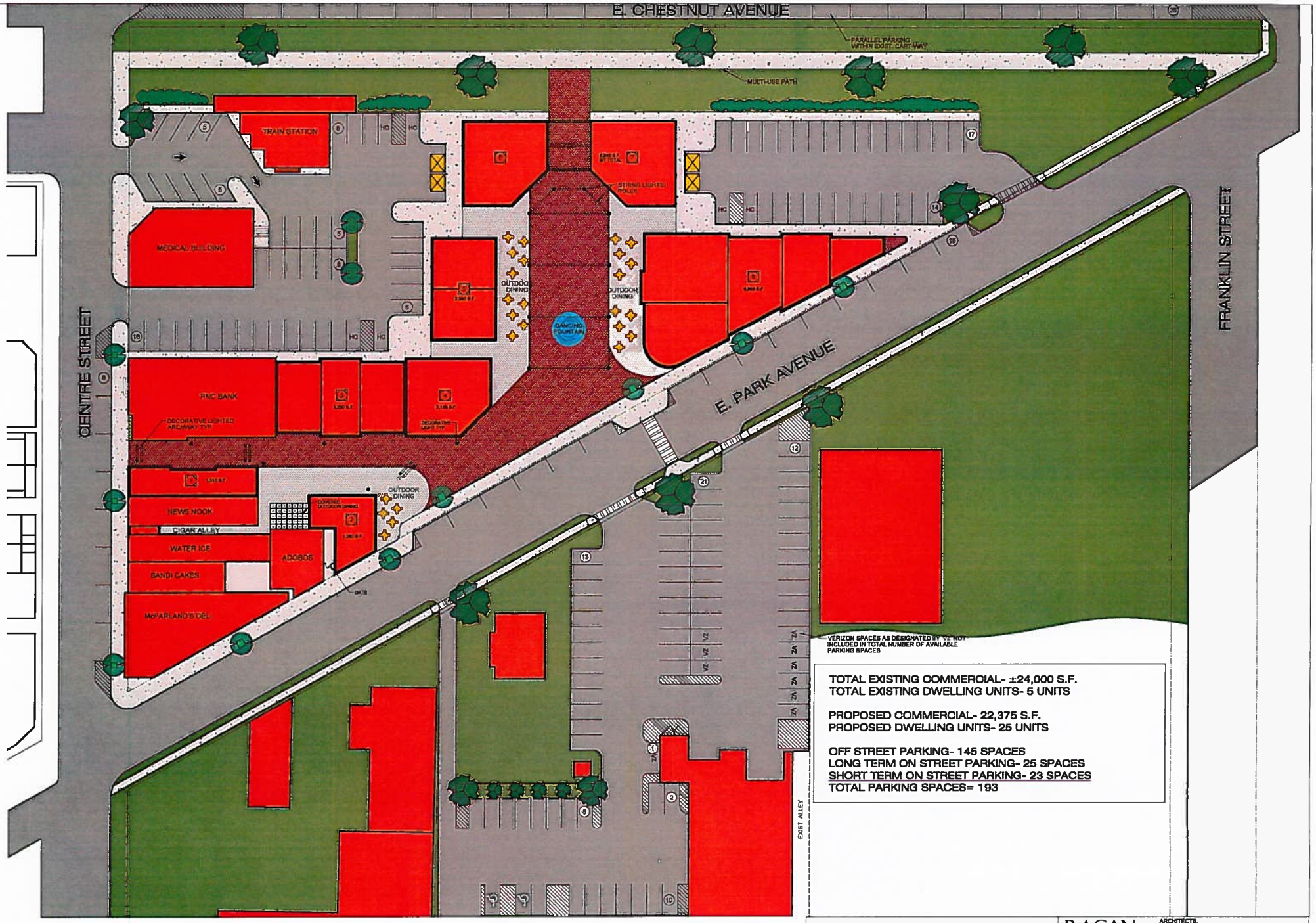
A. Vision Rendering
B. Concept 1, Pedestrian Street
C. Concept 2, Piazza

[14] 2004 Redevelopment Plan, General Provisions, at p.16.

EXHIBIT A

S. Del Ambrose

EXHIBIT B



TOTAL EXISTING COMMERCIAL- ±24,000 S.F.
TOTAL EXISTING DWELLING UNITS- 5 UNITS

PROPOSED COMMERCIAL- 22,375 S.F.
PROPOSED DWELLING UNITS- 25 UNITS

OFF STREET PARKING- 145 SPACES
LONG TERM ON STREET PARKING- 25 SPACES
SHORT TERM ON STREET PARKING- 23 SPACES
TOTAL PARKING SPACES= 193

REDEVELOPMENT AREA CONCEPT 1 (NEW PEDESTRIAN STREET)

3.31.2016

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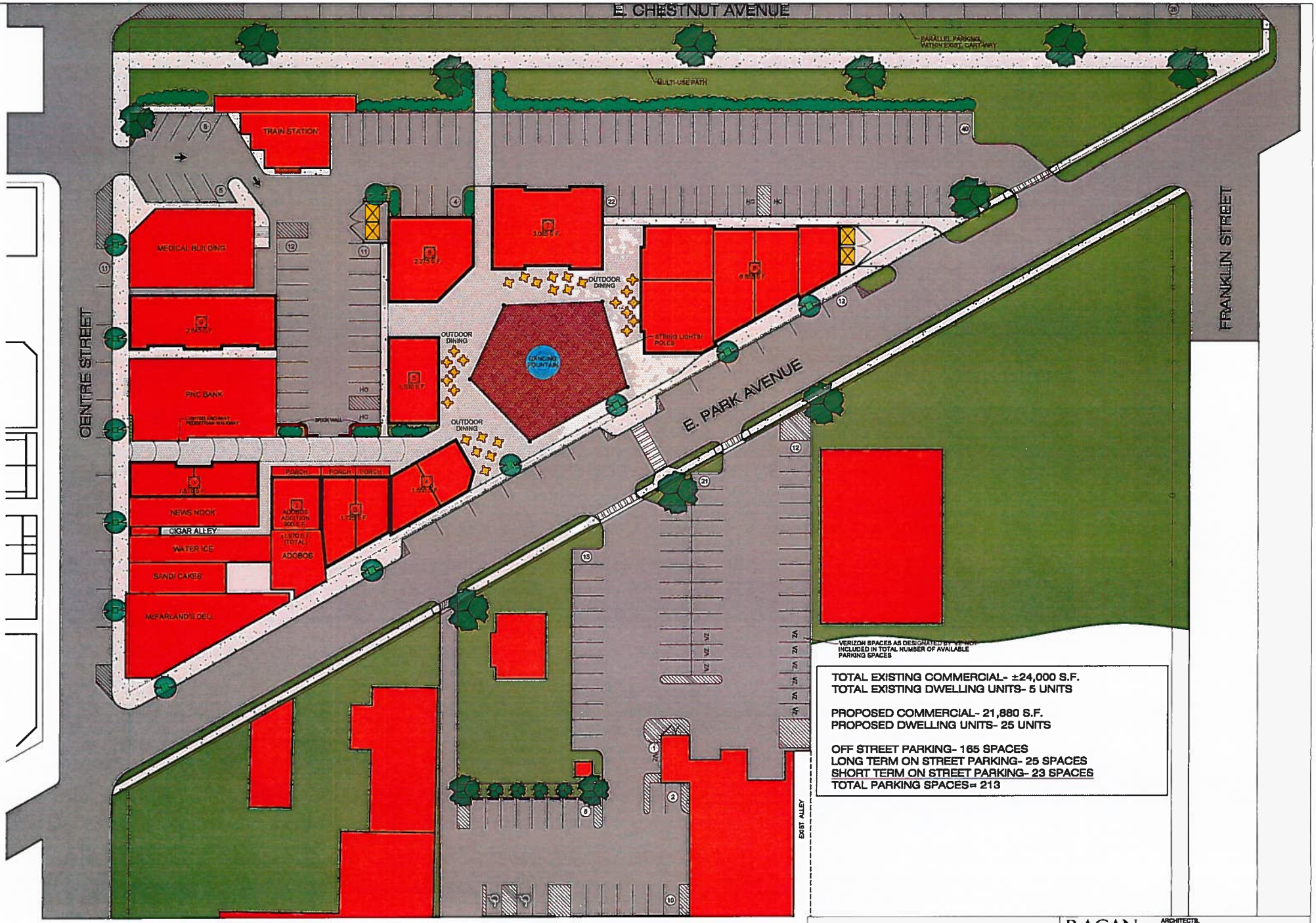
EXHIBIT C



TOTAL EXISTING COMMERCIAL- ±24,000 S.F.
TOTAL EXISTING DWELLING UNITS- 5 UNITS

PROPOSED COMMERCIAL- 21,880 S.F.
PROPOSED DWELLING UNITS- 25 UNITS

OFF STREET PARKING- 165 SPACES
LONG TERM ON STREET PARKING- 25 SPACES
SHORT TERM ON STREET PARKING- 23 SPACES
TOTAL PARKING SPACES= 213

REDEVELOPMENT AREA
CONCEPT 2
(PIAZZA)
3.31.2016

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