
MERCHANTVILLE REDEVELOPMENT COMMITTEE

MEETING MINUTES

Committee Meeting #3

April 27, 2015 6PM

Merchantville Borough Hall

ATTENDEES

Mayor Ted Brennan

Janet Stevens

Bill Lammey

Ryan Middleton

Mike McLoone

Pat Parvin

Nancy Page

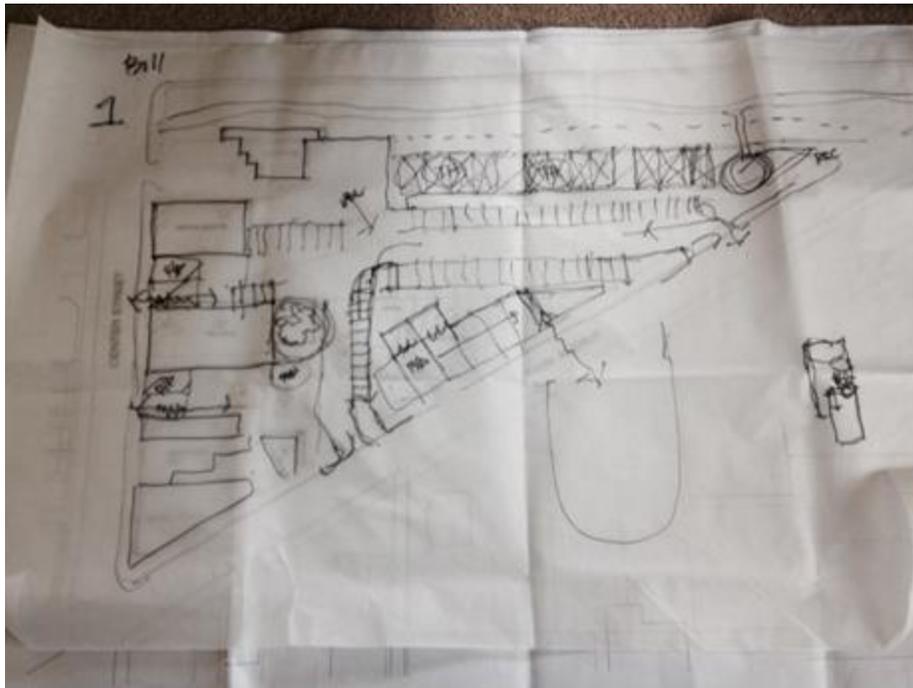
Mara Wuebker

Rick Ragan

1. CONCEPT SKETCHING

The Redevelopment Committee sketched 4 potential concepts based on our previous committee discussions, as well as what individual members have been envisioning for the site.

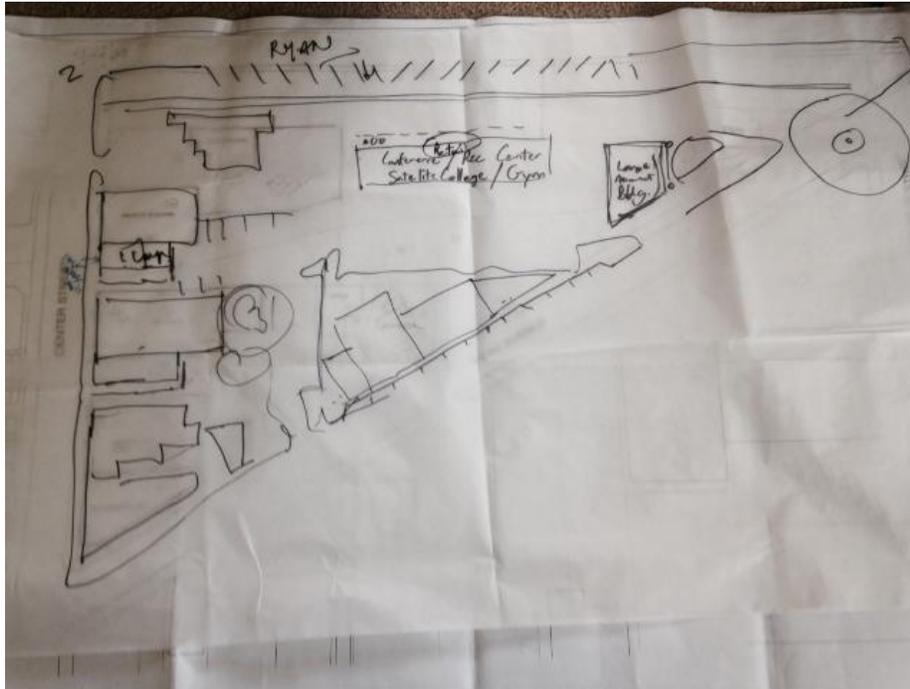
Concept 1:



Concept one envisions mixed use infill along Centre St (retail/residential) and new mixed-use development on Park Ave, with townhouses along Chestnut Ave facing the bike path. Parking is in the interior of the block, with a recreation link to the trail. Townhouses are proposed along Chestnut in order to fit in harmoniously with the residential nature across the street and as it is believed may be necessary to entice a developer to do this project, as there is a

stronger market for housing and there are site limitations.

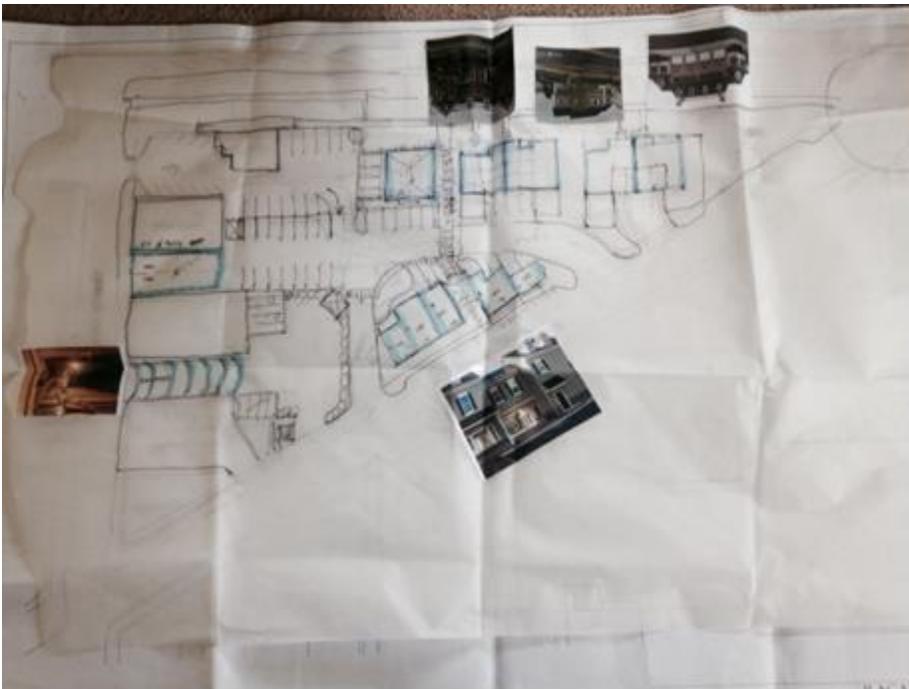
Concept 2:



The second concept is similar to concept 1 with mixed-use infill along Centre St and new mixed-use development along Park Ave. However, this concept recommends mixed-uses along Chestnut Ave instead of residential (with retail on the first floor (ex. a bike shop) and residential above). It specifically does not propose any residential on the first floor in the redevelopment area, as a means of enhancing street level activity in the downtown, as contemplated by the

current zoning regulations. As an alternative to mixed-use along Chestnut Avenue, it is suggested that there could be conference space, a fitness center, recreation center, or a satellite college campus space instead. It also recommends angled parking along Chestnut Ave. Additionally, the concept envisions installing a roundabout at the Chestnut Ave/ Park Ave intersection with a monument in the middle. It was suggested that there be a strong, monumental style building near the roundabout to signify the entrance into the business district.

Concept 3:

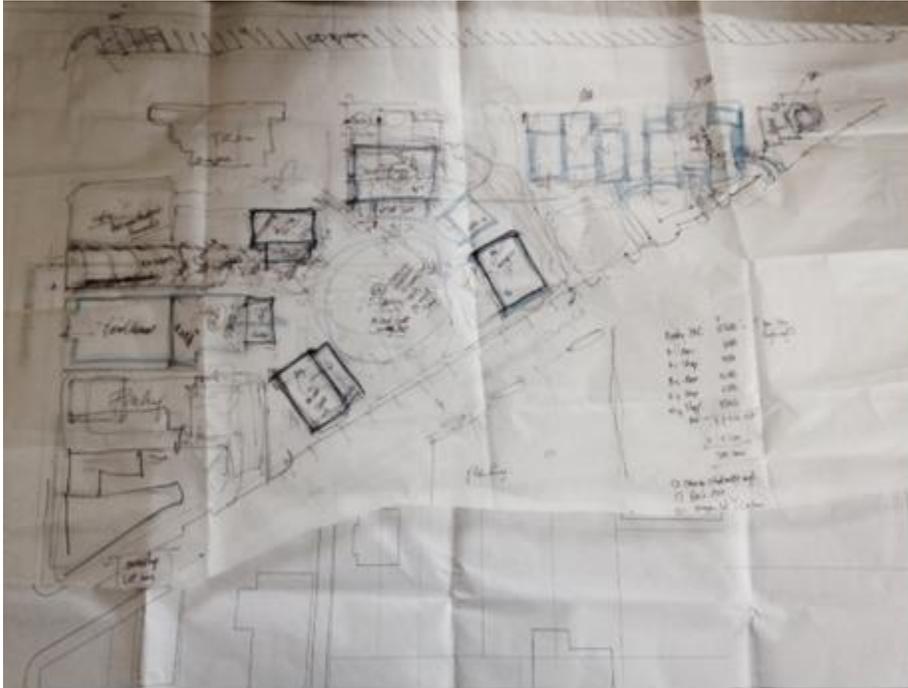


The third concept reflects a hybrid of some of the ideas. It includes one mixed-use structure next to the Station Coffee House and upscale twins along the rest of Chestnut Avenue, facing the bike path. Additionally, there are mixed-use buildings along Park Avenue with an opening on the street level of the building that would allow pedestrians to cross under the second floor of the building to link to

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a pedestrian corridor that connects to the bike path. The opening between the PNC bank and the medical office building on Centre Street would become a new mixed-use building, while the other opening on Centre Street in between Cigar Alley and the PNC bank building would become a pedestrian-oriented walkway with café lighting overhead and decorative pavers on the ground, leading to a courtyard behind McFarlan's and Adobos for outdoor café tables and events. It also envisions a roundabout at the park and chestnut intersection.

Concept 4:



The fourth concept has a round-shaped piazza on Park Avenue (across from the Verizon parking lot). The piazza could have a dancing fountain or some other attraction in the middle of it. There are retail businesses surrounding the piazza. Some of the buildings may be able to house second floor residential uses or faux second floors. There is a pedestrian walkway in between the PNC bank building and the Medical Office building with arches and café lighting that leads to the piazza.

(However, a means for a parking exit for the Station Coffee House would need to be created as it is currently one-way). The other opening on Centre Street between cigar alley and the PNC bank remains as parking for existing businesses or is replaced with a new mixed-use building with retail on first floor and residence or office above. There are also several sets of townhomes proposed along Chestnut Avenue to bring more consumers into the downtown the housing would be a type that would be compatible with the residential uses across the street. The concept widens Park Ave in order to have sufficient width for on-street parking and proposes angled parking along Chestnut Ave.

RDG will clean up all of the sketches and will present them at the public workshop for public feedback.

2. UPDATES

1. Verizon and/or Grace Episcopal Church Parking Lots – the Pastor contacted Denise and requested the Mayor to talk with the church in more detail.
2. Environmental Contamination – ERI prepared the application for HDSR funds and it should be submitted soon. The funds available are for environmental investigation, but not actual remediation. There is no funding for actual remediation, unless it involves a park area so the Committee may want to consider designing particular contaminated areas as open space – such as with the piazza or courtyard.
3. on-street parking – Mara has a meeting with Kevin Becica, County Engineer, to discuss on-street parking opportunities and circulation.

3. PUBLIC OUTREACH

There will be a poster in Borough Hall that asks constituents to write down any ideas they want the committee to consider. Also, the public workshop will be held in conjunction with the Mayor's proposed Town Hall meeting at Wellwood Park on May 27th. Committee members are asked to participate. Merchantville is also having a Birthday/Music Fest on June 6th that we may want to have a table at to let public know what we've been working on and to get feedback on proposed concepts.

4. NEXT MEETING

The next meeting will be held on Tuesday May 12th at 6pm. A developer and local realtors will be in attendance. We will ask them to talk to them about current market conditions, financial feasibility, feedback on concepts.