Downtown Haddonfield Vision Plan
Public Workshop #1
April 26, 2006
Tonight’s Agenda

1. The Vision Plan Process
2. Progress Report:
   Fact-Finding Research, Surveys
   Community Conversations
3. Workshop:
   Possibilities for Downtown Haddonfield
4. Report Out
5. Next Steps
The Vision Plan Process

1. Learning the Lay of the Land
2. Community Conversations
3. Community Survey
4. Community Workshops
5. Preferred Scenario
Learning the Lay of the Land

1. The Visual Character of Downtown
2. Challenges
3. Critical Conditions
1. The Visual Character of Downtown

A safe place for people of all ages
1. The Visual Character of Downtown

Wide sidewalks, spreading trees and outdoor dining, sidewalk seating
1. The Visual Character of Downtown

Variety of architectural details, heights, materials, etc.
1. The Visual Character of Downtown

A variety of signs, awnings and other details
1. The Visual Character of Downtown

A variety of storefronts: Colonial, Nineteenth- and Twentieth-Century
1. The Visual Character of Downtown

Pockets of open space
1. The Visual Character of Downtown

Walkways as open space
Learning the Lay of the Land

1. The Character of Downtown
2. Challenges
3. Critical Conditions
2. Challenges

COAH
Development Potential
Retail and Land-Use Mix
2. Challenges: COAH

Borough’s Second Round Share:
> 143 to 195 units

Borough’s Third Round “Growth” Share:
> 1 unit per 9 new housing units created
> 1 unit per 25 jobs created

Borough’s Plan:
> Inclusionary zoning:
  1 unit per 5 new housing units created, or fee

State’s Response:
> Expected very soon
2. Challenges: COAH

> Half affordable to household of four earning up to $55,040

> Half affordable to household of four earning up to $34,400

> 75 percent can be homeownership

> 25 percent can be for senior citizens

> Can be houses, townhouses, apartments

> Sites can be scattered
2. Challenges: Development Potential

> Potential for infill development along Kings Hwy
> Current CBD zoning permits new development
> Current CBD zoning may not adequately consider urban design, land-use or parking issues
2. Challenges: Development Potential / PATCO

> PATCO has received development inquiries and is studying the capacity of its site for residential development.

> Finances do not pencil out because of cost of building garage for PATCO patrons.
2. Challenges: Development Potential / PATCO

> PATCO states it is willing to work with Borough

> PATCO’s stated goal: increase ridership and provide parking for riders
2. Challenges: Retail and Land-Use Mix

Current Retail Mix

> Speciality stores attract distant customers who visit infrequently
> Destination stores attract from five-mile radius
> Others benefit from spillover browsing

Recent Retail Turnover

> 30 new stores in 30 months
> 80 percent are start-ups
2. Challenges: Retail and Land-Use Mix

What Merchants are Saying

> Haddonfield residents do not adequately patronize local retailers
> The environment is more competitive — Haddonfield has lost its “unique” niche

What Large Retailers are Seeking

> 1,500 s.f. or more
> Space on Kings Hwy between Tanner and Haddon
> Readily accessible off-street shopper parking
2. Challenges: Retail and Land-Use Mix

What Merchants and Landlords are Saying

> Parking, especially localized shortages and tickets, is a problem
> Re-energize downtown appearance
> Cleanliness of streets, sidewalks, parking lots
> Consistency in merchant hours
> Reconnect with residents as customers
> Recruit apparel and shoe stores, like Benjamin Lovell
> Recruit restaurants to generate foot traffic
Learning the Lay of the Land

1. The Character of Downtown
2. Challenges
3. Critical Conditions
3. Critical Conditions

Schools
Parking
Circulation
Existing Land-Use and Subdivision Ordinance
3. Critical Conditions: Schools

With some exceptions, the schools are full.

Growth will require adjustments at elementary- and middle-school levels.

- Construction of new space
- Slight increase in class size
- Adjustment of school attendance areas

High school excess capacity is used for out-of-district transfers who pay tuition.

State provides little operating assistance.
3. Critical Conditions: Parking

Issue: How does a visitor find a parking space?
3. Critical Conditions: Parking

Issue: Many close-in spaces are not available to shoppers
3. Critical Conditions: Parking

Issue: A long walk to the shops
3. Critical Conditions: Parking

The Number and Type of Spaces

- Public Meters: 592 spaces
- Permit: 226 spaces
- Private: 1166 spaces
- PATCO: 1064 spaces
3. Critical Conditions: Parking
Spaces for Shoppers and Visitors
3. Critical Conditions: Parking

The Number and Allocation of Spaces

- 0-3 minutes: 229 spaces
- 0-5 minutes: 823 spaces
- 0-10 minutes: 2503 spaces
3. Critical Conditions: Parking

The Occupancy of Spaces

Thursday, 12 p.m.

Friday, 6 p.m.

Friday, 12 p.m.

Saturday, 12 p.m.
3. Critical Conditions: Circulation

There have been several traffic studies, but no long-term data on traffic volume trends. The lack of a network complicates vehicle movement through and around downtown. These complications add volume to Kings Hwy and make parking, servicing and walking more difficult. Kings Hwy capacity is adequate for existing volume. Minor delays result from peak-hour PATCO volume and from cars yielding to pedestrians.
3. Critical Conditions: Circulation

Sidewalks encourage walking along Kings Hwy, but crossing Kings Hwy is difficult.

Long blocks tempt pedestrians to cross mid-block.

Walkways between King’s Hwy and rear parking are long, uninteresting, poorly marked.

Basic bike infrastructure — bike racks, bike lanes — is missing.
3. Critical Conditions: Circulation

Kings/Washington
Peak-hour delays

Kings/Tanner
Left turn prohibited so peds can cross

Kings/Haddon
Traffic slowed by pedestrians

Long blocks encourage mid-block ped crossings

Lack of network limits circulation for parking, delivery
3. Critical Conditions: CBD Land-Use Controls

- New offices prohibited on upper floors
- Virtually all of King’s Highway downtown is in historic district, requiring design review
- Code allows for 75% building coverage, 100% lot coverage, 40-foot height
- No lot width or build-to requirements
3. Critical Conditions: CBD Land-Use Controls

> Off-street parking requirements, in effect, control site development capacity

> Parking requirements linked to business type

> Restaurants have no parking requirements

> No distinction between rules for Kings Hwy, Haddon Ave
PART 3  TELL US ABOUT SOME OF THE CHOICES
DOWNTOWN HADDONFIELD FACES

1. What issues do you think are important for the vision planning process to consider?
Please rate each topic: 1 = very important, 2 = somewhat important, 3 = least important.
   - Downtown as a place for living
   - Downtown as a place for professional offices
   - The mix of shops downtown
   - The possibility of new restaurants downtown
   - The ability to find parking
   - The quality of neighborhood experience
   - The appearance of the streetscape
   - Affordable housing
   - The appearance of shopping centers
   - The general appearance of buildings
   - Open space character and use
   - Library addition / upgrade / location downtown
   - Potential development of the PATCO parking lot
   - Potential development along Haddon Avenue
   - Other

2. In downtown Haddonfield:
   what shops do you patronize most frequently?
   what kinds of shops/businesses are most needed?
   what kinds of workplaces would be most appropriate?
   what kinds of housing would be most appropriate?

3. What parking issues do you think the downtown vision planning process should consider?
   Please check as many as apply; feel free to add comments.
   - Ability of visitors to find parking lots.
   - Appearance of parking areas.
   - Location of metered spaces versus permit and private spaces.
   - The amount of parking for shoppers and visitors.
   - Quality of the walk from parking lots to shops, restaurants, and businesses.
   - Other

4. If a building along Kings Highway (between Borough Hall and the PATCO bridge) had to be replaced, what design attributes would be important to address?
   Please rate these topics: 1 = very important, 2 = somewhat important, 3 = least important.
   - Alleyway shop access and windows
   - Architectural style
   - Awnings
   - Building height (proportions, scale, impact on sunlight, etc.)
   - Cornice, roofline
   - Facade materials and colors
   - Night lighting of facade and windows
   - Overall scale and rhythm of facade
   - Rear screening and landscaping
   - Relationship to adjacent buildings
   - Design features, height, scale, style, etc.
   - Shop window size
   - Signs
   - Walkways to rear parking
   - Visual differentiation of ground and upper floors
   - Other

5. If PATCO seeks development on its property, what options would you recommend?
   Please check as many as apply.
   - Build new housing.
   - Build new offices.
   - Include affordable housing.
   - Include additional public parking.
   - Include shops near the station entrance.
   - Other

6. Haddon Avenue, north of Euclid Ave., could see significant new development, under the current zoning. If new development occurs:
   What uses would be most appropriate?
   Please check as many as apply.
   - Offices
   - Apartments or row houses
   - Neighborhood shops
   - Restaurants
   - Auto-oriented commercial
   - Other
   What design approaches would be most appropriate?
   Please rate these topics: 1 = very important, 2 = somewhat important, 3 = least important.
   - Buildings that are built close to the sidewalk; parking in back
   - Buildings with parking and/or landscaping in front
   - Street level shops with offices or housing above
   - Apartments, row houses, or office buildings without shops at ground level
   - One-story shopping strip
   - Good pedestrian walkability
   - Buffers and transitions to nearby neighborhoods
   - Other

Thank you! Please add any other comments that are important to a discussion of downtown’s future.

Please return by mail to the address on the opposite side, or drop off at Borough Hall, Room 101.
Deadline: April 14
Community Survey / Topics

Words used to describe downtown:
“Quaint” (18%), “Shopping area” (13%)
“Attractive” (12%), “Charming” (11%)
“Historic” (9%), “Colonial” (4%)

Shops patronized most frequently:
CVS, Starbucks (10%)
ACME, Consignment, Food Shops (5%)

Favorite place to meet:
Starbucks (35%); Haddie, Kings Court (17%)
Town clock (9%)
Community Survey / Topics

Most important topics for vision plan:
The mix of shops
The quality of the pedestrian experience
The appearance of the streetscape

Most important design issues, Kings Highway:
Architectural style, building height, relationship to adjacent buildings, façade design

Most important design issues, Haddon Avenue:
Street-level shops, building close to street, neighborhood buffers
Community Survey / Topics

Most desirable options to consider for PATCO site:
Shops near station, public parking

Least desirable options to consider for PATCO site:
Housing, affordable housing

What shops are needed downtown:
Food, clothing, bookstore, gift and convenience
Community Conversations / Summary

Nine conversations, eighty participants

Three key issues:

Real estate taxes and public expenditures
Affordable housing, and impact on schools, taxes
Potential impact of new development on small-scale, village quality of King’s Hwy
Community Conversations / Topics

**COAH**
Diversity is good
Dispersed affordable housing is desirable
Concern about impact on taxes, open space

**Building on Kings Highway**
More people living downtown would be good
Do not change the appearance of the street; design must complement existing character
Community Conversations / Topics

Parking
Not a problem, if you know how to find it
Parking is poorly marked, difficult for visitors
to find, a long walk from shops, crowded
at lunch time
Don’t pay for garage with tax revenues

PATCO
Take advantage of opportunity to be a positive
action for Haddonfield
Do not build, density will change existing quality
Tonight’s Workshop

Group Discussion Topics

1. Development on Kings Highway
2. Added parking for Kings Highway
3. Managing existing parking better
4. Walkways to rear parking areas
5. Re-use of PATCO site
6. Uses on Kings Highway
7. Library
8. Open spaces along and near Kings Highway
9. COAH
10. Haddon Avenue
Tonight’s Workshop

Talk with the people in your group!

Topic 1: Address the design or planning challenge that your group has been given.

Topic 2: Describe an overall vision or idea for marking downtown a better place, and how your plans will help.