

Downtown Haddonfield Vision Plan

Public Workshop #2

June 22, 2006

Why We Are Here

Tonight's Agenda

- I. Vision Process Update**
- II. What We've Heard**
- III. A Vision for Downtown Haddonfield**
- IV. Key Facts and Challenges**
- V. Planning Principles**
- VI. Key Planning and Design Areas**
- VII. Objectives and Instructions**

Vision Process Update

Learning the Lay of the Land

Community Conversations, Survey

Advisory Committee Meetings

Community Workshop #1

Community Workshop #2

Recommended Scenario

Advisory Committee

Planning Board

Vision Plan, Master Plan

Zoning Framework, Design Guidelines

What We've Heard

Survey • Community Conversations • Workshop #1

What We've Heard

260+ Survey Responses

Challenge for the vision plan:

Hold back on development.

**Fine-tune the shopping environment downtown,
particularly in terms of appearance and retail mix.**

What We've Heard

260+ Survey Responses

Words used to describe downtown:



What We've Heard

Nine conversations, eighty participants

Three key issues:

- 1. Real estate taxes and public expenditures**
- 2. Affordable housing, and impact on schools, taxes**
- 3. Potential impact of new development
on small-scale, village quality of King's Hwy**

What We've Heard

Community Workshop #1

- **Support for modest, incremental development if scale, appearance and economic impact can be managed very carefully**
- **Desire to improve mix of stores**
- **Interest in starting with small steps to improve parking — signage, management**
- **Excitement about upgrading public spaces — sidewalks, pass-throughs**

A Vision for Downtown

Gathering • Exchange • Identity

A Vision for Downtown

Downtown is THE essential place in the Haddonfield community.

A Vision for Downtown

It is a place of gathering — casually, socially, or for special events.

A Vision for Downtown

It is a place of exchange — meeting people, shopping, civic interaction

A Vision for Downtown

**It is a place of identity — with the scale of a town,
and the architecture of a community that has evolved over time**

Key Facts and Challenges

Zoning • Affordable Housing • PATCO • Schools/Taxes • Parking

Key Facts and Challenges

Development/Zoning

There will continue to be proposals for development along Kings Highway and Haddon Avenue.

The Land Development Ordinance, as it stands now, does not provide certainty that changes will meet community expectations.

Tonight, we will discuss the size, scale and character of design that will serve the best interests of downtown.

Key Facts and Challenges

Affordable Housing

Haddonfield, in considering the positive aspects of offering a wider range of housing choices within the community, should also plan for the contingency that the state will ask for a more proactive approach to this issue.

Tonight, we will test ideas about how affordable housing could fit into downtown.

Key Facts and Challenges

PATCO

PATCO remains interested in exploring options for developing its parking lots.

Though current scenarios don't seem to work financially, that may change at any point.

Tonight, we will test ideas about a proactive stance towards guiding possible development on that site.

Key Facts and Challenges

Schools/Taxes

With some exceptions, Haddonfield's schools are full.

New housing, affordable or market-rate, anywhere in the Borough, could generate additional school-aged children. There is also concern over the tax burden shouldered by residents.

Tonight, we will discuss tax impacts and the relationship between school capacity and new housing, and new commercial development.

Key Facts and Challenges

Parking

In most of downtown, there are usually open parking spaces, but much of it is private or permit.

In some places, there are localized shortages that might affect the viability of local businesses.

Parking lots are not easy to access, and the walk to Kings Highway could be improved

Tonight, we will discuss strategies for improving pedestrian circulation and parking.

Principles for Planning and Design

Center • Scale • Walkability • Green • Variety and Consistency

Center

**Downtown is the center, the meeting place, of the entire community.
Civic places and shopping places are part of the vocabulary of buildings and places.**

Scale

Haddonfield's valued places have a definite human scale, shaped by street-level design, architectural detail, and comfortable dimensions. Altogether, buildings and spaces should speak the language of a town.

Walkability

**Make downtown a great place to walk. Design pleasant walkways and sidewalks.
Keep traffic from spilling into neighborhoods.**

Green

**Green spaces should permeate downtown.
More of them should be usable.**

Variety and Consistency

Maintain downtown's architectural variety, and design consistency, in the scale and types of buildings, architectural styles, design details, materials, colors.

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Downtown Character Areas

Kings Highway • **Tanner/PATCO** • **South of Kings** •
North Haddon • **Central Haddon**

Tanner/PATCO

1. The company is a public company, and its shares are listed on the New York Stock Exchange. The company is a subsidiary of the parent company, which is a public company. The company is a subsidiary of the parent company, which is a public company.

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South of Kings

South of Kings is a new novel by author Lisa Thompson. The book is a historical fiction set in the 19th century, following the story of a young woman named Sarah who is sent to a boarding school in the north of England. The novel explores themes of class, gender, and the role of women in society.

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North Haddon

Central Haddon

Objectives and Conclusions

Tonight's Workshop

1. Join a group and introduce yourself.
2. Visit each station. Listen, talk, respond and comment.
3. Group wrap up.

When you have a chance, visit the “information station.”

When you have a chance, visit the “vision statement station” and comment.

Objectives and Conclusions

Tonight's Workshop Topics

Land Use and Design: A Focus on Kings Hwy and Tanner Ave

Tanner/PATCO: The Future of “Thousand Islands”

Affordable Housing: Finding Opportunities that Fit

Circulation: Making it Easy to Park and Enjoyable to Walk

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