

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**
- 6. Outcomes: Vision Plan, Master Plan
Zoning Framework
Design Guidelines**

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

The Number and Type of Spaces



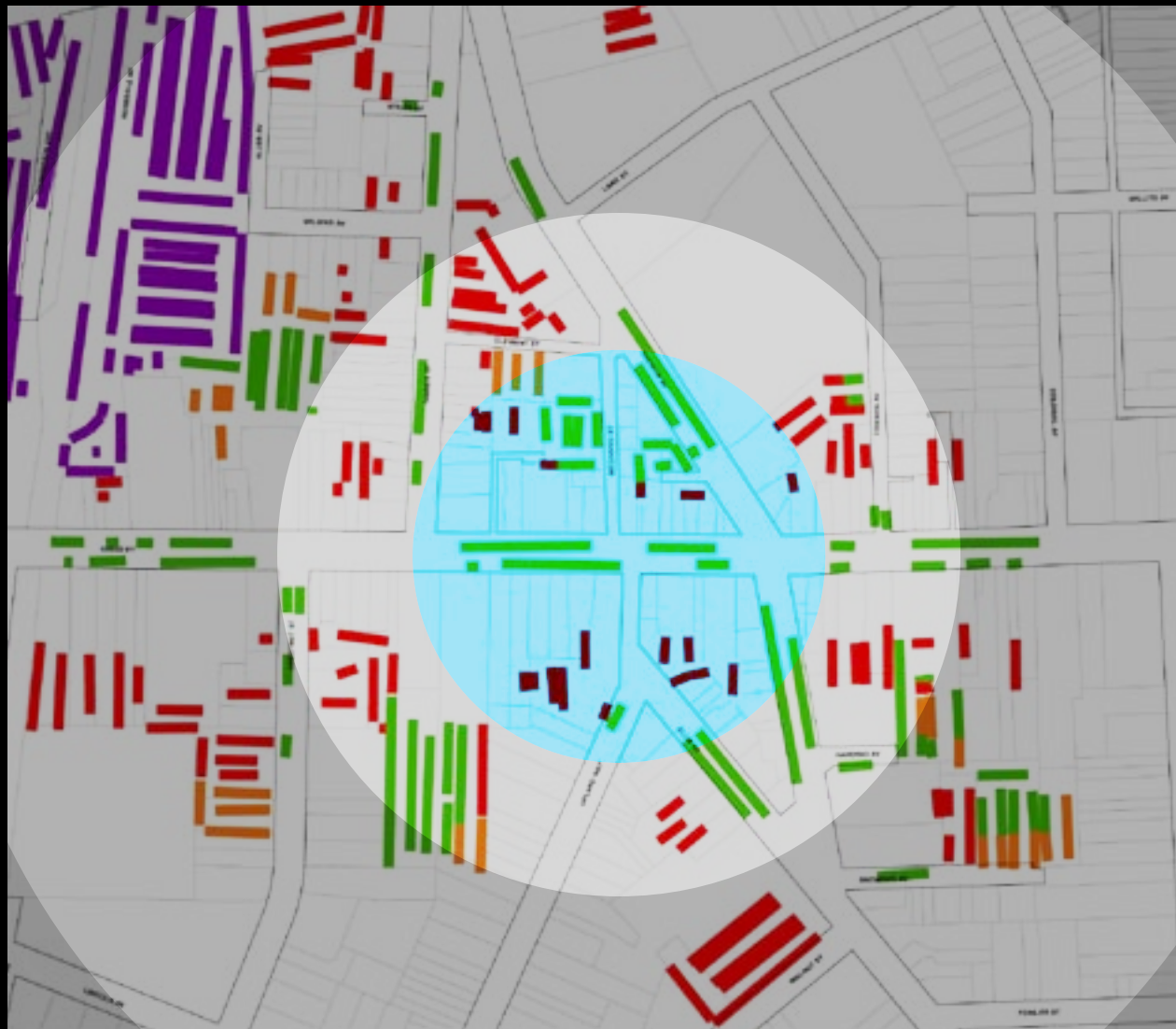
3. Critical Conditions: Parking Spaces for Shoppers and Visitors



- Park Here**
592 spaces
- Don't Park Here**
2456 spaces

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

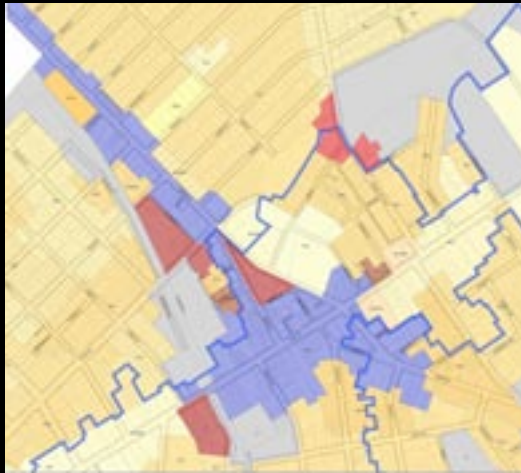
Kings/Haddon
Traffic slowed
by pedestrians



Long blocks encourage
mid-block ped crossings

Lack of network limits circulation
for parking, delivery

3. Critical Conditions: CBD Land-Use Controls

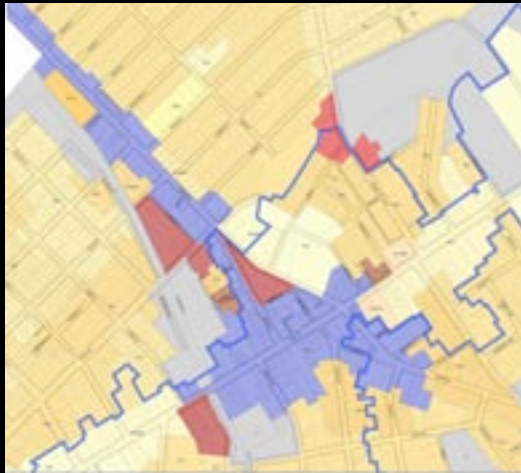


 Historic District

 CBD Zone

- > **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



 Historic District

 CBD Zone

- > 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

Community Survey / Topics

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 these topics: 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 pedestrian experience
- ☐ The appearance of the streetscape
- ☐ Affordable housing
- ☐ The appearance of shop fronts
- ☐ 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?

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

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 (proportion, scale, impact on sunlight, etc.)
- ☐ Cornice, roof line
- ☐ Facade materials and colors
- ☐ Night lighting of façade and windows
- ☐ Overall scale and rhythm of façade
- ☐ Rear screening and landscaping
- ☐ Relationship to adjacent buildings (in terms of design, 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.

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.

Downtown Haddonfield Vision Plan

Public Workshop #1

April 26, 2006