



economic development

Inter-Municipal Cooperation: White Horse Pike Economic Development and Land Use Assessment

August 2003



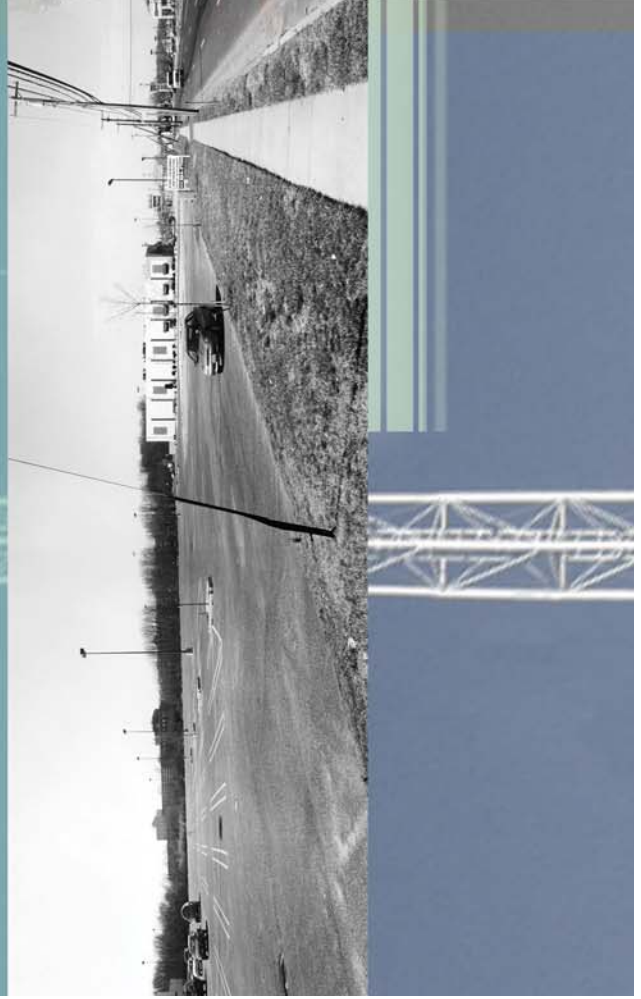
land use assessment



Delaware Valley Regional
Planning Commission



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Created in 1965, the Delaware Valley Regional Planning Commission (DVRPC) is an interstate, intercounty, and intercity agency that provides continuing, comprehensive, and coordinated planning to shape a vision for the future growth of the Delaware Valley region. The region includes Bucks, Chester, Delaware, and Montgomery counties, as well as the City of Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties in New Jersey.

DVRPC provides technical assistance and services; conducts high priority studies that respond to the requests and demands of member state and local governments; fosters cooperation among various constituents to forge a consensus on diverse regional issues; determines and meets the needs of the private sector; and practices public outreach efforts to promote two-way communication and public awareness of regional issues and the Commission.

The DVRPC logo is adapted from the official seal of the Commission and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole while the diagonal bar signifies the Delaware River flowing through it. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

The logo combines these elements to depict the areas served by DVRPC.



DVRPC is funded by a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) The Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for its findings and conclusions, which may not represent the official views of policies of the funding agencies.

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Executive Summary



Executive Summary

Suburban sprawl is a major issue facing New Jersey. As the population moves further into the ex-urban areas of the state, the inner-ring suburban municipalities are left with vacant properties. This leaves many municipalities with a smaller population base, forcing a rise in property taxes. Realizing that this problem is not unique to any one municipality, but crosses municipal and even county lines, the communities along the White Horse Pike in Camden County have come together to find a solution and reverse the trend of disinvestments and population loss.

Working with the Camden County Planning Department and the White Horse Pike Redevelopment Coalition, the Delaware Valley Regional Planning Commission (DVRPC) undertook a multi-municipal economic development assessment of the White Horse Pike that included a study area of eight Boroughs: Barrington, Lawnside, Magnolia, Somerdale, Stratford, Laurel Springs, Lindenwold, and Clementon.

The goal of the study is to assess the White Horse Pike in terms of economic redevelopment potential and to address aesthetics, traffic, and commercial revitalization. This assessment will act as the first phase of the revitalization of the White Horse Pike. This multi-municipal planning effort supports DVRPC's and the New Jersey Office of Smart Growth's planning initiatives that encourage local governments to work together to solve regional issues.

This assessment discusses the challenges that result from traditional "home rule" in New Jersey, such as zoning and land use inconsistency, varying design elements, and costly municipal services. Various projects and programs, such as intersection improvements, pedestrian facilities, and tax incentives have been identified by the Coalition as critical to the revitalization of the White Horse Pike. This assessment has incorporated these issues raised by the Coalition and recommends several strategies, goals, and objectives that can be implemented together to yield a revitalized corridor.

Chapter 1

Introduction



Chapter 1: Introduction

In July 2002, representatives of the White Horse Pike Redevelopment Coalition - Barrington, Lawnside, Magnolia, Somerdale, Stratford, Clementon, Laurel Springs, and Lindenwold - met to discuss the future of the White Horse Pike. The municipal representatives determined that it is essential for their future economic development potential and community livability to undertake a Revitalization Assessment of an 8.5-mile portion of the White Horse Pike between the Borough of Barrington and the Borough of Clementon. **Map 1** shows the location of the study area.

The Coalition agreed to begin the study with these communities for two reasons: 1) the communities to the west - Haddon Heights, Audubon, Oaklyn, Collingswood, Woodlynne, and Camden – are included in the Camden Hub Study and 2) the communities to the east - Atco, Berlin, Winslow, and Waterford – are more rural and growing faster than the study area municipalities.

As part of a continual project to foster inter-municipal cooperation, the Delaware Valley Regional Planning Commission (DVRPC), with the support of the Camden County Planning Department, proposed to undertake the Revitalization Assessment, using funding from the 2003 DVRPC Work Program's Inter-Municipal Cooperation Implementation Project. Subsequently, DVRPC, the White Horse Pike Redevelopment Coalition, and the Camden County Planning Department developed a study purpose and scope of services that DVRPC would provide (See **Appendix** for the list of Coalition members).

Study Purpose

The purpose of the Revitalization Assessment is to identify issues and conflicts within the corridor and to build a case for economic and community redevelopment. Tasks within this report include; compiling data on existing conditions and trends, conducting a zoning and land use analysis to identify inconsistencies, identifying aesthetic issues, developing recommendations,

and suggesting potential funding sources. The remainder of the report reflects DVRPC's efforts in providing these services.

Chapter One introduces the Revitalization Assessment, discusses previous studies and efforts by DVRPC, and provides an overview of the planning process.

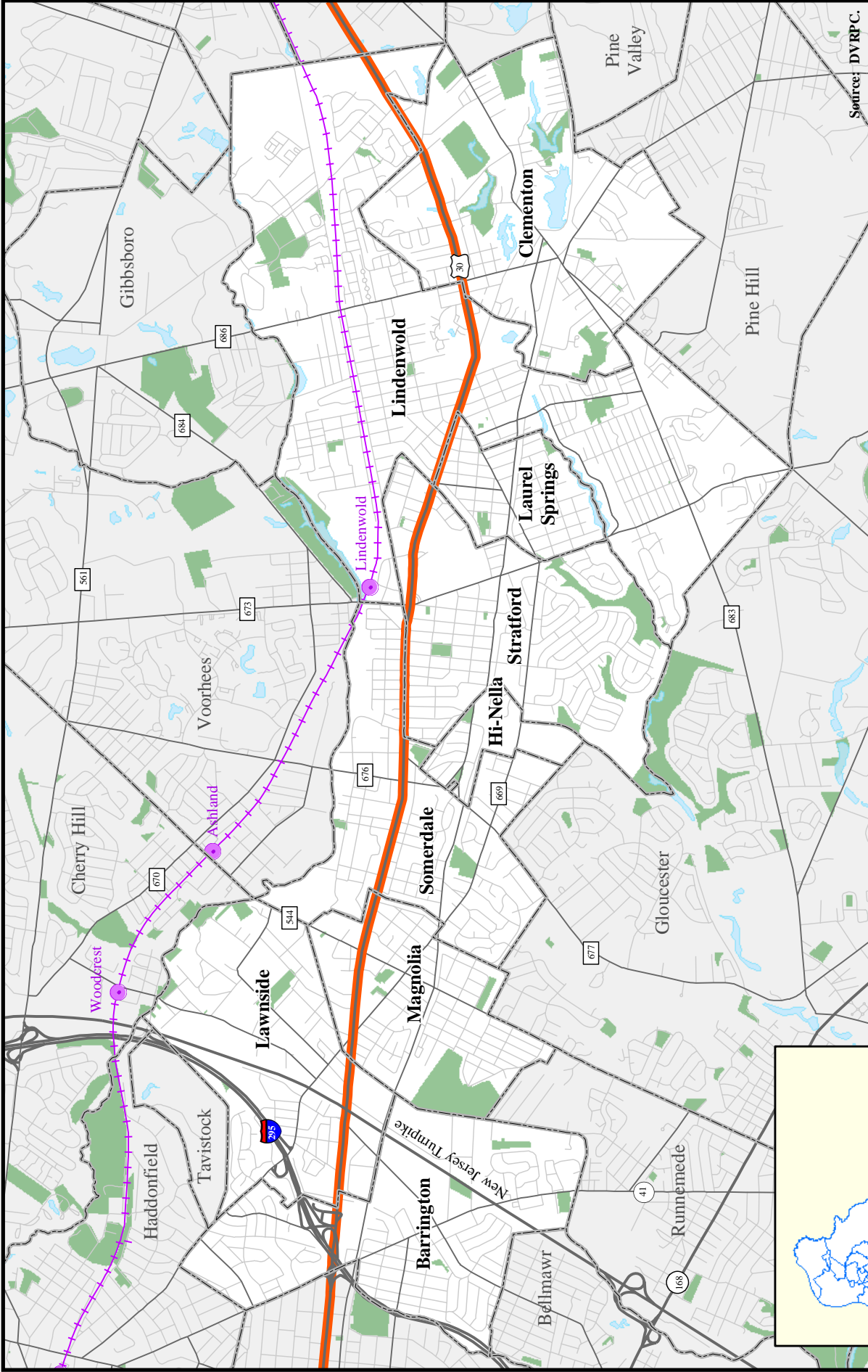
Chapter Two discusses the issues and conflicts that were found along the corridor through an analysis of past studies, existing conditions, current land use, and aesthetic quality. The zoning has been generalized and new categories are also discussed.

Chapter Three analyzes census data such as population, employment, housing affordability, and fair share requirements. Looking at data from the 2000 Census and DVRPC's 2025 Forecasts, an analysis of population and employment growth opportunities is presented.

Chapter Four describes the aesthetic assessment. The corridor runs through several different boroughs with several different design ordinances. This contributes to the appearance of the disconnected corridor, which was identified by the Coalition as an important barrier in the revitalization of the White Horse Pike.

Chapter Five introduces the revitalization vision, strategies, goals, and objectives. These were identified by the Coalition and will serve as the guide for future redevelopment efforts.

Chapter Six provides implementation techniques that address each of the conflicts previously discussed. Strategies were developed to implement each recommendation, which will provide direction to seek future funding. The implementation strategies include updating zoning ordinances, maps, and land use plans, applying for funding to conduct a community and economic revitalization plan, and securing funds to implement physical improvements that will enhance the attractiveness and improve the functionality of the White Horse Pike. Details of these strategies, including when they should be pursued, the order in which they should be pursued, and how to fund them are also discussed.



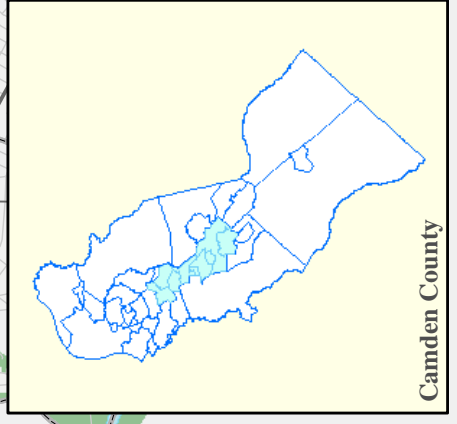
Source: DVRPC.



White Horse Pike Economic Development and Land Use Assessment

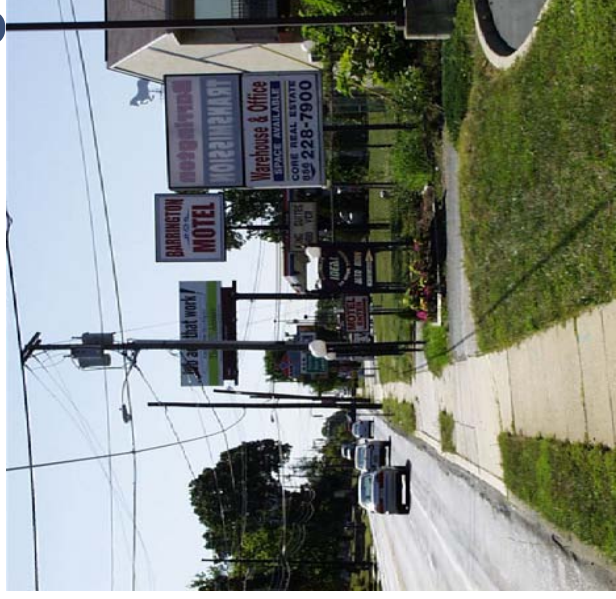
Map 1

Study Area



Camden County

Chapter 2 Land Use and Zoning



Chapter 2: Land Use and Zoning

The study area corridor is visibly changing due to disinvestments in commercial developments, population and employment loss, and heavy traffic congestion. Traffic studies indicate that the White Horse Pike provides two purposes: first, it is the most direct route to access the PATCO High-Speed Line stations and NJ Transit commuter rail and second, it has become a popular route for drivers passing through Camden County.

Map 2 (page 12) illustrates the land use within the study area. Recent development mainly consists of big-box retail. Unfortunately, a majority of the current commercial use is either vacant or unable to compete with the larger retail malls in Cherry Hill, Voorhees (Echelon Mall), or Deptford. For this report, land use figures were derived using aerial photography from DVRPC and land use and zoning maps from each of the municipalities. In an effort to create a more uniform corridor, each parcel has been assigned a new land use category according to the following:

Residential-Single Family Detached units include single-family dwellings that are not attached to another unit.

Residential-Single Family Attached units include duplexes and townhouses.

Commercial includes retail, wholesale, personal and professional services, business, offices, hotels, and motels.

Transportation includes areas devoted to rail and highway transportation. Parking areas are also included in this category.

Industrial includes areas devoted to fabrication and/or assembly of raw materials or components.

Community/Recreation areas include government buildings, educational facilities, churches, parks, open space, and wooded areas.

Local Land Use

Barrington Borough

Barrington is located at the western edge of the study area and the White Horse Pike bisects the Borough. Development consists of a liquor store,



Open Space, Lawnside

a community pub, a large office complex, and attached housing units. This portion of the White Horse Pike is characterized by the I-295 interchange and the congestion generated. NJ Transit bus shelters are provided but are deteriorating and are unrecognizable. The Borough has declared their entire portion of the White Horse Pike as “an area in need of redevelopment.” The Borough is focusing a majority of their neighborhood commercial activity on Clements Bridge Road therefore, given the existing office complex on the White Horse Pike, additional office uses or accessory uses should be encouraged in this area. The borough should also consider creating an access road either from Atlantic Avenue (in the rear) or extending Copley Avenue to create a business campus environment.

Lawnside Borough

Lawnside is located between Barrington and Magnolia. Commercial development consists of a Home Depot, Pathmark, several fast food restaurants, Equity Bank, three gas stations, and two newly constructed buildings: K-Mart (a former closed Rickel) and Lowes Warehouse. Most of the big-box retail is located on the west side with deeper lot sizes (stretching to Atlantic Avenue in the rear). The lots on the eastern side of the Pike are considerably more shallow and narrow (former residential lots) – impeding individual parcel

redevelopment. The White Horse Pike in Lawnside incurs rush hour traffic from I-295 traffic merging onto the highway. The larger commercial establishments have made Lawnside a local and regional shopping destination, adding to the evening and weekend traffic congestion. In addition, Lawnside is the only study area municipality that does not have a separate “downtown” district in the Borough. Commercial activity on Warwick Road is present, as it is zoned B-A (Business) but the most viable use continues to be the post office. To build upon the local traffic the post office brings to this area, the Borough should consider focusing neighborhood commercial activity on Warwick Road and more highway commercial uses on the White Horse Pike .

Magnolia Borough

Magnolia is located between Lawnside and Somerdale. Commercial developments consist of restaurants, a nursery, Produce Junction, Walgreens, the Borough Post Office, and the Lions Head Plaza. Magnolia is home to two dangerous intersections in terms of the high numbers of accidents and number of vehicles: Evesham Road and Warwick Road. Evesham Road provides access to the PATCO Ashland Station and access to the large-scale commercial “power centers” in Deptford, Cherry Hill, and Voorhees/Marlon (Routes 41, 42, and 73). Warwick Road is also affected by its combined PATCO and I-295 traffic



Magnolia Post Office

and angled intersection. Residential development consists of single-family housing units and high-density apartment complexes. Few of the single-family residential units have been converted to commercial uses. In order to cut down on the traffic and reduce the number of accidents, the intersection at Evesham Road is being redesigned by NJDOT to include a left-hand turning lane. This construction will require the Borough to take land at this intersection: a vacant gas station, a tarot card reader, and a portion of the church. Magnolia provides access to the Lions Head Plaza (Somerdale) through their “industrial park.” The Plaza has lost two of its anchor stores despite the health of 16-plex movie theatre.

Somerdale Borough

Somerdale is located between Magnolia and Stratford. Development that generates the most traffic includes a WaWa, numerous local pubs and liquor stores (due to the Borough of Stratford being a “dry” town), personal service stores, a church, and a diner. Residential development consists of single-family units and an apartment complex. Somerdale has a large partially vacant shopping center, Lions Head Plaza. The anchor store, Caldor, recently closed leaving a movie theatre and Office Max. The shopping center has been deemed “an area in need of

redevelopment.” The intersection of Somerdale Road has similar issues to the intersections at Warwick Road and Evesham Road: heavy traffic congestion and a high number of accidents due to Echelon Mall traffic and those traveling to Voorhees/Marlon area. Consideration of rezoning this area for mixed use should be studied. Although not included in this study, the small Borough of Hi-Nella is located one block inward of the White Horse Pike and is surrounded by Somerdale. The residents of Hi-Nella also utilize the Pike commercial establishments and contribute to the local traffic congestion.

Stratford Borough

Stratford is located between Somerdale and Lindenwold. Commercial development consists of a grocery store, close proximity to the PATCO High-Speed Line Station, the Echelon Ford car dealership, and restaurants. Stratford appears to have the most evidence of disinvestments in the study area with two large empty car lots, a vacant Bradlees strip mall, acres of asphalt parking, and the University of Medicine and Dentistry of NJ (UMDNJ) Hospital expanding into prime commercial space. Stratford has other viable commercial uses in the vicinity of the transit station: CVS, dry cleaners, bakery, retail stores, restaurants, and a bowling alley for



Echelon Ford, Stratford

entertainment. A high-density apartment complex is located across from the transit station with pedestrian activity but no pedestrian facilities. This area is a prime location for mixed-use development.

Lindenwold Borough

Lindenwold is located next to Stratford on the northern side of the White Horse Pike and zigzags throughout Laurel Springs and Clementon. It is here that the Lindenwold PATCO station is located. The Lindenwold PATCO station is also a stop for the NJTransit Atlantic City Line that connects Philadelphia and Atlantic City. A majority of the land uses are commercial, while some single-family detached housing units can still be found. Recent development along the Pike has included a new McDonalds and a new super WaWa. Lindenwold has a large rent population due to its transit options and access.

Laurel Springs Borough

Laurel Springs is surrounded by Lindenwold and Stratford. While there is only a small portion of the Pike that runs through Laurel Springs, there are commercial establishments, mainly old storefronts that have been empty.

The main commercial activity occurs along Atlantic Avenue in Laurel Springs which is home to a historic train stop, the police station, and several smaller retail stores. The White Horse Pike commercial establishments in Laurel Springs serve a more regional, highway purpose. The commercial activity that does exist on the Pike in Laurel Springs can serve as a model for landscaping standards: the Hudson United Bank is a prime example of an attractive property along the Pike.

Clementon Borough

Clementon is the eastern border of the study area. The busiest intersection, Gibbsboro Road, has seen recent development with a pharmacy, new gas station/Dunkin Donuts, Burger King, and a WaWa. Unfortunately, Clementon is home to the largest parcel of disinvested property, the Levin Site. What used to be an Acme supermarket, is now a sea of asphalt parking and garbage deposits. Clementon also has a large number of residential units along the White Horse Pike: single-family detached, single-family attached, and apartment complexes. Mixed-use development should be encouraged in large lots, particularly the Levin Site.



St. Lawrence Church, Lindenwold

Current Zoning Regulations

Municipal zoning regulations have a direct impact on the future vitality of a community. Zoning provisions establish controls for land use, density, lot dimensions, and building placement. These regulations dictate the extent and location of development and the impact of traffic generated.

In New Jersey, the Municipal Land Use Law (MLUL) permits each municipality to zone within their own boundaries. For Camden County, this means 37 different zoning ordinances and design criteria. This has also resulted in zoning inconsistencies and various bulk requirements along the White Horse Pike. Because the municipal border may actually be the road, there are areas of the White Horse Pike that may have residential on one side and manufacturing uses on the other.

Usually, a corridor of this size would have extensive zoning (permitted use) inconsistencies *between* the Boroughs. After evaluating zoning maps and aerial photography, the data indicates that the zoning through all of the boroughs is commercial. The inconsistency throughout these boroughs is not the permitted uses, but is related to the bulk requirements for the lots in terms of setbacks, design criteria, and allowable square footage.

Permitted land uses range from low density, single-family residential units to industrial and pharmaceutical manufacturing. In order to use a common denominator to analyze the zoning, DVRPC generalized the districts. Districts were placed into recommended generalized categories to form a composite map for the entire corridor. This is shown in **Map 3**. The basic provisions of each district are outlined in **Figure 1**.

Generalized Zoning Descriptions

- R-1 Low-Density Residential** - intended for low-density single-family suburban development. Only single-family detached houses are allowed.
- R-2 Medium-Density Residential** - intended for suburban development at a higher density than R-1. Only single-family detached houses are allowed.
- R-3 High-Density Residential** - intended for a diversity of housing types at relatively high densities.
- C-1 Neighborhood Commercial** - intended for commercial or retail serving local consumers. Most small-scale commercial should be permitted with a minimum lot size of a few thousand square feet.

C-2 Highway Commercial - is intended for larger scale commercial centers that serve a regional market. Lot size should be one acre or smaller.

HM Hospital/Medical - intended for accessory hospital uses in proximity to UMDNJ.

BB Big Box Retail - intended for the larger big box retail stores. This can be anything in excess of 40,000 square feet.

LI Light Industrial - intended for light industrial uses that are appropriate in a suburban setting. Non- nuisance uses, such as office parks and laboratory uses are permitted.

OS Open Space - intended for any green areas, open spaces, forests, waterways, etc.

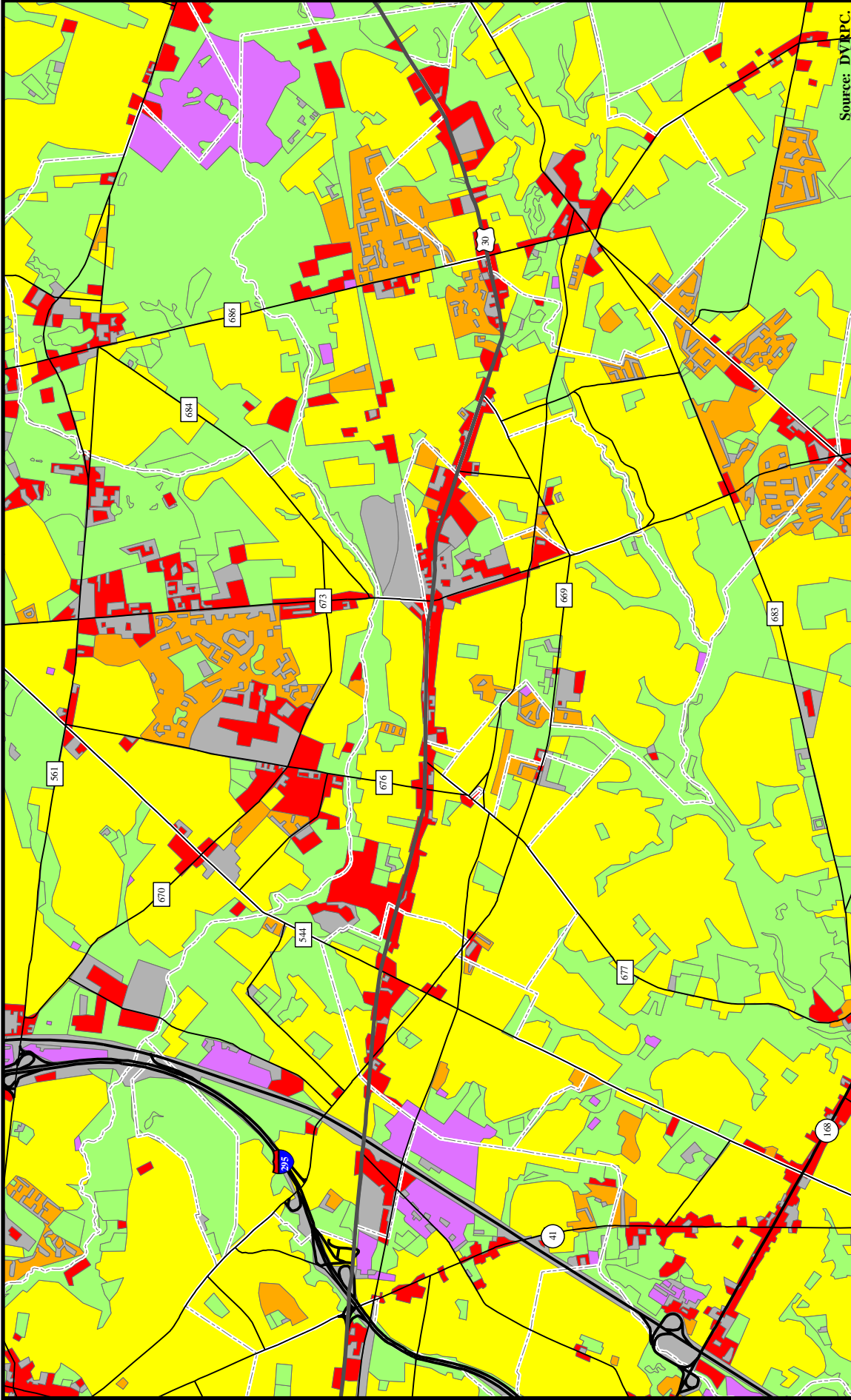
TOD Transit Oriented Development (mixed-use development) - is intended for retail, commercial, residential, and office uses in one general area located one-quarter mile from a transit station (bus or rail) (See page 54).

SED Special Economic Development – a special, designated corridor overlay zone for revitalization incentives.

**Figure 1.
Existing and New Zoning Classifications**

Municipality	Existing Generic Classification	New Generic Classification
Barrington	R-2 Semi-Detached C-2 Business Commercial	C-2 LI
Clementon	B-2 Highway Commercial B-3 Regional Commercial	C-2 C-2/TOD (mixed-use)
Laurel Springs	BI Business and Industrial	C-2
Lawnside	B-2 Business General	BB (west side) C-2 (east side)
Lindenwold	B-2 Highway Business	C-2
Magnolia	R-B Residential C Commercial	R-3 C-1
Somerdale	B-1 Business B-1 Business (Shopping Center) R Residential	C-1 C-2/TOD R-3
Stratford	C Commercial R-3 Residential Multi-Family SED Special Economic Development C Commercial (Laurel Road)	C-2 R-3 C-2/TOD HM

Source: DVRPC, 2003



White Horse Pike Economic Development and Land Use Assessment

Land Use

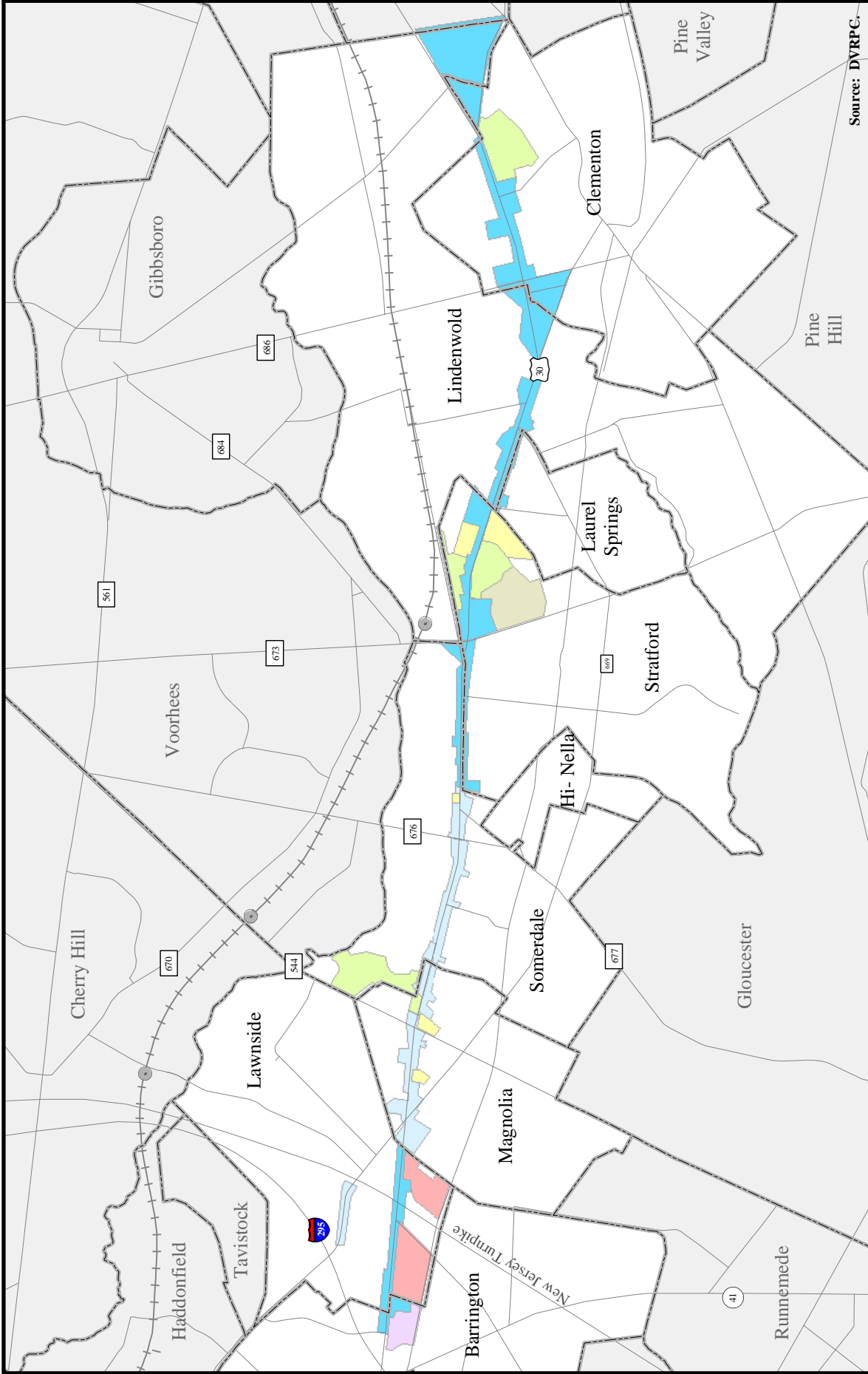
Map 2

Land Use Categories

- Residential - Single-family (Detached)
- Residential - Single-family (Attached)
- Commercial
- Transportation
- Industrial
- Community - Recreation



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New Generalized Zoning Districts

- Generalized Zoning Districts**
- BB: Big Box Retail
 - C-1: Neighborhood Commercial
 - C-2: Highway Commercial
 - HM: Hospital/ Medical
 - LI: Light Industrial
 - R-3: High-Density Residential
 - TOD: Transit Oriented Development

Map 3



Existing Land Uses

As previously stated, a majority of the land is zoned for commercial use but an analysis using existing maps and aerial photographs concluded the actual land use within 1,000 feet (500 feet each direction) of the White Horse Pike is residential-single-family detached units. **Figure 2** outlines the acreage of each land use along the White Horse Pike study area.

Figure 2. Land Use Coverage

Land Use Category	Total Acres	Percent Coverage
Residential -Single-Family (detached)	47.32	18.17
Residential- Single-Family (attached)	2.82	1.08
Commercial	138.04	52.99
Transportation	10.89	4.18
Community Services	9.55	3.67
Vacant	1.68	0.64
Wooded	19.96	7.66
Parking	28.44	10.92
Light Industrial	1.79	0.69
Total	260.49	100.00

Residential Uses

Single-family units, attached and detached, account for approximately 19.25 percent of the corridor's land use. While a majority of the land is zoned for commercial uses, these dwellings were constructed well before the development patterns of the past decade. The White Horse Pike has become a commercial destination for local and regional shoppers causing existing residential units to be displaced. A majority of the single-family units have minimal front yard setbacks or are vacant. Among those that are currently occupied, approximately half have been converted to a business type of use or have commercial on the first floor and residential uses on the second floor.

Commercial Uses

According to the individual zoning maps from each of the municipalities, approximately 90 percent of the White Horse Pike's frontage is zoned for commercial uses, ranging from retail and services to office and research. However, the land use assessment reveals that only 53 percent of the existing uses are traditional commercial uses. The analysis accounted for lots directly behind commercial establishments and areas with single-family detached uses.



Residential reuse, Clementon

Source: DVRPC, 2003

Transportation and Parking

Transportation and parking uses include all streets, alleys, access points, sidewalks, parking lots, and loading docks. The analysis revealed approximately 11 percent of the White Horse Pike corridor is covered with asphalt or concrete. Parking lots are located in front of many commercial buildings and do not allow for landscaping or inviting design features. White the posted speed of the White Horse Pike is 40 miles per hour, field visits and traffic counts indicate motorists are traveling at a much higher rate.

Community Services

Community service uses include any government buildings, educational facilities, churches or other institutional establishments, which make up approximately 3.7 percent of the land use along the White Horse Pike. There are several churches and parochial school facilities along the Pike. The Borough of Magnolia's Post Office is located on the White Horse Pike but has been displaced by the high traffic volumes and speeds.

Vacant and Wooded

The White Horse Pike is virtually built out but there are portions of lots that remain open or wooded. This

accounts for approximately 8.3 percent of the area fronting the White Horse Pike. A majority of the vacant space are parcels of development lots either in front or behind the building on site.

Bulk Requirements

Building Setbacks

Building setbacks, mainly front yard requirements, pose an interesting dilemma for the redevelopment of the White Horse Pike. Many of the existing buildings have shallow setbacks and leave a limited area for sidewalks and landscaped buffers. Based upon the zoning ordinances from the study area municipalities, front yard setback requirements range between twenty feet and forty feet. However, fieldwork revealed that a majority of the buildings have no setback at all. The taking of a small portion of the right-of-way may be required to incorporate improvements such as wider sidewalks, bikeways, and landscaped barriers.

Sign/Design Requirements

Design standards, such as signs, landscaping, building façades, and advertising are important to the character of a community. Certain design elements have resulted in excessive advertisement, a variety of heights of signs or billboards, and



Gateway to Magnolia

duplication of information. Each municipality allows different design criteria through their zoning and subdivision ordinances and this has inevitably created a disconnected White Horse Pike visual appearance. This can be seen through the various heights, amount of information provided, and the number of signs that are permitted on each lot. Not only is this visually unpleasing, it can cause confusion and act as a hazard to motorists who are not aware of the exact location of businesses.

Required Parking Spaces

With the popularity of the automobile as the prime mode of transportation, communities have responded with a required number of parking spaces for businesses. This is usually related to the square footage of the building and in some cases (day care facilities) is a fixed amount. These parking requirements have led to parking space excess. In addition, the parking lots have taken away space for pedestrian facilities, aesthetically pleasing landscaping, and provisions for alternative modes of transportation (bike racks). Consideration should be given to shared parking management for adjacent business and amending required parking space requirements.

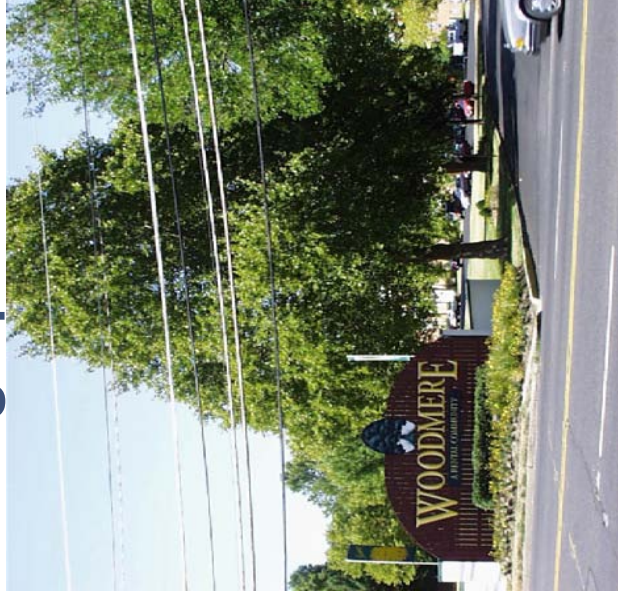
Planning and Zoning Trends

- ◆ Pre-existing non-conforming buildings create a design problem for aesthetics and pedestrian access.
- ◆ High travel speeds create accessibility problems for the commercial establishments along the White Horse Pike.
- ◆ Zoning and bulk requirements differ in each of the municipalities creating a disconnected corridor.
- ◆ Transit accessibility will continue to be a draw for residents utilizing the White Horse Pike during peak hours.
- ◆ An overlay zone, Special Economic Development Area, should be created and cover the entire span of the White Horse Pike.
- ◆ In order to accommodate the expanding UMDNJ Hospital in Stratford, a new zone, Hospital Medical (HM) has been created and is encouraged for accessory uses near the Lindenwold PATCO Station.



An unstriped parking lot with excessive asphalt, Lindenwold

Chapter 3 Demographics



Chapter 3: Demographics

Demographic and population trends affect land use, community facilities, and transportation. This data helps to follow current development patterns in Camden County, as aging infrastructure and tax base decline are problems in dire need of reform for each of the study area municipalities.

Figure 3. Municipal Population Forecasts

Municipality	2000 Population	2025 Forecast	2000-2025 Change	2000-2025 % Change
Barrington	7,084	6,350	-734	-10
Clementon	4,986	4,290	-696	-14
Laurel Springs	1,970	1,710	-260	-13
Lawnside	2,692	2,260	-432	-16
Lindenwold	17,414	17,250	-164	-1
Magnolia	4,409	3,940	-469	-11
Somerdale	5,192	4,710	-482	-9
Stratford	7,271	6,420	-851	-12
Study Area	51,018	44,680	-5,780	-12.9
Camden County	508,932	513,530	4,598	1

The following charts and maps provide an overview of the population, employment, and housing demographics for the municipalities within the study area.

Population

Based on forecasts from DVRPC, Camden County will most likely maintain its population. However, the population forecasts shown in **Figure 3** indicate a population loss for the entire study area. These figures are also shown on **Map 4** which illustrates the absolute change and **Map 5** which illustrates the percent change. As a result of the population decline, these boroughs will face smaller tax bases with rising costs due to aging infrastructure and commercial disinvestments. Ironically, the municipalities located closest to the PATCO High-Speed Line are forecasted to lose more people than those municipalities further from the PATCO Stations and closest to the core city of Camden, illustrating a shift back into the inner-suburbs.

Source: DVRPC, 2002

To produce its forecasts, DVRPC uses a multi-step, multi-source methodology by applying standard methods with current demographic and economic information available at the regional, county, and municipal levels.

Population change incorporates six major components: 1) births, 2) deaths, 3) domestic in-migration, 4) domestic out-migration, 5) international immigration, and 6) changes to group quarters' population. This demographic analysis provides a basis for predicting future growth and estimating residential and nonresidential area requirements.

Looking more closely at the population within the study area, two important sub-trends have begun to take shape over the past decade. The first trend is a gain in prime working age persons, ages 25 to 64, and the second trend is the rapidly aging elderly population.

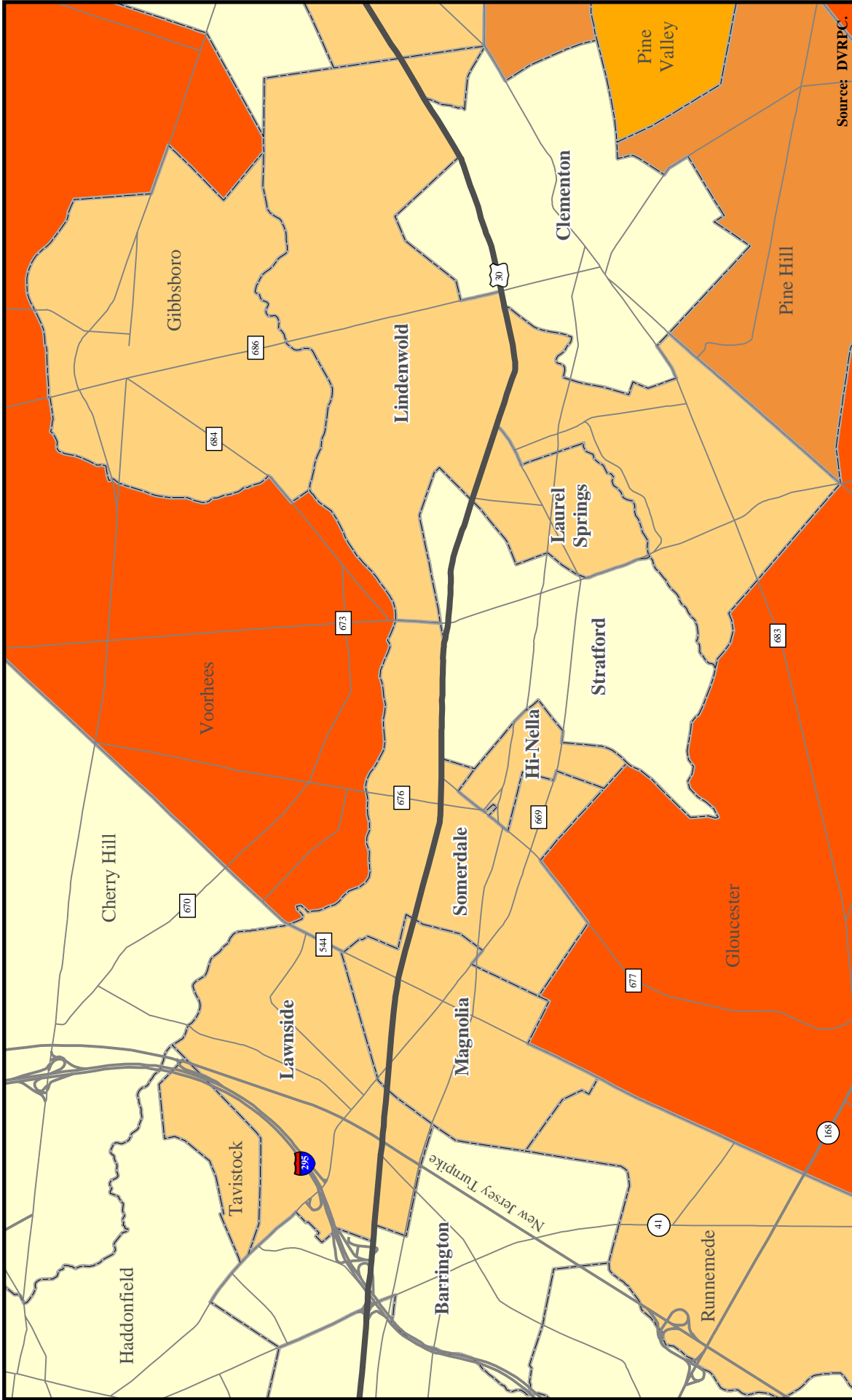
Figure 4 outlines the population's age for the study area. The prime working age persons, the baby boom generation, also have had children, showing a large proportion of the population is school age (ages 5 to 19), and an even larger portion is child-bearing age. This indicates a potential need for additional facilities, recreational areas, or more maintenance on existing facilities. It is also apparent from this Figure that significant portions of the population are approaching retirement age. This can cause additional burdens for these municipalities in providing senior

services, assisted living developments, or transit services. In addition, a majority of the forecasted elderly population will live in the suburbs at low densities that are unable to support transit systems (rail or bus), leaving them to rely on the automobile for transportation. Although the elderly population is not currently the largest cohort, the "X and Y" baby boomer generations will grow older, thus adding to the demands of the elderly. This trend as well as a longer life expectancy will put further burdens on the infrastructure systems in place today and should be considered in future planning.

Figure 4. Municipal Population by Age (2000)

Municipality	Under 5	5 to 19	20 to 44	45 to 64	65 to 74	75 to 84	85 +
Barrington	410	1,241	2,664	1,519	605	512	133
Clementon	361	993	1,978	1,110	277	217	60
Laurel Springs	106	420	713	450	148	111	22
Lawnside	108	589	740	748	303	145	59
Lindenwold	1,258	3,285	7,686	3,646	879	528	132
Magnolia	298	899	1,705	944	324	200	39
Somerdale	274	999	1,874	1,244	440	297	64
Stratford	447	1,526	2,578	1,570	613	421	116

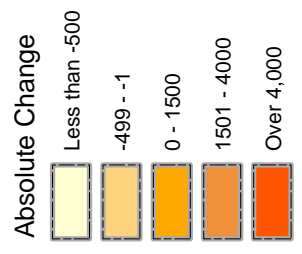
Source: DVRPC, 2002



Source: DVRPC.

White Horse Pike Economic Development and Land Use Assessment

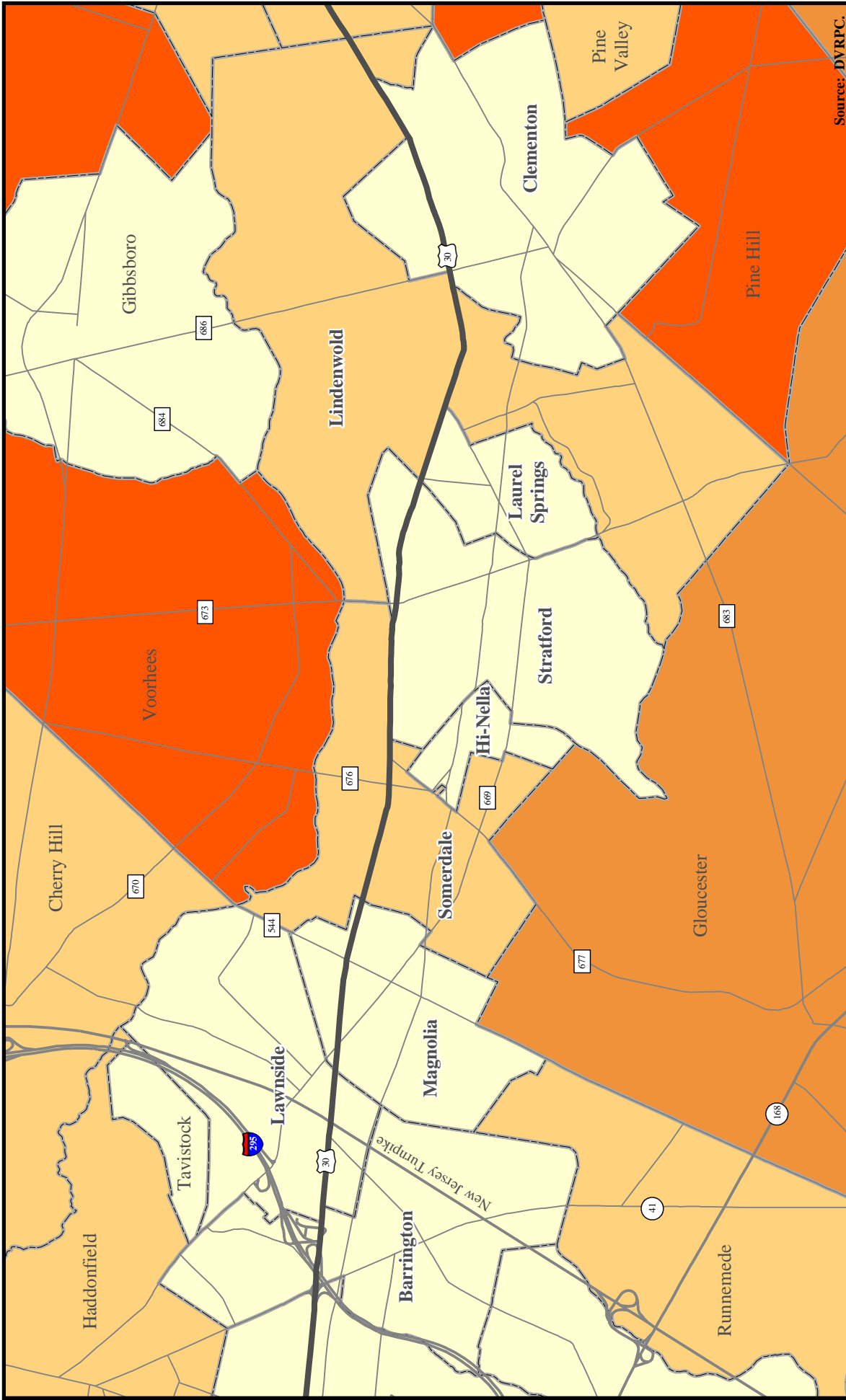
2000 - 2025
Population



Map 4



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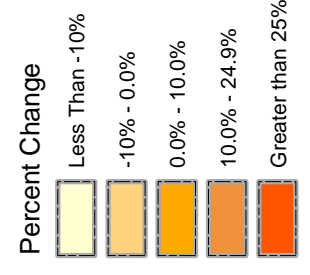


Source: DVRPC.

White Horse Pike Economic Development and Land Use Assessment

2000 - 2025
Population

Map 5



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June 2003

Employment

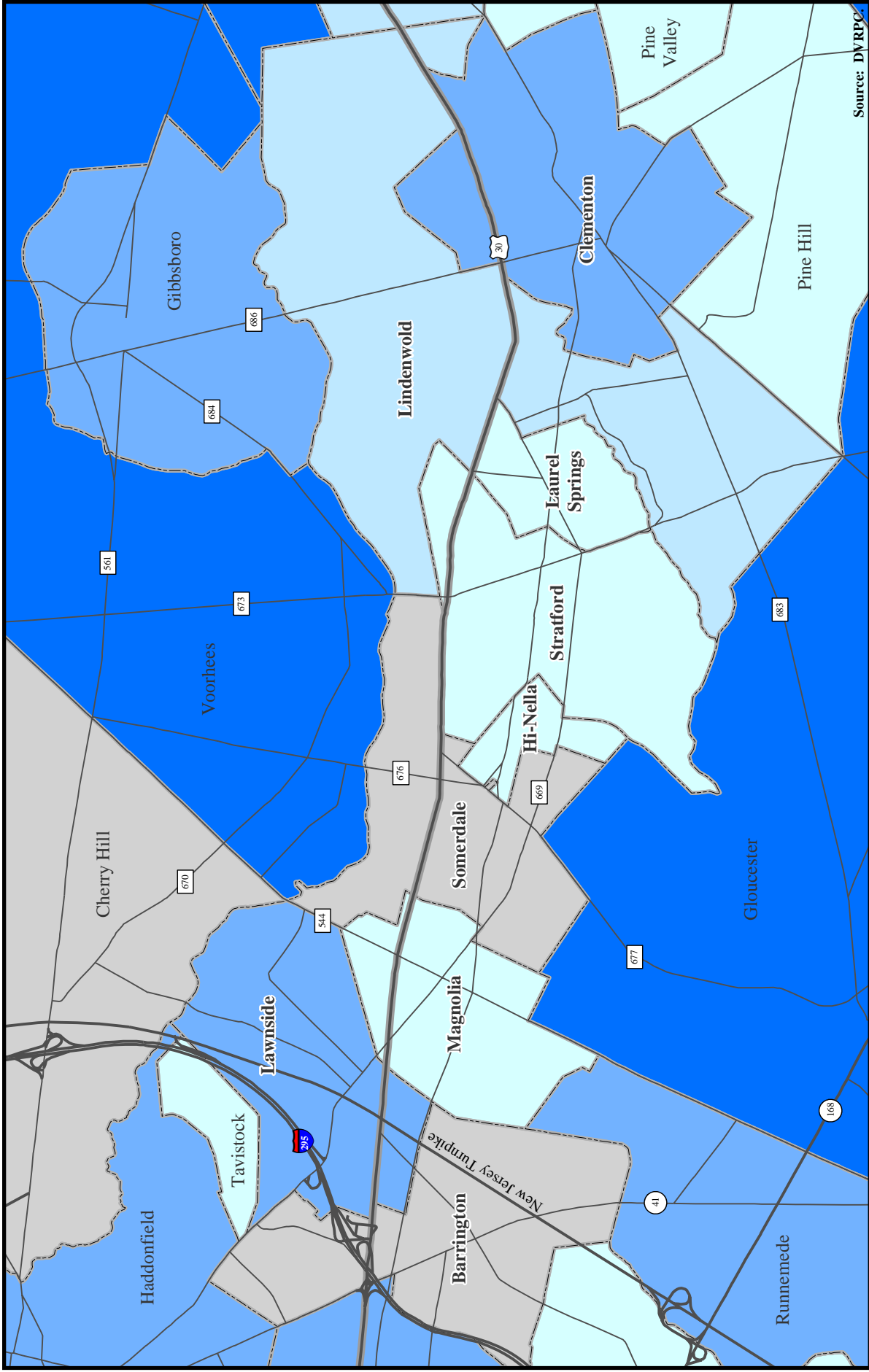
Employment opportunities have changed due to the increase in automobile ownership and the rapid expansion of the region's highways and transit systems. This has lowered transportation costs, forcing employers into suburban locations that offer lower taxes and real estate costs. Despite this trend, Camden County is forecasted to increase in employment by 13.7 percent. Of the 37 municipalities in the County, six of the eight study area municipalities

(Barrington and Somerdale excluded) are forecasted to increase in employment opportunities. Figure 5 outlines the forecasts and change while Map 6 illustrates the absolute change and Map 7 illustrates the percent change. Overall, the forecasted increase for these municipalities will exceed the average future employment increase for this corridor. Despite the forecast and actual population loss for the study area, the employment future shows potential for the revitalization of the White Horse Pike. Building on existing strengths, the study area municipalities can tap into existing labor force talents as well as expand the economic base, which in return will ease the burden of property taxes on municipal residents. Areas such as the shopping area near the Lindenwold High-Speed Line station, the expanding UMDNJ hospital, the Levin Site in Clementon, and the small office and industrial park near the I-295 interchange in Barrington are key areas to focus new employment opportunities with accessory uses such as restaurants and additional office support. In addition to large areas of developable space along the corridor, these municipalities have access to the PATCO High-Speed Line, bus, and proposed Atlantic Avenue trolley. This transit access is an important factor for employers when deciding where to locate. This element should be emphasized and used as a key marketing tool for attracting future employment.

Figure 5. Employment Forecasts

Municipality	2000 Employment	2025 Forecast	2000-2025 Change	2000-2025 % Change
Barrington	1,800	1,660	-140	-7.8
Clementon	2,850	3,730	880	30.9
Laurel Springs	700	810	110	15.7
Lawnside	2,750	3,880	1,130	41.1
Lindenwold	2,900	3,330	430	14.8
Magnolia	900	910	10	1.1
Somerdale	2,000	1,920	-80	-4.0
Stratford	3,200	3,280	80	2.5
Study Area	17,100	19,250	2,420	14.1
Camden County	232,290	264,160	31,870	13.7

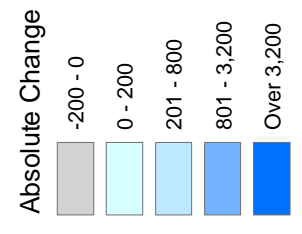
Source: DVRPC, 2002



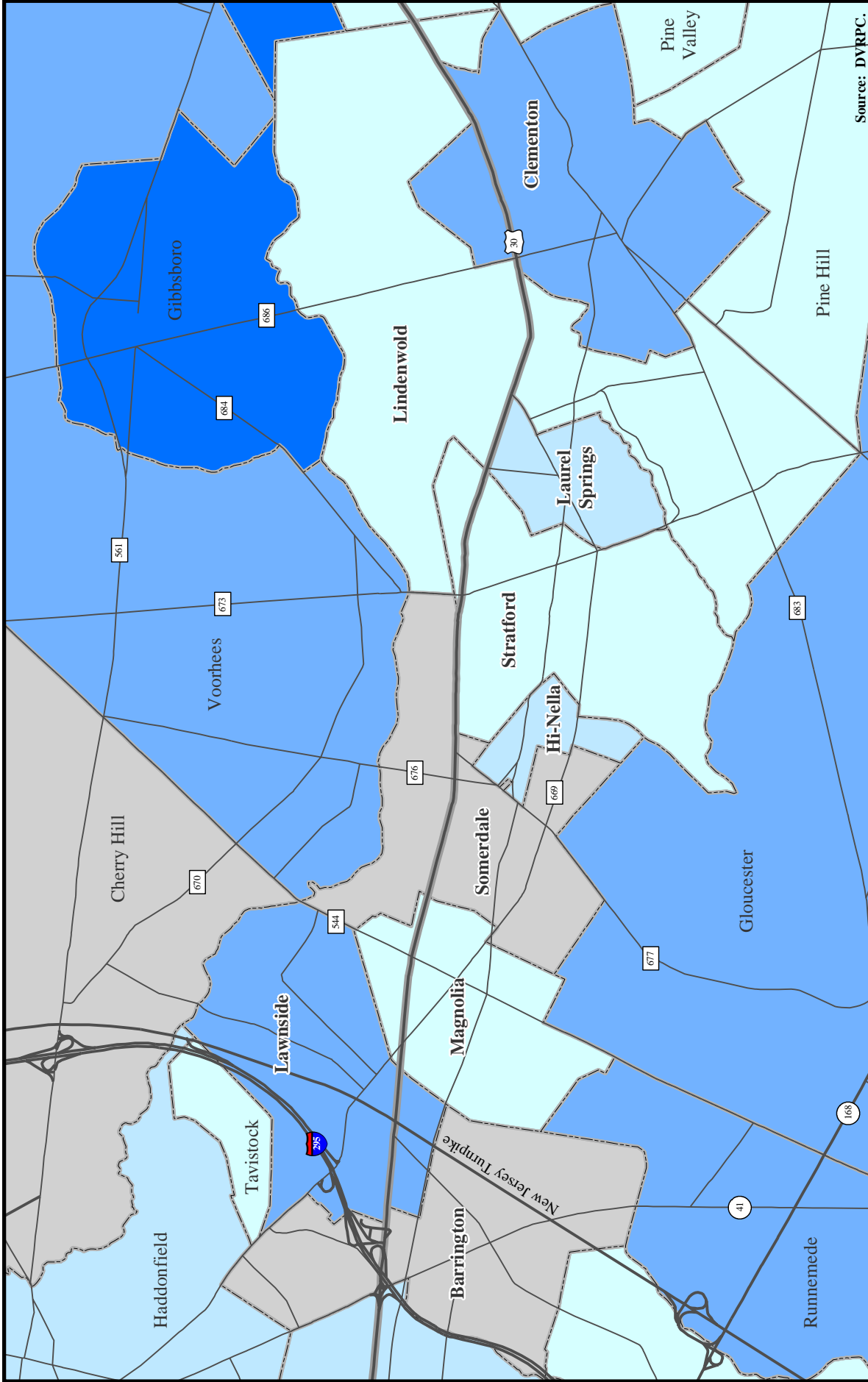
White Horse Pike Economic Development and Land Use Assessment

2000 - 2025
Employment

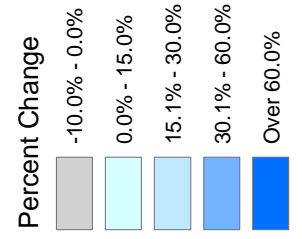
Map 6



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Source: DVRPC.



Map 7

White Horse Pike Economic Development and Land Use Assessment

2000 - 2025
Employment



Housing

Housing trends illustrate whether a municipality is providing a suitable mix of housing types and what types of housing can be constructed in the future. Ideally, a municipality can support a number of housing types at different price ranges in order to accommodate the needs of various income levels and ages of residents. Affordability, quality, and the age of the housing stock in a community are important factors when planning for future residential development or redevelopment. In-fill housing and re-building are the most popular types of housing development occurring in the study area communities. **Figure 6** outlines the number of renters and homeowners in the study area.

Housing Affordability

Limited availability of affordable housing is a problem within newly developed communities. This leaves first time homebuyers looking in older suburbs for their “starter” home and then moving to new suburbs or exurban locations when they earn more money or begin to have a family.

Difficulty obtaining affordable housing is no longer a problem associated with only the lowest income segment of the population, but has become a problem for many moderate income and senior households. While many of the growth indicators in these municipalities show a decline in population, a large portion of the housing stock remains affordable to first time and repeat homebuyers. This is an important quality-of-life factor for these municipalities to emphasize in trying to attract new families or retain those already living in these municipalities.

Figure 6. Housing Units

Municipality	2000 Total Units	Vacant Units	Owner Occupied	Renter Occupied	Average Household Size
Barrington	3,164	136	1,869	1,159	2.27
Clementon	2,206	228	1,318	660	2.62
Laurel Springs	806	44	582	180	2.76
Lawnside	1,110	84	750	276	2.77
Lindenwold	8,244	779	3,234	4,231	2.67
Magnolia	1,836	126	1,257	453	2.75
Somerdale	2,168	100	1,525	543	2.74
Stratford	2,849	113	1,993	743	2.83
Study Area	22,383	1,610	12,528	8,245	2.42
Camden County	199,679	13,935	130,043	55,701	2.85

Source: DVRPC, 2002

Figure 7.
Median Housing Prices

Barrington	\$104,000
Clementon	\$ 61,075
Laurel Springs	\$111,000
Lawnside	\$ 79,000
Lindenwold	\$ 67,500
Magnolia	\$ 81,750
Somerdale	\$ 82,650
Stratford	\$ 90,500
Camden County	\$ 84,113

Source: DVRPC, 1998

In 1998, DVRPC completed a housing affordability index that was calculated by dividing the region's median family income (Estimated at \$55,330, based on 1990 data adjusted by changes in the Consumer Price Index) by the minimum income required to purchase a median priced housing unit. This is illustrated in **Map 8**. If a median-income family earned exactly enough to buy the median priced housing unit in a municipality, the result would be a value of one. An index of less than one indicates that a median-income family could not afford to purchase the median priced housing unit in that municipality (the lower the index, the less affordable the unit is). The minimum income necessary to purchase the unit was determined based on the following assumptions:

- ◆ The average buyer would provide a 16.8 percent down payment (average figure obtained from the National Association of Realtors) and mortgage the remainder;
- ◆ The buyer would obtain a 30-year fixed rate mortgage at an interest rate of 6.9 percent (the 1998 average interest rate in the Northeast, as obtained by Freddie Mac);

- ◆ The buyer would be required to pay private mortgage insurance (PMI), which would add .25 percent to the interest rate;
- ◆ Additional costs would include yearly hazard insurance (.324 percent of the home's value), closing costs (2 percent of the value) and property taxes (based on each individual municipality's tax rate); and
- ◆ The housing-expense ratio requirement (the ratio of the buyer's annual housing payment to annual income equals 25 percent, meaning that each household's yearly housing payment including the mortgage payment, property taxes, hazard insurance and private mortgage insurance) cannot exceed 25 percent of their total income (as per the National Association of Realtors)
- ◆ The minimum income required to purchase a unit was calculated such that the buyer earned enough each year to meet this 25 percent housing-expense ratio requirement

All the municipalities in the study area, except Laurel Springs, have an index of more than one, indicating affordable housing for first-time homebuyers and repeat buyers. **Map 9** illustrates the study area affordability indexes and **Map 10** illustrates those communities affordable to repeat buyers.

Fair Share Housing

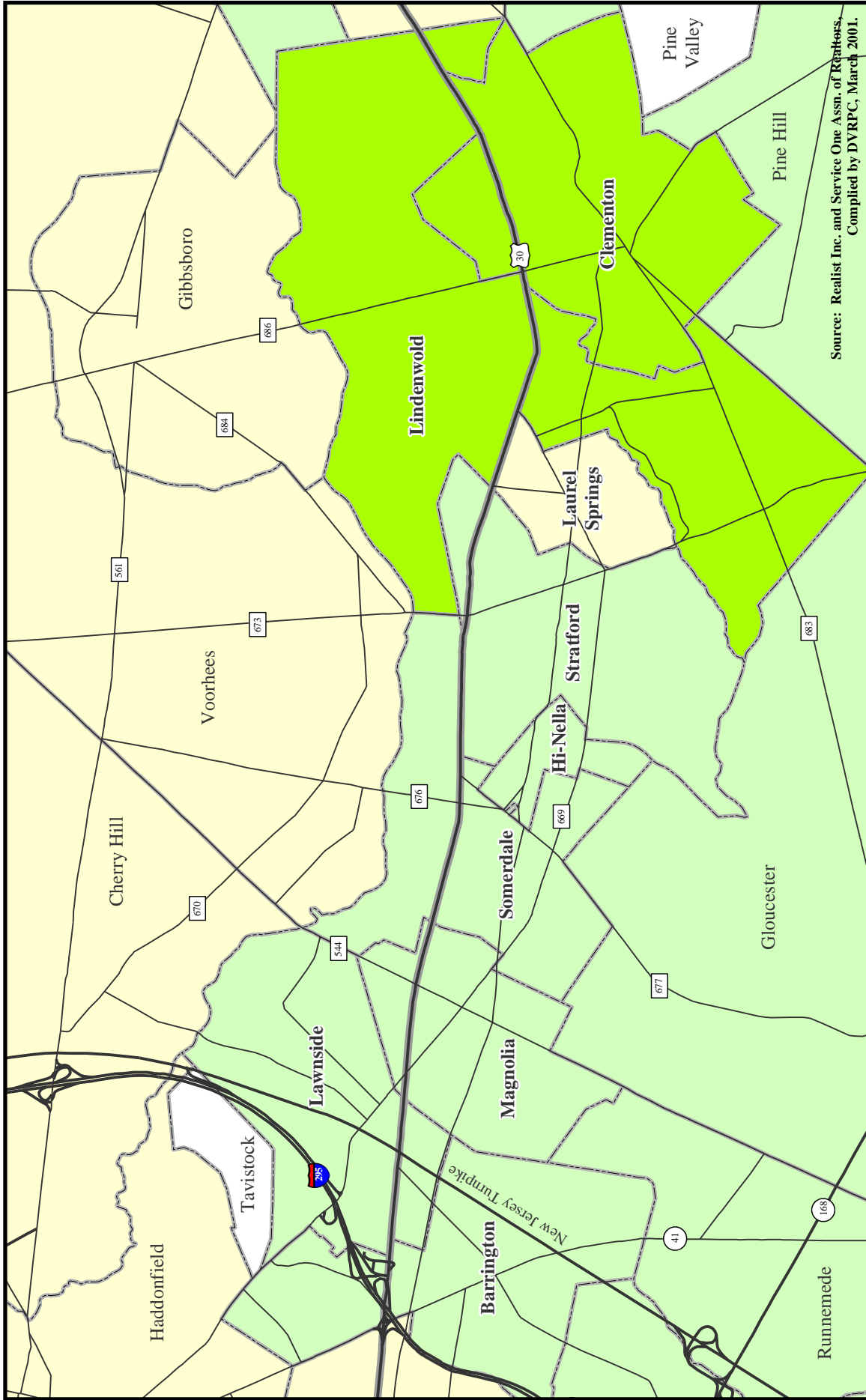
A review of housing characteristics and trends must consider legal obligations for providing housing opportunities. A fair share analysis determines whether a municipality is providing their “fair share” of affordable housing. In New Jersey, local governments are required to plan for and prepare land use regulations to meet the legitimate needs of various housing types and income levels within their municipal boundaries.

Since 1975, the New Jersey courts mandated that all municipalities in the state provide affordable housing opportunities to meet their fair share of the region’s low and moderate-income housing. The first State Supreme Court ruling was in 1975, *Southern Burlington County NAACP vs. the Township of Mt. Laurel, 67, N.J. 151.* (Mt. Laurel I) This mandated that no municipality could enforce regulations that would exclude certain income level households within their municipality. In 1983, the Supreme Court of New Jersey ruled in this same case, otherwise known as Mt. Laurel II, that each municipality would now have an assigned numerical allocation of low and moderate income housing units that would need to be provided.

This ruling created the Council of Affordable Housing (COAH) where these numbers are calculated every six years. Municipalities are required to specify within their local housing plans how their fair share housing need will be met. This is an important element for each of the municipalities in trying to provide a mix of housing types for various incomes.

Demographic and Planning Trends

- ◆ A majority of the municipalities in this corridor are forecasted to lose population but gain employment opportunities.
- ◆ The more popular, shopping areas continue to grow in the exurban areas of Camden County and the region.
- ◆ Transit service and affordable housing for first-time homebuyers continues to be an attraction for young adults to these communities.
- ◆ Aging infrastructure and declining tax-bases for the Pike communities requires special attention.

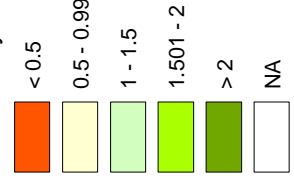


Source: Realist Inc. and Service One Assn. of Realtors. Compiled by DVRPC, March 2001.

White Horse Pike Economic Development and Land Use Assessment

First-Time Homebuyer Affordability (1998)

Affordability Index*

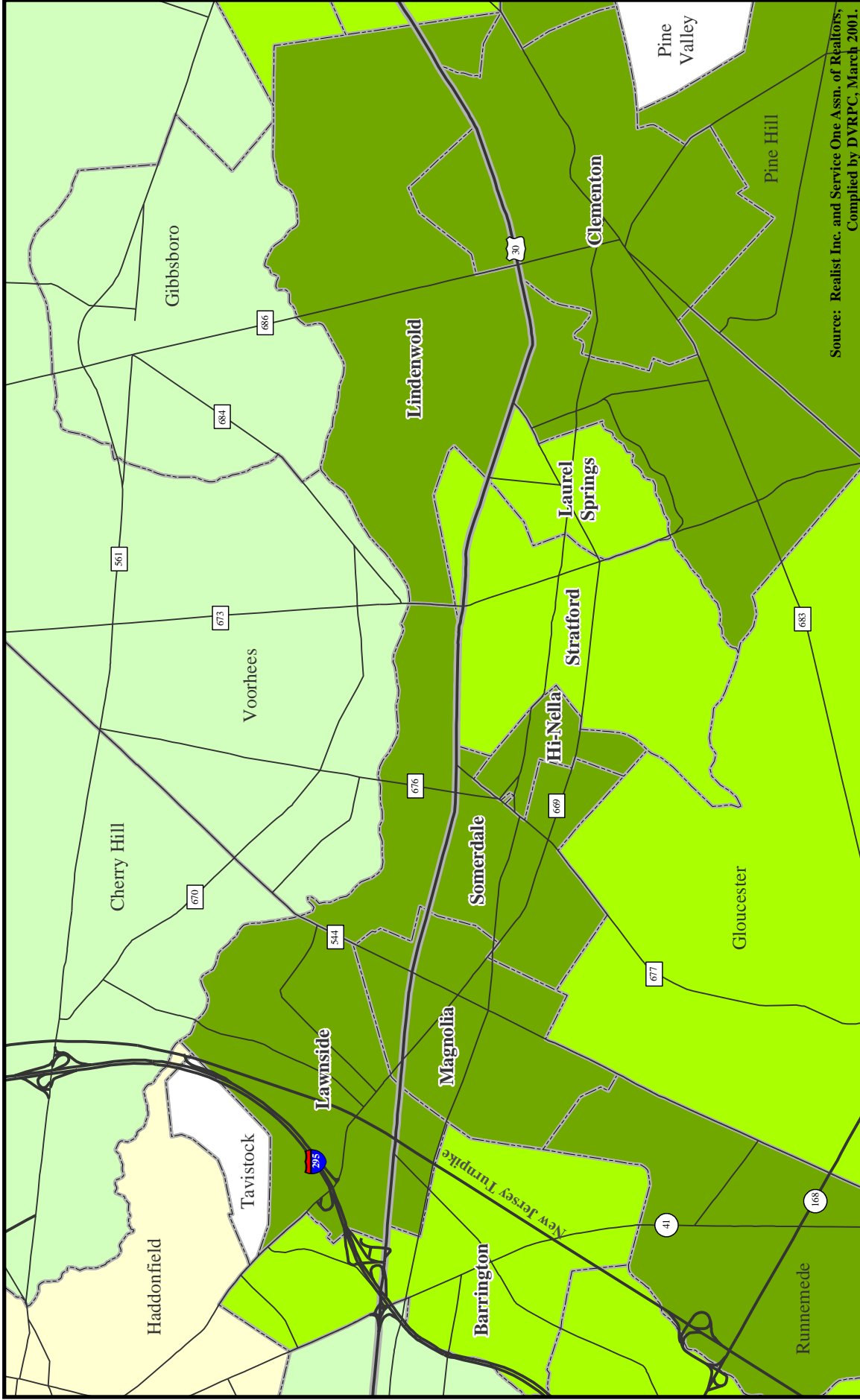


*Affordability Index equals the region's median family income (\$55,330) divided by the minimum income required to purchase jurisdiction's median-priced housing unit. An index greater than 1 therefore indicates that a median-priced home is affordable to the region's median-income buyer.



Map 8



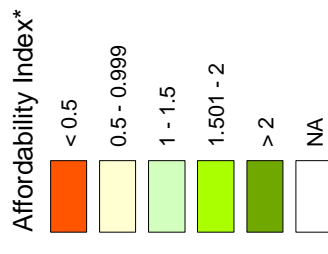


Source: Realist Inc. and Service One Assn. of Realtors, Complied by DVRPC, March 2001.

White Horse Pike Economic Development and Land Use Assessment

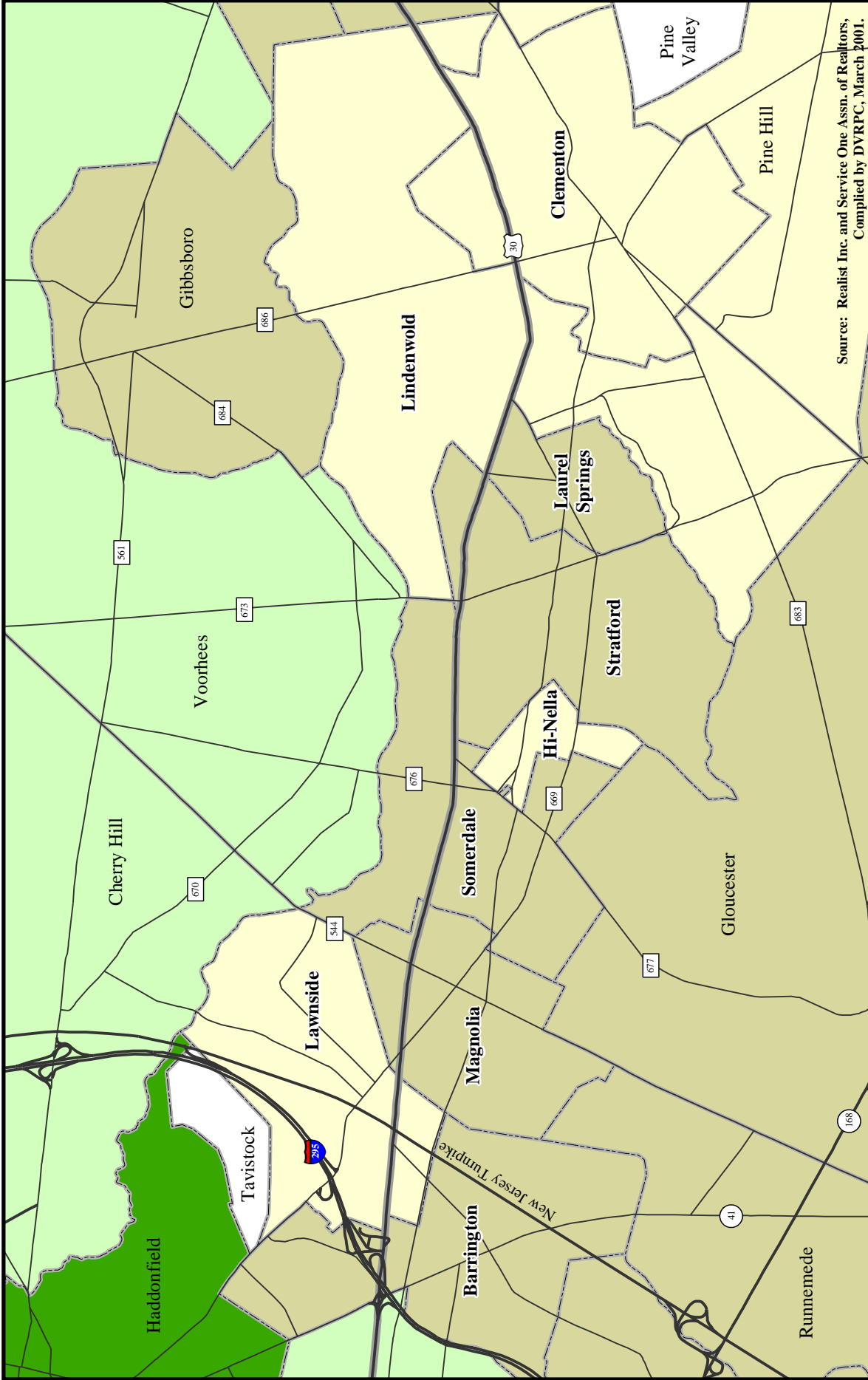
Repeat Homebuyer Affordability (1998)

Map 9



*"Affordability Index" equals the region's median family income (\$55,330) divided by the minimum income required to purchase jurisdiction's median-priced housing unit. An index greater than 1 therefore indicates that a median-priced home is affordable to the region's median-income buyer.





Source: Realist Inc. and Service One Assn. of Realtors, Compiled by DVRPC, March 2001.

White Horse Pike Economic Development and Land Use Assessment

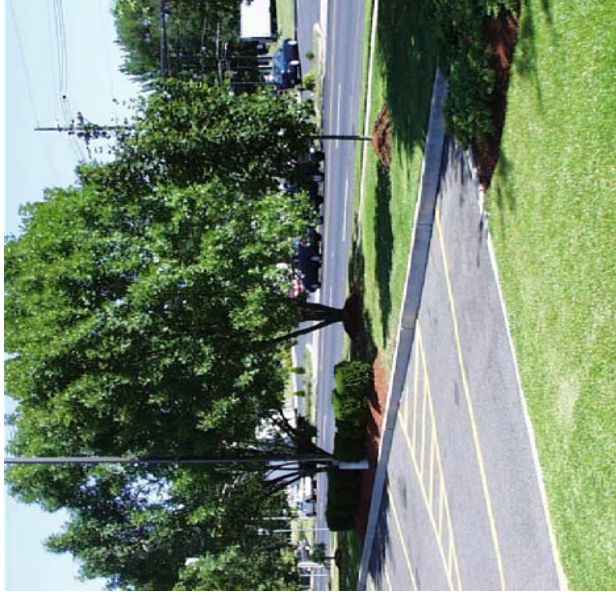
Median Housing
Sales Price (1998)

Map 10

	< \$80,000
	\$80,000 - \$120,000
	\$120,001 - \$160,000
	\$160,001 - \$200,000
	> \$200,000
	NA

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June 2003

Chapter 4 Aesthetics



Chapter 4: Aesthetics

DVRPC staff conducted an aesthetic assessment of the study area through field views, which included walking and driving through the participating municipalities. These field views provide an understanding of the various physical environments. Through this aesthetic assessment, DVRPC identified two issue areas: 1) streetscape quality and 2) transportation constraints. This chapter describes the aesthetic quality of the study area (with a more detailed discussion of streetscape quality and pedestrian provisions), identifies public transportation constraints, and includes recommendations for improvements.

The entire corridor lacks sufficient pedestrian walkways, appropriate ADA ramps, crosswalks, sufficient buffering between the roadway and parking lots, and visually pleasing landscaping. Virtually the entire corridor is plagued with sign clutter, numerous curb cuts, and asphalt pavement. Each deficiency is illustrated on **Map 11**.



Un-maintained parking lot, Magnolia

Streetscape Quality

Attractive streetscapes improve the appearance of a community, thus promoting pride and a better quality of life. Through the aesthetic assessment, DVRPC identified several streetscape and pedestrian issues that include the following:

- ◆ Multiple curb cuts
- ◆ Lack of buffers between pedestrians and auto traffic
- ◆ Lack of building setbacks
- ◆ Deep building setbacks with storefront parking
- ◆ Lack of pedestrian provisions: benches, lighting, and transit stops
- ◆ Sign clutter for commercial establishments

Curb Cuts

The White Horse Pike is lined with smaller businesses that either have their own driveway or in some locations have the driveway continue along the entire frontage of the property. This proliferation of curb cuts has a negative effect on pedestrian amenities by creating discontinuous sidewalks

and creates conflict between motorists and pedestrians.

In order to create safer accessibility to these businesses, a single entry/exit point or shared entry/exit points for adjacent businesses (Access Management) should be considered. Stripes, bumper blocks, or curbs can be utilized to emphasize parking and entry/exit areas. Removal of curb cuts can be done with the construction of new curbs or by placing street planters in the space. Special attention should be given to the design quality as well as safety for both motorists and pedestrians.

Lack of Buffers between Auto Traffic and Pedestrians

Due to the early residential pattern and the emergence of automobile dominance, there is little room between the right-of-way and either storefronts or houses for a proper landscaped buffer. In many areas, road signs are forced onto private property and do not allow proper height clearance for pedestrians. NJ Transit bus stop signs are often placed near the curb and there is no room for shelters to protect riders from the high traffic speeds or weather elements. Landscaped buffers will create a safer environment for pedestrians and allow for street planting along the White Horse Pike. Where feasible, it is recommended that buffers between pedestrians and auto traffic be created.

Due to the lack of space and private property issues, this may entail taking a portion of the right-of-way and narrowing the travel lanes. The Coalition should work with NJDOT to find a solution and insure that transportation enhancements are sensitive to local issues.

Lack of Building Setbacks

Early development patterns did not enforce setbacks from the road. This has created a situation where pedestrians and cars are forced to share the same space. In some instances, businesses have off-street parking lots in the front and because of a lack of space, the sidewalk and parking lot share the same space.

Pedestrian provisions are also compromised because the sidewalk becomes too narrow in some areas and forces pedestrians onto private property. It is recommended that the Coalition work with NJDOT to improve pedestrian accessibility and space, while maintaining the mobility the White Horse Pike currently provides. In order to avoid private property issues, this may entail using existing rights-of-way for pedestrian facilities and narrowing the travel lanes or reduce traffic to one-travel lane in each direction with designated left-hand turn lanes, similar to the road design of the White Horse Pike through Audubon and Haddon Heights.



Parking lots and sidewalks conflict, Somerdale

Figure 8. White Horse Pike



Figure 9. Enhanced White Horse Pike



This conceptual illustration of the White Horse Pike shows the elimination of the fourth lane. The center lane acts as a left-hand turn lane. This would provide a curb-side area for plantings and sidewalks. The cross-section on the following page shows the dimensions assumed for this drawing. Notice the high-branching trees, allowing all signs to be visible to the passing motorist and pedestrian, as well as a more attractive corridor.

Inadequate crosswalks

While sidewalks exist throughout most of the study area, many of them are in poor condition and do not meet the Americans with Disabilities Act (ADA) standards due to the lack of appropriate curbs, driveway cross cuts having too steep a slope, cracked and broken pieces of concrete, narrowness of walkways or no handicap ramps. In certain cases, driveway dividers block portions of the sidewalk, forcing a person into either the street or parking lot. Further assessment of ADA standards should be done and the Coalition should work with NJDOT to install proper accessibility at each crossing.

Deep Building Setbacks with Storefront Parking

Not only are there lots along the corridor that have little building setback, there are also storefronts with deep setbacks. These are more common among the larger shopping centers such as the vacant Bradlees, the Levin Site, and restaurant pad sites. While these parking areas were built to accommodate the amount of business activity that once took place in these shopping centers, today they take up a majority of the space on the

site. In addition, it contributes to the characterization of the White Horse Pike as automobile dominated and not pedestrian friendly. The large parking areas do not allow for dedicated pedestrian access to the store from the sidewalk without causing conflict between vehicles and pedestrians. Lots that have deep setbacks with parking in the front of the store, should consider additional design elements such as trees, landscaping, and lighting be added to lessen the effect of the pavement as well as create a more inviting shopping environment.

Lack of Pedestrian Provisions

Pedestrian provisions are essential to creating a more attractive walking environment and the creation of a shopping destination. These provisions include furniture, pedestrian scale lighting, shade trees, bicycle racks, trash receptacles, and planters. In addition, properly delineated crosswalks are important to create a safe environment for pedestrians. Numerous cross streets have faded striping or lack any type of delineation for pedestrian crossings.



Narrow sidewalks, Somerdale

New striping should be provided to delineate the proper crossing points and to control mid-block crossers. Municipalities also can utilize various traffic calming devices, such as access roads, bulb-outs or raised crosswalks, in order to slow down traffic, increase pedestrian safety, and add aesthetic quality.

Sign Clutter

The attractiveness of the White Horse Pike not only involves a new streetscape and pedestrian provisions, but also the elimination of excessive signs. It became apparent when conducting the field view that each municipality is allowed different heights, setbacks, and design of signs through NJ “home rule”. The excessive number of signs and high traffic speeds create an unsafe environment for motorists who are not aware of driveway entrances. A number of other commercial establishments have missing or empty signs, also making it difficult to locate businesses. It is recommended that the Coalition work together to develop sign parameters with similar heights, design, and allowable advertisements.

Transportation Related Improvements

An important part of economic development along the White Horse Pike is to control access in certain areas or increase access to the commercial businesses located in each of the boroughs. In September 2002, the transportation division at DVRPC published a report, US 30 Corridor Study- Camden County, which looked at the entire White Horse Pike Corridor with specific areas of concern. Below is a list of recommended improvements from that report that should be studied further by the Coalition. In addition, the Coalition should work with County Engineers and NJDOT to find solutions that will increase traffic efficiency and improve safety. A prioritization of transportation improvements should be defined and moved toward the DVRPC Transportation Improvement Program (TIP) for implementation.



Sign clutter, Stratford

Left Turns at Intersections and Mid-Block Locations

The White Horse Pike is a two-lane highway in each direction with no left turn lanes. Left hand turns are difficult to make due to the intensive roadside development, paucity of turning lanes or jug handles, and congestion. There are also numerous driveways along the White Horse Pike that force mid-block left hand turns by many motorists. This situation not only causes congestion and queuing on the road but also creates a hazardous condition for pedestrians, as they may not always realize there is a driveway or curb cut in their vicinity. Portions of the White Horse Pike that are not included as a part of this study, such as Audubon and Haddon Heights, currently have one lane of moving traffic in each direction with a wide shoulder. The traffic speeds are much slower and business and commercial establishments continue to thrive. This type of design should be considered for the study area of the White Horse Pike; a design with one lane of traffic, a designated left hand turn lane with signals, landscaped medians in certain portions of the pike, controlled egress and ingress points, and enhanced pedestrian facilities such as sidewalks, street furniture, lights, and transit stations. Other recommended improvements for further study include:

- ◆ Jug handles
- ◆ Left-Turn Traffic Signal Phasing
- ◆ Prohibition of Left-Turns at various intersections
- ◆ Center medians at strategic points to control left-hand turns

Off-Set Intersections

Off-set intersections along the White Horse Pike are common in areas that serve as municipal boundaries such as between Somerdale and Stratford. These types of intersections usually require multiple signalizations, resulting in congestion. To control the numerous movements made at these intersections, the following improvements are recommended:

- ◆ Re-striping to provide a two-lane approach
- ◆ Installing loop detectors to allow traffic signals
- ◆ Changing certain side street to one-way access
- ◆ Prohibiting left-hand turns on certain side streets or during peak hours of traffic

Pavement Rutting and Drainage

The White Horse Pike experiences heavy traffic from cars, sport utility vehicles, tractor-trailers, and buses. From years of heavy use, the pavement has become rutted and frequently floods during heavy rains.



WaWa strip mall, Somerdale

At high speeds, the rutting also can cause drivers to lose control of their steering, causing vehicles to veer into the next lane of traffic. If an area is severely rutted, vehicles must slow down to avoid certain sections of the road causing back-ups and further congestion. In order to control the flow of traffic, the following improvements are recommended:

- ◆ Re-pave the road with selective regrading
- ◆ Regular maintenance of culverts and inlets

Pedestrian and Bicycle Amenities

Walking and biking should be emphasized as an alternative mode of transportation along the White Horse Pike, especially in the areas of proposed downtown commercial and retail nodes. In many of the municipalities, busing students to school is a priority because of the danger. Crossing the Pike can be difficult due to the lack of pronounced crosswalks, signs, and pedestrian signals, particularly in the four-lane sections. The road does not have shoulders or designated bike lanes and forces bicyclists into the travel lanes. In addition, buses are forced to stop in the right lane of trafficking, causing queuing and only one lane of traffic to get by. Bus riders must wait in unprotected areas from the moving traffic. To improve pedestrian

amenities, the following improvements are recommended:

- ◆ Construct sidewalks where they do not currently exist
- ◆ Provide traffic calming techniques: raised crosswalks, neckdowns, and textured pavements for safety precautions and to alert pedestrians where the designated crosswalks are located
- ◆ Provide bus pull outs to provide a safer waiting area for pedestrians and increase safe traffic flow

Planning and Design Trends

- ◆ The entire White Horse Pike has inadequate pedestrian facilities and transit stops.
- ◆ High traffic speeds and road capacity contribute to the lack of shopping along the White Horse Pike.
- ◆ Numerous commercial establishments create sign clutter.
- ◆ Lack of a uniform road design standard creates congestion at various points along the corridor.



Highway oriented retail, Clementon



Picture 1 - Magnolia

Driveway islands create an unsafe condition for pedestrians and do not comply with ADA requirements.

Picture 2 - Magnolia

NJ Transit Bus Stops are difficult to delineate and do not offer protection for riders from the weather elements or high traffic speeds.

Picture 3 - Somerdale

Little room is in the grass median between the sidewalk and road for traffic or identification signs.

Picture 4 – Somerdale

Existing residential units have been converted to commercial uses.

Picture 5 - Somerdale

Vacant strip mall stores near a dry cleaner offer the opportunity to create a destination with accessory uses.

Picture 6 - Somerdale

The parking lot does not have sufficient room for cars to back out without impeding on pedestrian space.

Picture 7 - Stratford

Too many signs are confusing to passing motorists.

Picture 8 – Lindenwold

Controlled signalization to the PATCO station does not incorporate pedestrian crosswalks.

Picture 9 – Stratford

Large empty commercial sites offer opportunities for mixed-use development.

Picture 10 – Laurel Springs

Many businesses do not have sufficient setbacks from the road.

Picture 11 – Laurel Springs

Properly delineated crosswalks for pedestrians should be a priority.

Picture 12 – Lindenwold

Un-maintained parking lots are an eye sore to passing motorists and pedestrians.

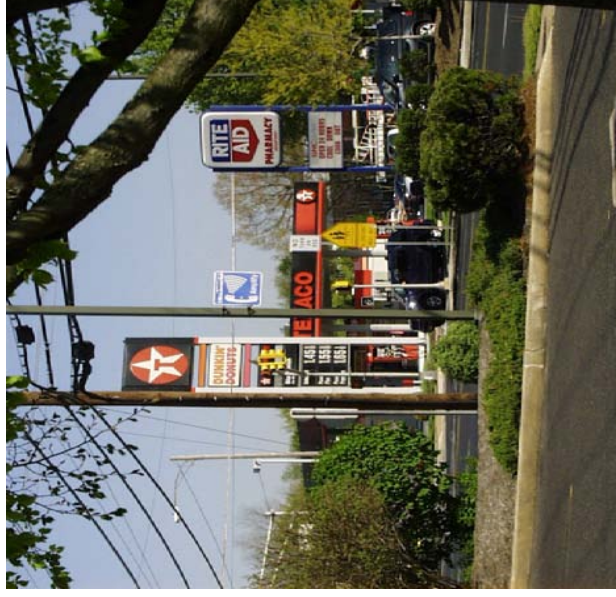
Picture 13 – Clementon

Highway commercial uses have clustered around the intersection at Gibbsboro Road.

Picture 14 – Clementon

This large site has become difficult to reuse the building with such a deep setback from the White Horse Pike.

Chapter 5 Vision



Chapter 5: Vision

A vision is an essential step toward revitalizing the White Horse Pike. DVRPC has identified issues and conflicts within the study area and worked with the Coalition to develop a vision based on these findings. This vision will serve as a guide for the corridor's future economic and community development activities. DVRPC encourages municipalities to work cooperatively toward one vision to achieve a more livable and economically vibrant White Horse Pike with mixed commercial, housing, open spaces, and an improved transportation infrastructure.



Redevelopment area, Barrington

Supporting Strategies

- **Provide for master plan, zoning, and land use consistency among different communities along the White Horse Pike.** Ensure that all the plans and maps along the White Horse Pike encourage the same type of development and redevelopment.
- **Apply zoning that supports individual municipal and corridor future land uses.** Re-assess zoning ordinances and maps to ensure areas are zoned appropriately to support future redevelopment.
- **Enhance the streetscape and pedestrian environment.** Provide adequate landscaping, pedestrian facilities, sidewalks, and benches, improve lighting, business signage, building facades, and increased pedestrian safety at all intersections and bus shelters.

White Horse Pike Vision

To enhance the future livability and promote redevelopment along the White Horse Pike by building on existing strengths and opportunities, mitigating negative features, preserving community character, and improving accessibility

➤ **Improve access to infrastructure as well as to public transportation facilities.** Provide better signage at transit stops, encourage economic redevelopment around transit stops, and re-invest in existing transit routes throughout the communities. Transit Oriented Development (TOD) is recommended for areas within one-quarter mile of the PATCO High-Speed Line Stations and NJ Transit bus depots.

➤ **Conduct real estate market assessments.** Seek funding to hire a consultant to conduct a real estate market assessment for the corridor to establish which types of commercial activity the corridor can support.

➤ **Establish an inter-governmental cooperative planning and implementation agreement.** Establish joint municipal partnerships and agreements to address issues such as land use, transportation, and economic redevelopment. This agreement can be as simple as a resolution agreeing to work together to revitalize the White Horse Pike. The New Jersey Municipal Land Use Law provides for regional planning

and zoning boards. The New Jersey Office of Smart Growth encourages regional planning and coordination.

➤ **Reduce traffic and improve safety along the White Horse Pike.** Provide for a safer and more efficient corridor by working with the New Jersey DOT to ensure projects along the White Horse Pike take into account local concerns. This may involve the narrowing of lanes, traffic calming techniques, or encouraging alternate routes. Better enforcement of the posted travel speed is encouraged.

➤ **Establish a White Horse Pike Corridor Redevelopment Zone.** Concurrent action by the Pike communities to create a redevelopment zone for the entire Pike can create a special designation with tax incentives and easier land acquisition.

➤ **Establish a corridor-wide database of available land for redevelopment.** Work with municipal and county officials to develop a marketable database of available land for potential developers.

Creating a redevelopment zone for the entire corridor can create a special designation with tax incentives for future development

Goals and Objectives

Goal One: Achieve a livable corridor “community” that is responsive to economic development but preserves community character and improves circulation along the White Horse Pike.

✓ **Objective:** Redirect development and smart growth into designated areas where the sewer, water, and transportation infrastructure is already in place.

✓ **Objective:** Encourage mixed-use development – commercial, retail, office, and housing – near interchanges of major highways or transit stops.

✓ **Objective:** Through various marketing techniques, promote the availability of existing vacant buildings for adaptive reuse.

Goal Two: Enhance the physical appearance of the White Horse Pike while providing for the needs and services of existing and future residents.

✓ **Objective:** Establish corridor-wide design standards to reduce the negative impacts of essential infrastructure.

✓ **Objective:** Establish corridor-wide bulk requirements.

✓ **Objective:** Understand the impacts of development in terms of traffic congestion, costs, and scale. Using performance zoning standards, rather than traditional “pyramid” style zoning will encourage developers to demonstrate the benefits of their development.

Goal Three: Ensure participation from each of the Pike communities in all development activities that will occur along the Pike.

✓ **Objective:** Maintain coordination and communication with state and county officials to assure the use of shared access easements between commercial and retail establishments.

✓ **Objective:** Share minutes from council, planning, and zoning board meetings.

✓ **Objective:** Establish a corridor-wide review committee for development applications to ensure consistency and coordination.



UMDNJ, Stratford

Goal Four: Provide and market mixed housing options that are affordable to first-time and repeat homebuyers that will support existing facilities.

- ✓ **Objective:** Promote the range of housing types available in terms of size and price.
- ✓ **Objective:** Respond to the changing housing needs of first time homebuyers in terms of life cycle and income levels.
- ✓ **Objective:** Protect the existing housing stock and character through preservation ordinances.
- ✓ **Objective:** Promote quality of life factors - schools, transit options, walkable community - to first time homebuyers.

Goal Five: Protect and enhance all existing vacant land along the White Horse Pike with vegetation and scenic landscaping.

- ✓ **Objective:** Amend zoning ordinances to require that buildings, roads, and other surrounding structures do not obstruct natural features.

- ✓ **Objective:** Create guidelines for drainage that involves more natural landscaping in order to enhance the visual quality of the Pike.

- ✓ **Objective:** Require large development sites to set aside a certain amount of open space to create greenways and pedestrian accessibility.

Goal Six: Create a multi-modal corridor that preserves capacity and establishes a more pedestrian friendly environment.

- ✓ **Objective:** Improve the safety and efficiency for short-cut traffic along the White Horse Pike.
- ✓ **Objective:** Encourage transportation improvements and design standards to be based on the existing posted speed and the functional class of the road.
- ✓ **Objective:** Identify corridor wide priorities as well as municipality priorities for projects to be included on DVRPC's Transportation Improvement Program (TIP).



McDonalds, Lindenwold

✓ **Objective:** Identify and work with county and state officials to promote Transportation System Management techniques – signalization programs, traffic impact fee ordinances, or parking management programs.

✓ **Objective:** Encourage transit use, ride sharing, and park and ride lots for residents who commute to similar areas.

✓ **Objective:** Promote the development of a pedestrian and bicycle network that links greenways with commercial, transit, and community facilities.

Goal Seven: Provide for community facilities that take into account infrastructure capabilities but provide for future population.

✓ **Objective:** Provide cost effective community facilities and services through shared municipal agreements for use by various municipalities.

✓ **Objective:** Encourage comparable open space and recreation space for each commercial and retail development.

Goal Eight: Expand the corridor's economic base with mixed-use development, recreational space, and a variety of housing to enhance the aesthetic quality of the Pike as well as encouraging pedestrian use and employment opportunities.

✓ **Objective:** Encourage and build upon existing employment centers that are near transit hubs.

✓ **Objective:** Promote new businesses to settle along the corridor that will tap into the skill set of those residents who currently travel outside the immediate region for employment.

✓ **Objective:** Encourage development in existing business centers or strip malls through the establishment of tax incentives for building re-adaptability.

Goal Nine: Establish a relationship with neighboring communities that will open the lines of communication and allow for collaboration on all planning efforts involving the White Horse Pike.

✓ **Objective:** Continue to solidify the White Horse Pike Redevelopment Coalition through the passage of a Resolution in order to gain political weight and recognition.

✓ **Objective:** Continue to review, evaluate, and update local master and zoning plans in relation to county and corridor actions.

✓ **Objective:** Explore and promote tax-revenue sharing options for various municipalities to encourage redevelopment and lower taxes for residents.

Goal Ten: Establish nodes of economic activity that provide a mix of uses and are pedestrian friendly to create destination areas along the White Horse Pike.

- ✓ **Objective:** Amend the zoning ordinance to include mixed-use retail and pedestrian facilities designed for new or renovated properties.
- ✓ **Objective:** Identify areas of existing traffic activity, viable commercial establishments, and pedestrian facilities such as crosswalks and transit depots to provide destinations for shoppers.
- ✓ **Objective:** Work with county and state officials to enforce the speed limits, illegal turns, and traffic light timing to create a safer walking environment for patrons of the commercial nodes.
- ✓ **Objective:** Relocate downtown commercial uses to traditional historic locations on side roads such as Warwick Road in Lawnside, and Stratford, Evesham Road in Magnolia and Highland Avenue in Barrington.

Nodes of Economic Activity

To address the issues and conflicts previously identified, the Coalition has developed issue areas that correspond to the clusters of defined economic activities that occur in a half-mile radius of a certain point. This enables the creation of nodes of economic activity. The economic nodes are important identifiable areas where redevelopment activities can be concentrated due to the existing infrastructure, businesses, facilities, and capacity that exist. The following concentrated issue areas are discussed in terms of economic nodes and transportation improvements. By identifying these core points of redevelopment, the portions of the corridor that lie between will fill in creating a domino effect of redevelopment and enhancement.

These nodes are areas where economic and community revitalization is most likely to occur in the short-term, where high pedestrian activity appears to exist or has the potential to exist, and where public transportation is provided or has the potential to provide access to and from identified areas.



Create a connection to the PATCO Station, Lindenwold

Regional Node

Bordered by Copley Avenue in Barrington and Warwick Road in Magnolia, this area encompasses several regional commercial uses: Lowes Warehouse, Home Depot, K-Mart, Pathmark, gas stations, a motel, fast food, and several service related uses. As stated in the previous section, Goal Ten is to create economic nodes of activity. This area has been identified as the regional node. The bigger box retail stores such as the newly constructed Lowes Warehouse and K-Mart require larger lot sizes to accommodate the vast footprint these stores occupy. Although these uses bring traffic and congestion, this portion of the White Horse Pike is ideal for regional commercial because of its proximity to I-295, local roads, and transit stops. The current zoning of this area is commercial, however it is three different types of commercial with various lot sizes and frontage requirements. To accommodate the recent trend in development in this area, the zoning for this area should be changed to BB (Big-Box) due to its regional significance as a shopping center between the retail malls at Cherry Hill, Deptford, Echelon, and Moorestown.

The Barrington properties on the western side of the White Horse Pike (the existing office complex) have been rezoned to Light Industrial (LI) in order to accommodate the existing office uses that currently occupy the buildings and to encourage new use of office space in this area. Due to its proximity to the I-295 exit ramp, this use will not create large numbers of traffic on the Pike. As previously stated, consideration should also be given to creating an access road through this office complex from the White Horse Pike to Atlantic Avenue and removing access directly from the White Horse Pike. This would force the office complex occupants to enter from this access road and cut down on traffic on the White Horse Pike at the intersection at Copley Avenue.

The eastern side of the White Horse Pike in Lawnside has smaller, narrower lots with little or no front setback. This is because a majority of these lots were used as residential units that have been converted to commercial uses. This area has been rezoned for more regional commercial uses. (C-2) Because of the traffic volumes and access deficiencies, this area is not conducive to neighborhood type commercial uses. (C-1) The borough should try to encourage smaller neighborhood commercial uses along Warwick Road between the I-295 on-ramp and Gloucester Road. This area incorporates the Borough Hall, offices uses in former school, and Post Office and can act as the basis of a traditional downtown for the Borough of Lawnside.

Across the street from this office complex in Barrington, is an area that has been deemed an “area in need of redevelopment” by the Borough. Due to the small lot sizes, this will help to encourage more regional type of commercial uses capturing the traffic using Route I-295. Smaller, neighborhood type of commercial should be encouraged along Clements Bridge Road.

This center of activity has many motorists making left-hand turns, mid-block left-hand turns, and pedestrians crossing mid-block rather than using the delineated crosswalks. Improvements such as a designated left-hand turning lanes at certain intersections, elimination of the numerous curb cuts, and proper traffic signs will improve the efficiency and safety of traffic in this area. The identified regional node is illustrated in **Map 12**.



Source: DVRPC.

Delaware Valley
Regional Planning Commission
June 2003

Generalized Zoning Districts

- BB: Big Box Retail
- C-1: Neighborhood Commercial
- C-2: Highway Commercial
- HM: Hospital/Medical
- LI: Light Industrial
- R-3: High-Density Residential
- TOD: Transit Oriented Development

Route 30

- Streetscape
- 1/8 Mile Radius
- 1/4 Mile Radius

Map 12

White Horse Pike Economic Development and Land Use Assessment

Regional Node

Commercial Node

Bordered by Evesham Road in Magnolia and Somerdale Avenue in Somerdale, this area encompasses two major intersections and commercial uses at less of a scale than the previous area. Commercial uses within this node are more service oriented: convenience stores, dry cleaners, professional stores, pharmacies, and restaurants. The intersection at Evesham Road is highly traveled and accounts for a high percent of the accidents that occur on the White Horse Pike. As a step toward improving efficiency and safety, NJDOT will be widening this intersection to include a designated left-hand turning lane. Field data indicates that a majority of the traffic between Evesham and Somerdale Roads is local; meaning many of the residents utilize these shops. This entire designated node is zoned commercial through both of the Boroughs, but the performance standards differ. For the purposes of this study, the zoning has been changed to C-1 (Neighborhood Commercial) from Highland Avenue to Somerdale Avenue.

The C-1 is to encourage smaller service oriented uses to reuse the existing vacant smaller buildings. The largest piece of available commercial land is The Lions Head Plaza, which has been re-zoned TOD to encourage mixed-use development because of its larger area, parking facilities, access management, and proximity to the Ashland PATCO High-Speed Line Station at Evesham Avenue and Burnt Mill Road.

The intersection at Somerdale Road has heavy traffic volumes due to the Echelon Mall, the PATCO High-Speed Line, and motorists traveling to the western suburbs of the county. Regional motorists are using this intersection as a short-cut while the local residents utilize this intersection and portion of the Pike as a primary shopping destination for personal service type of errands. In addition, the Magnolia Borough Post Office is located on the White Horse Pike, forcing motorists to use residential side streets because of the unsafe environment caused by high traffic speeds and volumes on the Pike. Greenways and walking paths are encouraged as alternative routes to the Post Office in order to cut down the traffic volume driving onto the Pike. Traffic improvements such as enforcement of speeds, prohibiting left hand turns onto certain side streets,

and access management are also needed to improve the safety of visitors to the Post Office and the adjacent church and school.

While the traffic indicates that the White Horse Pike has large numbers of vehicles passing each day, this portion of the corridor must become a safer destination for pedestrians and motorists if it is to become a shopping destination. It has been identified as a shopping destination because of its current commercial uses of smaller service stores, available vacant storefronts, and proximity to residential neighborhoods in Somerdale and Magnolia Boroughs. Small steps can be taken to encourage shopping such as traffic signalization for pedestrian crossings, access management, and enforcement of traffic speeds. In addition to targeting commercial revitalization in this area, the suggested overlay redevelopment zone for the entire Pike will provide the tax incentives for development. This identified node illustrates the residential neighborhoods within a quarter-mile of the area in **Map 13**.



White Horse Pike Economic Development and Land Use Assessment

Commercial Node

Map 13

- Generalized Zoning Districts**
- BB: Big Box Retail
 - C-1: Neighborhood Commercial
 - C-2: Highway Commercial
 - HM: Hospital/Medical
 - LI: Light Industrial
 - R-3: High-Density Residential
 - TOD: Transit Oriented Development
- Route 30**
- Streetscape**
- 1/8 Mile Radius**
- 1/4 Mile Radius**



Delaware Valley
Regional Planning Commission
June 2003

Mixed Use (TOD) Node

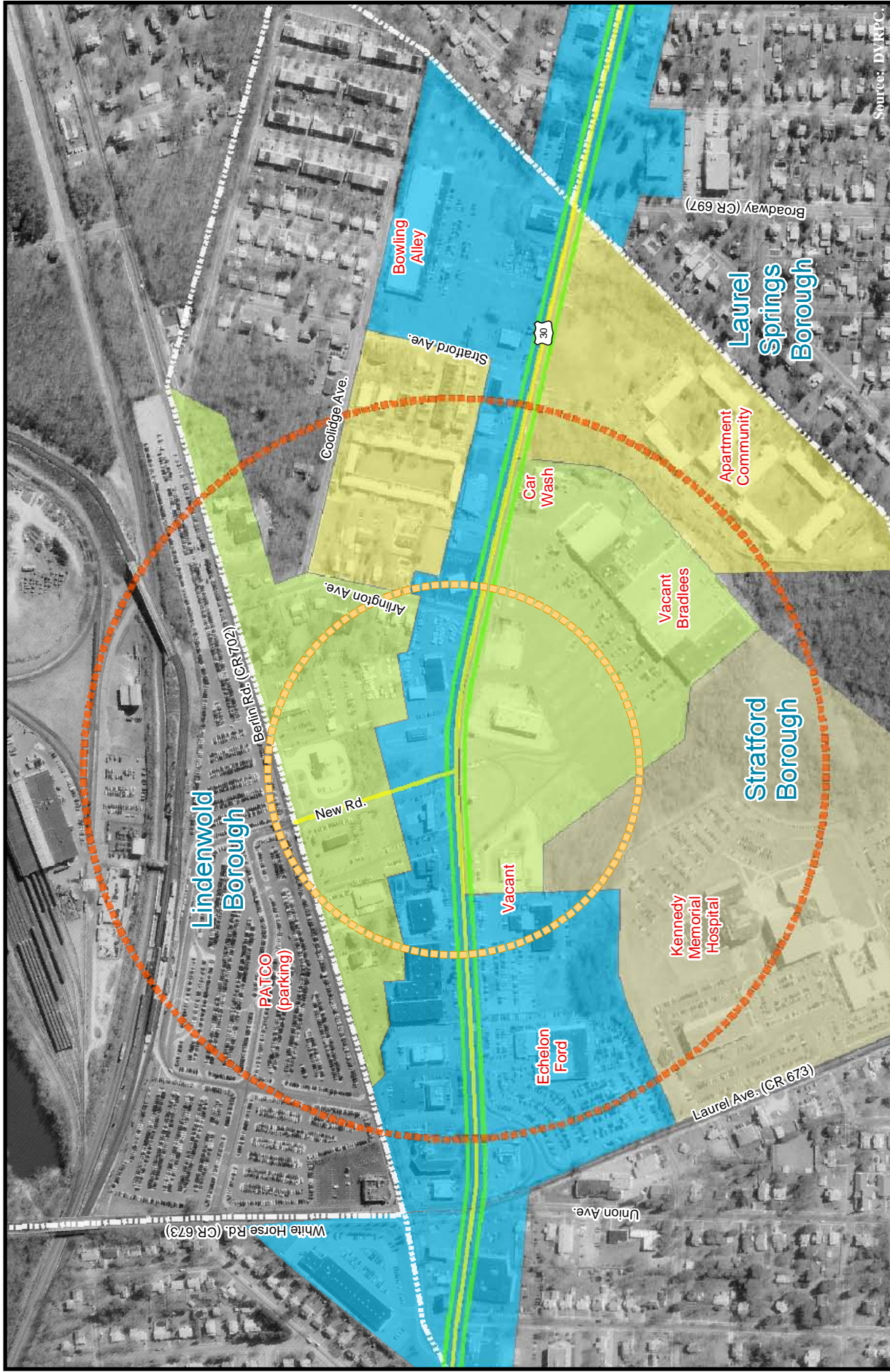
This area is at the apex of four different Boroughs: Stratford, Lindenwold, Laurel Springs, and Somerdale. This node is bordered by Laurel Avenue in Stratford and Broadway Avenue in Laurel Springs. Dominated by the Lindenwold PATCO High-Speed Line Station, this area has commercial uses such as a car dealership, restaurants, strip malls, pharmacies, and a car wash. Other uses such as a bowling alley and large apartment complex are also contained in this defined area. This area is currently zoned commercial but, as evidenced by the uses that are currently there, this is too broad a category. Building off the transit station at the PATCO High-Speed Line, this area is recommended to be rezoned TOD (Transit Oriented Development) to encourage mixed-uses such as housing, commercial, retail, and office in a confined space within one-quarter mile from the transit station.

Creating a special zone that encourages transit oriented, mixed-use development can be the catalytic tool that will spur redevelopment. This intersection is home to UMDNJ (University of Medicine and Dentistry of New Jersey) medical facilities. There are plans for the hospital to expand, which can be advantageous to this area if a proactive approach is taken. As stated in Chapter 3, employment is forecasted to increase in these boroughs. This may be due to the increased amount of accessory uses that a hospital needs to sustain its workers: apartments, service stores, and restaurants. Creating a mixed-use district will also encourage high-density housing and can be an asset to workers at the hospital as well as those who use the PATCO line to get to Philadelphia. Because this development is within walking distance to the train station, it will help alleviate the traffic associated with the park and ride lot in Lindenwold. A new zone, HM (Hospital-Medical) has also been shown. This zone is specifically recommended to encourage only medically related uses on the expansion area. Accessory uses such as housing and commercial should be encouraged in the mixed development zone located adjacent to the HM zone.

Pedestrian access, greenways, and open spaces should be encouraged through adjacent areas with access to the PATCO station.

Parking and access to and around the PATCO station must also be addressed. New parking standards should include access management, shared parking, and design elements. In addition, alternative modes of transportation such as multi-modal commuting (using NJ Transit bus stations), biking, and walking should be encouraged as part of any redevelopment. More advertisement and identification of bus depots should be part of any new design scheme.

Transportation related improvements must include the participation of all four boroughs: Lindenwold, Stratford, Somerdale, and Laurel Springs as well as Camden County, NJDOT, PATCO, and NJ Transit. Streetscaping, designated pedestrian crossings, left-hand turn lanes, and signalization programs can be incorporated to improve the vehicular and pedestrian efficiency of the intersections of Laurel Road and New Road. The defined area of the TOD node is illustrated in **Map 14**.



White Horse Pike Economic Development and Land Use Assessment

TOD Node

Map 14

- Generalized Zoning Districts**
- BB: Big Box Retail
 - C-1: Neighborhood Commercial
 - C-2: Highway Commercial
 - HM: Hospital/Medical
 - LI: Light Industrial
 - R-3: High-Density Residential
 - TOD: Transit Oriented Development

- Route 30
- Streetscape
- 1/8 Mile Radius
- 1/4 Mile Radius



Figure 11. Bradlees Parking Lot, Stratford

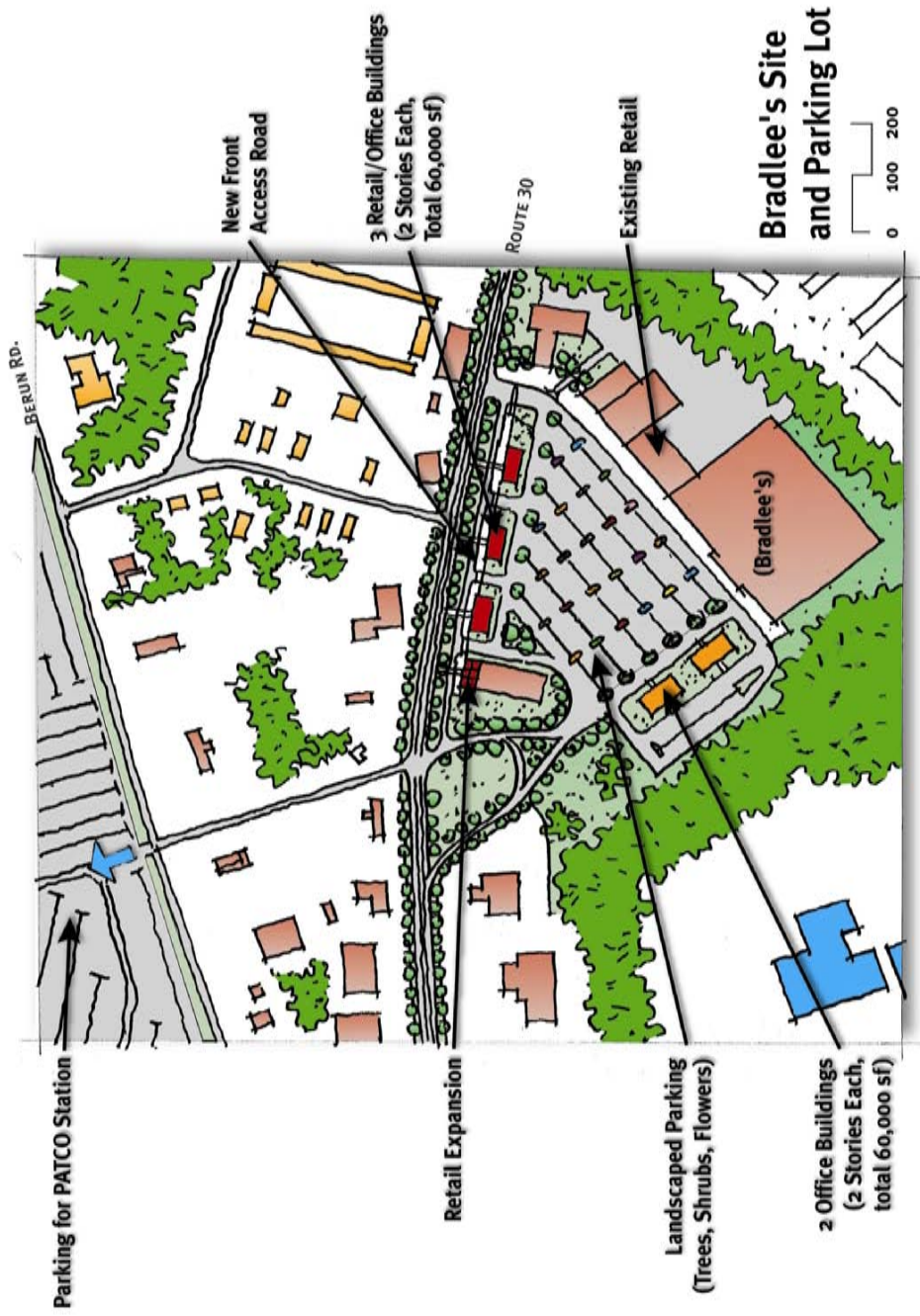


Figure 12. Mixed-Use on Bradlees Site



The above mixed-use photo illustrates what the Bradlees parking lot could look like with mixed-use development around the PATCO transit station. The buildings have commercial on the first floor and office uses on the second floor. Notice the new access road for additional parking and pedestrian access. A new connection to the Lindenwood PATCO Station is also shown with the use of new signage. The existing Bradlees building can be seen in the background.

Figure 13. Site Plan of Bradlees Area



Chapter 6 Implementation



Chapter 6: Implementation

D VRPC has developed strategies to implement each recommendation that provide the study area municipalities with direction towards the next steps in revitalizing the White Horse Pike. These strategies include:

- ✓ Rezoning identified issue areas, updating zoning ordinances and maps and amending master plans to ensure consistency between municipalities
- ✓ Obtaining funding from the CDBG program or the federal Transportation Enhancements (TE) program for streetscape, pedestrian, and public transportation-related improvements
- ✓ Working with the White Horse Pike municipalities, county, and state agencies to establish a multi-municipal entity that represents the interests of the entire corridor

Following is a description of funding programs identified within this report. These programs can provide financial or technical assistance for future planning activities or capital improvements.

New Jersey State Programs

Transportation Enhancements (TE)

The federal TE program requires that New Jersey set aside 10 percent of its Surface Transportation Program (STP) category of federal funds for transportation related projects that will enhance local transit systems. TE projects are designed to foster more livable communities, be environmentally friendly, and promote multi-modal systems. Projects can include bicycle and pedestrian trails, restoration of historic train stations, downtown streetscape improvements, roadside beautification, and preservation of scenic vistas. New Jersey Department of Transportation (NJDOT), DVRPC, and member governments play an active role in the TE process. Projects are based on the following criteria: transportation related, construction readiness, local commitment, supplemental funds, user

impact, regional, or community benefits, elements of a larger plan, urgency, economic benefit, value as a cultural resource, and community support. The New Jersey TE program involves a two-tier selection process. The first tier involves evaluation by four Advisory Committee members and the second tier evaluation involves further review by NJDOT staff for the projects that have been short-listed. For more information visit www.dvrpc.org

Smart Future Grants

Smart Future grants are administered through the Department of Community Affairs, Office of Smart Growth. The purpose of the grants are to develop plans that lead to “smart growth” and build livable communities that make more efficient use of land, existing infrastructure, and protect our natural resources. These planning grants must prove that they will lead to managed growth strategies that can be translated into plans and ordinances and ultimately, implemented. These grants must show a clear purpose, a growth management and land use plan, and an analysis of the smart growth impact. For more information visit www.state.nj.us/dca.

The Department of Community Affairs (DCA) offers several other programs that address site remediation, public schools, and local planning assistance. Municipalities interested in more specific programs should contact the Office of Smart Growth or visit www.state.nj.us/dca/osg.

Discretionary Aid Program

This program provides implementation funding for emergency or regional needs and can be applied for by the county or municipality at any time. These funds can be used for public transportation improvements or pedestrian facilities. For more information, visit www.dot.nj.us.

Local Bicycle/Pedestrian Planning Assistance

Technical assistance is available to municipalities from the NJ Department of Transportation Office of Mobility Strategies for local circulation plans, access management, and pedestrian plans. These funds are available to municipalities. For more information visit www.dot.nj.us.

Main Street NJ Technical Assistance

Planning and technical assistance is available to NJ municipalities through the Main Street Program. This program is based on the National Main Street Program (the National Trust for Historic Preservation). Municipalities should explore becoming main street communities where assistance can be provided on strategies to revitalize their downtown areas. For more information visit www.state.nj.us/dca.

Transit Friendly Communities for New Jersey

This program provides implementation funding for projects such as bus and rail passenger station and parking facility improvements, jitney buses, and other related projects. Economic development activities may also qualify in the station area. For more information visit www.njtransit.com.

Regional Programs

Transportation and Community Development Initiative (TCDI)

The TCDI grant is an opportunity for DVRPC to support local development and redevelopment efforts in the individual municipalities of the Delaware Valley (including the four

counties within New Jersey) that implement municipal, county, state, and regional planning objectives. This program is intended to reverse the trends of disinvestments and decline in many of the region's Core Cities and first generation suburbs. Projects must provide a clear transportation link and ability to encourage development. Eligible activities include three main categories: Planning and Land Use Management, Reuse and Revitalization, and Transportation and Infrastructure. For more information visit www.dvrpc.org.

County Programs

Camden County Community Development Block Grant (CDBG) Program

The Department of Housing and Urban Development (HUD) provides Camden County with annual funds to enhance the quality of life for primarily low-and moderate-income persons. Eligible activities include housing rehabilitation, public services, community facilities, infrastructure improvements, redevelopment, and planning. For more information visit www.camdencounty.com

Implementation Schedule

The strategies, goals, and objectives within this study all address issues that concern the participating municipalities. It is understandable that with so many elements to the revitalization of the White Horse Pike, priorities and phasing will need to occur. Depending on the importance of the issue, each strategy has been assigned a priority. Immediate priorities are intended to address an issue that can be implemented within a one or two-year period. Short-term priorities are those that can be implemented within a three to five-year time period. Long-term will require further study and can be implemented in a five to ten-year period from the time of plan adoption.

Immediate Strategies

- Access Management Provisions
- Capital Improvement Programs
- Economic Development Planning
- Multi-Municipal Planning
- Official Maps
- Transit Oriented Development
- Performance Zoning Standards

Short-term Strategies

- Tax-Revenue Sharing
- Greenway Planning
- Park and Ride Programs
- Fees in Lieu of
- Traffic Signalization Programs
- Streetscape Improvements

Long-Term Strategies

- Parking Management Programs
- Intersection Redesign
- Traffic Impact Fee Collection
- Transfer Development Rights (TDRs)
- Trip Reduction Ordinance

Each of the strategies requires action from local government, county, and state officials in order to be implemented. Each municipality is ultimately responsible for adopting or implementing the strategies.

Many of the strategies can be implemented by amending municipal planning documents. Each description notes the planning document primarily affected by the strategy. Commonly cited documents include the Municipality Master Plan, Zoning Ordinances, and the Subdivision and Land Development Ordinance. In some instances, more than one document may need to be amended in order to maintain consistency among all the regulatory documents for the municipality.

Recommended Strategies

Access Management Provisions improve safety and efficiency on roadways by limiting and controlling access points. Access management tools are especially useful along the White Horse Pike which experiences both regional and local traffic as well as several strip mall developments that have separate egress and ingress points. Access management can reduce congestion and accidents without capital improvements by linking land use and transportation planning strategies. Access management tools include shared driveways for local businesses, improved signs, parallel access roads, and various other similar techniques. A corridor **wide access management overlay district** is one specific tool that the municipalities may choose to implement. This is a strategy that can be adopted as part of the municipality's Zoning Ordinance or Subdivision and Land Use Ordinance.

Capital Improvement Programs are documents that set out a municipality's plans for future capital improvements such as roads and other public facilities as well as the method of financing. The range and scope of these programs can vary considerably from one to 20 years; however, they are required to cover at least a six-year cycle and should be updated on the cycle as well.

The capital improvement program must be consistent with the municipal Master Plan and Zoning Ordinance and allows for implementation of facilities that will foster the community's growth. The Governing Body is responsible for adopting the capital improvement program and amendments to the Master Plan and Zoning Ordinance may be required to ensure consistency of all regulatory documents.

Economic Development Incentives include a wide range of actions designed to promote local business and often take the form of grants or loans from county or state level government agencies. Certain incentives are offered through the Camden County Improvement Authority and municipalities interested in offering certain incentives such as tax incentives should work with county representatives.

Economic Development Planning is the process of analyzing local business development and retention goals and defining strategies to meet those goals. Many communities already perform economic development planning within their Master Plan Elements and should continue to do so. The next step in the process should be to coordinate efforts with each of the neighboring communities to ensure consistency and to negate competition for tax ratable commercial establishments.

Appropriate tools for economic development planning include the Master Plan and the Capital Improvement Program.

Fees in-Lieu Provisions require developers to provide public open space within their development or to contribute a fee-in-lieu of the land to be used to improve parkland elsewhere. The Governing Body, Planning, and Zoning Boards are responsible for implementing parkland dedications or fee-in-lieu of provisions. Changes to the Master Plan, Zoning Ordinance, and Subdivision Ordinance will be required.

Greenways are linear networks of open space that protect the natural environment and provide low impact recreational opportunities. Greenways are important tools to improving the quality of life and work as a community asset. In addition to the Governing Body, Planning Board and Zoning Board, many environmental groups are active in providing support for greenways. Linear areas of land available for greenway planning should be identified in the Master Plan, Zoning Ordinance, and Official Map.

Multi-Municipal Comprehensive Plans allow for formalized cooperation between municipalities to coordinate on various issues. Participating in multi-municipal plans can help acquire grant money and force state agencies to consider local plans in decision-making processes. Multi-municipal plans can be developed within all or some of the municipalities within the study area. Establishing a corridor wide coalition to begin looking at the possibility of multi-municipal plans is the first step. Implementation of multi-municipal plans is the responsibility of the Planning Boards and Governing Body. In order to ensure consistency with the regulatory documents, the Zoning Ordinance and Master Plan will need to be amended.

Official Maps legally establish the location of existing and proposed streets, parks, and other public lands and facilities. Creating an official map is not only required by the MLUL but also notifies landowners of the location of future public improvements. Official maps must show public roads and drainage facilities as well as dedicated right of way and any future areas of public improvements. Official maps are a powerful planning tool and municipalities should ensure that all recommendations and improvements

mentioned in the Master Plan are graphically shown on the Official Map. The Official Map is adopted by ordinance by the Governing Body.

Park and Ride Programs encourage the use of transit and ultimately lower the amount of congestion on the roadways by providing parking areas near transit stops. Park and Ride Programs are often located in the parking lots of businesses, schools, or other public institutions and are based on negotiations between the municipality, the transit provider and the landowner. This should be further studied as the corridor already has one park and ride lot and will aid in relieving congestion during peak workday hours. Park and Ride lots will require modifications to the Master Plan and Zoning Ordinance.

Parking Management Programs manage parking within a municipality ensuring that parking supply meets the demand. Inadequate or under-designed parking areas near commercial buildings can cause a decline in business while an oversupply of parking results in an inefficient use of land, unnecessary financial responsibilities and an increase in the amount of impervious coverage. Parking Management

Programs are long-range goals and municipalities should work with the business community to establish where this type of program will have the largest benefit.

Performance Zoning provides a means of regulating development based on the specific impacts of the development on site, rather than the specific types of uses. For example, performance zoning for an industrial site might consider impacts such as vehicle traffic, air pollution and lot coverage but not regulate what types of industry could locate in that specific development. Performance zoning standards provide municipalities with more control over the impacts of development while giving developers more flexibility in the types of permitted uses. This technique is relatively high priority and municipalities should consider adopting performance zoning standards to minimize development impacts such as congestion, pollution and tax bases. Performance Zoning is implemented through the Zoning Ordinance but modifications to the Master Plan and Official map will need to be completed.

Suburban Center Zoning directs growth into identified centers, which contain a mix of retail, office, residential, public and recreation uses. Suburban center zoning should be a high priority and can be implemented

fairly quickly. This is particularly important for those municipalities with secondary areas for small commercial activity. Implementing suburban center zoning requires changes to be made to the Master Plan and the Zoning Ordinance.

Traditional Development applies historic development patterns to new development projects and is characterized by compactness and a mix of uses in a pedestrian-friendly village type setting. This type of development may be built near transit stops or close to highway entrances or exits. This development strategy is a high priority and entails changing the Master Plan, Zoning Ordinance, and Subdivision Ordinance.

Traffic Impact Fee Ordinances allow local governments to levy fees on developers to pay for improvements to the transportation system made necessary by their new developments. There must be a “rational nexus” or clear linkage between the new development and the need for transportation improvements for traffic impact fees to be legally defensible. Modifications to the Zoning Ordinance and Subdivision Ordinance will need to be made in order to implement the fee.

Traffic Signal Systems use timing and signal coordination to manage the flow of traffic volumes along a corridor. In municipalities where congestion is a serious concern, the possibility of implementing closed loop traffic signal systems may be a relatively high priority and should be considered. Municipalities should work with the county and New Jersey DOT in order to explore implementation.

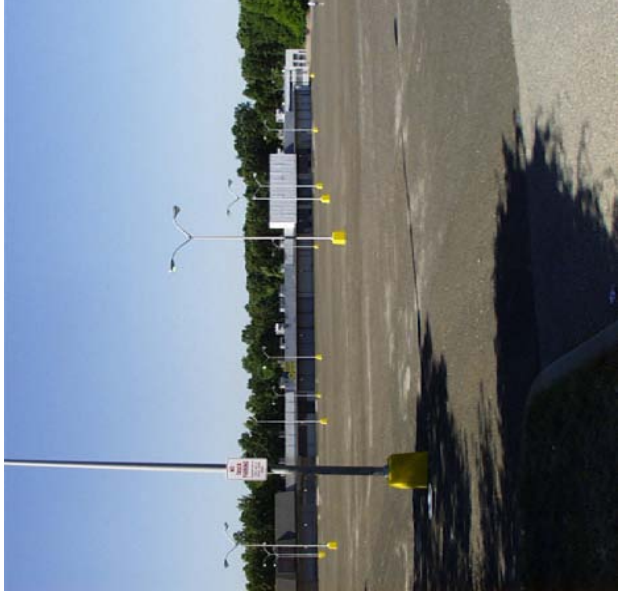
The process of implementing TDRs involves several steps and requires a commitment from municipal, county, and state officials. Successful implementation will also require modifications to the Master Plan and Zoning Ordinance.

Transfer of Development Rights (TDRs) embrace the concept that some sites are more suited for development than others due to environmental constraints, infrastructure limitations or consideration of public policy. For these reasons, certain “sending zones” are established where the property owner may develop at a very low density or sell a creating “transferable” development entitlement to another property owner in a “receiving zone.”

A prime example is farmland that is used for agricultural purposes but zoned for residential development. In this type of situation, a farmer could sell the “right” to build that housing to another owner and continue to farm the land while receiving tax reductions.

Trip Reduction Ordinances are used to manage transportation demand and are designed to reduce traffic at peak hours by changing the driving habits of commuters. Trip reduction ordinances require businesses to reduce trips-to-work among their employees. This can be done by engaging in tactics such as employee subsidies for the use of transit, parking fees for employees who drive alone or flextime. Although these ordinances are a low priority, it is a measure that can be implemented in a short period of time and promotes smart growth. Modifications to the zoning ordinance and subdivision ordinance will need to be made in order to implement these measures.

Appendix



Appendix: White Horse Pike Redevelopment Coalition

Barrington

John Rink, Mayor
Michael McGee, Borough Engineer

Clementon

Mark Armbruster, Councilman
Joseph J. Gruber, Member, Economic
Development Council

Laurel Springs

Mayor Davis A. Thatcher, Mayor
Joyce Herbert, Township Clerk
Al Cairns, Citizen

Lawnside

Mark K. Bryant, Mayor

Lindenwold

Frank DeLucca, Jr., Mayor

Magnolia

Betty Ann Cowling-Carson, Mayor

Somerdale

Gary Passanante, Mayor

Stratford

Thomas Angelucci, Mayor

Camden County

Tom Gurick, Freeholder
Bob Kelly, Engineer
Doug Griffith, Planner
Edward Fox, Improvement Authority

Cross County Connection

Rhonda Urkowitz, Program Director

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Acknowledgements

Special thanks are required to the many people that helped put this assessment together:

To the White Horse Pike Redevelopment Coalition, for your time and relentless commitment to this project and working together.

To Louis Bezich of Public Solutions Inc., for your coordination and facilitation of the Coalition and dedication to the economic vitality of the White Horse Pike communities.

To Mark Keener and Bob Brown of Brown and Keener Urban Design for the before and after photos, cross sections, and site plan of a new and improved White Horse Pike.

Publication Abstract

Title of Report: Inter-Municipal Cooperation: White Horse Pike Economic Development and Land Use Assessment

Publication Number: 03022

Date Published: August 2003

Geographic Area Covered: Barrington, Clementon, Laurel Springs, Lawnside, Lindenwold, Magnolia, Somerdale, Stratford, Camden County, New Jersey

Key Words: Redevelopment, revitalization, land use, zoning, streetscape, pedestrian provisions, public transportation, economic nodes, White Horse Pike, cooperation, implementation, vision, population, employment, housing, smart growth, and sprawl.

Abstract: As part of a continual project to foster inter-municipal cooperation, the Delaware Valley Regional Planning Commission (DVRPC) with the support of the Camden County Planning Department and White Horse Pike Redevelopment Coalition conducted an economic development and land use assessment of the White Horse Pike from Barrington Borough to Clementon Borough. The purpose of this assessment is to examine the White Horse Pike in terms of economic redevelopment potential and to address issues such as aesthetics, traffic, and commercial revitalization strategies. This assessment will act as the first phase of the revitalization of the White Horse Pike, and the Coalition will continue to work together to implement the recommended strategies within this report.

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land use assessment



economic development

Inter-Municipal Cooperation:

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August 2003



land use assessment



Delaware Valley Regional
Planning Commission