# TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

## SOUTHERN NEW JERSEY LIGHT RAIL TRANSIT SYSTEM

Delaware Valley Regional Planning Commission

MARCH 2002

# TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

## SOUTHERN NEW JERSEY LIGHT RAIL TRANSIT SYSTEM

Delaware Valley Regional Planning Commission

MARCH 2002

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.

Our logo is adapted from the official DVRPC seal, 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. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

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 or policies of the funding agencies.

*Illustrations (including cover) by Brown and Keener Urban Design.*

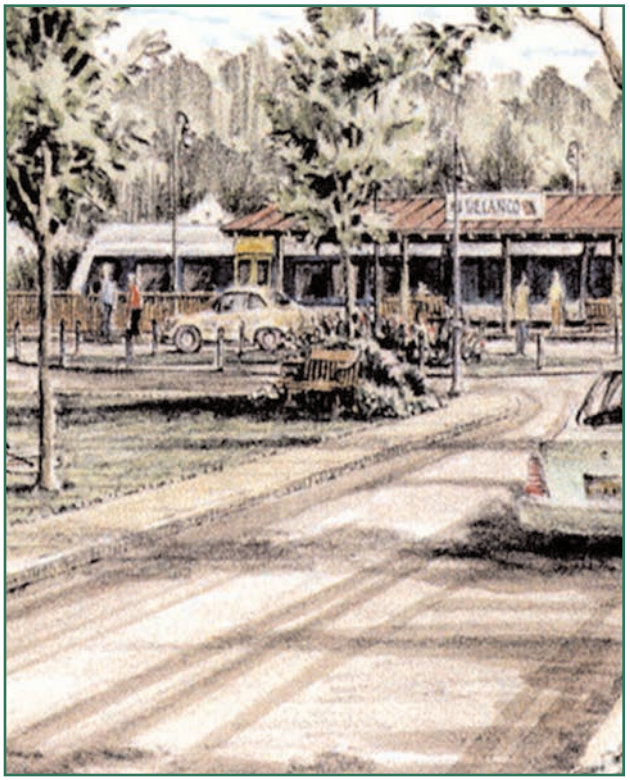
# TABLE OF CONTENTS

## List of Figures



## List of Maps

# EXECUTIVE SUMMARY




## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# EXECUTIVE SUMMARY

**The goal of the study is to encourage transit-oriented development (TOD) around the study stations to benefit the host community, while also promoting ridership along the corridor.**

One of the first passenger rail lines in America, the Camden and Amboy railroad was constructed during the 1830's and contributed towards the development of a string of nineteenth and early twentieth century towns along the Delaware River in Burlington County, New Jersey. These communities became vibrant centers with a mix of compact residential neighborhoods, downtown business districts, and industrial facilities. Post-World War II suburban development and increasing automobile travel, along with a decline in industry and population, resulted in decreased ridership and led to the end of rail passenger service in 1963.

Forty years later, in 2003, New Jersey Transit will restore light rail passenger service on the existing right-of-way, purchased from CSX/Norfolk Southern, with freight service continuing to run at night. With the development of the Southern New Jersey Light Rail Transit System (SNJLRTS), new opportunities exist for municipalities to enhance their existing downtown areas or create new transit villages around the station stops.

Working with the Burlington County Office of Economic Development and Regional Planning, and building on the U.S. Route 130/Delaware River Corridor Strategic Plan (1998), the Delaware Valley Regional Planning Commission selected seven stations along the rail line to study. These include Beverly/Edgewater Park, Burlington City, Delanco, Palmyra, Riverside, Riverton, and Roebling (Florence Township).

The goal of the study is to encourage transit-oriented development (TOD) around the study stations to benefit the host community, while also promoting ridership along the corridor. Transit-oriented development, also called a transit village, is moderate to high density, pedestrian-oriented, mixed use development within an easy walk of a transit station.

A summary of the report's 11 chapters follows:

Chapter 1 contains a general introduction to the study process, station selection, and an overview of the light rail system itself.

Chapter 2 outlines transit-oriented development (TOD) principles and regulatory techniques, including by-right mixed use zoning districts, transit overlay zoning districts, and design standards. Overall forces contributing to increased interest in transit villages include: automobile congestion, downtown revitalization, an aging population, more housing choices downtown, rising land and development values, and a growing acceptance and knowledge of

"smart growth" principles among the American public. The multiple benefits of transit villages include transportation benefits (such as lessening dependence on the automobile), environmental benefits (such as compact development preserving land), economic benefits (such as increasing land and home values), and quality of life benefits (such as creating or reinforcing town centers).

Barriers to transit-oriented development are also reviewed, including the lack of transit-friendly zoning, higher development costs, and greater risk to the developer, among others. Methods to encourage TOD are recommended, including changing local zoning to require mixed uses, streamlining the permit process, and offering tax incentives, among others. These principles and methods can be applied to station area planning for any transit system.

Chapter 3 presents a real estate market analysis based on surveys and interviews conducted with residential and commercial realtors along the corridor. Overall market forces, along with individual markets in each town, are analyzed. Speculation about the impact light rail service will have on real estate, along with incentives needed to foster more retail and services in the station area, make it clear that the return of light rail will help in downtown revitalization. The chapter ends with a brief overview of school quality in the corridor, since this factor can influence home buying choices.

Chapters 4 through 10 summarize each of the station area plans. The station areas were assigned a generic archetype, including: company town, historic community, strong central business district, bedroom community, light industrial/residential mix, nineteenth century railroad town, and classic small town. Readers from other counties or regions can use these as examples that might translate to their station setting or area. Every station plan contains information on demographics, land use, transit-supportiveness, existing zoning and master plan language, and the status of other town plans. From this information, recommendations to update zoning and master plan language, improve access, and ideas for development opportunity areas are presented. An overall vision for the station area guides these specific recommendations. Illustrative maps, sketches, and before and after photo simulations help readers envision the recommendations.

Chapter 11 provides a summary of funding sources, mostly at the state level, such as assistance from the New Jersey Department of Transportation, Department of Community Affairs, and the Economic Development Authority. A more limited list of other programs includes the smart commute mortgage program.

Three appendices are included:

Appendix A is a transit-oriented development ordinance written for Delanco Township that could be adapted by other municipalities. Appendices B and C lists the station and study steering committee members.

# CHAPTER 1

## STUDY BACKGROUND AND PURPOSE

## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 1: STUDY BACKGROUND AND PURPOSE

## INTRODUCTION

Increasingly, many regions are building or researching new rail systems or expansions of current public transit systems. These regions are also exploring transit-oriented development, or TOD, as a land use strategy. Historically, the United States has seen much transit-adjacent development, or development that is proximate to transit but that is not reshaped by it. Transit-oriented development, sometimes called "transit villages", on the other hand, can shape development through relating it to a fixed transit station. Elements such as land use density, mix of uses, building orientation, and reduced parking requirements make up transit-oriented development. These types of land use features and supporting actions enhance transit and reduce dependence on the automobile while also contributing to a higher quality of life, economic development, preservation of land resources, and more efficient use of infrastructure.

The goal of this study is to benefit each host community and to promote ridership along the pending transit corridor by impacting the type of development and revitalization that occurs around each station. The findings and recommendations seek to reflect each community's vision for how it wants to grow. This study, while focusing on transit villages, is essentially a community development initiative, using the pending new transit investment as the catalyst.

**Transit-oriented development, sometimes called "transit villages", can shape development through its relationship to a fixed transit station.**

## STUDY PROCESS

This study is a follow-up to Burlington County's Route 130/Delaware River Corridor Strategic Plan that was completed in 1997-1998. That report found that the proposed Southern New Jersey Light Rail Transit System, or SNJLRTS, would increase the mobility of corridor residents and improve access to jobs, educational and medical facilities within the region. This report also builds on the Delaware Valley Regional Planning Commission's U.S. Route 130 Corridor Study completed in August 1997, which characterized the light rail system as a high priority due to its corridor wide significance and multiple benefits.

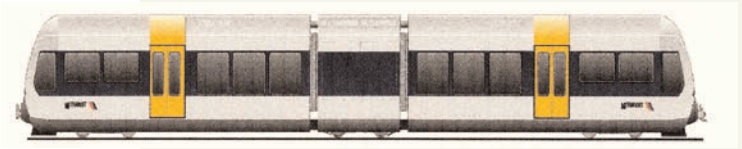
This study was advocated by Burlington County and included in the DVRPC Work Program in Fiscal Years 2000 and 2001. The study's overall goal is for DVRPC to work cooperatively with Burlington County and each municipality in order to encourage transit-oriented development. A secondary goal is to promote a better fit between the station and the community. No two towns are alike, and the study process focused on working with each town to devise a plan of action that fully considers and incorporates local needs.

For each town, DVRPC has reviewed planning and zoning barriers, conducted thorough land use inventories, surveyed realtors for a real estate market assessment, and outlined major physical and access improvement needs.

## STATION SELECTION

Delaware Valley Regional Planning Commission staff worked closely with Mark Remsa, of the Burlington County Department of Economic Development and Regional Planning (formerly of the Burlington County Office of Land Use and Planning) throughout the study. Four towns in the corridor were selected in the initial planning process. Town selection was based on the level of planning work underway in each town, and whether the town was receptive to the transit village concept. Some towns had begun updates to their master plans, or were working on waterfront plans or other redevelopment efforts. The four towns selected for phase I were Burlington City, Riverside, Roebling (Florence Township), and Delanco. Three stations were selected for phase II: Beverly and Edgewater Park (which share a station), Riverton, and Palmyra. See Map 1.1: Study Stations.

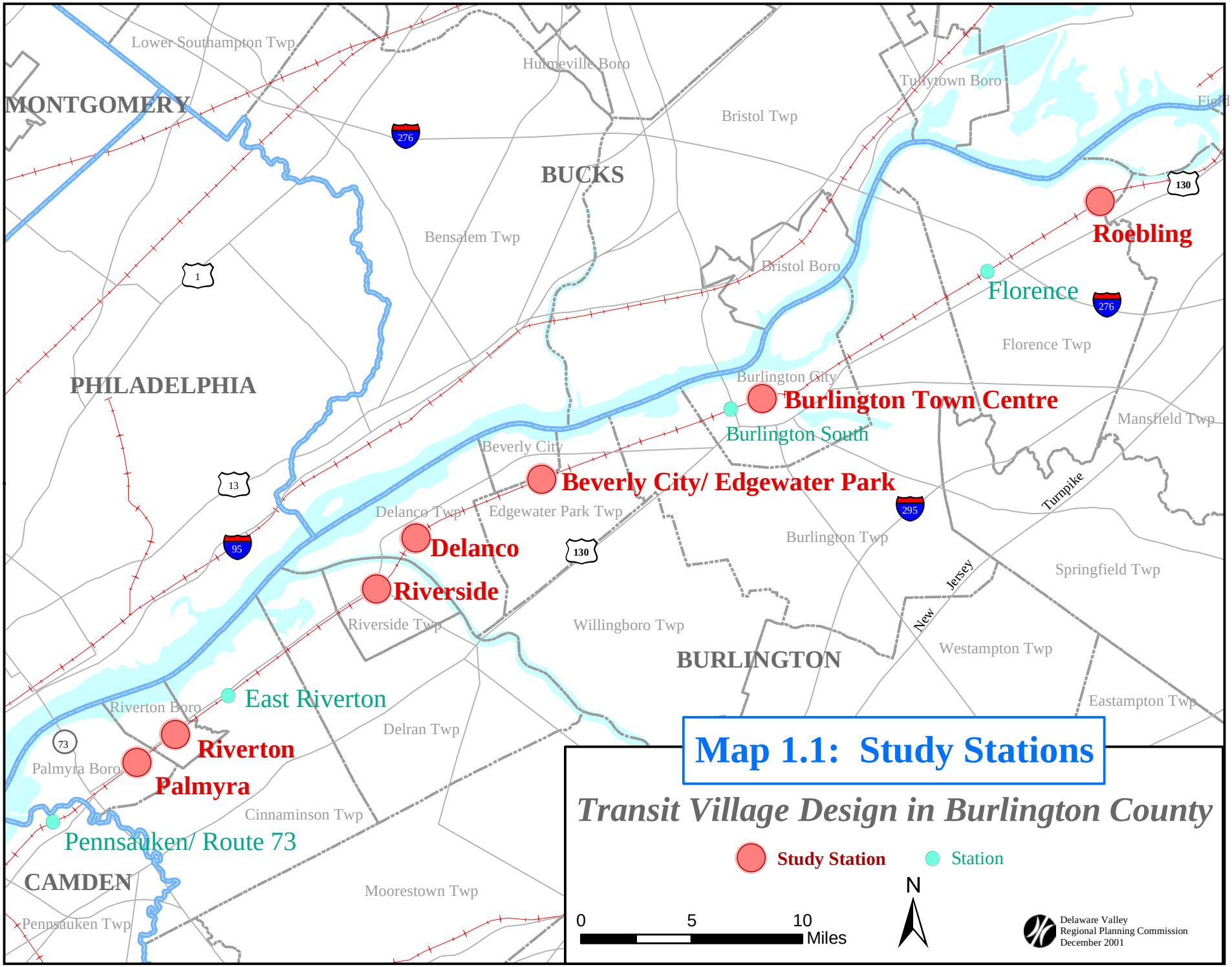
## OVERVIEW OF SOUTHERN NEW JERSEY LIGHT RAIL TRANSIT SYSTEM



*New Jersey Transit light rail vehicle.*

Southern New Jersey Light Rail Transit System, or SNJLRTS, will be a 34-mile light rail line connecting Camden to Trenton, operated by New Jersey Transit. The line parallels the U.S. Route 130 corridor, and most of the route is on the existing right of way, with some new track in Camden. Currently, infrequent freight trains run overnight.

The light rail line will connect in Camden at the Walter Rand Transportation Center to the PATCO High Speed rail line into Philadelphia, and to New Jersey Transit buses. Trenton connections include SEPTA regional trains, New Jersey Transit bus and rail, and Amtrak's Northeast Corridor line. A possible extension to the Trenton State Capitol Building is being studied, while an extension from Camden to


Lower Southampton Twp
Hulmeville Boro
Tullytown Boro
MONTGOMERY
Bristol Twp
BUCKS
Bensalem Twp
Roebling
Bristol Boro
Florence
Florence Twp
PHILADELPHIA
Burlington City
Burlington Town Centre
Burlington South
Mansfield Twp
Beverly City
Beverly City/ Edgewater Park
Turnpike
Delanco Twp
Edgewater Park Twp
Delanco
Burlington Twp
Riverside
Springfield Twp
Riverside Twp
Willingboro Twp
Jersey
New
BURLINGTON
Westampton Twp
East Riverton
Riverton Boro
Eastampton Twp
Delran Twp
Riverton
Palmyra Boro
Palmyra
Cinnaminson Twp
Pennsauken/ Route 73
CAMDEN
Moorestown Twp
Pennsauken Twp
Map 1.1: Study Stations
Transit Village Design in Burlington County
Study Station
Station
N
0
5
10
Miles
Delaware Valley
Regional Planning Commission
December 2001

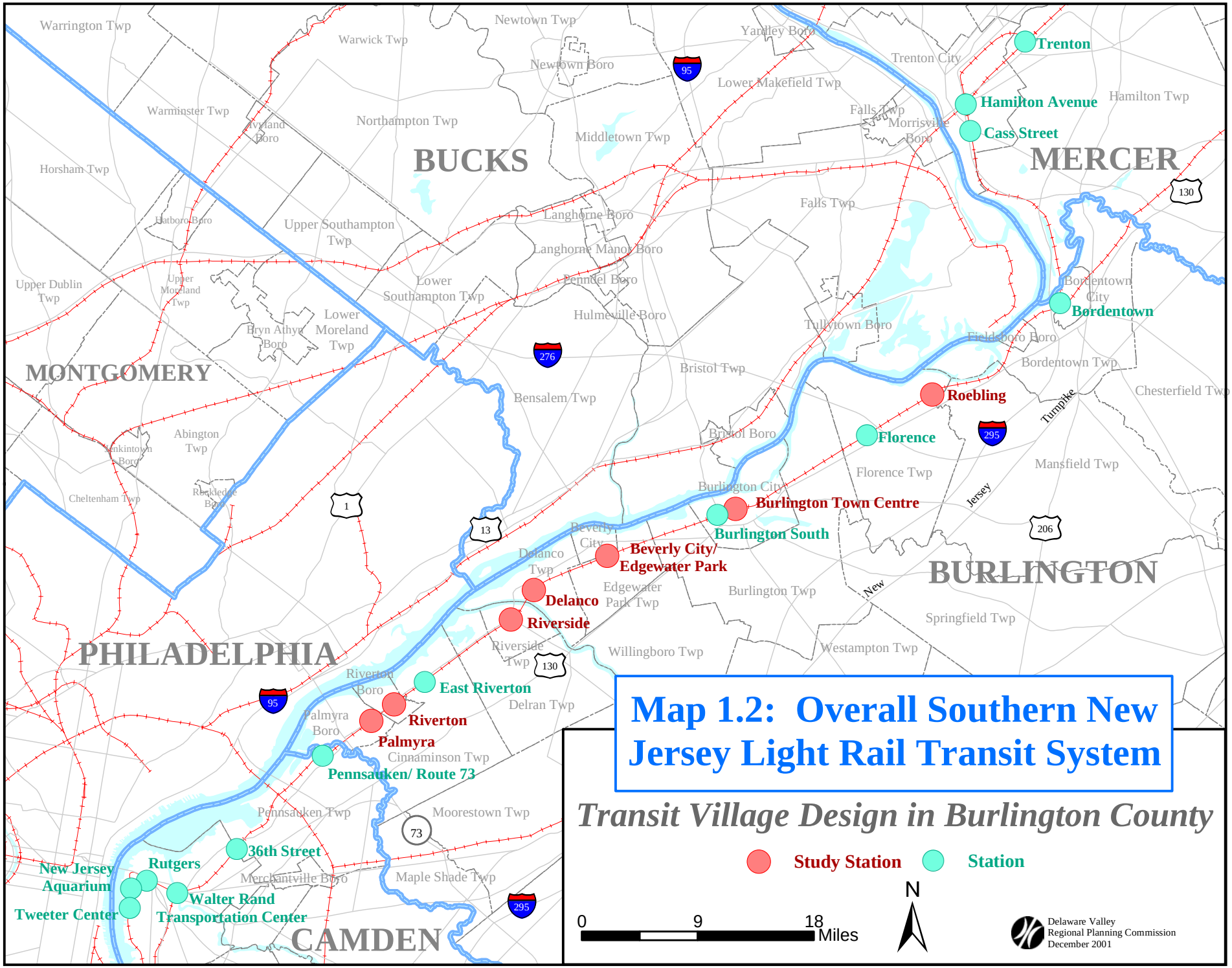
Glassboro is a candidate project for future funding and implementation.

Service is expected to begin in early 2003. There are 20 stations, including park and rides and kiss and rides. See Map 1.2: Overall Southern New Jersey Light Rail Transit System. Stations are located in Camden at the Tweeter Center, the Aquarium, Rutgers University-Camden, Walter Rand Transportation Center, and 36th Street; along the U.S. Route 130 corridor in Pennsauken/Route 73, Palmyra, Riverton, East Riverton, Riverside, Delanco, Beverly/Edgewater Park, Burlington South, Burlington Towne Centre, Florence, Roebling and Bordentown; and in Trenton at Cass Street, Hamilton Avenue, and the Amtrak station.

Since the rail line goes through many existing town centers, such as Palmyra, Riverton, Riverside, and Burlington Towne Centre, these stations are mostly walk up or kiss and ride, to keep the need for large parking lots to a minimum. Commuters using autos are directed to the park and ride stations. Overall initial parking capacity along the entire line will be 3,500 spaces. Stations will consist of covered platforms, on-site ticketing, public telephones, lighting in all areas, and special Arts-in-Transit artwork that is unique to each station. There will be no public restrooms at the stations. Operating hours will be 6:00 a.m. to 10:00 p.m, with possible extensions for special events. Freight trains will run from 10:00 p.m. to 6:00 a.m. There will be 15-minute headways during the peak periods and 30 minute headways off-peak, resulting in approximately 120 trains daily. The trip from end to end is approximately one hour, which compares favorably to bus travel time on NJT of two hours from Trenton to Camden. Most bus routes connecting Philadelphia, Camden or Trenton to Route 130 communities, such as Burlington, take between an hour to an hour and a half. Fares are not yet determined, but will be comparable with NJT bus fares.

Maximum vehicle speed is 60 miles per hour, however the light rail cars will obey the same traffic laws as motor vehicles and will operate at speed limits of adjacent roads in populated town centers. There are 50 at-grade crossings, though each crossing will take less time than a typical red light cycle (25 seconds) and all will be equipped with signals and gates. The single track line has sidings for trains to pass each other, as light rail cars can move in either direction. Once the project is complete, there will be seventeen new or rehabilitated bridges over corridor rivers and streams.


*Front view, light rail vehicle.*


Warrington Twp
Warwick Twp
Newtown Twp
Newtown Boro
Yardley Boro
Trenton City
Trenton
Hamilton Avenue
Cass Street
Hamilton Twp
Lower Makefield Twp
Falls Twp
Morrisville Boro
Warminster Twp
Ivyland Boro
Northampton Twp
Middletown Twp
BUCKS
MERCER
Horsham Twp
Hatboro Boro
Upper Southampton Twp
Langhorne Boro
Langhorne Manor Boro
Falls Twp
Upper Dublin Twp
Upper Moreland Twp
Lower Southampton Twp
Penndel Boro
Hulmeville Boro
Bryn Athyn Boro
Lower Moreland Twp
Tullytown Boro
Bordentown City
Bordentown
Fieldsboro Boro
Bordentown Twp
MONTGOMERY
Bristol Twp
Bensalem Twp
Chesterfield Twp
Roebling
Turnpike
Florence
Bristol Boro
Abington Twp
Jenkintown Boro
Cheltenham Twp
Rockledge Boro
Florence Twp
Mansfield Twp
Burlington City
Burlington Town Centre
Burlington South
Jersey
Beverly City
Delanco Twp
Beverly City/ Edgewater Park
Edgewater Park Twp
Burlington Twp
New
BURLINGTON
Springfield Twp
Delanco
Riverside
Riverside Twp
Willingboro Twp
Westampton Twp
PHILADELPHIA
Riverton Boro
East Riverton
Delran Twp
Palmyra Boro
Riverton
Palmyra
Cinnaminson Twp
Pennsauken/ Route 73
Pennsauken Twp
Moorestown Twp
36th Street
New Jersey Aquarium
Rutgers
Walter Rand Transportation Center
Tweeter Center
Merchantville Boro
Maple Shade Twp
CAMDEN
1
13
95
276
130
73
295
206
Map 1.2: Overall Southern New Jersey Light Rail Transit System
Transit Village Design in Burlington County
Study Station
Station
N
0
9
18
Miles
Delaware Valley Regional Planning Commission
December 2001

Ridership is estimated at 4,500 passengers per day. Car capacity is 100 seated, with room for an additional 100 standing. Cars are designed with low-level boarding for the elderly and passengers with special needs, baby carriages, and bicycles. SNJLRTS will be the first light rail system in the United States to use diesel engines. These are currently used in Europe, and require no overhead electric power lines. The diesel engine is clean-burning, exceeds federal air quality standards, and is also quieter than commuter train or bus engines. In addition, the replacement of existing jointed track with continuously-welded track will reduce existing noise and vibration.

Also unique to the project is the DBOM (design, build, operate, maintain) contract that New Jersey Transit awarded to DMJM (Daniel, Mann, Johnson, & Mendenhall), a national architecture, engineering, and construction and facilities management firm. This was only the second of this type of contract in the country after New Jersey Transit's Hudson-Bergen light rail line. The project cost is $800 million, and is funded by the state, with no federal funding. NJT purchased the rail line from Conrail, and will lease to freight operators.

The light rail line will serve those 58,000 persons who work in the City of Trenton, along with the 38,000 employees within the City of Camden. Many employees along the Route 130 corridor will also benefit, including those at the new Merck Medco facility currently under construction in Willingboro. Major sites that the line will connect include, in Camden, the Tweeter Center, the New Jersey State Aquarium, the USS New Jersey, Campbell's Field, and Rutgers University-Camden, and in Trenton, the Mercer County Baseball Stadium, and possibly the New Jersey Statehouse.

## HISTORY OF RAIL ALONG THE CORRIDOR

In 1832, the Camden and Amboy line, one of the first passenger rail lines in the United States, opened along this corridor, connecting to Philadelphia by steamboat at Bordentown. In 1871, the line became part of the Pennsylvania Railroad. In 1963, passenger service was discontinued. In 1976, the line became part of Conrail with the collapse of Penn-Central, the successor to the Pennsylvania Railroad. In May 2000, ground was broken for the light rail system, and when the line opens in 2003, passenger service will resume after a 40-year absence.

*Existing rail line, Palmyra.*

## Figure 1: Station Stop Data

| NAME OF STATION | FORECAST DAILY BOARDINGS | INITIAL PARKING CAPACITY |
|---|---|---|
| Waterfront Entertainment Center (WEC) | 220 | 0 |
| New Jersey State Aquarium | 130 | 0 |
| Rutgers University Camden | 370 | 0 |
| Walter Rand Transportation Center (WRTC) | 5,210 | 0 |
| 36th Street, Camden | 1,470 | 375 |
| Route 73 | 1,320 | 800 |
| Palmyra | 250 | 25 |
| Riverton | 250 | 40 |
| East Riverton | 590 | 250 |
| Riverside | 670 | 300 |
| Delanco | 320 | 50 |
| Beverly | 570 | 205 |
| Burlington South | 270 | 415 |
| Burlington Towne Centre | 660 | 0 |
| Florence | 920 | 625 |
| Roebling | 550 | 215 |
| Bordentown | 520 | 200 |
| Cass Street, Trenton | 630 | 0 |
| Hamilton Avenue | N/A | 0 |
| Trenton | 1,260 | 0 |

Forecast daily boardings include number of trips in both directions each weekday originating at station stop in Year 2020. For Burlington South, forecast daily boardings are based on a parking capacity of 100. Data will be updated to reflect higher parking capacity of 415. Data is not yet available for forecast daily boardings at the Hamilton Avenue station. For Roebling, parking capacity may be expanded to 400-500.

*Source: Office of New Rail Construction, New Jersey Transit, September 2001.*

# CHAPTER 2

## TRANSIT-ORIENTED DEVELOPMENT PRINCIPLES AND REGULATORY TECHNIQUES

## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 2: TRANSIT-ORIENTED DEVELOPMENT PRINCIPLES AND REGULATORY TECHNIQUES

*Residential street in Riverton.*

This chapter provides background information about TOD principles and ways to encourage such development.

## WHAT IS TRANSIT-ORIENTED DEVELOPMENT?

Transit-oriented development is:

- ✔ moderate to high density, matching the existing scale of development;
- ✔ within an easy walk of a transit station, depending on impediments. Some longer distances are walkable if there are interesting things to see along the way, while other short distances are less walkable because of low quality pedestrian facilities, or because of barriers along the route, such as a highway;
- ✔ designed for the pedestrian;
- ✔ a mix of uses, including residential, commercial, and office or some combination;
- ✔ either new construction or redevelopment; and
- ✔ a means to increase transit ridership (needed to compete for federal investment).

## WHY NOW FOR TOD?

Forces that are driving transit-oriented development include increased automobile congestion on roadways, causing frustrating delays and increased fuel consumption. More Americans are beginning to desire to live closer to where they work, or at least to improve their daily commute. Thus, more developers are looking to build or redevelop on "closer in" sites, in cities or near transit.

As the population ages, and more young people join the professional ranks, these groups find cities and other urban areas to be a convenient and vibrant place to locate. Beyond these groups, more people are moving back to cities, as downtowns are revitalized and better housing choices are made available.

TOD is also growing in popularity due to rising land and development values, which encourage mixed uses and more compact development. Recent changes in federal policy, such as the Federal Transit Administration's New Starts Funding incentives for TOD, coupled with a growing acceptance of "smart growth" principles by the American public, indicate TOD is on the rise. In November 2000, there were 553 state and local ballot measures dealing with transportation and growth issues. According to The Brookings Institution, 85 percent of initiatives calling for more mass transit and alternative types of transportation passed.

## BENEFITS OF TRANSIT VILLAGES

This type of land use, and preferably a system of TODs along a rail corridor, can produce multiple categories of benefits, including transportation, environmental, economic, and quality of life.

### Transportation Benefits

Transit-oriented development can increase transit usage, by providing higher density housing along the rail line, and by improving the aesthetic environment of the station area. By mixing land uses, residents who commute on the rail line can pick up groceries or dry cleaning on the way home, access day care services, or conduct other errands. This promotes trip chaining, or accessing multiple destinations in one trip, which decreases the amount of trip making. It can thus reduce auto use, and lessen dependence on the automobile. This can diminish the need for road widening or large investments in highway repair and building. Overall, transit villages promote greater modal choice, and also encourage walking.

### Environmental Benefits

By developing in centers and redeveloping existing buildings, TOD can preserve land resources and diminish storm water runoff caused by new development. Compact development also minimizes the need for the expansion of sewer systems, and maximizes existing capacities. By reducing auto dependence, TOD can also lessen dependence on domestic and imported oil. TOD also improves air quality at a regional level, by reducing auto usage. While air quality may decrease at the specific station site, overall regional benefits are greater.

### Economic Benefits

By discouraging sprawl, TOD saves tax dollars by using the existing infrastructure more efficiently. It can raise local tax revenues by promoting infill and redevelopment of parcels

**By discouraging sprawl, TOD saves tax dollars by using the existing infrastructure more efficiently.**

along the transit corridor. TOD has also been shown to increase land and home values. By reducing auto dependence, and the resulting costs of owning and repairing a car, disposable household income increases. Thus, by buying "less car", one can buy "more house".

### Quality of Life Benefits

Transit-oriented development can contribute to a higher quality of life in many ways. TOD provides walking and transit options for commuting, errands, and entertainment. Walking promotes better health, while transit can improve the identity and attractiveness of a corridor. TOD can enhance a sense of community, and may become or reinforce town centers, where people meet and interact. The train station could become the heart or nucleus of a community. TOD can also help promote tourism in the historic towns along the corridor. Since TOD promotes mixed uses, this creates continuous activity near the station, which provides less opportunity for crime.

### Figure 2: What is Needed to make TOD Work?

| | |
|---|---|
| Regional vision → | DVRPC study |
| Strong respected institutions → | Burlington County, DVRPC, New Jersey Transit |
| Transit-supportive culture → | SEPTA, NJT, PATCO, high transit usage |
| High quality transit service → | SNJLRTS design and operations |
| Regional growth → | Yes, along 130 corridor and throughout region |
| Station areas with development potential → | Yes |
| Long-term focus → | Yes |
| Regional and local policies to support TOD → | Report to address |

*Source: California Department of Transportation (Caltrans).*

## BARRIERS TO TRANSIT-ORIENTED DEVELOPMENT

Several barriers exist to implementing transit villages. In general, many local jurisdictions lack provisions for transit-oriented development in their plans and ordinances. This makes TOD more time-consuming, costly, and risky to progressive developers who try to build transit supportive development. Local businesses and residents may also be wary of transit supportive land uses if they fear change. In some cases, TOD may be permitted, but there are no incentives in place to promote it. In other cases, both the public and private sectors may even present direct barriers to transit-oriented development.

### Public sector barriers

Local governments may oppose greater densities that may accompany TOD, though each community should be able to decide what level of density will work in their community. Local governments may also fear a loss of control since the transit investment is usually regional. However, this is mostly a perceived loss, as localities still retain the right to approve development and zone appropriately along the corridor. Residents may have initial fears of change, as well as of possible gentrification and rising land costs in the vicinity of rail.

The design of existing or proposed transit systems can also be a barrier to facilitating TOD, such as when a transit investment is made in a corridor with little development potential, or when a station turns its back on the community (through poor site design or poor placement of station entrances and exits). Providing a good pedestrian environment surrounding the station is key.

TOD is also impeded by zoning that is not transit-friendly, permitting low densities, high parking minimums, and auto-oriented uses. Transit station sites have special locational advantages, and plans and ordinances should be written to maximize and support medium to high density, mixed use, pedestrian-oriented development.

### Private sector barriers

Higher development costs and greater risk to the developer can discourage new TOD ventures. Development costs may be higher due to a more complex and lengthier regulatory process to approve such projects. A developer may be reluctant to reduce the amount of parking or increase densities because he or she lacks comparable successful projects, and is risk-averse.

## BARRIERS TO TOD

- Lack of TOD-friendly plans and ordinances
- Lack of TOD incentives
- Fear of change
- Poor transit station site design
- More complex regulatory process
- Difficulty in securing financing due to lack of comparable successful projects
- Higher development costs

Financing for mixed use TOD projects can also be difficult to obtain, as lenders are resistant because they lack appraisal comparisons for similar new developments. There are no mixed-use loan officers, or a mixed-use proforma that is widely in use. Developers and lenders are accustomed to separate bottom lines for residential and commercial project proformas, preferring single use projects that can succeed on their own standing.

## HOW DO WE ENCOURAGE TOD?

Given the regulatory and market barriers to transit villages, municipalities should promote ways to reduce developer risk and insure a reasonable return on developer investment.

To encourage and allow transit-oriented development along the Route 130 corridor, local zoning should require mixed uses (rather than single uses) within a ¼ mile to ½ mile walking distance of the train station. Research shows that ¼ mile to ½ mile is the average distance (10-15 minute walk) a person is willing to make to access transit. Many municipalities along the corridor should update their zoning to accommodate mixed uses, and possibly higher densities to support transit service.

Municipalities should also consider offering developers density bonuses and reductions in parking requirements if the developer agrees to pay for certain station area improvements. Developers can make more profit on higher density housing, but are usually restricted from such densities in local zoning.

Similarly, developers typically provide a required amount of parking (based on the type of use) under local zoning, and a reduction in this requirement can lessen the developer's cost, while also preserving more land near the station for transit supportive uses. However, reducing parking can be contentious, because transit agencies want to provide ample parking near the station to attract riders. Likewise, lending institutions are reluctant to give a loan on a project that does not meet the industry standards for the required amount of parking. Municipalities can adjust to these realities by improving building orientation to stations. For example, building entrances should face sidewalks and the station stop. Parking areas should be relegated to behind buildings, rather than placing them between the sidewalk or the station and the building. Defined pathways or walkways between the station and area buildings can also be created. If it is necessary to provide a large amount of station parking, municipalities and transit agencies can locate

these in scattered lots, or implement a shared parking program with other land uses. Park and ride lots can be created in one quadrant of a larger TOD, rather than completely surrounding the station.

Municipalities can also work to streamline the approval process, as often the process is longer and more complicated for mixed use projects. Developers often shy away from projects that could be delayed or problematic. Builders want a secure return on their investment, while municipalities want to attract good projects and see them completed. In the site plan review process, municipalities could give higher priority to mixed use projects, by fast-tracking these or moving these to the top of the review list.

Developers should also be allowed to phase the different elements of the development, to permit uses that will generate an income stream first (usually residential) to finance other uses (such as commercial). Obviously, no developer is going to be interested in building commercial stores where there is little to no surrounding residential market to support it. This slowness in developing retail has often been a criticism of new urbanist projects, yet this is a result of market reality. Allowing developers more flexibility in phasing should facilitate a project's residential and commercial success. Municipalities can offer tax incentives to developers to build TOD, particularly when the market is slow. A tax abatement, or deferment can help reduce the risk the developer is taking by building outside of the traditional single use paradigm.

Public investment may also be needed to spur private TOD development. Municipalities that provide streetscape improvements, such as improved sidewalks, bulb outs, benches, special paving, and interesting light fixtures, will show their support for TOD and will likely facilitate and attract more transit friendly development. This type of public-private partnership spurs new development, and benefits both parties.

### What uses are transit supportive?

Uses that are transit supportive include those that cater to convenience goods and service needs of residents, employees, and transit stop users. This can include food markets, restaurants, salons, dry cleaners, newsstands, bookstores, hardware stores, and other retail uses. Uses that entertain, such as movie or professional theatres, uses that create activity on the street, such as sidewalk cafes, and uses that attract day and night activity are all transit supportive.

Uses that are not transit supportive are those that detract from or interrupt the flow of interesting, pedestrian-generating uses along

### TRANSIT SUPPORTIVE USES

- Single Family Residential
- Multifamily Residential
- Elderly Residential
- Retail
- Restaurants
- Bars
- Bakeries
- Gourmet Food Stores
- Food and Beverage Sales
- Toy Stores
- Personal Services
- Banks
- Travel Agency
- Day Care
- Movie Theatres
- Offices
- Government Offices
- Cultural Institutions
- Hospitals and Medical Offices
- Schools
- Hotels, Bed and Breakfasts
- Clubs and Lodges
- Churches
- Light Industry/Employment

### NON-TRANSIT SUPPORTIVE USES

- Cemeteries
- Animal Boarding
- Funeral Homes
- Auto Repair Shops
- Gas Station/Car Wash
- Vehicle Storage
- Warehousing
- Self Storage
- Large Manufacturing Operations
- Big Box Retail

the street. Surface parking lots and other auto-oriented uses, such as gas stations, car washes, and large auto repair shops, can break up the flow of continuous storefronts and create a less desirable walking experience. Similarly, big box retail, businesses specializing in large bulky items, businesses that require excessive space, or who have few employees per square foot (such as warehousing) do not attract pedestrians or transit-oriented patrons. Where big box stores are desired, some localities are requiring more innovative big box store designs, such as varying the facades and moving parking to the rear to create or maintain a more lively streetscape.

### Transit-Friendly Regulatory Techniques

In order to encourage TOD, municipalities can choose to pursue several regulatory approaches. First, they can incorporate the need for TOD in their master plans, and then implement those plans through their zoning and subdivision and land development ordinances. Some ordinance provisions to consider include: by-right zoning districts, transit overlay zoning districts, and design standards.

Transit-oriented development regulations can encourage or require more intensive development patterns by establishing minimum densities, offering density bonuses in exchange for station area improvements or design features, reducing parking requirements, permitting uses that are transit-supportive, such as high density residential and certain retail and commercial facilities, and prohibiting uses that are not transit supportive, such as drive-through restaurants and warehouses. This study performs a regulatory audit of existing municipal plans and ordinances in each station chapter to determine their level of support for TOD.

### By-Right Mixed Use Zoning District

A new "by right" mixed use zoning district would allow mixed uses automatically, without the development having to meet extra conditions. Such a district could replace a zoning classification that previously only permitted one type of use, or perhaps allowed a mix of residential and commercial as a conditional use. The creation of a new zoning district is the most common and basic way to implement new land use objectives. In this context, a new district would work well in a jurisdiction where the land use objectives are much different and minor modifications to existing classifications would not work. If an area currently does not allow mixed use or prohibits many transit supportive uses, a new classification may be the best choice.

**This study performs a regulatory audit of existing municipal plans and ordinances to determine their level of support for TOD.**

## Transit Overlay Zoning District

An overlay zoning district is a method used to apply provisions in a specific area which supplement the standards of the underlying or base zone. A transit overlay zone might restrict certain uses (such as auto-oriented or warehouse uses) or allow higher densities than would be permitted in the same zone in other parts of the municipality. It is most appropriate for municipalities that find no need to change underlying zone boundaries, and the zones around the station allow for various uses. Thus, only minor modifications are needed. An overlay zone might be more restrictive than the underlying zoning, such as prohibiting auto-oriented uses, or may be more flexible, such as allowing existing parking spaces to be used in a new development's parking requirement. The benefit of this approach is that because it is more incremental, it can seem less threatening to property owners than an entirely new by right zoning district. A potential drawback is the increased complexity that an additional layer of regulations create.

## Design Standards

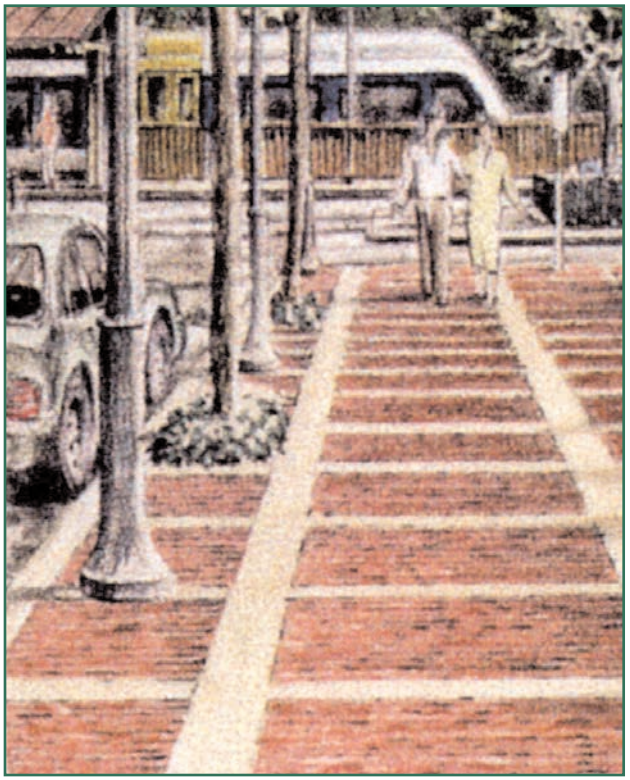
Zoning codes can regulate easily determined and quantifiable characteristics like use, height, bulk, and setbacks, while design guidelines can address building design, site planning, vehicular access and parking, landscaping, and pedestrian orientation. These can be quite flexible, and design review adds a refining tool to the project review process, and can assist in creating better transit-oriented communities. Design review guidelines can be created in each community to address these issues, and allow a more flexible interpretation to more constrictive zoning codes. Since almost all of the corridor stations are in historic towns, municipalities should consider incorporating design guidelines into their ordinances. Adding in a design review does not necessarily need to add to the length or cost of the project review process.

In the long term, local governments should consider more by-right mixed use zoning districts, along with design standards for station area development. This could include performance standards rather than prescriptive standards, which allows more flexibility in achieving the desired result. Performance standards provide thresholds for the scale and location of development, and can accommodate project phasing and timing.


*Riverton commercial building.*

# CHAPTER 3

## REAL ESTATE MARKET ANALYSIS



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 3: REAL ESTATE MARKET ANALYSIS

One of the most important aspects of encouraging transit-oriented development is to realistically assess the state of the overall real estate market. While transit can act as a catalyst and reshape development, it cannot wholly create a new market. If the target real estate market does not exist, the necessary development capital will not be invested. In addition, public investment by municipalities is often necessary to spur private development.

The following real estate market assessment is based on interviews with four realtors who focus on the Route 130 corridor. The interviews took place in the summers of 2000 and 2001.

## OVERALL MARKET

Currently there is a very strong real estate market in Southern New Jersey, along the Delaware River and Route 130, from Palmyra to Florence. The Route 130 Corridor, paralleling the light rail line, is experiencing overall growth and renewal. Residential real estate has been a record market for the past four years. Demand is outpacing supply, and there are some bidding wars for the most attractive homes on the market.

More commercial developers, particularly in the northern section of the corridor, are inquiring about professional office parks, restaurants, and other retail establishments than in recent years. This market has been stagnant in the past, but with the addition of new infrastructure, such as the connection to the New Jersey and Pennsylvania Turnpikes near Florence Township, developers have expressed renewed interest. The southern section of the corridor is still struggling to regain commercial ratables, as the Moorestown-Mt. Laurel-Marlton area has better access to major highways, a requirement of most national companies in search of office or warehousing space. This Moorestown corridor outpaces the Route 130 corridor, but suffers from congestion.

In general, however, the entire corridor has good access, and its location between Philadelphia and New York City is a draw. Its excellent location along the Delaware River also offers residents a unique riverfront lifestyle. There are wonderful river views, several marinas, boat launches, and recreational resources that are an asset to the

*Attractive homes in historic Burlington City.*

corridor. Route 130's presence as a six lane highway is a benefit, since there are few bottlenecks and traffic flows well. With the addition of infrastructure, such as the light rail line, most realtors feel that the market will continue to rebound.

## INDIVIDUAL MARKETS

The study area includes seven sub-markets that can be summarized from the realtor interviews as follows:

**Roebling (Florence Township):** Currently the market in Roebling is slow, but it is anticipated to grow once the cleanup of the Roebling Steel Mill site is completed. The site is a large Superfund project that has been vacant for over two decades and is the centerpiece of this historic village. A redevelopment authority has recently been formed to condemn the site and guide its cleanup and renewal. The redevelopment authority has received inquiries from developers interested in building marinas, clubhouses, restaurants, retail stores, and a golf course.

**Burlington City:** The market is expanding in Burlington City, and this town has great potential for a renewed downtown vitality, given its new focus on historic tourism. Burlington City has a charming commercial district along High Street, great riverfront acreage, and many historic properties.

**Delanco:** The market in Delanco is still a bit slow, since the condition of the housing stock is not as good as some of the other towns in the area, and commercial opportunities are limited. The limited retail choices consist of a few convenience-type stores in the Camp Meeting Grounds shopping center and a few stores (card shop, jeweler) along Burlington Avenue.

**Riverside:** The market in Riverside is similar to Delanco, in that it has an older housing stock that is not considered as attractive as some other towns in the area. However, Riverside's older downtown has a good mix of retail, food establishments, personal services, offices, institutional, and light industry. In addition, Riverside recently completed streetscape and pedestrian improvements to Scott Street, their central business district, which will also benefit from close proximity to the new light rail station.

**Beverly:** Beverly's residential and commercial markets are fairly depressed. There are several vacant stores in downtown Beverly, one of which recently reopened as a Chinese restaurant, the only food establishment in town. Given their location and small size, these empty storefronts are difficult to sell or lease. Building new residential in this area will be a challenge.

*Burlington City's commercial district along High Street.*

*Empty storefront in Beverly City.*

**Edgewater Park:** Edgewater Park's residential market is good, with a higher average home sale price in 2000 than most of the other riverfront communities. Edgewater Park's commercial establishments are clustered near Route 130, and are mostly highway-oriented commercial.

**Riverton:** The residential market in Riverton is strong, as it is a solid, attractive bedroom community with a small but charming downtown. The downtown does have several vacant stores, and it is difficult to attract merchants given its location away from the stronger performing retail areas along Route 130 and Route 73.

**Palmyra:** The residential market in Palmyra is good, though the town is built up, so there is little to no room for any new construction. Palmyra's downtown has many low end retail and service uses, and has difficulty attracting small store owners to fill vacancies.

## IMPACT LIGHT RAIL SERVICE WILL HAVE ON REAL ESTATE

### Residential Real Estate

Most of the realtors surveyed agreed that the light rail line will not have a large effect on residential real estate prices in the first few years, but will probably have a long-term effect. The rail line investment, coupled with other local renewal efforts, is expected to produce positive results, as new capital facilities usually cause real estate values to rise.

History has shown that proximity to good rail access does have a positive effect on the resale value of a home. According to Richard Voith of the Federal Reserve Bank of Philadelphia, in "Is Access to Center City Still Valuable?", in 1991, accessibility to the central business district by commuter rail systems generated significant house value premiums for residents in neighborhoods with service. Houses in the Philadelphia metropolitan area (678 census tracts) with train service enjoyed increased value premiums of 6.4 percent over those without service (holding other factors constant, such as house quality and highway accessibility), resulting in a premium of $5,594 for train service. This varied depending on the level of transit service to which the houses had access. In Philadelphia, PATCO service is five times as frequent as SEPTA's regional rail system. PATCO also enjoys a greater time advantage, relative to the automobile, than SEPTA. Thus, the premium rose to $6,706 for houses with PATCO access, which represented 10.1% of the average house price in Camden County, while Pennsylvania counties with SEPTA service had a

premium of $3,437, or 3.8% of the average house price.

According to research done by Robert Cervero at the University of California at Berkeley, light rail tends to generate up to a 10% increase in housing unit prices when homes are located within 2,000 feet of a station, or approximately five city blocks. The maps in this report generaly show a ¼ mile radius, or 1,320 feet, around each station. In Portland, homes within 1,500 feet of light rail stations sold at a premium of almost 10% more than similar housing beyond that distance.[1]

Other research has found that in Chicago, homes located within 500 feet to one-half mile of a suburban rail station now command an average premium of $36,000 over houses that are not within walking distance. Moving a house 100 feet closer to a railroad station increases its value by one percent, according to a study by Aaron Gruen, an urban economist with Gruen Gruen & Associates.[2]

Several realtors downplayed any detrimental effects the rail service might have on residential real estate. They believed that concerns of those property owners whose houses back up or front on the track will be minor once service is begun. Whatever concerns there may be are nothing new, since freight trains already run on these tracks at night. Three homes in Burlington City that are directly adjacent to the new light rail rail line have sold at or above the asking price in the last year, and proximity to the rail line itself was not perceived as a problem. One realtor compared the light rail access' effect on home buying as similar to the pool factor; some people will buy a house because it has a pool, others will not buy a house if it has a pool. He felt the proximity to rail will be attractive to many people, and not for others, and personal preference will determine the market.

The impact of rail on commercial development in other parts of the country has proven to be positive. Dallas Area Rapid Transit (DART) constructed a $860 million 20-mile light rail system, which opened in 1996. Since then, DART has identified over $800 million in private transit-oriented development generated by the proximity of the rail line.[3] DART officials also estimate that the transit line has increased retail businesses in downtown neighborhoods by 30 percent.[4]

The light rail line is expected to have a positive effect on commercial business around the new SNJLRTS station as well. For example, Hornberger Avenue in Roebling is currently home to a deli and several vacant commercial buildings. Local realtors believe that coffeehouses and other delis, or convenience retail will be attracted to this site, given its proximity to the new

**History has shown that proximity to good rail access does have a positive effect on the resale value of a home.**

***FOOTNOTES***

1. *"Creating Transit-Station Communities In the Central Puget Sound Region: A Transit-Oriented Development Workbook", Puget Sound Regional Council, June 1999.*

2. *"Traffic: How It's Changing Life in America", U.S. News and World Report, May 28, 2001.*

3. *Tully, Tom. "APTA/TRB Conference: Light Rail's On a Roll." Passenger Transport. November 27, 2000.*

4. *Miara, Jim. "On Route: Evidence clearly shows that transit lines stimulate development." Urban Land. May 2001.*

rail station. Once local merchants are made aware of the benefits of locating close to the station, through a marketing campaign or other means, they are expected to respond with interest. Many other cities have thriving commercial districts next to rail stations and most of the local realtors interviewed felt that this will occur along the SNJLRTS as well.

## INCENTIVES NEEDED TO FOSTER MORE RETAIL AND SERVICES IN THE STATION AREA

Most realtors suggested aesthetic improvements, such as improving station areas so developers will want to move in. This ranged from large environmental "brownfield" cleanups, such as the Roebling steel mill, to more minor streetscape and landscaping improvements, to road improvements, such as making Hornberger Avenue in Roebling more of a gateway or boulevard to the historic village. One local realtor suggested that Roebling and Burlington City should also license rental property owners, in order to improve the upkeep of these properties. Transportation improvements were also mentioned, such as Burlington City's need for a parking plan that takes into account the needs of downtown and the two rail stations.

## COMMERCIAL REAL ESTATE

The Route 130 corridor overall has had difficulties maintaining its commercial base, as much of the office and retail development that grew up there in the 1950s and 1960s relocated to I-295 and Route 73, in the Moorestown-Mt. Laurel-Marlton area. Route 130 has seen many commercial failures, but with specific large scale redevelopment projects such as Willingboro Town Center, plus the addition of light rail, there is more general interest in the area. More commercial development is likely to be generated throughout the corridor over time.

Roebling has no office space, and very limited retail and services. The village (or Florence Township) could benefit from a chamber of commerce, which could inject some new ideas and provide assistance on expanding its retail and office base. Roebling needs these commercial ratables to grow. Florence Township has added a new industrial park that will bring in half a billion dollars in tax revenues. There is developer interest in building a hotel at the intersection of CR 659 (Florence-Bustleton Road) and Route 130 (behind the new Wawa), to take advantage of the new Turnpike access. Two new highway commercial nodes could also develop in Florence along Route 130, at the Turnpike interchange and at CR 656 (Florence-Columbus Road).

Burlington City's office and retail spaces vary, but there is a good amount of turnover and vacancy, approximately 30%. Burlington City's downtown has zoned some office uses out (or made them conditional uses), presumably to allow for the maximum amount of retail. Some realtors felt this zoning needs to be updated, since the downtown needs office ratables and daytime workers to sustain the retail base. Currently the city is waiting for several government grants for revitalization efforts, but it needs to pursue additional private investment. As far as vacant land that is suitable for development, Burlington City's gravel parking lot on the riverfront at Pearl, Delaware, and High Streets could be developed into a mixed use (commercial, residential) area with a public park.

For Burlington City to succeed at historic tourism, it needs to attract more high-end retail and restaurants or other food establishments to complement the tourist foot traffic. Other suggestions to bolster tourism include the introduction of historic trolley tours (the city could purchase a used trolley), weekly street festivals, and a weekend farmer's market. All of these event-based efforts will attract tourists and residents to rediscover the historic treasures and downtown commercial base. Burlington City could then be added to the regional and national tour bus company circuit.

In Delanco, Riverside, Beverly, Edgewater Park, Riverton, and Palmyra, on the southern end of the Route 130 corridor, it is harder to attract large national offices, since they prefer a location closer to a major interchange, such as the New Jersey Turnpike or I-295. These towns will have to rely on smaller local companies and offices to fill their vacancies. Riverside's Golden Triangle is suitable for mixed uses (commercial, residential) and a public park. The market for industrial space is slightly better than commercial in this area. Reinvigorating commercial uses in older downtowns is a difficult task in today's "big box" retail market. These downtowns should focus on local, specialized, and destination retail.

For the year 2000, office market rental rates for Class A office space ranged from $19 to $23.50 per square foot, and Class B office space was priced between $17 and $18.75. Industrial space ranges from $4.25 to $5.25 per square foot for Class A, to $3.50 to $4.25 for Class B space. Rates are less expensive than northern New Jersey and the Philadelphia suburbs, but more expensive than rates within the Philadelphia city limits, but Philadelphia suffers from higher tax rates.[5]

**Reinvigorating commercial uses in older downtowns is a difficult task in today's "big box" retail market.**

***FOOTNOTES***

[5] *Mertz Corporation, Mount Laurel, NJ full-service brokerage firm.*

## RESIDENTIAL REAL ESTATE

In Roebling and Burlington City, the residential market is good, with more demand than supply, so available houses are moving. If priced right, days on the market usually average a few weeks, or in the worst cases, a few months. Some houses have even gone in 24 hours. In recent years, some houses sat unsold for a few years, but this has changed. The demand is up for rowhouses and semi-detached homes, and there are only a few on the market at any given time. In years past there was a larger supply of these, as older folks died. The fact that these are being sold and occupied quickly bodes well for the market, as does young people with steady incomes moving in.

In terms of new residential development, Florence has Golden Gate Estates (named after the Roebling founders), which is soon to open, adding 52 three- to four-bedroom homes, in the $190,000-$210,000 price range. It is located on Maple Road, off Station Road (near Delaware Avenue). There are also new townhomes off Florence/Columbus Road, just south of Route 130, called Birch Hollow. Across the street is a proposed professional office park development, with possibly a store or two. Also in Florence Township is Mallard Creek, by homebuilder Trafalgar House, on Route 130. When completed, this will add 157 three- and four-bedroom, two-and-a-half-bath single family homes priced from the $170's. In addition, there is farmland and woodland overlooking Assiscunk Creek and Jacksonville Road that is suitable for residential with open space. Some realtors feel that Roebling (and Florence Township) needs to pursue more residential developments if it is to grow. The Township has been resistant to allowing more housing, due to its effect on their school system, but the addition of the previously mentioned industrial park that will bring in a half billion dollars in tax ratables should help school funding.

Delanco and Riverside have fairly solid residential real estate markets, with an average time on the market of two to three months. Delanco's average days on the market in 2000 was 64 days (two months), while in Riverside it was 86 days (three months).

The average sales price in Delanco is $119,000, while in Riverside it is $87,000. Rents for a single family house average $800-900 a month. Fewer houses have been sold in the first half of 2000 than in the first half of 1999, but this could just be due to fewer people moving.

Delanco has approved plans for an age-restricted residential community on the Russ property near the intersection of Creek and

Coopertown Roads. There have also been plans for years to develop the waterfront with a marina, townhomes, and retail space, yet this has been mired in approval processes. Realtors agree that there would be a market for these units, since rentals have always done well there. A mixed-use district with a variety of housing types plus retail uses would also be a great benefit for the area. Developers also do well with a variety of housing types (single, twin, townhomes) because if one is not selling well, the other models help to minimize losses. Developers can then complete the project in phases. Higher end housing might be harder to pull off because of the perception that there is not enough infrastructure, such as a top-rated school system, to attract high-end buyers. Delanco traditionally has not had much high-priced housing. Shopping is also lacking in the area.

Realtors agree that there is a market for condominiums and apartments in the old Watchcase Tower in Riverside, especially if there are age-restricted units. This would be a costly and lengthy project, so developers would probably need tax credits or other economic incentives to undertake the project. Townships and smaller towns do not always have the fiscal resources to make this happen. Riverside has always had a strong rental market and there is a shortage of units available.

Riverton and Palmyra have strong residential markets, where the days on the market average 30 to 45. Beverly's residential market is fairly slow, while Edgewater Park's is fairly solid, with a decent number of condominiums and townhouses sold in 2000. Both Beverly and Edgewater Park could benefit from the new Merck/Medco pharmaceutical processing development in Willingboro that will bring many jobs and residents to the area in the next few years.

*Riverside's Watchcase Tower presents a potential market for condominiums and apartments, some age - restricted units.*

## Figure 3.1: Year End Burlington County Home Sales Statistics, Year 2000

| MUNICIPALITIES | SINGLE FAMILY HOMES SOLD | AVERAGE PRICE | CONDOS & TOWN HOMES SOLD | AVERAGE PRICE |
|---|---|---|---|---|
| Beverly City | 40 | $74,826 | 0 | $0 |
| Burlington City | 100 | $85,092 | 0 | $0 |
| Delanco Twp. | 45 | $111,014 | 0 | $0 |
| Edgewater Park | 69 | $121,110 | 28 | $49,211 |
| Florence Twp. | 155 | $104,329 | 40 | $91,958 |
| Palmyra Bor. | 98 | $100,271 | 35 | $95,161 |
| Riverside Twp. | 81 | $86,674 | 0 | $0 |
| Riverton Bor. | 46 | $143,876 | 0 | $0 |

*Source: Greater NJ Regional Multiple Listing Service.*

## Figure 3.2: Burlington County Property Tax Rates, Year 2000

| TAX DISTRICT | GENERAL TAX RATE TO APPLY PER $100 VALUATION (in mills) | AVERAGE RATIO OF ASSESSED TO TRUE VALUE OF REAL PROPERTY |
|---|---|---|
| Beverly City | 2.913 | 99.60 |
| Burlington City | 2.577 | 105.86 |
| Delanco Twp. | 3.014 | 93.85 |
| Edgewater Park | 2.953 | 95.66 |
| Florence Twp. | 2.902 | 100.39 |
| Palmyra Bor. | 3.308 | 97.88 |
| Riverside Twp. | 2.599 | 98.89 |
| Riverton Bor. | 3.545 | 92.54 |

*Source: Service One Association of Realtors.*

## EDUCATIONAL QUALITY

The quality of the area's school systems impacts redevelopment of the corridor. The following statistics in Figure 3.3 were gathered to assess how the corridor compares to the rest of the state. This information was published by The Philadelphia Inquirer, based on information supplied by the New Jersey Department of Education, and reflects data from the 1999-2000 school year. Multiple criteria were used, thus no overall ranking is available.

Student mobility rate refers to the percentage of students who entered or left school during the year.



## INTERVIEW SOURCES

Don Lamon, Commercial and Residential Realtor & Appraiser, Lamon Associates, Cinnaminson, NJ.

Sam Paglione, Commercial Realtor, Paglione Agency, Roebling, NJ.

Linda Carnival, Residential Realtor, Weidel Realty, Bordentown, NJ.

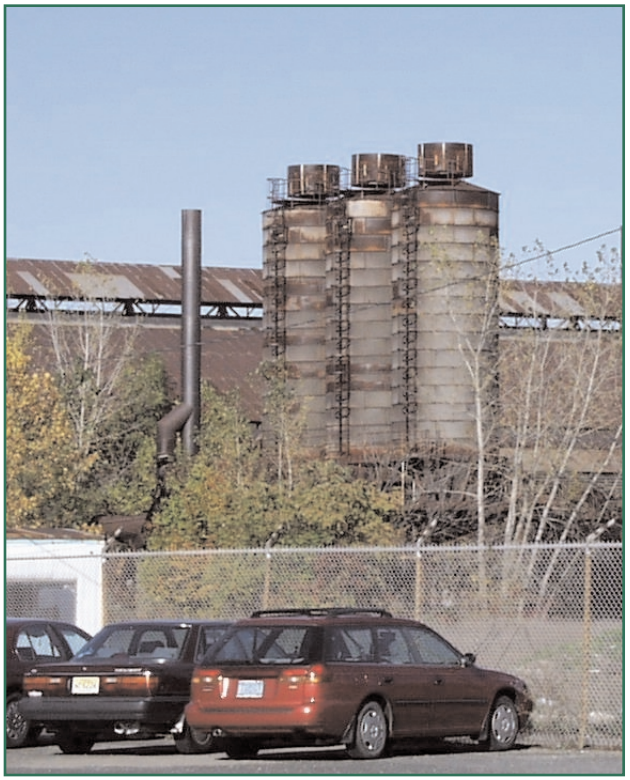
David Carpenter, Residential Realtor, Century 21 Realty, Moorestown, NJ

## Figure 3.3: School Report Cards

| School Report Cards 1999-2000<br>New Jersey Department of Education | Total<br>Enrollment | Average<br>Class Size | Student<br>Attendance Rate | Student<br>Mobility Rate | Length of<br>School Day | Amount of day in<br>instructional activities | # of Students<br>per administrator | # of Students<br>per faculty member | Faculty<br>Attendance Rate | % of Faculty<br>with BA/BS |
|---|---|---|---|---|---|---|---|---|---|---|
| **BEVERLY CITY DISTRICT** | | | | | | | | | | |
| **Beverly School, Elementary** | 321 | 17 | 93.6 | 19.9 | 6 hr 15 min | 5 hr 45 min | 201 | 9.3 | 90.5 | 69 |
| **BURLINGTON CITY DISTRICT** | | | | | | | | | | |
| **Captain James Lawrence, Elementary** | 304 | 20 | 92.8 | 25.3 | 6 hr 25 min | 5 hr 35 min | 304 | 16.9 | 96.6 | 75 |
| **Elias Boudinot, Elementary** | 88 | 15 | 94.2 | 27.3 | 6 hr 25 min | 5 hr 35 min | 88 | 12.2 | 96.7 | 62 |
| **Samuel Smith, Elementary** | 208 | 16 | 94.3 | 17.8 | 6 hr 25 min | 5 hr 35 min | 208 | 16 | 97.5 | 85 |
| **Wilbur Watts Intermediate** | 323 | 18 | 95.3 | 26.9 | 6 hr 25 min | 5 hr 35 min | 323 | 12 | 94 | 75 |
| **Burlington City High School** | 795 | 20 | 91.8 | 8.3 | 6 hr 48 min | 5 hr 35 min | 265 | 9.6 | 96.4 | 67 |
| **DELANCO TOWNSHIP DISTRICT** | | | | | | | | | | |
| **Pearson School, Elementary** | 256 | 21.4 | 95.8 | 10.5 | 6 hr 30 min | 5 hr 34 min | 256 | 15.5 | 98.4 | 78 |
| **Walnut Street, Elementary** | 122 | 21.4 | 95.3 | 11.5 | 6 hr 30 min | 5 hr 34 min | 122 | 18.8 | 98.4 | 75 |
| **EDGEWATER PARK TWP DISTRICT** | | | | | | | | | | |
| **Magowan, Elementary** | 537 | 19 | 94.2 | 42.1 | 6 hr 55 min | 5 hr 45 min | 537 | 12.7 | 95.6 | 76 |
| **Samuel M. Ridgway School, Elementary** | 385 | 22 | 95.1 | 25.5 | 7 hr 0 min | 5 hr 50 min | 257 | 11.8 | 96.4 | 79 |
| **FLORENCE TOWNSHIP DISTRICT** | | | | | | | | | | |
| **Florence Township Middle, Elementary** | 375 | 19 | 94 | 11.7 | 6 hr 19 min | 5 hr 25 min | 375 | 14.2 | n/a | 82 |
| **Marcella L. Duffy, Elementary** | 284 | 19 | 95.1 | 14.4 | 6 hr 19 min | 5 hr 25 min | 284 | 11.3 | 96 | 70 |
| **Number 5 Roebling, Elementary** | 487 | 17 | 94.6 | 12.9 | 6 hr 19 min | 5 hr 25 min | 487 | 12.5 | 95.2 | 62 |
| **Florence Twp Memorial High School** | 486 | 22 | 91.5 | 16 | 6 hr 19 min | 5 hr 25 min | 187 | 12 | n/a | 84 |
| **PALYMYRA BOROUGH DISTRICT** | | | | | | | | | | |
| **Charles Street, Elementary** | 570 | 20 | 96.7 | 8.6 | 6 hr 15 min | 5 hr 35 min | 570 | 14.6 | 98 | 77 |
| **Palmyra High School** | 500 | 16 | 94 | 10.4 | 6 hr 26 min | 5 hr 34 min | 250 | 10.4 | 97.6 | 64 |
| **RIVERSIDE TOWNSHIP DISTRICT** | | | | | | | | | | |
| **Riverside Elementary** | 529 | 23 | 91.3 | 16.8 | 6 hr 23 min | 5 hr 23 min | 529 | 12.2 | 93.8 | 76 |
| **Riverside Middle** | 298 | 21 | 95.4 | 11.7 | 6 hr 16 min | 5 hr 33 min | 298 | 12.4 | 92.9 | 64 |
| **Riverside High School** | 463 | 21 | 93.3 | 9.5 | 6 hr 58 min | 5 hr 20 min | 232 | 13.8 | 94.1 | 61 |
| **RIVERTON DISTRICT** | | | | | | | | | | |
| **Riverton** | 251 | 15 | 96.2 | 8.4 | 6 hr 40 min | 5 hr 35 min | 251 | 9.3 | 98.3 | 83 |
| **STATE AVERAGE Elementary** | **n/a** | **21.4** | **95** | **14.3** | **6 hr 23 min** | **5 hr 32 min** | **318.8** | **13.3** | **94.1** | **n/a** |
| **STATE AVERAGE High School** | **n/a** | **19.8** | **92.6** | **12.3** | **6 hr 46 min** | **5 hr 45 min** | **191.9** | **11.6** | **94.7** | **n/a** |

# CHAPTER 4

## ROEBLING (FLORENCE TOWNSHIP) STATION AREA PLAN - THE COMPANY TOWN



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 4: ROEBLING (FLORENCE TOWNSHIP) STATION AREA PLAN - THE COMPANY TOWN

*Roebling rowhomes near light rail station.*

The town of Roebling, located in Florence Township, was founded in 1904, when Charles G. Roebling constructed a large steel mill and wire rope factory to supply the family business of suspension bridge design and construction. Roebling built a model company town for the employees of the mill and the factory, with a variety of housing types, a general store, an inn, a school, social clubs, and other amenities. These beginnings as a planned company town are still evident in the town's cohesive architecture and layout. The new light rail line connecting Camden and Trenton will pass through the center of the town, adjacent to the old Roebling steel mill site (now a Superfund site undergoing clean-up) and workers' housing, providing an opportunity for this historic town to experience downtown revitalization and a bright future.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Amend the Master Plan to convey the vision for the station area. These amendments include language describing the intent of transit-oriented development concepts and their specific application to Roebling.
- ✔ Modify the Zoning Ordinance to allow more transit supportive development. In general, these modifications are minor adjustments to the existing ordinance.
- ✔ Improve vehicular and pedestrian access to the light rail station. This will involve road improvements, construction of additional pedestrian facilities, better signage, and a gateway treatment at the intersection of Route 130 and Hornberger Avenue.

## STATION LOCATION

The light rail station will be located on the site of the Roebling steel mill, which is bordered on one of its sides by the rail line. The station will be accessed from Hornberger Avenue, a two lane roadway that connects to U.S. Route 130.

## DEMOGRAPHICS

The following demographic characteristics are for the census tract in which the town of Roebling is located.

### Population Characteristics - 2000 Census

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 2,620 | 2,612 | -8 | -0.3% | 95.6% | 2.9% | 1.5% |

### Other Characteristics - 1990 Census (2000 Census data not yet available)

| | |
|---|---|
| Median Income: $37,900 | County average: $42,400 |
| % Under Poverty Level: 6% | County average: 4% |
| % Vacant Housing Units: 2.5% | County average: 4.7% |
| % Owner-Occupied: 86% | County average: 75% |
| % Renter-Occupied: 14% | County average: 25% |

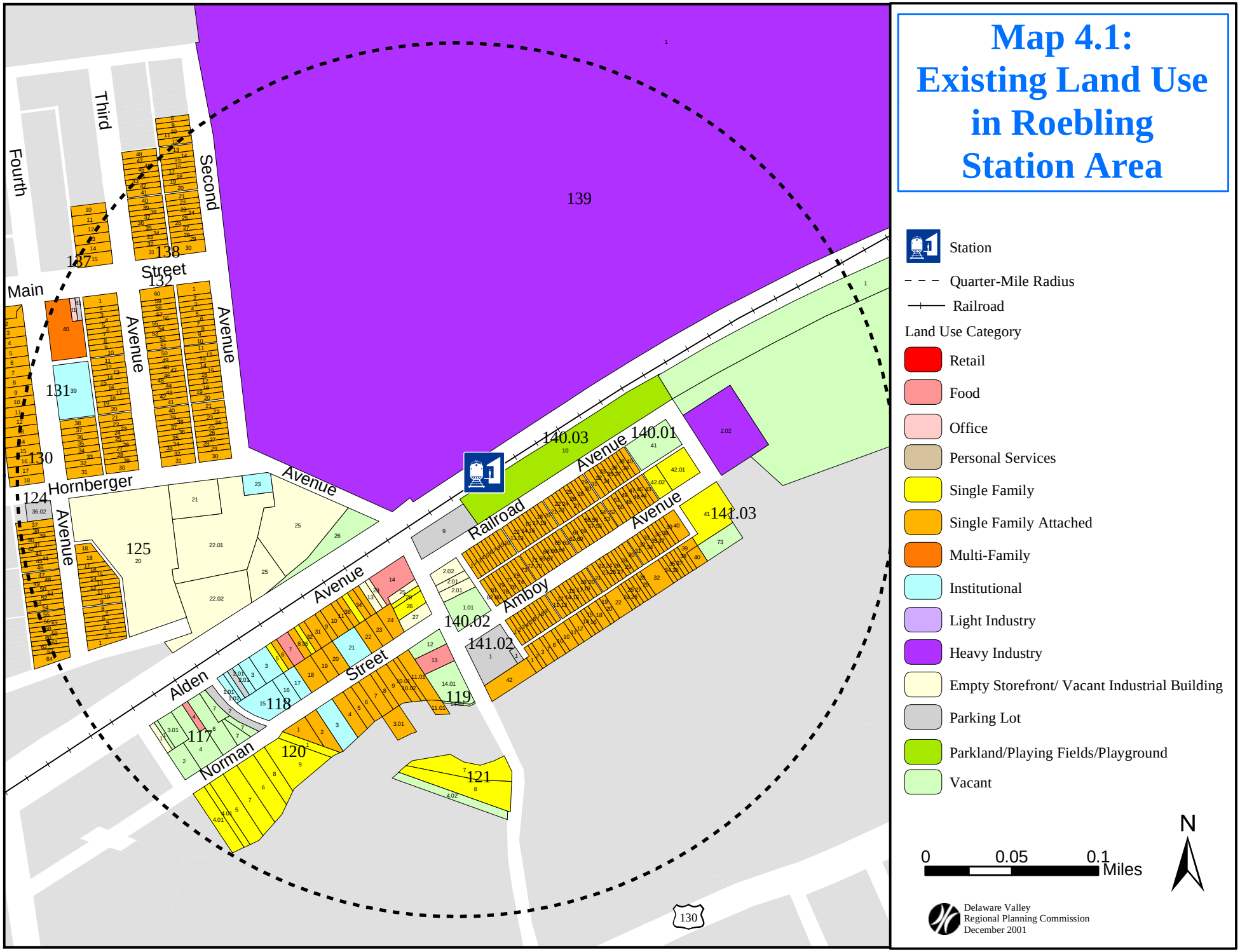
## LAND USE

In each station, the area covered by this study was defined as land within ¼ mile of the light rail station. Conventional wisdom in the planning field states that this is the maximum distance that most people are willing to walk to access transit, although this figure may be higher or lower based on the quality of the pedestrian environment and any barriers along the way (such as high speed roadways, uninteresting or unsafe streetscapes, and other features). People are typically willing to walk farther when the streetscape is pleasant and safe, for example, when storefronts have interesting window displays or residences have pleasing facades. For the purposes of this study, land within a ¼ mile radius of the proposed light rail station was defined as "walkable," and is therefore very important to consider when evaluating the future impacts of the station.

Land uses within walking distance of the light rail station were inventoried and mapped (see Map 4.1: Existing Land Use in Roebling Station Area). Since it was important to measure precise land uses to assess their mix and transit supportiveness, conventional categories such as commercial were further broken down as retail, food, personal services, or offices.

One of the key land uses in Roebling is the large Superfund site, located in the northern part of the station study area. This site is about 250 acres, and a significant portion of the site, although not all of it is located within ¼ mile of the station. This is the former site of the Roebling steel mill and wire rope factory, which served as the center of the town until its closing in 1974. Florence Township recently formed a redevelopment authority to oversee the redevelopment of this site, including cleanup and condemnation processes.


*Main Street in Roebling.*


Map 4.1:
Existing Land Use
in Roebling
Station Area
Station
Quarter-Mile Radius
Railroad
Land Use Category
Retail
Food
Office
Personal Services
Single Family
Single Family Attached
Multi-Family
Institutional
Light Industry
Heavy Industry
Empty Storefront/ Vacant Industrial Building
Parking Lot
Parkland/Playing Fields/Playground
Vacant
N
0
0.05
0.1
Miles
Delaware Valley
Regional Planning Commission
December 2001
Fourth
Third
Second
Main
Street
Avenue
Hornberger
Railroad
Amboy
Alden
Norman
139
138
137
132
131
130
124
125
140.03
140.01
141.03
140.02
141.02
119
118
117
120
121
130

Adjoining this site to the southwest, on Hornberger Avenue, is a light industrial area with several one to two story buildings that are used for storage or marginal light industrial uses. Many of these appear to be vacant. These buildings have individual owners, and many are either for sale or for rent.

There are also a large number of residential buildings found within ¼ mile of the Roebling station. These are primarily rowhouses, constructed as housing for the town's industrial workers during its economic heyday. Densities are very high, with lot sizes for these homes as low as 1,200 square feet in some places. The homes along Railroad Avenue and Amboy Avenue, to the southeast of the station, are particularly dense. This neighborhood is only several hundred feet from the proposed station. Another residential area, in the northwest section of the study area, was constructed at a slightly lower density - the smallest lots are around 1,600 square feet - although by the standards of conventional suburban development, this neighborhood is still very dense.

Along Alden Avenue and Hornberger Avenue, some commercial and other types of uses can be found. At the corner of these streets, which intersect only about 100 yards from the train station, is Verann's Restaurant and Wesley's Pub. Alden Avenue also contains a number of homes, several vacant storefronts, a pizza shop, several social clubs, and near the boundary of the study area, a large parking area. Hornberger Avenue, which leads to U.S. Route 130, has mostly empty storefronts, several parking lots and vacant lots, one deli, and the above mentioned restaurant and pub.

As Figure 4.1 and the land use map demonstrate, Roebling's land use breakdown is not diverse, especially compared to other station areas along the light rail line. Roebling has no retail activities or service providers within walking distance of the proposed station, and only one office and four food-based commercial uses (including delis, restaurants, and bars). Instead, as already described, land use is mostly split between unused industrial land, other vacant land, and high-density residential areas.

### Land Use and Transit Supportiveness

After cataloguing the land uses within walking distance of the light rail station, each use was rated according to its ability to support transit. Transit supportive uses are those that cater to convenience goods and service needs of residents, employees, and transit stop users. They can entertain, create activity on the street, and attract day and night activity. They are land uses that generate trips, such as

*Roebling neighborhood.*

## Figure 4.1: Land Use in the Roebling Station Area.

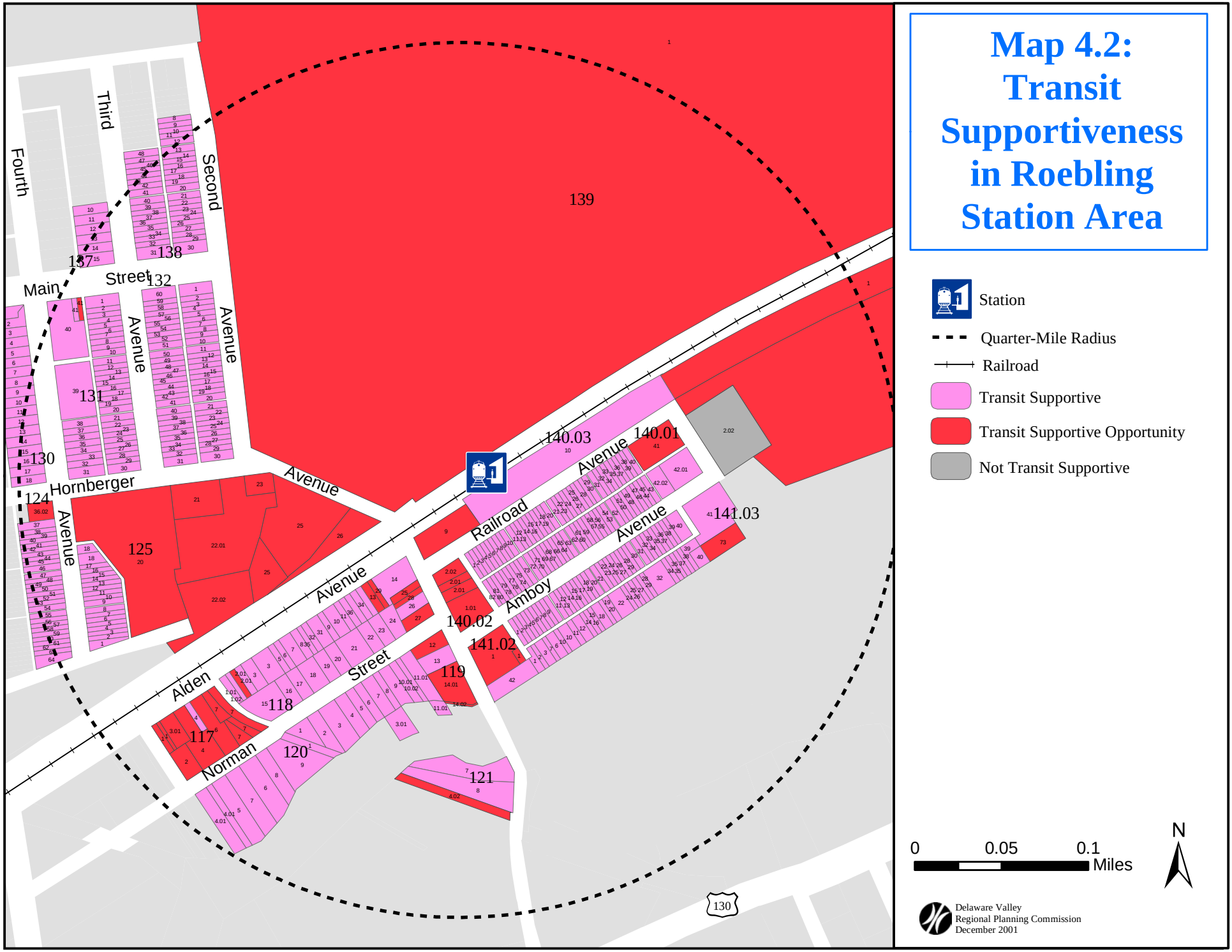
| Parcels in Station Area | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| **Residential: single family detached** | 17 | 3.6% | 46.2% | 3.4 |
| **Residential: single family attached** | 383 | 82.3 | 29.1 | 17.6 |
| **Residential: multi family** | 1 | 0.2 | 1.9 | 0.4 |
| **Parking lot** | 7 | 1.5 | 2.4 | 1.0 |
| **Vacant** | 18 | 3.8 | 2.5 | 16.0 |
| **Empty storefront** | 14 | 3.0 | 1.8 | 6.4 |
| **Retail** | 0 | 0 | 3.0 | 0 |
| **Food** | 4 | 0.8 | 1.2 | 0.5 |
| **Personal services** | 0 | 0 | 1.4 | 0 |
| **Office** | 1 | 0.2 | 3.7 | 0 |
| **Institutional** | 12 | 2.5 | 3.5 | 3.2 |
| **Light industry** | 0 | 0 | 1.5 | 0 |
| **Heavy industry** | 2 | 0.4 | 0.3 | 120.3 |
| **Parkland or open space** | 0 | 0 | 0.6 | 0 |
| **Other** | 1 | 0.2 | 1.0 | 31.8 |
| **TOTAL** | 469 | 100% | 100% | 200.6 |

*Source: DVRPC Field Work, Spring 2001.*

residences, employers, and shopping destinations. Map 4.2: Transit Supportiveness in Roebling Station Area classifies land uses into three categories: Transit Supportive; Transit Supportive Opportunity; and Not Transit Supportive.

Most of the uses within walking distance of the Roebling station are supportive of transit. For example, areas around public transportation stations are excellent locations for high-density housing, and Roebling's neighborhoods, with densities exceeding 20 homes per acre in some areas, ensure that a large number of people will be within an easy walk to access transit for work, shopping, or entertainment. Potentially significant employment generation from the redevelopment of the Superfund site may provide commuter opportunities and a workforce to further support area businesses.

In addition to the uses that already exist, Roebling has many opportunities to improve its station area by encouraging other transit supportive uses. A list of specific land uses that generally support transit can be found in Chapter 2.


Map 4.2:
Transit
Supportiveness
in Roebling
Station Area
Station
Quarter-Mile Radius
Railroad
Transit Supportive
Transit Supportive Opportunity
Not Transit Supportive
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001
Fourth
Third
Second
Main
Street
Avenue
Hornberger
Railroad
Amboy
Alden
Norman
139
138
137
132
131
130
124
125
140.03
140.01
141.03
140.02
141.02
119
118
117
120
121
130

The figures presented in Figure 4.1 can help to indicate what sorts of transit supportive uses would be especially applicable in Roebling. Most basic categories of transit supportive uses, such as offices, service providers, and stores, are practically nonexistent within the ¼ mile walking distance, though within ½ mile are a bank and some other supportive uses. Roebling, therefore, should plan for a variety of transit supportive uses that will also serve the community. Personal service providers, small-scale retail stores, bakeries and coffee shops and other restaurants would seemingly be needed.

Two alternative scenarios are currently planned for the cleaned-up Superfund site: 1) light industry; and 2) a golf course, marina, restaurant, and clubhouse. Both alternatives also include the conversion of the factory gatehouse into a historic museum. The first scenario, light industry, would probably be more transit supportive as an employment generator. Other uses, such as government, medical or other offices, can add transit supportiveness to nearly any environment, and would also be appropriate uses to encourage on the former Roebling mill site.

## TRANSPORTATION AND ACCESS

The proposed station will be located off Hornberger Avenue to the north of Railroad Avenue. It will be adjacent to a proposed commuter parking lot, located on the site of the former Roebling steel mill, with access from Hornberger Avenue. Initial parking capacity is 215 spaces, but may be expanded to 500 spaces, exclusively for the light rail commuters. Forecast daily boardings, or the number of trips in both directions each weekday originating at the Roebling station in 2020, is 550.

**Hornberger Avenue** is the major artery that will provide access to the proposed station and its environs. At this location, Hornberger Avenue is a two lane road with each lane measuring 14 feet wide. Near the intersection of US Route 130, Hornberger Avenue has a 33 foot cartway. The westbound lane from US Route 130 is 15 feet wide, while the eastbound lane is 18 feet wide and accommodates both left and right turning movements at US Route 130. It has two sharp curves in the section from US Route 130 to the proposed station, making access to the station by automobile poor. There is also a steep incline at the tracks near the entrance to the station which reduces sight distance. Prominent speed limit signs between US Route 130 and the proposed station are also lacking. The right turn lane on

US 130 south at Hornberger Avenue is only 8 feet wide and as a result has a poor turn radius. The approach to Hornberger Avenue from US 130 north has a left turn lane of 125 feet in length. This may not be adequate to serve the increased traffic that will be generated by the opening of the light rail station and the redevelopment of the Superfund site, among other improvements.

There are parking restrictions limiting on-street parking ranging from 30 minutes to two hours on the south side of Hornberger Avenue between 5th Avenue and 2nd Avenue. Parking is not permitted on the north side. No sidewalk is present along the south side of Hornberger Avenue between 4th Avenue and 2nd Avenue, though sidewalks are present on the northern side.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

Florence Township's Master Plan is currently being updated by Hintz Associates, the first update since 1994. The 1994 Master Plan of Florence Township is therefore not reviewed in this document. In the current update, the proposed light rail station is not given specific coverage, despite its potential positive impacts in Roebling. The Recommendations section of this chapter will therefore propose language, to be included in the Master Plan, that will emphasize the importance of the new light rail service and the future revitalization that this may bring.

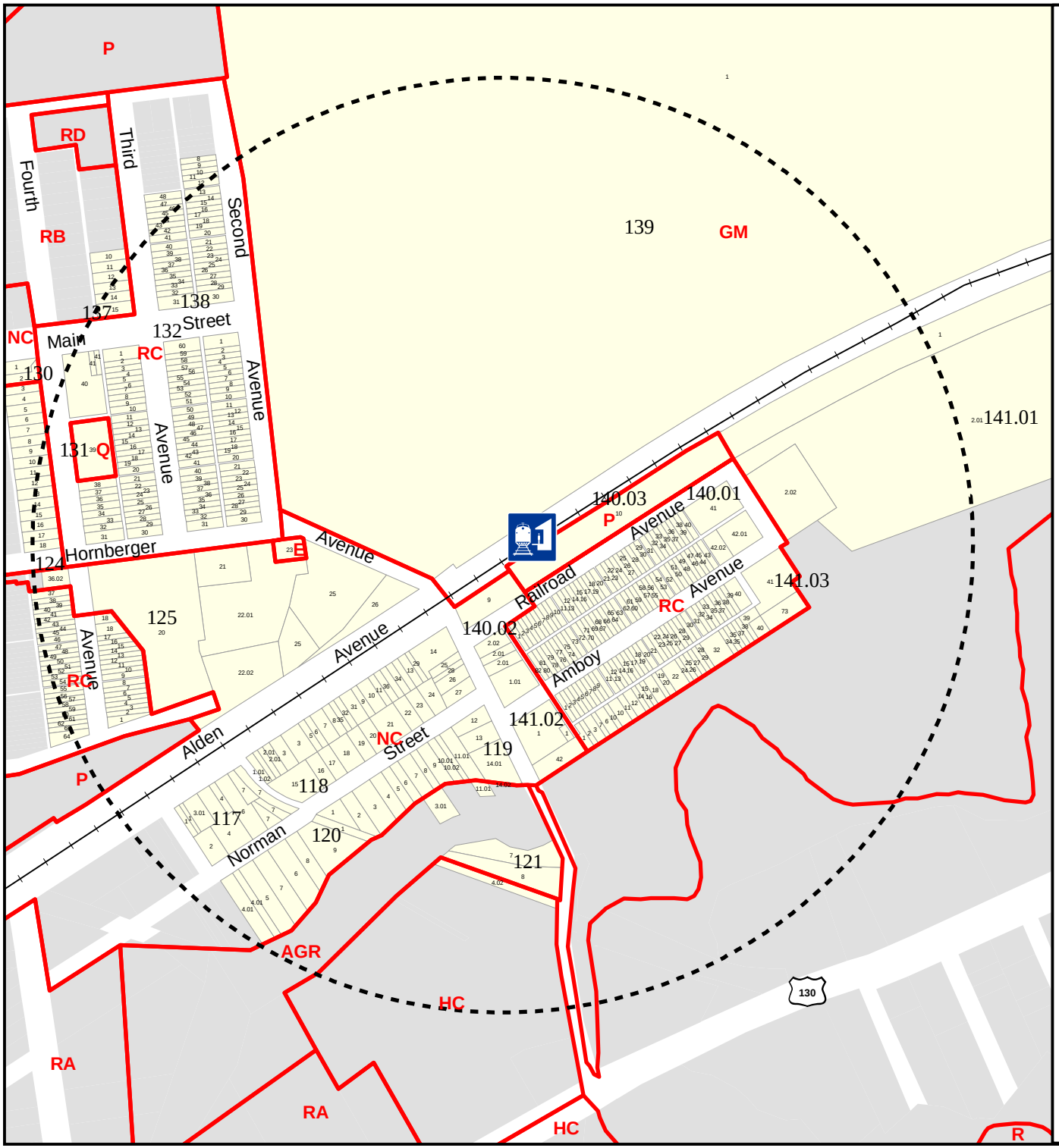
### Zoning Ordinance

Florence Township's Zoning Ordinance was most recently updated in 1999. Within walking distance of the light rail station, three districts are prominent: GM (General Manufacturing), NC (Neighborhood Commercial), and RC (High-Density Residential). Also, most of the station area is covered by the H (Historic District) overlay. The details of these zones are reviewed in the following paragraphs. Also, public institutional uses are generally provided with their own specific zoning codes, usually applying only to one parcel. There are a few of these in the study area, but due to their specificity, they are not reviewed below. Map 4.3: Existing Zoning in Roebling Station Area shows zoning districts in the study area.

### GM General Manufacturing

The GM zoning district covers the old Roebling steel mill, currently a Superfund site. This zoning code permits offices, manufacturing plants, warehouses, and related accessory uses. These are reasonable uses for this former industrial site, but some of the permitted uses,

*Access from Hornberger Avenue to future station site.*




# Map 4.3: Existing Zoning in Roebling Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

AGR: Agriculture
E: Emergency Services
GM: General Manufacturing
NC: Neighborhood Commercial
P: Park
Q: Quasi Public Facility
RA: Residential
RB: Residential
RC: Residential
RD: Residential

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

such as warehouses, are not considered transit supportive. The newly-formed redevelopment authority is currently investigating two possibilities for reusing this site, as a light industrial site or a golf course and marina. Their recommendations concerning appropriate uses may lead to the list of permitted uses being expanded.

In the GM district, minimum lot sizes are relatively small for an industrial district, with lots required to be only 60,000 square feet (about 1.5 acres). In addition, the zoning code permits buildings to be shared by any number of organizations, and allows lots to contain more than one principal structure. This flexibility is appropriate for the former steel mill site, as it encourages redevelopment. One aspect of the zoning requirements for this district that appears inconsistent, and may need to be reviewed, is the maximum building height requirement. According to the current code, although structures are permitted to be as tall as 75 feet, they may not exceed three stories. While this may be appropriate for heavy industrial uses, a three-story office building will not even approach 75 feet in height, and if portions of the site are converted to office uses, the three-story limit may prove more restrictive than intended.

### NC Neighborhood Commercial

South and west of the station, most land in the study area is zoned NC. This district is designed to allow small-scale, neighborhood based commercial uses. A variety of uses are permitted in this district, including retail stores, service providers, offices, restaurants, public buildings, and single-family homes. Dwelling units attached to commercial buildings are also permitted. This type of mixed-use district is ideal for transit-oriented development - the combination of residential and a variety of pedestrian-based commercial uses is very supportive of transit use. However, the minimum lot size in the NC district is 20,000 square feet (about ½ acre). For the types of uses that this zoning district is designed to encourage, this may be too high. As the descriptions of Opportunity Areas 2, 3, and 4 specify, very few existing parcels within this zone meet this minimum lot size. Even if these parcels have been "grandfathered in", as previously-existing nonconforming uses, this discrepancy between the zoning requirements and actual lot sizes may present a barrier to revitalization (see the section on Nonconforming Uses below). A similar barrier may be presented by the excessive minimum lot widths, which require lots to be at least 125 feet wide. If the minimum requirements in this zoning

district were actually enforced as written, the resulting landscape would be low-density, strip development, supportive of neither pedestrian traffic nor transit.

### RC High-Density Residential

The RC district permits high-density residential use, allowing single-family homes and multi-family homes under certain conditions. No non-residential uses except for public buildings are permitted. Development may occur at a density of 12 units per acre. The original parcel must be at least five acres in size, and no more than 10 units are permitted in a single structure. The high density allowed in this district is conducive to pedestrian and transit use.

### H Historic District

Most of the land within walking distance of the proposed light rail station in Roebling is included in the Historic District overlay. This district is designed to preserve the historic character of the town through tighter restrictions on the land contained within it. Any demolition or alteration of a historic building, or new construction at a historic site, must be approved by the Florence Township Historic Preservation Commission. The district provides guidelines for reviewing the historic significance of a property, and also provides standards for visual compatibility of new or modified structures in the Historic District.

### Nonconforming Lots, Structures and Uses

The Zoning Ordinance provides specific regulations for nonconforming uses. It states that nonconforming uses may be maintained and somewhat modified, but that these modifications must not increase the degree of nonconformity (by building an addition, for example). Also, repairs and maintenance to a building on a nonconforming lot may not change its use - a potentially serious barrier to reuse.

## RECOMMENDATIONS

In many ways, the Robeling station area is already very supportive of transit. Its high residential densities, mixed-use zoning, and historic character provide an excellent base for applying the concepts of transit-oriented development. The recommendations are meant to achieve a vision for Roebling's future. This vision features a revitalized downtown, with pedestrian-friendly stores and offices, a renewed sense of history and place, and easy access to transit. The Development Opportunity Areas section provides ideas for the reuse of individual sites in transit-friendly ways. Following this, specific recommendations for changes to the master plan and zoning ordinance of Florence Township are given. These ideas for reuse can be merged together to provide a coherent overall vision for the town.

The former steel mill, now a Superfund site, is currently being considered for light industry or a golf course and marina. Although the golf course and marina alternative may serve a regional need for these types of facilities, neither one is transit supportive. Light industry, on the other hand, could provide significant commuters to the station, as well as an employment base that could help support emerging retail and services around the station. In addition, the area directly to the west of the station area, now used for warehousing or marginal light industrial uses, has great potential to be used as a commercial center that serves rail passengers, employees of the Roebling steel mill redevelopment, and local residents. However, the ultimate use of this site should relate to the redevelopment of the former steel mill.

## DEVELOPMENT OPPORTUNITY AREAS

A number of opportunity areas exist for transit supportive development in Roebling. These areas consist of parcels that are currently underutilized, and include vacant lots, parking lots, empty storefronts, and unused or marginally used light industrial buildings. Within walking distance of the light rail station in Roebling, five areas have been identified as development opportunities that would contribute to the overall revitalization of the village as well as the municipal tax base. These are shown on Map 4.4: Development Opportunity Areas in Roebling Station Area.

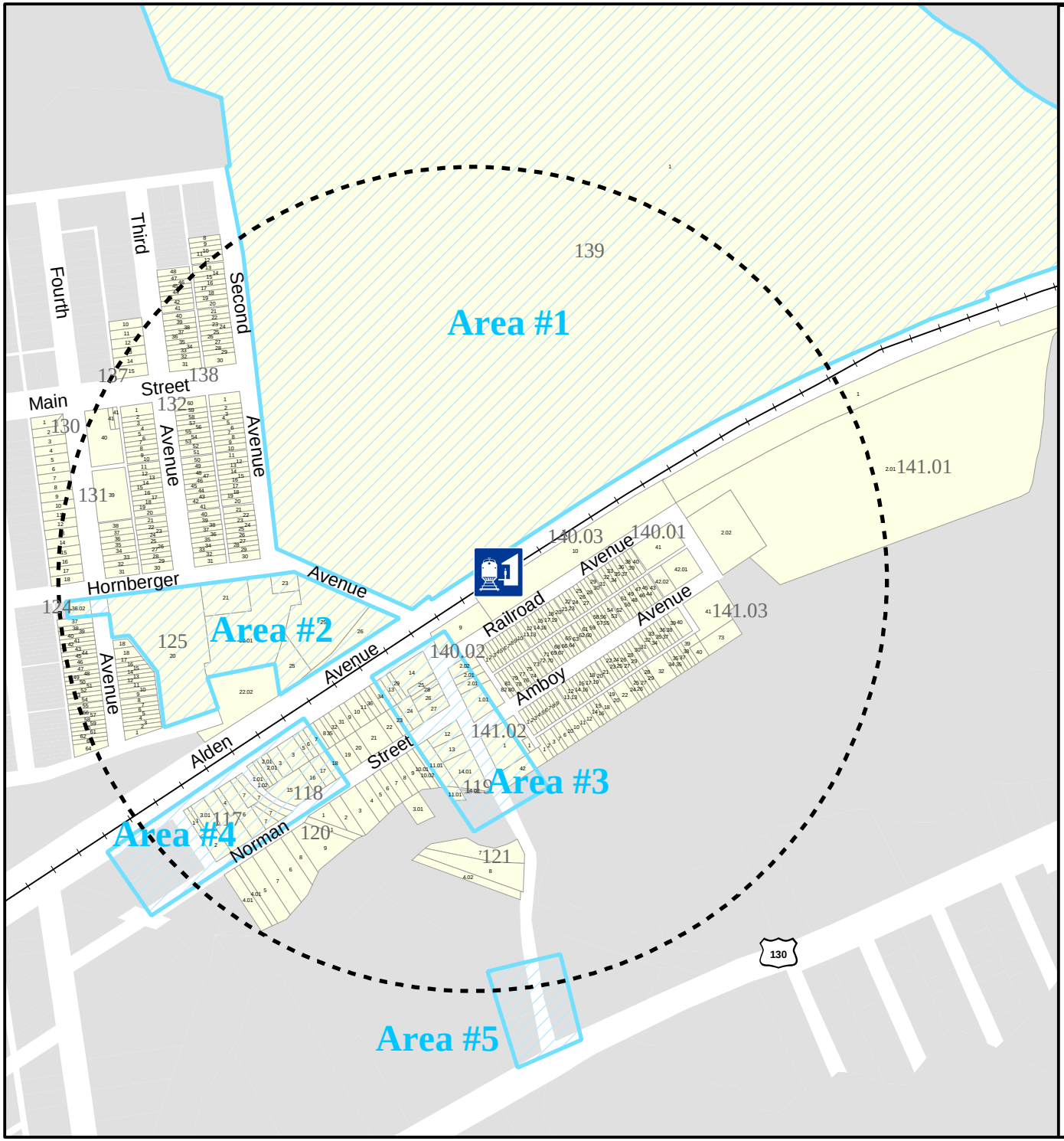
### Area 1: Roebling Superfund Site

This 250-acre site, the former location of the steel mill and wire rope factory around which the town was originally based, has tremendous potential for redevelopment. After being closed in 1974, it was designated a Superfund site in 1983, and its redevelopment is crucial to the future of Roebling. The site is directly adjacent to both the light rail station and the station's parking lot, and also has access to US Route 130, making it accessible both by public transit and by automobile. The site is currently zoned GM (General Manufacturing), which permits offices, manufacturing plants, and warehouses. Since this large parcel has one owner, it offers an advantage over other parcels that would need to be assembled to create such a large developable site. Land assembly and dealing with multiple owners can often be a barrier to redevelopment.

If redeveloped as light industry, an office park or other business park, or another high-employment site, the easy access to the site from the light rail station could greatly encourage transit ridership among its employees. It would also increase pedestrian traffic within the area of the station, creating

*Historic gatehouse to former steel mill.*

# Map 4.4: Development Opportunity Areas in Roebling Station Area




Station

Railroad

Quarter-Mile Radius

Opportunity Area

## Opportunity Areas

Area #1: Steel mill site
Area #2: Vacant industrial buildings on Hornberger Avenue
Area #3: Empty storefronts, vacant lots, and parking lots on Hornberger Avenue
Area #4: Empty storefronts, vacant lots, and parking lots on Alden Avenue
Area #5: Route 130 Gateway

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

business opportunities for development of retail stores, service providers, and other transit supportive uses.

### Area 2: Warehouse Area

This area is located on Hornberger Avenue between 4th Avenue and Alden Avenue, directly to the west of the light rail station. It is currently occupied by various warehouses, marginal light industrial uses, and other underutilized structures. There are seven parcels in this area, most of them classified on the land use map as vacant light industrial. The parcels vary in size between about 16,000 and 44,000 square feet. The entire area is zoned NC (Neighborhood Commercial), which allows single-family homes, retail activities, service providers, restaurants, and uses of similar types. This zoning code requires a minimum lot size of 20,000 square feet, which most parcels exceed.

This area has excellent access to the light rail station, and can also be easily reached from US Route 130. It has potential to be used as a commercial center that serves rail passengers, employees of the redeveloped Roebling steel mill site, and local residents. Thus, due to its excellent location, storage is not an appropriate long-term use of this site.

Roebling's Redevelopment Authority, which is currently focusing on the Superfund site (Area 1), should expand its focus to include this warehouse area, which is adjacent to the Superfund site. It is likely that these two sites could be tied together with complementary uses and pedestrian connections, and the Redevelopment Authority should draft a plan for the reuse of this site, focusing on specific uses to encourage.

### Area 3: Underused Land on Hornberger Avenue

South of where Hornberger Avenue crosses the railroad, there are fourteen parcels with the potential to be redeveloped as transit supportive uses. About half of these are empty storefronts, and the remainder are vacant lots or are used for parking. Most of the parcels are between about 2,000 and 15,000 square feet in size. As in Area 2, the land is zoned NC (Neighborhood Commercial), which allows single-family homes, retail activities, service providers, restaurants, and related uses. The minimum lot size of 20,000 square feet could present a barrier to redevelopment in this area, as only one of the fourteen lots exceeds this minimum requirement.

This stretch of Hornberger Avenue is in decline, as evidenced by the number of empty storefronts. Once the light rail line begins carrying traffic, more pedestrian activity may be

*Development Opportunity Area #2.*

created in the area around the station, allowing stores in this area to prosper once again. Incentives to enhance business conditions could encourage small-scale retail stores, services providers, and restaurants or similar uses.

Figure 4.2: Hornberger Avenue Redevelopment in Roebling shows what Hornberger Avenue could look like if this area is redeveloped. As it shows, streetscape improvements, such as trees and sidewalk improvements, can make a great difference in the general feeling of Hornberger Avenue. Also, residential and commercial revitalization, with retail or service uses on the first floor and apartments on the second floor, improve the character of Hornberger Avenue tremendously. The illustration also shows how the new light rail station, with the pedestrian traffic that it brings, contributes to the redevelopment of this area.

### Area 4: Underused Land on Alden Avenue

Eleven parcels along Alden Avenue could be redeveloped in a more transit supportive way. Most of these parcels are used as parking lots, and while an adequate supply of parking may be an important feature of a healthy downtown, there is clearly an oversupply in this area. These parcels are generally around 5,000 or 6,000 square feet in area. As in Areas 2 and 3, the land is zoned NC (Neighborhood Commercial), which allows single-family homes, retail activities, service providers, restaurants, and other similar uses. Again, the minimum lot size of 20,000 square feet may present a barrier to the effective redevelopment of this area in a transit supportive way.

This underused land on Alden Avenue is at a greater distance from the station than any of the other Opportunity Areas. It will probably receive less walk-by pedestrian traffic than the sites on Hornberger Avenue, and may not be as appropriate for commercial uses. However, this may be an ideal location for offices, service providers, or institutional uses. The Redevelopment Authority may wish to consider the future use of this land when planning for the redevelopment of the Superfund site and the adjacent warehouse area.

### Area 5: Route 130 Gateway

A gateway to the town of Roebling could be created at the intersection of Route 130 and Hornberger Avenue. Currently, this intersection is not attractive, and does nothing to indicate that Hornberger Avenue leads to the historic town of Roebling. Some basic improvements to this intersection, such as consistent signage and landscaping, would transform this intersection into a gateway to the town, welcoming visitors, residents, and local employees.

Figure 4.3: Gateway Treatment in Roebling shows an improved gateway at Route 130 and Hornberger Avenue. As it demonstrates, some streetscape and signage improvements could make a major difference in creating an entrance to Roebling from Route 130. The addition of a trailblazer sign to the Roebling station, colorful banners that announce the entrance to the town, and sidewalk improvements to make the area more pedestrian-friendly, all shown in the illustration, would form a gateway to the town of Roebling.

## MASTER PLAN RECOMMENDATIONS

The following language should be added to the Florence Township Master Plan, currently being revised.

1. The area surrounding the proposed light rail station in Roebling is appropriate for the application of transit-oriented development concepts for the following reasons:
a) The proposed Transit-Oriented Development area is located within the historic town of Roebling, which has high residential densities (12 units per acre or more) and considerable potential for supporting transit. Applying Transit-Oriented Development concepts would encourage small-scale commercial uses and would continue to support high residential densities, economically revitalizing the station area while protecting the historic character of the town.
b) The former steel mill site would, if Transit-Oriented Development standards are applied, function as an extension of the existing historic town.
c) Transit-Oriented Development would provide an opportunity to capitalize on the planned light rail transit station stop and park-and-ride facility by permitting small-scale neighborhood commercial development to be located near the station stop and along Hornberger Avenue. This commercial development will be within walking distance of existing high-density residential neighborhoods, as well as any new development on the site of the former steel mill.

2. Further, the following statements articulate the primary intent for encouraging Transit-Oriented Development:
a) Reinforce a mixed use, small town character that complements the existing traditional vernacular architecture and street layout of the surrounding community.
b) Reinforce the transit orientation of the neighborhoods adjacent to the proposed light rail station, taking advantage of the existing high residential densities, and encouraging commercial and institutional uses for prospective residents and for transit riders.
c) Allow a range of small-scale commercial and

*Development Opportunity Area#4.*

## FIGURE 4.2a: DEVELOPMENT OPPORTUNITY AREA #3

## FIGURE 4.2b: HORNBERGER AVENUE REDEVELOPMENT IN ROEBLING

## FIGURE 4.3a: DEVELOPMENT OPPORTUNITY AREA #5

## FIGURE 4.3b: GATEWAY TREATMENT IN ROEBLING

institutional uses within easy walking distance to adjoining residences.

d) Accommodate a variety of housing types, including multi-family buildings, rowhouses, twins, and single-family detached houses.

e) Encourage mixed uses within buildings, with commercial uses on the ground floor and residential apartments above, for example.

f) Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood, as well as with future residences within the development.

g) Promote a strong pedestrian orientation of streets and buildings.

h) Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.

i) Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale and orientation, and of high quality design.

j) Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.

k) Encourage a street circulation system that provides safe and convenient access but discourages fast or heavy traffic that is incompatible with pedestrian-oriented residential neighborhoods.

l) Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.

m) Use the commercial areas and common open spaces as community focal points.

n) Protect the riparian buffer of Crafts Creek and provide public access to the Delaware River waterfront, if possible.

o) Provide pedestrian and bicycle linkages between commercial areas, residential areas, and the light rail station.

3. Design requirements and standards should be prepared and incorporated into the zoning ordinance to ensure the development of the station area reflects the historic character of the town of Roebling. Specifically, the design requirements should be applied to both residential and commercial components of the station area. These requirements and standards should be prepared to encourage blending the physical character of the station area with the surrounding neighborhoods. Compatible architectural styles, traditional street and block layouts, wide sidewalks, street trees and furniture, pedestrian scale street lighting, appropriate street widths, and other elements should be included in the design requirements and standards.

## ZONING RECOMMENDATIONS

The zoning districts near the proposed light rail station in Roebling are generally supportive of transit, allowing a mix of uses that encourage pedestrian traffic and transit use. Thus, recommendations for amendments to the Zoning Ordinance are relatively minor. The creation of an actual Transit-Oriented Development overlay district is not recommended for the station area in Roebling. This area is already covered by a transit-supportive by-right zoning district, as well as the Historic District overlay, and adding an additional overlay may lead to excessive complexity.

Nevertheless, two of the districts, GM (General Manufacturing) and NC (Neighborhood Commercial), would especially benefit from some minor changes to their requirements. Zoning recommendations are shown on Map 4.5: Zoning Recommendations in Roebling Station Area.

### GM General Manufacturing

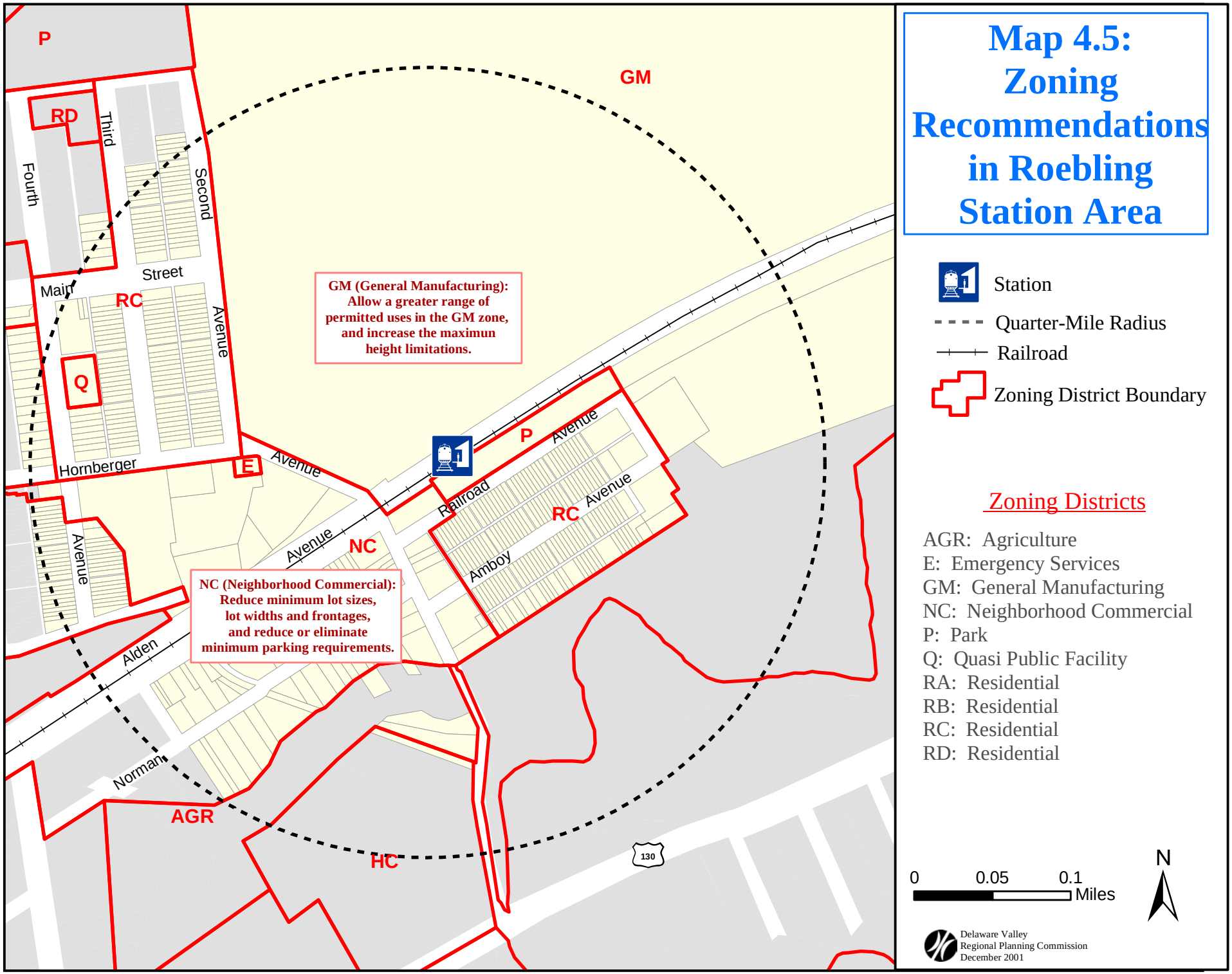
Roebling's new redevelopment authority may already be considering changes to the GM district, which covers the former steel mill. In any case, the authority should consider the following modifications:

- ✔ Delete warehouses as a permitted use, since they are not transit supportive. Warehouses typically involve large buildings, few employees, and large trucks that would have to drive through an area designed to be comfortable for pedestrians.
- ✔ Allow a greater range of principal uses, in addition to the offices and manufacturing plants that are currently permitted. Refocus on light industry and offices, rather than heavy industry.
- ✔ Increase the height maximum above the three stories currently permitted, to five or six stories.

### NC Neighborhood Commercial

The Neighborhood Commercial district allows a wide range of uses, and is generally supportive of transit. However, the minimum lot sizes in this district are quite high, making most of the lots covered by this district nonconforming. Thus, the Township should consider the following modifications:

- ✔ Expand permitted uses to include townhouses, rowhomes, duplexes, and other residential types. In addition, further encourage mixed use (specifically residential and commercial) development.


P
GM
RD
Third
Fourth
Second
Street
Main
RC
Avenue
Q
GM (General Manufacturing):
Allow a greater range of
permitted uses in the GM zone,
and increase the maximun
height limitations.
Hornberger
E
Avenue
Railroad
P
Avenue
RC
Avenue
Amboy
Avenue
NC
Avenue
NC (Neighborhood Commercial):
Reduce minimum lot sizes,
lot widths and frontages,
and reduce or eliminate
minimum parking requirements.
Alden
Norman
AGR
HC
130
Map 4.5:
Zoning
Recommendations
in Roebling
Station Area
Station
Quarter-Mile Radius
Railroad
Zoning District Boundary
Zoning Districts
AGR: Agriculture
E: Emergency Services
GM: General Manufacturing
NC: Neighborhood Commercial
P: Park
Q: Quasi Public Facility
RA: Residential
RB: Residential
RC: Residential
RD: Residential
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001

- ✔ Reduce minimum lot sizes from the current requirement, which is 20,000 square feet. A more appropriate minimum lot size, based on the existing conditions in the area, would be 4,000 square feet, or even lower. This would facilitate more small business development.
- ✔ Reduce minimum lot widths and frontages from the current requirement of 125 feet. In the interests of walkability, this minimum lot width standard could be abandoned altogether, or at the very least, significantly reduced. A more appropriate minimum width and frontage, based on existing conditions, might be 25 feet. Other area requirements, such as lot depth, front yards, rear yards, and side yards, should also be similarly reduced or removed altogether. In addition to these lot size changes, alleys and shared access should be encouraged, to prevent strip commercial development.
- ✔ Reduce or eliminate parking minimums in the Neighborhood Commercial district. In other towns besides Roebling where transit supportive development is encouraged, parking minimums have been replaced by parking maximums. Before adopting any new parking requirements, though, the town of Roebling should undertake a parking management study to identify appropriate amounts of parking in the light rail station area, including the central business district and other nearby areas. The possibility of shared parking between commercial uses and the light rail station parking lot should be explored. Also, such a study should consider the proximity of the two municipal lots on Hornberger Avenue.

## OTHER LAND USE RECOMMENDATIONS

The warehouse area described in Opportunity Area 2 is in an excellent location to support transit use and pedestrian traffic. However, its current use as low-intensity storage facilities is not appropriate for this purpose. Therefore, Florence Township should consider means to encourage its redevelopment. Methods might include proactively searching for interested developers, offering incentives for businesses to locate in the area, or designating the area as a special development district. The ultimate use of this site will depend heavily on the redevelopment of the former steel mill. For example, if retail is not included as a significant piece of the redevelopment of the steel mill site, this warehouse area would be an ideal location for a commercial center. As mentioned before, the Redevelopment Authority should draft a specific plan for the redevelopment of this site.

## ACCESS RECOMMENDATIONS

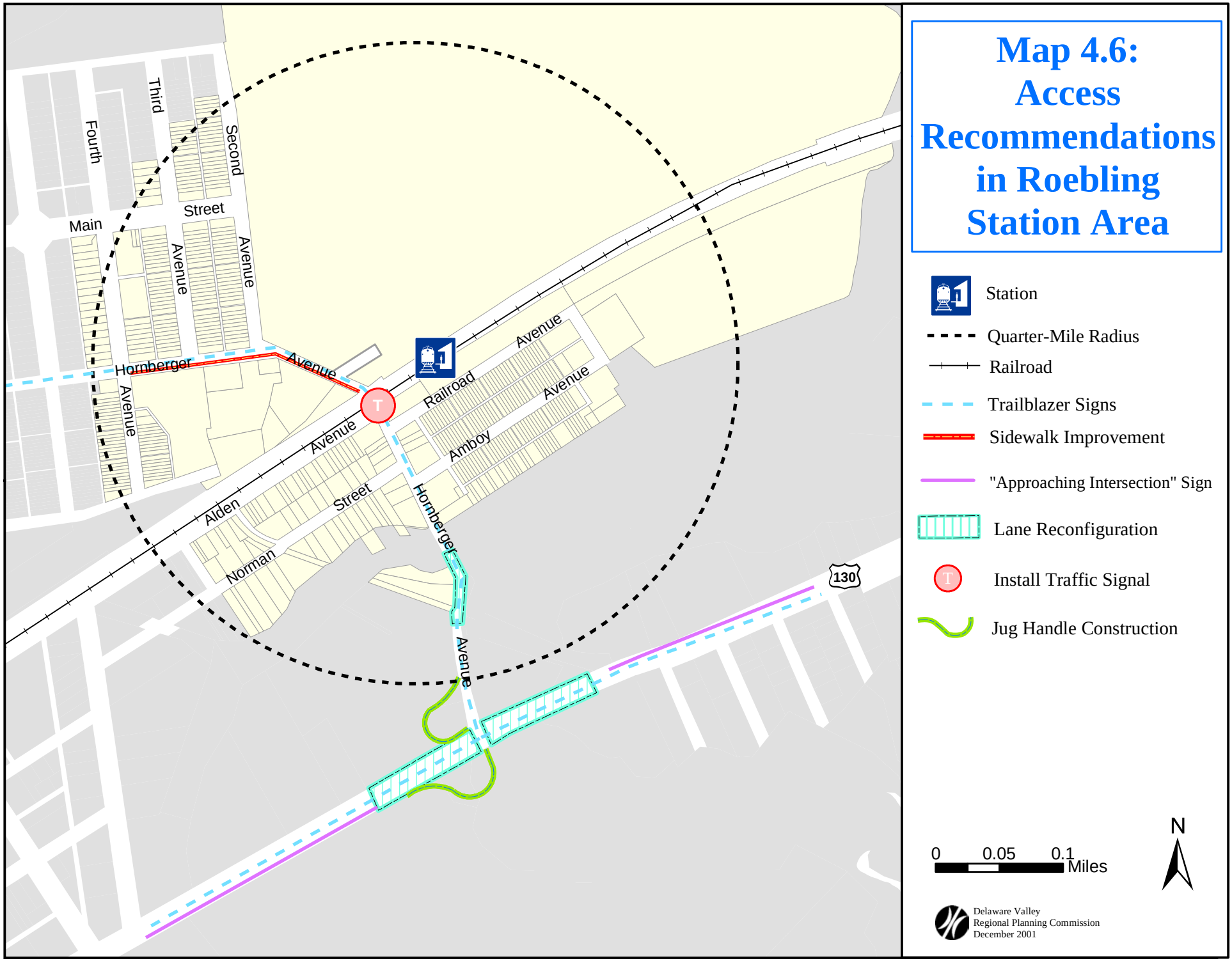
Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. Access recommendations are listed below and are shown on Map 4.6: Access Recommendations in Roebling Station Area.

### Intersection Improvements

- ✔ Construct a reverse jughandle on the southwest corner of the intersection to allow turns from Route 130 southbound onto Hornberger Avenue. This jughandle is necessary because of the additional traffic (especially potential truck traffic) that the redevelopment of the Superfund site will generate, and the proximity of the highway to Crafts Creek limits options for lane expansions.
- ✔ Improve northbound left turn treatment from US Route 130 to Hornberger, either by lengthening the existing left turn lane or through the construction of a near side jughandle to accommodate an expected increase in left turning vehicles. The construction of a jughandle would require the taking of a small business along the northbound side of US Route 130.

### Signage Improvements

- ✔ Install prominent "Approaching Intersection" signs on US Route 130 both northbound and southbound near the intersection of Hornberger Avenue, due to the limited sight distance on US Route 130, as this intersection is in a valley. This would complement the existing "Red Signal Ahead" flashing beacon that is on both approaches of US Route 130.
- ✔ Install advanced warning signs on Hornberger Avenue alerting approaching traffic of the railroad crossing.
- ✔ Post additional speed limit signs along Hornberger Avenue from US Route 130 to 4th Avenue, in an effort to reduce speed and improve pedestrian safety. Only one westbound speed limit sign (25 MPH) is currently posted.
- ✔ Erect trailblazer signs along US Route 130 and Hornberger Avenue, directing rail patrons to the station.
- ✔ Erect trailblazer signs for the Delaware River Heritage Trail at the station, indicating the location of the trail. Erect directional signs on the trail itself, at points closest to the station. This would improve the intermodal connection of both transportation modes.


Map 4.6:
Access
Recommendations
in Roebling
Station Area
Station
Quarter-Mile Radius
Railroad
Trailblazer Signs
Sidewalk Improvement
"Approaching Intersection" Sign
Lane Reconfiguration
Install Traffic Signal
Jug Handle Construction
Fourth
Third
Second
Street
Main
Avenue
Hornberger
Railroad
Amboy
Alden
Norman
130
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001

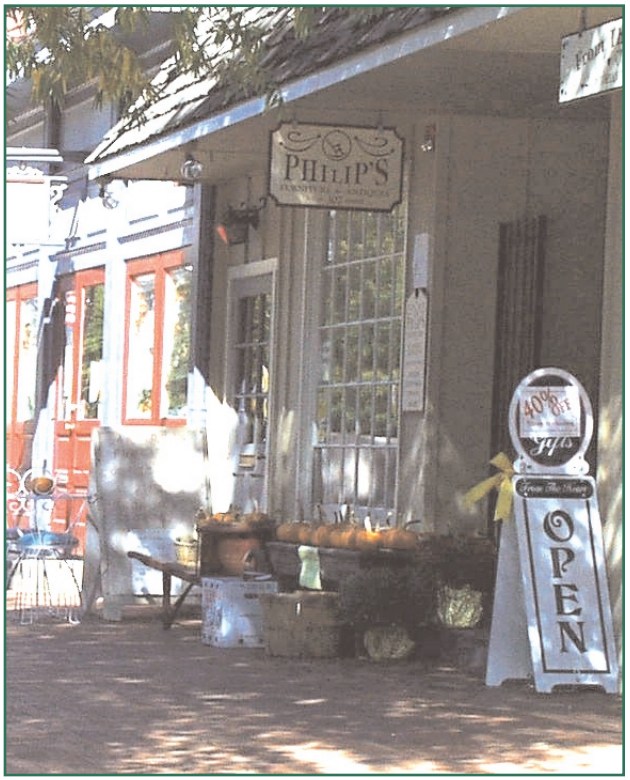
- ✔ Consider eliminating or reducing on-street parking on Hornberger Avenue to accommodate the additional traffic that the redevelopment of the Superfund site may generate.

### Other Improvements

- ✔ Construct sidewalks on the south side of Hornberger Avenue between 4th Avenue and Alden Avenue to accommodate pedestrian traffic to the station from the neighborhoods in the vicinity of 4th Avenue.
- ✔ Straighten curve at Hornberger Avenue, to improve the sight distance from the station access road to Hornberger Avenue. Install a flashing caution signal at the intersection with the station access road.
- ✔ Make Hornberger Avenue a gateway to the proposed rail station and the historic village of Roebling through streetscape improvements and other aesthetic features.
- ✔ NJ Transit should evaluate the current bus service in the area and determine whether there is a demand for feeder service either by full sized buses or smaller circulator buses.

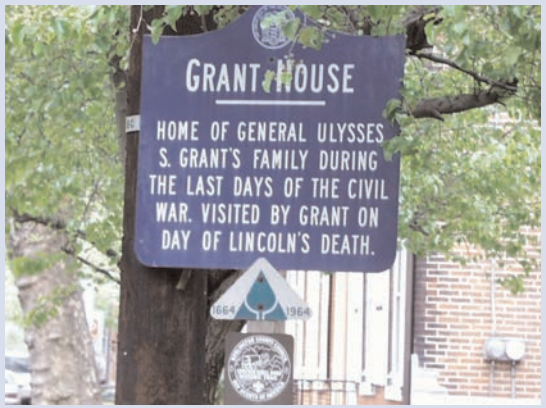
# CHAPTER 5

## BURLINGTON CITY STATION AREA PLAN - THE HISTORIC COMMUNITY




## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 5: BURLINGTON CITY STATION AREA PLAN - THE HISTORIC COMMUNITY




*Historical marker at the Grant House, home of General Ulysses S. Grant's family during the Civil War.*

Burlington City is a small city with a large history. Founded in 1677, the city was once the capitol of "West Jersey", and later became the capitol of the state. Since it was a prominent colonial era city, many famous figures resided or passed through Burlington, including James Fennimore Cooper, the author; Elias Boudinot, president of the Continental Congress; James Lawrence, the famous War of 1812 sea captain who coined the phrase, "Don't give up the ship"; and shortly after the Civil War, Ulysses S. Grant. Burlington's early colonial and Quaker past can be seen in the many historic structures and grid layout of the city. The City's core historic district was entered on the National Register of Historic Places in 1975. Today, Broad Street and High Street, the two main commercial streets, are attractive, walkable shopping streets with some vacancies, but with great potential to capitalize on both the light rail service and historic tourism.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Update Zoning Ordinance by creating Retail Zoning District or Retail Overlay District along High and Broad Streets, update ordinance with minor amendments to allow for shared parking for mixed use developments, create design guidelines.
- ✔ Update Master Plan with transit-supportive language and provisions for station area planning objectives.
- ✔ Improve vehicular and pedestrian access to the light rail station by investigating new traffic signals and signs, a residential parking permit program, pedestrian crosswalks, and the possible relocation of a bus stop.

## STATION LOCATION

Burlington City station is located on West Broad Street between the intersection of Locust Street and High Street. The station is a half block from the intersection of High Street and Broad Street, which form the central crossroads of the downtown business district.

## DEMOGRAPHICS

The following demographic characteristics are for the entire City of Burlington.

### Population Characteristics - 2000 Census

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 9,835 | 9,736 | -99 | -1.0% | 68% | 27% | 5% |

### Other Characteristics - 1990 Census (2000 Census data not yet available)

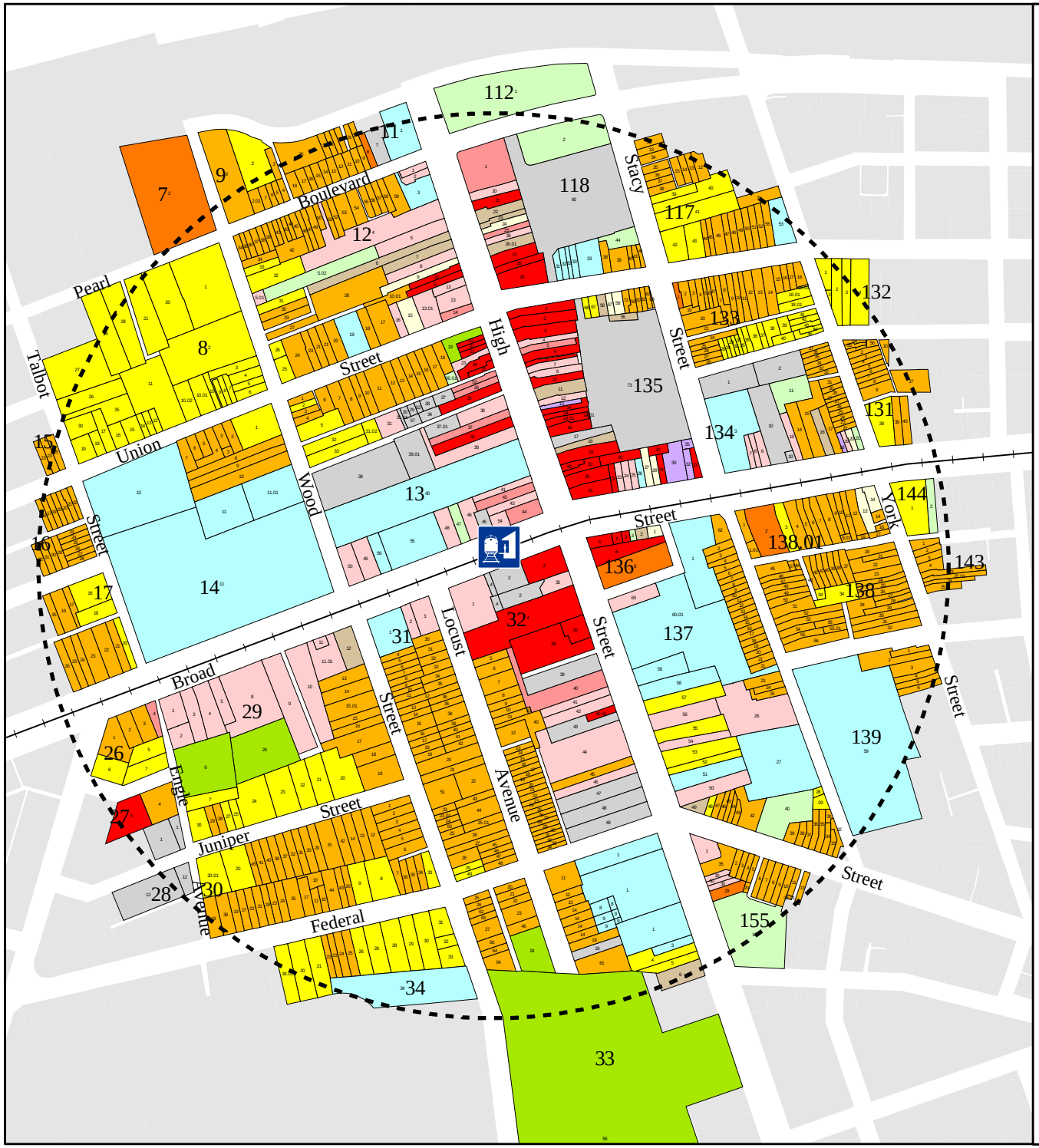
| | |
|---|---|
| Median Income: $29,800 | County average: $42,400 |
| % Under Poverty Level: 10% | County average: 4% |
| % Vacant Housing Units: 5.3% | County average: 4.7% |
| % Owner-Occupied: 67% | County average: 75% |
| % Renter-Occupied: 33% | County average: 25% |

*Stacy Street.*

## LAND USE

Burlington City has a very diverse mix of land uses within close proximity to the rail station (Map 5.1: Existing Land Use in Burlington City Station Area). There are over thirty retail stores, ranging from clothing stores to gift shops to furniture stores, mostly on High Street between Broad Street and the waterfront. There are several restaurants, ranging from take out to upscale dining. The city is well served by personal services, such as barbers, salons, and dry cleaners. There are over sixty offices, mostly small sole proprietorships, such as lawyers, insurance offices, realtors, accountants, and medical offices. Most of these office uses are clustered along West Broad Street (in converted older homes) and along High Street.

Given that Burlington City is a historic town with a strong civic spirit, it is not surprising that there are over thirty institutional uses within a quarter-mile of the station, including seven churches, several parks, schools, municipal buildings, and lodges. The downtown does not have a strong industrial base, but does have a few uses that could be classified as light industrial, including auto services, upholstery, plumbing, and restaurant supply.




# Map 5.1: Existing Land Use in Burlington City Station Area

- Station
- Quarter-Mile Radius
- Railroad

Land Use Category

- Retail
- Food
- Office
- Personal Services
- Single Family
- Single Family Attached
- Multi-Family
- Institutional
- Light Industry
- Heavy Industry
- Empty Storefront/ Vacant Industrial Building
- Parking Lot
- Parkland/Playing Fields/Playground
- Vacant

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

Beyond the commercial downtown core are many single-family attached homes, and some sections of single-family detached. There are a handful of multifamily homes, but Burlington City, given its age and history, is largely rowhomes. Density is estimated at 11 to 15 dwelling units per acre. Many of the homes along Wood and Union Streets resemble the charm and historic character of Society Hill in Philadelphia.

Burlington City's downtown has some vacancies, with approximately 13 empty storefronts and 12 vacant parcels. There are over thirty parcels used for parking lots representing over 9 acres or 8% of the ¼ mile radius study area. Coupled with on-street parking, Burlington City has an ample supply of parking for the business district.

The city has several types of parks within the downtown area. The waterfront park on the Delaware River is used for large-scale celebrations, as well as strolls along the promenade. A pocket park at High and Union Streets is ideal for sitting with an ice cream cone purchased at the nearby ice cream parlor. Playing fields and playgrounds are found at two parks on the east side of the central business district.

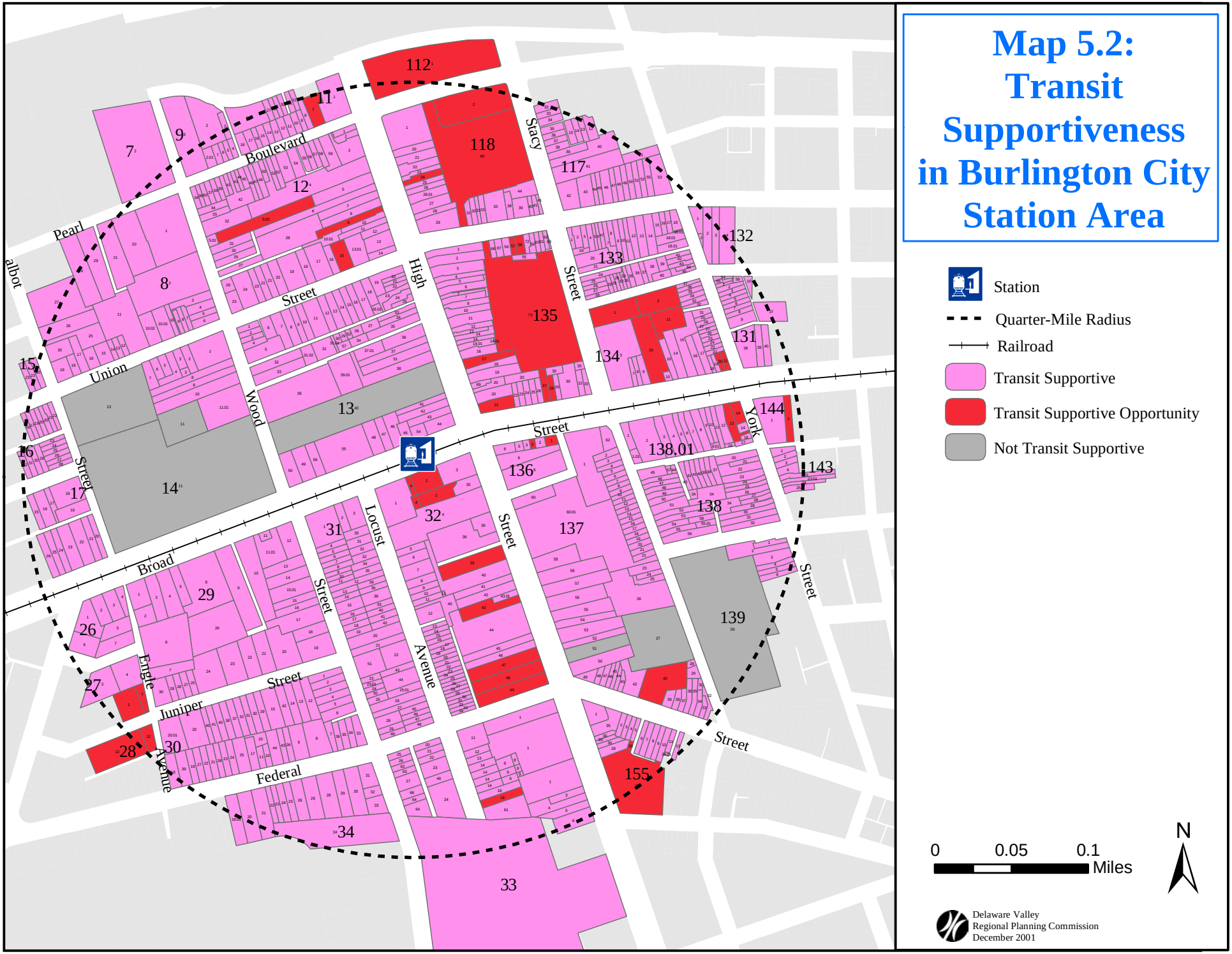
**Figure 5.1: Land Use in the Burlington City Station Area.**

| Parcels in Station Area | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| Residential: single family detached | 120 | 14% | 46.2% | 16.2 |
| Residential: single family attached | 494 | 57.4 | 29.1 | 30.3 |
| Residential: multi family | 6 | 0.7 | 1.9 | 2.2 |
| Parking lot | 34 | 4.0 | 2.4 | 9.4 |
| Vacant | 12 | 1.4 | 2.5 | 2.7 |
| Empty storefront | 13 | 1.5 | 1.8 | 1.2 |
| Retail | 40 | 4.7 | 3.0 | 3.3 |
| Food | 11 | 1.3 | 1.2 | 1.5 |
| Personal services | 14 | 1.6 | 1.4 | 1.4 |
| Office | 62 | 7.2 | 3.7 | 9.1 |
| Institutional | 37 | 4.3 | 3.5 | 20.1 |
| Light industry | 6 | 0.7 | 1.5 | 0.7 |
| Heavy industry | 0 | 0 | 0.3 | 0 |
| Parkland or open space | 6 | 0.7 | 0.6 | 14.1 |
| Other | 5 | 0.6 | 1.0 | 9.1 |
| TOTAL | 860 | 100% | 100% | 121.3 |

*Source: DVRPC Field Work*

## Land Use and Transit Supportiveness

Given Burlington City's age and diverse land use mix, the station area is quite transit supportive (Map 5.2: Transit Supportiveness in Burlington City Station Area). Many types of transit-supportive land uses are present within walking distance of the station. Some transit-supportive uses that are absent include: a travel agency, bed and breakfast (particularly good for


Map 5.2:
Transit
Supportiveness
in Burlington City
Station Area
Station
Quarter-Mile Radius
Railroad
Transit Supportive
Transit Supportive Opportunity
Not Transit Supportive
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001
Broad Street
Union Street
Pearl Street
Talbot Street
Boulevard
High Street
Wood Street
Locust Street
Stacy Street
York Street
Engle Street
Juniper Street
Federal Street
Avenue
112
11
9
7
118
12
117
132
133
8
135
131
134
15
13
144
16
14
138.01
143
17
136
32
31
137
138
29
139
26
27
28
30
155
34
33

historic tourism), toy store, bakery, hardware store, coffee shop, and more take-out/prepared foods.

Compared to other towns along the corridor, Burlington City's land use mix is diverse, with above average percentages of retail, personal services, office uses, institutional uses, and parking lots. Burlington City's residential land use mix also differs from the average town along the corridor, with a much higher percentage of single family attached homes and slightly higher proportion of multi-family, and a much lower percentage of single family detached. Burlington City also has fewer vacant lots and less industry than the average town along the corridor.

## TRANSPORTATION AND ACCESS

The Burlington City station will be located on the median in the center of West Broad Street between Locust Street and High Street, close to the main shopping district of the city. Freight trains currently opperate at night on tracks that run down the center of Broad Street. Given the station's urban location, it is designed to be primarily a walk-up station, with some connections made through the adjacent bus stop at this location. Another Burlington City station (Burlington South), a ½ mile south of Broad Street near the Burlington-Bristol Bridge, will have 415 spaces and accommodate those needing to drive to the station. New Jersey Transit is thus building no additional parking for transit at this location.

Forecast daily boardings, or number of trips in both directions each weekday originating at this station stop in Year 2020, is 660. There is currently a bus stop for NJ Transit #419 bus, located across from the proposed station site on the south side of West Broad Street. This bus provides service between Burlington City and Philadelphia.

The following streets are likely to be impacted the most due to the light rail station:

**West Broad Street** is a four lane roadway, with a 24 foot cartway on the south side of the street in the vicinity of the station, and a 28 foot cartway on the north side. Near the station, between Locust and High Streets, parking is prohibited. Two-hour parking is permitted on both sides of the street to the east of High Street and to the west of Locust Avenue. Sidewalks along Broad Street appear to be adequate in meeting the expected increase in the volume of pedestrian traffic.

**Locust Street** is primarily a residential street, with a southbound cartway width of 19 feet while the northbound cartway is 15 feet. There is unrestricted parking on both sides of the

**A preponderance of first floor office uses, however, could detract from the downtown commercial vitality, and from overall transit supportiveness.**

street except in the vicinity of the bank where parking is restricted to 30 minutes. Sidewalks on this street are adequate.

**Wood Street** is another primarily residential street with a 24 foot cartway. Parking is permitted on the east side of the street only. Many homes on this side of the street do not have off-street parking.

**High Street** is the main commercial street in Burlington Town Center, with a number of shops, restaurants, and public buildings. Time restricted parking is permitted on both sides of the street.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

Burlington City's master plan is currently being updated by the City Engineer and the Burlington County Office of Regional Planning and Economic Development and was not, therefore, included in this report.

### Zoning

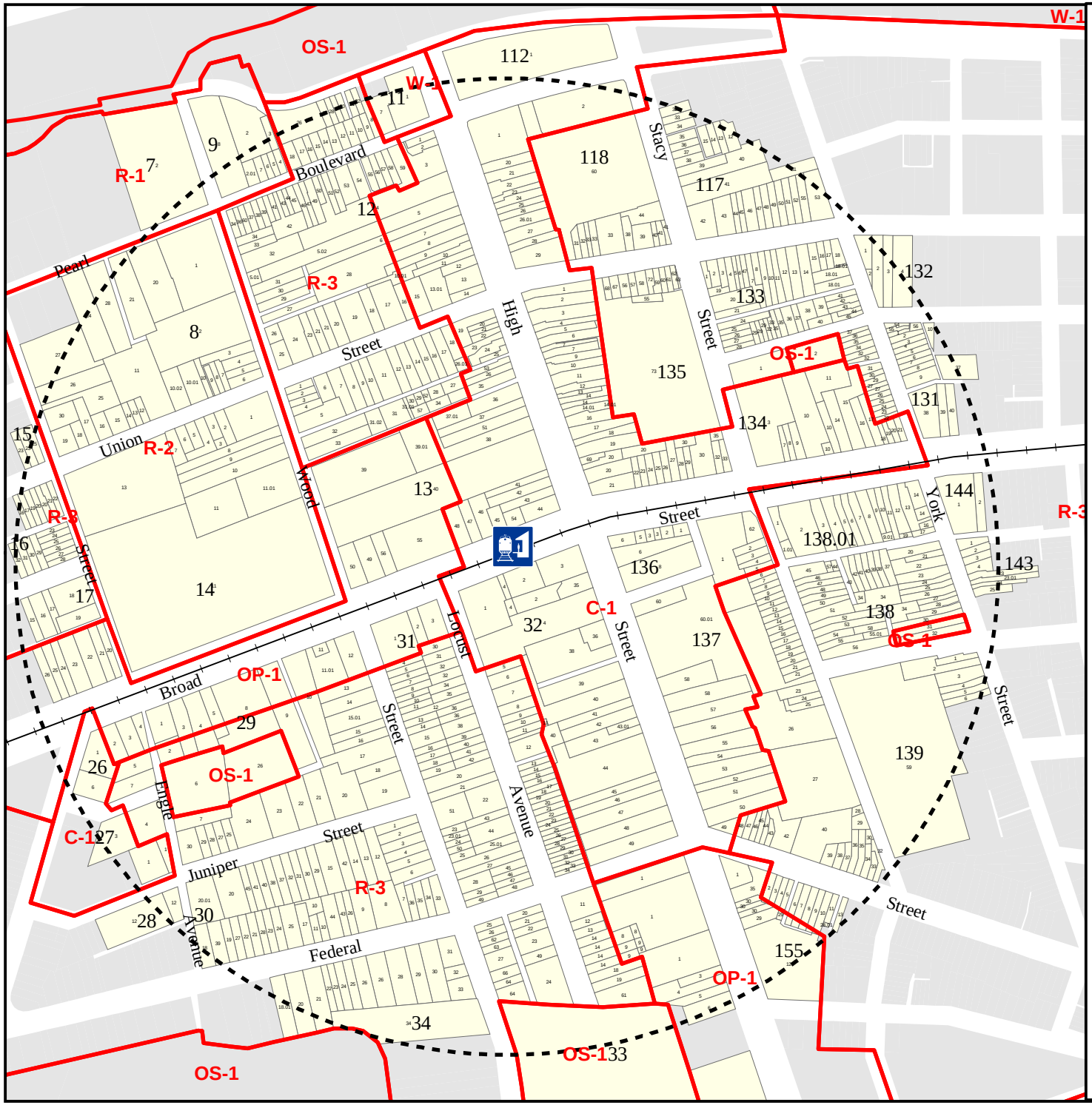
Burlington City's zoning ordinance dates from 1992, with some additional amendments in 1992, 1993, 1995, and 1996. The station area's zoning mostly consists of C-1 Urban Commercial District, OS-1 Open Space District, R-2 Medium Residential, and R-3 Mixed Density Residential Districts (Map 5.3: Existing Zoning in Burlington City Station Area). These zoning districts are transit supportive in that they allow a mix of uses, at reasonably high densities.

#### C-1 Urban Commercial District

The intent of the C-1 Urban Commercial district is to promote: the concentration of commercial uses within the core of the city; a harmonious mixture of housing, retail and service establishments and community facilities in the downtown area; and the distinctive character and identity of the city environment.

The urban commercial district allows retail establishments, eating and drinking establishments, service establishments, banking and financial institutions, and offices on the first floor, while residential and all of the first floor permitted uses are also permitted on the upper floors. The minimum lot area is 2,500 square feet, with a 25 foot minimum lot width, and a maximum building height of 35 feet. These uses and area and bulk requirements are all transit supportive.

First floor business, professional, and financial offices may be permitted as a conditional use in the C-1 District of Broad and Union Streets if the general standards are met, with the following additional standards: the lot shall front Broad or Union Street; the use has




# Map 5.3: Existing Zoning in Burlington City Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

C-1: Urban Commercial
OP-1: Office/Professional District
OS-1: Open Space
R-1: Residential
R-2: Residential
R-3: Residential
W-1: Waterfront District

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

adequate access to available public parking or off-site parking; the use maintains a retail façade and a historic character; and that each tenant or change of tenant present their use to the reviewing board and demonstrate that the general standards and specific conditions have been met. A preponderance of first floor office uses, however, could detract from the downtown commercial vitality, and from overall transit supportiveness.

### OS-1 Open Space District

The open space district permits public parks, outdoor and indoor recreational uses, passive or active open space, community centers, schools, and flood plains. The minimum setback is 35 feet. These uses are generally transit-supportive.

### R-2 Medium Residential District

The medium residential district allows single family detached dwellings, with a minimum lot area of 7,000 square feet, a minimum lot width of 50 feet, and a 30 foot minimum setback. This type of density is fairly transit supportive.

### R-3 Mixed Density Residential District

The mixed density residential district allows single family detached dwellings, with a minimum lot area of 5,000 square feet, a minimum lot width of 40 feet, and a 25 foot minimum setback. It allows single family semi-detached dwellings with a minimum lot area of 3,500 square feet, a minimum lot width of 35 feet, and a 25 foot minimum setback. It also allows single family attached dwellings, with a minimum lot area of 2,000 square feet for interior units, and 2,700 for end units. Interior units have a minimum lot width of 20 feet, compared to 30 feet for end units, while both have a minimum setback requirement of 25 feet. Two-family detached dwellings are also permitted, with a minimum lot area of 7,000 square feet, a minimum lot width of 70 feet, and a 25 foot minimum setback. This district's density is transit supportive, as the highest density residential district.

### HD Historic District

All owners, occupants, tenants and other persons or entities in control or possession of structures or improvements listed within the historical district or classified as a historical site, must apply for review by the historic commission to obtain a certificate of appropriateness by the planning board prior to any building permit being issued, or in the event no such permit is required, then prior to any work or activity being commenced on or about the exterior features of any property.

Uses permitted within the historic district are the same as those permitted in the underlying zoning district.

### Parking Requirements of Mixed Use

Currently there is no off-street parking requirement for the C-1 zoning district, which lends itself to transit supportiveness. However, for other districts, or future mixed uses, the ordinance mandates that parking facilities be the sum of the requirements for the various individual uses, computed separately in accordance with the limiting schedule. Parking for one use is not to be considered as providing the required parking facilities for any other use. This requirement is not transit supportive, as it can easily lead to an oversupply of parking and it discourages shared parking.

## RECOMMENDATIONS

Burlington City is a historic city that is ripe for revitalization. Burlington City's grid layout, high residential density, and mix of commercial uses make it a largely transit supportive place. This existing transit-oriented development, coupled with its history, colonial architecture, and crowd-accommodating waterfront park, make Burlington City a prime candidate for renewal as a new "historic tourism" destination along the Jersey side of the Delaware River. To accomplish this, Burlington City needs to examine strategies to reinforce a strong retail mix. The city needs to focus on improving the downtown shopping experience, such as bringing in more destination retail, or discouraging one type of use from dominating the retail mix, such as beauty salons or other uses. Highly visible corner storefronts should be used for retail activities that generate much foot traffic, such as restaurants, cafes, and specialty shops.

Events such as weekly festivals and farmer's markets (as part of a larger events-based marketing strategy) would attract more residents back downtown and bring in tourists and other regional residents. The waterfront park can also be better utilized for outdoor events.

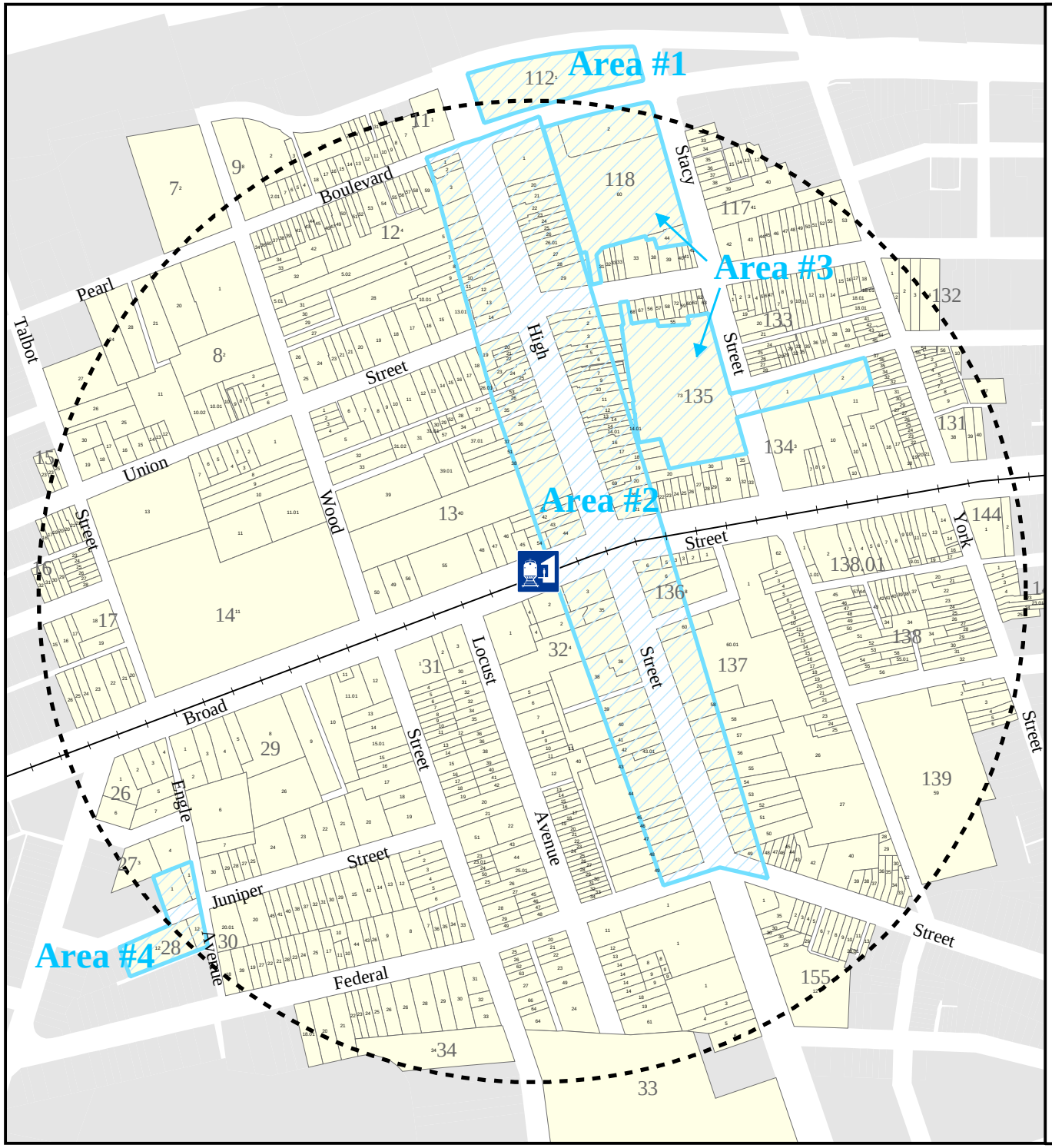
In addition, the city should encourage office uses to locate on second floors whenever possible, to reserve the first floor for retail uses. Apartments above stores should also be encouraged.

## DEVELOPMENT OPPORTUNITY AREAS

Four areas of redevelopment opportunity exist for transit supportive development in Burlington City (Map 5.4: Development Opportunity Areas in Burlington City Station Area).

**Highly visible corner storefronts should be used for retail activities that generate much foot traffic, such as restaurants, cafes, and specialty shops.**

*Development Opportunity Area #1.*




# Map 5.4: Development Opportunity Areas in Burlington City Station Area

Station

Quarter-Mile Radius

Railroad

Opportunity Area

## Opportunity Areas

Area #1: Waterfront parking lot
Area #2: Empty storefronts on High and Broad Streets
Area #3: Parking lots on Stacy Street
Area #4: Parking lots on Engle Avenue

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

### Area 1: Parking Lot at Delaware Street, Pearl Boulevard, and High Streets

This parking lot is situated on the Burlington City riverfront, at the terminus of High Street, and thus has excellent access to the central shopping district and is within ¼ mile of the rail station. The lot is owned by the City of Burlington and presently used for parking, most likely by shoppers or those accessing downtown services or the riverfront parkland. The lot should be kept open as parkland, and could be redeveloped as part of a larger and more formalized waterfront park, or could be used in its present state as a weekend farmer's market or festival ground. Any structures should be low intensity, and should not block the riverfront vista from the Café Gallery restaurant on High Street. Its sole use as parking should be reconsidered, particularly with the large supply of parking for shoppers on Stacy Street behind the High Street storefronts, and the advent of the transit line to serve the area by 2003. The site is zoned C-1 Urban Commercial District, and is also part of the city's historic district.

Burlington City is particularly concerned about the difficulties of collecting and storing the potential waste generated by weekly festivals and farmer's markets. Special refuse and recycling bins could be purchased for these events, and guidelines for vendors and guests could be developed.

### Area 2: Empty Storefronts on High Street and Broad Streets

There are approximately 25 empty storefronts, vacant lots, or underutilized parcels along High Street and West Broad Streets in the primary shopping district. These are part of the city's historic district and are zoned C-1 Urban Commercial, which allows most retail and service establishments, eating and drinking establishments (except drive-throughs), banks, offices, and residential (only on the upper floors). Attracting new businesses into these storefronts is essential for maintaining an attractive and varied downtown shopping experience. A retail use zoning ordinance is recommended for High Street (see zoning recommendations section on page 77), allowing only retail uses on the first floor, and office as a conditional use, to encourage a lively commercial district. To complement this ordinance, Burlington City could offer incentives to small business owners, such as façade improvement grants, leasing assistance, and streetscape improvements. This could encourage more destination retail, restaurants, live entertainment/clubs, and shops that would attract tourists or cater to a historic tourism theme. In addition, shops and restaurants that stay open in the evenings can positively contribute to the tourist market. Essential

*Development Opportunity Area #2.*

*Development Opportunity Area #3.*

services should not be overlooked either, such as pharmacies, laundromats, and hardware stores.

### Area 3: Parking Lots on Stacy Street

There are two large and generally underutilized parking lots on Stacy Street from Pearl Boulevard to Broad Street that serve Burlington City's shopping district and waterfront park events. These lots are owned by the City of Burlington. The area is zoned R-3 Mixed Density Residential, which allows single family detached, semi-detached, and attached dwellings, along with two family detached dwellings. Some public buildings, such as schools, libraries, and churches are allowed as conditional uses. This area is also part of the historic district. These Stacy Street parking lots should be maintained as parking, but the City could use Community Development Block Grant funds to landscape and improve the appearance and safety of the lots. Installing islands, better lighting, and clear pedestrian paths could enhance this municipal parking.

### Area 4: Parking Lots on Engle Avenue

This area consists of five parcels, all parking lots. They are unsightly due to a lack of maintenance, with such conditions as poor asphalt, weeds, and presence of old utility poles. Tax information was unavailable for four of the parcels, while the fifth was listed as owned by Kay Manufacturing, Inc. of Burlington City. Burlington City may want to explore improving the appearance of the parking lots, particularly as they detract from the solid residential section nearby. The parking lots are zoned C-1 Urban Commercial and R-3 Mixed Density Residential (Kay Manufacturing, Inc). The City may want to consider zoning changes to C-1 Urban Commercial as these parking lots seem inconsistent with the types of land uses allowed along High and Broad Streets.

*Development Opportunity Area #4.*

## MASTER PLAN RECOMMENDATIONS

As Burlington City updates its master plan, it should consider including the following statements of intent:

- ✔ Promote historic tourism through such special event marketing initiatives as providing thematic tours of the historic district and buildings, focusing on some of the famous people who have resided in the city, hosting seasonal street festivals, establishing farmers' markets that promote Burlington County farm products, and erecting more interpretive historic signage and displays.
- ✔ Accommodate a variety of housing types and discourage one housing type from dominating the streetscape.

- ✔ Promote a strong pedestrian orientation of streets and buildings.
- ✔ Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.
- ✔ Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale, bulk and orientation.
- ✔ Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.
- ✔ Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.
- ✔ Maintain streetscape and landscaping improvements downtown, while also offering programs or incentives (such as grants) to assist in façade rehabilitation.

In addition, the Master Plan should include provisions supporting the zoning ordinance recommendations.

## ZONING RECOMMENDATIONS

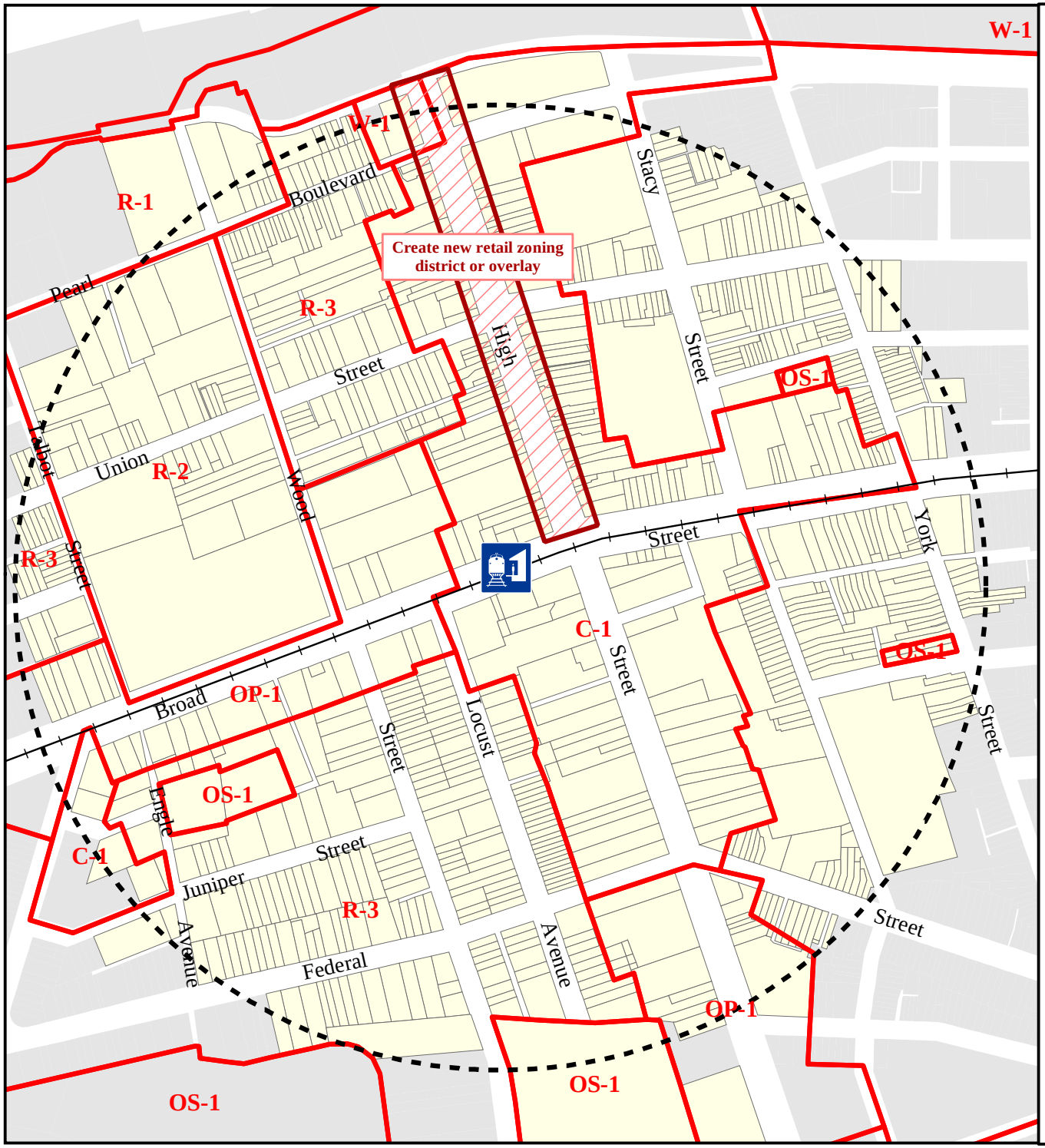
A summary of zoning recommendations can be found on Map 5.5: Zoning Recommendations in Burlington City Station Area.

### Retail District

Burlington City is aware that first floor office uses should not detract from the retail and commercial vitality of the main shopping streets. Their zoning requires, among other things, that the office use maintains a retail façade and historic character. With this in mind, Burlington City may want to explore attracting more retail tenants to the first floors of buildings and encouraging office uses to locate on the second floors, mindful of maintaining easy access and good signage. This is to encourage more retail uses downtown, as retail requires high visibility and foot traffic to succeed. Professional offices, on the other hand, generally rely on references or other advertising, and in turn serve to support the first floor retail.

A retail use ordinance can prevent the conversion of too much ground floor retail into office uses. Many cities across the country are beginning to implement retail use ordinances, to protect an existing retail base or grow a new one. Many of these are larger cities that have experienced an office boom in recent years.

*Empty storefronts on East Broad Street.*




# Map 5.5: Zoning Recommendations in Burlington City Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

New District

## Zoning Districts

C-1: Urban Commercial
OP-1: Office/Professional District
OS-1: Open Space
R-1: Residential
R-2: Residential
R-3: Residential
W-1: Waterfront District

## Other Zoning Recommendations

- Prepare overall design guidelines.
- Encourage shared parking for mixed use developments.

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

Boston has required ground floor uses be retail or cultural in their Midtown District, while Seattle only allows retail or entertainment uses at street level. Other cities allow service-related offices (lawyers and other professionals) as retail uses, depending on the nature of their town. Smaller cities, such as Barrington, Illinois (population 10,000) have also passed a retail ordinance, to increase foot traffic downtown. An uninterrupted flow, along with a critical mass, of retail space can add pedestrian vitality to Burlington City's downtown. Existing prohibited uses could be grandfathered in, while boundaries of the district should be well thought out.

Several years ago, Burlington CIty did restrict office uses on the first floors, though this was later changed. A possible solution would be to make the boundaries large enough to create a retail center, but small enough to discourage vacancies.

- ✔ Create a new Retail Zoning District, either as a by-right district, or as a Zoning Overlay, along High Street in the study area. Retail uses would be permitted on the first floor, and office and apartments would be permitted on the upper floors. Office on the first floor would be allowed as a conditional use.

### Parking Requirements of Mixed Use

- ✔ Burlington City should investigate shared parking requirements for mixed use developments, rather than the current language which states that "the parking facilities shall be the sum of the requirements for the various individual uses". (excepting the C-1 Urban Commercial District).

### Design Guidelines

Additional design requirements and standards should be prepared and incorporated into the zoning ordinance to ensure the development of the station area reflects the historic character of Burlington City. The design requirements should be applied to both residential and commercial components of the station area. These requirements and standards should be prepared so as to blend the physical character of the station area with the surrounding neighborhoods. Compatible architectural styles, traditional street and block layouts, wide sidewalks, street trees and furniture, pedestrian scale street lighting, appropriate street widths, and other elements should be included in the design requirements and standards. An example of specific design guidelines that were prepared for Delanco Township can be found in Appendix A. Burlington City would need to adapt these or other guidelines from model ordinances to reflect the unique character of the city.

*Intersection of Broad and High Streets.*


*Old City Hall with famous insciption, "Don't give up the ship", by Captain James Lawrence.*

- ✔ Prepare design guidelines to reflect the entire historic community of Burlington City, not just the designated historic district.

## ACCESS RECOMMENDATIONS

Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. A variety of recommendations (Map 5.6: Access Recommendations in Burlington City Station Area) to improve access include:

### Intersection/Roadway Improvements

- ✔ Reconfigure Broad Street to accommodate a station platform with a shelter, as the current railroad right-of-way is not wide enough.
- ✔ Evaluate the feasibility of installing traffic signals at the location of the station on both sides of Broad Street that would be actuated whenever a train arrives at the station, to enhance automobile and pedestrian safety. Coordinate the signals at High and Broad Streets with this new signal.

### Signage Improvements

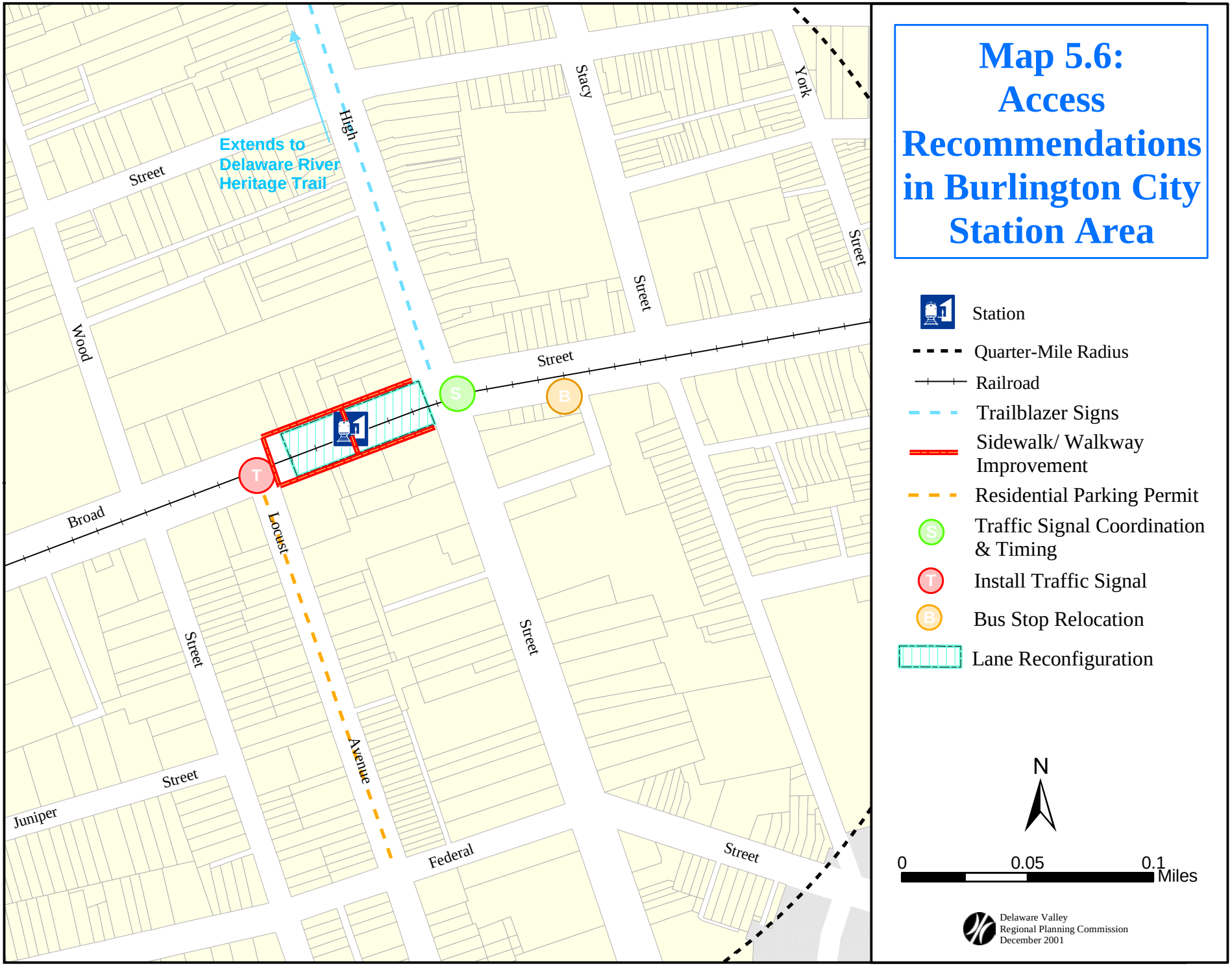
- ✔ Erect trailblazer signs for the Delaware River Heritage Trail on access roads from the station.

### Parking Improvements

- ✔ Institute a residential parking program or time limit to discourage on-street parking and encourage the use of Burlington South station's (Commerce Square) parking lot.

### Other Improvements

- ✔ Install tactile strips (raised textured material) on Broad Street at approaches to the rail station to alert motorists to the station area. Provide properly demarcated pedestrian crosswalks to accommodate passengers getting on and off the train.
- ✔ Consider moving the existing bus stop on the south side of W. Broad Street to a location approximately 100 feet to the west of Locust Street or to east of High Street (on E. Broad Street), to permit better pedestrian and vehicular traffic flow. This bus stop may change when overall bus service is evaluated.
- ✔ NJ Transit should evaluate the current bus service in the area and determine whether there is a demand for feeder service either by full sized buses or smaller circulator buses.


Map 5.6:
Access
Recommendations
in Burlington City
Station Area
Extends to
Delaware River
Heritage Trail
High
Street
Stacy
York
Street
Street
Wood
Street
Broad
Locust
Avenue
Street
Street
Juniper
Street
Federal
Street
S
B
T
Station
Quarter-Mile Radius
Railroad
Trailblazer Signs
Sidewalk/ Walkway
Improvement
Residential Parking Permit
Traffic Signal Coordination
& Timing
Install Traffic Signal
Bus Stop Relocation
Lane Reconfiguration
N
0
0.05
0.1
Miles
Delaware Valley
Regional Planning Commission
December 2001

# CHAPTER 6

## RIVERSIDE STATION AREA PLAN - THE STRONG CENTRAL BUSINESS DISTRICT

## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 6: RIVERSIDE STATION AREA PLAN - THE STRONG CENTRAL BUSINESS DISTRICT

*Keystone Watch Case Company building, as seen from station site.*

Riverside Township is a one and a half square mile community located in the northwest portion of Burlington County at the confluence of the Delaware River and the Rancocas Creek. Because of its river and rail access, Riverside emerged at the turn of the century as a successful port and commercial center specializing in food processing, canning, and glass production. As a manufacturing center, Riverside employed Russian, Hungarian, and Polish immigrants. Its most famous product was the high quality cases for pocket watches manufactured by the Keystone Watch Case Company, the world's largest manufacturer for many years. Industry reached its golden age in the 1920's, as some twenty-seven textile mills operated in town. Riverside's Scott Street was once a bustling shopping street, with many department stores and fashionable shops serving Riverside and beyond.

This strong central business district began to decline when the Watch Case Company closed in the 1950's, passenger rail ceased in the 1960's, and highway-oriented commercial development along Route 130 began to dominate the area.

In recent years, Scott Street stores, once shuttered, are again occupied, and recent streetscape improvements have renewed its "Main Street" feel. Portuguese and Brazilian immigrants began arriving in the 1980's, reinvigorating the community. Riverside today is characterized by a stable central business district and a cohesive residential community. Riverside has also been designated a transit village under New Jersey Department of Transportation's Transit Village Initiative (see Chapter 11).

## OVERVIEW OF RECOMMENDATIONS

- ✔ Update Master Plan with minor additions to the S-D Special Development District to require mixed uses, not just allow. Further, the district should encourage not just mixed uses, but transit supportive uses.
- ✔ Update Zoning Ordinance's S-D Special Development District to require mixed uses, reorient list of permitted uses into a more transit-supportive mix, and encourage shared parking. Allow smaller minimum lot sizes and lot widths in the C-2 Downtown Commercial District. Explore higher minimum densities as a conditional use within the highest density residential district, the R-3 Single and Two Family Residential District.

- ✔ Improve vehicular and pedestrian access to the light rail station by synchronizing traffic signals, considering new street connections with the redevelopment of the Golden Triangle, erecting trailblazer signage, eliminating some on-street parking, restricting long-term parking on certain residential streets, providing residential parking permits to affected residents, constructing sidewalks in selected areas, and making significant streetscape improvements on Pavilion Avenue.

## STATION LOCATION

The light rail station will be located next to the Keystone Watch Case building, near the intersection of Franklin and Kossuth Streets.

## DEMOGRAPHICS

The following demographic characteristics are for the township of Riverside.

### Population Characteristics - 2000 Census

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 7,974 | 7,911 | -63 | -0.8% | 90% | 4% | 5% |

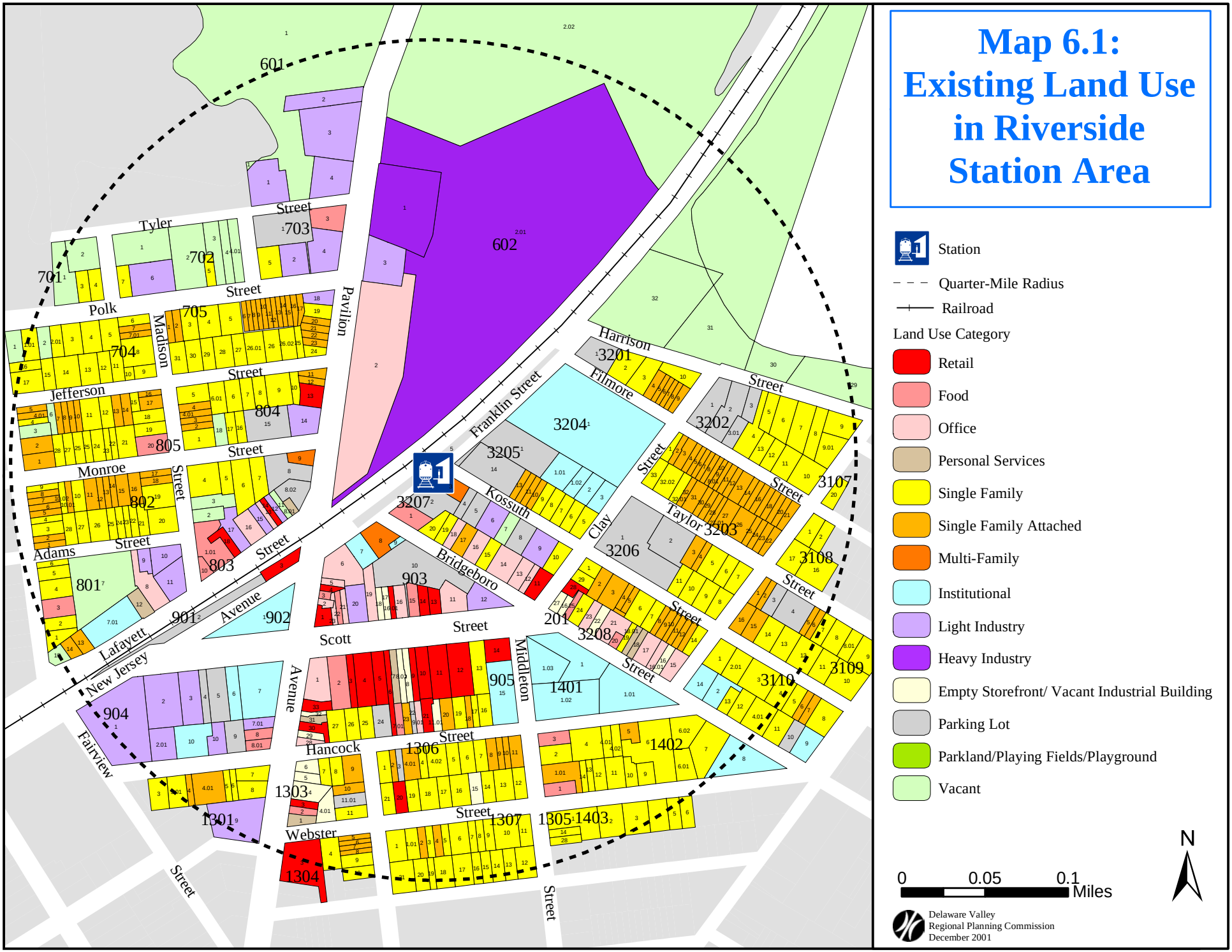
### Other Characteristics - 1990 Census (2000 Census data not yet available)

| | |
|---|---|
| Median Income: $31,700 | County average: $42,400 |
| % Under Poverty Level: 5% | County average: 4% |
| % Vacant Housing Units: 3.2% | County average: 4.7% |
| % Owner-Occupied: 69% | County average: 75% |
| % Renter-Occupied: 31% | County average: 25% |


*Downtown's Scott Street.*

## LAND USE

Riverside Township, given its past as a bustling commercial and manufacturing center, has a diversity of land uses within the station area radius (Map 6.1: Existing Land Use in Riverside Station Area). Scott Street is the main shopping street, with a variety of retail, such as gift shops, drug stores, and furniture stores; restaurants and pubs; and office uses, such as banks, doctor's offices and travel agencies. Other retail and office uses can be found along Bridgeboro Street, Pavilion Avenue, Franklin Street, and Lafayette Street.


Map 6.1:
Existing Land Use
in Riverside
Station Area
Station
Quarter-Mile Radius
Railroad
Land Use Category
Retail
Food
Office
Personal Services
Single Family
Single Family Attached
Multi-Family
Institutional
Light Industry
Heavy Industry
Empty Storefront/ Vacant Industrial Building
Parking Lot
Parkland/Playing Fields/Playground
Vacant
N
0
0.05
0.1
Miles
Delaware Valley
Regional Planning Commission
December 2001
Tyler Street
Polk Street
Madison Street
Jefferson Street
Monroe Street
Adams Street
Lafayett Street
New Jersey Avenue
Fairview Street
Webster Street
Hancock Street
Scott Street
Bridgeboro Street
Kossuth Street
Franklin Street
Pavilion
Harrison Street
Filmore Street
Clay Street
Taylor Street
Middleton Avenue
601
602
701
702
703
704
705
801
802
803
804
805
901
902
903
904
905
1301
1303
1304
1306
1307
1305
1401
1402
1403
201
3201
3202
3203
3204
3205
3206
3207
3208
3107
3108
3109
3110

Riverside's central business district also has several institutional uses, such as the municipal building, post office, Zurbrugg Hospital (now an assisted living facility), and several churches.

The remains of former industrial uses are found in the Golden Triangle (the area bordered by Pavilion Avenue, Franklin Street, and the Rancocas Creek), including the former Watch Case factory and a steel mill, considered heavy industry. Light industry, such as remodeling, building contracting, upholstery, printing, candy manufacturing, and catering are found bordering the railroad tracks on both New Jersey Avenue and Lafayette Street, and at other scattered sites around town. Automobile and plumbing related uses are found on Pavilion Avenue across from the Golden Triangle.

Adjacent to the central business district are residential uses, mostly small lot single family detached and single family attached homes from the pre-World War II period, laid out on a grid.

**Figure 6.1: Land Use in the Riverside Township Station Area.**

| Parcels in Station Area | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| **Residential: single family detached** | 223 | 39% | 46.2% | 25.1 |
| **Residential: single family attached** | 141 | 24.6 | 29.1 | 8.1 |
| **Residential: multi family** | 3 | 0 | 1.9 | 0.4 |
| **Parking lot** | 29 | 5.0 | 2.4 | 6.9 |
| **Vacant** | 30 | 5.2 | 2.5 | 38.1 |
| **Empty storefront** | 16 | 2.7 | 1.8 | 1.1 |
| **Retail** | 26 | 4.5 | 3.0 | 3.0 |
| **Food** | 18 | 3.1 | 1.2 | 1.8 |
| **Personal services** | 7 | 1.2 | 1.4 | 0.4 |
| **Office** | 25 | 4.3 | 3.7 | 4.7 |
| **Institutional** | 21 | 3.6 | 3.5 | 7.5 |
| **Light industry** | 27 | 4.7 | 1.5 | 7.0 |
| **Heavy industry** | 2 | 0 | 0.3 | 13.1 |
| **Parkland or open space** | 0 | 0 | 0.6 | 0 |
| **Other** | 5 | 0 | 1.0 | 8.1 |
| **TOTAL** | 573 | 100% | 100% | 125.2 |

*Source: DVRPC Field Work, Spring 2000.*

As Figure 6.1 shows, Riverside's land use breakdown in the station area is fairly diverse, as compared to other station areas along the light rail line. Riverside has an above average amount of retail, restaurants, offices, institutional, and light industrial uses. Riverside also has more parking lots, vacant lots, and empty storefronts than the average for the seven towns in the study.


*Zurbrugg Hospital, with age - restricted and assisted living residential units.*

### Land Use and Transit Supportiveness

Riverside is a highly transit supportive town, with many of its land uses supporting transit service and transit-oriented development (Map 6.2: Transit Supportiveness in Riverside Station Area). These land uses include medium density residential units, retail, offices, institutional services, personal services (such as hair salons), and light industry (employment sites).

Transit supportive uses that are absent and would probably fill a market need include day care centers, toy stores, bakeries, coffee shops, take out/prepared food stores, movie theatres, and bed and breakfasts. There are a few empty storefronts and vacant lots in the station area that could fill these needs.

The redevelopment of Zurbrugg Hospital and the Keystone Watch Case building, both adjacent to the rail station, into age restricted and assisted living residential units, will support transit, allowing senior citizens to easily access the SNJLRTS line.

## TRANSPORTATION AND ACCESS

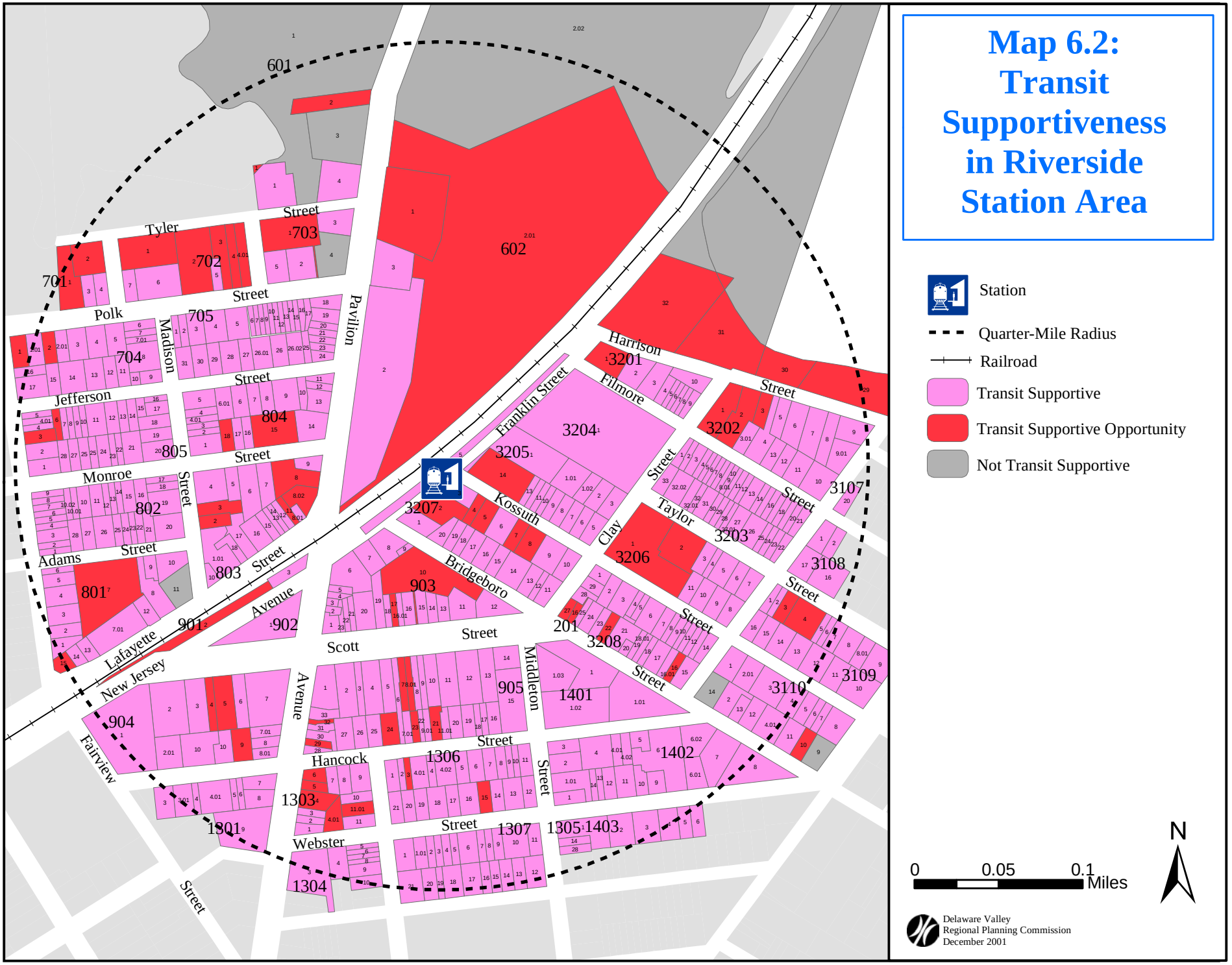
The site of the proposed station is at Franklin Street near Kossuth Street, across from the former Zurbrugg Hospital, which is now an age restricted assisted living facility. The initial parking capacity will be 300 spaces, scattered over three or more small lots. Forecasted daily boardings, or the number of trips in both directions each weekday originating at the station stop in Year 2020, is 670.

There are several streets that provide access or egress to and from the proposed station. These include Franklin Street, Pavilion Avenue, Bridgeboro Street, Kossuth Street, Washington Street, and Fairview Street.

**Franklin Street** has two travel lanes and one lane striped to accommodate parking. With a cartway width of 29 feet, this street is too narrow to perform all required functions adequately. Parking is currently permitted on the near side of the street adjacent to the tracks. Sidewalks exist only on the side of the street adjacent to the former hospital. These are currently in good condition and provide access to the proposed station from the assisted living facility as well as from Pavilion Avenue.

**Pavilion Avenue** is the primary access road from the north to the station. It intersects with Franklin Street at a signalized intersection that operates like a four leg intersection. It also connects Franklin Street to the town's shopping district.

**Bridgeboro Street** provides direct connection between US Route 130 and Franklin Street. In the block east of Franklin Street,


Map 6.2:
Transit
Supportiveness
in Riverside
Station Area
Station
Quarter-Mile Radius
Railroad
Transit Supportive
Transit Supportive Opportunity
Not Transit Supportive
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001
601
602
701
702
703
704
705
801
802
803
804
805
901
902
903
904
905
1301
1303
1304
1306
1307
1401
1402
1403
3201
3202
3203
3204
3205
3206
3207
3208
3107
3108
3109
3110
201
Tyler Street
Polk Street
Jefferson Street
Monroe Street
Adams Street
Lafayette Street
New Jersey Avenue
Scott Street
Hancock Street
Webster Street
Fairview Street
Madison Avenue
Pavilion Avenue
Franklin Street
Bridgeboro Street
Kossuth Street
Clay Street
Filmore Street
Harrison Street
Taylor Street
Middleton Street


*Empty Storefront on Scott Street.*

Bridgeboro Street has a 27 foot cartway and permits one-way only traffic towards Franklin Street. Parking is permitted on one side of the street only. There is a two hour limit for on-street parking during weekdays.

**Kossuth Street** runs perpendicular to Franklin Street in the immediate vicinity of the proposed station. This is a one-way street with traffic directed away from Franklin Street. The cartway width for this street is 19 feet with no on-street parking permitted.

**Washington Street** has a cartway width of 52 feet north of Bridgeboro Road with no on-street parking restrictions. Between Bridgeboro and Fairview Streets, the cartway width is 29 feet, with a no parking zone on one side of the street, in the vicinity of the high school.

**Fairview Street** will function as a major access road from US Route 130 to the station. It has a 29 foot cartway (10 foot lane towards Washington Street and 19 foot lane towards US Route 130) and parking is generally not permitted on one side of the street. There is a 25 miles per hour speed limit on this street.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

Riverside updated their master plan in 1997. The master plan mentions the proposed light rail transit station and its benefit to the mobility of senior citizens, along with greater access to regional employment centers, however, the plan does not specifically address the possibilities it will generate in transit-oriented development.

The master plan supports transit-friendly land uses by recommending the conversion of second floors of downtown retail buildings into apartments. This is partially to avoid unnecessary conversions of single family homes into duplexes and multifamily units, but it also supports the revitalization of downtown buildings and increased density that sustains transit. The master plan also recommends transit-supportive residential densities of four dwelling units per acre zoning for R1 Single Family Residential, seven dwelling units per acre for R2 Single Family Residential, and seven to nine dwelling units per acre for R3 Single Family and Two Family Residential District.

The Riverside master plan recognizes the need to promote tourism, entertainment, and recreation, as well as high tech, professional, and incubator industries. The downtown district hopes to attract more destination retail, such as

stores that attract a local and regional patronage. In addition, the master plan acknowledges the importance of the redevelopment of the Keystone Watch Case Company, and recommends exploring and evaluating the merits of designating redevelopment areas. Furthermore, the master plan emphasizes the need to develop an intermodal transportation system.

### Zoning

Riverside's zoning prescribes three separate zoning districts in the station area, including neighborhood commercial, downtown commercial, and special development district zoning (Map 6.3: Existing Zoning in Riverside Station Area).

### C-1 Neighborhood Commercial

The neighborhood commercial district (C-1) permits apartments above stores, as well as on-street parking, both elements of good transit-oriented development.

### C-2 Downtown Commercial

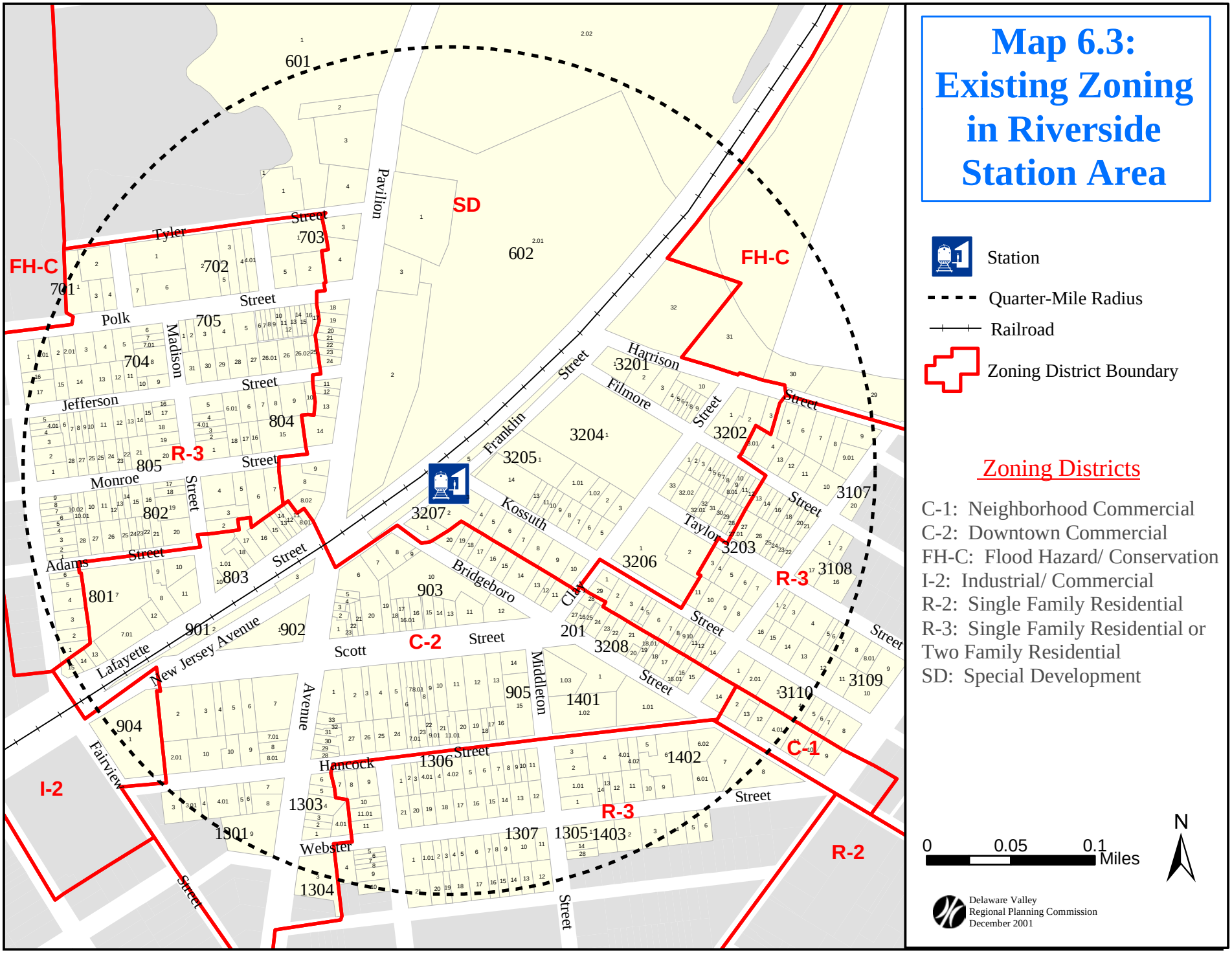
The downtown commercial district (C-2) encourages similar apartments over stores, particularly affordable units, while also recommending zero lot line setbacks, which encourage a pedestrian-friendly environment.

### S-D Special Development District

Riverside created a Special Development District (S-D) for the area commonly known as the "Golden Triangle," bordered by Pavilion Avenue, the Rancocas Creek, and the railroad. This S-D District also extends northwest to the uses along Pavilion Avenue and southeast of the railroad in the vicinity of Harrison Street. The Golden Triangle site contains the former Keystone Watch Case Company, an impressive six-story building that is listed on the National Register of Historic Places and is a landmark for the town. However, the building is essentially vacant except for the owner who occupies the first floor. Also on site is the former Riverside Metals steel mill, and a small portion of the area is occupied by an autobody shop. Bordering the Golden Triangle along Pavilion Avenue are a variety of automobile service businesses, a plumbing supply facility, a restaurant, several other small businesses, and a few deteriorated apartments and houses.

The S-D District allows a mix of residential or non-residential uses within individual parcels. The zoning district language states that "permitted uses may be mixed on individual parcels of land". Thus, the S-D district only allows mixed uses, but doesn't require or encourage them. The following uses are permitted on the Golden Triangle site:

**The Riverside master plan recognizes the need to promote tourism, entertainment, and recreation, as well as high tech, professional, and incubator industries.**


Map 6.3:
Existing Zoning
in Riverside
Station Area
Station
Quarter-Mile Radius
Railroad
Zoning District Boundary
Zoning Districts
C-1: Neighborhood Commercial
C-2: Downtown Commercial
FH-C: Flood Hazard/ Conservation
I-2: Industrial/ Commercial
R-2: Single Family Residential
R-3: Single Family Residential or Two Family Residential
SD: Special Development
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001
FH-C
SD
R-3
C-2
C-1
I-2
R-2
Pavilion
Tyler
Polk
Madison
Jefferson
Monroe
Adams
Lafayette
New Jersey Avenue
Scott
Bridgeboro
Kossuth
Franklin
Filmore
Harrison
Taylor
Clay
Middleton
Avenue
Fairview
Hancock
Webster
Street

- ✔ Residential including single family detached, single family attached, two family detached, and townhouses
- ✔ Public parks and recreational facilities
- ✔ Governmental buildings and facilities
- ✔ Professional offices, office buildings
- ✔ Financial institutions and banks
- ✔ Artist and tradesman studios
- ✔ Restaurants, cafes, including brew pubs, coffeehouses, nightclubs
- ✔ Markets, including bakeries, butchers, produce markets, supermarkets, etc.
- ✔ Retail sales of multiple goods and products
- ✔ Movie theaters and performing arts theaters
- ✔ Funeral homes and mortuaries
- ✔ Day care centers
- ✔ Dry cleaning and Laundromats
- ✔ Beauty salons
- ✔ Manufacturing, warehousing, wholesaling, research and testing
- ✔ Micro-breweries (non-eating and drinking establishments)
- ✔ Electronics and appliance goods sales, rentals and repairs
- ✔ Sale of new and used automotive and truck parts

Uses such as sexually oriented businesses, tattoo parlors, body piercing facilities, liquor stores and check cashing facilities are explicitly prohibited.

Conditional uses include apartments and flats created as a conversion of the Keystone Watch Case building, where the maximum number of dwelling units is limited to 150, with 75-100% age restricted units. Twenty percent of these age-restricted units are required to be set aside as affordable dwelling units. A second conditional use option is the conversion of the Keystone building into an age-restricted assisted living residence, with a maximum number of 200 bedrooms, and 20% set aside as affordable dwelling units.

Permitted uses on the area northwest of Pavilion Avenue include:

- ✔ Residential including single family detached, single family attached, two family detached, and townhouses
- ✔ Public parks and recreational facilities
- ✔ Governmental buildings and facilities

*Auto - oriented use on Pavilion Avenue.*

*Golden Triangle's vacant land.*

- ✔ Retail sale of consumable goods and products
- ✔ Restaurants, cafes, including brew pubs and coffeehouses.
- ✔ Funeral homes and mortuaries
- ✔ Professional offices
- ✔ Artist studios
- ✔ Beauty salons
- ✔ Day care centers

The present auto body shop and plumbing supply facility would not be allowed in this portion of the S-D district. However, the sale of new and used automotive and truck parts, excluding the actual reclamation, rebuilding, and refurbishing of used automobile and truck parts on the premises, are allowed in the Golden Triangle. Auto body shops, car washes, service stations and repair services/garages are all permitted as conditional uses.

Permitted uses in the area southeast of the railroad include:

- ✔ Residential including single family detached, single family attached, two family detached, and townhouses
- ✔ Public parks and recreational facilities
- ✔ Governmental buildings and facilities
- ✔ Administrative offices
- ✔ Offices, laboratories or medical research or community health facilities
- ✔ Hospitals for the care of human beings

### Housing Plan

Riverside also prepared a Housing Plan in 1999, which supports the recommendations listed above for the creation of more age restricted and assisted living dwelling units, with the affordable dwelling unit set-aside. The plan projected that build-out will occur in 2003, with only 53 more units of housing possible with current residential zoning and the amount of developable vacant land.

### New Jersey Institute of Technology (NJIT) Plan for Golden Triangle

The New Jersey Institute of Technology's Graduate Program in Infrastructure Planning, supported by a grant from the New Jersey Department of Transportation, spent the Fall 1999 and Spring 2000 semesters engaged in planning for the township of Riverside.

They produced a report entitled Riverside Transit Village Project, focusing on proposals for the Golden Triangle parcel adjacent to the planned rail station. The report summarizes Riverside's

history, demographics, land use, parking and traffic issues, and development projects. Three student teams produced three proposals for the Golden Triangle.

Proposal One suggests a recreational zone adjacent to the train station, with shared parking, surrounded by a high-density residential neighborhood, along with a commercial neighborhood. In addition, high-density residential is found along the waterfront, in the flood plain, with a public waterfront walkway along the frontage. To protect the environmental value of the riparian buffer, DVRPC does not recommend building residential units in the flood plain at this location, even if built on piles as the NJIT report suggests.

Proposal Two conceives of a craft/industry mixture using a renovated Watchcase tower and metal factory as live/work spaces for skilled and semi-skilled craftsmen. A day care center and supermarket are proposed for the metal factory, sharing parking with the train station. A new public space near the train station, to be called Progress Square, is proposed, along with a pedestrian promenade, the Progress Path. One third of the triangle is open space, situated along the river, with a fishing pier next to the new rail bridge. This plan preserves the flood plain, and offers a good use of public space and an interesting plan for economic revitalization.

Proposal Three focuses on diverse high-density uses organized on a grid-like street network. Commercial uses adjacent to the rail station include offices, bars, and restaurants complemented by a performing arts center. This plan emphasizes plazas and pedestrian-friendly boulevards, with open space along the waterfront.

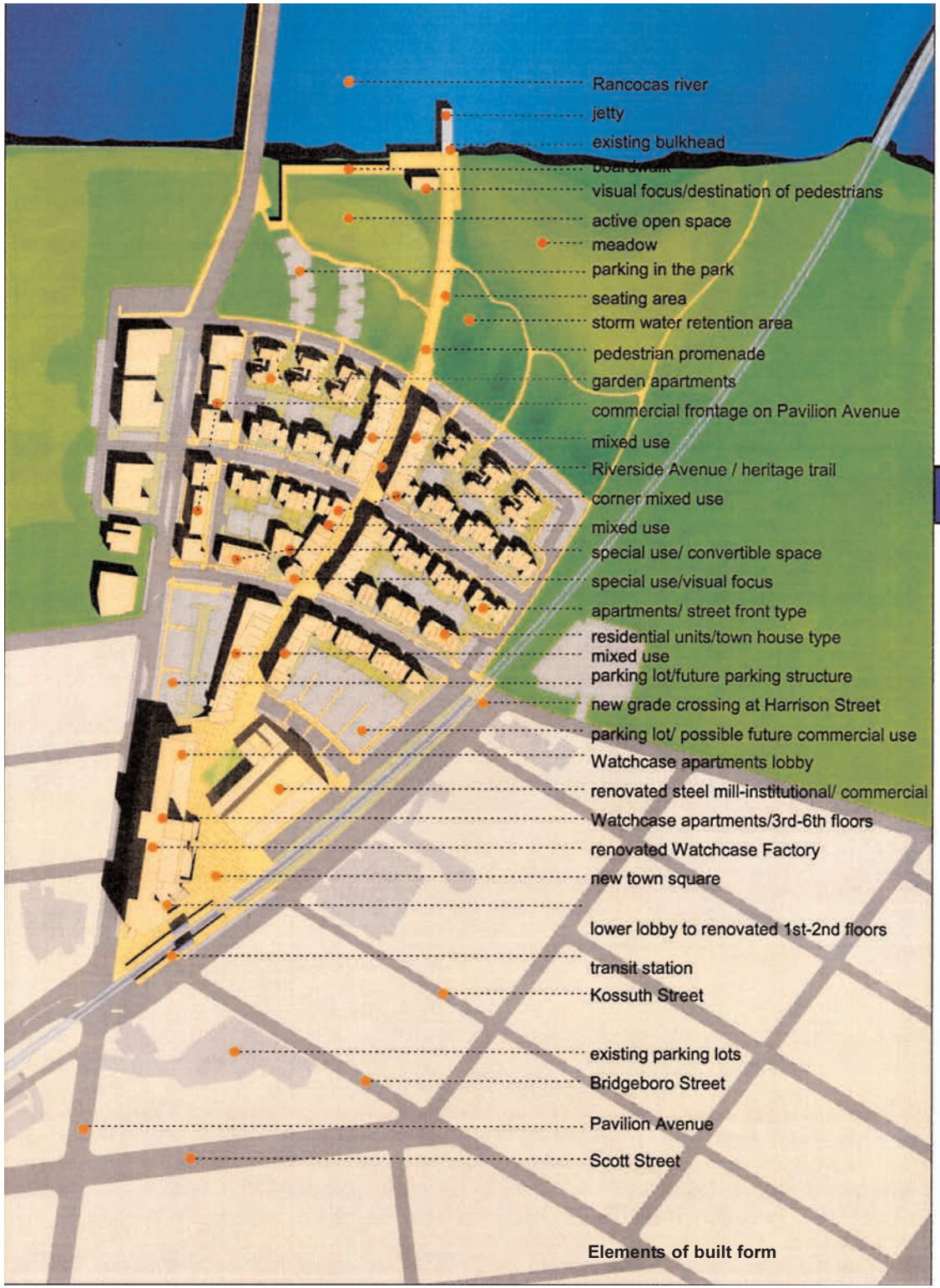
From these three proposals, the students generated a consolidated urban design framework (as shown in Figure 6.2: NJIT Plan for Golden Triangle, Riverside), that includes:

- ✔ A continuation of the street pattern
- ✔ Residential and commercial uses adjacent to the new transit station for shared parking and convenience
- ✔ Pedestrian plaza next to the station
- ✔ Pedestrian avenue extending from the plaza through development to the waterfront
- ✔ A waterfront park occupying about 1/3 of the triangle
- ✔ Low-rise higher density housing between the plaza and the park
- ✔ Intergenerational uses to support assisted living and child care facilities

The NJIT plan has been used as a marketing tool. Three developers have reviewed the NJIT

**Figure 6.2: NJIT Plan for Golden Triangle, Riverside**

*Source: Riverside Transit Village Project, NJIT, Spring 2000.*



recommendations and have expressed interest in developing a mixed use center on the Golden Triangle site. Burlington County is investigating the purchase of the 14 acre floodplain area along the creek to use as park land, and as part of the Rancocas Greenway.

## RECOMMENDATIONS

The town of Riverside has many of the necessary features of transit-oriented development, including a diverse central business district, a strong institutional and civic spirit, and higher than average (for the corridor) residential density. The key to Riverside's success is the redevelopment of several key parcels, such as the Keystone building, that are the heart and soul of Riverside's identity as a restored historic mill town. A mixed use development in the Golden Triangle will support transit, and should add to, not detract from, the shopping mix found in the central business district.

Pavilion Avenue should be re-invented as an attractive pedestrian streetscape connecting the light rail station, the Golden Triangle redevelopment, the residential neighborhoods of Polk Street, Jefferson Street, Tyler Street, and Monroe Street, and the Rancocas Creek. Redevelopment in this area will help to stabilize the adjacent residential neighborhood, as the auto-oriented uses on Pavilion Avenue currently detract from the neighboring residential streets. The wonderful recent streetscape improvements to Scott Street should be extended to Pavilion Avenue. Pavilion Avenue can become an important and improved gateway into Riverside, connecting the residents of Riverside and Delanco with the Rancocas Creek and the Delaware River Heritage Trail.

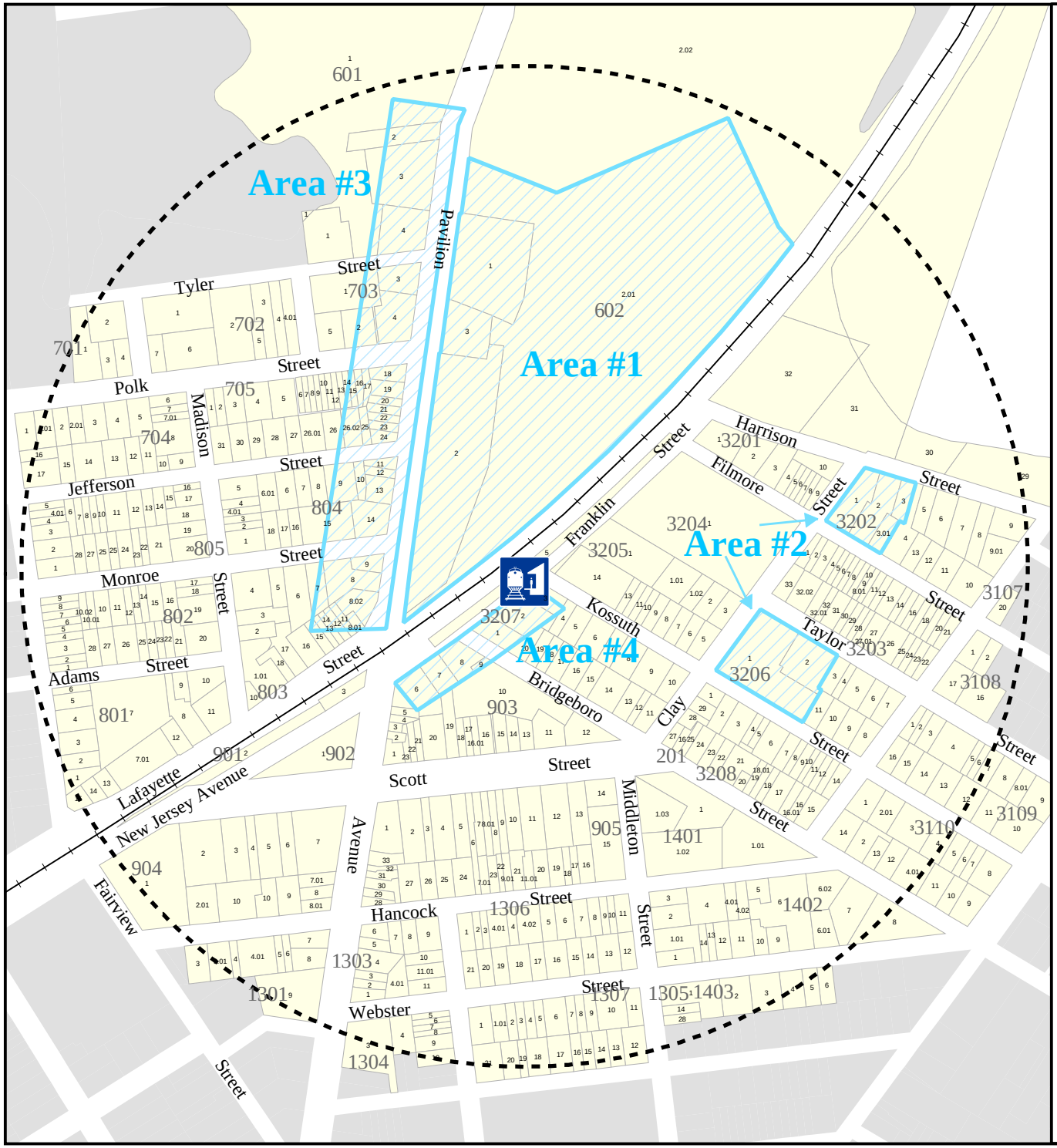
## DEVELOPMENT OPPORTUNITY AREAS

A number of Opportunity Areas exist for transit supportive development in Riverside (Map 6.4: Development Opportunity Areas in Riverside Station Area). These areas consist of parcels that are currently underutilized, and include vacant lots, parking lots, empty storefronts, and unused or marginally used light industrial buildings. Within walking distance of the light rail station in Riverside, three areas may be attractive to developers.

### Area 1: Golden Triangle

This area consists of seven parcels between Pavilion Avenue, the railroad, and Rancocas Creek. The land is occupied by the Keystone Watch Case building, the Riverside Metals steel mill, an auto body shop, and wetlands (nearest the creek). It is zoned S-D, Special Development District, whose specifications can be found under Master Plan and Zoning section of this chapter. Several of the parcels are quite

*Development Opportunity Area #1.*




# Map 6.4: Development Opportunity Areas in Riverside Station Area

Station

Quarter-Mile Radius

Railroad

Opportuniy Area

## Opportunity Areas

Area #1: Golden Triangle
Area #2: Parking lots on Clay Street
Area #3: Pavilion Avenue mixed uses
Area #4: Franklin Street Commercial Revitalization

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

large, such as a 14.2 acre former steel plant, and the 11.9 acre vacant land north of the steel plant site. The seven parcels have seven different owners, one of which is New Jersey Transit.

The Triangle site should be redeveloped as a mixed use center, with retail, office and housing. The NJIT plan contains many design elements and ideas that support transit-oriented development principles. Uses that front along Pavilion Avenue, such as retail, would encourage pedestrian traffic, as would a varied frontage (of mixed uses). Extending the existing grid pattern is essential to connecting with adjacent neighborhoods, and integrating the new development with the older established commercial and residential streets.

The Golden Triangle development should not turn its back on Pavilion Avenue, nor fail to provide pedestrian connections across Pavilion. The addition of a public plaza next to the train station would also unite the Triangle with the central business district. Riverside should also pursue improving public access to the Rancocas Creek, mindful of the need to protect wetlands. The creation of a new public park as part of the Triangle development would capitalize on its Rancocas Creek location and provide a needed amenity for residents.

The redevelopment of the Golden Triangle site should be coordinated with the Pavilion Avenue improvements and revitalization. The intensification of uses along Pavilion Avenue depends in large part on the type of redevelopment in the Golden Triangle.

### Area 2: Parking Lots on Clay Street

This area consists of seven parcels along Clay Street between Harrison and Kossuth Streets. Five parcels are between Harrison and Filmore Street, and are owned by Zurbrugg Memorial Hospital and are presently being used as hospital parking. These are zoned S-D Special Development District. The other two parcels are between Kossuth and Taylor Streets, one of which is owned by Zurbrugg Holding Company and the other by a private individual. They are zoned R-3 Single Family and Two Family Residential. All of these lots could be developed into more transit-supportive uses, particularly since Zurbrugg Hospital has parking on the light rail side of the building. Such uses could include professional offices associated with the hospital, which would be allowed under current zoning in the S-D district, but not in the R-3 district. An assessment of the hospital, assisted living facility and light rail station parking has not been performed in this study.

*Development Opportunity Area #2.*

*Development Opportunity Area #3.*

*Development Opportunity Area #4.*

### Area 3: Pavilion Avenue Mixed Uses

Along Pavilion Avenue on the northwest side, between the Rancocas Creek and Lafayette St., there are a variety of uses, ranging from deteriorated homes and apartments, to parking lots, to auto body shops, to small retail shops. An overall cohesive redevelopment plan for the street should be developed to support the redevelopment of the Golden Triangle site. This would include renovation of homes, streetscape improvements, and possible land assembly or property consolidation.

A total of 19 parcels have been identified as ones that could be redeveloped to be more transit-supportive. These parcels are zoned S-D, Special Development District, whose specifications can be found in the Master Plan and Zoning section of this chapter. Renovation of the existing homes would be beneficial, to help stabilize the residential blocks behind. Regulated conversions to multifamily residential in this area should be encouraged where possible. The two parking lots at the intersection of Pavilion Avenue and Lafayette Street will be used by New Jersey Transit as part of its scattered site parking for the light rail station. The auto body shop could be redeveloped or buffered to improve the pedestrian orientation along Pavilion Avenue, a central route to the rail station.

Additional uses could include: a restaurant offering views of the Rancocas Creek; a bike shop (given the area's proximity to the Delaware River Heritage Trail); farmer's market specializing in locally grown and packaged products; seasonal nursery; ice cream parlor; offices; and parkland.

### Area 4: Franklin Street Commercial Revitalization

Franklin Street, directly across from the station site, for two blocks between Pavilion Avenue and Kossuth Street, houses an office, the library, two multifamily homes, a parking lot, and a bar/restaurant. This area's adjacency to the station site makes it an important gateway into Riverside's central business district. The area is zoned S-D Special Development District and C-2 Downtown Commercial. Since this area will become a more visible crossroads in Riverside, the city should invest in streetscape improvements similar to those along Scott Street. Beyond enhancing the aesthetics of the area, these improvements will help unite the station area with the main shopping district along Scott Street.

## MASTER PLAN RECOMMENDATIONS

The Riverside master plan endorses the location of the light rail station stop and recognizes it as an incentive to redevelop the Golden Triangle

and surrounding areas in the S-D Special Development District. The following language could be added at the next master plan update to the statements of intent in the land use plan element to encourage transit-oriented development in the S-D district:

- ✔ Require, not merely allow, mixed use development in the special development district.
- ✔ Promote types of businesses on the Golden Triangle site that support transit commuters and town residents (see list of transit-supportive uses in Chapter 2).
- ✔ Reinforce a mixed use, small town character that complements the existing traditional vernacular architecture and street layout of the surrounding community.
- ✔ Reinforce the transit orientation of the neighborhoods adjacent to the proposed light rail station, taking advantage of the transit supportive densities, and encouraging commercial and institutional uses for prospective residents and for transit riders.
- ✔ Allow a range of small-scale commercial and institutional uses within easy walking distance of adjoining residences.
- ✔ Accommodate a variety of housing types, including apartments, assisted living facilities, flats above stores and offices, twins, townhomes, and single family detached houses. This may require higher densities.
- ✔ Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood, as well as with future residences within the development.
- ✔ Promote a strong pedestrian orientation of streets and buildings.
- ✔ Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.
- ✔ Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale and orientation.
- ✔ Encourage legal conversions of homes into apartments, without causing a degradation in the quality of life.
- ✔ Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.
- ✔ Encourage a street circulation system that provides safe and convenient access but discourages fast or heavy traffic that is incompatible with pedestrian-oriented residential neighborhoods.

*Riverside Town Hall.*

*Infill housing near central business district.*

- ✔ Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.
- ✔ Use the commercial areas and common open spaces as community focal points.
- ✔ Provide public access to the Delaware River waterfront.
- ✔ Provide pedestrian and bicycle linkages between commercial areas, residential areas, and the light rail station.

## ZONING RECOMMENDATIONS

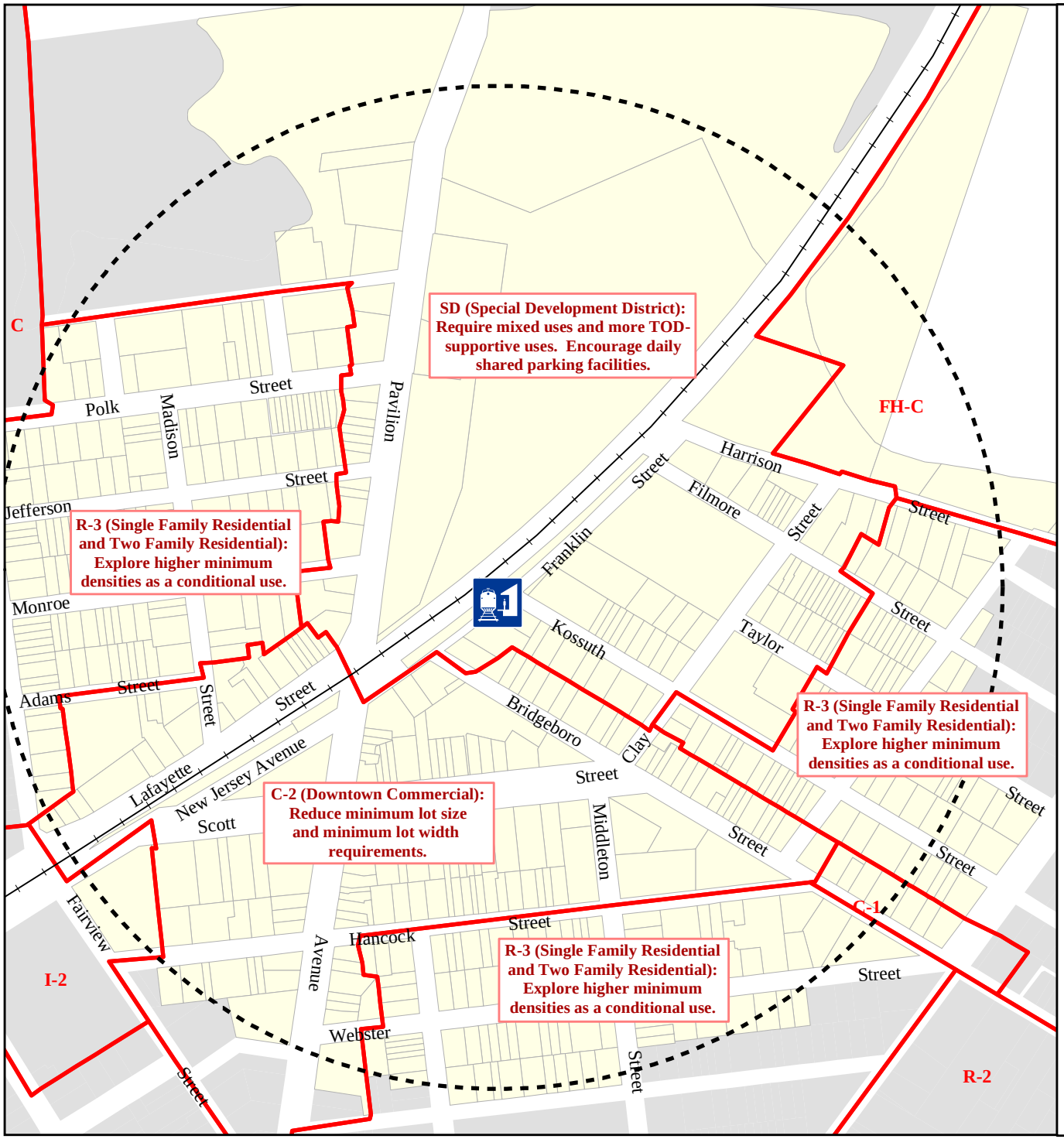
Most of the zoning surrounding the transit station area is supportive of transit, though the Special Development District could have a stronger mixed use emphasis. Other recommendations for amendments to the Zoning Ordinance are relatively minor (Map 6.5: Zoning Recommendations in Riverside Station Area).

Overall residential densities are relatively low (compared to national transit-oriented development communities, but not to other corridor communities), as the highest density residential category is R-3, Single Family and Two Family Residential, which permits 7 to 9 dwelling units per acre, (based on a recommendation in the master plan, to be updated in the zoning code). Preserving this residential density is important, while also allowing for opportunities for well-designed higher density housing. The maximum number of stories allowed is two and a half, which does not allow for medium rise or larger apartment buildings.

The S-D Special Development District allows higher density as a conditional use, such as the age-restricted housing development in the Golden Triangle and the age-restricted assisted living facility at Zurbrugg Hospital. These facilities have very high densities, with the former allowing 150 units on a minimum of 2 acres, and the latter allowing 200 units on a minimum of 2 acres. Townhouses are also allowed.

### Residential Districts

- ✔ Riverside may wish to explore higher minimum densities as a conditional use within the highest density district, the R-3 Single Family and Two Family Residential District.




# Map 6.5: Zoning Recommendations in Riverside Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

C-1: Neighborhood Commercial
C-2: Downtown Commercial
FH-C: Flood Hazard/ Conservation
I-2: Industrial/ Commercial
R-2: Single Family Residential
R-3: Single Fanily Residential or Two Family Residential
SD: Special Development

## Other Zoning Recommendations

- Prepare overall design guidelines.

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001


*Empty storefront on Scott Street.*

### C-2 Downtown Commercial District

The Downtown Commercial District comprises Scott Street and parts of Pavilion Avenue south of Franklin Street. Current minimum bulk and area requirements may be too high to allow for certain transit supportive uses, therefore:

- ✔ Reduce minimum lot size from the current requirement of 10,000 square feet. A more appropriate size may be half of this, or 5,000 square feet. By reducing the minimum, this allows smaller shops similar to those already present on the main shopping street, Scott Street.
- ✔ Reduce minimum lot width requirement of 100 feet to 50 feet, to allow smaller scale stores in the central business district. Most shops within this district have lot widths ranging from 20 feet to 80 feet.

These new requirements would be more similar to the C-1 Neighborhood Commercial District, which has a minimum lot area of 5,000 square feet and a minimum lot width of 50 feet.

### S-D Special Development District

This new district created for the redevelopment of the Golden Triangle and surrounding area, including the train station, allows mixed uses, stating that "permitted uses may be mixed on individual parcels of land", but does not encourage or require mixed uses, therefore:

- ✔ Change "may be mixed" terminology in S-D District to "are required to be mixed."

Also, a more transit-oriented mix of uses in this district is recommended. The long list of permitted uses should be reduced and reoriented to mixed residential, commercial, and office proposals that result in TOD and planned development schemes. A more focused approach will lead to a more vibrant station area, therefore:

- ✔ Reduce and reorient list of permitted uses to allow a more focused TOD district. Consider either changing the following permitted uses to conditional uses or totally prohibiting them: funeral homes and mortuaries; manufacturing, fabrication and assembly; warehousing, shipping and receiving; and wholesaling and distribution.

Parking requirements within the S-D District should be lessened to allow greater flexibility. Presently, the Zoning Ordinance states, "where a particular site or facility contains more than one use, the total parking requirements shall be the sum of the component parts, unless indicated otherwise." This can result in excess parking at mixed use sites, therefore:

- ✔ Encourage daily shared parking facilities between New Jersey Transit scattered lots, Zurbrugg assisted living facility, the Watch Case Building age-restricted apartments, and other new mixed use developments in the Golden Triangle. This makes it possible for parking lots to be used during off-peak transit hours by local users. The total overall number of spaces required in the entire station area can then be reduced. Riverside could also own and operate some of these lots, through a parking authority or a partnership with New Jersey Transit.

### Design Guidelines

Design requirements and standards should be prepared and incorporated into the zoning ordinance to ensure that the development of the station area reflects the historic mill town character of Riverside. Specifically, the design requirements should be applied to both residential and commercial components of the station area. These requirements and standards should be prepared so as to blend the physical character of the station area with the surrounding neighborhoods. Compatible architectural styles, traditional street and block layouts, wide sidewalks, street trees and furniture, pedestrian scale street lighting, appropriate street widths, and other elements should be included in the design requirements and standards. An example of specific design guidelines for Delanco Township, which could be adopted for Riverside, are found in Appendix A.

- ✔ Prepare design guidelines to reflect the historic mill town character of Riverside.

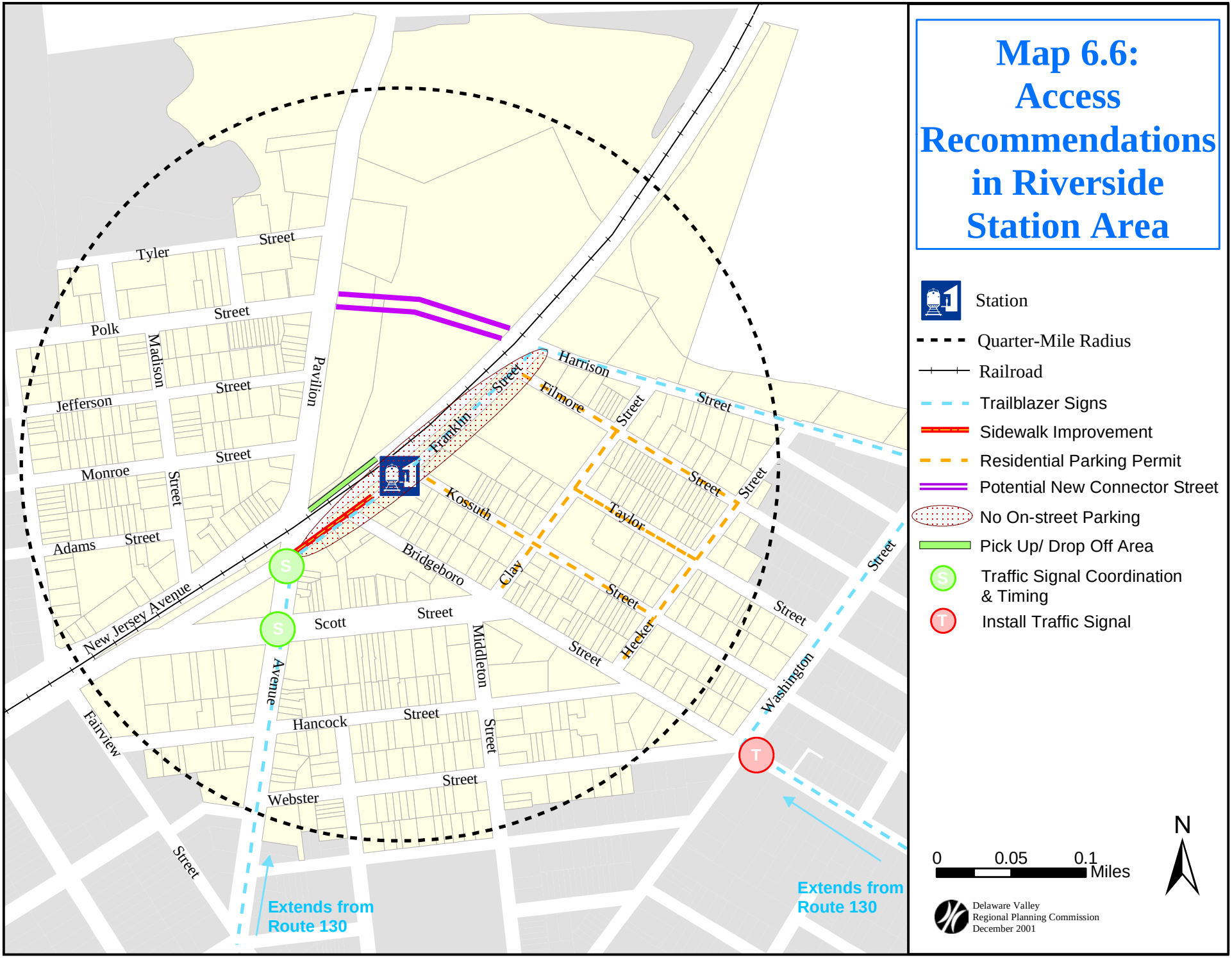
## ACCESS RECOMMENDATIONS

Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. A variety of recommendations to improve access include (Map 6.6: Access Recommendations in Riverside Station Area):

### Intersection Improvements

- ✔ Synchronize traffic signals at the intersection of Franklin Street and Pavilion Avenue with rail crossing signals. This would ensure that signals on streets being impacted will be preempted whenever there is a train crossing. Furthermore, coordinate adjacent signals at Scott Street and Pavilion Avenue with the rail crossing signals, so that gridlock can be averted at adjacent intersections.
- ✔ Program signal timing at intersection of Franklin Street and Pavilion Avenue to accommodate peak period volumes, as this

*Former rail station.*




# Map 6.6: Access Recommendations in Riverside Station Area

- Station
- Quarter-Mile Radius
- Railroad
- Trailblazer Signs
- Sidewalk Improvement
- Residential Parking Permit
- Potential New Connector Street
- No On-street Parking
- Pick Up/ Drop Off Area
- Traffic Signal Coordination & Timing
- Install Traffic Signal

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

intersection will experience an increase in volumes once the light rail commences operation.

- ✔ Monitor traffic volumes at the intersection of Washington Street and Bridgeboro Street to determine if there is a need for a traffic signal at this location.

### Signage Improvements

- ✔ Erect trailblazer signs to direct traffic approaching the station from US Route 130 to avoid congested intersections. This would deter delays at the intersection of Franklin Street and Pavilion Avenue. The most direct route from US 130 is by CR 613 (Bridgeboro Street) or CR 605 (Fairview Street) to Washington Street, Washington Street to Harrison Street, and Harrison Street to the Franklin Street Station. Due to ample pavement width, this approach would accommodate the peak period volumes without severely impacting access and egress to residential properties during that period. It would also allow direct access to the parking lot that will be located near the intersection of Harrison and Franklin Streets.

- ✔ Erect trailblazer signs for the Delaware River Heritage Trail at the station, indicating the location of the trail. Erect directional signs on the trail itself, at points closest to the station along Pavilion Avenue and/or Monroe Street, showing the location of the station.

### Parking Improvements

- ✔ Eliminate on-street parking on Franklin Street in the vicinity of the proposed station. This is necessary to permit ease of access to the station without the impedance of cars entering and leaving parking bays. Also, Franklin Street is not wide enough to support two travel lanes and a parking lane if it is only 29 feet wide.

- ✔ Restrict long-term parking on streets such as Kossuth Street that are in close proximity to the station and where currently no restriction exists. At the same time, give residential parking permits to affected residents so that they are exempted from this restriction, especially along Kossuth, Taylor, Filmore, Clay and Hecker Streets where the supply of off-street parking is limited.

### Other Improvements

- ✔ Construct sidewalks on the rail side of Franklin Street between Pavilion Avenue and the proposed station so as to accommodate pedestrian traffic.

- ✔ Upgrade the road and shoulder of the narrow access road on the side of the track


*Streetscape along Pavilion Avenue.*

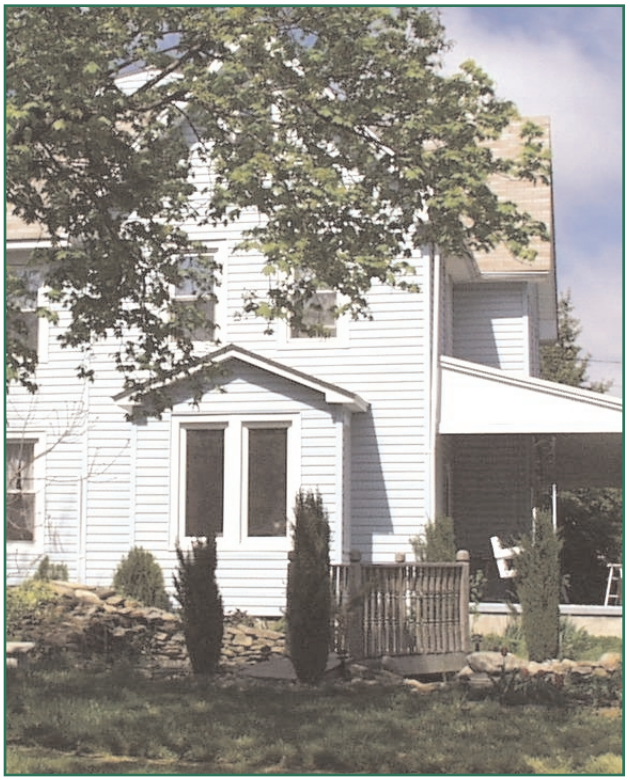
*Neighborhood park.*

adjacent to the Watch Case Building. This road connects the station area with Pavilion Avenue, and needs to accommodate a pedestrian walkway and if possible, a pick-up/drop-off area for rail passengers.

- ✔ NJ Transit should evaluate the current bus service in the area and determine whether there is a demand for feeder service either by full sized buses or smaller circulator buses.
- ✔ Install streetscape improvements (similar to those on Scott Street) along the length of Pavilion Avenue.
- ✔ Improve other main entrance roads into town, including Bridgeboro Street, Fairview Street, and New Jersey Avenue.
- ✔ Connect Polk and Harrison Streets through the Golden Triangle. This would require a railroad crossing, and an at-grade one is preferred. If Golden Triangle is developed, and most likely it will be, additional access points will be necessary to serve these new, more intensive uses.

# CHAPTER 7

## DELANCO STATION AREA PLAN - THE BEDROOM COMMUNITY



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 7: DELANCO STATION AREA PLAN - THE BEDROOM COMMUNITY

*Rhawn farm adjacent to rail station.*

Delanco Township is located at the confluence of the Rancocas Creek and the Delaware River. It is a two and a half square mile bedroom community, consisting mostly of single family detached homes, agricultural land, some industrial uses, and limited commercial uses. One of Delanco's assets is its waterfront location, with many homes fronting the Delaware River. The conversion of agricultural land near the light rail station into a neotraditional development (a "transit village") could provide more retail and services, housing choices and waterfront access to township residents.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Adopt the proposed PRD/V Planned Residential Development/Village Land Uses Zoning District.
- ✔ Update Master Plan with new master plan language to accompany the new PRD/V Planned Residential Development/Village Land Uses Zoning District.
- ✔ Improve vehicular and pedestrian access to the light rail station by realigning an intersection, investigating new traffic signals, erecting trailblazer signage, requiring residential parking permits for affected residents, and upgrading sidewalks.

### Population Characteristics - 2000 Census

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 3,316 | 3,237 | -79 | -2.4% | 96% | 2% | 2% |

### Other Characteristics - 1990 Census (2000 Census data not yet available)

| | |
|---|---|
| Median Income: $37,000 | County average: $42,400 |
| % Under Poverty Level: 5% | County average: 4% |
| % Vacant Housing Units: 2.3% | County average: 4.7% |
| % Owner-Occupied: 81% | County average: 75% |
| % Renter-Occupied: 19% | County average: 25% |

## STATION LOCATION

The Delanco station is located on the east side of Pennsylvania Avenue south of Cooper Street, on the site of the Rhawn farm.

## DEMOGRAPHICS

The demographic characteristics on page 110 are for the township of Delanco.

## LAND USE

Delanco Township is primarily a residential community, with a majority of single family detached homes (Map 7.1: Existing Land Use in Delanco Station Area). These are laid out on a traditional grid pattern and are separated from the industrial sites and farmland by the railroad.

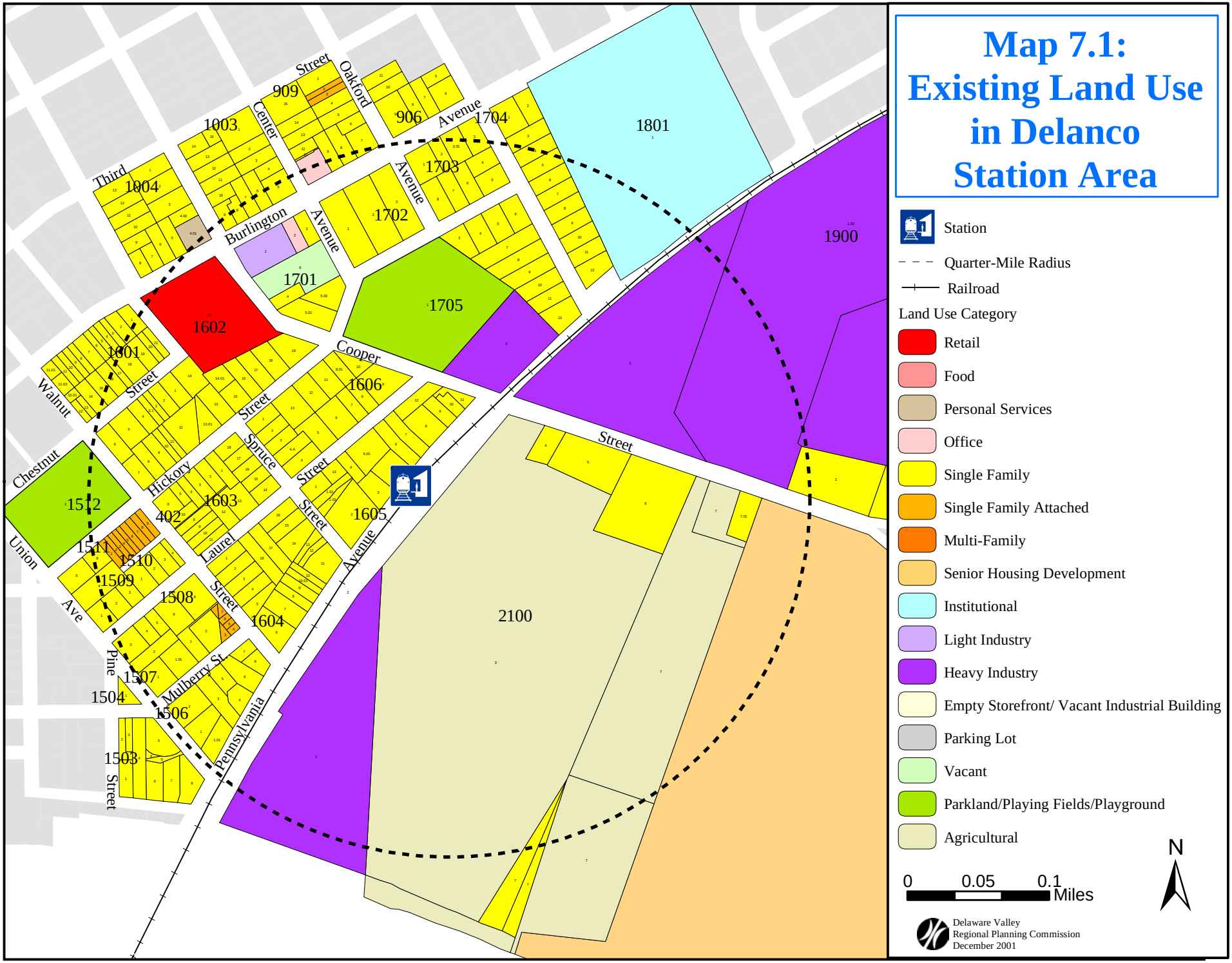
There is one small and underutilized shopping center, the Camp Meeting Grounds, which contains a bank, hair salon, pizza place, office, post office, and convenience store. A few additional stores and services exist along Burlington Avenue, the main thoroughfare. There are few vacant lots and no empty storefronts.

A large portion of the township appears agricultural, but this is changing. The 80 acre Russ Farm is being converted to an age-restricted development. The 150 acre Pennington Farm was purchased by Burlington County and will become part of the county park

### Figure 7.1: Land Use in the Delanco Station Area

| Parcels in Station Area | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| Residential: single family detached | 248 | 86.1% | 46.2% | 51.6 |
| Residential: single family attached | 17 | 5.9 | 29.1 | 0.9 |
| Residential: multi family | 0 | 0 | 1.9 | 0 |
| Residential: senior housing | 1 | 0.3 | n/a | 123.7 |
| Parking lot | 1 | 0.3 | 2.4 | 0.1 |
| Vacant | 0 | 0 | 2.5 | 0 |
| Empty storefront | 0 | 0 | 1.8 | 0 |
| Retail | 1 | 0.3 | 3.0 | 2.7 |
| Food | 1 | 0.3 | 1.2 | 0.2 |
| Personal services | 1 | 0.3 | 1.4 | 0.2 |
| Office | 2 | 0.7 | 3.7 | 0.4 |
| Institutional | 1 | 0.3 | 3.5 | 12 |
| Light industry | 1 | 0.3 | 1.5 | 0.6 |
| Heavy industry | 5 | 1.7 | 0.3 | 52.2 |
| Parkland or open space | 2 | 0.7 | 0.6 | 6.8 |
| Other (rail) | 2 | 0.7 | 1.0 | 8.3 |
| Other (agriculture | 5 | 1.7 | n/a | 41.8 |
| TOTAL | 288 | 100% | 100% | 301.5 |

*Source: DVRPC Field Work*


Map 7.1:
Existing Land Use
in Delanco
Station Area
Station
Quarter-Mile Radius
Railroad
Land Use Category
Retail
Food
Personal Services
Office
Single Family
Single Family Attached
Multi-Family
Senior Housing Development
Institutional
Light Industry
Heavy Industry
Empty Storefront/ Vacant Industrial Building
Parking Lot
Vacant
Parkland/Playing Fields/Playground
Agricultural
N
0
0.05
0.1
Miles
Delaware Valley
Regional Planning Commission
December 2001
Street
Oakford
Center
Avenue
Third
Burlington
Cooper
Walnut
Spruce
Hickory
Chestnut
Union
Laurel
Pine
Mulberry St
Pennsylvania
909
906
1704
1003
1004
1703
1801
1702
1701
1705
1900
1602
1601
1606
1603
1605
1512
402
1511
1510
1509
1508
1604
2100
1507
1504
1506
1503

system. The 30 acre Rhawn Farm and a portion of the Russ tract are adjacent to the station area and are proposed for the PRD/V Planned Residential Development/Village District, as explained later in the chapter. A seven acre metal pipefitting factory, also owned by the Rhawn family, is wedged between the Rancocas Creek and the railroad.

Other industrial uses can be found across Cooper Road adjacent to the railroad, including Boise Cascade and Star Roofing Company.

Delanco Township, compared to the other towns in the study, has very little retail, food, personal services, office, institutional, and light industry uses. It has twice the average amount of single family detached homes, and a below average amount of single family attached dwellings, as compared to other study towns, and no multifamily units.

### Land Use and Transit Supportiveness

The station area is mostly residential, with average densities ranging from 5 to 7 dwelling units per acre, making the area fairly transit supportive. The uses that support transit include higher density single family homes, the retail uses in the Camp Meeting Grounds shopping center, and some of the industrial uses, if they employ a large number of people who could be potential users of the rail service (Map 7.2: Transit Supportiveness in Delanco Station Area).

Overall, however, Delanco could use many more transit supportive uses to enrich their small downtown, if indeed they want to attract more local services. Such uses could include higher density housing (such as townhomes), senior housing, a day care center, restaurants, take-out food or other prepared foods, a bed and breakfast, a toy store, a hardware store, a bakery, coffee shop, bike shop, social clubs, and medical offices. Since Delanco has no empty storefronts or vacant industrial buildings, and very few vacant parcels within walking distance of the train station, most of these transit supportive uses may need to be located in the proposed mixed-use development on the Rhawn farm.

## TRANSPORTATION AND ACCESS

The proposed station will be located on the eastern side of the railroad tracks parallel to Pennsylvania Avenue, south of Cooper Street, near the Spruce Street intersection. Adjacent to the station will be a 50 space commuter parking lot which will be accessible from a new access road to be constructed off Cooper Street.

The station and parking will be located on the Rhawn farm site. Forecast daily boardings, or the number of trips in both directions each weekday originating at the Delanco station stop in Year 2020, is 320.

There are several streets that will provide access to the station by vehicular and or pedestrian traffic:

**Pennsylvania Avenue** is a primary access road to the station that runs parallel to the railroad right-of-way. The cartway is 30 feet wide and sidewalks along this street are in need of repair.

**Burlington Avenue (CR543)** has a cartway width of 36 feet for the most part, except in the vicinity of Oakford Avenue, where it is 62 feet wide. The intersection of Burlington Avenue and Cooper Street is a signalized intersection with a right turn lane from Burlington Avenue to Cooper Street.

**Creek Road (CR 625)** is an east-west road that provides access to the station from US 130 via Cooper Street. It has an average cartway width of 34 feet and a posted speed limit of 45 miles per hour for most of its length.

**Cooper Street / Coopertown Road / Delanco Road (CR 624)** provides an east-west link to the station area. It provides access from US 130 as well as communities to the east such as Willingboro via CR 626. The Delanco Road portion of this link has a cartway width of 35 foot and a posted speed limit of 40 miles per hour. The Cooper Street portion of this link has a 24 foot cartway and substandard sidewalks. In the vicinity of the station the speed limit is 35 miles per hour.

The nearby local streets, Hickory Street, Spruce Street, Laurel Street and Mulberry Street have cartway widths of 29 feet with no on-street parking restrictions.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

Delanco updated their master plan in 1999, and again in 2001 to reflect changes to the PRD/V Planned Residential Development/Village Land Uses District for the lands located south of the railroad between the Rancocas Creek and Coopertown Road. DVRPC and Burlington County worked together with Delanco Township to develop this master plan language, which provides the basis for the proposed PRD/V Planned Residential Development/ Village Land Uses Zoning District. The adopted language is found under Master Plan Recommendations.

### Zoning

Delanco will be updating their zoning ordinance to reflect their new master plan. Delanco's station area currently consists of R-1B Residential, C Commercial, MS Municipal Services, and LI Light Industrial. The PRD/V

Planned Residential Development/Village Land Uses district is proposed for an area currently zoned PI Planned Industrial. (Map 7.3: Existing Zoning in Delanco Station Area).

### R-1B Residential

Allows single family detached homes with a minimum lot area of 7,500 square feet and a minimum lot width of 75 feet.

### C Commercial

Allows any uses permitted in an R-1 Residential district, along with tourist, rooming, or boarding house, retail store, office, studio or personal service shop, hotel, tearoom, restaurant, catering establishment, theater or other place of amusement, mortuary, bank or other financial institution, bakery or confectionary shop, tailoring, dressmaking or shoe repair shop, newspaper or job printing establishment, and open-air parking lot, but not to include automobile junkyard.

The only area and yard requirements for the Commercial district are a minimum lot size of 1500 square feet per family for dwelling units, maximum lot coverage of 70%, and some yard requirements for dwelling units. This district does not prescribe minimum lot sizes or setbacks for any of the commercial uses.

### MS Municipal Services

Permits municipal buildings, parks, playgrounds, recreation facilities, public garages, firehouses, first aid homes, support buildings, utility buildings, utility easements and other municipal facilities deemed necessary and appropriate, including off-street parking areas. There are no area, bulk, or building requirements. The station area contains playing fields within its ¼ mile radius that are zoned MS.

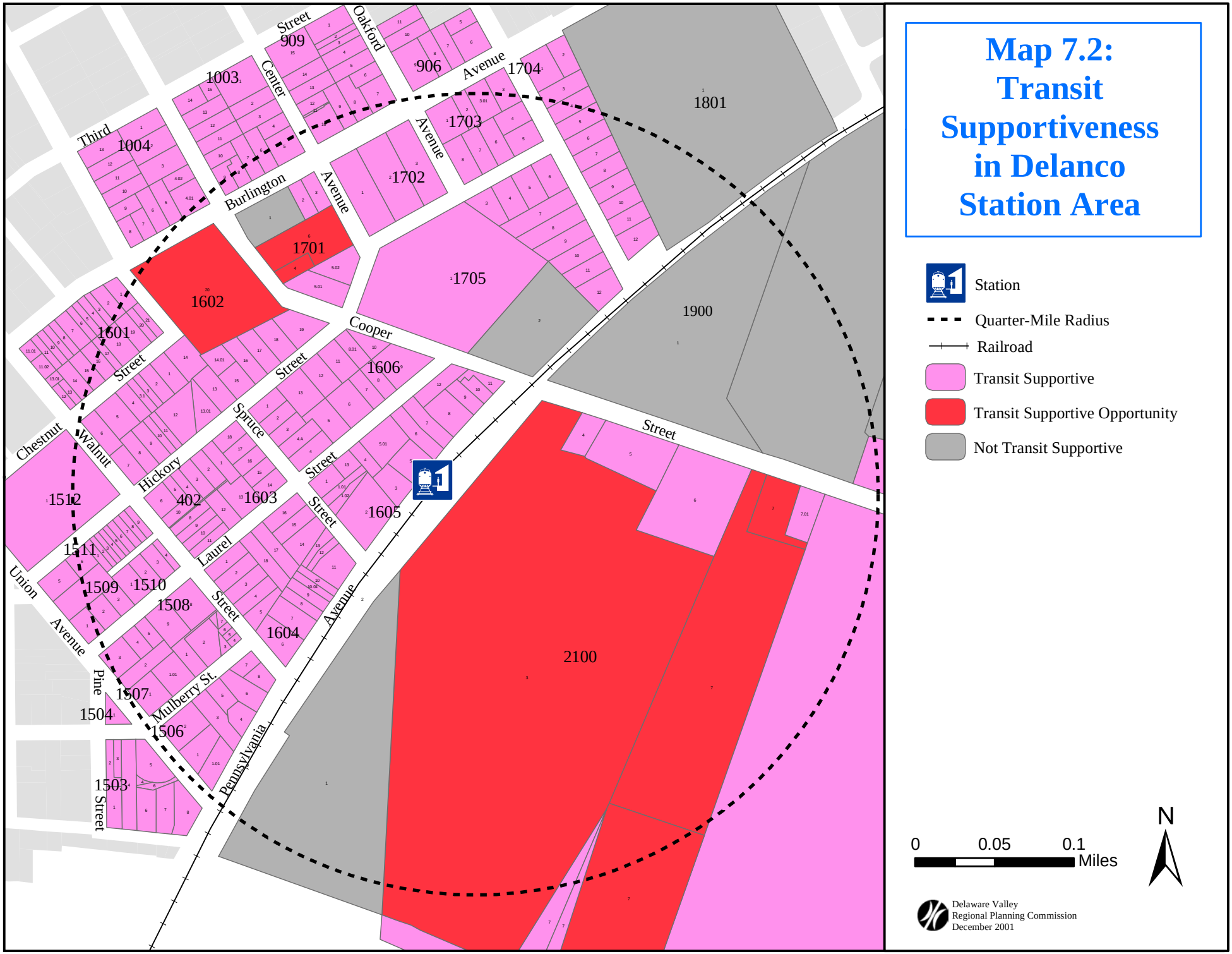
### LI Light Industrial

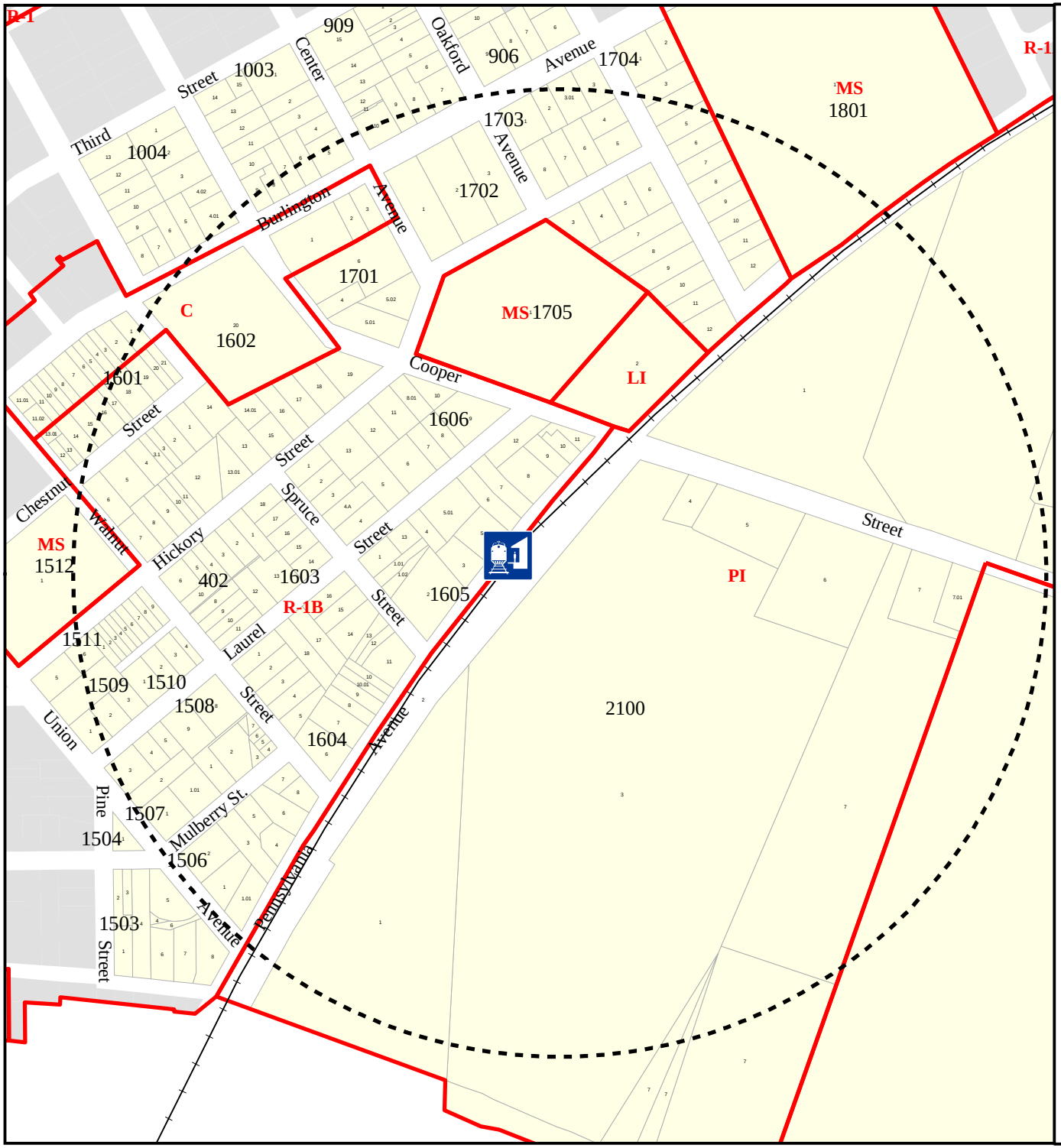
Permits offices and office buildings, manufacturing plants of a type that carry on processes within completely enclosed buildings, and garden centers engaged in retail sales. Accessory uses permitted include off-street parking, fences and hedges, garages to house delivery trucks or other commercial vehicles, and temporary construction trailers. The minimum lot area is 25,000 square feet, with a minimum setback of 100 feet, and minimum lot width of 100 feet.

### PRD/V Planned Residential Development/Village Land Uses

This transit-oriented development district includes provisions for a small commercial area near the train station, village greens, open space along the Rancocas Creek, and a mix of residential units including singles, twins, townhouses and

*Single family home in R-1B residential zoning district.*


Map 7.2:
Transit
Supportiveness
in Delanco
Station Area
Station
Quarter-Mile Radius
Railroad
Transit Supportive
Transit Supportive Opportunity
Not Transit Supportive
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001
Street
909
Oakford
906
Avenue
1704
1003
Center
1801
Third
1004
1703
Avenue
Burlington
Avenue
1702
1701
1705
1602
1900
1601
Cooper
Street
Street
1606
Spruce
Street
Chestnut
Walnut
Hickory
1512
402
1603
Street
1605
Laurel
1511
Union
Avenue
1509
1510
1508
Street
1604
Avenue
2100
Pine
1507
Mulberry St.
1504
1506
Pennsylvania
1503
Street




# Map 7.3: Existing Zoning in Delanco Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

C: Commercial
LI: Light Industrial
MS: Municipal Services
PRD: Planned Residential Development
PI: Planned Industrial
R-1: Residential
R-1A: Residential
R-1B: Residential

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

*Development Opportunity Area #1.*

apartments over non-residential uses. It allows for a maximum gross density in mixed use developments of 2.75 dwelling units per acre, but provides incentives to increase density up to 4 dwelling units per gross acre by adhering to specific design features, such as a grid street pattern, front porches, rear-facing garages to alleys, and certain front yard privacy defining treatments. It should be noted that higher densities were initially recommended for this district, however, the local planning board was concerned about additional units, additional schoolchildren, and higher densities. The planning board felt strongly about encouraging design standards, so even though there is a low gross density, there are strong density bonuses offered with the design standards. The entire district text can be found in the Zoning Recommendations section of this chapter.

## RECOMMENDATIONS

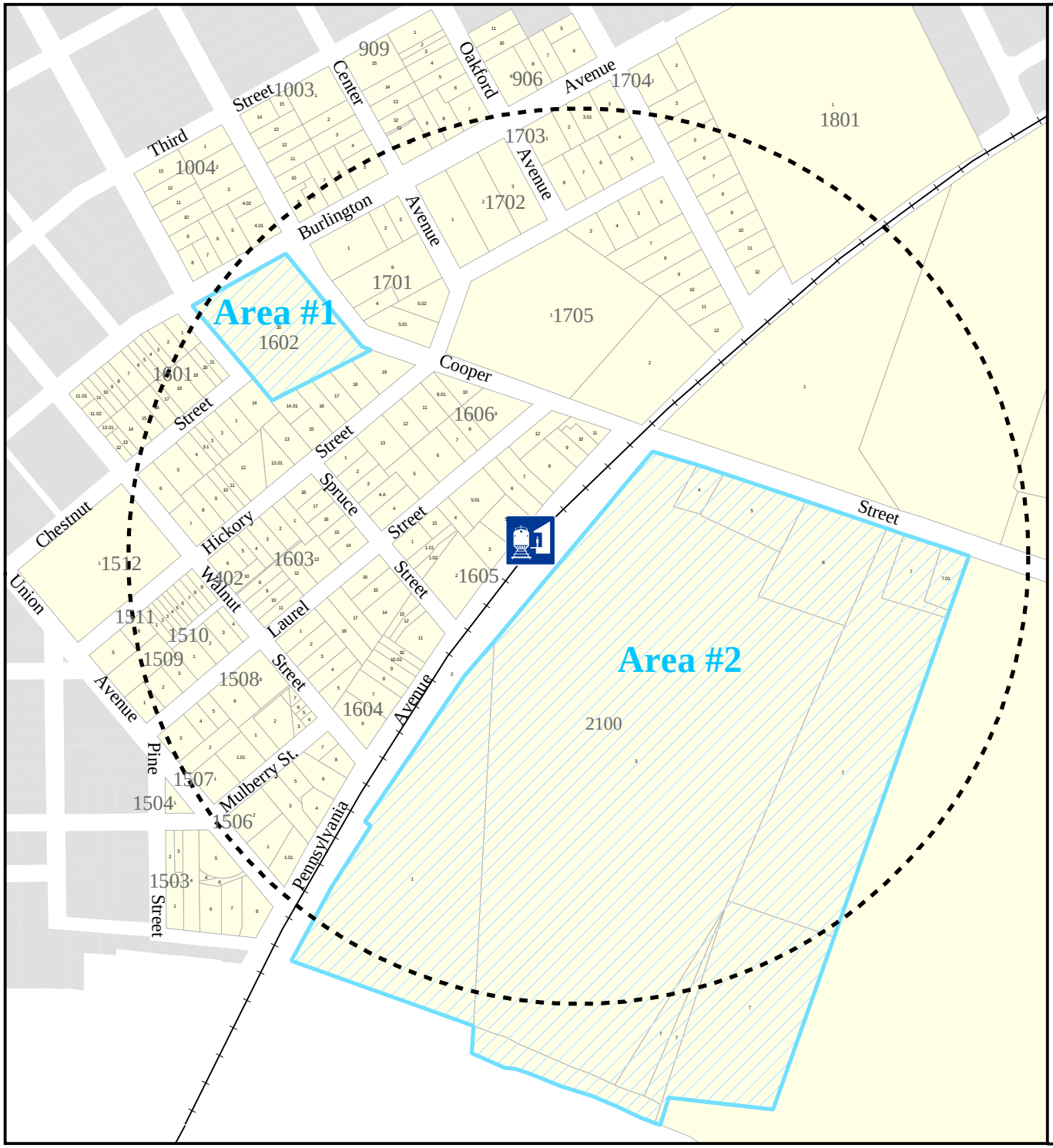
Delanco Township is at an exciting crossroads, with the restoration of rail service and the potential development of adjacent agricultural land into a neotraditional mixed use development. The challenge facing Delanco will be to incorporate the commercial component of the proposed mixed use district with the residential area and train station. Connections also must be made between the "old" Delanco and the "new" Delanco, particularly connecting the Camp Meeting Grounds shopping center on Cooper Street with the new village and station. In addition, Delanco is well sited at the convergence of the proposed Rancocas Greenway trail and the Delaware River Heritage Trail, and should capitalize on these assets. A new town square with a village green and shops, such as a bike shop, bakery, and restaurant, would attract trail users (bicyclists, pedestrians, rollerbladers) and town residents. Delanco residents will need to decide what types of commerical uses or other alternative uses would be most beneficial.

## DEVELOPMENT OPPORTUNITY AREAS

Two areas of redevelopment opportunity exist for transit supportive development in Delanco (Map 7.4: Development Opportunity Areas in Delanco Station Area).

### Area 1: Camp Meeting Grounds Shopping Center

The only shopping center within the station area is the Camp Meeting Grounds Shopping Center, located at the corner of Cooper Street and Burlington Avenue (801 Burlington Avenue). It is currently occupied by a bank, hair salon, pizza place, office, post office, and convenience store. With the exception of the




# Map 7.4: Development Opportunity Areas in Delanco Station Area

Station

Quarter-Mile Radius

Railroad

Opportunity Area

## Opportunity Areas

Area #1: Camp Meeting Grounds shopping center

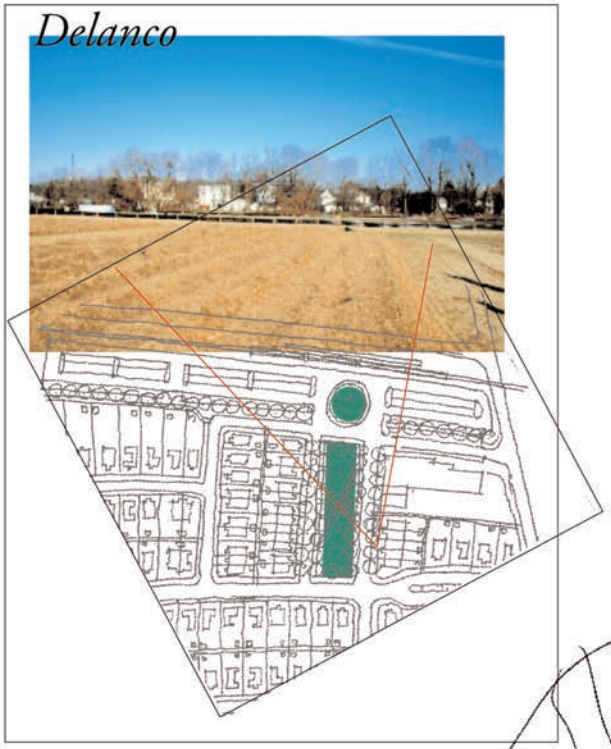
Area #2: Russ and Rhawn farms

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

# FIGURE 7.2a: DEVELOPMENT OPPORTUNITY AREA #2




# FIGURE 7.2b: DELANCO TRANSIT VILLAGE DESIGN

convenience store, which is located in a separate building on the shopping center site, these stores are low intensity uses. The site is about 2.75 acres or 120,000 square feet. Commuters from the train station could increase the amount of patrons using the shopping center, if a safe and pleasant pedestrian connection between the two was created. In addition, design improvements to the shopping center and parking lot, such as a small plaza or outdoor meeting and eating area and better landscaping, could make for a more lively and interesting environment.

### Area 2: Russ and Rhawn Farms

The large parcels located east of the railroad tracks and south of Cooper Street contain farm fields and several single family dwellings. The farms are owned by the Russ and Rhawn families. These properties have recently been proposed as a PRD/V Planned Residential Development/Village Land Use District in the township's new Master Plan. These sites have a good chance of becoming transit supportive if developed as village land uses and if interested, progressive developers are recruited.

Envisioning what a transit village might look like is an important step in planning Delanco's future and the possible future of this site. For example, Figure 7.2: Delanco Transit Village Design illustrates one concept of what the station area could look like if the new master plan and proposed zoning for the PRD/V district are implemented. The rendering shows the light rail train and station in the background, which would be parallel to Pennsylvania Avenue. Next to the station area is a small round-about for drop-off and pick-up of passengers. Parking, rather than dominating the neighborhood, is divided to the north and south, as hinted at in the drawing. In the foreground is a village green bordered by a mix of residential units (singles, twins and townhouses) on the left, and commercial buildings with retail on the first floors and either offices or apartments on the second floors. The scene is comfortable, attractive and inviting - the kind of place one would like to be. In addition, it complements rather than overwhelms the rest of Delanco, namely the Burlington Avenue core of the township.

## MASTER PLAN RECOMMENDATIONS

After the Delanco Township Planning Board adopted the 1999 master plan, the board received additional public input, prompting the need to make refinements to the master plan.

The extent of the revisions focused on two geographical areas of the township: (1) the western portion of the township located along Burlington Avenue which was recommended for R-6 Single Family Residential, and is outside the

study area, and (2) the lands located south of the railroad between the Rancocas Creek and Coopertown Road which were recommended for PRD/V Zoning. DVRPC and Burlington County worked together with Delanco Township to develop new Master Plan language to provide a basis for the proposed PRD/V Zoning District. The rationale and statements of intent portions of the text adopted into the Master Plan in July of 2001 follow:

### PRD/V Planned Residential Development/Village Land Uses

The area recommended for PRD/V land uses is situated in the portion of the township between the Rancocas Creek and Coopertown Road, south of the railroad and north of the PRD/AH Planned Residential Development/Affordable Housing area. Farm fields, several single-family dwellings along the road, and a horse farm currently occupy the PRD/V area. The PRD/V area covers approximately 33 acres and is currently zoned PI-Planned Industrial. New Jersey Transit is planning to construct a light rail station stop and park-and-ride facility with access from Coopertown Road on approximately 5.5 acres of land next to the railroad. The area is located within the township's 208 Water Quality Management Plan, but is not currently served by public sewers.

A manufacturer of metal pipefittings is located on a 7.92-acre parcel located along the Rancocas Creek and the railroad. The manufacturer is situated in the PI zone. The 1999 master plan recommended including this site in the PRD/V district; however, this master plan revision recommends removing it from the PRD/V district and changing to I-1 Light Industrial land use category with an overlay provision that allows the site to be developed according to the PRD/V land use category. This industrial facility gains access from Pennsylvania Avenue opposite Union Avenue. Access to the facility will change from Pennsylvania Avenue to an access drive that will be constructed from the light rail station stop to Coopertown Road. The access drive will pass through the PRD/V area.

*PRD/V Recommendations:*

1. The zoning district for the area should be changed from PI to PRD/V based on the following reasons:

a) The PRD/V area is located between the existing residential village portion of Delanco and the planned age-restricted development on the Russ Farm (PRD/AH area). The 7.92-acre parcel zoned PI, on which an industrial facility is located, is not part of the PRD/V area. The creation of new industrial uses in the PRD/V area would be incompatible with the village and

**DVRPC and Burlington County worked together with Delanco Township to develop new *Master Plan* language to provide a basis for the proposed PRD/V District.**

planned residential development on the Russ Farm. A zone change to permit compact residential dwellings with a small-scale commercial component would protect the village and future residential development on the Russ Farm from incompatible land uses.

b) The PRD/V area would function as an extension of the village to the age-restricted development on the Russ Farm.

c) The PRD/V area would provide an opportunity to capitalize on the planned light rail transit station stop and park-and-ride facility by permitting small-scale neighborhood commercial development to be located next to the station stop and near Coopertown Road, a county road. Such convenience-oriented commercial development will also be in walking distance from the dwellings in the PRD/V area, adjacent portions of the village and the age-restricted development on the Russ Farm.

d) The PRD/V area would provide an opportunity to preserve open space along the Rancocas Creek, linking the Rancocas Greenway continued on the Russ Farm property with the village portion of Delanco, while permitting development that is suitable for the area and compatible with existing and planned residential uses.

2. Further, the following statements articulate the primary intent for creating the PRD/V district:

a) Create a mixed use, small town character that complements the existing traditional vernacular architecture and street layout of the adjacent neighborhood across Pennsylvania Avenue in the village portion of the township.

b) Create a new transit-oriented neighborhood adjacent to the proposed light rail station that will provide transit supportive densities and commercial and institutional uses for prospective residents and that can encourage transit ridership.

c) Allow a range of small scale commercial and institutional uses within easy walking distance to adjoining residences.

d) Accommodate a variety of housing types and discourage one housing type from dominating the streetscape.

e) Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood across Pennsylvania Avenue, as well as with future residences within the development.

f) Promote a strong pedestrian orientation of streets and buildings.

g) Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.

h) Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale, bulk and orientation.

i) Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.

j) Create a street circulation system that provides safe and convenient access but discourages high-speed or heavy traffic volumes that are incompatible with pedestrian-oriented residential neighborhoods.

k) Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.

l) Use the proposed commercial area and common open spaces as community focal points.

m) Protect the riparian buffer of the Rancocas Creek and provide public access to the Rancocas Creek waterfront.

n) Provide pedestrian and bicycle linkages between the proposed Rancocas Creek Greenway and the commercial area and light rail station.

## ZONING RECOMMENDATIONS

DVRPC and Burlington County worked together with Delanco Township to develop new zoning language for the proposed PRD/V Planned Residential Development/Village Land Uses Zoning District. This can be found in Appendix A: TOD District Ordinance. (Delanco has renamed it PRD/V Planned Residential Development/Village Land Uses Zoning District.) Also see Map 7.5: Zoning Recommendations in Delanco Station Area. The township is continuing to work with the county and DVRPC to fine-tune the ordinance language to make it consistent with the Master Plan and the township's needs.

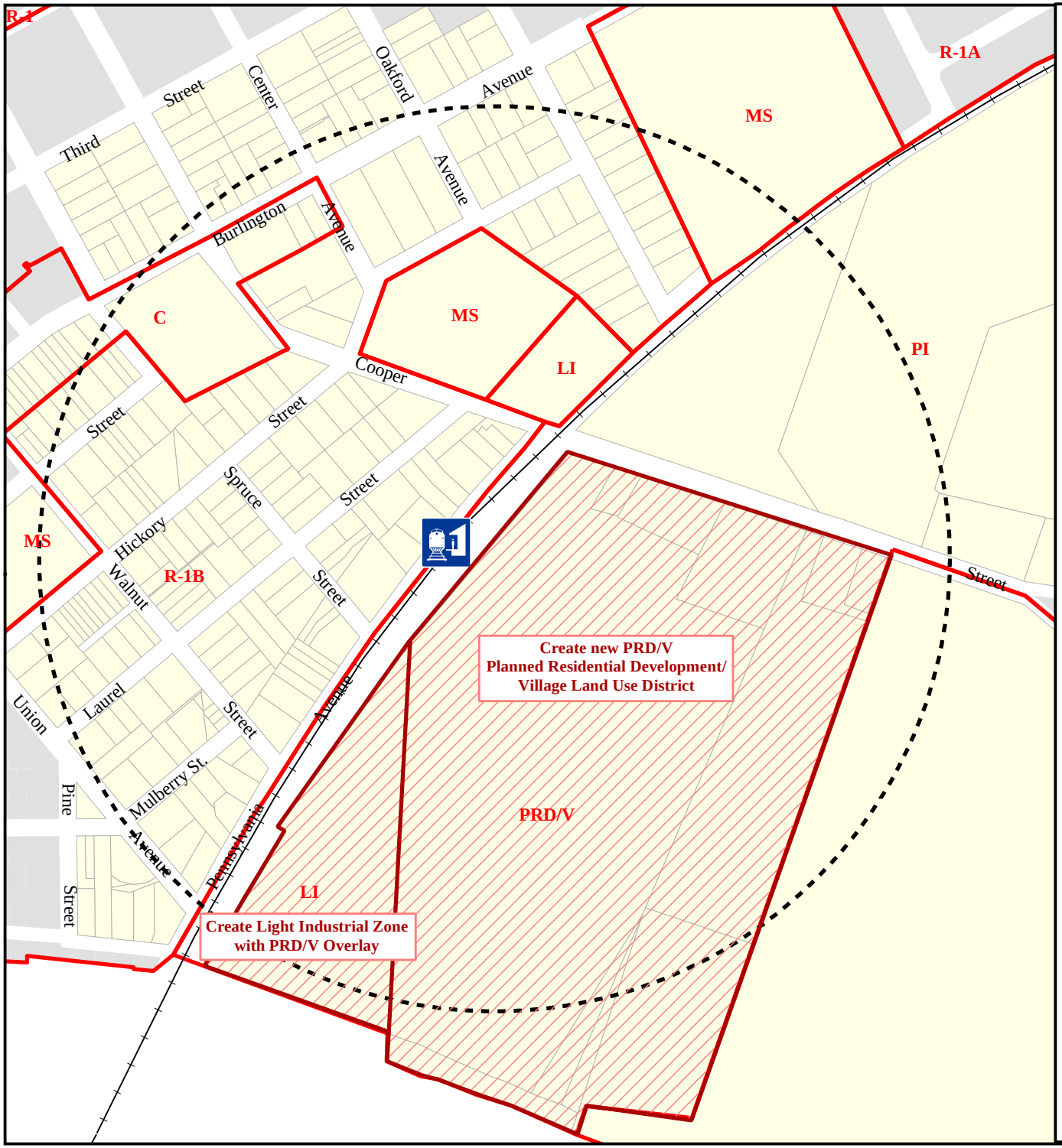
## ACCESS RECOMMENDATIONS

Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. A variety of recommendations include (Map 7.6: Access Recommendations in Delanco Station Area):

### Intersection/Roadway Improvements

- ✔ Realign the intersection (lane reconfiguration) of CR 624 and CR 625 to intersect at 90 degrees. Evaluate the need for a traffic signal at this location.

**DVRPC and Burlington County worked together with Delanco Township to develop new *zoning* language to provide a basis for the proposed PRD/V District.**




# Map 7.5: Zoning Recommendations in Delanco Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

New District

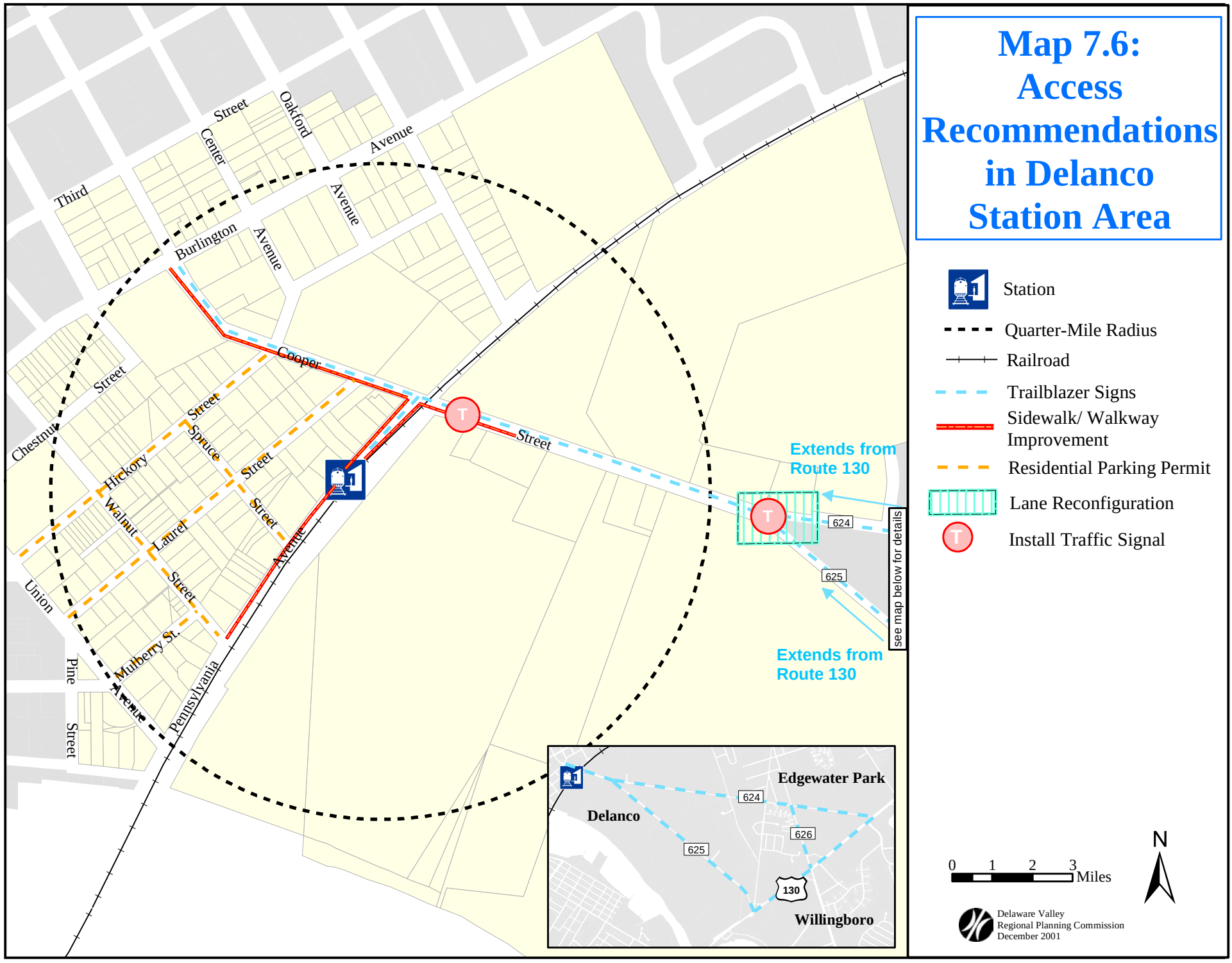
## Zoning Districts

C: Commercial
LI: Light Industrial
MS: Municipal Services
PRD: Planned Residential Development
PI: Planned Industrial
R-1: Residential
R-1A: Residential
R-1B: Residential

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001


Map 7.6:
Access
Recommendations
in Delanco
Station Area
Station
Quarter-Mile Radius
Railroad
Trailblazer Signs
Sidewalk/ Walkway
Improvement
Residential Parking Permit
Lane Reconfiguration
Install Traffic Signal
Extends from
Route 130
Extends from
Route 130
see map below for details
Third
Center
Street
Oakford
Avenue
Burlington
Avenue
Avenue
Cooper
Street
Chestnut
Street
Street
Spruce
Street
Hickory
Walnut
Laurel
Street
Street
Avenue
Union
Mulberry St.
Pine
Avenue
Pennsylvania
Street
624
625
626
130
Edgewater Park
Delanco
Willingboro
0 1 2 3 Miles
N
Delaware Valley
Regional Planning Commission
December 2001

- ✔ Evaluate the need for a traffic signal at the intersection of the new access road and Cooper Street. This could be programmed to accommodate the peak volumes entering and exiting the station area.
- ✔ Evaluate the addition of a left turn lane from Cooper Street to the proposed access road to the station. Examine the turning radii of this new intersection for adequate space for truck movements, since the new access road will serve the nearby pipe factory. This new access road will take the place of previous access from Pennsylvania Avenue across the railroad to the pipe factory. The new access road to the station and factory will also serve the station parking lot and terminate at Cooper Street. It will require mixing station traffic with truck traffic.

### Signage Improvements

- ✔ Erect trailblazer signs on US 130, CR 624, CR 625 and CR 626, providing directions to the station. On CR 626, these signs should also be posted in Willingboro Township.
- ✔ Erect trailblazer signs at strategic locations along Cooper Street and Burlington Avenue, as well as at the station, linking the Delaware River Heritage Trail with the Rancocas Creek Trail. The proposed Rancocas Creek Trail will terminate at the proposed PRD/V district to the east of the station location in Delanco. This will facilitate easy access by trail users to the proposed light rail station.

### Parking Improvements

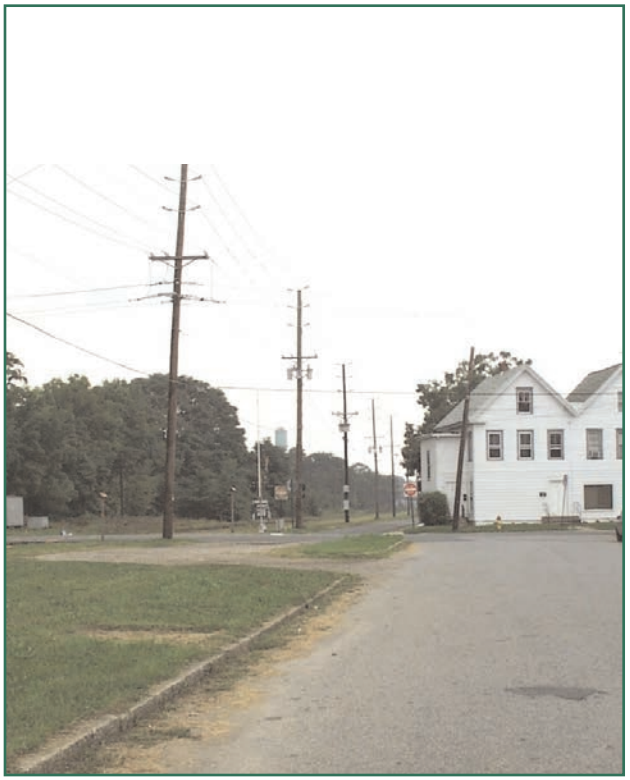
- ✔ Require residential parking permits for on-street parking on residential streets such as Hickory Street, Spruce Street, Laurel Street, Mulberry Street and Walnut Street that are in close proximity to the station.

### Other Improvements

- ✔ Upgrade sidewalks along Cooper Street and Pennsylvania Avenue, to accommodate pedestrians coming from the Camp Meeting Grounds shopping center or residential areas to the station. Construct sidewalks to the entrance of the proposed commuter parking lot. Investigate other streetscape improvements, such as lighting, benches, banners, and other unifying design features.
- ✔ Create a safe passageway across the railroad right-of-way to permit residents west of the station to access the station from Pennsylvania Avenue, rather than requiring them to use Cooper Street.
- ✔ NJ Transit should evaluate the current bus service in the area and determine whether there is a demand for feeder service either by full sized buses or smaller circulator buses.

# CHAPTER 8

## BEVERLY AND EDGEWATER PARK STATION AREA PLAN - LIGHT INDUSTRIAL/RESIDENTIAL MIX



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 8: BEVERLY AND EDGEWATER PARK STATION AREA PLAN - LIGHT INDUSTRIAL/RESIDENTIAL MIX

*Beverly's central business district.*

The Beverly/Edgewater Park station is unique among the stations covered in this study in that it lies on the boundary of two municipalities. Beverly City, historically a dense town with a strongly defined center, is starting to recover from several decades of population loss and economic decline spurred by suburbanization. Revitalization efforts, including a Redevelopment Plan adopted in August 2000, have been brought about through the efforts of the City and Burlington County. Edgewater Park Township is a newer and less dense community, and has a supply of developable open space located very near to the proposed light rail station. With cooperation between these municipalities, the proposed light rail could bring economic growth and a renewed sense of community to both Beverly and Edgewater Park.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Update zoning to encourage commercial development in Beverly City, along Cooper Street near the station.
- ✔ Establish a concierge service at the station allowing commuters to place orders for goods and services to be filled during the workday.
- ✔ Improve vehicular and pedestrian access to the light rail station. This will mainly involve improved signage and construction of additional pedestrian facilities.

## STATION LOCATION

The Trenton-Camden rail line marks the boundary between Beverly and Edgewater Park with Beverly to the north and Edgewater Park to the south. The proposed light rail station will be located directly on this boundary, where Cooper Street, one of the main roads that passes through the two towns, crosses the railroad tracks.

## DEMOGRAPHICS

The following demographic characteristics are for the entire municipalities of Beverly and Edgewater Park.

### Population Characteristics - 2000 Census

| Municipality | 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|---|
| Beverly | 2,973 | 2,661 | -312 | -10.5% | 65% | 29% | 7% |
| Edgewater Pk. | 8,388 | 7,864 | -524 | -6.2% | 68% | 21% | 11% |

### Other Characteristics - 1990 Census (2000 Census data not yet available)

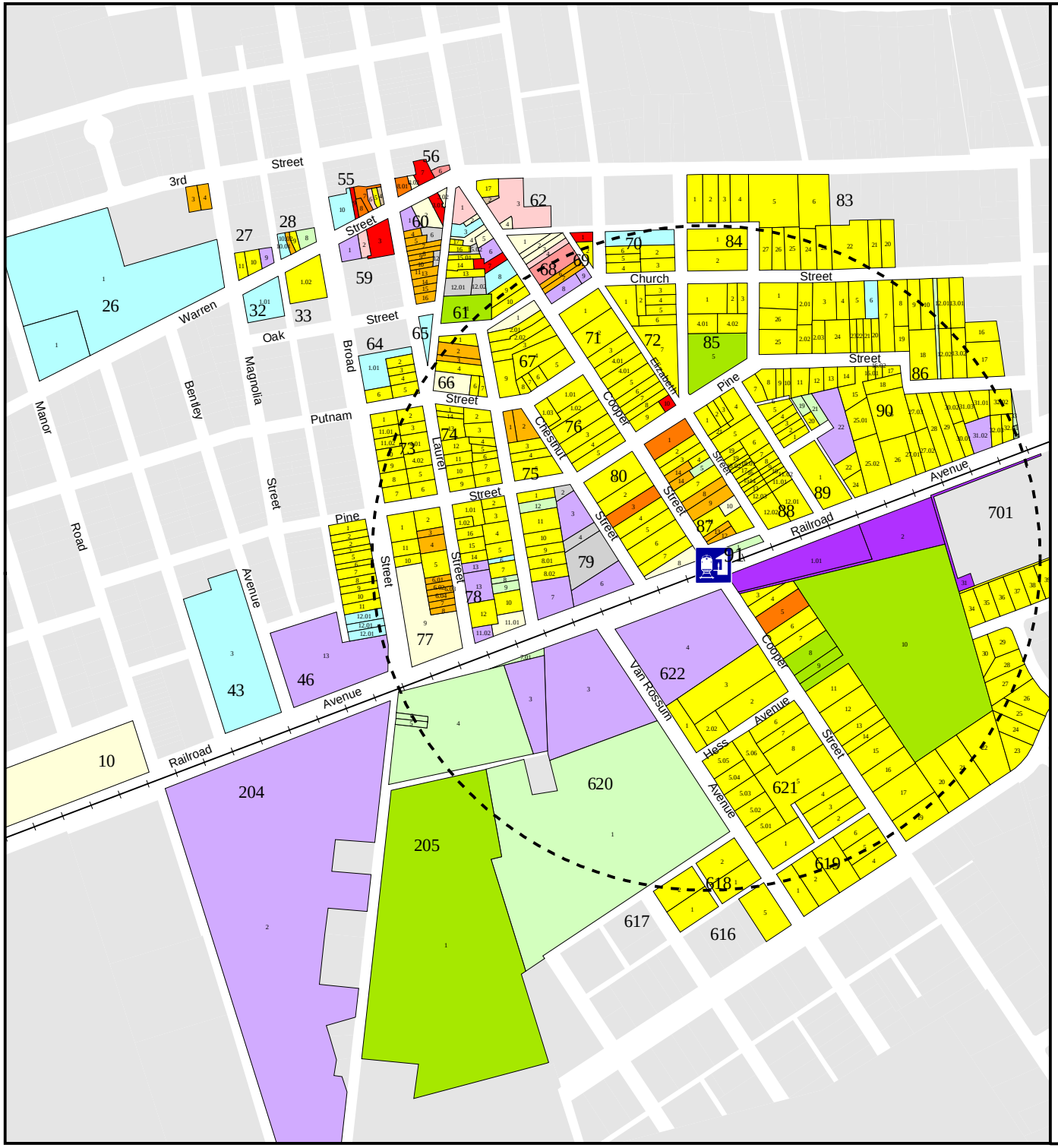
| Median Income | Beverly | Edgewater Park | County Average |
|---|---|---|---|
| % Under Poverty Level | $30,300 | $41,300 | $42,400 |
| % Vacant Housing Units | 13% | 3% | 4% |
| % Owner-Occupied | 4.8% | 2.7% | 4.7% |
| % Renter-Occupied | 69% | 65% | 75% |
| | 31% | 35% | 25% |

## LAND USE

Land uses within walking distance of the light rail station were inventoried and mapped (see Map 8.1: Existing Land Use in Beverly/Edgewater Park Station Area). Since it was important to measure precise land uses to assess their mix and transit supportiveness, conventional categories such as commercial were further broken down as retail, food, personal services, or offices. Land uses are discussed separately for each of the two municipalities in the station area, and total land uses for the entire station area are presented in Figure 8.1: Land Use in the Beverly/Edgewater Park Station Area.

As Figure 8.1 shows, compared to other station areas on the new light rail line, the land use breakdown in Beverly and Edgewater Park appears somewhat less balanced than average. The station area is mostly split between single-family detached homes, industrial uses, parkland, and unused land. Commercial uses - including retail, food, personal services, and offices - occur less frequently in the Beverly/Edgewater Park station area than in most other towns studied along the light rail line.

# Map 8.1: Existing Land Use in Beverly City/ Edgewater Park Station Area




- Station
- Quarter-Mile Radius
- Railroad

## Land Use Category

- Retail
- Food
- Office
- Personal Services
- Single Family
- Sinlge Family Attached
- Multi-Family
- Institutional
- Light Industry
- Heavy Industry
- Empty Storefront/ Vacant Industrial Building
- Parking Lot
- Parkland and Playing Fields
- Vacant

N

0 0.05 0.1 Miles

Delaware Valley
Regional Planning Commission
December 2001

## Description of Land Uses - Beverly

In Beverly City, most of the land within walking distance of the new station is residential. Most houses in this area are single-family detached dwellings, but there are also a number of twins and some multi-family structures. Densities vary with lots ranging from 2,000 square feet on Elizabeth Street, near the station, to about 8,000 square feet on Cooper Street, to about 15,000 square feet on the edge of the 1/4 mile radius. Despite this range, even the largest of these lots is still fairly small by the standards of conventional suburban development.

In many areas, housing units are badly deteriorated, and some have been illegally converted to multi-family use. Beverly has recently adopted a Redevelopment Plan, discussed in greater detail later in this chapter, which has the main goal of rehabilitating this decaying housing.

Other common land uses within a ¼ mile radius of the station include marginal light industrial businesses, such as auto repair businesses, appliance sales, buildings used for warehousing or shipping, and a number of structures that are either marginally utilized or vacant. Most of these light industrial uses are located within a block of the railroad tracks, with a particularly large concentration around Chestnut Street and Laurel Street, to the west of the proposed light rail station.

### Figure 8.1: Land Use in the Beverly/Edgewater Park Station Area

| Type of Use | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| Residential: single family detached | 302 | 67.3% | 46.2% | 67.3 |
| Residential: single family attached | 34 | 7.6 | 29.1 | 3.0 |
| Residential: multi family | 6 | 1.3 | 1.9 | 1.2 |
| Parking lot | 8 | 1.8 | 2.4 | 1.3 |
| Vacant | 16 | 3.6 | 2.5 | 17.7 |
| Empty storefront | 16 | 3.6 | 1.8 | 9.8 |
| Retail | 7 | 1.6 | 3.0 | 0.8 |
| Food | 2 | 0.4 | 1.2 | 0.4 |
| Personal services | 3 | 0.7 | 1.4 | 0.2 |
| Office | 5 | 1.1 | 3.7 | 1.1 |
| Institutional | 16 | 3.6 | 3.5 | 13.6 |
| Light industry | 19 | 4.2 | 1.5 | 35.1 |
| Heavy industry | 3 | 0.7 | 0.3 | 3.1 |
| Parkland or open space | 6 | 1.3 | 0.6 | 26.0 |
| Other | 6 | 1.3 | 1.0 | 19.4 |
| TOTAL | 449 | 100% | 100% | 200.0 |

*Source: DVRPC Field Work, Spring 2001.*

*Single family homes next to light rail line, Beverly.*

Very little commercial can be found within ¼ mile of the railroad station. However, just outside this range is the center of Beverly City, which houses a concentration of commercial uses. These are fairly dense, although lot sizes are highly variable, ranging from 2,000 square feet to as much as 20,000 square feet. There are a large number of empty storefronts in this area, as well as many stores that are occupied but look deteriorated. Apartments can be found above commercial uses throughout Beverly's downtown.

## Description of Land Uses - Edgewater Park

Land use in the Edgewater Park part of the station area is generally low-intensity. Along Cooper Street, most of the land is used for medium-density, single-family houses. Lots are generally about 12,000 to 15,000 square feet, although some are larger. Also along Cooper Street is a ten-acre township park, containing baseball fields and other recreational facilities.

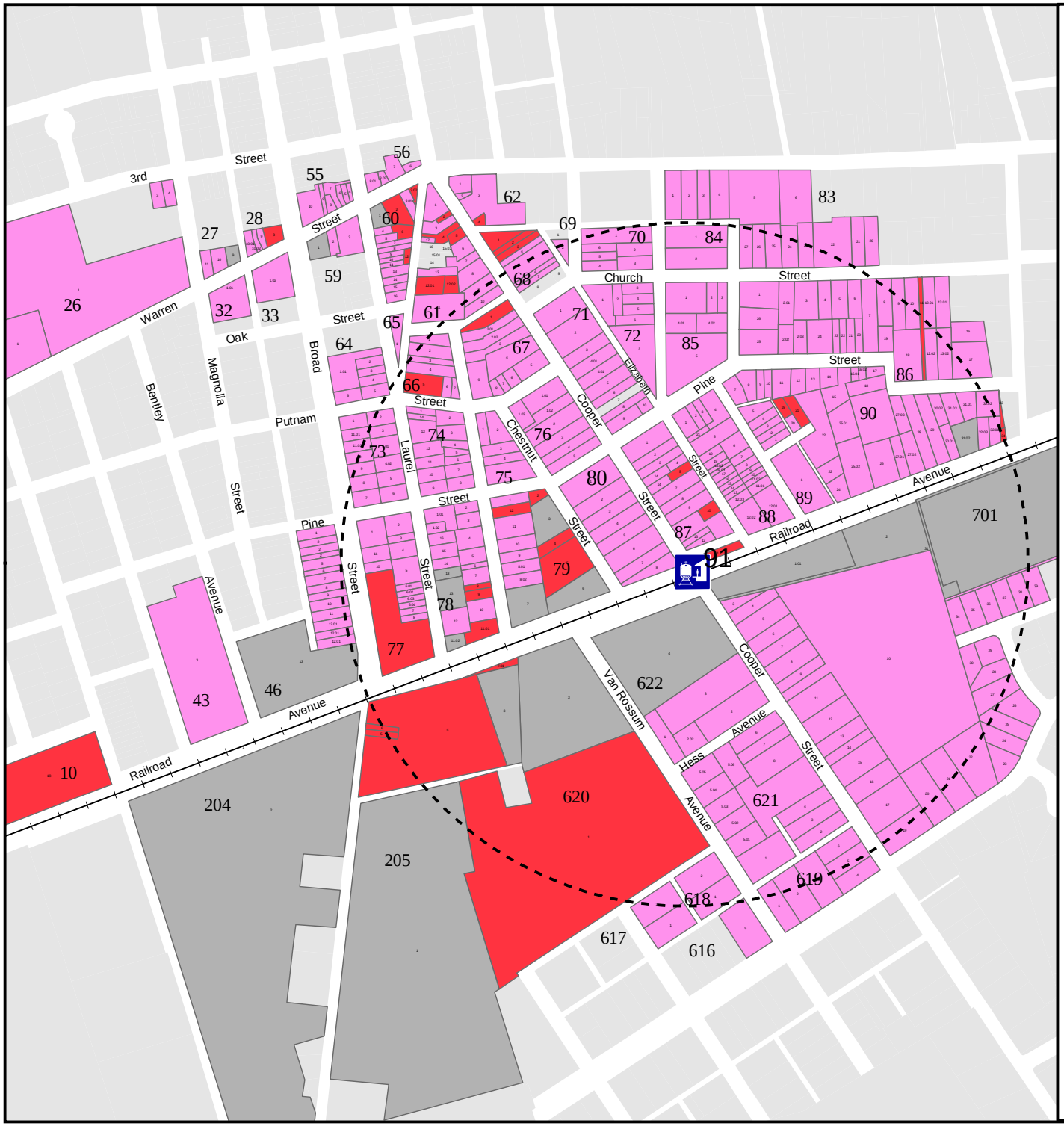
To the southwest of the proposed light rail station, along Van Rossum Avenue, is a complex of office and light industrial uses. Near these businesses are large vacant lots, which have the potential to support large-scale employment uses. In addition, some heavy industrial uses can be found directly along the train tracks.

## Land Use and Transit Supportiveness

A number of uses near the Beverly/Edgewater Park station can be supportive of transit. In much of the surrounding area, especially in Beverly City, housing densities are high enough to provide a large residential population within an easy walk of the station. Also, Beverly's downtown is close enough to the station - just outside the ¼ mile radius - that the commercial uses found here may be supportive of transit. See Map 8.2: Transit Supportiveness in Beverly/Edgewater Park Station Area.

Beverly and Edgewater Park have many opportunities to improve their downtowns by encouraging other transit supportive uses, such as those listed in Chapter 2. The figures presented in Figure 8.1 can also help to indicate what sorts of transit supportive uses would be especially applicable in Beverly/Edgewater Park. Offices, service providers, and stores are very sparse in the station area. These municipalities, therefore, should plan for a variety of transit supportive uses that will also serve the existing community.

Employment centers near to transit centers are also transit supportive uses, as they increase ridership figures and add to foot traffic. Increasing employment within walking distance of the light rail station in Beverly/Edgewater Park would be an appropriate means of supporting




# Map 8.2: Transit Supportiveness in Beverly City/ Edgewater Park Station Area

- Station
- Quarter-Mile Radius
- Railroad
- Transit Supportive
- Transit Supportive Opportunity
- Not Transit Supportive

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

transit. Possible sites for future employment centers include the vacant land adjacent to the light industrial and office park in Edgewater Park, as well as various marginal light industrial buildings along the rail line in Beverly.

## TRANSPORTATION AND ACCESS

The site of the proposed light rail station is located at the intersection of Cooper Street (CR 630) and Railroad Avenue. The station is adjacent to a community of primarily single family homes. Parking will be provided for approximately 205 cars in linear lots parallel to the right-of-way. However, it is expected that a large number of the rail patronage will walk to the station from the surrounding residences. NJ Transit #419 bus provides frequent local service to the area between Burlington City and Philadelphia.

The following streets will be the major access corridors to the light rail station:

**Cooper Street (CR 630)** is the primary access road to the proposed station from Willingboro and the US 130 corridor. The speed limit on the approach to the station from US 130 is 35 MPH. The segment of Cooper Street to the west of the rail line has a 25 MPH speed limit. Cooper Street, in general, has a 36 foot cartway comprising of two travel lanes and two shoulders. The eastbound travel lane is 16 feet wide with a 4 foot shoulder, while the westbound lane is 13 feet wide with a 3 foot shoulder. On street parking is permitted in the vicinity of the rail station. Sidewalks along Cooper Street are adequate to facilitate the expected increase in pedestrian traffic.

**Mount Holly Road (CR 626)** is the most direct route for traffic to the proposed station from southern Willingboro and Edgewater Park. The road has a 26 foot cartway with a 10 foot westbound lane and a 12 foot eastbound lane. The shoulders are 2 feet on both sides.

**South Broad Street** has a 21 foot cartway comprising of 10 foot and 11 foot travel lanes with no shoulder. The posted speed limit is 40 MPH.

**Railroad Avenue** is one-way approaching the proposed station from South Broad Street. It has a 15 foot cartway with no parking restrictions. The cartway width in the vicinity of the station is 25 feet.

**Warren Street (CR 543)** runs generally parallel to the rail line in the area. It provides access to Cooper Street and the proposed station. It has a cartway of 30 feet, with the northbound approach lane being 12.5 feet in width and the southbound lane being 17.5 feet in width.

## REVIEW OF TOWN PLANS AND ORDINANCES - BEVERLY

### Master Plan

The Beverly Master Plan was updated in 1999. The master plan update deals directly with the proposed light rail station, recommending that transit-oriented commercial development occur near the site of the station.

The master plan listed a number of overall goals for Beverly City. Among the most important of these was protecting the traditional neighborhood character of Beverly. In some cases, this involves lessening densities in residential neighborhoods, especially those in which single-family homes had been converted to apartments illegally and en masse. The protection of neighborhoods, according to the master plan, also involves the rehabilitation of housing, redevelopment of vacant lots, and elimination of non-conforming uses such as light industry. Home-based occupations, though, would be encouraged unless they were industrial or created annoyances.

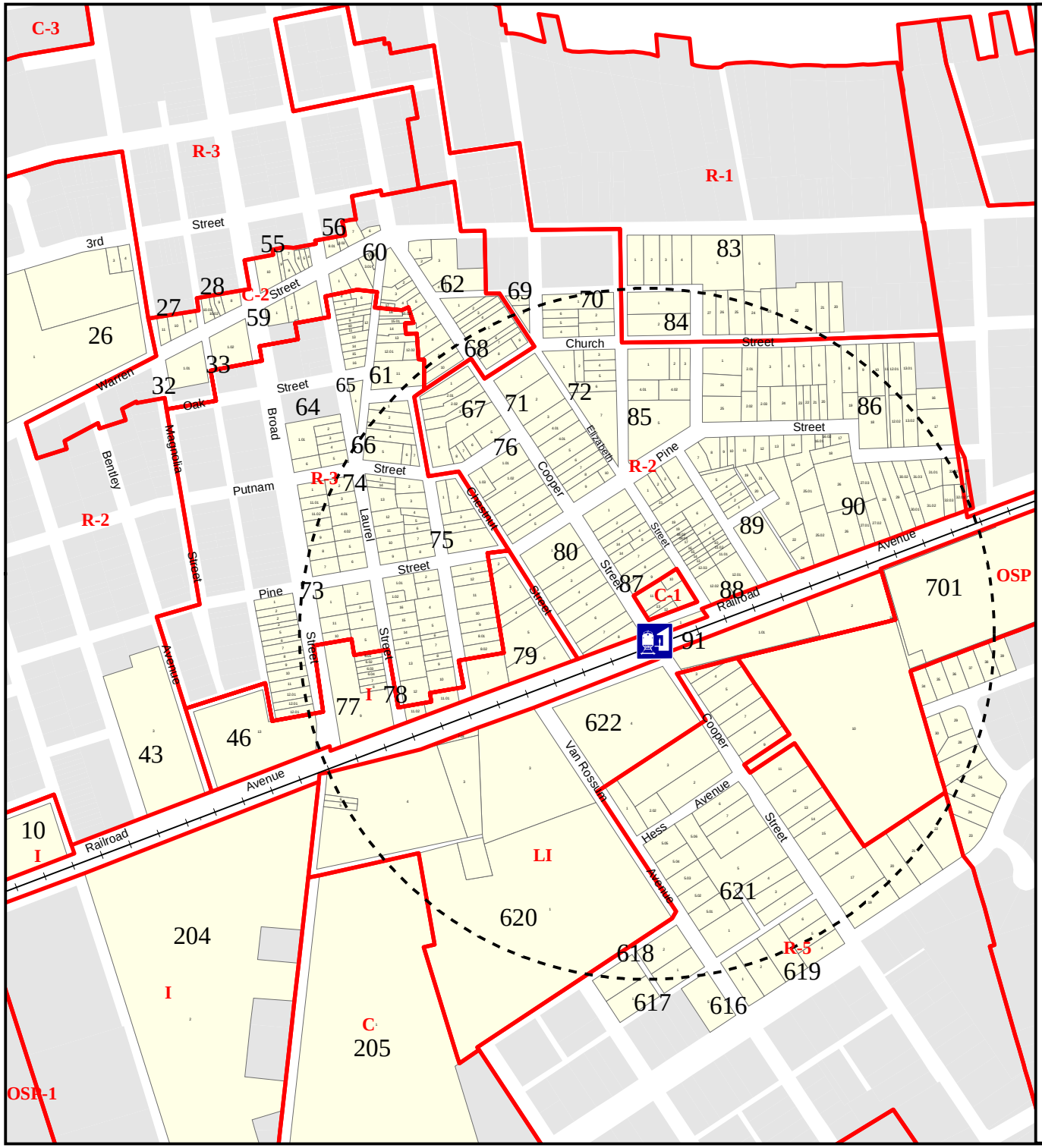
The master plan also included language encouraging mixed-use development, such as apartments on the second floors of commercial buildings, especially in the downtown area of Beverly City. Also, the plan recommends encouraging the reuse of vacant industrial buildings as business incubators, artisan studios, or other similar uses, through more flexible zoning requirements.

### Zoning

Within walking distance of the light rail station in Beverly City, five zoning districts can be found: C-1 (Neighborhood Commercial), C-2 (Downtown Commercial), I (General Industrial), R-2 (Single Family Residential), and R-3 (Single Family and Two Family Residential). The specific requirements for each of these are reviewed below. Zoning districts for both municipalities are shown in Map 8.3: Existing Zoning in Beverly/Edgewater Park Station Area.

### C-1 Neighborhood Commercial

Only a small group of parcels, located along Cooper Street directly north of the train station, is zoned C-1. The C-1 zone permits retail stores, restaurants, offices and studios, and similar commercial uses, as well as single and two family dwellings, public parks, and government buildings. In addition, churches, utility structures, and home occupations are permitted as conditional uses, as are apartments on the second floor of commercial establishments. If these apartments are newly constructed, they are required to have affordability controls; if they are rehabilitated, they may be rented at the market rate. Mixed




# Map 8.3: Existing Zoning in Beverly City/ Edgewater Park Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

C: Cemetery
C-1: Neighborhood Commercial
C-2: Downtown Commercial
I: General Industrial
LI: Light Industrial
OSP: Existing Open Space Park
OSP-1: Proposed Open Space Area
R-1: Single Family Residential
R-2: Single Family Residential
R-3: Single Family Residential
R-4: Single Family Residential
R-5: Single Family Residential

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

uses such as this are very supportive of transit, and the inclusion of affordable housing requirements in the zoning code is commendable.

The minimum lot size in the C-1 zoning district is 10,000 square feet, or about ¼ acre. This is more than half the size of the entire C-1 zoning district in Beverly City, meaning that only one business will be permitted to locate in this zone. Because of its proximity to the proposed light rail station, it may be appropriate to either reduce the minimum lot size to allow more businesses to locate here, or to increase the size of the C-1 zone. For example, a reduction in minimum lot size to 5,000 square feet - the same as the C-2 zone - would permit as many as three businesses to locate in the C-1 zone, rather than just one.

Another option to the small C-1 zone would involve an overlay zone, which would retain the residential district underneath but also permit some low-traffic commercial and office uses as conditional uses. This overlay zone could be extended along both sides of Cooper Street from the proposed station to Pine Street or above.

### C-2 Downtown Commercial

The C-2 zone covers Beverly's downtown, near the intersection of Warren and Cooper Streets. Permitted and conditional uses in this zone are the same as in the C-1 zoning district, except that residences are not permitted. Lots in the C-2 district are required to be at least 5,000 square feet. While some lots in the zone are smaller than this, and therefore are nonconforming, most lots meet this minimum size requirement. The requirements of this zone make it transit supportive, and do not require changes.

### I General Industrial

The I zone in Beverly City includes land directly along the rail line, to the west of the proposed light rail station. Uses permitted in this zone include warehouses, wholesale and distribution facilities, artisan shops and showrooms, office and research facilities, and some manufacturing. In addition, utility structures are permitted as conditional uses. Lots in this zone must be 10,000 square feet in size.

In general, this zone is not transit supportive. Light industrial uses can support transit, if they generate a significant amount of employment, but some of the uses permitted in the Industrial zone - warehouses, distribution facilities, and the like - are usually not large employers. Thus, this district would be more transit supportive if these uses were discouraged, possibly by including them as conditional uses rather than principal uses. The Industrial zone does permit

*Empty storefront in Beverly's C-2 Downtown Commercial Zone.*

artisan shops and showrooms, as well as office and research facilities, which are more supportive of transit and should be encouraged. In addition, mixing residential and other uses is very supportive of transit. Thus, allowing apartments on the second floor of shops and offices in this district, as a conditional use, may further add to its transit supportiveness.

### R-2 Single Family Residential

About half of the land in Beverly City within walking distance of the proposed light rail station is zoned R-2. In this zone, permitted uses include single family detached dwellings, public parks, and government buildings. In addition, some other uses, such as churches, utility structures, and home occupations, are permitted as conditional uses, although these are subject to rather strict lot size requirements and other restrictions. In this zone, lots are required to be at least 6,000 square feet in size, yielding up to seven units per acre, and must be at least 50 feet wide. Most existing parcels conform to these requirements, although some, particularly in the area of Elizabeth Street, are smaller in size.

### R-3 Single Family and Two Family Residential

The R-3 zoning is found in the western part of the study area, along Laurel Street and other nearby streets. This zoning permits single family attached and detached dwellings, two family dwellings, public parks, and government buildings. Conditional uses include churches, utility structures, home occupations, and townhouses. Minimum lot sizes vary depending on the type of residential unit, ranging from 2,000 square feet for a single family attached unit to 5,000 square feet for a two family unit. Most parcels in the R-3 zone conform to these size requirements.

### Redevelopment Plan

The City of Beverly's redevelopment plan was drafted in August 2000. The most important goal of the redevelopment plan is to rehabilitate deteriorating housing units, of which Beverly has many. Using language similar to that found in the master plan, the redevelopment plan seeks to reduce population densities in many of Beverly's neighborhoods, eliminate the illegal conversion of single-family houses to apartments, aggressively enforce maintenance codes, and generally improve the quality of housing in the City. The redevelopment plan also includes goals to remove incompatible land uses (such as light industrial uses and vacant commercial buildings) from residential neighborhoods, reconstruct pedestrian facilities, increase parking supply, and promote small business development.

Many aspects of the redevelopment plan are compatible with transit-oriented development, but some of its goals may not be. For example, while reducing residential densities may be an important part of improving quality of life in Beverly, higher density residential areas are more supportive of transit. Also, while removing incompatible land uses such as light industry from residential neighborhoods may be appropriate in most situations, transit supportiveness may be reduced if this approach is extended to also exclude commercial uses. Mixed uses are very supportive of transit, and are an important aspect of successful transit-oriented development.

Finally, transit-oriented development often discourages parking lots within walking distance of transit stations. The redevelopment plan, on the other hand, recommends more parking in Beverly, and even specifies buildings that could be demolished and replaced with parking lots. However, because the overall goals of the redevelopment plan and of transit-oriented development are similar, these potential conflicts can probably be resolved while still achieving the overarching goals that they share.

## REVIEW OF TOWN PLANS AND ORDINANCES - EDGEWATER PARK

### Master Plan

The Edgewater Park Master Plan was updated most recently in 2000. The master plan mentions the new light rail service, and presents a vision of how the station area could look in an ideal future. The plan describes reconstructed sidewalks, allowing improved pedestrian access to the light rail system, which provides transportation to employment and cultural opportunities outside of Edgewater Park.

### Zoning Ordinance

The Zoning Ordinance of Edgewater Park is badly out of date, and was not reviewed as part of the study. However, the master plan contained zoning maps and descriptions of zoning districts, which are described below and shown on Map 8.3: Existing Zoning in Beverly/Edgewater Park Station Area.

### R-5 Single Family Residential

The R-5 zone covers most of the land within walking distance of the proposed light rail station. This zone permits single family detached homes, and specifically prohibits conversions of single family units to multifamily dwellings. Schools, churches, and other public uses are not recommended for this zone. Lot

*Station Site at border of Beverly and Edgewater Park.*

sizes are required to be at least 12,000 square feet (slightly more than ¼ acre). In general, this zone is not transit-supportive, because of the low densities and lack of provision for any mixed uses.

One positive aspect of the R-5 zone is the "Main Street" recommendations that it would create along Cooper Street. Along this road, the zone is designed to be an extension of the compact residential patterns of Beverly City, located farther north along Cooper Street. Streetscape improvements, such as lighting, trees, improved sidewalks, and benches and other street furniture, are encouraged in this zone. This can have the effect of making Cooper Street a more attractive place to walk, increasing "walkability" distances and supporting transit in the area of the station. As this is a stable, established neighborhood, it is unlikely that adding commercial or other uses is practical.

### LI Light Industrial

The LI zone also takes up a large portion of Edgewater Park's land within ¼ mile of the light rail station. Most of the land in the LI zone is currently either vacant or used for various light industrial and office activities. This zone permits a variety of uses, combining offices, commercial uses, and light industry. The master plan suggests that office uses make up between 10% and 25% of the floor area of any development in this zone, that commercial uses make up between 10% and 25% of the floor area, and that light industrial uses make up between 50% and 80% of the floor area. With design regulations and good pedestrian access, this zone can be quite transit supportive.

## RECOMMENDATIONS

The Beverly/Edgewater Park station area has great potential for transit supportive redevelopment. The recommendations contained below are meant to achieve a vision for the future of these two municipalities that can be spurred by the proposed light rail station. This vision features a revitalized downtown in Beverly, employment generation and economic growth, a renewed sense of history and place, an improved pedestrian environment, and easy access to transit for residents and workers. The Development Opportunity Areas section of this chapter provides ideas for the reuse of individual sites in transit-friendly ways. Following this, specific recommendations for changes to the master plan and zoning ordinance of the two municipalities are given. These ideas for reuse can be merged together to provide a coherent overall vision for the town.

## DEVELOPMENT OPPORTUNITY AREAS

This study has identified a number of Opportunity Areas for transit supportive development in each town involved in the study. These Opportunity Areas consist of parcels that are currently underutilized, and include vacant lots, parking lots, empty storefronts, and unused or marginally used light industrial buildings. Within walking distance of the light rail station in Beverly and Edgewater Park, four areas have been identified that could be redeveloped in a more transit supportive way. These are shown on Map 8.4: Development Opportunity Areas in Beverly/Edgewater Park Station Area.

### Area 1: Beverly's Downtown

Beverly's downtown is located slightly more than ¼ mile from the light rail station site, but because of its great potential to support transit, it has been identified as an opportunity area anyway. This part of Beverly is its commercial center, but it is currently underutilized and generally rundown. There are a number of empty storefronts in this area, and even the commercial and office buildings that are occupied appear to contain marginal uses. For example, Beverly's downtown contains thrift stores, tattoo parlors, check cashing establishments, and other similar uses. While these may fill a current need for Beverly's community, they do not often add vitality to the street life or economic growth to the city.

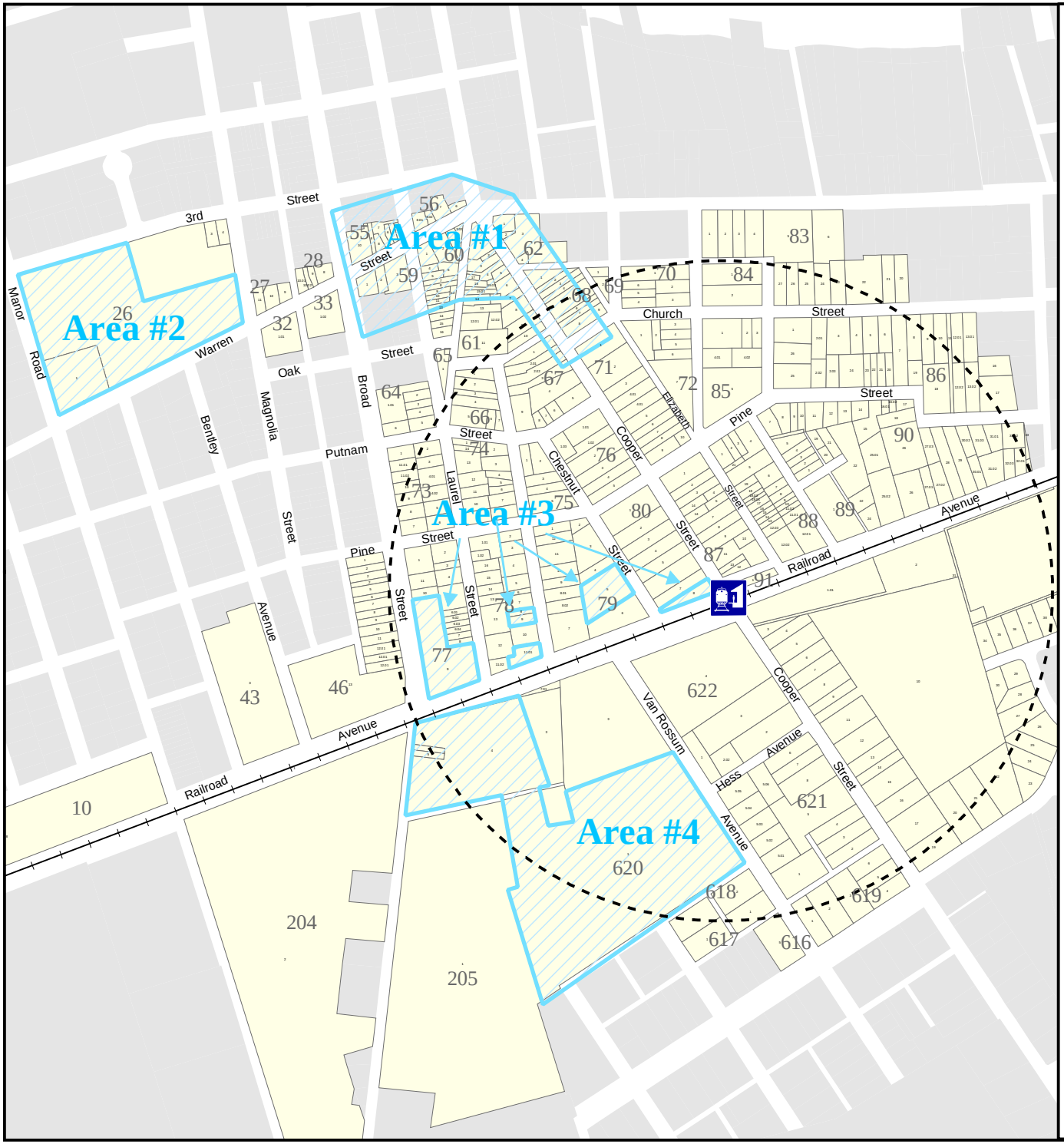
This area is zoned C-2 (Downtown Commercial), which permits general commercial uses and requires a minimum lot size of 5,000 square feet. Lot sizes in this area are highly variable, and many do not meet this minimum lot size requirement.

An important aspect of revitalizing this downtown will involve strengthening its connection to the proposed light rail station. Once the light rail line begins carrying traffic, more pedestrian activity may be created in the area around the station. If pedestrian improvements allow better connections between the station and Beverly's downtown, commercial uses in this area could prosper from the increased foot traffic.

### Area 2: St. Joseph's Church Property

This area is located well outside the study area, about ½ mile from the light rail station on Warren Street. It is currently occupied by a large vacant church convent. An appropriate, transit-supportive use for the convent would be a conversion to senior housing. If accompanied by shuttle service to the proposed light rail station, elderly residents could easily access public transportation to Philadelphia, Trenton, Camden, and other points. This could boost

*Development Opportunity Area #1.*




# Map 8.4: Development Opportunity Areas in Beverly City/ Edgewater Park Station Area

Station

Quarter-Mile Radius

Railroad

Opportunity Area

## Opportunity Areas

Area #1: Empty storefronts and lots in Beverly's Central Business District
Area #2: St. Joseph's Church property
Area #3: Underused light industrial buildings
Area #4: Edgewater Park vacant land near station

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

transit ridership while improving the quality of life for Beverly's citizens.

### Area 3: Underused Light Industrial Buildings

There are a number of underused light industrial buildings in Beverly City within walking distance of the new light rail station. These can generally be found within a few blocks of the rail station, along Chestnut Street, Laurel Street, and others. This study has identified six specific parcels in this area with major redevelopment potential. Of these, some are parking lots for nearby light industrial uses, some are vacant, and some are occupied by deteriorated buildings of uncertain function. The parcels vary in size between 2,400 and 50,000 square feet. These parcels are all in the I (General Industrial) zoning district, which requires lot sizes of at least 10,000 square feet.

These parcels are currently not transit-supportive, but could be redeveloped in a more transit-supportive way. Rehabilitation of these parcels and structures into employment-generating uses, and improving pedestrian connections between this area and the proposed station, could enliven the area, support Beverly's downtown redevelopment, and increase transit ridership.

An illustration of possible future conditions in this area is found in Figure 8.2: Light Industrial Redevelopment in Beverly. This photo simulation shows a building that has been converted from its current underused state to a live/work space, with businesses on the first floor and apartments above. This adaptive reuse of the building and the streetscape improvements can be applied to many other places in this industrial area equally as well. Also, the illustration shows how pedestrian improvements can enliven a streetscape considerably.

### Area 4: Vacant Land in Edgewater Park

In Edgewater Park Township, a number of vacant parcels are within walking distance of the proposed station. There are four parcels in particular that this study has identified as having the greatest potential for transit-supportive redevelopment. These total about 17 acres in area, and are all zoned LI (Light Industrial).

Edgewater Park already has plans to redevelop these vacant parcels as a large, high-employment, commercial / light industrial / office park, as detailed in the review of the Edgewater Park master plan. This would greatly increase the capacity of these parcels to support transit, especially if pedestrian connections are provided between the station and the new

*Development Opportunity Area #2.*

# FIGURE 8.2a: DEVELOPMENT OPPORTUNITY AREA #4

# FIGURE 8.2b: LIGHT INDUSTRIAL REDEVELOPMENT IN BEVERLY

*Development Opportunity Area #4.*

employment center. The Township should be sensitive, when reviewing plans for intensive use on these parcels, to respect the concerns of neighboring residents, and to provide buffering between these employment centers and nearby homes.

## MASTER PLAN RECOMMENDATIONS - BEVERLY

The master plan and redevelopment plan of Beverly City encourage transit-supportive development, and specifically refer to the importance of the new light rail station. No modifications to either of these plans are recommended in this study.

## ZONING RECOMMENDATIONS - BEVERLY

The zoning districts near the proposed light rail station in Beverly are generally supportive of transit, allowing a mix of uses that encourage pedestrian traffic and transit use. Nevertheless, two of the districts in Beverly City, C-1 (Neighborhood Commercial) and I (General Industrial), would benefit from some minor changes to their requirements. See Map 8.5: Zoning Recommendations in Beverly/Edgewater Park Station Area.

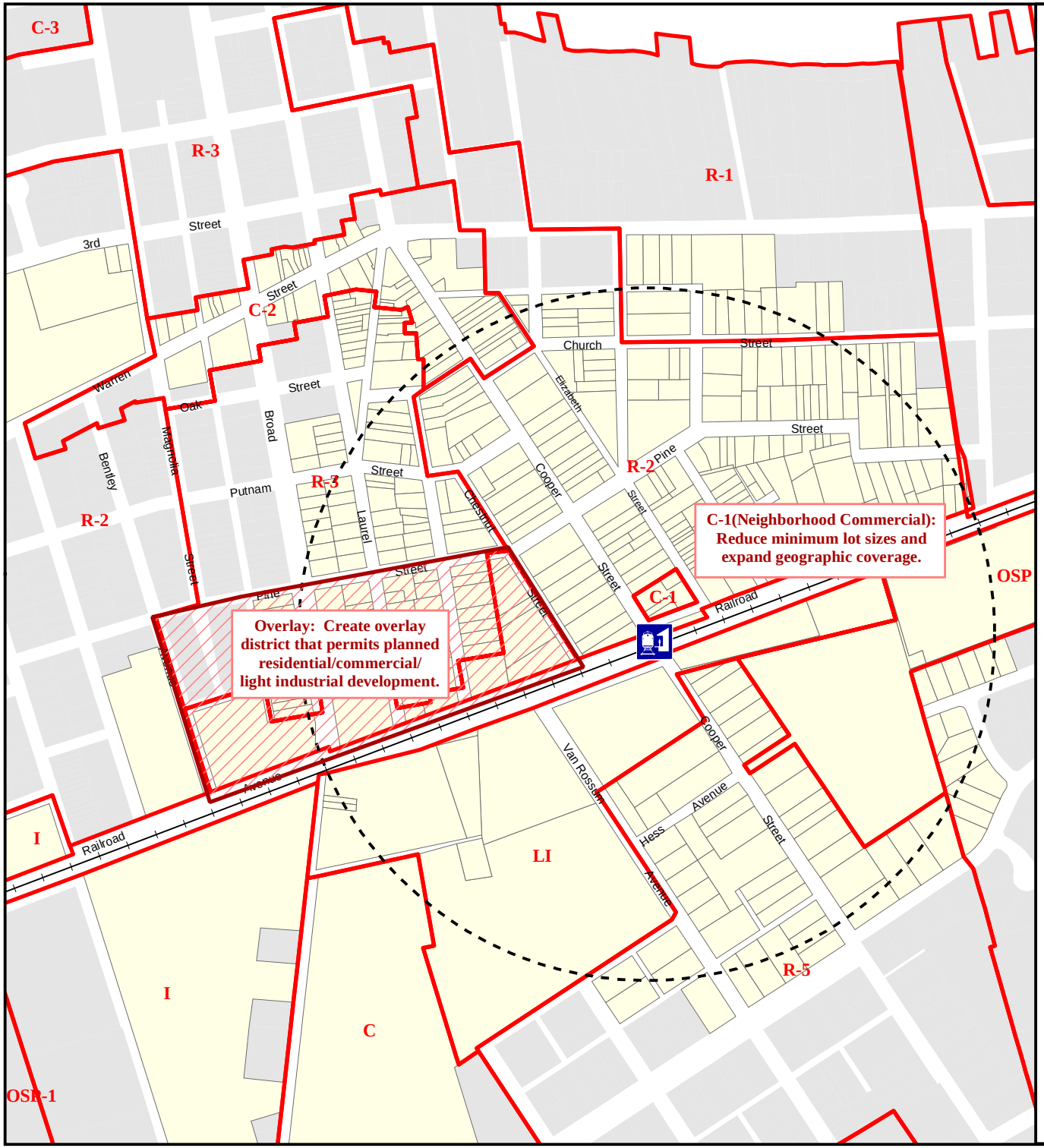
### C-1 Neighborhood Commercial

The Neighborhood Commercial district already allows a range of transit-supportive uses, such as mixed-used buildings with apartments above stores, and also requires affordability controls in some cases. However, the area covered by this district is very small, and minimum lot sizes are high. Thus, the City should consider the following modifications:

- ✔ Reduce minimum lot sizes from the current requirement, which is 10,000 square feet to about 5,000 square feet, which is the same as the C-2 (Downtown Commercial) zoning district. This would facilitate more small business development in the area near the light rail station.
- ✔ Consider expanding the geographic boundaries of the Neighborhood Commercial district north along Cooper Street to increase the number of small businesses permitted near the station.

### I General Industrial

The General Industrial zone is currently not very supportive of transit. It permits warehouses, distribution facilities, and other similar uses. Concentrations of these uses are generally not transit supportive - they have low employment, take up considerable space, and often generate




# Map 8.5: Zoning Recommendations in Beverly City/ Edgewater Park Station Area

- Station
- Quarter-Mile Radius
- Railroad
- Zoning District Boundary
- New District

## Zoning Districts

C: Cemetery
C-1: Neighborhood Commercial
C-2: Downtown Commercial
I: General Industrial
LI: Light Industrial
OSP: Existing Open Space Park
OSP-1: Proposed Open Space Area
R-1: Single Family Residential
R-2: Single Family Residential
R-3: Single Family Residential
R-4: Single Family Residential
R-5: Single Family Residential

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

**Consider expanding the geographic boundaries of the Neighborhood Commercial district north along Cooper Street to increase the number of small businesses permitted near the station.**

truck traffic, which usually creates an environment that is hostile to pedestrian activity. To ameliorate these conditions, the City should consider the following modifications:

- ✔ Remove warehouses, distribution facilities, and similar uses from the list of permitted uses. While these may be important to the City's tax base or for other reasons, they should not be located within walking distance of the light rail station. However, these uses should continue to be permitted outside of the ¼ mile radius around the station.
- ✔ Encourage artisan shops and showrooms and office and research facilities in this zone. In addition, mixing residential units with other uses is very supportive of transit. Allowing apartments on the second floor of some uses, such as artisan shops or offices, would further increase pedestrian traffic and transit supportiveness in this zone.

### Planned Mixed Use Development Overlay Zone

Land along the rail line in Beverly City is currently occupied by a mix of residential and industrial uses. To encourage its redevelopment, the City should adopt an overlay zone to cover this district, that permits planned mixed use developments. This district would encourage assembly of derelict or underused properties, demolition of dilapidated structures, and new construction. To implement this zone, the City should perform the following actions:

- ✔ Delineate the area in which new mixed use development would be encouraged. This zone should include as many dilapidated or deteriorated industrial buildings as possible.
- ✔ Draft a zoning ordinance permitting planned residential/commercial/light industrial development to cover this new district.
- ✔ Work directly with potential developers to encourage the reuse and redevelopment of this area.

## MASTER PLAN RECOMMENDATIONS - EDGEWATER PARK

The master plan of Edgewater Park specifically refers to the light rail station and encourages transit-supportive development, but the following language could be added to further support transit-oriented development in the station area:

- ✔ Reinforce a mixed use, small town character that complements the existing architecture and street layout of the nearby community.

- ✔ Reinforce the transit orientation of the neighborhoods adjacent to the proposed light rail station, taking advantage of the transit supportive densities, and encouraging commercial and institutional uses for prospective residents and for transit riders.
- ✔ Allow a range of small-scale commercial and institutional uses within easy walking distance of the station and adjoining residences.
- ✔ Accommodate a variety of housing types, including apartments, assisted living facilities, flats above stores and offices, twins, townhomes, and single family detached dwellings. This may require higher densities.
- ✔ Ensure that the scale and character of existing commercial and institutional uses are compatible with the existing character of the adjacent neighborhood, as well as with future residences.
- ✔ Promote a strong pedestrian orientation of streets and buildings.
- ✔ Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.
- ✔ Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale and orientation.
- ✔ Encourage legal conversions of homes into apartments, without causing a degradation of quality of life.
- ✔ Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.
- ✔ Encourage a street circulation system that provides safe and convenient access but discourages high speed or heavy traffic volumes that are incompatible with pedestrian-oriented residential neighborhoods.
- ✔ Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.
- ✔ Use the commercial areas and common open spaces as community focal points.
- ✔ Provide pedestrian and bicycle linkages between commercial areas, residential areas, and the light rail station.

## ZONING RECOMMENDATIONS - EDGEWATER PARK

The zoning ideas presented in Edgewater Park's master plan are conducive to transit-oriented development, and this study does not recommend any additional modifications to the zoning.

*Beverly homes near rail station.*

## OTHER LAND USE RECOMMENDATIONS

### Station Concierge Service

The Beverly/Edgewater Park station is unique among the stations in this study in that it is not located in an established downtown. It is just over ¼ mile from Beverly's main commercial area, and somewhat farther from Edgewater Park's. Thus, these main commercial zones may not be walkable from the station.

To encourage patronage of local businesses, a small concierge service at the Beverly/ Edgewater Park station could be created, based on a successful concierge service at the Maplewood station of New Jersey Transit's Morris & Essex rail line. This concierge service, established in 1998, consists of a booth at the train station at which commuters could place orders for various local goods and services that are filled by the concierge during the day. At the Maplewood station, goods and services such as car repair, dry cleaning, grocery shopping, film processing, and other various errands can be acquired through the concierge. The concierge service earns money by charging a transaction fee and a monthly membership from participating businesses, and leases its space from NJ Transit.

This program has been quite successful in Maplewood, but it is not clear whether the Beverly/Edgewater Park station has enough forecast ridership to support such an approach.

## ACCESS RECOMMENDATIONS

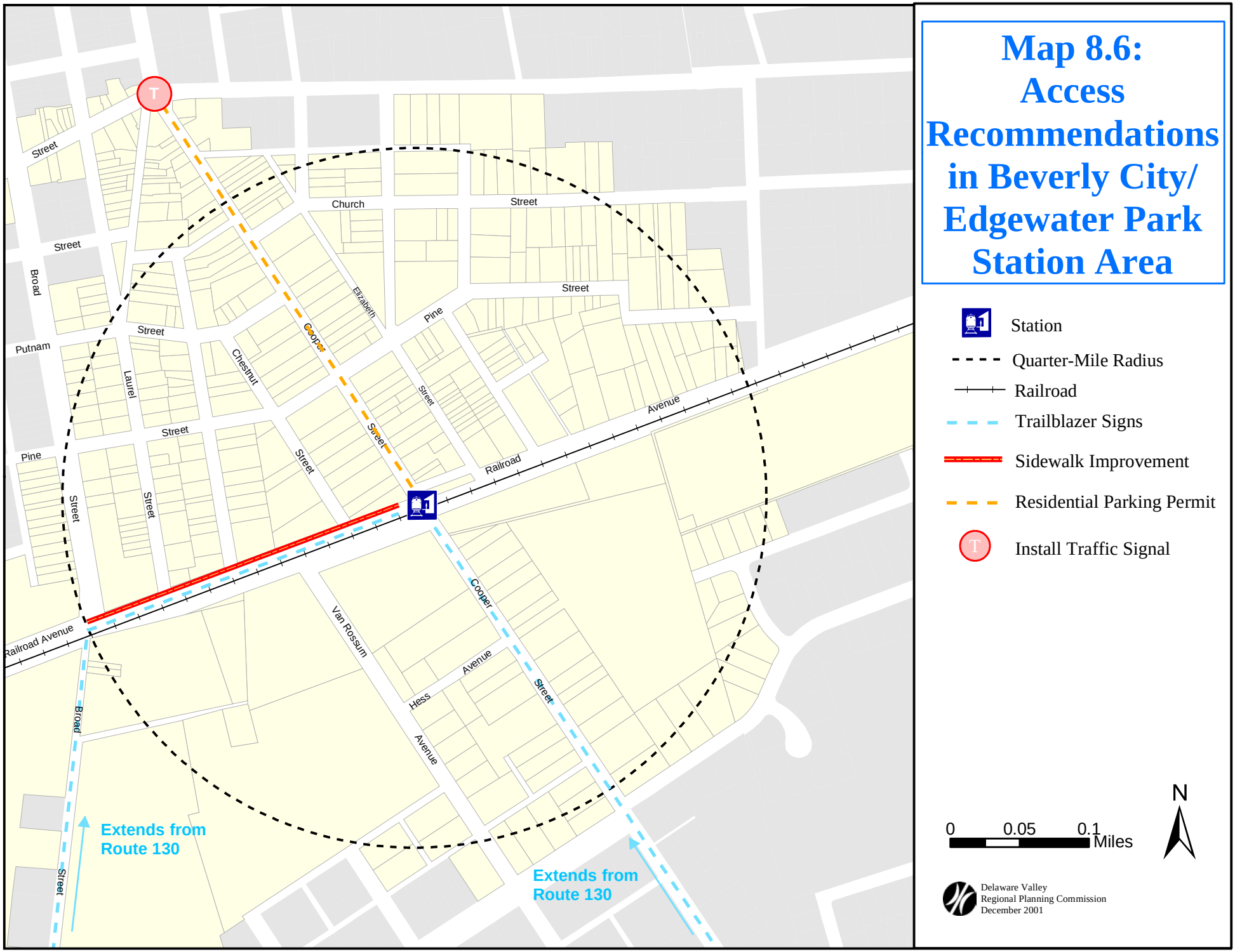
Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. Access recommendations are listed below and are shown on Map 8.6: Access Recommendations in Beverly/Edgewater Park Station Area.

### Intersection Improvements

- ✔ Conduct a traffic signal warrant analysis for the intersection of Cooper Street and Warren Street. A traffic signal may be required to accommodate the expected increase in vehicular traffic.

### Signage Improvements

- ✔ Erect trailblazer signs at strategic locations along access roads to direct traffic approaching the station from Willingboro Township and other US 130 communities. A preferred route would be by Mount Holly Road, South Broad Street, Railroad Avenue and then to the station.


Map 8.6:
Access Recommendations in Beverly City/ Edgewater Park Station Area
Station
Quarter-Mile Radius
Railroad
Trailblazer Signs
Sidewalk Improvement
Residential Parking Permit
Install Traffic Signal
Extends from Route 130
Extends from Route 130
Church
Street
Broad
Putnam
Laurel
Chestnut
Elizabeth
Cooper
Pine
Railroad
Avenue
Railroad Avenue
Van Rossum
Hess
0
0.05
0.1
Miles
N
Delaware Valley Regional Planning Commission
December 2001

- ✔ Erect trailblazer signs along US 130, directing traffic to Cooper Street and the station.

### Parking Improvements

- ✔ Require residential parking permits on Cooper Street west of the proposed station, since there is an absence of driveways and on-street parking is a necessity for residents.

### Other Improvements

- ✔ Reconstruct sidewalks along Railroad Avenue, as these are non-existent in sections and are deficient where present. In particular, improved pedestrian connections are necessary from the station to the light industrial area in Beverly City and the future commercial/office/industrial park in Edgewater Park.
- ✔ Coordinate the NJ Transit #419 bus schedule with that of the light rail transit.

# CHAPTER 9

## RIVERTON STATION AREA PLAN - THE CLASSIC SMALL TOWN

## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 9: RIVERTON STATION AREA PLAN - THE CLASSIC SMALL TOWN

*Riverton home.*

The Borough of Riverton is located near the southern end of the light rail line, adjacent to Palmyra. Riverton was founded in 1851 as a group of summer homes for Philadelphia residents, and was planned from its inception to have a strong sense of community. Now, Riverton has a small but active downtown core surrounded by pleasant residential neighborhoods, and gives a visitor the impression of a classic small town. The new light rail station should further encourage small-scale commercial and office development in the center of the Borough, and increase quality of life for its residents by improving their access to other cities and towns along the light rail line.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Update Master Plan to describe role of light rail station in future development of Riverton, and to encourage development patterns that support transit.
- ✔ Amend the Zoning Ordinance to allow a greater range of mixed-used development in Riverton.
- ✔ Improve vehicular and pedestrian access to the light rail station by erecting trailblazer signage, coordinating bus service, and analyzing traffic patterns at key intersections.

## STATION LOCATION

The light rail station will be located near the center of Riverton, at the intersection of Main Street and Broad Street.

## DEMOGRAPHICS

The following demographic characteristics is for Riverton Borough.

**Population Characteristics - 2000 Census**

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 2,775 | 2,759 | -16 | -0.6% | 96% | 2% | 2% |

### Other Characteristics - 1990 Census (2000 Census data not yet available)

| | |
|---|---|
| Median Income: $45,030 | County average: $42,400 |
| % Under Poverty Level: 3% | County average: 4% |
| % Vacant Housing Units: 2.8% | County average: 4.7% |
| % Owner-Occupied: 76% | County average: 75% |
| % Renter-Occupied: 24% | County average: 25% |

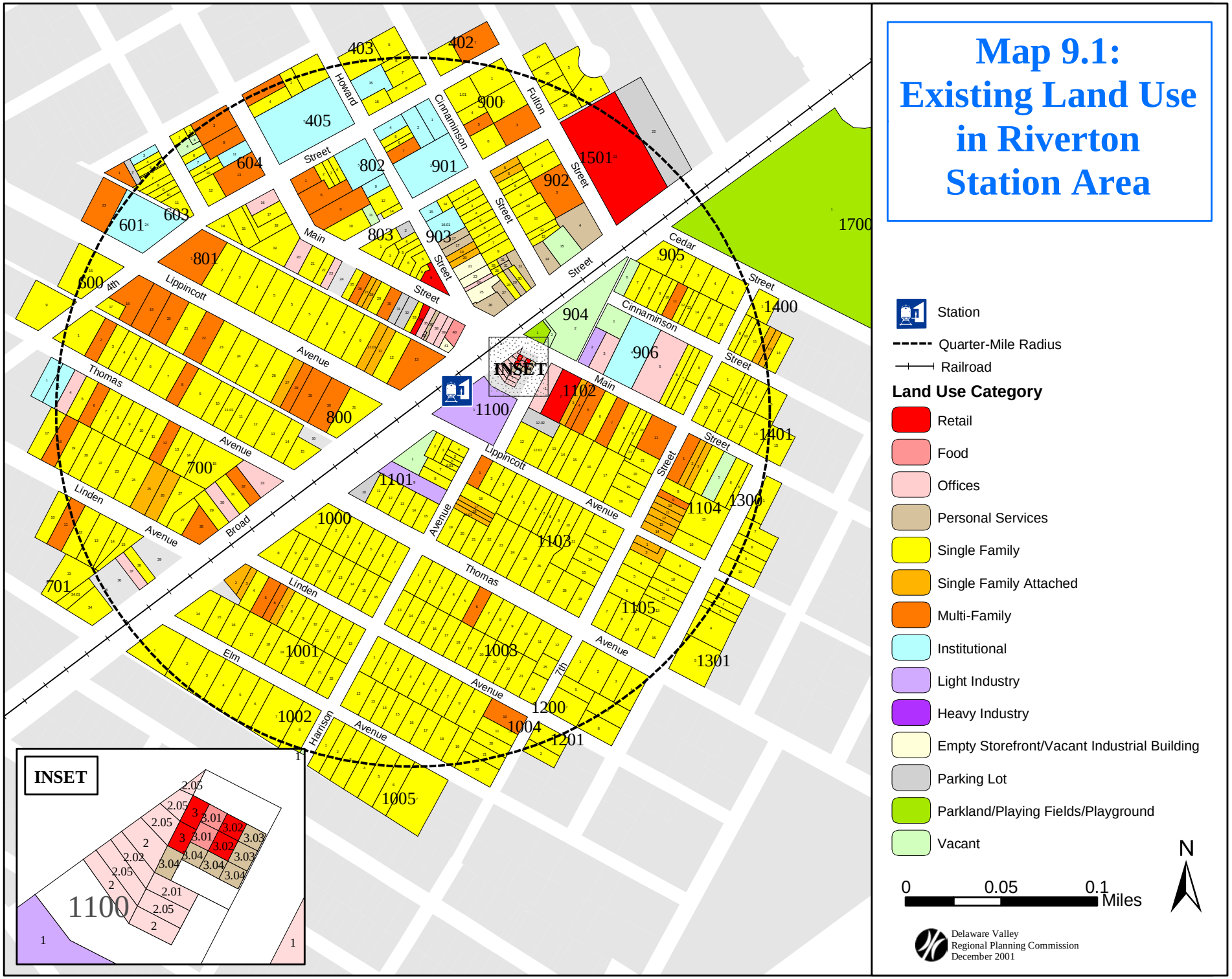
## LAND USE

Land uses within walking distance of the light rail station were inventoried and mapped (Map 9.1: Existing Land Use in Riverton Station Area). Since it was important to measure precise land uses to assess their mix and transit supportiveness, conventional categories such as commercial were further broken down as retail, food, personal services, or offices.

Riverton's commercial properties are concentrated along Broad Street and Main Street, which intersect near the location of the light rail station. At this intersection, there is a collection of commercial uses, including specialty retail and food stores, medical offices, and an art gallery, with a small public space with benches and landscaping outside. This area provides an excellent example of the types of uses and streetscape improvements that are supportive of transit. Apartments can be found above other commercial and office properties along Broad and Main Streets.

Another major commercial area is the former Nu-Way strip shopping center, located on Broad Street at the northwest extreme of the study area. The main feature of this shopping center is the empty Nu-Way supermarket, which comprises the most significant redevelopment challenge and opportunity in Riverton. Sharing the large parking lot with the Nu-Way are various other transit-supportive commercial uses, such as restaurants, offices, and retail stores. Most of the available space is occupied; the Nu-Way building provides the major opportunity for transit-supportive redevelopment.

Throughout the remainder of the Borough, single-family detached residential units dominate, although single-family attached units are also found in a number of areas. Also, multi-family units, in which a large house has been converted to apartment use, are scattered throughout the study area, and are more common to the west of the proposed station.




Delaware Valley
Regional Planning Commission
December 2001

Institutional uses, such as schools, churches, and social clubs, are also found mixed in with these residential uses to the west of the station.

As Figure 9.1 and the land use map show, Riverton has a diverse mix of land uses within ¼ mile of the proposed light rail station. It features a considerable number of retail stores, food-based establishments, service providers, and other commercial uses. In addition, Riverton has fifteen office uses within walking distance of the station, which is more than any other town along the rail line except for Burlington City and Riverside. Also, parking lots, vacant parcels, and empty storefronts are uncommon in the study area.

**Figure 9.1: Land Use in the Riverton Station Area**

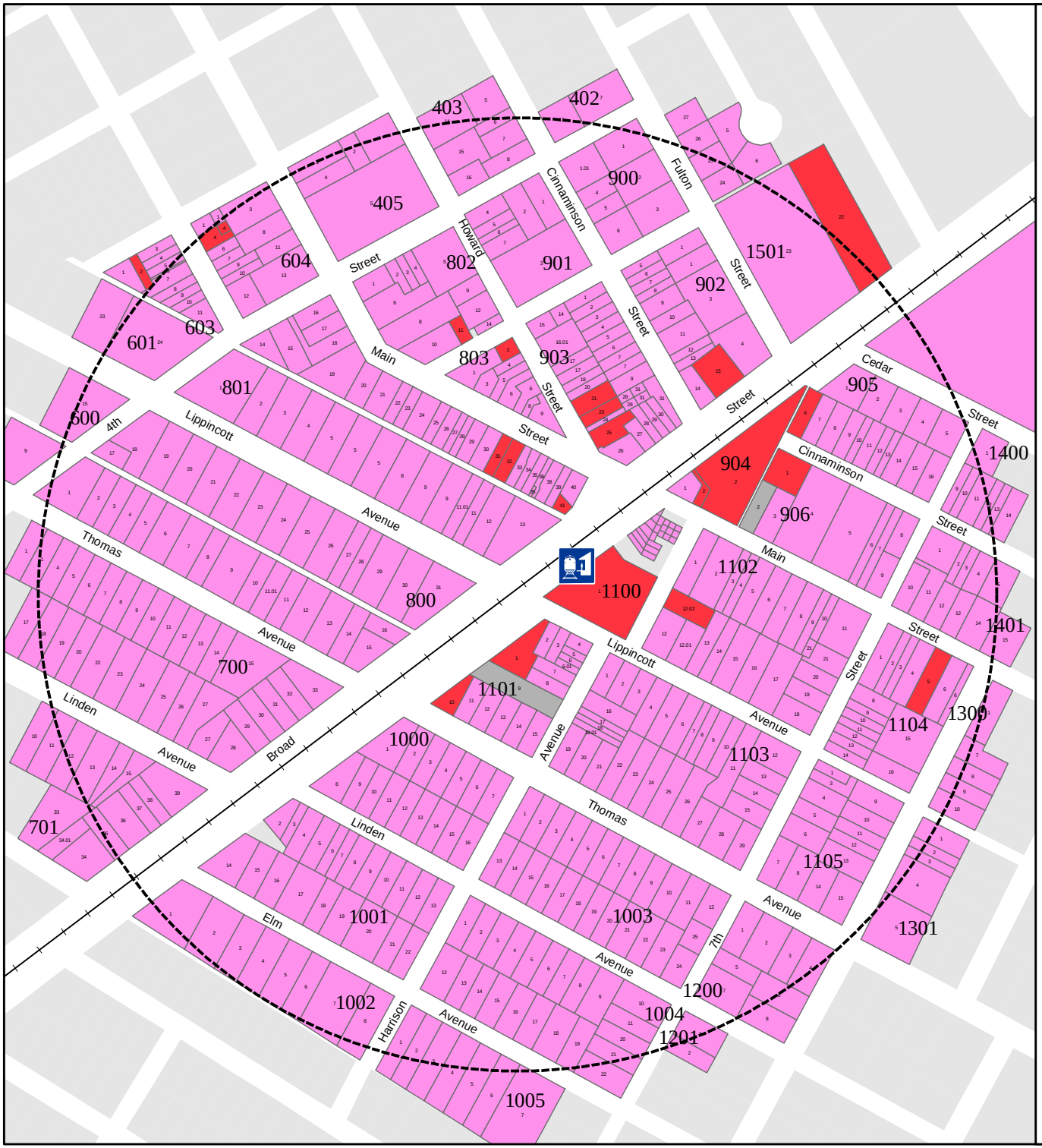
| Type of Use | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| Residential: single family detached | 363 | 66.1% | 46.2% | 68.8 |
| Residential: single family attached | 29 | 5.3 | 29.1 | 2.9 |
| Residential: multi family | 45 | 8.2 | 1.9 | 11.1 |
| Parking lot | 7 | 1.3 | 2.4 | 1.6 |
| Vacant | 10 | 1.8 | 2.5 | 2.3 |
| Empty storefront | 4 | 0.7 | 1.8 | 0.4 |
| Retail | 8 | 1.5 | 3.5 | 2.9 |
| Food | 6 | 1.1 | 3.7 | 0.1 |
| Personal services | 17 | 3.1 | 1.2 | 1.2 |
| Office | 25 | 4.6 | 1.4 | 2.6 |
| Institutional | 17 | 3.1 | 3.0 | 6.2 |
| Light industry | 3 | 0.5 | 1.5 | 1.5 |
| Heavy industry | 0 | 0 | 0.3 | 0 |
| Parkland or open space | 2 | 0.4 | 0.6 | 14 |
| Other | 13 | 2.4 | 1.0 | 1.9 |
| TOTAL | 549 | 100% | 100% | 117.5 |

*Source: DVRPC Field Work, Spring 2001.*

## Land Use and Transit Supportiveness

Most of the uses within walking distance of the Riverton station are supportive of transit. See Map 9.2: Transit Supportiveness in Riverton Station Area. Its mix of commercial businesses, service providers, offices, and institutional uses will contribute to the use of the station, attracting patrons and encouraging pedestrian traffic around the station. In addition, the medium-density housing surrounding these commercial areas, as well as the high frequency of apartments above commercial uses, ensures that a fair number of people will be within an easy walk to access transit for work, shopping, or entertainment.

In addition to the uses that already exist, Riverton has many opportunities to improve its station area by encouraging other transit supportive uses. A list of specific land uses that generally support transit can be found in




# Map 9.2: Transit Supportiveness in Riverton Station Area

- Station
- Quarter-Mile Radius
- Railroad
- Transit Supportive
- Transit Supportive Opportunity
- Not Transit Supportive

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

Chapter 2. Since the Borough already has a healthy amount of commercial development within walking distance, it can be selective in the kind of commercial uses that it encourages. Bakeries, gourmet food stores, small restaurants, professional offices, and other similar small, locally-owned businesses may be suitable in Riverton.

## TRANSPORTATION AND ACCESS

The site of the proposed station is at the intersection of Main Street and East Broad Street, at the heart of the commercial center of the town. There is a service road which runs parallel to Broad Street, on the east side of the tracks, that provides station access and parking adjacent to the proposed station. Parking will be provided for 40 cars between Main Street and Lippincott Avenue at this location. Of the 250 daily boardings expected at this station, the majority will be walk-up rather than park and ride patrons.

Other streets that provide access or egress to and from the proposed station include:

**Main Street (CR 603)** has two travel lanes and a posted speed limit of 25 MPH. Sidewalks are present, which can adequately accommodate pedestrian traffic. It provides direct access to US 130, Cinnaminson and adjacent communities.

**East Broad Street (CR 543)** forms the spine of the town's primary shopping district. The posted speed limit along this street is 35 MPH. Where East Broad Street intersects with Main Street, there are sidewalks and crosswalks present to accommodate pedestrian traffic. While East Broad Street generally has two through lanes in each direction, at the intersection with Main Street, the northbound traffic has two through lanes and a right turn lane onto Main Street. This configuration will facilitate the expected increase in traffic volume to the station.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

The Borough of Riverton Master Plan was drafted in 1998. While this plan does not specifically mention the effect that the light rail station will have on the surrounding area, it does make it clear that the goals of transit-oriented development are compatible with Riverton's vision for its future. For example, the Economic Element of the plan suggests encouraging small, community-based stores and offices in central

**Bakeries, gourmet food stores, small restaurants, professional offices, and other similar small, locally-owned businesses may be suitable in Riverton.**


*Riverton storefront.*

locations. The Neighborhood Business Zone, located in the immediate area of the light rail station, is ideally suited to encourage Transit Oriented Development.

## Zoning Ordinance

The Riverton Borough Zoning Ordinance was most recently updated in 2000. Within walking distance of the light rail station, four districts are prominent: NB Neighborhood Business, GB General Business, R4 High-Density Residential, and R8 Medium-Density Residential. Also, most of the station area is covered by a Historic District overlay. See Map 9.3: Existing Zoning in Riverton Station Area.

## NB Neighborhood Business

The NB zoning district covers the immediate station area, and extends along Broad Street and Main Street. This district is extremely supportive of transit-oriented development by allowing most retail and office uses (not including automobile-oriented uses.) Apartments on the upper floors of businesses are permitted as a conditional use. Minimum lot sizes are small, with parcels required to be at least 4,000 square feet, or about 1/10 acre, and minimum lot frontages and setbacks are also appropriate for a neighborhood commercial district.

## GB General Business

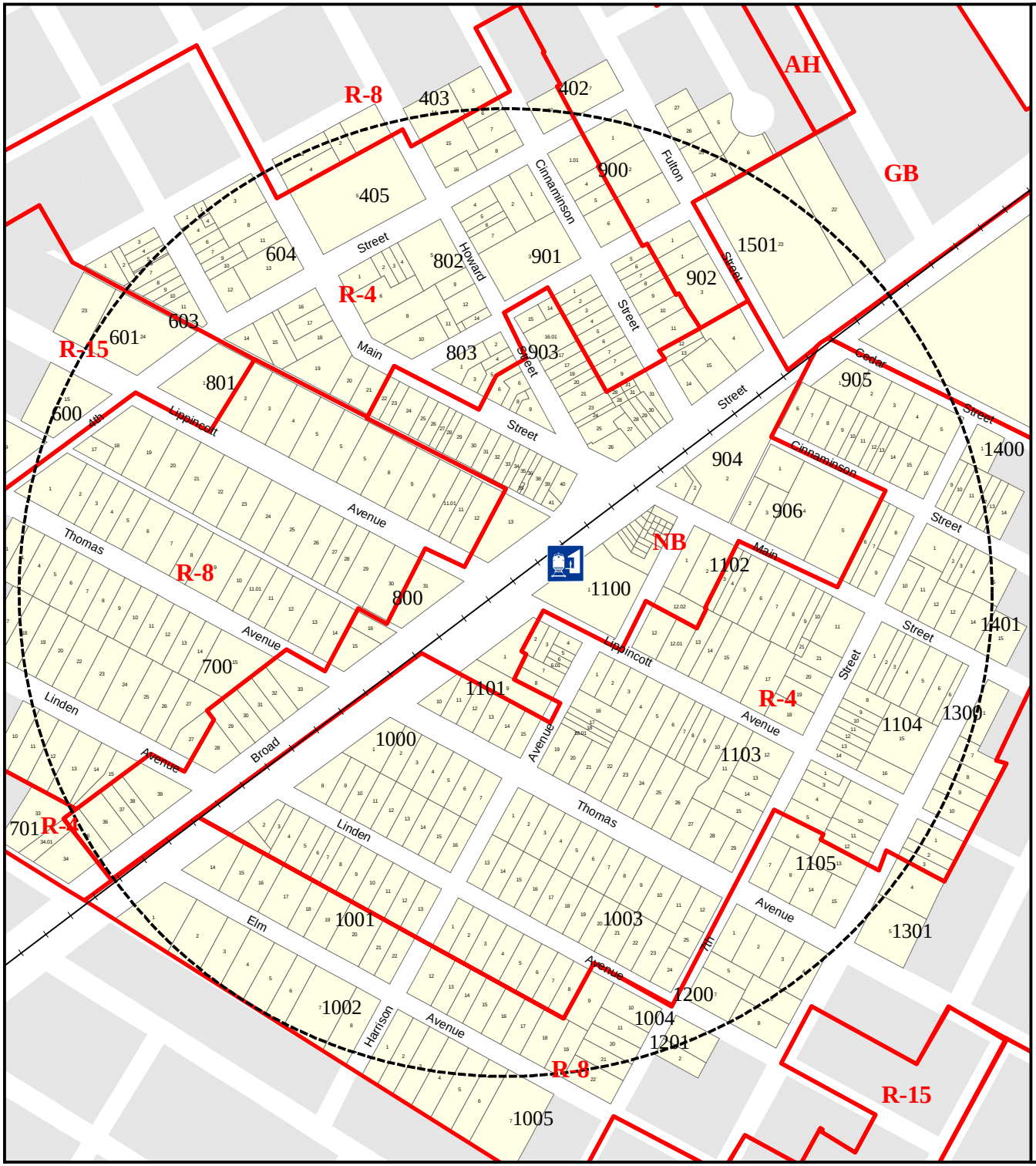
A large area of land is zoned GB north of the proposed station. Much of this is more than ¼ mile from the station, but a portion of this zoning district, including the former Nu-Way shopping center, is within walking distance. This zone allows general retail and other commercial use, and also permits automobile-oriented uses and even light manufacturing as conditional uses. Minimum lot sizes are 8,000 square feet, although most lots in this zone are actually much larger than this.

## R4 High-Density Residential

The R4 district permits high-density residential use, allowing single-family homes and public facilities, as well as home occupations under certain conditions. The R4 district takes up a large portion of the land within ¼ mile of the light rail station, generally to its east and northwest. Minimum lot sizes in this district are 4,000 square feet, allowing houses to be built as densely as 10 units per acre. The high density allowed in this district is conducive to pedestrian and transit use.

## R8 Medium-Density Residential

The R8 district is similar to the R4 district, but requires minimum lot sizes of 8,000 square feet, rather than 4,000. This is still fairly dense,




# Map 9.3: Existing Zoning in Riverton Station Area

Station

Quarter-Mile Radius

Railroad

Zoning District Boundary

## Zoning Districts

AH: Affordable Housing
GB: General Business
NB: Neighborhood Business
R-4: Residential 4,000 SF/Lot (min.)
R-8: Residential 8,000 SF/Lot (min.)
R-15: Residential 15,000 SF/Lot (min.)

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001

by the standards of conventional suburban development, and may be somewhat supportive of pedestrian activity and transit use.

### H Historic District

Most of the land within walking distance of the proposed light rail station in Riverton is included in the Historic District overlay. This district is designed to preserve the historic character of the town through tighter restrictions on the land contained within it. An advisory board known as the Architectural Review Committee is responsible for recommending action to the Planning Board concerning building permits that change the historic character of buildings or neighborhoods in the Historic District.

## RECOMMENDATIONS

The Riverton station area is already very supportive of transit, with community-based commercial establishments, small offices, and a relatively high density of housing, with apartments above commercial uses in a number of places. Recommendations for encouraging transit-oriented development in Riverton are therefore fairly limited, as existing land use regulations are generally sufficient to support the desired development patterns.

However, there are several areas, discussed in the next section, that could be re-designed and developed to improve the town's quality of life for both the residents and employees.

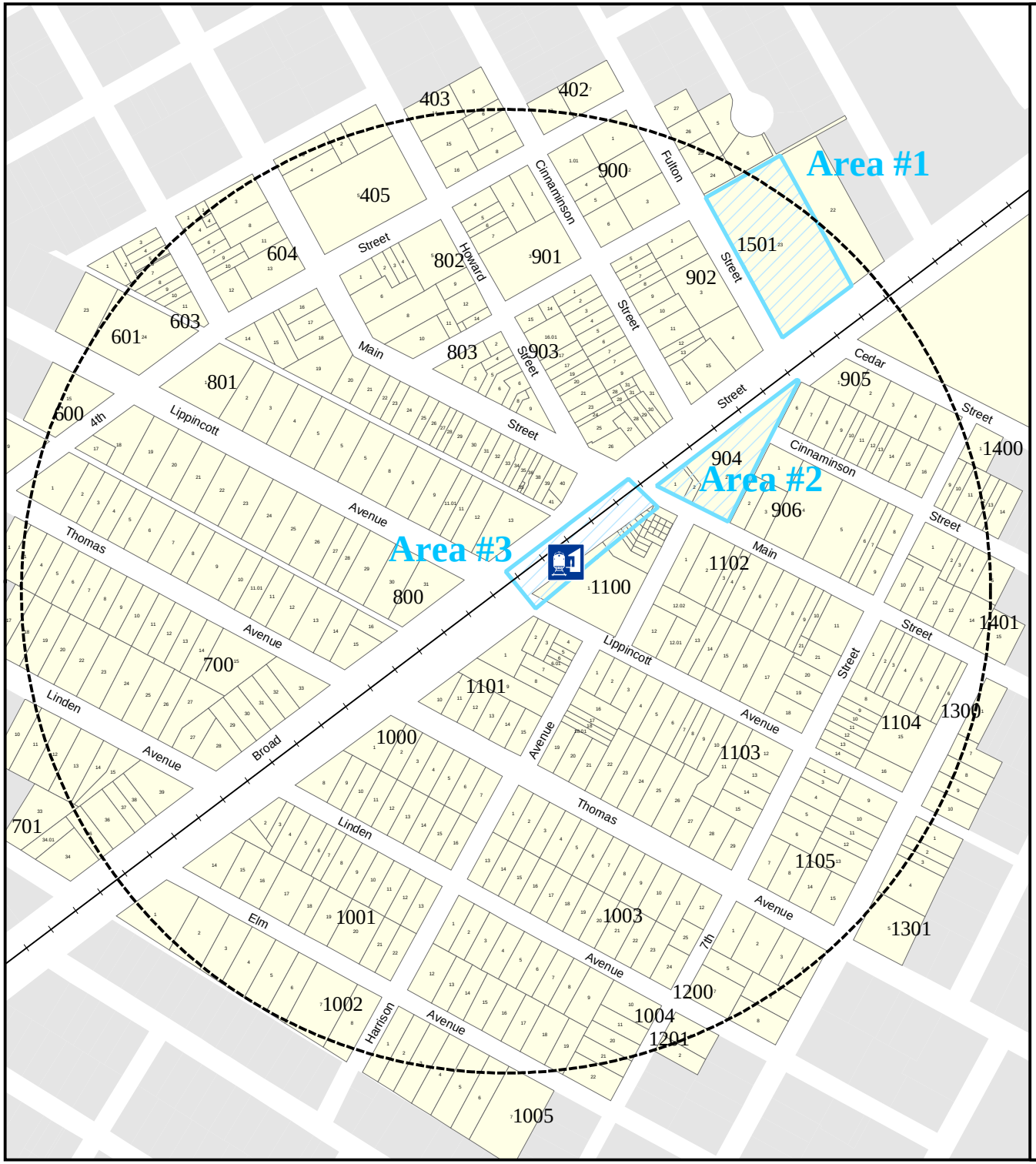
## DEVELOPMENT OPPORTUNITY AREAS

Within walking distance of the light rail station in Riverton, three areas may be appealing to developers and would contribute to the overall revitalization of the area and municipal tax base (see Map 9.4: Development Opportunity Areas in Riverton Station Area).

### Area 1: Nu-Way Shopping Center

A prime site for redevelopment in the Riverton area is the Nu-Way shopping center, located along Broad Street near the edge of the study area. The center's anchor is a vacant supermarket, surrounded by other operating commercial uses, housed in an outdated suburban strip mall. While the uses in this shopping center are supportive of transit, their layout - separated from Broad Street by a huge parking area, without attractive pedestrian facilities or landscaping - needs improvement.

A number of options exist for the conversion of this area to a more transit-supportive use. The most optimistic of these would be the redesign of the entire strip shopping center into a more pedestrian scale development. Two alternate approaches are recommended for consideration by local officials. The first is to demolish the




# Map 9.4: Development Opportunity Areas in Riverton Station Area

Station

Quarter-Mile Radius

Railroad

Opportunity Area

## Opportunity Areas

Area #1: NU-Way Site
Area #2: Vacant Land Northeast of Station
Area #3: Station Turnaround and Parking Design

0 0.05 0.1 Miles

N

Delaware Valley
Regional Planning Commission
December 2001


*Development Opportunity Area #1.*

existing buildings and reconstruct the entire site to fit in with Riverton's small town, human scale character. This would include building a new street through the parcel with commercial establishments on both sides. A less extreme approach would be to rehabilitate the existing strip commercial building, and to infill the vast parking lot with additional mixed use buildings that front both Broad Street and the restored Nu-Way structures. Again, a new street with on-street parking and sidewalks would replace the current sea of asphalt.

### Area 2: Vacant Land Northeast of Station

Northeast along Broad Street is a one-acre parcel that is currently vacant. This parcel is adjacent to a small parcel, owned by the Borough of Riverton, that is landscaped and features a sign welcoming visitors to Riverton. This land is currently zoned for NB Neighborhood Business use. If developed according to the requirements of this zoning district, as small-scale commercial or office uses, this parcel could make Riverton even more supportive of transit. Development on this site should reflect the architectural features, general design, and landscaping of the cluster of commercial uses across the street.

### Area 3: Station Turnaround and Parking Design

The Riverton Borough Council has endorsed a design for the station area that shows adequate parking for transit users, a passenger drop-off area outside the station, traffic flows in the station area, and appropriate locations for landscaping and pedestrian access. The features shown in this map are consistent with the goals of transit-oriented development, and seem appropriate for this station.

## MASTER PLAN RECOMMENDATIONS

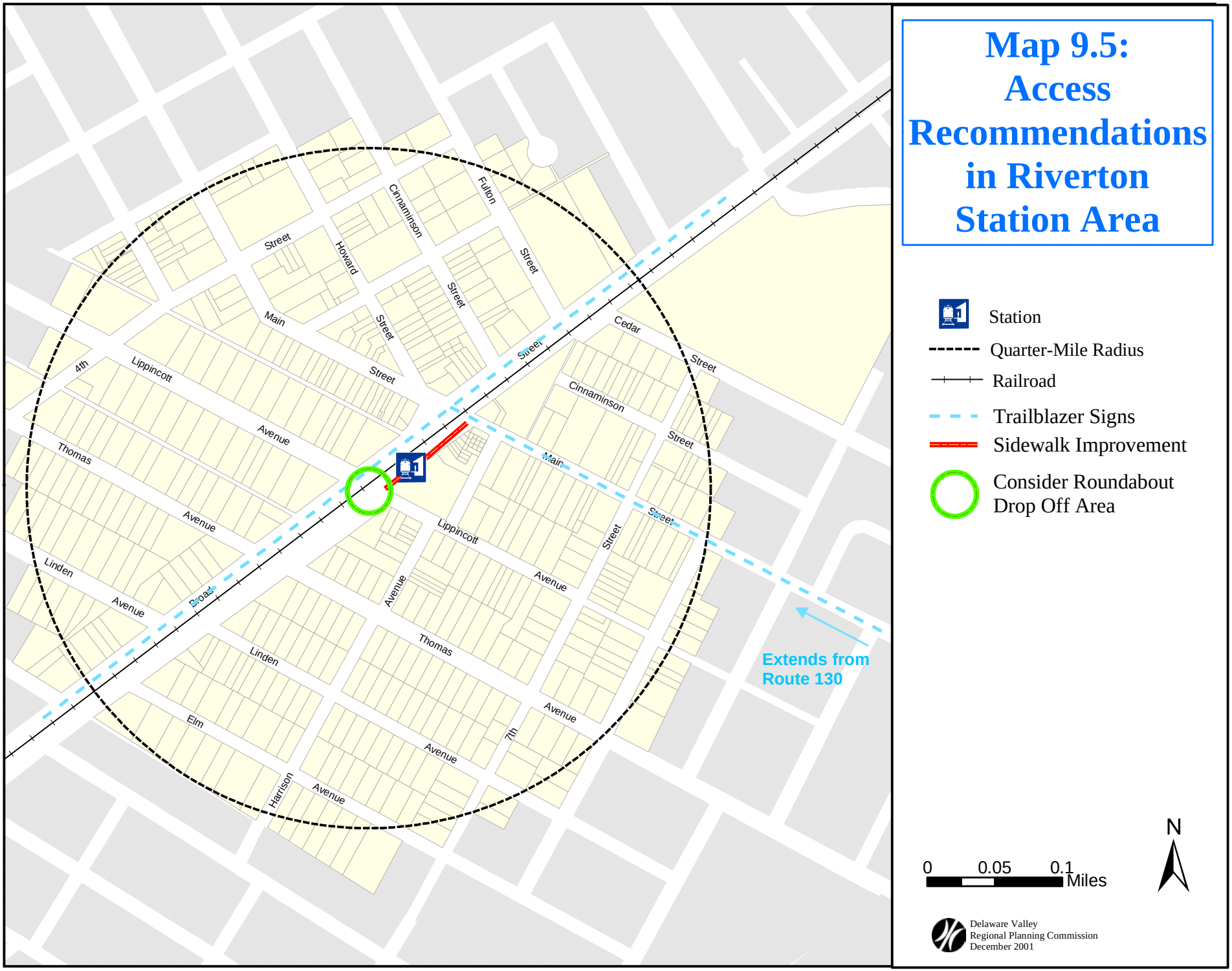
While the Master Plan of Riverton Borough encourages the type of development that supports transit and pedestrian activity, it does not specifically refer to transit-oriented development. To further strengthen transit-oriented development principles within Riverton, the following language, along with a description of what transit-oriented development is, should be added to its Master Plan.

The following statements articulate the primary intent for encouraging transit-oriented development:
a) Reinforce a mixed use, small town character that complements the existing traditional vernacular architecture and street layout of the surrounding community.

b) Reinforce the transit orientation of the neighborhoods adjacent to the proposed light rail station, taking advantage of the existing high residential densities, and encouraging commercial and institutional uses for prospective residents and for transit riders.
c) Allow a range of small-scale commercial and institutional uses within easy walking distance to adjoining residences.
d) Accommodate a variety of housing types, including multi-family buildings, twins, and single-family detached houses.
e) Encourage mixed uses within buildings, with commercial uses on the ground floor and residential apartments above, for example.
f) Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood, as well as with future residences within the development.
g) Promote a strong pedestrian orientation of streets and buildings.
h) Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.
i) Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale and orientation, and of high quality design.
j) Give priority to pedestrian movement and access to buildings, open spaces and streets; discourage design that gives priority to vehicular convenience only.
k) Encourage a street circulation system that provides safe and convenient access but discourages high speed or heavy traffic volumes that are incompatible with pedestrian-oriented residential neighborhoods.
l) Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.
m) Use the commercial areas and common open spaces as community focal points.
n) Provide pedestrian and bicycle linkages between commercial areas, residential areas, and the light rail station.

## ZONING RECOMMENDATIONS

Zoning districts within walking distance of the proposed light rail station are conducive to transit-oriented development, permitting a range of transit supportive uses and requiring small minimum lot sizes. Only one change is recommended to Riverton's Zoning Ordinance, to facilitate the redevelopment of the Nu-Way shopping center.


Map 9.5:
Access
Recommendations
in Riverton
Station Area
Station
Quarter-Mile Radius
Railroad
Trailblazer Signs
Sidewalk Improvement
Consider Roundabout
Drop Off Area
Extends from
Route 130
Cinnaminson
Fulton
Howard
Main
Cedar
4th
Lippincott
Thomas
Linden
Broad
Elm
Harrison
7th
Street
Avenue
0
0.05
0.1
Miles
N
Delaware Valley
Regional Planning Commission
December 2001

### GB General Business

- ✔ Permit apartments on the second floor of commercial uses as a permitted use, to allow mixed-used redevelopment on the former Nu-Way shopping center site.

## ACCESS RECOMMENDATIONS

Adequate access to the station area by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. Access recommendations are listed below and are shown on Map 9.5: Access Recommendations in Riverton Station Area.

### Signage Improvements

- ✔ Erect trailblazer signs to direct traffic approaching the station from US 130 along Main Street, and also along East Broad Street.

### Other Improvements

- ✔ Conduct a study of the right turn lane from East Broad Street to Main Street to see if an extension is necessary to increase its capacity to accommodate traffic accessing the station.
- ✔ NJ Transit should evaluate the current bus service in the area and determine whether there is a demand for feeder service either by full sized buses or smaller circulator buses.



*Riverton's downtown.*

# CHAPTER 10

## PALMYRA STATION AREA PLAN - NINETEENTH CENTURY RAILROAD TOWN


## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# CHAPTER 10: PALMYRA STATION AREA PLAN - THE NINETEENTH CENTURY RAILROAD TOWN

Palmyra Borough is located in the southern portion of the Route 130 corridor, and is almost entirely developed. Palmyra consists of a downtown business district along Broad Street (County Road 543), a mix of single family and multifamily housing around downtown, and industrial uses in the southwestern end near Route 73. Its commercial core is linear, stretching over seven blocks, mostly on the west side of Broad Street. The rail line sits in the median along Broad Street. The borough's turn-of-the-century vernacular architecture, centrally located old-fashioned bandstand, and the railroad give Palmyra a comfortable small town feel.

## OVERVIEW OF RECOMMENDATIONS

- ✔ Consider minor changes to the Zoning Ordinance to reduce minimum lot sizes, add bed and breakfast establishments as a permitted use, create parking requirements for mixed use developments, and institute additional design guidelines.
- ✔ Update Master Plan with new minor land use/development objectives that reflect a more transit supportive land use pattern.
- ✔ Improve vehicular and pedestrian access to the light rail station by erecting trailblazer signage, requiring residential parking permits for affected residents, upgrading sidewalks, and coordinating bus service.

## STATION LOCATION

The Palmyra station is located on the south side of Broad Street (County Road 543), just east of the intersection of Cinnaminson Avenue (County Road 607), the main crossroads in town.

## DEMOGRAPHICS

The following demographic characteristics is for Palmyra Borough.

**Population Characteristics - 2000 Census**

| 1990 | 2000 | Absolute Change | % Change | % White | % Black | % Other Race |
|---|---|---|---|---|---|---|
| 7,056 | 7,091 | +35 | +0.5% | 81% | 14% | 5% |


*Town bandstand, across from station.*

### Other Characteristics - 1990 Census (2000 Census data not yet available)

| | |
|---|---|
| Median Income: $37,425 | County average: $42,400 |
| % Under Poverty Level: 4% | County average: 4% |
| % Vacant Housing Units: 7% | County average: 4.7% |
| % Owner-Occupied: 65% | County average: 75% |
| % Renter-Occupied: 28% | County average: 25% |

## LAND USE

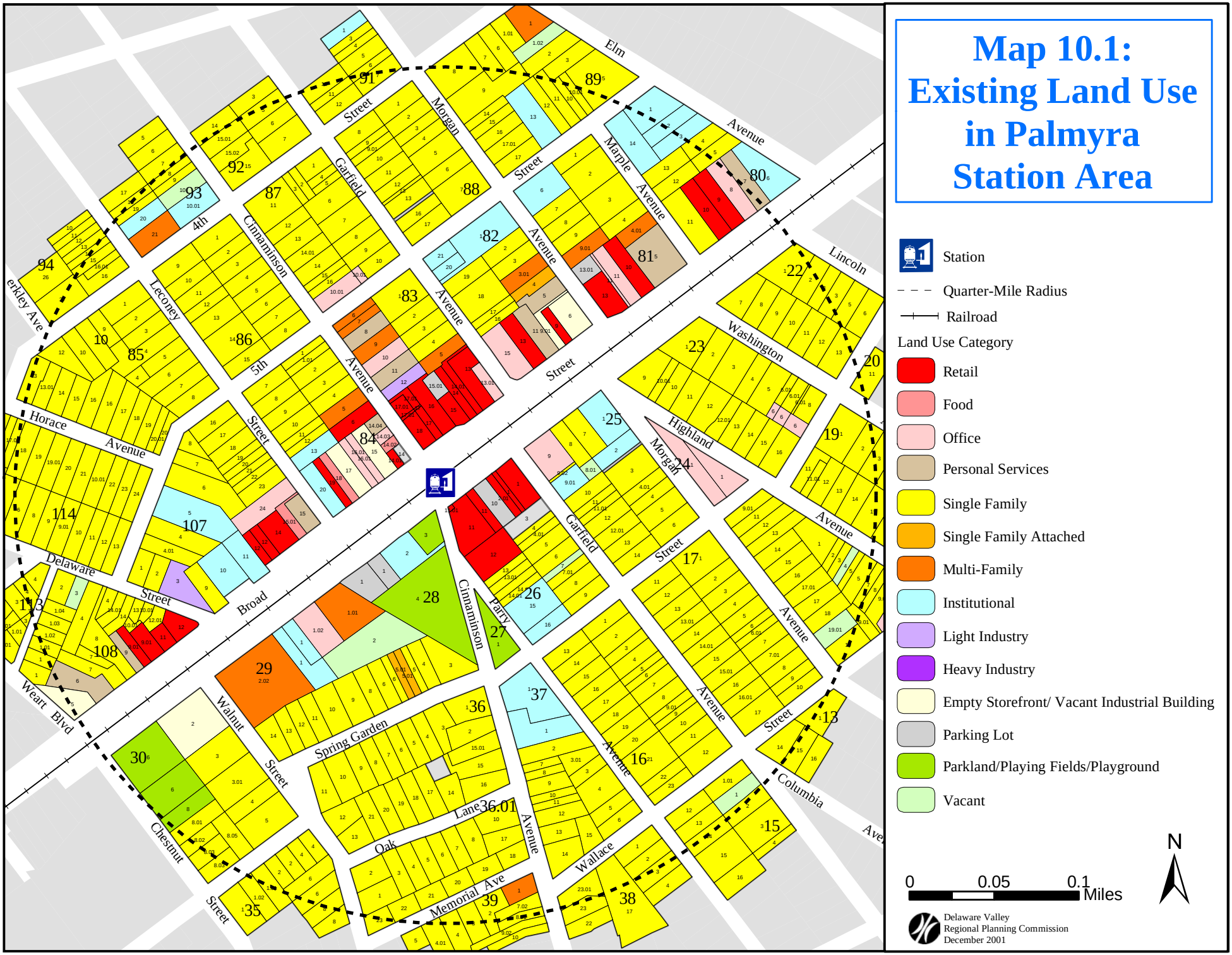
Palmyra's land use consists mostly of single family detached residential homes, laid out in a grid pattern, surrounding a commercial spine (Map 10.1: Existing Land Use in Palmyra Station Area). It has an older housing stock, with over half of the homes built prior to 1940. Unlike many of the other towns along the corridor, Palmyra has a newer waterfront condominium development, near the proposed Palmyra Cove restoration and the Tacony-Palmyra Bridge. Some other rental apartments are located at the intersection of Broad and Walnut Streets, only a block away from the light rail station.

Broad Street is the commercial spine of downtown, with some shops and services also located along Cinnaminson

### Figure 10.1: Land Use in the Palmyra Station Area

| Type of Use | Parcels in Station Area | As Percent of Total | Average: Seven Towns Studied | Acreage of Station Area |
|---|---|---|---|---|
| Residential: single family detached | 485 | 77.1% | 46.2% | 82.2 |
| Residential: single family attached | 3 | 0.5 | 29.1 | 0.3 |
| Residential: multi family | 13 | 2.1 | 1.9 | 3.3 |
| Parking lot | 5 | 0.8 | 2.4 | 0.6 |
| Vacant | 9 | 1.4 | 2.5 | 1.5 |
| Empty storefront | 6 | 1 | 1.8 | 1.4 |
| Retail | 34 | 5.4 | 3.0 | 4.6 |
| Food | 3 | 0.5 | 1.2 | 0.3 |
| Personal services | 10 | 1.6 | 1.4 | 2.0 |
| Office | 20 | 3.2 | 3.7 | 3.3 |
| Institutional | 28 | 4.5 | 3.5 | 7.5 |
| Light industry | 2 | 0.3 | 1.5 | 0.4 |
| Heavy industry | 0 | 0 | 0.3 | 0 |
| Parkland or open space | 6 | 1.0 | 0.6 | 2.9 |
| Other | 5 | 0.8 | 1.0 | 0.4 |
| TOTAL | 629 | 100% | 100% | 111.1 |

*Source: DVRPC Field Work, Spring 2001.*


Map 10.1:
Existing Land Use
in Palmyra
Station Area
Station
Quarter-Mile Radius
Railroad
Land Use Category
Retail
Food
Office
Personal Services
Single Family
Single Family Attached
Multi-Family
Institutional
Light Industry
Heavy Industry
Empty Storefront/ Vacant Industrial Building
Parking Lot
Parkland/Playing Fields/Playground
Vacant
N
0
0.05
0.1
Miles
Delaware Valley
Regional Planning Commission
December 2001
Elm Street
Morgan Street
Garfield Avenue
Cinnaminson Avenue
Marple Avenue
Lincoln Avenue
Washington Street
Highland Avenue
Morgan Avenue
Garfield Avenue
Cinnaminson Avenue
Parry Avenue
Leconey Avenue
Horace Avenue
Delaware Street
Broad Street
Weart Blvd
Walnut Street
Chestnut Street
Spring Garden Lane
Oak Avenue
Wallace Avenue
Memorial Ave
Columbia Ave
4th Street
5th Street

Avenue. In general, retail includes a hardware store, convenience stores, jeweler, gifts, flowers, bicycles, and very limited restaurant offerings (such as pizza and Chinese take out). Personal services include dry cleaning, bank, copy center, hair salon, and a travel agency, among others. There are a few professional offices, and some auto-oriented uses, including auto repair shops, auto resale, and a gas station. As with many smaller older towns, there are quite a few institutional uses, including the town hall, schools, cemetery, parks, post office, and churches. There are approximately six empty storefronts in the station area.

Palmyra Borough, compared to the other towns in the study, has a larger share of single family detached residential units, as well as multi-family units, including the condominiums located along the waterfront. It had fewer empty storefronts than other towns in the corridor, but still some commercial vacancies along Broad Street that need to be remedied for a vibrant streetscape. It has higher than the average amount of retail space, but less food establishments than other towns studied. Palmyra has relatively little light industry and no heavy industry in the station area.

### Land Use and Transit Supportiveness

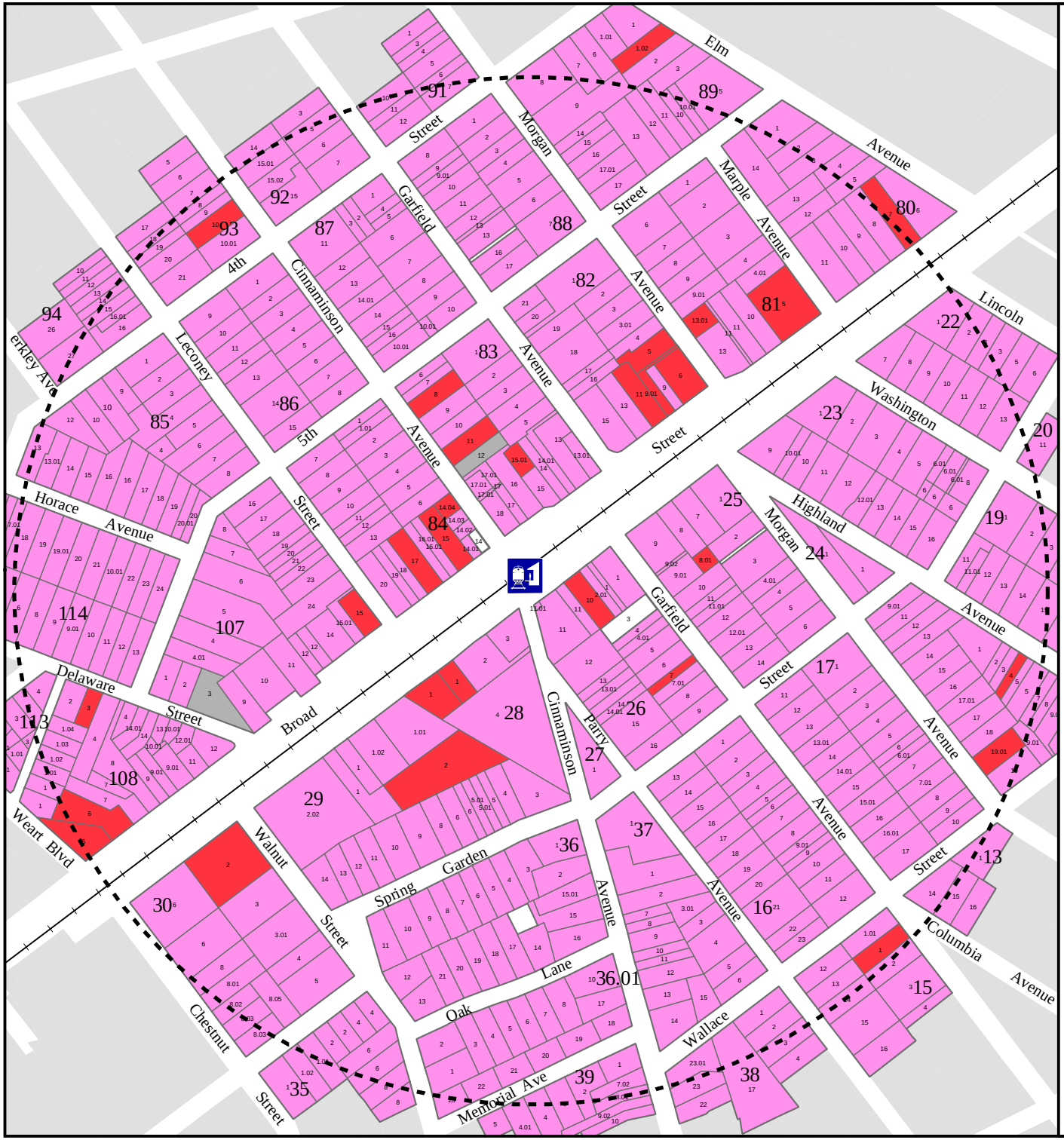
Palmyra's overall land use mix is very transit supportive, with retail, personal services, office, and single and multifamily residential uses clustered around the station area. Directly adjacent to the station is a public park, municipal buildings, a Wawa convenience store, and several small retail establishments. See Map 10.2: Transit Supportiveness in Palmyra Station Area.

Transit supportive uses that are absent and would probably fill a market need include day care centers, toy stores, bakeries, coffee shops, take out/prepared food stores, and movie theaters. There are a few empty storefronts very close to the station that may be large enough for some of the retail needs. The station's location adjacent to the municipal functions of town (city hall, post office, bandstand and park) is advantageous, as this area could become the true heart and crossroads of town. The opportunity exists to make this into an even more inviting town center and lively public space.

## TRANSPORTATION AND ACCESS

The Palmyra station will be located in the center of Broad Street between Cinnaminson Avenue and Garfield Avenue, directly adjacent to the


*Palmyra streetscape.*




# Map 10.2: Transit Supportiveness in Palmyra Station Area

Delaware Valley
Regional Planning Commission
December 2001

main shopping district of the city. Given the station's urban location, it is designed to be primarily a walk-up station, with an estimated 250 daily boardings. Parking will be provided for 25 cars on the service road between Cinnaminson Avenue and Garfield Avenue.

The following streets will be the major access corridors to the light rail station:

**Cinnaminson Avenue (CR 607)** provides direct access to the station from US Route 130 and the surrounding communities of Moorestown, Palmyra and Cinnaminson. It has a 30 foot cartway width in the vicinity of Broad Street and a posted speed limit of 30 miles per hour.

**Broad Street (CR 543)** runs parallel to the rail line and has a posted speed limit of 35 miles per hour. It is served by the NJ Transit # 419 bus that connects communities along the Route 130 corridor between Trenton and Philadelphia. Broad Street is the spine of the commercial district and the light rail line travels down its median.

**Highland Avenue (CR 602)** provides a direct connection between Route 130 and Broad Street in Palmyra.

**Temple Boulevard** connects the Tacony Palmyra Bridge to Cinnaminson Avenue and to the station. It also acts as a collector for local traffic from the surrounding streets in Palmyra.

## REVIEW OF TOWN PLANS AND ORDINANCES

### Master Plan

The Palmyra Master Plan was reexamined and adopted by the Borough of Palmyra Planning Board in March 2001. It found that the trend towards the decline of the downtown business district continues, while new conditions to address included: the increasing numbers of people working from home and the impact light rail will have on Palmyra, among others. Significant recommended master plan changes include adding the assumption that "development having an impact on buildings and sites significant to the heritage of Palmyra should be reviewed and reported on by a Historic Advisory Commission." In addition, the master plan reexamination calls for the deletion of gas stations as permitted conditional uses in the Town Center district.

### Zoning

Palmyra's zoning prescribes five zoning districts in the station area, including: R-1 Residential Single Family, TC Town Center Commercial, NC Neighborhood Commercial, OC Office Commercial, and P Public and Institutional.

### R-1 Residential Single Family

This district permits single family residences at a density of approximately 5.8 dwelling units per acre, which is a fairly low density to support transit. The district does allow home occupation and home offices as accessory uses, which can be transit supportive by allowing more flexibility.

### TC Town Center Commercial

The Town Center district permits retail commercial uses, professional offices, and residential uses on the second floors of buildings in the Broad Street shopping district. This type of mixed use can be highly transit supportive, as these residences are in walking distance of the light rail station and the retail offerings of Broad Street. Structures are also strongly encouraged to be located on the front and/or side property line to reinforce the street line. This enables a continuous street front, which encourages pedestrian activity, including walking to transit. This district does allow gas stations as a conditional use, though these in general are not transit supportive. Fast food, drive-in and drive-up businesses, and residences on the first floors of buildings are prohibited. This is in keeping with the goal of commercial vitality in the district, and is transit supportive. The minimum lot area is 7,000 square feet.

### NC Neighborhood Commercial

The Neighborhood Commercial district allows any permitted Town Center use, along with single family dwellings, grocery stores and supermarkets. It prohibits the same prohibited uses as the Town Center district, and also allows gas stations as conditional uses. The minimum lot area is 5,000 square feet. This district is transit supportive.

### OC Office Commercial

The Office Commercial district encourages the creation of offices, as well as protecting the historic resources in the district. Professional and business offices are permitted. This district is transit supportive.

### P Public and Institutional

The Public and Institutional district permits publicly owned parks, playgrounds, recreation areas and buildings, municipal buildings, publicly owned educational uses, and county buildings. This district's proximity to the rail station is beneficial to creating a more coherent town center, with town functions and ceremonial space (like the bandstand in the park) located at the transit gateway into town. Thus, this district is transit supportive.

## RECOMMENDATIONS

Palmyra, along with the neighboring town of Riverton, are well situated communities that offer a small town lifestyle with the added amenity of views and boating on the Delaware River. Given their immediate proximity, their downtowns could be unified through similar and continuous streetscape improvements so that each town's residents and employees could support retail and services in both communities.

Palmyra itself can become a more vibrant place to live and work by strengthening the downtown retail base, especially attracting more ground floor retail, particularly restaurants and evening uses. Storefront facades should be improved, along with rehabilitating older housing stock. Bed and breakfasts could be allowed in the Town Center Commercial, Neighborhood Commercial, or Residential districts, with the conversion of some of the larger, and perhaps more difficult to maintain, homes. Downtown and residential parking should be convenient yet not detract from pedestrian activity, and public access to the waterfront and its connection to downtown should be enhanced.

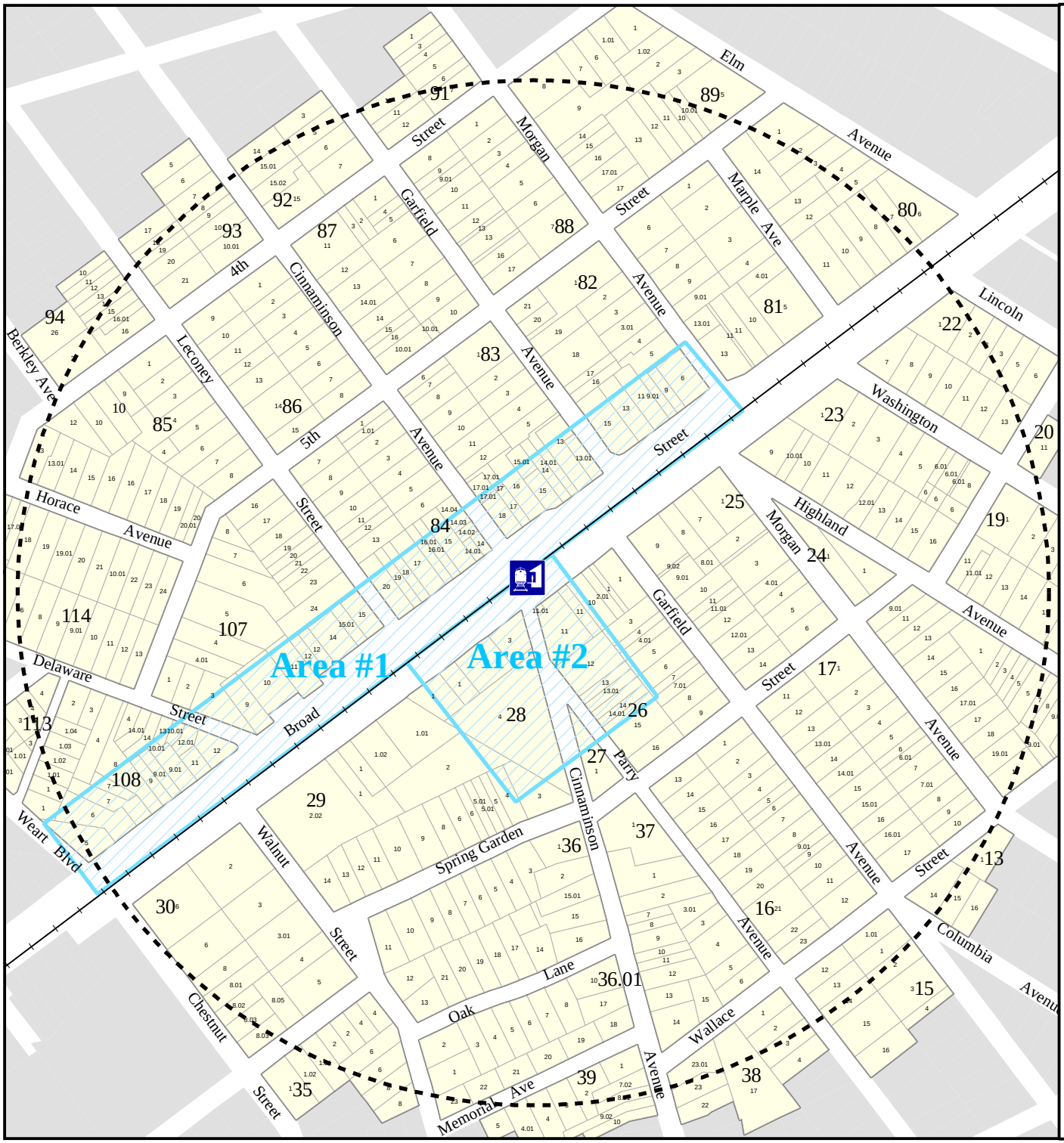
## DEVELOPMENT OPPORTUNITY AREAS

Two areas of redevelopment opportunity exist for transit supportive development in Palmyra. (See Map 10.3: Development Opportunity Areas in Palmyra Station Area.)

### Area 1: Empty Storefronts Along Broad Street

A handful of storefronts are vacant along Broad Street, including an auto repair shop for sale or lease, and several smaller storefronts with "for rent" signs prominently displayed. The Palmyra downtown is generally lacking in any type of destination retail, and has very few restaurants or food options. There are several vacant offices along Broad Street and Cinnaminson Avenue as well. Palmyra's downtown would greatly benefit from streetscape improvements, in addition to the large planters and banners already in place, such as new lighting, brick or other attractive sidewalk paving, additional landscaping, benches, and new store signage. Offering façade improvement grants would be helpful, since many of the commercial buildings are old or were formerly homes that have been converted into ground floor retail and are in need of repair. A vacant one story concrete block building on Broad Street, at the intersection of Weart, which looks like it was once an auto body shop, would make an excellent location for a coffee shop or restaurant with outdoor seating. There may be a need for environmental remediation, but it is

*Development Opportunity Area #1*




# Map 10.3: Development Opportunity Areas in Palmyra Station Area

Station

Quarter-Mile Radius

Railroad

Opportunity Area

## Opportunity Areas

Area #1: Empty Storefronts along Broad Street
Area #2: Immediate Station Area - Enhanced Town Center

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

an excellent location and the building, with its large front windows and retro style, has a lot of potential. In fact, old service stations across the country have been converted into other uses, including restaurants.

### Area 2: Immediate Station Area - Enhanced Town Center

To capitalize on the station location at Broad Street and Cinnaminson Avenue, the main crossroads of town, Palmyra should invest in improvements to turn this area into a vibrant town center. A historic school, cemetery, fire station, township hall, post office, and high school are all within walking distance. The pocket park and bandstand next to the station could be made into more of a small town square, with benches and a pathway. Wawa, directly across from the bandstand and the light rail station, could make aesthetic improvements to their parking lot. Additional streetscape improvements, especially enhanced crosswalks at all points surrounding this crowded intersection, would add to pedestrian and automobile safety. Since Broad Street is a wide street that can be quite daunting to cross as a pedestrian, and since the street also carries truck traffic, other traffic calming techniques should also be explored, such as bulbouts, longer walk signal timings, and enhanced pedestrian signage. The use of diagonal parking along sections of Broad Street helps to slow traffic down, and should be maintained and/or expanded.

## MASTER PLAN RECOMMENDATIONS

Since the master plan was just reexamined in March of 2001, there are only a few recommendations to consider in the underlying language and assumptions of the master plan. Much of the land use patterns in Palmyra are already transit supportive (such as medium density residential land uses on a grid around a commercial and institutional spine) and there are not large parcels of land to be developed or redeveloped that would require stricter design standards.

Some of the land use/development objectives from the 1992 master plan and furthered in the 2001 reexamination, could be strengthened to support transit-oriented development. These goals included:

- ✔ "The protection of residential areas from encroachment of commercial and industrial uses". While this goal was probably included for fear of heavy industrial or unsightly commercial establishments creating business in or adjacent to residential neighborhoods, the current zoning makes this difficult. In addition, transit-oriented


*Development Opportunity Area #2.*

*Vacant storefront - potential candidate for facade improvements.*

development encourages the mixing of uses, particularly residential and commercial (apartments above stores, or corner stores adjacent to single family homes, that reduce trip making) thus making the continued inclusion of this objective questionable. The goal could be restated as "Allow a range of small-scale commercial and institutional uses within an easy walking distance of adjoining residences." An additional objective might state, "Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood." The use of the term “industrial” could be qualified as well, to allow for light industry within the mix of uses.

- ✔ "The improvement of the downtown business district through the encouragement of commercial infill construction". This goal is on target - encouraging infill development downtown - though the infill does not necessarily have to be solely commercial. First floors along the downtown business district should be commercial uses, but the development of residential units or offices on upper floors should be encouraged as well. Restate this goal to include a mixed use emphasis, such as "the improvement of the downtown business district through the encouragement of mixed use infill construction".
- ✔ "The evaluation of residential densities, bulk standards, and land uses to ensure a desired quality of living." This goal is generic in approach, but could be expanded to discuss the benefits of mixed uses and higher densities, particularly in light of the fact that these types of development patterns support transit and higher quality transit service. An additional goal might state, "Alleviate the perceived impact of higher-density developments by requiring them to be of a pedestrian scale and character."

## ZONING RECOMMENDATIONS

Overall, the zoning districts in the Palmyra station area are supportive of transit-oriented development, with a few minor recommendations.

### TC Town Center Commercial

- ✔ Recommend deletion of gas stations as a conditional use in Town Center Commercial, in keeping with latest master plan reexamination.
- ✔ Consider reducing minimum lot area to 5,000 square feet (from 7,000 square feet) or less, to encourage new small businesses.
- ✔ Explore changing professional office into a conditional use, rather than permitted, since too many offices in retail facades can detract from a healthy retail base.

- ✔ Add bed and breakfast establishments as a permitted use.

### NC Neighborhood Commercial, R-1 Residential Single Family, R-2 Residential Multi-Family

- ✔ Add bed and breakfast establishments as a permitted use.

### Parking Requirements of Mixed Use

- ✔ Palmyra should investigate shared parking requirements for mixed use developments, rather than requiring a minimum from each use contained in the development. Shared parking should be encouraged.

### Design Guidelines

- ✔ Additional design requirements and standards should be prepared and incorporated into the zoning ordinance to reflect the small town character of Palmyra Borough. Compatible architectural styles, traditional street and block layouts, wide sidewalks, street trees and furniture, pedestrian scale street lighting, appropriate street widths, and other elements should be included. An example of such design guidelines can be found in Appendix A.

## ACCESS RECOMMENDATIONS

Adequate access to the station areas by multiple users, such as automobiles, pedestrians, and bicyclists, is important to creating a functioning transit station area. Map 10.4: Access Recommendations in Palmyra Station Area illustrates a variety of recommendations to improve access including:

### Signage Improvements

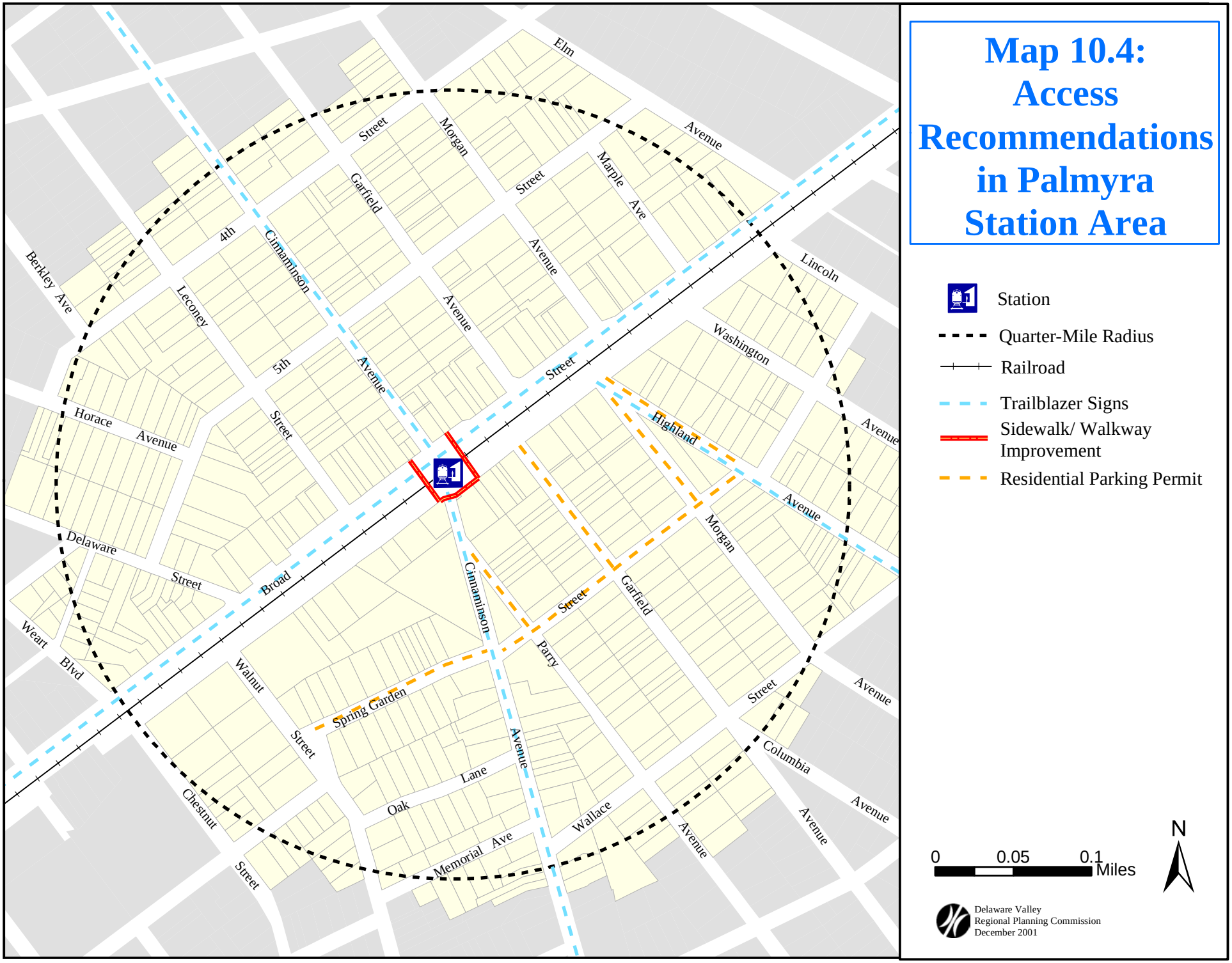
- ✔ Erect trailblazer signs along the major access roads (Cinnaminson Avenue, Highland Avenue, Broad Street and Temple Boulevard) providing directions to the station.

### Parking Improvements

- ✔ Consider requiring a residential parking permit program for on-street parking on Highland Avenue, Spring Garden Street, Garfield Avenue, Morgan Avenue and Parry Avenue in the vicinity of the station.

### Other Improvements

- ✔ Coordinate NJ Transit #419 bus service with the light rail schedule. Determine need for feeder service either by full sized buses or smaller circulator buses.
- ✔ Install clearly defined pedestrian crosswalks at the approach roads to the station.




# Map 10.4: Access Recommendations in Palmyra Station Area

- Station
- Quarter-Mile Radius
- Railroad
- Trailblazer Signs
- Sidewalk/ Walkway Improvement
- Residential Parking Permit

0 0.05 0.1 Miles

N

Delaware Valley Regional Planning Commission
December 2001

# CHAPTER 11

## IMPLEMENTATION AND FUNDING

## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

The recommendations contained in this report involve changes to planning documents, economic development strategies, and physical improvements. Various funding sources are available to implement these recommendations, mostly at the state level.

Since the Route 130 corridor has been designated a center by the New Jersey Office of State Planning, all of the stations in the study area have an advantage in applying for state-level funding. Some funding sources listed below require center designation for consideration, and most others give prioritized ranking to designated centers.

## STATE FUNDING

Funding information can be found on the New Jersey state website, especially the Department of Community Affairs webpage (www.state.nj.us/dca) or the Office of State Planning webpage (www.state.nj.us/osp).

### DISCRETIONARY AID PROGRAM

**Type of Assistance:** Implementation
**Description of Program:** Funding for emergency or regional needs. Any county or municipality may apply at any time. These funds can be used for, among other things, improvements to public transportation and bicycle and pedestrian facilities.
**Recipients of Assistance:** Municipality, county
**Program Sponsor:** NJ Department of Transportation, Local Government Services
Contact: Robert Goslin, 609-530-3641

### LOCAL AID FOR CENTERS OF PLACE

**Type of Assistance:** Implementation
**Description of Program:** Funding in support of centers designated by the State Planning Commission. Funding is for non-traditional transportation projects, including pedestrian and bicycle facilities, scenic or historic transportation programs (including waterfront access), parking and circulation management, adaptive reuse of railway corridors, landscaping / beautification of transportation related facilities, downtown

streetscape improvements, and rehabilitation of transportation structures. The project must be consistent with the goals of the State Development and Redevelopment Plan.
**Recipients of Assistance:** Designated centers
**Program Sponsor:** NJ Department of Transportation, Local Government Services
**Contact:** Robert Goslin, 609-530-3641

## LOCAL BICYCLE / PEDESTRIAN PLANNING ASSISTANCE

**Type of Assistance:** Planning - Technical Assistance
**Description of Program:** Provision of technical assistance to municipalities for local circulation plans, access management plans and bicycle / pedestrian plans in a partnership agreement.
**Recipients of Assistance:** Municipalities
**Program Sponsor:** NJ Department of Transportation, Office of Mobility Strategies
**Contact:** James Pivovar, 609-530-2873 or William Feldman, 609-530-8062

## LOCALLY INITIATED BICYCLE / PEDESTRIAN PROJECTS

**Type of Assistance:** Financial
**Description of Program:** Funding to enhance pedestrian and bicycle access and safety.
**Recipients of Assistance:** Municipalities and counties
**Program Sponsor:** NJ Department of Transportation, Local Government Services
**Contact:** Robert Goslin, 609-530-3641

## MAIN STREET NJ TECHNICAL ASSISTANCE

**Type of Assistance:** Planning - Technical Assistance
**Description of Program:** Technical assistance provided by nationally recognized professional downtown revitalization program providing business communities with the skills and knowledge to manage their own business districts, improving the economy, appearance and image of their traditional downtown.
**Recipients of Assistance:** Municipalities, NJ Businesses
**Program Sponsor:** NJ Department of Community Affairs, Main Street New Jersey
**Contact:** 609-633-6266

### MUNICIPAL AID PROGRAM, BICYCLE AND PEDESTRIAN PROJECTS

**Type of Assistance:** Implementation - Financing
**Description of Program:** Municipal aid given to support projects that will result in the creation of a new independent bicycle facility, making an existing roadway bicycle compatible, or making a safer environment for pedestrians. Examples include sidewalks, walkways, overpasses, underpasses, pedestrian bridges, crosswalks, signage, traffic calming.
**Recipients of Assistance:** Municipalities
Program Sponsor: NJ Department of Transportation, Local Government Services
Contact: Robert Goslin, 609-530-3641

### NEIGHBORHOOD PRESERVATION GRANTS

**Type of Assistance:** Implementation - Financing and Technical Assistance
**Description of Program:** To provide funding for direct financial and technical assistance to municipalities to conduct activities associated with the preservation of designated neighborhoods based on strategic revitalization plans with those municipalities. Appropriate neighborhoods are those that are threatened by decline, but that are still viable.
**Recipients of Assistance:** Eligible municipalities
**Program Sponsor:** NJ Department of Community Affairs, Housing and Community Resources
**Contact:** 609-633-6257

### NEW JERSEY URBAN SITE ACQUISITION LOANS

**Type of Assistance:** Implementation - Financing
**Description of Program:** Financial assistance to acquire vacant, abandoned properties that are part of a larger comprehensive urban redevelopment effort. The program will identify state and other funding sources for site preparation, construction, and all other aspects of redevelopment.
**Recipients of Assistance:** Eligible municipalities, non-profit and for-profit developers
**Program Sponsor:** NJ Department of Community Affairs, New Jersey Redevelopment Authority
**Contact:** 609-292-3739

### SMALL CITIES COMMUNITY DEVELOPMENT BLOCK GRANT

**Type of Assistance:** Implementation - Financing
**Description of Program:** To fund economic development, housing rehabilitation, community

revitalization and public facilities principally for low and moderate income residents and where other funding is not available. Housing rehabilitation and public facilities funds are directed mostly to designated centers.
**Recipients of Assistance:** Municipalities
**Program Sponsor:** NJ Department of Community Affairs, Housing and Community Resources
**Contact:** 609-633-6278

## SMART GROWTH PLANNING GRANTS

**Type of Assistance:** Planning
**Description of Program:** Smart Growth Planning Grants are intended to advance the legislative goals of the State Planning Act by helping local jurisdictions to plan for growth. The program is designed to promote comprehensive urban redevelopment that is sensitive to community needs, as well as efficient investment in and use of public infrastructure, affordable housing, environmental, natural, historic and cultural resource protection, and farmland preservation. Smart Growth Planning Grants can be used to create centers-based plans, master plans, economic development or redevelopment plans, regional strategic plans, zoning or site plan ordinances, or other planning documents. Multi-municipal applications for Smart Growth Planning Grants are encouraged.
**Recipients of Assistance:** Municipalities and counties
**Program Sponsor:** NJ Department of Community Affairs, Office of State Planning
**Contact:** 609-633-6912

## SPECIAL IMPROVEMENT DISTRICT

**Type of Assistance:** Planning - Technical Assistance, Information Sharing
**Description of Program:** Technical assistance to support economic and community development and management for New Jersey's downtown and business community providing advocacy, training and a clearinghouse of information of NJ's SID statute.
**Recipients of Assistance:** Municipalities
**Program Sponsor:** NJ Department of Community Affairs, Housing and Community Development
**Contact:** 609-633-6272.

## TRANSIT FRIENDLY COMMUNITIES FOR NEW JERSEY

**Type of Assistance:** Implementation - Funding
**Description of Program:** This program funds projects such as bus and rail passenger station and parking facility improvements,

railroad trestle painting, provision of jitney buses, and other related projects. It may also be used for economic development efforts in the station area. A related grant program is NJ TRANSIT's Transit Friendly Planning Assistance Program.
**Recipients of Assistance:** Municipalities
**Program Sponsor:** NJ TRANSIT
**Contact:** Jim McKenna, 973-491-8070

### TRANSIT VILLAGE INITIATIVE

**Type of Assistance:** Planning
**Description of Program:** This program is designed to raise municipal interest in transit stations, by acknowledging best practice models (municipalities that have used their transit stops to their advantage) and increasing priority for other state grants.
**Recipients of Assistance:** Municipalities
**Program Sponsor:** NJ Department of Transportation
**Contact:** Monica Etz, 609-530-5957

### TRANSPORTATION ENHANCEMENTS (TEA-21)

**Type of Assistance:** Implementation - Financing
**Description of Program:** Formerly ISTEA grants, TEA-21 provides grants for the following transportation-related projects: provisions for pedestrians and bicycles; safety and educational programs for pedestrians and bicyclists; scenic easements or historic site acquisition; scenic or historic highway programs; landscaping and other scenic beautification; historic preservation; rehabilitation of historic transportation buildings; preservation of abandoned railways corridors; control and removal of outdoor billboards; archaeological planning; environmental mitigation of stormwater; establishment of transportation-related museums. Designated centers receive additional consideration for Transportation Enhancements funding, and consistency with the goals of the State Development and Redevelopment Plan also increases a project proposal's chance of success.
**Recipients of Assistance:** Municipalities, counties, non-profits
**Program Sponsor:** NJ Department of Transportation, Local Government Services
**Contact:** Robert Goslin, 609-530-3641

### UPSTAIRS - DOWNSTAIRS MORTGAGES

**Type of Assistance:** Implementation - Financing
**Description of Program:** Provides FHA-insured, as well as private mortgage insurance below market rate funds, to acquire, rehabilitate

or refinance residential structures with a storefront commercial component. The program objective is to help municipalities and small businesses revive the mercantile and housing potential of Main Street and neighborhood commercial areas. No income limits apply.
**Recipients of Assistance:** Owner-occupants or small investors
**Program Sponsor:** NJ Department of Community Affairs, New Jersey Housing and Mortgage Finance Agency, Single Family Division
**Contact:** 609-654-6873

The programs listed above are not meant to be an exhaustive list of funding opportunities for study area municipalities, and contacting the above agencies may yield other possibilities for funding. In addition, several other New Jersey organizations may have funding available, although extensive details on their grant programs are not provided in this report. These organizations include:

### Downtown New Jersey

**Description of Program:** This program offers assistance to communities wishing to make improvements to their downtown and commercial districts. Downtown New Jersey hosts conferences and workshops throughout the year to provide forums for the exchange of information among those involved in improving downtown and commercial districts.
**Contact:** Beth Peterson, 908-218-7778

### New Jersey Economic Development Authority

**Description of Program:** NJEDA creates public / private partnerships to bridge funding gaps and to increase access to capital for the state's business community, with an emphasis on small and middle size businesses and non-profit organizations.
**Contact:** 609-292-1800

## FEDERAL AND OTHER FUNDING

In addition to funding available on the state level, some federal programs may be available to support transit-oriented development. A sampling of some of the most useful of these are listed below, but there are countless other programs that may offer aid.

### COMMUNITY DEVELOPMENT BLOCK GRANTS

**Description of Program:** Community Development Block Grants can be used for a range of activities, such as neighborhood revitalization, improved community facilities and services, economic development, and planning.

**Program Sponsor:** US Department of Housing and Urban Development

### FEDERAL TRANSIT CAPITAL INVESTMENT GRANTS

**Description of Program:** These grants are available to assist in the financing, acquisition, construction, and improvement of transit facilities in developed areas, and in the coordination of transit service with other transportation options.

**Program Sponsor:** US Department of Transportation, Federal Transit Administration

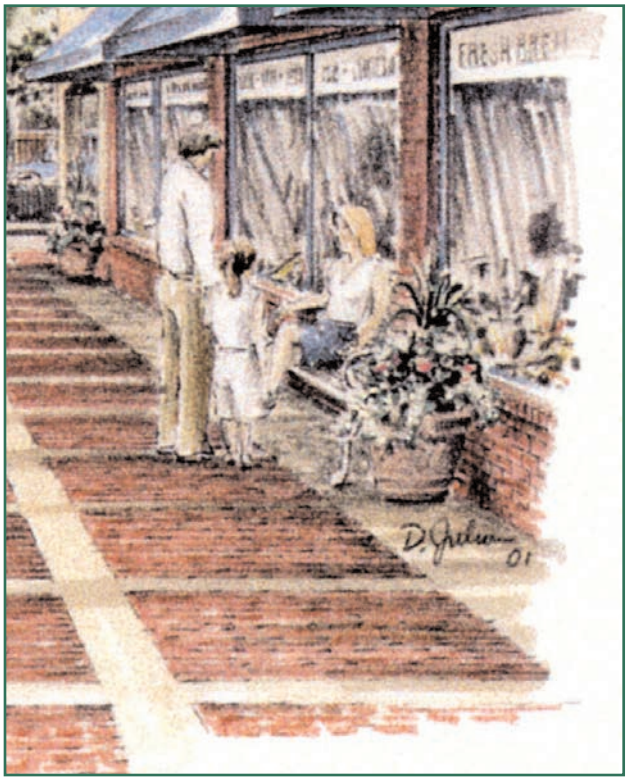
### SMART COMMUTE MORTGAGES

**Description of Program:** Smart Commute Mortgages assist people to buy homes in neighborhoods that are near transit stops and that are pedestrian-friendly. Residents of these neighborhoods place less demands on public infrastructure than residents of conventional suburban development. This program provides mortgage assistance to encourage homeownership in these neighborhoods, and allows homebuyers to qualify for a higher mortgage amount. Smart Commute Mortgages are currently available in only a few locations in the country, through Fannie Mae, but will be available in the Philadelphia area in the near future.

**Program Sponsors:** Fannie Mae, The Reinvestment Fund, local lending institutions

# APPENDIX A

## TRANSIT-ORIENTED DEVELOPMENT (TOD) DISTRICT ORDINANCE



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# APPENDIX A: TRANSIT-ORIENTED DEVELOPMENT (TOD) DISTRICT ORDINANCE

The following TOD district was drafted by DVRPC specifically for the area in Delanco Township between the Rancocas Creek and Coopertown Road, south of the railroad and north of the Planned Residential Development/Affordable Housing District. The proposed district was presented to the Delanco Township Planning Board and the County Director of Regional Planning several times during the winter and spring of 2001. The following text incorporates the comments made at those meetings. This ordinance can also serve as a model to other municipalities that hope to encourage transit-oriented development around an existing or future transit station.

## DELANCO TRANSIT-ORIENTED DEVELOPMENT DISTRICT (D-TOD)

### Section 1. Intent

The primary intent of the D-TOD is to support the goals, objectives and policies of the Master Plan of Delanco Township by permitting a mix of various housing types, businesses and institutional uses to create a pedestrian and transit-oriented neighborhood with a strong sense of community and place. Specifically, the D-TOD is intended to:

**A.** Create a mixed use, small town character that complements the existing traditional vernacular architecture and street layout of the adjacent neighborhood across Pennsylvania Avenue in Delanco Township.

**B.** Create a new transit-oriented neighborhood adjacent to the proposed Southern New Jersey Light Rail Transit Line station that will provide transit supportive residential densities and commercial and institutional uses for prospective residents and that can encourage transit ridership.

**C.** Allow a range of small scale commercial and institutional uses within easy walking distance of adjoining residences.

**D.** Accommodate a variety of housing types and discourage one housing type from dominating the streetscape.

**E.** Ensure that the scale and character of future commercial and institutional uses are compatible with the existing character of the adjacent neighborhood across Pennsylvania Avenue, as well as with future residences within the development.

**F.** Promote a strong pedestrian orientation of streets and buildings.

**G.** Develop businesses, institutions, streets, sidewalks, common open spaces, and homes that promote social interaction as well as privacy.

**H.** Alleviate the perceived impact of higher-intensity developments by requiring them to be of a pedestrian scale, bulk, and orientation.

**I.** Give priority to pedestrian movement and access to buildings, open spaces, and streets; and discourage design that gives priority to vehicular convenience only.

**J.** Create a street circulation system that provides safe and convenient access but discourages high speed or heavy traffic volumes that are incompatible with pedestrian-oriented residential neighborhoods.

**K.** Use scale, building orientation, architectural features, landscaping and common open spaces to establish and reinforce community identity.

**L.** Use the proposed commercial area and common open spaces as community focal points.

**M.** Protect the riparian buffer of the Rancocas Creek and provide public access to the Rancocas Creek waterfront.

**N.** Provide pedestrian and bicycle linkages between the proposed Rancocas Creek Greenway and the commercial area and light rail train station.

## Section 2. PERMITTED USES

A. Permitted Uses. The following uses are permitted in the D-TOD:

1. The following residential uses:
a. Village single-family detached dwellings.
b. Single-family attached dwellings (twins)
c. Townhouses
d. Apartments above non-residential building space

2. Passive open space, including village greens

3. The following non-residential uses:
a. Retail commercial uses, personal service businesses, restaurants and cafes, and financial establishments, provided no drive-through facilities are provided for any of these uses.
b. Offices

4. The following accessory uses:
a. Private garages
b. Refuse enclosures
c. Utility sheds
d. Private swimming pools
e. Off-street parking and loading

B. Conditional Uses. The following uses shall meet the conditional use requirements set forth in the Delanco Township zoning ordinance:

1. Schools, day care centers, elderly day care centers, churches, and other religious establishments, municipal offices, community centers, libraries, and post offices.

2. Cultural facilities such as museums, auditoriums and conservatories.

3. Public transit stations and bus stops.

C. Prohibited Uses. The following uses shall be prohibited: motor vehicle sales and service operations, lumber yards and other establishments requiring outdoor storage of goods, sexually oriented businesses, adult bookstores and peep shows, auction markets, pawn shops, massage parlors, tatoo and body piercing establishments, animal grooming establishments, kennels, amusement arcades, cell towers, and check cashing businesses.

## Section 3. TRACT SIZE

Permitted Uses listed above in Section 2.A and Conditional Uses listed above in Section 2.B. may be developed as individual uses or as part of a Mixed Use Development, depending on the existing overall tract size that exists as of the date of adoption of this ordinance, in accordance with the following table:

| | EXISTING TRACTS OF <5 ACRES | EXISTING TRACTS OF 5 ACRES OR GREATER |
|---|---|---|
| Any uses listed above in Section 2.A.1a-c, 2.A.2, 2.A.4, or 2.B, either as single uses or a mix of uses. These uses do not need to meet the requirements of Sections 4.B, C, and D | Permitted | Not Permitted |
| Mixed Use Development (all permitted uses): requires a mix of residential and non-residential uses and at least 30% open space, in accordance with Section 4. | Not Permitted | Permitted |

## Section 4. DENSITY, MIX, AND GENERAL LAYOUT REQUIREMENTS

### A. Density

1. Mixed Use Developments (MXD) shall have a maximum gross density of 2.75 dwelling units per acre, which shall be calculated based on the entire tract area.

2. In MXDs, the following density bonuses are provided:

a. A density bonus of a ¼ du/acre for meeting non-residential building design standards in Section 7.B.1.
b. A density bonus of ¼ du/acre for meeting residential building standards in Section 7.B.2.
c. A density bonus of ¼ du/acre for meeting street pattern standards in Section 4.D.7.b.
d. A density bonus of ½ du/acre for increasing the open space along the Rancocas Creek from 300 to 400 feet wide, as in Section 8.B.1.
Meeting all four standards yields an additional 1.25 du/acre, or an overall gross density of 4 du/acre.

3. Individual residential lots that are part of a tract less than 5 acres in area shall have a maximum gross density of 3 du/acre.

### B. Overall Mixed Use Requirements

1. Within MXDs, all land shall be divided into lots and streets, with the tract divided into residential lots, non-residential lots, open space lots, existing streets, and/or proposed streets.

All proposed uses within a MXD shall meet the following mix requirements:

| USE | MINIMUM % OF GROSS TRACT AREA | MAXIMUM % OF GROSS TRACT AREA |
|---|---|---|
| Residential | 20% | 55% |
| Non-Residential | 15% | 25% |
| Open Space | 30% | 65% |

2. Land within the ultimate right-of-way of existing or proposed streets shall not be considered as part of residential, non-residential, or open space lots.

3. When MXDs are first subdivided, the use for each proposed lot within the development shall be designated as a non-residential, single-family detached, single-family attached, townhouse, apartment flat above non-residential, or open space lot. Development on individual lots must conform to this initial use designation.

### C. Residential Mixing Requirements

All residential portions of MXDs shall meet the following mixing requirements:

| RESIDENTIAL TYPE | % OF DWELLING UNITS |
|---|---|
| Village single-family detached | 30% - 45% |
| Single-family attached (twins) | 20% - 30% |
| Townhouses | 25% - 35% |
| Apartments above non-residential | 0% - 10% |

### D. General Layout of Mixed Use Developments

1. Mixed use developments shall be laid out so that non-residential buildings are located closest to the proposed train station and close to or adjacent to a village green.

2. Non-residential buildings, including any apartment uses, shall be clustered together, in one grouping.

3. Non-residential buildings should be placed with direct pedestrian connections between the train station, village green and residential area.

4. Townhouses and single-family attached units should be located nearest to the train station, non-residential buildings and village green.

5. The residential mix should be designed so that the different housing types are well integrated, similar to patterns found in traditional towns and villages.

6. To create variety along the streetscape, the developer is encouraged to mix housing types along a street.

7. Streets

a. Streets within the D-TOD shall be interconnected with each other and with streets on abutting properties. The D-TOD shall be connected with the adjacent senior housing development to the east and with Coopertown Road to the north.

b. MXDs with street patterns exhibiting the following characteristics, designed to incorporate *all* of the following features, may gain a density bonus of ¼ du/acre:

i. Rectilinear grid pattern

ii. Minimized area devoted to vehicle travel (maximum cartway widths of 26 feet)

iii. Utilization of at least one traffic calming technique (see Section 4.D.7.d for examples)

iv. Promotion of pedestrian movement

v. Street alignments with "terminal vistas" (the features seen at the end of the street) of the village green(s) and of the Rancocas Creek

vi. No more than one cul-de-sac, with its length limited to 350 feet

c. New residential streets must follow these specifications:

| | |
|---|---|
| Traffic flow | two way |
| Parking | both sides |
| Ultimate Right-of-way | 50 feet |
| Cartway Pavement width | 26 feet |
| speed | 25 feet |
| curb radius | 15 feet |
| drainage | curbs required |
| pedestrian accommodations | sidewalks both sides |
| pedestrian crossing | sidewalks must connect across designated crosswalks |
| landscaping | street trees providing canopies planted every 30-40 feet |
| bicycle accomodations | incorporated in pavement width |
| alleys | 16 feet, no parking, curbs, or sidewalks |

d. Traffic calming techniques such as bulb outs at corners, diagonal parking, and central medians with tree plantings are encouraged where appropriate.

e. Cul-de-sacs shall be avoided within the D-TOD district.

## Section 5.
## DIMENSIONAL REQUIREMENTS

| | Non-residential (with optional apartment flats on second floor) | Village Single- Family Detached (one dwelling unit per lot) | Single-Family Attached (twins - one dwelling unit per lot) | Townhouses (one dwelling unit per lot) |
|---|---|---|---|---|
| **Min. Net Lot Area** | 10,000 sq. ft. | 7,500 sq. ft. per du | 4,000 sq. ft. per du | 2,400 sq. ft. per du |
| **Min. Lot Width** | 100 feet | 75 feet | 40 feet | 45 ft. for end units 24 ft. for interior units |
| **Required front facade location, unless front facade faces Coopertown Road** | Zero feet to 10 feet from ultimate ROW line | Not less than 15 or more than 25 feet from ultimate ROW line | Not less than 15 or more than 25 feet from ultimate ROW line | Not less than 10 or more than 20 feet from ultimate ROW line with no parking in front yard |
| **Min. Side Yard** | 15 feet | 15 feet | 20 feet | 12 feet per end unit |
| **Min. Rear Yard** | 30 feet | 25 feet | 25 feet | 30 feet |
| **Requried facade location when building facade faces Coopertown Road** | Not less than 30 or more than 40 feet from ultimate ROW line | Not less than 30 or more than 40 feet from ultimate ROW line | Not less than 30 or more than 40 feet from ultimate ROW line | Not less than 30 or more than 40 feet from ultimate ROW line |
| **Max. Building Coverage** | 35% | 20% | 25% | 40% |
| **Max. Impervious Coverage** | 85% | 35% | 40% | 55% |
| **Min. Percent Green Space in Front Yard** | 0% | 50% | 50% | 40% |
| **Max. Building Height** | 35 feet | 35 feet | 35 feet | 35 feet |
| **Max. Dwelling Units per Building** | 8 | 1 | 2 | 8 |
| **Min. Distance Between Buildings on the Same Lot** | 25 feet | N/A | N/A | N/A |
| **Max. Building Length** | 100 feet for facades facing a street | N/A | N/A | N/A |

## Section 6. GENERAL REQUIREMENTS

A. All developments must provide open space in compliance with Section 8, herein.

B. Utilities. All developments shall be served by public sewer and public water, and all utilities shall be underground.

C. Ownership. The proposed site plan for a MXD shall be submitted as one cohesive site master plan for the entire tract.

D. Ownership and Maintenance of Common Open Space and Facilities. Common open space shall be deeded to and maintained by either the township or a homeowner's association according to NJSA 40:55D. This open space shall be permanently deed restricted from future subdivision and development.

## Section 7. DESIGN STANDARDS

### A. Pedestrian Design Standards

1. A minimum of 4 foot wide sidewalks are required along all road frontages.

2. Walkways are required to connect road frontage sidewalks to all front building entrances, parking areas, train stations, common open space, and any other destination that generates pedestrian traffic.

3. Where cul-de-sac streets are permitted by the governing body, sidewalk connections shall be required to connect the bulb of the cul-de-sac with the nearest through-road. These sidewalks shall be located in a right-of-way with a width of at least ten (10) feet which is fenced, physically defined as a public walkway, and/or contains softening buffers.

4. Sidewalks shall connect to existing sidewalks on abutting tracts and other nearby pedestrian destination points and transit stops.

### B. Building Design Standards

Density bonuses for ¼ du/acre are provided for meeting Non-Residential Building Design Standads found in B.1. and for Residential Building Design Standards found in B.2.

1. Non-Residential Building Design Standards. All non-residential buildings shall meet the following requirements:
a. Building Footprint. The maximum building footprint of non-residential buildings shall not exceed 8,500 square feet.
b. Building Orientation and Entrance. Front facades of non-residential buildings shall be oriented towards the proposed train station and/or village green within the mixed use tract, with a public entrance in this front facade. When buildings are located on corners, the entrance shall be located on the corner with an

appropriate building articulation, such as a chamfered corner, turret, canopy, or other similar building feature. The township may allow front facades to face existing streets, when these facades will extend an existing commercial district located along this existing street.

c. Walls and Windows. Blank walls shall not be permitted along any exterior wall facing a street, parking area, or walking area. Exterior walls in these locations shall meet the following criteria:

i.Such walls shall have architectural treatments that are the same as the front facade, including consistent style, materials, colors, and details.

ii.The ground floor of any wall facing a street, parking area, or walking area shall contain windows in accordance with the following requirements:

(a) The ground floor front facades of retail commercial uses, personal service businesses, and restaurants shall consist of at least 40% window area, but not more than 75% window area, with views provided through these windows into the business.

(b) Except for institutional uses, all other ground floor walls facing a street, parking area, or walking area shall contain at least 25% window area but not more than 75% window area, with views provided through these windows into the business.

(c) For institutional uses, ground floor walls facing a street, parking area, or walking area shall not consist of more than 75% window area.

iii. Dark tinted glass or reflective glass in windows is prohibited.

d. Roofs.

i. All non-residential buildings shall have pitched roofs covering at least 80 percent of the building with a pitch of at least 6 vertical inches to every 12 horizontal.

ii. Pitched roofs shall provide overhanging eaves that extend a minimum of one foot beyond the building wall.

e. Non-residential buildings must have at least a 5-foot off-set in all facades for every 40 feet of continuous facade. Such off-sets may be met through the use of bay windows, porches, porticos, building extensions, towers, and other architectural treatments.

f. Non-residential buildings shall contain materials, windows, doors, and architectural detailing that are compatible with adjoining residential buildings within the development.

2. Residential Building Design Standards

a. All dwelling units must have at least one primary entrance in the front facade. For single-family attached units, this requirement may be met if at least one of the units has its primary entrance in the front facade.
b. All residential buildings shall have pitched roofs covering at least eighty percent (80%) of the building with a pitch of at least six (6) vertical inches to every twelve (12) horizontal inches.
c. Single-family detached (village houses) and single-family attached (twins) must meet the following standards to gain the density bonus:

i. They shall contain a roofed but unenclosed porch extending across at least half of the front of the dwelling and being at least seven (7) feet in depth. For twins, at least one of the twin's porches must be in the front, the other may be located on the side.

ii. Garages are rear facing to an alley. All other off-street parking, including unenclosed parking spaces, must be located in the rear yard with access from the alley.

iii. All village houses and twins shall contain at least one of the following features:

(a) A front yard raised above sidewalk grade by at least two (2) feet.

(b) A front yard clearly defined by landscaping, hedging, picket fencing or a wall that defines the transition from public to private front yard space. Fences, hedges, and walls shall be limited to a maximum of 3½ feet in height. Entrances, gates, and corners should be articulated with decorative post treatment. Walls and fences should be architecturally compatible with the style, materials and colors of the principle building on the same lot. Solid wooden fences are permitted in rear and side yards only. Highway style guard rails, stockade, or contemporary security fencing such as chainlink, barbed or razor wire shall be prohibited.

(c) A first floor level of the house, including the front porch, that is raised at least two (2) feet above ground level at the front facade of the building.

iv. All townhouses shall have either front porches, covered porticos, or otherwise decorated entrances on the street facade of the building. Covered porticos are small decorated roofs on front columns over a raised stoop. This detail is one way of providing surface texture. Other decorated entrances can include stoops and steps faced in masonry, brick, slate, stucco or stone and railings and banisters in painted wood or wrought iron with architectural emphasis on the corners and newel posts.

Steps must be a minimum of 36 inches wide and can be connected to the front or side of the stoop platform.

## C. Parking Standards

1. Residential Standards. Garages, parking lots, and/or driveways should not be the dominant aspect of the building design, as seen from the street.

a. Garages shall be provided in rear or side yards, accessed from driveways, alleys, or adjacent streets.

b. When residential garage doors face a street, the garage shall comprise no more than thirty percent (30%) of the total area of the front facade elevation of a dwelling unit, measured from ground level to the lower edge of the roof, and the garage door must be set back at least 20 feet from the front facade. All other off-street parking, including unenclosed parking spaces, must be located behind the buildings' front facade. No more than two (2) garage doors facing a street may be located in a row. Such side by side garages associated with neighboring houses may share a driveway.

c. Single-Family Detached and Single-Family Attached Units. Garages for single-family detached and single-family atttached units shall meet one of the following design options:

i. The garage is side entry, so garage doors are perpendicular or radial to the street which the front facade faces.

ii. The garage is front-entry and set back at least twenty (20) feet from the front facade of the house.

iii. The garage is located behind the rear of the house. This garage may be detached from or attached to the house, and the garage doors may face any direction.

iv. The garage is rear entry, so garage doors are on the opposite side of the house from the front facade.

d. Townhouses

i. Interior Units. Townhouse units located in the interior or middle of the townhouse building shall meet the following requirements:

(a) Garages must be located behind the unit.

(b) Unenclosed off-street parking spaces must be located to the rear of the unit or in common parking to the side of the townhouse building.

ii. End Units. Townhouse units located at the ends of townhouse buildings shall meet the following requirements:

(a) Garages may be located behind the rear facade of the dwelling unit or may be side entry so the garage doors are perpendicular or radial to the street which the front facade faces.

(b) Off-street unenclosed parking

spaces may be located to the side or rear yards. They may not be located in front yard areas.

e. Apartments above non-residential. Parking areas and/or garages for any apartments provided above non-residential areas may be provided to the side or rear of the non residential building. When four or less apartments are built, parking may be accommodated on-street.

2. Non-Residential Buildings. Off-street parking for non-residential buildings shall comply with the following requirements:

a. Off street parking areas shall be located to the side and/or rear of non-residential buildings and shall be visually screened from existing and proposed streets by hedges, walls, buffer plantings, or similar site elements.

b. Off-street parking areas may not be located between buildings and streets.

c. Parking areas on abutting non-residential lots shall be interconnected by access driveways.

d. Each non-residential lot shall provide easements for its parking areas and access driveways guaranteeing access and use to all other non-residential lots within the tract.

e. Garage doors in non-residential buildings shall not face any existing or proposed street.

f. Non-residential parking lots shall be set back at least ten (10) feet from residential lots within the mixed use development and at least (10) feet from street ultimate rights-of-way.

3. Parking Requirements. All uses shall comply with the minimum parking requirements required by the Delanco Township Zoning Ordinance. Non-residential uses shall also comply with the following requirements:

a. For any non-residential use, the amount of parking that is provided shall not exceed 120% of the minimum parking requirement.

b. On-street parking along the front property line of a lot may be used to meet the minimum parking requirement for non-residential uses on that lot.

c. Required parking for a non-residential use may be located in a common parking facility or on an abutting lot, provided such spaces are located within 200 feet of the non-residential use.

d. When different non-residential uses share common parking, the total number of spaces required for all uses may be reduced when the Delanco Township Planning Board determines that the peak parking demand between two or more uses will be different enough to allow an overall reduction. The amount of required shared parking will depend on the amount and type of each use but may never be less than 75% of the total amount of parking required when shared parking is not used.

### D. Driveway Design Standards

1. For mixed use developments on tracts of five (5) acres or more, no individual lot , non-residential use, or dwelling unit shall take driveway access from an existing collector or existing higher classification road.

2. On existing tracts of land less than 5 acres, existing as of the date of adoption of this ordinance, and on lots created from such tracts of land, each lot shall have not more than one driveway access point per street on which the lot fronts. When feasible, abutting lots are encouraged to share a common driveway.

### E. Off-Street Loading Areas, Outdoor Storage, and Trash Disposal Areas

Non-residential uses shall meet the following requirements.

1. All loading areas and loading docks shall be located to the side and rear of buildings. Loading docks shall not be visible from public areas. All loading areas and loading docks shall be set back at least twenty-five (25) feet from residential property lines.

2. Overnight outdoor storage or display of materials shall not be permitted.

3. Trash disposal areas shall be located within buildings or within an opaque screened area that completely hides the trash and is located to the side or rear of the building. All outdoor trash disposal areas shall be set back at least twenty-five (25) feet from residential property lines.

### F. Landscaping

Street trees, buffers, parking lot landscaping, detention basin landscaping, and landscaping around non-residential buildings shall be provided, in accordance with the Delanco Township Land Development Ordinance.

### G. Signs

All signs shall comply with the requirements of the Delanco Township Zoning Ordinance.

## Section 8. OPEN SPACE STANDARDS

**A.** The following quantities of open space shall be provided by all developments containing ten (10) or more dwelling units:

| TYPE OF OPEN SPACE | MINIMUM AMOUNT TO BE PROVIDED |
|---|---|
| Total Open Space | 30% of gross tract area. Total open space includes village green. |
| Village Green | 5% of gross tract area. |

## B. Total Open Space

1. Open space shall consist of at least one village green and a minimum 300 foot wide preserved area along the Rancocas Creek. A density bonus of .5 du/acre may be gained by increasing the width of the preserved area along the Rancocas Creek to 400 feet wide, measured from the mean high water line.
a. Village greens are intended as well-defined, accessible, highly visible, safe and comfortable public areas that gives the immediate neighborhood a sense of open space and identity, and also function as communal places where residents may socially interact.
b. The creek buffer is primarily intended to protect water quality by filtering out non-point source pollution before it reaches the creek, absorb floodwaters, and provide habitat for wildlife. It may also incorporate scenic overlooks, trails and other passive recreational facilities like gazebos and picnic tables.

2. No portion of any building lot or road right-of-way area may be used for meeting the minimum required amount of total open space.

## C. Requirements

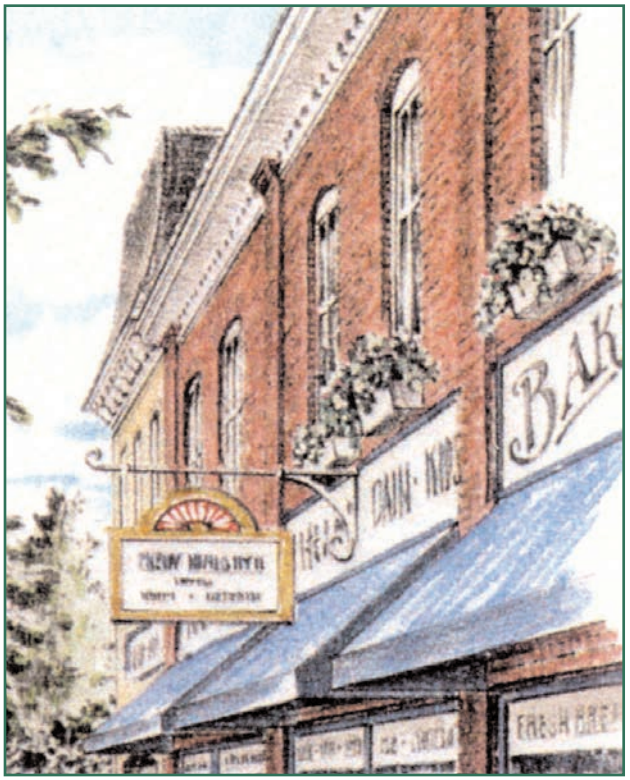
1. Village Green. The D-TOD may include one or more village greens, each of which shall:
a. Be at least fifteen thousand (15,000) square feet and no larger than forty thousand (40,000 square feet) in size;
b. Be configured so that a circle with a radius of seventy five (75) feet can fit within the confines of the green; and,
c. Be bounded along at least seventy-five percent (75%) of its perimeter by roads. When a village green is directly fronted on at least two sides by non-residential buildings with public doors facing the green, the Delanco Township Planning Board may allow the percentage of street frontage to be reduced to fifty percent (50%) of the green's perimeter.

2. Rancocas Creek frontage. An area at least 300 feet wide extending from the high water line must be preserved as open space to protect the riparian buffer for water quality purposes, to provide public access to creek, and to protect views of the creek. This area may only be developed for passive recreational uses such as trails, picnic tables, gazebos and pavilions. Community garden plots are permitted on 25% of the Rancocas Creek frontage open space, provided a setback of 100 feet from the high water line is maintained. Piers are permitted by conditional use.

3. Additional Open Space Standards
a. All dwelling units within the D-TOD shall be located within 750 feet of either a village green or the creekside open space.
b. Detention basins and other stormwater impounding areas, except for permanent wet ponds, may not be used to meet the minimum amount of required open space.

# APPENDIX B

## STATION STEERING COMMITTEES



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# APPENDIX B: STATION STEERING COMMITTEES

**Burlington City**
Jeff Taylor, Burlington City Engineer
Cammi Mohr, Councilwoman
Jim Fisher, Citizen
Herman Costello, Mayor
George Hulse, Citizen

**Edgewater Park**
Carol Ashinoff, Councilwoman
Maureen McBrearty, Councilwoman
June Madden, Township Administrator
Howard Smith, Citizen
Pat Leaf, Citizen
Mark and Joy Hurley, Citizens

**Riverside**
Gary LaVenia, Township Administrator
Chuck Hilton, Councilman
Jutta Fow, Citizen
Robert E. Renahan, Citizen

**Delanco**
Winston Chafin, Citizen
David Suter, Citizen
Harry Myers, Citizen
John Browne, Mayor
Joan Hinkle, Former Mayor
Janice Lohr (Alternate), Township Clerk
Victor Vittorino, Deputy Mayor

**Riverton**
John Laverty, Councilman
Ron Cesaretti, Councilman
Ed Gilmore, Councilman
Freeman ("Fritz") Moorhouse, Citizen
Roger Prichard, Planning Board Chairman

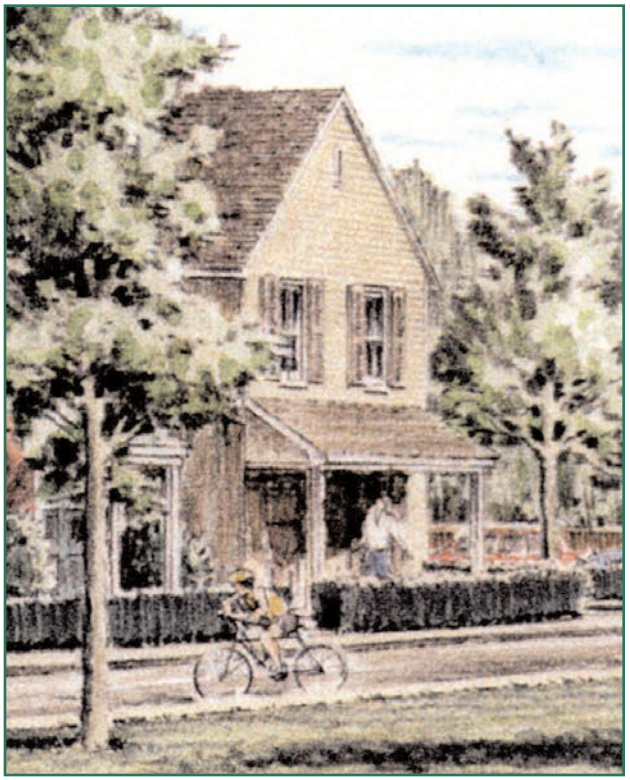
**Beverly**
Robert E.Lowden,Jr., Mayor, Planning Board
George Hahn, Jr., Councilman, Planning Board
Harry VanSciver, Chairman, Planning Board

**Roebling**
Michael Muchowski, Mayor
George Sampson, Chair, Redevelopment Authority
Richard A. Brook, Township Administrator
Bruce Garganio, Council President

**Palmyra**
Robert Leather, Mayor
Elizabeth Harmon, Councilwoman
John W. Gural, Jr, Councilman
Pamela Scott, Councilwoman
Kenneth Smith, Councilman
Joseph Threston, Councilman
John Weber, Councilman

# APPENDIX C

## STUDY STEERING COMMITTEE



## TRANSIT VILLAGE DESIGN IN BURLINGTON COUNTY

# APPENDIX C: STUDY STEERING COMMITTEE

Mark Remsa
Regional Planning Coordinator
Burlington County Department of Economic Development and Regional Planning
P.O. Box 6000
50 Rancocas Road
Mt. Holly NJ 08060-6000
(609) 265-5055

Gerald Savidge
Community Participation Specialist
Daniel, Mann, Johnson & Mendelhall Architects and Engineers, Inc.
One Hospital Plaza
Riverside NJ 08075
(856) 461-9550

Charles "Ty" Dickerson
Project Manager, SNJLRTS
New Jersey Transit
NJ Transit Headquarters
One Penn Plaza, 12th Floor
Newark NJ 07105-2246
(973) 491-8480

Mark Keener
Brown and Keener Urban Design
2300 Chestnut St, Suite 400
Philadelphia PA 19103
(215) 751-1133

Robert F. Brown
Brown and Keener Urban Design
2300 Chestnut St, Suite 400
Philadelphia PA 19103
(215) 751-1133

DVRPC Staff:
Karin Morris, Regional Planner & Project Manager
Richard Bickel, Deputy Director, Regional Planning Division
Robert Dean, Regional Planner
Patricia Elkis, Manager, Environmental Planning
David Anderson, Senior Transportation Planner
John Ward, Manager, Office of Corridor Planning
Chris Pollard, GIS Analyst
Kimberly Meyer, Graphic Designer

Delaware Valley Regional Planning Commission
The Bourse Building
111 S. Independence Mall East
Philadelphia PA 19106
(215) 592-1800

# BIBLIOGRAPHY


Borough of Palmyra, New Jersey. *Land Development Ordinance*.

Borough of Palmyra, New Jersey. *Reexamination of the Master Plan*. March 2001.

Borough of Riverton. *Master Plan*. January 1998.

Borough of Riverton. *Zoning, Chapter 128*. February 2000.

Burlington County, New Jersey. *Route 130/Delaware River Corridor Strategic Plan*. October 1998.

City of Beverly. *1999 Master Plan Update*. November 1999.

City of Beverly. *Redevelopment Plan*. August 2000.

City of Beverly. *Zoning*.

City of Burlington. *Zoning Ordinance*. 1996.

Delaware Valley Regional Planning Commission. *U.S. 130 Corridor Study, Transportation and Circulation*. August 1997.

GreenSpace Alliance of Southeastern Pennsylvania. *Transit-Oriented Development for Southeastern Pennsylvania Handbook*. March 1997.

Longman, Phillip J. "Traffic: How It's Changing Life in America." *U.S. News and World Report,* May 28, 2001.

McDowell, Edwin. "Location, Location, Commutation." *New York Times*. October 1, 2000.

Miara, Jim. "On Route: Evidence clearly shows that transit lines stimulate development." *Urban Land*. May 2001.

Montgomery County Planning Commission, Montgomery County, Pennsylvania. *Re-Creating the Neighborhood: Model Ordinance for Single-Family Development*. 1996.

Morris, Marya. American Planning Association. *Creating Transit-Supportive Land-Use Regulations*. PAS Report No. 468. December 1996.

New Jersey Institute of Technology. *Riverside Transit Village Project*. Fall 1999 and Spring 2000.

New Jersey Office of State Planning. *Designing New Jersey*. 2000.

New Jersey Transit. *Planning for Transit-Friendly Land Use: A Handbook for New Jersey Communities*. June 1994.

Pennsylvania Environmental Council. *National Report on Transit-Oriented Development*. January 1999.

Project for Public Spaces, Inc. *How Transportation and Community Partnerships Are Shaping America*. 1999.

Puget Sound Regional Council. *Creating Transit Station Communities In The Central Puget Sound Region: A Transit-Oriented Development Workbook*. June 1999.

Township of Delanco. *2001 Master Plan Revision*. April 2001.

Township of Delanco. *Zoning*.

Township of Edgewater Park. *2000 Master Plan Update*. March 2000.

Township of Florence. *Land Development Chapter 91 (from the Code of Florence Township)*. April 1999.

Township of Florence. *Report on the Reexamination of the Master Plan and Development Regulations*. June 1994.

Township of Riverside. *Chapter 255, Zoning*.

Township of Riverside. *Housing Plan*. 1999.

Township of Riverside. *Master Plan Update*. 1997.

Township of Washington, Mercer County, New Jersey. *Washington Township Town Center Zoning and Design Regulations*. February 1997.

Tully, Tom. "APTA/TRB Conference: Light Rail's On a Roll." *Passenger Transport*. November 27, 2000.

United States Department of Transportation, Urban Mass Transportation Administration, Office of Technical Assistance and Safety, University Research and Training Program. *Guidelines for Transit-Sensitive Suburban Land Use Design*. July 1991.

Urban Land Institute. *Charlotte, North Carolina South Corridor: A Strategy for Development along Interstate 77*. April 2000.

Voith, Richard. "Is Access to Center City Still Valuable?" *Business Review*. Federal Reserve Bank. July/August 1991.

# ACKNOWLEDGEMENTS

We would like to extend special thanks to the following people:

To the steering committees in the seven station areas, for your time and commitment to improving your communities, and for your input and constructive criticism of the findings and recommendations.

To Mark Remsa, Head of the Regional Planning Division at the Burlington County Department of Economic Development and Regional Planning, for sharing his expertise and insight into the Route 130 Corridor, and for facilitating our work with local governments and citizens.

To Gerald Savidge, Community Participation Specialist, and Ty Dickerson, Project Manger of SNJLRTS, for providing useful and up to date information on the progress of the rail line.

To Mark Keener and Bob Brown of Brown and Keener Urban Design, for inspired "before and after" illustrations and photo simulations of the light rail station areas, and for envisioning what could be in the future.

# PUBLICATION ABSTRACT

**Title of Report:** Transit Village Design in Burlington County
**Publication No.:** 02013
**Date Published:** March 2002

**Geographic Area Covered:** Burlington County, New Jersey

**Key Words:** transit-oriented development (TOD), transit village, transit supportiveness, New Jersey Transit, Southern New Jersey Light Rail Transit System (SNJLRTS), Burlington County, master plan, mixed uses, zoning ordinance, zoning overlay district; access improvement, development opportunity area, existing land use, real estate market, smart growth, sprawl

**Abstract:** In conjunction with the opening of a new light rail transit system in Burlington County - New Jersey Transit's Southern New Jersey Light Rail Transit System (SNJLRTS) - this report recommends specific measures to encourage transit-oriented development (TOD) surrounding light rail stations. Eight communities along the 34-mile light rail line from Camden to Trenton are studied, including: Beverly/Edgewater Park, Burlington City, Delanco, Palmyra, Riverside, Riverton, and Roebling (Florence Township). Recommendations include zoning and master plan changes, identification of development opportunity areas, access improvements, and funding resources. Each town's demographics, land uses, transit-supportive uses, and real estate market are summarized. In addition, information on transit-oriented development principles, benefits and barriers is provided that can be applied to station area planning for any transit system.

**DELAWARE VALLEY REGIONAL PLANNING COMMISSION**
The Bourse Building - 8th Floor
111 South Independence Mall East
Philadelphia PA 19106-2582

Phone: 215-592-1800
Fax: 215-592-9125
Internet: www.dvrpc.org

| | | |
|---|---|---|
| **Staff contacts:** | Karin Morris | Patty Elkis |
| **Direct phone:** | 215-238-2858 | 215-238-2838 |
| **Email:** | kmorris@dvrpc.org | pelkis@dvrpc.org |

Delaware Valley Regional Planning Commission

The Bourse Building, 8th Floor

111 South Independence Mall East

Philadelphia, PA 19106-2582

215.592.1800

www.dvrpc.org