

I. INTRODUCTION

The purpose of the Route 73 South Redevelopment Plan is to provide a framework for the improvement and revitalization of the area as designated by the Planning Board, Mayor, and Borough Council. The recommendations contained within this document will provide a structure for both physical improvements to the lands and structures within the Route 73 South Redevelopment Area as well as policies to guide said improvements.

The statutory requirements as per N.J.S.A 40A:12A-7 states that “The redevelopment plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
2. Proposed land uses and building requirements in the project area.
3. Adequate provision for the temporary and permanent relocation, as necessary of residents in the project area, including an estimate of the extent which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the local housing market.
4. An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.
5. Any significant relationship of the redevelopment plan to (a) the master plans of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” P.L. 1985, c. 398 (C.52:18A-196 et al).

As described in the Determination of Need report as approved by the Planning Board, Mayor and Borough Council, within the nearly built-out Borough, the Route 73 South Area is defined as the area extending just south of the Tacony Palmyra Bridge, and west from the frontage along New Jersey State Highway (N.J.S.H.) 73 to the Pennsauken Creek or governmentally-owned lands, and then south to the Burlington County Bridge Commission property surrounding the River Road - N.J.S.H. 73 intersection.

The area includes the following parcels and is depicted on the attached Exhibit 1, Base and Zoning Map. Block 77, Lots 1 - 3; Block 78, Lots 2.01 - 3; Block 135.01, Lot 1; Block 138, Lots 1 - 3; Block 139, Lot 1; Block 140, Lots 1 - 3; Block 142.01, Lot 1; Block 143, Lot 1; Block 144, Lot 1; Block 145, Lot 1; Block 146, Lots 1 & 2; Block 154, Lots 2.01 & 4.01; Block 156, Lots 1 - 6.01 & 16; and, Block 156.01, Lots 1 - 1.03.

IIa. GOALS AND OBJECTIVES

The overarching goals for the Route 73 South Redevelopment Area are to:

- Eliminate blighted conditions which are negatively impacting the quality of life for residents;
- Develop new opportunities to increase ratables;
- Create new opportunities for community recreation and cultural activities;
- Create a visually appealing gateway into the Borough of Palmyra, Burlington County, and the State of New Jersey;
- Create a core node of mixed use development to preserve existing open space, and to better utilize the frontage and access to the Route 73 South transportation corridor; and,
- Provide for the remediation of contaminated parcels within the Area.

Specific objectives for the Route 73 South Area include:

- Eliminating nonconforming uses in the area and create a new mixed use district;
- Remediating existing brownfields;
- Creating opportunity for new commercial, hospitality and cultural/recreational facilities; and,
- Providing new passive recreational opportunities to complement existing facilities at the Palmyra Cove Nature Park.

The Redevelopment Plan will facilitate the Borough's efforts to achieve these goals and objectives, and will improve the quality of life for residents and the economic development climate for the entire Borough. In addition, any redevelopment should have minimal significant impact on existing Borough facilities, utilities and roadways.

IIIb. PHYSICAL DESCRIPTION OF THE ROUTE 73 SOUTH REDEVELOPMENT AREA

The Route 73 South Redevelopment Area contains approximately 186-acres of land area. This 186-acres includes wetlands and brownfields which either are undevelopable due to state and federal regulations, or will likely require remediation prior to development, dependent on the final use and siting of facilities.

The area includes: Block 77, Lots 1 - 3; Block 78, Lots 2.01 - 3; Block 135.01, Lot 1; Block 138, Lots 1 - 3; Block 139, Lot 1; Block 140, Lots 1 - 3; Block 142.01, Lot 1; Block 143, Lot 1; Block 144, Lot 1; Block 145, Lot 1; Block 146, Lots 1 & 2; Block 154, Lots 2.01 & 4.01; Block 156, Lots 1, 1.01, 1.02, 1.03, 1.04, 1.05, 1.06, 2, 2.01, 3.01, 4.01, 5.01, 6.01 and 16; and, Block 156.01, Lots 1 - 1.03.

Physically, the area is located in the westernmost portion of the Borough and is bounded by the Pennsauken Creek or New Jersey Department of Transportation owned lands to the north, west, and south, and Route 73 to the east. See also the attached Exhibit 1, Base and Zoning Map, located in the appendix.

IIIa. RELATIONSHIP OF THE ROUTE 73 SOUTH REDEVELOPMENT PLAN TO DEFINITE LOCAL OBJECTIVES:

The Route 73 South Redevelopment Area plan is consistent with the local objectives as described in the Borough of Palmyra 2000 Master Plan Reexamination Report. The Report's *Major Land Development Problems* section includes the following issues which will be specifically addressed by the Redevelopment Plan:

- The not fully productive use of lands contiguous to the Route 73 corridor.
- Constraints imposed, via regulation, on the environmentally sensitive lands on the west side of Route 73 in proximity to the Delaware River.
- The vacancy of the drive-in theater site on the west side of Route 73.

The 2001 Reexamination Reports also lists the following in the *Land Development Objectives* section:

- The expansion of open space through the development of parklands along the Delaware River from the Pennsauken Creek to Riverton, and through the development of a linear park and the anticipated Heritage Trail.
- The encouragement of commercial development along the Route 73 corridor so as to expand the tax base while concomitantly preserving adjoining residential areas.
- The undertaking of initial steps leading to environmentally sensitive development of lands west of Route 73.

Similar goals and objectives were also identified in the 1992 Master Plan for the Borough of Palmyra.

IIIb. PROPOSED LAND USES AND BUILDING REQUIREMENTS:

1. EXISTING ZONING

There are currently two (2) zoning districts within the Route 73 South Redevelopment Area, the Highway Commercial (HC), and the Open Space (OS) district.

The HC zone includes: Block 143, P/O Lot 1; Block 144, P/O Lot 1; Block 154, P/O Lot 4.01; and, Block 156, Lots 1.01, 2, 2.01, 3.01, 4.01, 5.01, and 6.01.

The OS zone includes: Block 77, Lots 1 - 3; Block 78, Lots 2.01 - 3; Block 138, Lots 1 - 3; Block 139, Lot 1; Block 140, Lots 1 - 3; Block 142.01, Lot 1; Block 143, P/O Lot 1; Block 144, P/O Lot 1; Block 145, Lot 1; Block 146, Lots 1 & 2; Block 154, Lots 2.01 & P/O 4.01; Block 156, Lots 1.02, 1.03, 1.04, 1.05, 1.06, and 16; and, Block 156.01, Lots 1 through 1.03.

Open Space (OS): This district contains a former mining operation which is now an organic material recycling facility. The portion of the OS district within the Route 73 South Redevelopment Area contains approximately 100-acres.

Highway Commercial (HC): This approximately 85-acre district contains a mix of commercial and residential (five single-family dwellings) uses. The residential and the largest commercial use are nonconforming. However, these uses predated any zoning within the Borough. This area also includes vacant and/or dilapidated structures.

See Exhibit 1, Existing Zoning and Base Map for area details.

2. PROPOSED ZONING

The existing OS and HC zones will receive a redevelopment overlay as part of the Redevelopment Plan. The overlay zone will include the entire Route 73 South Redevelopment Area, as identified by the Planning Board and governing body. The Redevelopment Overlay will permit a mix of commercial/retail, and recreational facilities, and will include provisions for a greenway along Route 73, and significant buffers for environmentally sensitive area (as defined by the New Jersey Department of Environmental Protection) and the Palmyra Cove Nature Park.

Residential uses, outdoor vending, extractive uses, outdoor storage facilities, motor vehicle sales and repair, and petroleum product sales facilities will be prohibited in the Redevelopment Overlay district.

“Big-box” retail facilities, defined as those with more than 50,000 square feet of floor area, will be permitted as a conditional use. However, if a “Big-Box” retail facility or facilities are constructed on the site either as part of an overall development scheme or as the sole development, a maintenance and demolition bond will be required to discourage the extended vacancy and abandonment of such facility.

The Redevelopment Overlay development regulations will include design standards for building height, facades, signage, sidewalk, parking access and layout and other related improvements. This will facilitate the creation of an overlay district in which the buildings do not overwhelm the greenway along Route 73 and the adjacent Palmyra Cove Nature Park, and are in harmony with the environs. The development regulations will also require similar architectural styles and facades on all new construction within the overlay zone. The regulations will provide a framework to ensure any new development will be pedestrian-friendly and provide a pleasant viewscape for motorists traveling Route 73 and accessing the Tacony Palmyra Bridge.

See Exhibit 5, Proposed Overlay Zoning Map for area details.

3. PROPOSED IMPROVEMENTS AND DESIGN STANDARDS

There are a number of recommendations for the Route 73 South Redevelopment Area. The recommendations are outlined in the following classifications.

A. Land Use: The Route 73 South Redevelopment Area currently contains commercial, retail, and natural resource recycling uses and is adjacent to the Palmyra Cove Nature Park. All existing structures within the designated area will be acquired, demolished, and environmental hazards will then be remediated as required by the New Jersey Department of Environmental Protection. The lots will then be combined to facilitate the redevelopment of the area. In partnership with the selected redeveloper, the Borough may pursue various state and federal grant opportunities to help accomplish the remediation of the environmental hazards within the Redevelopment Area. The same collaborative partnership between the Borough and the selected redeveloper may also seek funding assistance from Burlington County, and the Burlington County Bridge Commission to assist in the development of the greenway along the Route 73 frontage.

B. Circulation and Parking: The circulation plan will be dependent on final designs as submitted by the selected redeveloper(s) to the Redevelopment Agency, Planning Board, County and State. Parking should be concealed by natural vegetative buffers from Route 73 to ensure the integrity of the greenway, thus preserving the viewscape from the travel corridor. Interconnection of parking lots will also be encouraged to facilitate shared use parking and to minimize the impervious surface coverage reducing runoff and non-point source pollutants flowing into the Pennsauken Creek and the Palmyra Cove Nature Park.

C. Buffers and Setbacks: In consideration of the Palmyra Cove Nature Park and the desired greenway fronting Route 73 the following setbacks will be required.

1. All structures, including parking areas, shall be set back a minimum of 100 feet from Route 73 to facilitate the creation of a greenway/gateway into New Jersey, Burlington County, and the Borough of Palmyra.
2. All structures including parking lots shall be setback a minimum of 100 feet from any environmentally sensitive areas as designated by the New Jersey Department of Environmental Protection (NJDEP).
3. A minimum 100 foot buffer or that which is required by the regulations in effect at that time, whichever is greater, shall be required for any environmentally sensitive lands as designated by

NJDEP. Those areas, as well as the buffers, shall be deed restricted to prevent future development, with the exception of trails for educational purposes, and the Burlington County Bridge Commission shall be granted an easement on said lands for that purpose.

D. Design Standards

1. **Lot Coverage:** An amount not to exceed 50% (approximately 90-acres) of the total redevelopment area shall be covered by impervious surfaces. This includes structures, parking areas, and other related infrastructure. Any redevelopment activities or structures shall result in no net loss of groundwater recharge due to such activities.

2. **Building Design:**

a. The maximum height of any structure shall be thirty-five (35) feet, with the exception of movie theaters and amusement structures, which shall not exceed fifty (50) feet.

b. Buildings shall be considered in terms of their relationship to the surrounding natural environment as well as in relation to the human scale.

c. Buildings shall not be oriented to front exclusively towards a parking lot.

d. Buildings shall be located to allow for adequate fire and emergency access.



e. All new construction must conform to Americans with Disabilities (ADA) Act requirements.

f. All external appurtenances, including but not limited to electrical components and HVAC equipment, including roof-mounted units, shall be screened by landscaping or enclosed to match the building facade.

3. Parking:

- a. Retail or other commercial uses shall provide one parking space for every 200 square feet of building area.
- b. Office uses shall provide one space for each 300 square feet of gross floor area.
- c. Movie and other theaters and entertainment uses shall provide one (1) space for every four (4) seats or one (1) space per 32 square feet of usable seating, floor, or activity area, whichever is greater.
- d. For 90 degree parking, standard parking spaces should not exceed ten (10) feet in width and eighteen (18) feet in length.
- e. Compact car sections should decrease each dimension by two (2) feet and shall not exceed 25% of the total parking requirement of the use.
- f. The location, size, and signage of accessible parking spaces must conform to all ADA requirements.
- g. Parking lot layout, landscaping, and buffering shall be compatible with the planned gateway/greenway along the New Jersey State Highway 73 frontage to further prevent direct views of parked vehicles from the highway.
- h. The interior of parking lots shall be landscaped to provide shade and visual relief.
- i. Bumper blocks shall be prohibited. Landscaped islands will dictate flow and provide pedestrian safety zones. These islands shall be spaced at intervals not to exceed twenty (20) parking spaces.
- j. For lots with ten (10) or fewer spaces, landscaping may not be required if the Redevelopment Agency and Planning Board determine that there is sufficient peripheral landscaping.
- k. For lots with eleven (11) or more spaces, a minimum of one (1) tree shall be planted for every twenty (20) spaces.
- l. Parking spaces and accessible spaces shall be clearly marked at all times.

4. Signs: Permitted signs:

- a. Wall-mounted or painted signs within the following conditions:
 1. The sign shall be affixed to the front facade of the building, or project outward from the wall to which it is attached no more than six (6) inches.
 2. The area of the signboard shall not exceed five (5) percent of the ground floor building facade area or 100 square feet, whichever is less.
 3. The maximum permitted height is fifteen (15) feet above the front sidewalk elevation, and shall not extend above the base of the second floor window sill, parapet, eave, or building facade.
 4. One wall-mounted sign, not exceeding sixty (60) square feet, shall be permitted on any side or rear entrance open to the public. Such wall signs may only be lighted during business hours.
 5. Neon and internally illuminated signs will be prohibited.
 6. All signage must be face lit and designed to minimize light pollution and spillover.
- b. Painted window or door signs under the following conditions:
 1. The sign shall not exceed ten (10) percent of the window or door area or four square feet, whichever is less.
 2. The sign shall be silk screened or hand painted and limited to one sign per business, painted on either the window or the door, but not on both.
- c. Freestanding ground signs, provided the following standards are met:
 1. One (1) ground-based sign will be permitted on either side of any accessway to the facilities contained within the Redevelopment Area.

2. The area of each side of the sign face shall not exceed thirty (30) square feet.
3. The overall height of the sign, or of any posts, brackets, or other supporting elements, shall not exceed five (5) feet from the ground.
4. The sign shall be constructed of brick or wood, with wood or cast iron brackets, and shall be architecturally compatible with the style, materials, colors, and details of the buildings.
5. The signboard shall not be illuminated between the hours of 12 a.m. to 5 a.m.
6. The location of the sign shall not interfere with pedestrian or vehicular circulation.
7. Movie theater signs may be granted a greater increase at the discretion of the Redevelopment Agency and Planning Board.



Ground Sign Design Sample

d. In addition to other permitted signage, restaurants and cafes shall be permitted one (1) of the following:

1. A wall-mounted display featuring the actual menu contained in a shallow wooden or metal case and clearly visible through clear glass. The display case shall be attached to the building wall, next to the main entrance, at a height of approximately five (5) feet, shall not exceed an area of four (4) square feet, and may be lighted.
2. A sandwich board, not to exceed twelve (12) square feet per side, constructed of wood, metal, or a chalkboard with painted or handwritten letters, located within four feet of the main entrance and may not interfere with pedestrian or vehicular circulation. The sign may display daily specials and hours of operation and must be removed at the end of the business day.

e. Prohibited signs:

1. No billboards shall be permitted.
2. No neon or electric signs.
3. No free standing or ground-based signs above five (5) feet tall.

5. Lighting: All lighting shall be post or building mounted and oriented earthward to minimize light pollution.

- a. Parking area lighting shall be post-mounted, located on landscaped islands, and shall not exceed 16 foot in height above grade.
- b. Fixtures should be period lighting similar to those sited in the downtown area along Broad Street (County Route 543).
- c. Pedestrian and access point lighting shall be post-mounted and shall not exceed 14 foot in height above grade.

6. **Fences:** Shall be prohibited with the exception of those surrounding bulk waste/recycling receptacles (dumpsters), which shall be of adequate height to fully screen the receptacle and shall be of either board on board or brick construction with a gated accessway which can be secured during periods of non-use.

7. **Infrastructure:**
 - a. **Sidewalk/Walkways:** Pedestrian or Connecting Walkways shall be constructed of pavers, or colorized concrete in colors and/or patterns consistent with pedestrian village or town center style development. All walkways shall be a minimum of ten (10) feet in width, and shall extend from the building facade to the curb line, with adequate area for landscaping and street trees.

 - b. **Roadways:** All roadways must conform to the State of New Jersey Residential Site Improvement Standards, N.J.A.C. 5:21.

 - c. **Sewer and Stormwater Management:** These systems are to be constructed by the designated redeveloper, and shall be subject to review and approval by all applicable federal, state, and local agencies, and will be the responsibility of the selected redeveloper(s) based on the final approved usages within the area. All sewer and stormwater systems must conform to the State of New Jersey Residential Site Improvement Standards, N.J.A.C. 5:21 and shall be subject to the regulations in effect at that time.

IIIc. RELOCATION PLAN

As per N.J.S.A. 40A:12A-7a.(3) the Route 73 South Redevelopment Area plan is required to provide for any residential relocations. The area contains five (5) such units which may be acquired, based on redeveloper proposals and a determination from the Planning Board and Redevelopment Agency. Any resulting relocations will be examined individually to best address the needs of the households. Any and all costs associated with relocation will be the responsibility of the selected redeveloper(s).

III.d. ACQUISITION OF PROPERTIES

The Route 73 South Redevelopment Area contains the following properties: Block 77, Lots 1 - 3; Block 78, Lots 2.01 - 3; Block 135.01, Lot 1; Block 138, Lots 1 - 3; Block 139, Lot 1; Block 140, Lots 1 - 3; Block 142.01, Lot 1; Block 143, Lot 1; Block 144, Lot 1; Block 145, Lot 1; Block 146, Lots 1 & 2; Block 154, Lots 2.01 & 4.01; Block 156, Lots 1, 1.01, 1.02, 1.03, 1.04, 1.05, 1.06, 2, 2.01, 3.01, 4.01, 5.01, 6.01 and 16; and, Block 156.01, Lots 1 - 1.03.

Unless otherwise determined by the Planning Board and Redevelopment Authority, all previously identified properties are proposed for acquisition as part of the Route 73 South Redevelopment Area. The redeveloper(s) will assume responsibility for all acquisitions. However, should such good faith efforts be unsuccessful, the Borough will acquire those properties through the eminent domain process, with any and all related expenses for such actions to be borne by the redeveloper(s).

III.e. CONFORMANCE: THE RELATION OF THE ROUTE 73 SOUTH REDEVELOPMENT PLAN TO INTERGOVERNMENTAL PLANNING:

As stated in the *Relationship of the Route 73 South Redevelopment Area Plan to Definite Local Objectives* section, the Plan is consistent with the Borough of Palmyra 2000 Master Plan Reexamination Report. The Report's *Major Land Development Problems* section includes the following issues:

- The not fully productive use of lands contiguous to the Route 73 corridor.
- Constraints imposed, via regulation, on the environmentally sensitive lands on the west side of Route 73 in proximity to the Delaware River.
- The vacancy of the drive-in theater site on the west side of Route 73.

The 2001 Reexamination Reports also lists the following in the *Land Development Objectives* section:

- The expansion of open space through the development of parklands along the Delaware River from the Pennsauken Creek to Riverton, and through the development of a linear park and the anticipated Heritage Trail.
- The encouragement of commercial development along the Route 73 corridor so as to expand the tax base while concomitantly preserving adjoining residential areas.
- The undertaking of initial steps leading to environmentally sensitive development of lands west of Route 73.

Similar goals and objectives were also identified in the Borough of Palmyra 1992 Master Plan.

As per N.J.S.A. 40A:12A-7a.(4) the Redevelopment must be in conformance with the Master Plans of the contiguous municipalities, the county master plan, and the State Development and Redevelopment Plan (SDRP). The Borough of Palmyra borders three municipalities, two, the Borough of Riverton and the Township of Cinnaminson, are located in Burlington County, and the third, the Township of Pennsauken, is located in Camden County.

The Borough of Riverton borders Palmyra to the east. The Route 73 South Redevelopment Area does not share a common boundary with Riverton. Therefore, no impacts are anticipated.

The Township of Cinnaminson borders Palmyra to the south. The Route 73 South Redevelopment Area does not share a common boundary with Cinnaminson. Therefore, no impacts are anticipated.

The Township of Pennsauken borders Palmyra to the north and west. The Route 73 South Redevelopment Area does not share a common boundary with Pennsauken. The two municipalities in this area are separated by the Pennsauken Creek. Therefore, no impacts are anticipated.

Burlington County currently does not have a master plan. However, the Borough is within the county-developed Route 130 Corridor Strategic Plan. The County plan outlines opportunities for revitalization within the Corridor. The Route 73 South Redevelopment Area plan is consistent with that county plan.

The 2001 State Development and Redevelopment Plan (SDRP) designates Palmyra as a Metropolitan Planning Area (PA2) as well as a Designated Strategic Plan Center. The Route 73 South Redevelopment Area plan is consistent with the following policy objectives of the SDRP for PA1 Areas:

- (1) Land Use: “Promote redevelopment and development in Cores and neighborhoods of Centers and Nodes that have been identified through cooperative regional planning efforts.”
- (3) Economic Development: “Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace.”
- (5) Natural Resource Conservation: “Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, scenic vistas, wildlife habitats and to Critical Environmental Sites and Historic and Cultural Sites.”

- (7) Recreation: “Provide maximum active and passive recreational opportunities and facilities at the neighborhood, local and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.”
- (8) Redevelopment: “Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduce dependency on the automobile.”

IV. IMPLEMENTATION

Implementation of the Redevelopment Plan will be detailed in the Redevelopers Agreement as negotiated by the Redevelopment Authority and the selected redeveloper(s).

V. CONCLUSION

The Route 73 South Redevelopment Plan has the potential to provide the largest fiscal, aesthetic, and environmental impact that the Borough has experienced in many years. Significant commitments and expenditures of time and fiscal resources have been spent to facilitate the redevelopment of this area.

While the Plan does not identify specific uses for the area, it does create a framework by which any redevelopment will be constructed within. The Plan provides for a pedestrian-friendly development, protects the natural resources of the Pennsauken Creek and the Palmyra Nature Cove, creates a greenway along the frontage with New Jersey State Highway 73, and includes design standards to ensure that all structures within the area fit the landscape.

The final outcome of the Route 73 South Redevelopment Plan will be the creation of mixed-use development which brings ratables into the community, new recreational and cultural opportunities, and redefines the Borough of Palmyra, and indeed Burlington County, by creating a scenic gateway into the community.