

INTRODUCTION

The purpose of the South Broad Street Area 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 South Broad Street Redevelopment Area as well as policies to guide said improvements. See Exhibit A, South Broad Street Redevelopment Area Map for the area boundaries.

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 by the Planning Board, Mayor and Borough Council, the South Broad Street Redevelopment Area extends from the Palmyra Borough Hall west to the vacant Community Center building on Park Avenue, but excluding the Palmyra Arms apartment complex. Specifically, the Redevelopment Area includes Block 29, Lots 1, 1.01, 1.02, 2, and 2.01; Block 30, Lots 2, 3, 6 and 7; Block 31, Lots 2, 3, 4, 4.01 and 5; and, Block 32, Lot 1.

1. GOALS AND OBJECTIVES

The overarching goals for the South Broad Street Redevelopment Area are to:

- eliminate blighted conditions which are negatively impacting the quality of life for residents
- create new opportunities for community recreation and cultural activities;
- address parking issues in the downtown area to foster economic development;
- create additional activity nodes to encourage a more intensive use of the Broad Street business district; and,
- create both a transit and pedestrian transit friendly center in the areas adjacent to the new Light Rail station.

Specific objectives for the Area include:

- eliminate residential uses in the area and create an expanded Public (P) zone to include new cultural/recreational uses and facilities;
- identify and develop a site for a new Community Center which improves access to the facility for both residents and visitors, and creates new opportunities for businesses in the downtown to benefit;
- provide new recreational facilities such as roller hockey and skate boarding and expand/improve existing amenities such as tennis and basketball courts and multipurpose athletic fields to address the evolving recreation needs of the community; and,
- develop convenient and safe parking for visitors to the downtown and Light Rail commuter.

The South Broad Street 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 downtown business district.

2. PROPOSED LAND USES AND BUILDING REQUIREMENTS

A. EXISTING ZONING

There are currently two (2) zoning districts within the South Broad Street Redevelopment Area, the Neighborhood Commercial (NC), and the R-1, Residential zone. The NC zone includes Block 29, Lots 1, 1.01, 1.02, 2.01 and Block 30, Lot 2. The R-1 zone includes Block 29, Lot 2, Block 30, Lots 3, 6 and 7; Block 31, Lots 2 - 5; and, Block 32, Lot 1.

R-1: This district contains a mix of residential, community, and recreational uses within a two-block corridor. Within this district there are vacant residential units, community facilities and dilapidated recreational facilities. With the purchase by the Burlington County Board of Chosen Freeholders of the residential units (Block 31, Lots 2 -5) adjacent to the rail line, the R-1 designation is no longer appropriate for Legion Field and the adjacent tennis and basketball courts. As a significant inholding, the residential units effectively eliminated the expansion or redesign of Legion Field.

NC: This district contains a mix of governmental, commercial and residential (single and multi-family) uses within the two block corridor. This area also includes vacant and/or dilapidated structures.

See Exhibit B1 Existing Zoning Map for area details.

B. PROPOSED ZONING

The existing NC and R-1 zone will be eliminated as part of the South Broad Street Redevelopment Plan. The existing Public and Institutional (P) zone will be expanded to include those parcels within the South Broad Street Redevelopment Area, such as Legion Field (including the existing Community Center building and residential parcels), the tennis and basketball courts adjacent to Legion Field, and the existing residential parcel that fronts on Walnut Street. The expanded Public zone will contain a mix of governmental service facilities, cultural and recreational facilities, including significant new parking to serve the previously mentioned facilities, the downtown, and the Light Rail station.

The Public zone development regulations will be revised to include design standards for building facades, signage, sidewalk, parking access and layout and other related improvements. This will facilitate the creation of a public facilities district in which the buildings are of a similar architectural style and facade as the existing Borough Hall. A secondary benefit will be the creation of a pedestrian friendly environment and a visually-pleasing viewscape for motorists traveling Broad Street as well as commuters on the Light Rail.

See Exhibit B2, Proposed Zoning Map for area details.

C. PROPOSED IMPROVEMENTS AND DESIGN STANDARDS

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

1. Land Use (see also Exhibit C, Recreational and Cultural Facilities Plan)

The South Broad Street Redevelopment Area currently contains residential, commercial and community facilities, specifically Block 29, Lots 1.01 and 1.02; Block 30, Lots 2 and 3; Block 31, Lots 2 -5; and, Block 32, Lot 1. Structures on these lots will be acquired and then demolished to prepare the area for improvement. The Borough may wish to pursue Green Acres funding, in the form of both grants and low interest loans, to accomplish the acquisition and demolition. Burlington County, and Burlington County Bridge Commission funding may also be a source of funding for this (and other) portion(s) of the redevelopment.

Once the tracts have been acquired and prepared for redevelopment, Block 29, Lots 1.01, 1.02 & 2 should be combined. Block 30, Lots 2, 3, 6 & 7 should also be combined. Lots 2 - 5 should be combined with Lot 1 within Block 31, and Lots 8 & 1 should be combined within Block 32.

Block 29, Lots 1.01, 1.02, and 2, which currently include multi-family and commercial uses, and a vacant lot, have been identified as a potential site for a new Community Center. This is consistent with the recommendation of the Burlington County Office of Planning and Economic Development as well as the New Jersey Transit - Transit Friendly Communities program. This site would also provide day parking to commuters utilizing the Light Rail, shoppers in the downtown, and persons conducting business with the Borough. Parking would then be available for evening activities at the Community Center and Borough Hall complex. This shared parking maximizes the Borough's investment and addresses the needs of multiple stakeholders within the community. Landscaping would be provided to the rear of the lots to buffer the adjacent residential uses.

An additional option would be for reuse of the current Community Center site, since this is the present location of the facility. However, this constrains the options to create new recreation opportunities within Legion Field; limits the ability of pedestrian and light rail riders to access the facility; and, ensures that parking for Legion Field/Community Center activities remains an issue.

The remaining lots within the South Broad Street Redevelopment Area, Block 30, Lots 2, 3, 6 and 7; Block 32, Lot 1; and, Block 31, Lots 2 - 5 will be utilized for active recreation or recreation-related uses and public green space. These uses will be determined based on an analysis of the available land and the potential for the reconfiguration of Legion Field to better address the community's evolving recreation needs.

2. Circulation and Parking (see also Design Standards below and Exhibit D, Circulation/Parking Concept Plan)

To address existing circulation issues in the South Broad Street Redevelopment Area and the surrounding environs, the following improvements are proposed:

- reduce traffic flow and volume on West Broad Street by creating a one-way zone extending from Cinnaminson Avenue west to Chestnut Street
- create new access to the existing Post Office facility from the parking area behind the new Community Center

To address existing parking issues in the South Broad Street Redevelopment Area, and the surrounding environs, the following improvements are proposed:

- create angled parking along the northern side of West Broad Street, from the Borough Hall to Chestnut Street
- once new parking is developed, halt on-street parking along the Legion Field side of Chestnut and Springarden Streets, and Park Avenue to alleviate hazardous pedestrian conditions
- develop new parking as part on any development scheme on the lots adjacent to the Borough Hall (Block 29, Lots 1.01, 1.02, and 2)
- create additional parking along the Legion Field access road, which should be improved, from Chestnut Street to Park Avenue

To address other circulation issues in the South Broad Street Redevelopment Area, and the surrounding environs, the following enhancements are proposed:

- create a pedestrian walkway or promenade from Cinnaminson Avenue to Park Avenue
- eliminate mail drop off along West Broad Street and create a new off-street drop boxes adjacent to the Post Office facility to address this traffic and pedestrian hazard

D. Design Standards

1. Lot Coverage: Will be determined based on concept plans as approved by the Redevelopment Authority and Planning Board. However, the total lot coverage within the redevelopment area shall not exceed 75% (approximately four acres) of the total land area. This includes structures, impervious play surfaces, parking areas, and other related infrastructure.

2. Building Design:

- a. The maximum height of any structure shall be 35 feet.
- b. Buildings shall be considered in terms of their relationship to the surrounding built environment as well as in relation to the human scale.
- c. Buildings shall be located to allow for adequate fire and emergency access.
- d. All new construction must conform to Americans with Disabilities (ADA) Act requirements.
- e. Building facades shall be brick, and both facades and fenestration should be similar to that of the Palmyra Borough Hall and Post Office.

3. Parking

- a. For 45 degree parking, standard parking spaces should not exceed ten (10) feet in width and twenty (20) feet in length from the curblin.
- b. Compact car sections should decrease each dimension by two feet and shall not exceed 25% of the total available parking slots.
- c. The location, size, and signage of accessible parking spaces must conform to all ADA requirements.
- d. Off-street parking lots shall be landscaped to provide shade and visual relief.
- e. 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 fifteen (15) parking spaces.
- f. For lots with fifteen (15) or fewer spaces, landscaping may not be required if the Board determines that there is sufficient peripheral landscaping.
- g. For lots with more than fifteen (15) spaces, a minimum of one tree shall be planted for every fifteen (15) spaces.
- h. Parking spaces and accessible spaces shall be clearly marked at all times.

4. 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 12' above grade.
- b. Fixtures should be period lighting similar to those sited in the downtown area along Broad Street.
- c. Pedestrian and access point lighting shall be post-mounted and shall not exceed 12' above grade.

5. Fences: Shall be prohibited with the exception of those buffering adjacent residential, which shall be of board-on-board construction and shall not exceed six (6) feet in height. In addition, fences shall

be required to screen any bulk waste receptacles (dumpsters), and shall be of adequate height to fully screen the receptacle. The fencing shall be of either board-on-board or brick construction with a gated accessway which can be secured during periods of non-use.

6. Infrastructure:

- a. Sidewalk/Walkways: The proposed pedestrian walkway extending from Cinnaminson Avenue to Park Avenue along West Broad Street and Legion Field, shall be constructed of pavers, or colorized concrete in colors and/or patterns consistent with that of the Broad Street business district. The walkway shall be a minimum of ten (10) feet in width, and shall include landscaping and street trees at regular intervals.
- 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 subject to review and approval by the Borough Engineer. All sewer and stormwater systems must conform to the State of New Jersey Residential Site Improvement Standards, N.J.A.C. 5:21.

7. Signs

No signs will be permitted within the area with the exception of Green Acres, street, public use signs, and athletic sponsorship signs.

See Exhibit D1 and D2, Concept Renderings, which provide graphical representations of the above-mentioned land use and design standards.

3. RELOCATION PLAN

As per N.J.S.A. 40A:12A-7a.(3) the South Broad Street Redevelopment Plan is required to provide for any residential relocations. The area contains three (3) such units, one of which is currently vacant, and all of which are to be acquired, based on final determinations from the Planning Board and Redevelopment Agency. Any resulting relocations will be examined individually to best address the needs of the households.

Within the Borough of Palmyra there are generally a number of rental and for sale housing opportunities which exist at any given period. This will allow any residents that require relocation to find decent, safe and sanitary housing within the Borough or the local housing market.

4. PROPERTY ACQUISITION

With the exception of the Post Office facility (Block 29, Lots 1 & 2.01), all properties within the boundaries of the South Broad Street Redevelopment Area not currently owned by the Borough of Palmyra are designated to be acquired.

5. CONFORMANCE: THE RELATION OF THE SOUTH BROAD STREET REDEVELOPMENT PLAN TO INTERGOVERNMENTAL PLANNING:

As stated in the *Relationship of the South Broad Street 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 trend toward decline of the downtown business district.
- The limited utilization of available open space.

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 expansion of community facilities in support of the Borough's population.
- The evaluation of residential densities, bulk standards, and land uses to ensure a desired quality of living.

An additional objective was also identified in the 1992 Master Plan for the Borough of Palmyra.

- Provide for the development and expansion of existing Borough recreation areas with facilities to satisfy the needs of all of the age groups within Palmyra.

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 South Broad Street 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 South Broad Street 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 South Broad Street Redevelopment Area does not share a common boundary with Pennsauken. 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 South Broad Street Redevelopment plan is consistent with that county plan.

The State Development and Redevelopment Plan (SDRP) designates Palmyra as a Metropolitan Planning Area (PA1). The South Broad Street Redevelopment plan is consistent with the following policy objectives of the SDRP for PA1 Areas:

- (1) Land Use: “Promote redevelopment and development in Centers, cores 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 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/historic sites generally.”
- (7) Recreation: “Provide maximum recreational opportunities 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 physical design features that enhance public safety, encourage pedestrian activity and reduce dependency on the automobile.”

6. IMPLEMENTATION

Implementation of the Redevelopment Plan will be detailed in the concept and site plans as negotiated by the Redevelopment Authority and the selected redeveloper(s). However, the siting of the Community Center will be a priority and will likely determine the arrangement of additional recreational, cultural and municipal facilities constructed within the South Broad Street Redevelopment Area.

Based on the recommendations of state and county planning and downtown development experts, it is the recommendation of this plan that the new Community Center be sited adjacent to the existing Palmyra Borough Hall. This will permit Palmyra to strengthen its downtown, create shared use parking, and create a pedestrian and transit friendly center, which will aid the Borough in securing future grant funds.

The additional uses will support the Community Center, and Legion Field facilities, and assist in creating a vibrant downtown with adequate and convenient public parking, green space, transportation options, and commercial and cultural attractions.

7. CONCLUSION

The South Broad Street Redevelopment Plan represents perhaps the final opportunity for the Borough to create additional recreational facilities and build a new transit and pedestrian-friendly Community Center. These activities will simultaneously address a number of factors which serve to stifle economic growth in the downtown district, such as parking, lack of cultural amenities, and the elimination of blighted conditions in the area.

The Plan offers the opportunity to phase in the improvements as funds become available since the three subareas, Legion Field, Walnut Street to Chestnut Street, and Walnut Street to Borough Hall, do not require simultaneous redevelopment to effect the desired changes in the vibrancy of the downtown. However, the needs of all subareas within the Redevelopment Area currently exist and should be addressed in as timely a manner as fiscal resources permit.

Including the redevelopment efforts on the south side of Route 73, this project currently represents the greatest reinvestment in the community that the governing body could undertake. The results will benefit all residents including: children, seniors, and those with disabilities; downtown businesses and property owners; and, tourists and other visitors or through-travelers within the Borough.

The opportunity to create a convenient cultural/recreation area within the downtown is an option few municipalities are presented. By seizing the opportunity and aggressively pursuing the vision of the Mayor and Council, the appearance and ambience of the Borough will be dramatically improved, creating a positive climate for economic development and community revitalization.