

**MASTER PLAN RE-EXAMINATION REPORT**  
**BOROUGH OF HADDON HEIGHTS, NEW JERSEY**

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**Prepared by**

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## **ACKNOWLEDGMENTS**

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## **INTRODUCTION**

In compliance with the requirements of the New Jersey Municipal Land Use Law, the Borough of Haddon Heights Planning Board adopted a Master Plan in March of 1996. This Re-Examination Report evaluates the 1996 plan as well as planning activities undertaken since 1996 that have supplemented and augmented the Borough's plan.

The items identified below and throughout this document are submitted in response to the specific statutory requirements of the New Jersey Municipal Land Use Law contained in C.40:55D-89 "Periodic Re-examination of Municipal Plans and Regulations."

This Re-Examination Report identifies goals and policies which were contained in the 1996 Master Plan and evaluates changed conditions since the adoption of the Master Plan. This Re-Examination Report will then be used by the Borough Council and the Planning Board as a background and framework for preparing and ultimately adopting amendments to the Borough's Master Plan as well as revisions to the Borough's Land Development Ordinance.

This report is organized into the following major parts:

- A. The 1996 Master Plan Goals and Policies for the future are listed as a reference point against which changed conditions which may warrant revisions can be evaluated.
- B. Major problems and objectives relating to land development in the Borough at the time of such goals and policies adoption.
- C. The extent to which land use problems and objectives have been reduced or have increased subsequent to the 1996 Master Plan.
- D. Also discussed is the extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for such plan or regulations which implement the Master Plan. Particular attention is paid to land uses, recreation, circulation, conservation of natural resources, historic preservation, and changes in State, County and municipal policies, goals and objectives.
- E. The discussion of changes since the 1996 Master Plan concludes with recommendations of land use, circulation and community facilities issues and related land development matters to determine the extent to which revisions to the current Borough plan or its implementing regulations should be prepared and adopted.
- F. The recommendations of the Planning Board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L. 1992, c.79 (C.40A:12-1 et al.) into the land use plan element of the municipal Master Plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the Borough.

## **1996 MASTER PLAN GOALS & POLICIES**

Listed below are the current goals and policies within the Borough's Master Plan, as modified.

### **Goals & Policies for the Future:**

Haddon Heights has formulated goals and policies to guide future decision making in the Borough. The goals and policies which are described in this section form the basis for the recommendations of the Master Plan. Like other parts of this plan, the goals and policies should be periodically reviewed and altered as conditions within the Borough warrant.

The following revised goals and policies are suggested:

**Housing Goal: Provide a wide range of housing types to meet varied income and age levels as well as to protect and preserve the character of established residential areas.**

### **Housing Policies:**

- Increase the opportunities for households to obtain satisfactory housing at affordable prices by supporting the Mount Laurel II court decision, the NJ Council on Affordable Housing, and the State Plan.
- Re-evaluate existing development controls and ordinances to ensure preservation of existing and established neighborhood areas.
- New residential development should provide an adequate amount of land area "space" for off-street parking, recreation, and open space.
- Locate housing within and around the Central Business District to help reinforce and stimulate business activity to support revitalization efforts.
- Encourage owner occupancy of all single-family homes.
- Maintain the existing housing stock and the necessary facilities (streets, community facilities, utilities) which are part of a good housing environment.
- Upgrade any deteriorating housing areas.
- Prevent deterioration of individual structures or inadequate maintenance of premises from exerting a deleterious effect on their surroundings by adopting reasonable rules and regulations controlling housing maintenance standards, i.e. cutting grass, tree maintenance, and repairing dilapidated structures.
- Protect residential areas against the negative visual effect of activities on adjoining non-residential properties by strengthening and strictly enforcing quality screening and

landscaping requirement.

- **Promote the incorporation of energy conservation features in the design of new residential buildings to reduce their energy consumption.**
- **Continued upkeep and conservation of the Borough's older housing stock remains important – given the age of many existing dwelling unit buildings**

**Local Economy Goal: Encourage development and improvement of selected commercial, office and service uses which are geared towards realistic future growth needs. A strong business community is vital to the social and fiscal health of the Borough.**

**Local Economic Policies:**

- Provide adequacy, variety and convenience of shopping for all local residents; especially in the Central Business District.
- A continuing concern is that land use plan modifications, zoning changes and development approvals taking place in neighboring municipalities should not negatively impact upon the Borough.
- Commercial and office uses should be controlled through the enforcement of a site plan review code whenever redevelopment is contemplated. Consideration should be given to bonus-type provisions (i.e. tax abatement or phase-in of improvements or other programs) whereby property owners would be encouraged to upgrade their properties.
- The Borough and the local merchants should undertake a vigorous program aimed at strengthening the Central Business District in order to meet the competition from neighboring shopping facilities. Consideration should be given to the implementation of a special improvement district.
- Reinforce the existing pattern of retail sales and services along the Black Horse Pike and seek to upgrade its total visual appearance.
- Stabilize the local tax ratable base which is the primary source of municipal funding for the foreseeable future.
- Foster re-use of existing older structures or new building construction in scale with existing buildings along the White Horse Pike and within all Borough neighborhoods and preserve the existing tree-lined environment of the community.
- Encourage activities that will especially utilize the Borough's existing work force (those living in Haddon Heights) to minimize travel to and from work.
- Discourage absentee ownership by encouraging owner occupancy of mixed residential and office or other business uses.
- Draft, adopt and enforce a property maintenance code for all non-residential areas to address a requirement that snow be shoveled, grass cut, deteriorated signs or buildings be repaired, trash be collected and disposed of and landscaping is maintained and/or replaced.

**Open Space Goal: Maintain the Borough's image as a green-treed community with adequate open space and provide recreational access and opportunities equally to all members of the Borough.**

**Open Space Policies:**

- Conserve treed rights-of-way and institute a tree planting and maintenance program.
- Conserve and protect as many environmentally sensitive areas in the Borough as possible, requiring new development to be subject to rigorous design and environmental performance standards.
- Encourage the development of a Borough-wide "green belt" or linear conservation area system, incorporating various natural areas along Interstate Route 295 to connect various parts of the Borough.
- Utilize modern storm water runoff control techniques to improve local drainage patterns from new development and to enhance the environment.
- Improve Borough-owned land where possible and as necessary for public recreational purposes.
- Provide recreation areas which are easily and readily accessible to all segments of the population.
- Improve the character of residential neighborhoods through open space development and protection.
- Provide adequate amounts and kinds of park land.
- Provide ample outdoor recreation opportunities for all Borough citizens in order to promote physical fitness and health.
- Maintain, improve, and expand Borough parks and recreation opportunities in a comprehensive manner.
- Promote safety and security within all park facilities.
- Development of park facilities should keep in mind reasonable flexibility of use, ease of maintenance, preservation of environmentally sensitive areas, and should minimize adverse impacts on adjacent and nearby neighbors.

**Circulation Goal: Strengthen and improve the road and transportation system which will enable the safe and efficient movement of people and goods.**

**Circulation Goal Policies:**

- Emphasize short term road improvements which provide for operational adjustments (channelization, signalization, and one-way systems, where practical), limited road widening and key intersection improvements to increase capacity of the existing street network.
- Encourage alternate circulation modes and networks, such as bicycle, pedestrian and bus, which are so designed as to minimize auto traffic trips.
- Discourage increased through-traffic from blighting the residential character of the community.
- Seek to alleviate traffic congestion along the White Horse Pike and Station Avenue.
- Seek improved access to the Central Business District, including development of off-street parking facilities and a way finding signage program.
- Establish roadway classifications to develop a secondary road system ensuring more even traffic collection and distribution from local streets.
- Eliminate all traffic hazards.
- Alleviate congestion wherever it now occurs and prevent further land development which would worsen conditions on already congested arteries.
- Give full recognition to the aesthetics of all elements of the transportation network and all related facilities and minimize any adverse impact on their surroundings.
- Maximize mass transit opportunities for residents and workers.
- Minimize conflicts among local, through and pedestrian traffic on Station Avenue, giving priority to the needs of shoppers, pedestrians, the elderly and handicapped.
- Provide for good pedestrian circulation in and through residential areas with interconnection to parks and schools.

**Community Facilities Goal: Ensure the provision of an adequate range of facilities and services to accommodate existing and future Borough needs in a convenient and cost-effective manner.**

**Community Facility Policies:**

- Encourage the location of new public facilities such as parks and community centers so that they are within effective service areas. Also, promote full use of school facilities, both those now being used as schools and those scheduled to be phased out, for recreational and community activities.
- Continue adequate public safety services (police, fire, and rescue) with appropriate facilities, manpower and equipment distributed according to need.
- Encourage the continued use of the public library at its present location as a positive benefit to and for the community and the Central Business District.
- Encourage the preservation of all historical buildings and landmarks that are significant to the Borough's past.
- Plan a management strategy for the disposition of Borough vacant land. Future land uses must be based upon the locational significance and physical characteristics of the property in question that is consistent with the social and economic needs and goals of the Borough's population.
- Encourage preservation of environmentally sensitive areas along Interstate Route 295.
- Encourage coordinated upgrading of existing utility infrastructure (water, sewer and drainage lines).
- Provide the highest level of public facilities and services within the Borough's resources.
- Encourage private development of useable open spaces; properly designed, landscaped and equipped with pedestrian amenities, such as benches, in all areas of intensive activity where people tend to congregate.
- Require, to the maximum extent possible, the underground installation of utility services for all new development and encourage the underground installation of existing overhead services in major business areas and along major arterial streets within the Borough.

**Historical Goal:** Strengthen the local historic district whose boundaries are defined by a group of buildings or sites on the State and National Register of Historic Places to regulate the reconstruction, alteration, demolition and/or relocation of historic buildings within a district. Good design, that complements historic buildings in the Borough, should be encouraged for any new buildings' additions, alterations, or renovations that are constructed.

**Historic Policies:**

- Safeguard the historic, aesthetic and cultural heritage of Haddon Heights.
- Stabilize and improve property values within the Borough.
- Foster civic pride in the built environment.
- Encourage adaptive re-use and proper maintenance and design of historic buildings and their settings.
- Prevent alteration or new construction that is not in keeping with the district(s).
- Create positive community attitude between public and private organizations.
- Spur beautification and private reinvestment by keeping out non-conforming uses.
- Enhance the economic value of properties within the historic district.
- Prevent demolition of historic resources.
- Develop an appropriate and harmonious setting for historic and architecturally significant buildings, structures and places.
- Carefully monitor development pressures to prevent expansion of businesses to the point where historic commercial buildings are replaced by large new non-compatible structures or expanded and altered to the point where they lose their significance.

**Design Goal:** Improve the visual appearance of business areas while protecting residential neighborhoods from encroachment and ensure that improvements are made consistent with the architectural heritage of Haddon Heights.

**Design Policies:**

- Improve the appearance of the strip development areas along the Borough's major roadway arterials and exert better control over the location and design of parking areas and curb cuts through the adoption of site development and design controls, e.g., prohibit off-street parking and dumpsters in front yard areas.
- Exert control over all signs to eliminate or reduce visual pollution.
- Help to preserve and complement the building environment by providing landscaping such as street trees and plant screening in and along the public rights-of-way and within open spaces, and encourage landscaping of major private facilities, such as off-street parking lots.
- Improve existing business areas to create better pedestrian and bicycle circulation and adequate parking.
- Establish design criteria for new and redeveloping commercial areas which will lead to more attractive business areas in order to enhance property values, attract shoppers, and encourage a village-like atmosphere.
- Require benches, sitting areas, courtyards, bike racks and fountains in various combinations to create community focal points for residents and workers.
- Facade design standards should be contemplated in any development scheme and might be necessary at the outset to prevent the development of incompatible structures.
- Encourage attractive site appearance, consistency and good design.
- Ensure compatibility with surrounding land uses and with prevailing physical features, e.g., setbacks.

**Central Business District Goal:** The physical appearance of the Central Business District (CBD) should be improved to create a pleasant, attractive shopping area. Landscaping, plantings, and architectural unity should be the themes for the future.

**Central Business District Policies:**

- Unified landscaped parking facilities linked to business activities by attractive walkways should be provided at the perimeter of the Central Business District.
- The overall size of the Central Business District should be limited to a reasonable walking distance from one end to the other in order to develop a close physical relationship among the parts of the district.
- Continue to concentrate businesses in the existing downtown area and avoid dispersion of commercial activities.
- Provide adequate support facilities for the Central Business District: to include off-street parking areas, street systems, utilities and public services like public transit.
- Promote uses in the Central Business District to improve its competitive position in the area: advertising, good design and appearance, a safe and efficient pedestrian movement system, and a wide variety of retail and personal service establishments.
- Make the fullest use of CBD second floor spaces for residential and office uses to prevent building deterioration while still protecting locally important ground floor retail sales and service activities.
- The CBD should serve as the commercial and professional center of Haddon Heights Borough.
- Conserve the economic vitality of the Central Business District by improving its physical appearance, introducing new land uses and maintaining a government presence, e.g., Borough Hall, the U.S. Post Office, and the public Library.

**MAJOR PROBLEMS AND OBJECTIVES RELATING TO LAND DEVELOPMENT IN HADDON HEIGHTS BOROUGH AT THE TIME OF THE ADOPTION OF THE LAST MASTER PLAN AND LAND USE PLAN IN 1996 DEALT WITH SEVERAL INTERRELATED ITEMS AS FOLLOWS:**

1. Providing opportunities for affordable housing.
2. Strengthening the Borough's commercial and office land use economic base.
3. Protecting historic properties and existing residential neighborhoods from non-compatible land use encroachment.
4. Balancing development with environmental and economic concerns.
5. Maintaining those unique physical attributes which contribute to the Borough's overall quality of life.
6. The preparation of the following mini-plans or special studies formed the basis for the Master Plan:
  - a. CBD area along Station Avenue.
  - b. Professional office/residential area along the White Horse Pike.
  - c. Highway-Commercial area along the Black Horse Pike.
  - d. Re-use potential of the municipal sewage treatment plant site within the Sylvan Drive-Thornolden Avenue neighborhood.
  - e. Housing policies for established residential areas, including the impact of the Mount Laurel court decision.
  - f. Recreation improvement and possible expansion of recreation areas.
7. The Master Plan also dealt with the updating of basic data pertinent at both the regional, county, and Borough levels. Such background information was made part of the Master Plan document.

**THE EXTENT TO WHICH THE PROBLEMS AND OBJECTIVES IDENTIFIED ABOVE HAVE BEEN EITHER REDUCED OR INCREASED SUBSEQUENT TO THE LAST MASTER PLAN ADOPTION IS CONSIDERED IN THE NARRATIVE BELOW:**

**1. Identified problems/objectives which have been increased:**

- a. Generally need to encourage ride-sharing, van pooling, staggered work hours and flex-time to reduce dependence on the private automobile. The Planning Board is in a position to require installation or contributions for the installation of bus shelters and related signage, on-site bicycle storage facilities, carpool and vanpool parking lot spaces, and sidewalk or pathway improvements.
- b. Concern that land use plan modifications, zoning changes, and development approvals taking place in neighboring municipalities will not negatively impact the Borough.
- c. Continued upkeep and conservation of the Borough's older housing stock remains important, given the age of many existing dwelling units.
- d. Maximize mass transit opportunities for residents and workers.
- e. Monitor the conversion of existing structures within the Central Business District to limit and control impacts on impervious coverage, off-street parking, and the double parking of delivery vehicles.
- f. Develop a comprehensive bike, jogging, and walkway system plan to facilitate non-motorized movement of people throughout the Borough.
- g. Examine all residential zoning area and bulk standards for proposed housing improvement activities including additions and accessory uses to ensure that adequate setbacks are being maintained and lots are not being overdeveloped.
- h. Explore zoning methods to permit and otherwise facilitate the construction of housing for young families, senior citizens, and renters.

**2. Objectives which have been reduced:**

- a. By drafting and adopting a local historic district ordinance the Borough has set a direction which will help implement objectives related to the preservation of historic resources as well as to ensure sensitive restoration, rehabilitation, and/or conversion of structures located either within a prescribed historic district(s) or identified as isolated examples of historic significance elsewhere in the Borough.

- b. Historic districts and sites have all been mapped.
- c. Conceptual site plans and development layouts have been incorporated into the Master Plan to help guide and assist physical development.
- d. Identified environmentally sensitive areas to be permanently protected.
- e. Developed a Borough-wide park and recreation system.
- f. Prepared comments with regard to the existing sound barriers along Interstate Route 295.

**THE EXTENT TO WHICH THERE HAVE BEEN SIGNIFICANT CHANGES IN THE ASSUMPTIONS, POLICIES, AND OBJECTIVES FORMING THE BASIS FOR SUCH PLAN OR REGULATIONS AS LAST REVISED, WITH PARTICULAR REGARD TO THE DENSITY AND DISTRIBUTION OF POPULATION AND LAND USES, HOUSING CONDITIONS, CIRCULATION, CONSERVATION OF NATURAL RESOURCES, ENERGY CONSERVATION, AND CHANGES IN STATE, COUNTY, AND MUNICIPAL POLICIES AND OBJECTIVES**

1. Borough-wide capital improvement plan should be created which establishes a short and long range infrastructure improvement program. Through allocation of the Borough's finite budget resources in combination with other sources of revenue, a systematic implementation program should be undertaken.
2. The State Plan suggests a growth management program strategy which affects the Master Plan objectives both in terms of land use and circulation policies. The State plan will need to be addressed within the context of the Borough's Master Plan and through the State and County cross-acceptance process to ensure and maintain local plan consistency.
3. Continued growth and redevelopment within the Borough will support State plans to limit the impacts of development sprawl and therefore local development and redevelopment efforts should be supported and encouraged at all governmental levels.

- d. Prepare a Master Plan map summary brochure with special emphasis on historic preservation.
- e. Identify acceptable land use activities for historic structures.
- f. Continue to evaluate the impact of non-historic sites on historic structures.
- g. Prepare a comprehensive list of suggested historic rehabilitation guidelines and strategies for a variety of preservation situations in Haddon Heights.
- h. Combine historic preservation goals and objectives with economic development strategies along Station Avenue and in other areas.
- i. Prepare sample site plans for historic structures that address landscape, signage, lighting and parking impacts and incorporate findings within the historic element of the Master Plan.
- j. Prepare a listing of all structures in all historic districts and address their significance within that district. Structures should be classified as non-contributing, non-significant, contributing, and significantly contributing. Standards for making these assessments should be established to minimize any subjectiveness in making the classification.
- k. Expand the list of individual historic structures that require protection by including some or all of those listed in the publication titled: "An Historic Guide Through Haddon Heights."
- l. Prepare standards that deal with the issue of "demolition by neglect." All buildings and structures within all historic districts should be maintained in good repair, structurally sound, and reasonably protected against decay and deterioration. Examples of such deterioration include:
  - 1). Deterioration of exterior walls or other vertical supports.
  - 2) Deterioration of roofs or other horizontal members.
  - 3) Deterioration of exterior chimneys.
  - 4) The crumbling of exterior stucco or mortar.
  - 5) Ineffective waterproofing of exterior walls, roofs, or foundations, including broken windows or doors.
  - 6) Deterioration of any feature so as to create a hazardous condition, which could lead to the claim that a demolition is necessary for the public safety.

In the event that the Planning Board determines that a structure is being "demolished by neglect", the Board should require compliance with newly established procedures.

3. Update Master Plan statistics to incorporate Year 2000 U.S. Census Data, and suggest appropriate revisions in the Housing Policies element of the Master Plan to maintain COAH certification as well as to reflect the most current COAH housing regulations and any procedural changes required by COAH.
4. Update the Central Business District (CBD) component of the Master Plan, focusing on ideas to improve Station Avenue and its business and retail climate. Issues related to encouraging retail business retention, encouraging new business growth, balancing ground floor professional office and retail space and other techniques to build upon the Station Avenue improvement efforts undertaken to date would be examined, with recommendations offered, as appropriate. Develop a Station Avenue plan that addresses the following:
  - a. Delineation of trade area.
  - b. Rate the offerings of the CBD by utilizing a questionnaire to help sustain and bring back economic vitality (see Table 1 for example questionnaire) within this area.
  - c. Characteristics of trade area, e.g. population, tenant mix, disposable income.
  - d. Identify the areas "niche in the market."
  - e. Development package including conceptual graphic site layouts and redesigns including signage.
  - f. Retail marketing campaign.
5. Incorporate the Station Avenue "Streetscape Improvements" Plan into the Master Plan and investigate ways in which to expand their use in the Borough.
6. The introduction of traffic calming devices in and around the Borough is important and should always be considered before making a traffic improvement because such a device will assist in the slowing down of motor vehicles and therefore creates greater pedestrian and bicycle safety. *A sample of traffic calming devices for Haddon Heights is presented on Table 2.* The Master Plan envisions the application of traffic calming in the following general areas:
  - a. Intersection Decision-Points – at intersections along Borough boundaries to enhance driver awareness of using bypasses to increase the diversion of traffic around town.
  - b. Entry Corridors – dramatically increase driver awareness upon entering the Borough along a major street.

- c. Secondary Corridors – reduce traffic speed and dramatically increase driver awareness of sharing the street with pedestrians and bicyclists, especially children and the elderly.
  - d. Intersections – reduce traffic speed and more safely channel vehicular movement.
  - e. Neighborhoods – enhance driver awareness upon entering a neighborhood, reduce traffic speed, reduce/divert cut-through traffic, and dramatically increase driver awareness of sharing the street with pedestrians and bicyclists, especially children and the elderly.
7. The Borough should inventory all existing street trees in the community to create a program whereby older trees are replaced, new trees planted, and all trees are adequately maintained in a healthy condition to create and reinforce tree-lined streets throughout the Borough to provide necessary and desirable shade and comfort and a more pleasant visual environment.

The following guidelines should be followed when planting street trees:

- a. A tree planting permit should be obtained from the Borough.
- b. All street trees shall be so situated to form as nearly as possible a straight and uniform line with the other street trees growing along the same street.
- c. Trees shall be planted or set 30 to 40 feet apart where practical and shall be sound, straight, and symmetrical.
- d. Street trees should not be planted in between the sidewalk and curbing unless otherwise shown on a Street Tree Plan.
- e. No tree shall be planted nearer than 25 feet to an intersection or alley.
- f. Every tree should be planted in a pit no smaller than three (3) feet square filled with good top soil; the open space outside the trunk permits the entrance of water and air to the roots.
- g. New trees should be watered weekly, especially during hot, dry weather to prevent the trees from dying.
- h. Trees should not be less than three and one half inches in caliper (diameter).
- i. Plant smaller trees under utility wires.
- j. Keep street trees at least ten (10) feet from utility poles, and at least six (6) feet from

water, sewer, and gas services.

- k. When a street tree is removed, have the stump removed at the same time. If this is not possible, have the stump cut as close to the ground as possible for reasons of safety and aesthetics.
  - l. Street trees must be trimmed around stop signs and other traffic regulatory signs.
  - m. In areas where trees are close to the curb or where trees are continually struck by parking cars, street tree guards are recommended.
8. Consider the adoption of a reforestation and woodland management ordinance to address areas of woodland scheduled to be destroyed as a result of construction. Specific requirements for tree replacement may include the following provisions:
- a. All newly planted trees and shrubs should be of nursery grown stock. All landscape materials should be a species native to the area and approved by the Planning Board. The developer or property owner should guarantee replacement for two (2) years.
  - b. The quantity of trees to be replanted should be equal to the number of trees that would be necessary to cover the entire treed area impacted by a development, based upon a 20' X 20' grid. Of this number of trees, 10% should be balled and burlapped 2"-2½" caliper, 20% should be bare root 1¼" to 1½" caliper, and 40% should be bare root six (6) to eight (8) foot tall whips. A mixture of trees indigenous to the area and site should be utilized.
  - c. Trees should be planted in natural groves and spaced 5' to 15' on center.
  - d. The ground plane should be seeded with a meadow grass mix. The specific blend should be approved by the Planning Board.
  - e. All woody and herbaceous plants should be species indigenous to the area.
9. Identify funding mechanisms in the Master Plan to implement various projects, e.g. NJDOT Transportation Enhancement dollars, NJ Smart Growth Planning and Program Resources.
10. Coordinate the Borough Master Plan with the New Jersey State Plan that addresses areas of growth, no growth, and sensitive growth within the State and the Camden Hub Strategic Plan that was prepared by The Walter Rand Institute for Public Affairs.
11. Consideration should be given to amending the Land Development Ordinance to require the submission of "Litter Management" plans for nonresidential developments. The purpose of such a plan would be to ensure that trash and litter are controlled in the most effective manner to provide an aesthetically pleasing atmosphere for customers and tenants and to prevent litter from blowing onto neighboring businesses or residences.

Specifically, such a plan would address trash receptacles, cigarette urns, street sweeping, policing of grounds, vacuuming and power washing, and the installation and trimming/care of landscaping.

12. Explore infill development opportunities on existing commercial sites to further improve overall site utilization and promote economic revitalization in the Borough.
13. Address re-use of the existing firehouse site when and if it becomes available for development to promote further economic revitalization within the Station Avenue area of the Borough.
14. The Borough's first Housing Plan certification expired in 1993. The Borough should prepare a new Housing Plan Element as per the master plan element required by the Municipal Land use law ("MLUL") per N.J.S.A. 40:55D-1 et seq. This Housing Element/Fair Share Plan must be prepared in accordance with the MLUL, as well as with the Third Round substantive regulations (N.J.A.C. 5:94 et seq.) and procedural regulations (N.J.A.C. 5:95 et seq.) of COAH. COAH adopted its new Third Round methodology and regulations on November 22, 2004, which became effective on December 20, 2004.

The new "growth share" procedures mark a significant departure from COAH's prior two rounds of affordable housing methodology. The Third Round methodology implements a growth share approach that links the production of affordable housing with residential and non-residential development that occurs in a municipality between January 1, 2004 and January 1, 2014. For the Third Round growth share component, COAH has adopted ratios that require one (1) affordable unit for every 8 market rate housing units constructed and one (1) affordable unit for every 25 jobs developed as expressed in square footage of new non-residential development. This is the key change from the methodology COAH used in the first and second rounds which had previously assigned an affordable housing obligation as an absolute number to each municipality in its first two rounds.

*Options for achieving low and moderate income housing are identified on Table 3*

15. Rezone Block 50, Lots 8 and 9 from R-3 Low Density Residential to either the existing "O" Office Zone District or another similar district that permits nonresidential uses like small offices, storage, and distribution. Other possible uses may include day care centers, but not general manufacturing, commercial and retail activities. This site contains the vacant NJ Water Company distribution center. The Water Company site contains two (2) buildings which total 6,000<sup>±</sup> square feet and some off-street parking.

A change in zoning for this site will be more consistent with present uses and type of infrastructure that now exists and may facilitate the planned construction of Haddon Avenue to West Atlantic Avenue over the existing railroad tracks as per the current Master Plan.

16. Rezone the existing R-4 "Window Factory" and "Sherwin Williams" site to the NC Neighborhood Commercial Zone District. There is a need to review the list of permitted

and conditional uses in this commercial zone. A new but similar zone would be appropriate if the current NC use mix proves not to be acceptable. The new zoning classification would permit any kind of manufacturing, fabricating, altering, finishing or assembling and offices, storage, distribution, and some retail and personal services establishments so as to allow existing nonconforming uses to become permitted uses and to further promote compatible nonresidential activity. It is envisioned that supermarkets, grocery stores, meat markets, delicatessens, fish markets, drugstores, and restaurants would not be permitted land uses within the new zone classification. Planned residential development would be permitted as a conditional use to reflect the current permitted maximum gross density of the R-4 Residential Zone at six (6) dwelling units per acre.

17. The Borough should continue to maintain and utilize its current public works facility at its present location. In the future, the Borough may explore other alternatives that could involve the sharing of such services with other neighboring municipalities and/or the construction of a completely new facility on another site in the Borough.

A new facility should have a pole barn and garage with office space, salt storage, off-street parking for at least twenty (20) cars and for six (6) public school buses, the ability to house equipment for such activities like snow removal and recycling. A total of fifteen (15) employees would occupy the site. The design of a new Public Works facility should reflect the following basic principals:

- a. A minimum number of light standards should be used so as not to negatively impact adjacent neighbors.
- b. Building floor plans should be carefully evaluated to establish minimum vehicular turning movements into the building, thereby further reducing excess pavement and providing for additional landscape areas next to buildings.
- c. Site building architecture should be compatible with other nearby structures.
- d. Keep pavement as far away from any existing watercourse, as possible. Maintain a safe minimum distance and stabilize slopes and landscape to provide an attractive backdrop for the entire site.
- e. The distance between various on-site buildings should be minimized to minimize the amount of pavement.
- f. Make sure driveway turning radii leaving the site are adequate to accommodate the largest Borough vehicles including fire trucks.
- g. Show any and all existing tree lines on the site and permanently preserve these areas.
- h. If required, construct a naturalized detention basin with taller grasses and trees, which decrease soil erosion and filter out pollutants coming from the developed portion of the site. Alternatively, it is suggested that a basin "wall" system be considered to run next

to and between existing trees which would reduce tree removal and its associated negative impacts.

18. In the event the current Public Works facility moves from its present site, rezone the site for senior citizen housing for people 55 years old and older in accordance with the following commonly accepted ordinance definition: "Through its corporations, associations, or owners, said land and structures shall be restricted by bylaws, rules, regulations and restrictions of record to be approved by the Planning Board Attorney, to use by permanent residents 55 years of age or older, with the following exceptions:
- a. A member of a couple under the age of 55 years who is residing with his/her partner who is 55 years of age or older.
  - b. Up to two children, 19 years of age or over, may reside with their parents or parent where one of the parents with whom the child or children are residing is 55 years of age or older.
  - c. One adult under 55 years of age will be admitted as a permanent resident if it is established that the presence of such person is essential to the physical care of one or more of the adult occupants. If more than one adult under 55 years of age is necessary to care for the adult occupant, approval shall be required from the homeowners association."

The Borough owns the 7.3-acre site which is located adjacent to the County Park, between Sylvan Drive and Glover Avenue. A sewage treatment plant had originally been constructed on the site in the early 1900s and had been expanded a number of times to accommodate growth in the Borough. The site has 2 $\frac{1}{4}$ -inch water lines, a broken well, and two underground tanks – 550 and 2,000 gallons. The Department of Public Works is located on the site, involved with storage of maintenance equipment, servicing vehicles within a garage, and coordinating glass recycling. An historic stone foundation of an old mill site can be found next to the Kings Run Creek and the County Park.

The Camden County Municipal Utilities Authority has run a new 20-inch interceptor line to the site to eliminate local treatment and disposal. Sewage treatment use of the site has been abandoned. The County has begun treatment at its regional facility. The site now has an above-ground twenty-by-twenty foot structure which houses a metering and sampling station, plus a small off-street parking area. The existing Master Plan recommends the site be evaluated for the possibility of developing a small mini-park on part of the site and re-use potential for new residential development in the form of either Mt. Laurel housing or market rate conventional housing. The site is ideal for residential development because of its attractive on-site features, including natural vegetation and sloping topography. It is also located within an established single-family detached residential neighborhood, adjacent to a County Park and has excellent vehicular access to Kings Highway. Residential development should attempt to satisfy the local housing market, which prefers an environment that is exclusive and private, similar to Haddonfield Mews. The ideal residential development package for the site would have private street

lights, private roadway and open space maintenance, and private solid waste collection. Any development must provide for an adequate buffer zone around the old mill site and should protect as many on-site mature trees as possible.

Senior citizen housing should be encouraged and permitted by the Borough because there is a demand for such housing as supported by the following general reference:

*"The number of people age 65 and over in the United States is increasing at a dramatic rate – about 6,000 turn 65 each day. Census Bureau figures indicate that the number of Americans in that category increased from 19.9 million in 1970 to 31.5 million in 1990. This trend will continue with 39.3 million anticipated by 2010 and 65.6 million by 2030. In the same time span, this age group will have grown from 9.8 percent of the total population to nearly 22 percent.*

*The National Institute on Aging and the University of Southern California have determined that by the year 2040 there will be 86.8 million Americans age 65 and older, and 23.5 million age 85 and older. This is nearly 20 million higher than the usual projections cited by the U.S. Census Bureau, for those 65 and older, and nearly double for those 85 and older.*

*The aging of America is not only due to more people reaching maturity, but also to their living longer. The old are getting older, and staying healthier, so that four- and even five-generation families are becoming more commonplace. In the oldest age group, most are women.*

*These facts about the way in which the elderly are increasing should have a significant bearing on how developers respond to this explosive growth.*

*It is the sheer numbers of people who are elderly that constitute the major impetus for the surge in the development of retirement housing.*

*(Developing Retirement Communities by Paul A. Gordon; John A. Wiley & Sons, 1991.)*

A senior citizen housing development would benefit the Borough by providing new housing for its elderly citizens. In 1990 the total population of the Borough was 7,860 of which 24% were 65 year of age and over or 1,870 persons. There should be a demand for new dwelling units just from Borough residents. The Delaware Valley Regional Planning Commission forecasts that total population in the Borough will reach 7,941 by the year 2020.

A proposed senior housing development will result in no school-age children on the site. The development will add to the Borough's municipal revenues while creating negligible

traffic impacts and draw minimally on local services.

The development has other beneficial impacts. Thus, both during construction and subsequently, during its operational phase, the project will have economic multiplier effects to the local and regional economics as a result of wages and purchases. The added population will benefit the businesses in the Borough by adding to their revenue stream. Another benefit will be the development of an attractive housing stock that will complement the adjacent neighborhood.

The development of senior housing on the existing public works site should take into consideration the many good examples of neo-traditional and/or small lot housing styles and designs that already exist – narrow streets, front porches, individual garage doors, and attractive fencing.

It is envisioned that either 32 or 34 dwelling units could be located on the Borough owned site. Lot sizes should be between 5,000 and 7,000 square feet, with some a bit larger.

In recognition of the need for housing for seniors, the Borough should adopt an overlay zone to allow the construction of new age-restricted housing on parcels determined to be suitable by way of specific land area for such development site(s) and taking into consideration such other physical and cultural attributes for such unique site(s). Such an overlay zone should be created and/or placed over all non-residential zoning districts (i.e. CB Central Business, HC Highway Commercial, BC Business Commercial, NC Neighborhood Commercial, O Office, and PO Professional Office) except for those properties with frontage on the White Horse Pike.

19. The primary goals of the 1996 Haddon Heights Master Plan were to protect historic sites, provide a wide range of housing types, and promote a strong business community. To assist the Planning Board in the Master Plan update process, the following new set of Master Plan policies are advanced:
  - a. Good contemporary design, that complements rather than imitates historic buildings in the Borough, should be encouraged for any new buildings that are constructed, whether they be in historic district, adjacent to it, or elsewhere in the Borough.
  - b. Carefully monitor development pressures to prevent expansion of businesses to the point where historic commercial buildings are replaced by large new structures or expanded and altered to the point where they lose their significance.
  - c. Require benches, sitting areas, courtyards, bike racks, and fountains in various combinations to create community focal points for residents and workers.
  - d. Conserve the economic vitality of the Central Business District by improving its physical appearance, introducing new land uses and maintaining a government presence, e.g., Borough offices, post office, and library. Carefully reevaluate permitted and prohibited uses within the CBD to promote pedestrian uses at first floor levels.

- e. Undertake a vigorous program aimed at strengthening the Central Business District in order to meet the competition from neighboring shopping facilities.
- f. Prepare zoning criteria for churches and other places of worship.
- g. Study principal building setbacks and impervious surface standards within all zone districts, especially within residential zones.
- h. Update the sign ordinance.
- i. Prepare an application to the State Office of Smart Growth for Centers Designation and Plan Endorsement resulting in financial, technical and regulatory priority assistance from the State of New Jersey.
- j. Prepare a "Smart Growth Planning Grant" to be submitted to the State Office of Smart Growth to help fund ongoing planning and implementation work efforts.
- k. Incorporate State Residential Site Improvement Standards into the Land Development Ordinance and update the ordinance and forms as necessary.
- l. Conduct a vacant land analysis and application for COAH certification.
- m. Improve existing business areas to create better pedestrian and bicycle circulation and adequate parking.
- n. Establish design criteria for new and redeveloping commercial areas which will lead to more attractive business areas in order to enhance property values, attract shoppers, and encourage a village-like atmosphere.
- o. Study off-street parking requirements for campers, RVs, and boats.
- p. Prepare wireless telecommunications ordinance language to include definitions and regulations to address alternative tower structures and locations, ancillary facilities, collocation, radio frequency, design, and height limitations.
- q. Revise standards for home occupations and home professional offices, i.e. number of employees, hours of operation, deliveries, noise and traffic, and size, so as to be compatible with the most recent State standards.
- r. Add language to address urban reforestation and/or woodland management.

New ordinance regulations would emerge as a result of the Master Plan update effort, but these would be in the nature of refinements to the current code as opposed to a completely new document.

20. The Borough should conduct a study on parking conditions on the Kings Highway and

Station Avenue. The Planning Board has a concern about all forms of parking, especially in proximity to the retail businesses within the Borough. This report recommends that such a study be undertaken as soon as possible. The Board suggests that as part of this study, parking be reviewed on Atlantic Avenue from Station Avenue to Kings Highway, as well as the property where the Department of Motor Vehicles is presently located. The Board also suggests that the study review whether it would be appropriate to close West Atlantic Avenue at Route 295, the border with the Borough of Barrington, so as to create a parking lot. There are ball fields located immediately adjacent to West Atlantic Avenue in this area. Parking in that area is dangerous.

21. Amend Ordinance Section 103-135. Signs. To permit the use of temporary sandwich board and 2-sided freestanding signs in the Central Business District, Highway Commercial District, Business Commercial District and the Neighborhood Commercial District. *The Borough Council should give consideration to the draft ordinance found in Appendix 2.*
22. The Planning Board recommends that the construction of "Big Box" anchor stores be prevented. As such, Section 103-11 of the Borough's Zoning and Land Development Ordinance should be amended to include the following: "ANCHOR STORE – or big box or magnet store means a major single tenant store or stores commonly known as large-scale retailers that occupy a minimum building size of 80,000 square feet and derive their profits from high sales volumes and draw customers, and thereby generate business, from surrounding stores". Also, Section 103-18 should be amended to list "Anchor Stores" as a prohibited use in all districts.

**THE RECOMMENDATIONS OF THE PLANNING BOARD  
CONCERNING THE INCORPORATION OF REDEVELOPMENT PLANS  
ADOPTED PURSUANT TO THE "LOCAL REDEVELOPMENT AND  
HOUSING LAW," P.L. 1992, c.79 (C.40A:12A-1 et al.) INTO THE LAND  
USE PLAN ELEMENT OF THE MUNICIPAL MASTER PLAN, AND  
RECOMMENDED CHANGES, IF ANY, IN THE LOCAL DEVELOPMENT  
REGULATIONS NECESSARY TO EFFECTUATE THE  
REDEVELOPMENT PLANS OF THE BOROUGH**

1. The Master Plan will be revised to incorporate fully the Station Avenue redevelopment plans.
2. Identify potential redevelopment areas in the Borough by undertaking a study pursuant to subsection a. of Section 6 of P.L. 1992 C.79 (C:40A:12A-6) to determine whether or not a given neighborhood is in need of redevelopment. This act, known as the *Local Redevelopment and Housing Law*, exists to promote the physical development and improvement of "...conditions of deterioration in housing, commercial and industrial installations, public services and facilities and other physical components and supports of community life, which...without this public effort are not likely to be corrected or ameliorated by private effort." This act aids local governments in reversing these deteriorating conditions and promoting community interests through the support of redevelopment and incentive programs to improve all neighborhood facilities. To declare an area in need of redevelopment, the governing body must conclude, after investigation and public hearing, that within the delineated area at least one of the following conditions set out in this statute must be found to exist:
  - a. The generality of buildings are substandard, unsafe, unsanitary, dilapidated, obsolescent, or possess any of such characteristics, or are so lacking in light, air, or space, as to be conducive to unwholesome living or working conditions.
  - b. The discontinuance of the use of buildings previously used for commercial, manufacturing, or industrial purposes; the abandonment of such buildings; or the same being allowed to fall into so great a state of disrepair as to be untenable.
  - c. Land that is owned by the municipality, the county, a local housing authority, redevelopment agency or redevelopment entity, or unimproved vacant land that has remained so for a period of ten (10) years prior to adoption of the resolution, and that by reason of its location, remoteness, lack of means of access to developed sections of the municipality. or topography, or nature of the soil, it is not likely to be developed through the instrumentality of private capital.
  - d. Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the

community.

- e. A growing lack of total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real property, therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety, and welfare.
- f. Areas, in excess of five (5) contiguous acres, whereon buildings or improvements have been destroyed, consumed by fire, demolished or altered by the action of storm, fire, cyclone, tornado, earthquake or other casualty in such a way that the aggregate assessed value of the area has been materially depreciated.

By definition, a redevelopment area may also include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety, or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area in which they are a part.

Table 1

DOWNTOWN ELEMENTS  
 Haddon Heights Borough  
 Camden County, NJ

Downtown is/has (a/an)	1	2	3	4	5	Rate each Element from 1 to 5 with 5 as the highest score
<b>Element</b>						
<b>Appearance &amp; Image</b>						
Safe						
Clean						
Green						
Charm						
Historic						
Sittable						
Well-maintained buildings						
Evening illumination						
Identifiable downtown graphic						
Inviting storefronts						
<b>Uses</b>						
The right business mix						
Available goods and services						
Unique						
Business-friendly						
Affordable						
Empty buildings						
Opportunities to live						
Opportunities to work						
Appeals to a broad spectrum of users						
<b>Sustainability</b>						
Welcoming						
Pride						
Friendly						
Internally cooperative						
Externally cooperative						
Customer-friendly						
Volunteer spirit						
Communication						
Progressive/future-oriented						
<b>Activities &amp; Livability</b>						
Adequate signage for both cars and pedestrian users						
Sufficient parking that is easy to find and use						
Connections between the various user attractions... ...in the downtown						
A choice of arrival options, car, bike, transit, foot, etc.						
Convenient access from major highways						
Good sidewalks						
Safe cross walks						
Smooth flowing traffic through downtown						
Easy to use walkable access to ... ...and between attractions.						
<b>TO DO - analyze the current situation</b>						
Identify areas for improvement						
Identify specific projects						
Set priorities for project implementation						
Identify organizations responsible for implementation						
Identify funding sources						

**Table 2**

**TRAFFIC CALMING DEVICES**  
Haddon Heights Borough  
Camden County, NJ

<b>Devices</b>	<b>Application</b>
Textured Crosswalks/Speed Platforms	<ul style="list-style-type: none"><li>• neighborhood gateway</li></ul>
Traffic Circles	<ul style="list-style-type: none"><li>• secondary corridors and within neighborhood</li></ul>
Corner Bump-Outs	
Four-Way Stops	
Textured Intersection Platforms	
Planting Buckets & Other Landscaping	<ul style="list-style-type: none"><li>• neighborhood gateways and within neighborhood</li></ul>
Selective Street/Carway Narrowing	<ul style="list-style-type: none"><li>• where lane width &amp; on-street parking permit</li></ul>
Speed Limit Reductions	<ul style="list-style-type: none"><li>• along entry corridors &amp; within neighborhoods</li></ul>
Traffic Diverters	<ul style="list-style-type: none"><li>• in extreme instances on local streets</li></ul>
Shade Trees	<ul style="list-style-type: none"><li>• all locations</li></ul>
Streetscape Improvements	<ul style="list-style-type: none"><li>• entry corridors</li></ul>
Gateway/Boulevard Treatments	<ul style="list-style-type: none"><li>• intersection, decision-points, &amp; entry corridors</li></ul>

### **Table 3**

#### **OPTIONS FOR ACHIEVING INCLUSIONARY FAIR SHARE**

**Haddon Heights Borough  
Camden County, NJ**

1. Municipality sponsored new construction (all units affordable – no market units)
2. Gut rehabilitation (counts as new construction)
3. Conversions (old schools and other nonresidential buildings turned into affordable units)
4. Alternative living arrangements such as residential health care facilities, transitional facilities for the homeless, congregate housing, and group homes for mentally and physically disabled (credited by the bedroom and may qualify for two-for-one credits)
5. Transitional facilities for the homeless and victims of domestic abuse (may qualify for two-for-one credits)
6. Accessory apartments (creating new apartments within existing homes or other structures)
7. Purchase of vacant housing units and/or ones that have never been occupied
8. Right-down/buy down the cost of previously owned market rate units
9. Senior citizen housing
10. Family rental housing
11. Regional Contribution Agreements (RCAs) (transfer money to an older community, usually urban)
12. Rehabilitation of deficient units (bringing units up to code)
13. ECHO (Elder Cottage Housing Opportunities) used to address a rehabilitation obligation.
14. Donate land to a nonprofit organization to construct affordable housing units
15. Assisted Living facilities

## Appendix 1

### ALTERATIONS AND ADDITIONS IN A HISTORIC DISTRICT

Changes to properties located in historic districts are inevitable. The needs of today's residents are different than those of the original owners. The Historic Preservation Advisory Commission uses the Secretary of the Interior's Standards for Rehabilitation, as well as, additional guidelines to review proposed additions.

All additions to structures within a historic district must be reviewed by the Historic Preservation Advisory Commission.

#### **Standards & Guidelines to consider when designing an addition in a Historic District**

The Secretary of the Interior's Standards for Rehabilitating Historic Buildings (Revised 1990)

The Office of the U.S. Secretary of the Interior, which administers historic preservation at the federal level, recognized the public's need for design guidance. Working with preservationists across the country, they developed standards and guidelines for both the rehabilitation of historic buildings and new design in historic districts. First published in 1979, the Standards for Rehabilitating Historic Buildings presents ten (10) clear and brief statements representing appropriate design in a historic context. Supplemental to these standards, an extensive set of guidelines was also developed, providing more specific guidance on things such as exterior surfaces, roofs, windows, interiors – even sites and districts.

These standards and guidelines can be used by historic district commissions to assist in determining whether proposed changes should be approved or disapproved. The standards and guidelines are nationally accepted, and represent the present thinking on appropriate methods of intervention.

*The following standards for contributing structures are general principles that the Department of the Interior recommends for consideration in the planning stage of rehabilitation:*

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

*Certain limited types of work are permitted without Planning Board approval. These are as follows:*

1. Painting and/or staining.
2. General maintenance and general repairs.

3. New porch floors that do not alter the existing or original shape.
4. Interior work that is not visible from the outside (unless otherwise specified in the agreement).
5. Repair-in-kind, if the work you want to do involves only repair using the same materials and the exact same details and finishes. It is, however, a good idea to notify the Historic Preservation Advisory Commission when you are planning in-kind maintenance.
6. Replacing roof with similar or like materials.

*Examples of work that requires a Certificate of Appropriateness include:*

1. Installing synthetic siding (vinyl, aluminum, steel, etc.).
2. Installing ornamental fencing.
3. Replacing roof, with different finish materials.
4. Changing existing windows, sashes or frames.
5. Adding shutters not original to the structure.
6. Altering or adding sidewalks, driveways or parking areas.
7. Building additions and alterations.
8. Adding/altering garages.

Obtaining Planning Board approval is the responsibility of the property owner(s). It is advisable that this be done well in advance of anticipated construction and before making any financial commitments for work and/or materials.

*Recommendations for Alterations and Additions:*

1. Retain original siding whenever possible, without the application of any surface treatment unless required to solve a specific problem that has been studied and identified.
2. Avoid the application of new material, which is inappropriate or was unavailable when the building was constructed, such as artificial brick siding, artificial cast stone brick veneer, asbestos or asphalt shingles, and vinyl or aluminum siding. Such material can also contribute to the deterioration of the structure from moisture and insects.

3. Replace missing significant architectural features, and repair or replace, where necessary, deteriorated architectural features of wood, iron, cast iron, terra cotta, tile and brick. Retain those architectural features such as siding, cornices, brackets, railings, shutters, windows, doorway pediments, hand rails, balusters, columns and trims, brackets and roof decoration.
4. Preserve the original roof shape and the original roofing material, whenever possible. When not possible, apply new roofing material that is appropriate to the style and period of the building and neighborhood.
5. Preserve or replace where necessary, all architectural features that give the roof its essential character, such as dormer windows, cupolas, cornices, brackets, chimneys, cresting, and weather vanes. Avoid changing the character of the roof by adding new inappropriate features such as dormer windows, vents or skylights.
6. Avoid altering the size of windowpanes or sash. Such changes destroy the scale and proportion of the building.
7. Retain and repair existing window and door openings including window sash, glass, lintels, sills, architrave, shutters, doors, pediments, hoods, steps, and all hardware whenever possible. If new sash and doors are used, duplicate the material, design, and the hardware of the older window sash and doors.
8. Install visually unobtrusive storm windows and doors, where needed, that do not damage existing frames and that can be removed in the future. Avoid aluminum storm and screen window with insulating glass combinations that require the removal of original windows and doors.
9. Use original doors and door hardware when they can be repaired and reused in place.
10. Avoid installing plastic, canvas, or metal strip awnings or artificial shutters that detract from the character and appearance of the building.
11. Avoid enclosing porches and steps in a manner that destroys their intended appearance.
12. Retain porches and steps that are appropriate to the building and its development. Porches or additions reflecting later architectural styles are often important to the building's historical integrity and, wherever possible, should be retained.
13. Keep additions to historic buildings and adjacent new construction to a minimum.

14. Design an addition so there is the least possible loss of historic materials and so the character defining features are not obscured, damaged, or destroyed.
15. Locate an addition at the rear or on an inconspicuous side of a historic building and limit its size and scale in relationship to the historic building.
16. Design additional stories that are set back from the wall plane and are as inconspicuous as possible when viewed from the street.
17. Design the addition so it is clearly differentiated from the historic structure. Offset the walls of the addition so they are not simply extensions of the existing walls.
18. Design the addition to be compatible in terms of mass, materials, relationship of solids to voids, etc.
19. Design the addition to compliment the rhythm of the historic structure.
20. Make sure the addition is not so similar that it appears to be part of the original structure.

*Remember an Addition:*

1. Should be compatible with the size, scale, and architectural features of the original structure.
2. Should be differentiated from the original structure.
3. Should not harm the integrity of the original structure.
4. Should (theoretically) be removable from the original structure.

*Signage:*

Haddon Heights enforces ordinance that regulate signage in various zoning districts throughout the Borough. In addition, signs and awnings, which encroach into the public right-of-way, are subject to approval through the Planning or Zoning Board.

**Commercial Buildings**

*Evaluating Sensitive Design Approaches:*

Commercial buildings of the early 20<sup>th</sup> century, which establish the historic or architectural feeling were comprised of three (3) unified components: the storefront (located along street level), the upper façade, and the cornice. In approaching an appropriate rehabilitation, the character of these principal units should be identified, retained, and treated with sensitivity.

#### *Store Fronts:*

Changes in fashions and tastes, merchandising techniques, business ventures, and "updating" public images have subjected the faces of commercial building to frequent alteration. As businesses competed for the attention of pedestrian and vehicular traffic, several layers of storefronts often accumulated on the same building. On most surviving late early 20<sup>th</sup> century urban commercial buildings, the traditional focus on street-level activity and the secondary usage of upper floors allowed the first floor storefronts to bear the brunt of insensitive alteration. It is not unusual though, to find buildings that have been completely covered from top to bottom with a "modern" cladding such as aluminum or stucco panels.

The typical 19<sup>th</sup> century storefront consisted of single or double doors flanked by display windows. The entrance was frequently recessed to create space for the door to swing out without injuring pedestrians, to protect the customer from the weather, and to increase the amount of space in which to display merchandise. In some cases an additional side door afforded access to the upper floors. Thin structural members of cast iron, wood, or (less commonly) masonry, usually framed the storefront. The windows themselves were raised off the ground by panels or bulkheads of wood, cast iron, pressed metal, or masonry which occasionally incorporated small areas of glass to light basement space. Transoms of single or multiple glass panes were placed above windows and doors to provide a source of natural light for the deep interior space. The signboard above the storefront (the fascia covering the structural beam) became a prominent part of the building and was generally capped by a small cornice of metal, wood, or masonry. Canvas awnings, generally mounted just above or below the transoms, often shaded turn of the century storefronts to reduce fading and the mirror effects of the glass.

Storefront design remained basically unchanged until the 1920's and 1930's when design elements were simplified and streamlined. A variety of new materials were introduced during this period, including aluminum and stainless steel, pigmented structural glass, tinted and mirrored glass, glass block, and neon.

In evaluating whether the existing storefront is worthy of preservation, recognize that good design can exist in any period. A storefront added in 1930 may have greater architectural merit than what it replaced. In commercial historic districts, it is often the diversity of styles and detailing that contribute to the area's character. If the storefront design is a good example of its period it may have gained

significance over time, and should be retained as part of the historical evolution of the building.

*Upper Façade and Cornice:*

The upper facades of commercial buildings, located immediately above the storefront, can range from a single story to multiple stores. Constructed of wood, masonry, architectural metal, or a mixture of building materials, upper facades are generally divided into bays, a vertical division of the exterior marked by window placement or architectural features. Windows are often residentially scaled, as the upper levels of commercial buildings were often used as residential space. By the turn of the century, commercial facades became more decorative with corbelling, recessed panels divided by pilasters, ornamental window hoods, and various other architectural elaborations being introduced into the overall design.

Cornices distinctively complete the unified design by capping commercial facades along the roofline. Whether constructed of wood, metal, or masonry, cornices usually project above the upper façade in the form of corbelling or being visually supported by brackets. Similar to the designs of upper facades, cornices became more elaborate as the 19<sup>th</sup> century progressed. However, as architectural trends changed, cornices were simplified during the early decades of the 20<sup>th</sup> century.

*Rehabilitation Options:*

It is essential to understand that the best design approaches for rehabilitating historic commercial properties are generally the most simple and obvious, not necessarily the most creative. An evaluation of the storefront's architectural features and physical condition will help determine the best course of action in the actual rehabilitation work. An initial step in this evaluation should be the removal of any inappropriate covering materials in several places to determine just how much of the original character remains. The standards and guidelines used to direct the appropriate rehabilitation of residential properties, including building materials, windows and doors, new construction, demolition, and the environment, are equally applicable to historic commercial districts.

*Appropriate:*

In applying the standards to determine the most sympathetic method of rehabilitating a historic commercial property, the following guidelines should be applied. Any proposal which does not comply with the following shall be considered inappropriate.

1. Identify and sensitively rehabilitate original or other character defining features and materials of the building or the environment. As commercial

buildings are recognized as products of time and place, retain significant building fabric in its original location.

2. Identify and retain changes to the property which have gained significance in their own right, reflect significant trends in the evolution of the building, or help to define the structure's architectural integrity.
3. Appropriate preventative maintenance and repair will ensure the protection of original elements while reducing potential replacement costs. Replacement shall be limited only to those features and materials that are deteriorated beyond repair. If replacement is warranted, new features shall duplicate the originals in size, scale, design, configuration, color, texture, and other visual qualities; and, where possible, materials.
4. Cleaning, when required, shall be undertaken by the gentlest possible means. The appropriate cleaning agents shall be determined in consideration of the building material to be cleaned and the desired results (i.e.: removal of light or heavy soils or removal of paint). Cleaning methods should be considered in consultation with a qualified professional and tested in an inconspicuous location on the building.
5. Designs for new construction or missing architectural features should be derived from similar surrounding properties or elements present on the subject building. Avoid creating a false historical appearance by incorporating ornamental features that are insufficiently documented physically or photographically. When replacing missing features, keep the new design simple, yet compatible, and avoid the destruction of the building's original integrity. Designs for infill buildings should respect the height, scale, mass, setback, materials, spatial rhythm, proportion, and color of adjacent properties. The guidelines for new construction projects in residential districts are equally applicable to commercial areas.
6. The reversibility of any proposed rehabilitation in locally designated commercial districts shall be considered in the design review process.

### **New Construction, Demolitions, & Relocations in an Historic District**

Historic neighborhoods have a unique character. This character may be related to the architecture, method of construction, neighborhood rhythm, and/or other special attribute. Haddon Heights is proud of its historic districts and landmarks and through its historic preservation ordinance, tries to protect their special features and qualities. When a district is listed as a historic district, changes to any of the properties are subject to review. This includes new construction on vacant lots.

Historic neighborhoods have an established sense of scale and atmosphere. This is achieved through the repetitious nature of structures similar in height, massing, setting, etc. These neighborhoods may also have a pedestrian orientation, which is emphasized by front porches, uniform setbacks, parking in the rear, and clearly visible entrance within the front facades. Inserting a new building into an historic district takes careful planning, so the new construction can reinforce and respect the architectural integrity and distinct characteristics of the district.

Since construction in a historic district has taken place continuously, a variety of building types and styles result which demonstrate the changes in building tastes and technology over the years. New buildings and additions should continue this tradition while seeking to complement the historic properties.

The way in which the new building visually relates to adjacent properties is an important aspect of its review by the Historic Preservation Advisory Commission. Compatibility is achieved by identifying and incorporating the common characteristics of the historic district into the design of the new structure.

The goal is not to imitate or duplicate a historic building, but to create a new building that is compatible with its surroundings. Design for new construction which seeks to create a false historic appearance through the imitation of historic styles, periods, or details are inappropriate.

#### *Setback:*

A new structure should be situated approximately the same distance from the street as adjacent buildings, to create a continuous street edge.

Setback is the distance a building is located from property lines. Residential buildings in Haddon Heights often share a common front and side yard setback. In Haddon Heights, front setback is uniform (generally from 20 to 30 feet) and side setback can be as little as 5 feet from the property line.

Commercial buildings in Haddon Heights are generally set directly on the property lines, creating a wall effect. In locating new buildings, the side and rear setbacks should be maintained and aligned with the facades of surrounding historic buildings.

#### **Criteria for New Constructions and Additions**

The following criteria should be used when reviewing new construction in the Haddon Heights Historic District.

1. *Driveways and Parking.* Driveways continue along the side yard with parking behind the front of the building and to the rear of the main building.

2. *Height.* The height of buildings in Haddon Heights, particularly at the block level, is similar. Most buildings, with the exception of the Bungalow and most commercial buildings, are 2 to 2.5 stories in height. The height of new construction should be compatible with surrounding historic buildings.
3. *Width.* Building or lot width is another important visual quality. In Haddon Heights, lot frontage is narrow and buildings are generally located with the narrow side toward the street. This results in a very tight street edge with common sized buildings and a characteristic rhythm. The width of new construction should be compatible with surrounding historic buildings.
4. *Orientation.* The site orientation of the new buildings should be consistent with that of adjacent buildings.
5. *Building Size, Scale and Mass.* A new structure should get its design cues for size and scale from neighboring buildings.

### **Roofs**

Similar roof form and pitch are characteristics of buildings in Haddon Heights. Nearly all residential buildings in the district have pitched roofs with gable or hip the predominate type. In contrast, commercial buildings have flat roofs with parapet. Roof designs should be compatible with surrounding buildings. Sloped roofs with pitches similar to those of nearby buildings should be required for new residential construction, and flat roofs with roof plane hidden from view on the front façade should be required from commercial construction.

### **Doors and Windows**

The relationship of solids to voids, as expressed by doors and windows should be compatible with the surrounding properties. Window openings in the historic districts often share similar size, spacing, and shape. Given the height of the buildings, generally 2-2.5 stories, windows predominately narrow and vertically oriented. On many buildings, particularly the Colonial Revival and other classically inspired styles; they are stacked, with a narrow space between them. Other styles; particularly the Craftsman style, exhibit randomly placed openings. Storefronts have wide horizontal windows and little or no spacing between openings, providing a greater transparent area. In designing new construction, the proportion and spacing of openings on adjacent buildings should be maintained. Skylights are reviewed on an individual basis. It is recommended that these elements be placed on the rear or least visible façade whenever possible.

## **Horizontal Rhythms**

Repeated elements on neighboring buildings are characteristic of buildings in the Borough of Haddon Heights. Division between upper and lower floors, uniform porch heights and alignment of window and window sills are examples of such rhythms. New construction in the historic districts should maintain or extend these strong shared streetscape elements in the overall historic district where they appear.

## **Materials**

Certain materials are characteristic of Haddon Heights; wood frame buildings with horizontal wood siding being predominate. Materials that are esthetically compatible in quality, color, texture, finish and dimension to those common to the district should be used.

## **Signs, Lighting and Other Appurtenances**

Signs, exterior lighting and other appurtenances such as walls, fences, awnings and landscaping shall be visually compatible with the traditional architectural character of the historic structure.

## **Relocations**

New development may demand the removal of historic structures. Consideration should be given to relocation rather than demolition. The Historic Preservation Ordinance establishes criteria for relocations. The removal of the structure and the proposed location should be carefully considered. With each new additional demotion the historic integrity is further eroded.

All demolitions within a historic district must be reviewed by The Historic Preservation Advisory Commission. A request for demolition must be accompanied by a request for new construction. The Historic Preservation ordinance establishes specific guidelines for the Historic Preservation Board to evaluate requests for demolition.

## **The Secretary of the Interior's Standards for new Construction in Historic Districts and Near Individual Landmarks**

While the Secretary of the Interior's Standards are oriented toward rehabilitation of existing historic buildings and Standards 2 and 9 apply to new construction in historic districts and near individual landmarks. Under Standard 2 the setting of historic building should be preserved when new construction is undertaken. The relationship of the new construction to adjacent buildings, landscape and streetscape features, and open spaces should be considered. New construction adjacent to historic buildings can dramatically alter the historic setting of

neighboring building or the district. Under Standard 9 new construction is appropriate as long as it does not destroy significant historic features including designed landscapes, and complements the size, color, material and character of adjacent buildings, neighborhood, and environment.

## Appendix 2

### DRAFT ORDINANCE FOR "TEMPORARY PORTABLE SANDWICH BOARD & 2-SIDED FREESTANDING SIGNS"

#### Section 103-135.

C. The following signs are prohibited in all zones:

- (15) Wheeled signs
- (27) Temporary Portable Sandwich Board and 2-sided freestanding signs, except as permitted in Section 103-135S.

S. Temporary Portable Sandwich Board and 2-sided freestanding signs shall be permitted in the Highway Commercial, Neighborhood Business, Business Commercial and Central Business District Zones. For the purpose of enforcing this chapter, temporary portable sandwich board and 2-sided freestanding signs shall be subject only to the following restrictions:

- (1) Temporary Portable Sandwich Board and 2-sided freestanding signs are permitted curbside on the sidewalk or in entrance alcoves. Temporary Portable Sandwich and 2-sided freestanding signs cannot exceed 24" x 36" in total size and must be placed in locations to provide a minimum of 4 feet clearance for pedestrian accessibility and such signs shall be located at least five (5) feet from a pedestrian ramp and two (2) feet from the back of a curb line. Temporary Portable Sandwich Board and 2-sided freestanding signs shall be constructed of wood and may contain chalkboard or other writable material. Once erected, the sandwich board sign base must have no more than an 18" separation. Temporary Portable Sandwich Board and 2-sided freestanding signs can only be used to advertise the business located at the premises. Temporary Portable Sandwich Board and 2-sided freestanding signs and their locations must be registered with, and approved by the Borough Zoning Officer. In order to provide adequate pedestrian accessibility, some properties may not be approved for a sandwich board or a 2-sided freestanding sign.
- (2) **Definitions.** As used in this Subsection S, the following terms shall have the meaning as indicated below:

*TEMPORARY PORTABLE SANDWICH BOARD SIGN* – Two (2) rigid boards, connected at the top to form an A-frame, which shall be structurally stable under all reasonable wind and weather conditions.

*TEMPORARY 2-SIDED FREESTANDING SIGN* – A single board, held vertically and supported at the bottom, which shall be structurally stable under all reasonable wind and weather conditions

- (3) Signs conforming to the following may be put up immediately after approval from the Borough Zoning Officer. Approvals must be obtained from the Borough Zoning Officer prior to the placement of the free-standing sandwich board sign or 2-sided freestanding sign. Any free-standing sandwich board or 2-sided freestanding sign not meeting the standards below, or the following conditions, will be cited by the Borough:
- (a) Only one (1) such sign shall be permitted per business frontage, and must be located adjacent to the exterior of the business establishment.
  - (b) It shall be artistically designed with a theme related to the individual business or business district in which it is located and must be painted or otherwise finished.
  - (c) The sign shall be located so as not to impair pedestrian or vehicular traffic, or block or obstruct any legally required fire exit, curbside car vehicle door opening area, or any other exit.
  - (d) The sign shall not obstruct any driveway or obstruct the sight lines of motorists entering and exiting a driveway.
  - (e) The sign shall be taken inside at night after the closing of business and during periods of inclement weather, such as rain, snow, and high winds. The sign shall include a ten-pound weighted stabilizing base to prevent accidental collapse or falling.
  - (f) The sign shall not include any lighting or sound-generation equipment.
  - (g) A sign must be registered and approved by the Borough Zoning Officer as to size, appearance and location with a scaled drawing indicating sign size and dimensions of all points of access.
  - (h) When a sign is erected, no other freestanding exterior sign may be erected.
  - (i) In order to be approved for a permitted temporary sign, all other signage must be in full compliance with the other provisions of the Borough's Sign Ordinance.