

HADDON HEIGHTS BOROUGH

Redevelopment Plan
Block 25 Lots 7, 16, 17.01, 17 & 18
Station Avenue

Recommended to Borough Council by the Planning Board on
November 1, 2023.

Adopted by Borough Council by Ordinance No. 2023:1537 on
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I. Introduction

In 2022 the Haddon Heights Borough Council authorized the Planning Board to conduct a preliminary redevelopment investigation to determine whether certain identified properties in two distinct areas of the Borough qualified as non-condemnation areas in need of redevelopment or alternatively as areas in need of rehabilitation in accordance with the criteria defined in New Jersey’s Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.).¹ “Study Area 2” included properties along the White Horse Pike from Kings Highway to Highland Avenue and along Station Avenue from 8th Avenue to 3rd Avenue. Some parcels along East Atlantic Avenue were also included.² The Borough undertook the redevelopment planning initiative after observing that many of the study area properties were exhibiting signs of neglect, designed in a manner not conducive to revitalization, or were underutilized or vacant; and that these conditions had persisted for several years. The preliminary redevelopment needs investigation report prepared by Pennoni Associates in February 2022 provides an overview of the Borough’s redevelopment planning process, a detailed description of the study area, an outline of the redevelopment criteria, and a review of the requirements for a successful downtown. The report also explains the conditions that warranted the redevelopment area designation. On April 5, 2022, in accordance with resolution 2022:74, after a public hearing and recommendation from the Planning Board, Borough Council designated some of the study area properties as a Non-condemnation Area in Need of Redevelopment and some of the study area properties as an Area in Need of Rehabilitation. This redevelopment plan applies only to lots 7, 16, 17, 17.01, and 18 in block 25, located near the northwest corner of the White Horse Pike and Station Avenue. These lots are part of the non-condemnation redevelopment area.

The lots subject to this redevelopment plan have frontage on the White Horse Pike (U.S. Route 30) and Station Avenue. Though small in area, these lots are prominent because of their location and their redevelopment will have a significant positive impact on the character and vibrancy of the downtown. This redevelopment plan establishes permitted uses, standards, and design controls to enable and encourage revitalization, the aggregation of lots and/or coordination among lots, and the development of mixed-use buildings; and sets the stage for discussions about a Payment in Lieu of Taxes (PILOT) that may benefit the Borough and enable greater investment by the redeveloper.

II. Redevelopment Plan Requirements

The redevelopment planning process allows the Borough to take a proactive approach to supporting creative development and high-quality design, by identifying opportunities that may otherwise be overlooked in the private market and by working with property owners and redevelopers to create mutually beneficial development opportunities and outcomes. The

¹ Resolution 2022:55 on February 1, 2022

² The “Study Area 2” properties designated as Redevelopment and Rehabilitation Areas are show in Appendix B

Borough aims to utilize the tools provided in the Local Redevelopment and Housing Law (LRHL) to provide a design and organizational framework to enhance opportunities for adaptive reuse, revitalization, and redevelopment in the downtown area consistent with the Borough’s goals for a vibrant mixed-use destination.

Following the designation of an area in need of redevelopment, the Borough Council may prepare, or direct the Planning Board to prepare, a Redevelopment Plan for the Redevelopment Area. The Redevelopment Plan must contain an “outline for the planning, development, redevelopment or rehabilitation of the project area” sufficient to cover the items set forth in the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-7). The requirements include:

- a. Relationship to local objectives
- b. Proposed land uses and building requirements
- c. Identification of any land to be acquired
- d. Relationship to Master Plans of adjacent towns, County, and State Plan
- e. Housing Inventory and Relocation Provisions (if applicable)
- f. Relationship to municipal Master Plan
- g. Relationship to Borough’s land development regulations (supersede existing or optional overlay)

The redevelopment planning process empowers the Borough to establish standards that set the stage for the type of development that the Borough wants to facilitate in terms of types of uses, streetscape, coordinated improvements, architectural and site design, and integration of uses.

III. Property Description

The properties that are the subject of this redevelopment plan, lots 7, 16, 17.01, 17, and 18 in block 25, are located on the northwest corner of Station Avenue (County Route 656) and the White Horse Pike (U.S. Route 30). The area is illustrated in Appendix A. The properties and their current conditions are outlined in the table below. The properties to the north and west, also within block 25 are within the designated redevelopment area and are developed with commercial and mixed-use buildings. Properties to the east (north) across the White Horse Pike are within the designated rehabilitation area and are developed with two- and three-story office and mixed-use buildings. Properties to the south (east) across Station Avenue in block 26 are also within the designated rehabilitation area and are developed with two- and three-story commercial and mixed-use buildings. The properties that are the subject of this redevelopment plan are located at the gateway to the downtown area and present an opportunity to improve the appearance of and enhance the character of this important block.

Block	Lot	Address	Current Condition
25	7	126 White Horse Pike	3 story mixed use building with law offices and parking lot

25	16	501 Station Avenue	3 story mixed use building Welcome sign
25	17.01	503 Station Avenue	1 story building with 2 commercial units
25	17	505 Station Avenue	1 story office (dentist)
25	18	505 Station Avenue	Parking lot associated with lot 17

IV. Redevelopment Plan Goals and Objectives

This redevelopment plan is intended to carry out Haddon Heights’ goals related to appropriate land uses, population density, provision of a variety of housing opportunities including affordable housing, improved pedestrian and traffic circulation, and the continued development of a vibrant downtown district.

- A. Enable the transformation of underused and uncoordinated sites to activate the downtown streetscape with storefronts and pedestrian amenities.
- B. Utilize architectural design to place special emphasis on street corners and to encourage an inviting, connected, and continuous streetscape.
- C. Encourage the location of attractive, well-organized, and clean businesses that are suited to the surrounding area and fit into the existing land use framework, and that will contribute to a vibrant local economy.
- D. Promote the design of buildings that complement the historic character of the Borough and that respect the scale of surrounding uses.
- E. Integrate stormwater management and green infrastructure thoughtfully within redevelopment plans.
- F. Provide for maximization of private investment through the attraction of qualified redevelopers capable of securing private financing commitments and utilizing the tools provided in the NJ Local Redevelopment and Housing Law and the NJ Long Term Tax Exemption Law, and capable of demonstrating a financial commitment upon the execution of a redevelopment agreement with the Borough.

V. Applicability of Redevelopment Plan and Relationship to Municipal Development Regulations

The requirements and standards set forth below for lots 7, 16, 17, 17.01, and 18 in block 25 shall function as an overlay zone for the properties when the redeveloper has been appointed by Borough Council or has entered into a Redevelopment Agreement with Borough Council in accordance with N.J.S.A. 40A:12A-8. If a redeveloper has been conditionally designated or designated, they may proceed with a site plan application utilizing the redevelopment plan overlay standards and must enter into a redevelopment agreement as a condition of approval which must be satisfied prior to initiating site work. Where the regulations and standards in the redevelopment plan are silent, the standards of the Land Development Ordinance applicable to

site development shall apply to the redevelopment area properties. The adoption of this redevelopment plan shall constitute an amendment to the Haddon Heights Zoning Map to illustrate the redevelopment plan overlay.

All applications for development within the redevelopment area shall be submitted to the Planning Board for site plan and/or subdivision approval as required by Municipal Land Use Law and Borough Code Chapter 450 Article XXIII. The redeveloper may apply to the Planning Board for “C” variances or design waivers, but a designated redeveloper may not request a “D” variance. Requested deviations from the redevelopment plan standards related to use, height, or floor area ratio requirements must be submitted to the Borough Council, and if agreeable shall be addressed via an amendment to the Redevelopment Plan.

VI. Redevelopment Plan Uses and Standards

The land use and building requirements are intended to provide a framework that permits creative mixed-use redevelopment and to set forth standards that promote the creation of functional, attractive, and efficient developments that enhance the character of Haddon Heights. The standards encourage the aggregation of lots for coordinated development, an improved pedestrian experience, and safe accommodation of vehicles. Though redevelopment in the downtown area may take place incrementally, each redevelopment project should be designed with consideration for its role as a part of the whole.

A. Permitted Uses. Multiple permitted principal buildings, multiple permitted principal uses within a building, and multiple tenants within a principal building shall be allowed within the redevelopment area.

1. Retail services, stores and shops
2. Restaurants, cafes, and coffee shops including full service and fast casual, but not including drive through service.
3. Banks and financial institutions, but not including drive-through windows/lanes
4. Personal services such as salons and spas, barbers, dry cleaners, fitness and wellness facilities.
5. Private educational, recreational, and instructional facilities such as martial arts, dance studio, art studio, music studio, academic tutoring services.
6. Professional and business offices
7. Medical offices including dentists, chiropractors, physical therapists, veterinarians, mental health and wellness.
8. Small scale production combined with retail, such as small-scale specialty food production, breweries, artisan shops.

9. Multi-family residential buildings containing more than four dwellings as part of a mixed-use development when the following requirements are satisfied. If the conditions are not satisfied, then the use is not permitted.
 - a. Minimum lot size is 8,000 square feet
 - b. All first floor space with frontage along Station Avenue, for either a minimum depth of 50 feet from the front building wall or a minimum of 1,300 square feet per commercial unit, must be designed for and reserved for permitted commercial or other non-residential uses.
10. Multi-family residential buildings containing four or fewer dwelling units as part of a mixed-use development when the following requirements are satisfied:
 - a. Minimum lot size is 6,000 square feet.
 - b. All first-floor space with frontage along Station Avenue, for either a minimum depth of 50 feet from the front building wall or a minimum of 1,300 square feet per commercial unit, must be designated and reserved for permitted commercial or other non-residential uses.

B. Prohibited Uses. Any use not permitted above is prohibited.

C. Permitted Accessory Uses.

1. Off street parking shall be constructed as required by Borough Code sections 450-116, 450-117, and 450-118 for nonresidential uses and as per RSIS for residential uses except as modified below:
 - a. The required parking for residential dwellings in multi-family buildings is as follows. All required parking for residential uses must be provided onsite, or in combination with designated offsite parking spaces on a lot within 500 feet of the property boundary of the residential building. An agreement for use of off-street parking spaces must be provided with a site plan application. The initial term of the agreement shall be a minimum of three years, and subject to yearly extensions thereafter.
 - i. 1 parking space is required for each 1- or 2-bedroom residential unit.
 - ii. 1.5 parking spaces are required for each 3-bedroom unit.
 - iii. One ADA parking space is required on site to serve the commercial and residential units in addition to the required residential parking.
 - b. Parking stalls for passenger vehicles shall be a minimum of 9' by 18'.
 - c. Required parking for residential units must be dedicated for the use of the residents between 7pm and 7am.

- d. The developer shall provide the Planning Board with an operations statement that includes the proposed means of controlling the number of vehicles that may be maintained by residential tenants.
 - e. Commercial uses on the first floor, except those uses in C(1)(f) below, are not required to provide onsite parking as long as the following are satisfied:
 - i. The applicant shall provide an inventory of shared parking opportunities within 1,300 feet (a 5-minute walk). Shared parking may include public parking spaces and private parking spaces that are available to the public.
 - ii. If the developer proposes to rely upon shared parking in a private parking lot, a written agreement with the property owner must be provided, together with analysis of the parking demand for the primary use on that site.
 - f. For medical, dental, chiropractic, veterinary, and therapy and wellness offices and facilities, a minimum of two typical parking spaces and one ADA accessible parking space shall be provided onsite.
 - g. Two-way drive aisles serving 6 parking spaces or less may be a minimum of 17 feet in width. Two-way drive aisles serving more than 6 parking spaces must be a minimum of 24 feet in width.
 - h. Electric vehicle charging stations and make ready spaces are permitted and required in accordance with P.L. 2021 c. 171.
2. Private garages for parking vehicles and storage of personal items, but not facing directly toward Station Avenue or the White Horse Pike.
 3. Off street loading. For restaurants, retail, office, and service uses less than 3,000 square feet in area, the loading area may coincide with on-street parallel parking spaces if parking is prohibited in those spaces during a designated loading time frame. Loading areas may be shared between separate tenants in a common building. Signage indicating loading hours must be coordinated with the police department and installed prior to the issuance of a certificate of occupancy.
 4. Outdoor seating and dining
 5. Signs in accordance with the requirements below.
 6. Stormwater management structures and facilities, and green development structures and techniques in accordance with N.J.A.C. 7:8
 7. Trash and recycling enclosures as set forth below.
 8. Incidental storage, inside a building only.
 9. Rooftop use, decks, stairs, elevators, mechanicals, solar energy infrastructure and equipment

D. Bulk and Area Regulations

The bulk regulations are in two categories, lots a minimum of 6,000 square feet and lots a minimum of 8,000 square feet, to encourage the assemblage and consolidation of lots to create larger redevelopment tracts.

Standard	Requirement for lots a minimum of 6,000 sf	Requirement for lots a minimum of 8,000 sf
Minimum lot size	6,000 square feet	8,000 square feet
Minimum lot width	60 feet	80 feet
Minimum street frontage	60 feet each street	80 feet each street
Minimum lot depth	100 feet	100 feet
Minimum front yard building setback from property line ³	0 feet to Station Ave 5 feet to White Horse Pike within 100 feet of Station Ave 20 feet to White Horse Pike beyond 100 feet from Station Ave	0 feet to Station Ave 5 feet to White Horse Pike within 100 feet of Station Ave 20 feet to White Horse Pike beyond 100 feet from Station Ave
Maximum front yard building setback from property line	10 feet to Station Ave 25 feet to White Horse Pike	10 feet to Station Ave 25 feet to White Horse Pike
Minimum front yard setback distance from building to curb	12 feet Station Ave 19 feet to White Horse Pike within 100 feet of Station Avenue 34 feet to White Horse Pike beyond 100 feet from Station Avenue	12 feet Station Ave 19 feet to White Horse Pike within 100 feet of Station Avenue 34 feet to White Horse Pike beyond 100 feet from Station Avenue
Minimum side yard setback for principal building ⁴	0 feet on Station Ave 0 feet one side/15 feet aggregate on White Horse Pike	0 feet on Station Ave 0 feet one side/15 feet aggregate on White Horse Pike
Minimum rear yard setback for principal building	15 feet	15 feet
Minimum distance between buildings	0 feet side to side 25 feet side to rear	0 feet side to side 25 feet side to rear
Minimum parking setback	2 feet from side and rear yard Surface parking is not permitted in front of buildings.	2 feet from side and rear yard Surface parking is not permitted in front of buildings.
Minimum driveway setback from property line	2 feet from side and rear yard	2 feet from side and rear yard
Maximum impervious cover	90%	90% Ground level, or 95% ground level with total 85% including green roof

³ Setback shall be as required to provide the sidewalks required in section E below.

⁴ Buildings at a corner have 2 front yards and 2 side yards (no rear yard)

Maximum building height	3 stories or 36 feet	3 stories or 36 feet with allowance for an additional 42" for parapets 46 feet for pilot house (with an additional 5' allowance for the elevator hoistway to address entrapment requirements).
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E. Design Standards

1. Sidewalks are required along all streets and along building frontages that are to be accessible by the public.
 - a. Sidewalks along Station Avenue shall be a minimum of 12 feet wide.
 - i. These sidewalks shall include street trees and may accommodate outdoor seating and dining arrangements. A minimum 6-foot-wide area shall remain clear for pedestrian traffic.
 - ii. Sidewalks along Station Avenue shall be consistent with the existing brick and concrete design throughout the downtown area. A detail for guidance may be obtained from the Borough.
 - iii. Street trees shall be planted in tree pits edged with Belgian block consistent with the design of existing tree pits along Station Avenue.
 - iv. A decorative trash receptacle shall be provided along the Station Avenue frontage.
 - b. Sidewalks along the White Horse Pike shall be a minimum of five feet wide and shall be separated from the roadway by a planting strip a minimum of 5 feet in width.
 - c. The outdoor area between the curb and buildings along Station Avenue shall be enhanced with landscape, hardscape, and/or street furniture to increase pedestrian comfort and encourage interaction among uses.
2. A bicycle rack (customized post and ring rack, color black) shall be provided on site. A detail of the Borough's bike rack specification is available from the Borough upon request.
3. Street trees shall be provided along the right-of-way in mulched tree pits at intervals of approximately 40 feet. Street trees shall be planted at least 30 inches from the face of the curb. The species should be chosen with consideration for the other existing street trees in the area and the presence of any obstructions such as overhead wires. Areas where soil has been compacted should be amended with engineered soil, structured soil, or soil support cells. The landscape plan showing existing and proposed street trees and any other planting within the right-of-way shall be submitted to the Haddon Heights Shade Tree Commission for review and approval prior to final site plan approval.
4. A detailed landscape plan shall be submitted for review and approval by the Planning Board. The landscape plan should include notes about the proposed methods of irrigation.

The buffer width requirements in section 450-115 of the Borough Code shall not apply within the redevelopment overlay.

5. All pervious areas shall be planted with a variety of evergreen and deciduous trees, shrubs, perennials, and ground cover.
6. Landscaping shall be provided within and around parking areas to the greatest extent possible. Landscaping shall include evergreen and deciduous shrubs, perennials, and ornamental trees (where space permits).
7. Where foundation plantings or street trees are impractical, with planning board approval, 36-inch-high self-watering planters may be provided.
8. Architectural plans showing all sides of each building must be submitted along with a site plan application.
 - a. Architectural design features shall be employed to create visual interest at the pedestrian level and street level, and to integrate each building with the surrounding area.
 - b. New construction should utilize compatible architecture that respects and enhances the nature and character of the downtown area.
 - c. The first floor of buildings facing Station Avenue and the White Horse Pike shall include prominent transparent entryways flanked with windows or other openings on at least thirty-three percent of the first-floor façade.
 - d. Building facades facing Station Avenue and the White Horse Pike shall include recesses, projections and openings, and variation in materials in repeated bays to reflect the rhythm of the predominant development pattern in the area.
 - e. Building entryways shall be articulated and provide shelter for pedestrians with a porch, portico, colonnade, or awning.
 - f. All street frontages are primary facades. Primary facades shall utilize brick, panel siding, and glass as the dominant materials. Secondary sides of a building shall include the same materials, but the proportions may vary, however, secondary facades may provide a mural in lieu of matching materials. See section I(8) below for mural standards. All facades may utilize materials listed in the historic district regulations.
 - g. Corner buildings, located at the intersection of two public streets shall receive special massing and treatment to define the intersection.
 - i. At the corner of Station Avenue and the White Horse Pike, welcome signage shall be provided to identify and define the gateway to the downtown area, consistent with the sign requirements in section I below.
 - ii. The first-floor building façade shall be set back a minimum of 5 feet from the second floor façade for a distance of at least 30 feet from the building corner to create a colonnade and covered patio at the corner.
 - iii. The building massing shall be varied at the corner to define the intersection. The parapet at the building corner may extend an additional 24 inches above

the adjacent parapet for a maximum of 20 linear feet in each direction from the building corner.

- h. Awnings and/or canopies on the same building must be the same shape, color, material, and height regardless of individual business ownership and/or tenancy in the building. Awnings and/or canopies may not extend more than four (4) feet out from the building façade and must be a minimum of seven (7) feet above grade.
- i. Pilot houses are permitted to extend above the maximum building height to make use of rooftop outdoor space with the following conditions:
 - i. The pilot house may extend a maximum of 10 feet above the roof with an additional 5-foot allowance at the elevator hoistway to allow for entrapment requirements.
 - ii. The pilot house must be set back a minimum of 15 feet from the building façade along the street frontages.
 - iii. All rooftop activity must be set back a minimum of 8 feet from the building facades. This does not include green roof elements.
 - iv. Rooftop HVAC units must be screened to ensure they are not visible from the street level or from the second-floor windows of neighboring buildings. Screening may be parapet walls or architectural screening designed to complement the building.
- j. Roof shape and pitch shall be consistent with existing traditional roof pitch in the area. Peaked roofs shall be true, not a parapet or roof façade.
 - i. Flat roofs are permitted for buildings with frontage on Station Avenue.
 - ii. Parapets a maximum of 42 inches above the roofline shall be utilized to obscure the view of rooftop improvements.
- k. Water meters, gas meters, electric meters, and ground mounted mechanical units must be hidden from public view with structural or landscape screening.

F. Requirements for Mixed Use Development

- 1. All buildings must be oriented toward public streets to create synergy between the buildings and public areas, to create spaces that are comfortable and interesting for pedestrians, and to encourage interaction between commercial and residential uses.
- 2. Balconies a minimum of 6 feet deep are encouraged, but not required for residential units.
- 3. Storage space shall be provided for residential tenants to store items such as bicycles, strollers, and other larger personal items. This can be provided in units or in common area but shall be in addition to typical bedroom closets.

G. Enclosures for Trash and Recyclables

1. Trash and recycling storage areas must be enclosed and sufficiently sized to contain the dumpsters or containers for both trash and recyclable materials. Dumpsters or other trash containers are not permitted to sit in the open anywhere on the site.
2. If outside of the building footprint, including overhanging second floor, trash and recyclables enclosure areas must be masonry structures with an exterior façade to match the building.
3. Trash enclosures must be a minimum of six feet in height and a maximum of eight feet, as needed to shield the trash containers.
4. Trash enclosure gates shall be constructed with a steel frame. Chain link gates must be black vinyl coated.
5. Trash enclosures that are outside the principal building footprint, including overhanging second floor, must be set back a minimum of three feet from side and rear property lines.
6. The applicant shall submit an operations statement to outline the plan for solid waste and recyclables management and collection.

H. Lighting. Lighting fixtures along the right-of-way, in parking lots, and other public areas shall be placed to complement the architectural character of the downtown and to provide for public safety, while minimizing light pollution.

1. Post top lights shall be installed along all street frontages. The lighting specification shall be coordinated with PSE&G and shall match the existing downtown streetlights as closely as possible. The posts shall be a maximum of 18 feet high, color black. This light style or an approved alternative shall also be used within parking lots and along pedestrian pathways.
2. Post top lights along the right-of-way shall include banner poles and hanging basket poles consistent with the Borough's specifications.
3. The color temperature of LED lights should be 2,700 to 3,300 kelvins to promote a "warm" glow.

I. Signs. Signs shall be in conformance with the requirements of Borough Code section 450-135 for the Central Business District except as modified below.

1. Each non-residential use may have one primary attached/façade sign on the primary street-facing façade. If the establishment is located at a corner a second façade sign is permitted facing the second frontage.
2. For non-residential uses with a parking area at the rear of the building, a secondary façade sign may be located at the rear of the building facing the parking area. The secondary façade sign may not exceed 6 square feet in area.
3. The primary façade sign may not exceed 15% of the first-floor façade area or 24 square feet; whichever is less and may not be placed higher than the bottom of the second floor windows.

4. Each non-residential use with frontage on Station Avenue may also have one hanging sign perpendicular to the front wall of the building. Such signs must be a minimum of 8 feet above the ground, may not extend more than three feet from the building, and may not exceed six square feet in area.
5. Each multi-family residential building may have a façade sign adjacent to or above the residential access which shall include the address and may include the name of the building. The sign shall not exceed 4 square feet in area.
6. Sign letters and characters may not exceed 9 inches in height.
7. “Welcome to Haddon Heights” signage shall be provided at the corner of Station Avenue and the White Horse Pike to replace the sign content that existed at this location prior to redevelopment of the site. The sign may be mounted on the building to complement the architecture of the building.
8. Any mural proposed on a secondary façade shall not be of a commercial nature and shall not advertise any business or product. The mural design shall be submitted to Borough Council for review and approval.

J. Affordable Housing and Mandatory Development Fee

1. The residential portion of the development shall be inclusionary. At least 15% of the total number of dwellings shall be affordable to very low-, low-, and moderate-income households. Affordable units shall be restricted, regulated, and administered consistent with the Borough’s affordable housing regulations, the Uniform Housing Affordability Controls (N.J.A.C. 5:80-26.1 et seq.) and the New Jersey Fair Housing Act (N.J.S.A. 52:27D-301 et seq) and all other provisions of the Borough’s Affordable Housing ordinance.
2. If 15% of the total number of affordable housing units results in a fraction of a unit, the fraction shall be rounded up if it is .5 or greater. If the fraction is less than .5 the applicant shall make a contribution to the Borough’s Affordable Housing Trust Fund for the fractional portion of the obligation. The contribution shall be negotiated with the Borough based on the cost to subsidize a deed restricted affordable unit in the housing region.
3. The commercial portion of the development shall be subject to the mandatory development fee of 2.5% of the equalized assessed value of newly constructed commercial improvements. The fee shall be payable in accordance with the requirements of the Borough Code.
4. The mandatory development fee funds will be deposited into the Borough’s Affordable Housing Trust Fund in accordance with the standards in the Borough Code and utilized to assist the Borough in meeting its fair share affordable housing obligations in accordance with the Borough’s Affordable Housing Trust Fund Spending Plan.

VII. Municipal Master Plan Consistency

The central goal of Haddon Heights' Master Plan and other planning documents, as related to the central business district, over the last several decades has been to promote commercial and mixed-use revitalization.⁵ The Master Plan and subsequent reexaminations have aimed to enhance the economic vitality of the CBD by improving its physical appearance, introducing new land uses, and maintaining the presence of institutional uses. Further the master plan reports have encouraged the location of housing within and around the CBD to help to support and enliven the business district. Since the adoption of the 1987 Master Plan, the planning emphasis in the Borough has been on promoting redevelopment, encouraging context sensitive infill development, and enhancing the streetscape and public areas to create a desirable pedestrian experience. All of the Borough's planning efforts over the last several decades have focused on the goal of preserving the Borough's physical and environmental amenities while promoting redevelopment and infill that will respond to the evolving needs of residents and businesses.

The 2016 Master Plan Reexamination Report found that in order for Haddon Heights to remain a vibrant community with a thriving downtown, and to compete with other business districts and with suburban shopping areas, it would need to encourage the emergence of a unified design scheme, enhance pedestrian amenities, and reinforce a sense of place that separates sought-after communities from those that are more nondescript. In 2021 the Borough and its Historic Preservation Commission prepared a document entitled Design Guidelines for the Historic Districts and Individual Landmark Properties, to be used as a tool to provide information and guiding principles with regard to historic resources. This redevelopment plan encourages redevelopment that utilizes the design guidance provided in the document.

This redevelopment plan will allow the Borough to utilize the tools provided in the Local Redevelopment and Housing Law (LRHL) to enhance opportunities for redevelopment that supports the Borough's land use planning goals and ensures that the foundations are laid for a flourishing mixed-use downtown district that preserves the past and accommodates well designed redevelopment and infill. None of the Borough's planning policies or objectives will be undermined by this redevelopment plan.

VIII. Relationship to Master Plans of adjacent towns, County, and State Plan

A. Surrounding Municipalities

Haddon Heights is bordered by the following municipalities: Mount Ephraim Borough to the west, Bellmawr Borough and Barrington Borough to the south, Haddonfield Borough to the east, and Audubon Borough to the north. Haddon Heights is bordered by the following municipalities: Mount Ephraim Borough to the west, Bellmawr Borough and Barrington Borough to the south, Haddonfield Borough to the east, and Audubon Borough to the north. The properties that are the subject of this redevelopment plan are approximately 1,300 feet

⁵ Haddon Heights Borough Master Plan 1987, Master Plan Reexamination 2006, Master Plan Reexamination 2016.

(1/4 mile) from the closest municipal boundary (with Audubon Borough) to the northwest. The base zoning of the impacted lots is CB Central Business District which permits retail, service, office, and residential uses. The uses permitted by this redevelopment plan are not substantially different from those already permitted. The redevelopment plan expands the list of permitted uses to incorporate modern uses that may not have been considered when the zoning was initially adopted but are not substantially different in character or impact. The area in question is known to be Haddon Heights' downtown district and the changes brought by the redevelopment plan will not have any substantial impact on the surrounding municipalities or their master plans.

B. Camden County

Camden County's 2014 Master Plan identifies Haddon Heights as a Priority Investment Area. These areas are those best suited for future investment in growth, development, and redevelopment. The redevelopment envisioned by this redevelopment plan is consistent with the intent to attract and direct growth and investment to priority growth areas.

C. New Jersey State Development and Redevelopment Plan

The properties in the Station Avenue Redevelopment Area are within Planning Area 1, the metropolitan planning area, on the New Jersey State Plan Policy Map. The adjacent areas in the neighboring towns are also within Planning Area 1. Planning Area 1 is a "smart growth area" where development and redevelopment are encouraged. It is the intent of the metropolitan planning area to revitalize cities and towns, promote growth in compact forms, and protect the character of existing stable communities. The redevelopment plan for the subject properties will enable redevelopment consistent with the goals and policies of the State Plan and will provide opportunities for pedestrian oriented commercial uses and additional housing in a compact downtown setting.

IX. General Provisions

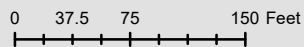
- A. Redevelopment Entity. The Haddon Heights Borough Council shall act as the Redevelopment Entity pursuant to N.J.S.A. 40A:12A-4c for the purpose of implementing this redevelopment plan and carrying out redevelopment projects. The Borough Council shall have the powers set forth in N.J.S.A. 40A:12A-8 to effectuate the execution and implementation of this redevelopment plan, except that the Borough shall not utilize the power of eminent domain since this area is a non-condemnation redevelopment area.⁶

⁶ Only properties that have been designated as an Area in Need of Redevelopment and that have been determined to be blighted are subject to acquisition through eminent domain by the Redevelopment Entity. The Station Avenue Redevelopment Area was found to be a non-condemnation area in need of redevelopment and therefore is not subject to acquisition through eminent domain. The property subject to this redevelopment plan is not identified for acquisition.

- B. Selection and Designation of Redeveloper. The Borough Council shall designate a redeveloper based on the entity's experience, project proposal, financial capacity, ability to meet deadlines, ability to meet market demands within the Redevelopment Plan framework, and other relevant criteria that demonstrate the redeveloper's ability to implement the goals and objectives of the Redevelopment Plan.
- C. Redevelopment Agreement. The Borough Council acting as the Redevelopment Entity may enter into a redevelopment agreement with the designated redeveloper as set forth in N.J.S.A. 40A:12A-9. Prior to entering into a redevelopment agreement, the redeveloper shall submit a concept plan to the Borough Council and the Borough's professional consultants to determine consistency with the redevelopment plan. Once consistency is certified, the redevelopment agreement may be executed with the concept plan as an exhibit. Any development or construction within the redevelopment area shall be undertaken in accordance with the contractual agreement between Haddon Heights Borough and the designated redeveloper. The execution of the redevelopment agreement shall convey the right to develop the property in accordance with the terms of the agreement and this redevelopment plan. In addition, the agreement may establish the time period for development under the terms of the redevelopment plan. The redevelopment agreement may be amended from time to time or at any time when mutually agreed by the redeveloper and the Borough Council.
- D. Time Limits. The redevelopment plan does not have an expiration date. Once the redevelopment project(s) has/have been completed in accordance with the redevelopment plan and redevelopment agreement, and the Redevelopment Entity has affirmed that all obligations have been satisfied; the conditions that warranted the redevelopment area designation shall be deemed to no longer exist. However, the Redevelopment Plan shall continue to apply as the operative zoning for the property until such time as it is specifically repealed or replaced.
- E. Relocation Provisions. No relocation requiring assistance is anticipated for property subject to this redevelopment plan and therefore a Workable Relocation Assistance Program (WRAP) is not necessary. The redevelopment area that is the subject of this redevelopment plan does not currently contain any affordable housing units. Therefore, no replacement units are required.
- F. Outside Agency Approvals. The redeveloper shall be responsible for obtaining any and all necessary outside agency approvals including but not limited to NJDEP, NJDOT, Camden County Planning Board, and Soil Conservation District Approval.

X. Development Review and Approval

- A. All applications for development on property subject to this redevelopment plan shall be submitted to the planning board for site plan and/or subdivision review and approval pursuant to the requirements of Municipal Land Use Law and the Borough Code.
- B. Prior to making a formal application to the planning board the designated redeveloper shall submit a concept plan for review by Borough Council and the Borough's professional engineer and planner to confirm consistency with the redevelopment plan.
- C. The Borough shall facilitate a fast-track review process for designated redevelopers proposing projects that are consistent with the redevelopment plan by reviewing applications for completeness as quickly as is practical and by prioritizing such applications for placement on the planning board agenda.
- D. A Redeveloper must establish an escrow account in accordance with N.J.S.A. 40:55D-53.2 and the Borough's fee schedule. The escrow shall be used to pay the Borough's consultants for the review of the redevelopment project.
- E. Exceptions to the regulations and standards of this redevelopment plan may only be granted by the Haddon Heights Borough Planning Board. Relief may not be granted by the planning board to permit a use that is not permitted, an increase in building height that exceeds the maximum permitted height by 10 feet or 10%, or any other relief that would be considered a "D" variance pursuant to N.J.S.A. 40:55D-70.d. Any such deviation shall require an amendment to the redevelopment plan. "C" variances or design waivers from the zoning standards in this plan or within chapter 450 of the Borough Code may be granted by the Planning Board. Consideration of exceptions from the redevelopment plan standards in section VII above or the zoning regulations should be considered in the same manner as a "C" variance pursuant to the requirements and criteria set forth in N.J.S.A. 40:55D-70c.



Station Avenue Redevelopment Plan #1

Haddon Heights Borough
Camden County, NJ
Block 25, Lots 7, 16, 17, 17.01 & 18

SOURCE: NJDEP PARCEL DATA

