

MASTER PLAN

BOROUGH OF HADDON HEIGHTS, NEW JERSEY

Adopted  
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Prepared by

Borough of Haddon Heights Planning Board  
with the technical assistance of

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Cover design is courtesy of Lammey & Giorgio, showing train station court redevelopment.

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## I. INTRODUCTION

### A. General

Haddon Heights, incorporated in 1904, has evolved from a totally rural and agricultural community to one that is now mature, with all of its land area developed, most of its necessary and vital community facilities in place, and occupying an established position in the region. Haddon Heights is predominantly a single family residential community with large trees defining local streets.

Large scale new development is no longer taking place within the Borough. The emphasis is now on promoting redevelopment and encouraging sensitive infill, compatible with adjacent land uses.

In preparing the following master plan proposals, the Planning Board has been guided by a desire to preserve those aspects of the Borough that constitute its physical and environmental amenities and, at the same time, provide for the proper guidance of those changes that are necessitated by new demands. The Borough is completely developed insofar as privately held land is concerned. Thus, the challenges facing Haddon Heights relate to preservation and redevelopment. Before articulating specific goals and policies upon which the various master plan proposals for the physical, economic and social development of the Borough are advanced, it is necessary to formulate an overall development strategy for Haddon Heights.

The overall development objective for Haddon Heights can be stated as follows:

Haddon Heights is a residential community and should remain dedicated to that purpose. Housing is the Borough's most critical resource and, as such, should be protected. Every effort should be made to preserve and enhance the existing residential amenity, while promoting commercial revitalization in the Central Business District; permitting office and mixed residential re-use of existing older buildings along the White Horse Pike to maintain a residential atmosphere; allowing new single family attached construction in a centralized, well-serviced and accessible location along the Kings Highway; subjecting highway commercial development along the Black Horse Pike to thorough design review and promoting the upgrading of existing single family, two-family, and multi-family units through Borough maintenance standards. The existing mix of housing types should not adversely impact the quality or value of the existing housing stock.

Augmenting this overall development strategy for Haddon Heights, more specific goals and policies are advanced.

B. 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 warrant.

The following 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.

- Increase the opportunities for households to obtain satisfactory housing at affordable prices by supporting the Mount Laurel II decision.
- Re-evaluate existing development controls and ordinances to insure preservation of existing and established areas.
- New residential development should provide adequate 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.
- 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 maintenance standards.
- Protect residential areas against the negative visual effect of activities on adjoining non-residential properties by strengthening and strictly enforcing screening and landscaping requirements.
- Promote the incorporation of energy conservation features in the design of new buildings to reduce their energy consumption.

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.

- Provide adequacy, variety and convenience of shopping for local residents.
- 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, Post Office and Library.

- 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 whereby property owners could 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.
- Reinforce the existing pattern of retail sales and services along the Black Horse Pike and upgrade its total visual appearance.
- Stabilize the tax ratable base which is the primary source of municipal funding for the foreseeable future.
- Foster re-use of existing older structures or new construction in scale with existing buildings along the White Horse Pike to preserve the existing tree-lined residential environment.
- Encourage activities that will especially utilize the Borough's existing work force (those living in Haddon Heights) to minimize travel.

- Discourage absentee ownership by encouraging owner occupancy of mixed residential and office or other business uses.
- Enforce a property maintenance code for all non-residential areas.

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

- Conserve treed rights-of-way and institute a tree planting program.
- Conserve and protect as many environmentally sensitive areas in the Borough as possible, requiring new development to be subject to rigorous performance standards.
- Encourage the development of a Borough-wide "green belt" or linear conservation area system, incorporating various natural areas along Route 295 to connect various parts of the Borough.
- Utilize modern 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 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 citizens in order to promote physical fitness.
- Maintain, improve, and expand Borough park and recreation in a comprehensive manner.
- Promote safety and security at 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 neighbors.

Circulation Goal: Develop a coordinated road and transportation system which will enable the safe and efficient movement of people and goods.

- Emphasize short term road improvements which provide for operational adjustments (channelization, signalization, and one-way systems, where practical), limited road widenings 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.

- 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.
- Establish roadway classifications to develop a secondary road system insuring more even traffic collection from local streets.
- Eliminate all traffic hazards.
- Alleviate congestion wherever it now occurs and prevent further 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.
- Minimize conflicts among local, through and pedestrian traffic on Station Avenue, giving priority to the needs of shoppers and pedestrians.
- 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.

- 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, rescue) with appropriate facilities, manpower and equipment distributed according to need.
- Encourage the continued use of the public library as a positive benefit for the community and Central Business District.
- Encourage the preservation of historical buildings and landmarks that are significant to the Borough's past.
- Plan a management strategy for disposition of municipal vacant land. Future uses must be based upon locational significance and physical characteristics consistent with the social and economic needs and goals of the Borough's population.
- Encourage preservation of environmentally sensitive areas along 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 usable open spaces, properly surfaced, landscaped and equipped with pedestrian amenities, such as benches, in all centers of intensive activity where many people tend to congregate.
- Require, to the maximum extent possible, the underground installation of utility services for all new development and encourage undergrounding of all existing overhead services in major business areas and along major arterial streets.

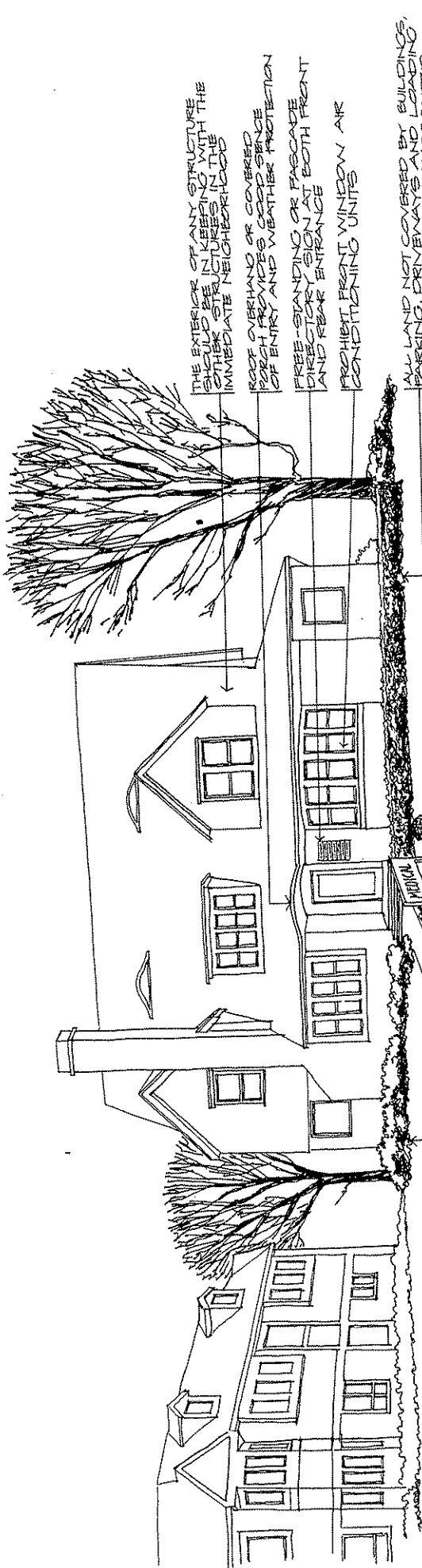
Historical Goal: Strengthen the local historic district whose boundaries are defined by a group of buildings or site on the state and national register of historic places to regulate the reconstruction, alteration, demolition and/or relocation of historic buildings within a district.

- Safeguard 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 not in keeping with the district.
- Create positive community attitude between public and private organizations.
- Spur beautification and private reinvestment by keeping out non-conforming uses.
- Enhance 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.

Design Goal: Improve the visual appearance of business areas while protecting residential neighborhoods from encroachment and ensure that improvements area made which respect the architectural heritage of Haddon Heights. The sketches on the following pages reflect design concerns that should be utilized in the review of actual site plan applications and modifications to existing land development ordinances.

- Improve the appearances of the strip development areas along the Borough's major arterials and exert better control over the location and design of parking areas and curb cuts through the



THE EXTERIOR OF ANY STRUCTURE SHOULD BE IN KEEPING WITH THE OTHER STRUCTURES IN THE IMMEDIATE NEIGHBORHOOD

ROOF OVERHANG OR COVERED PORCH PROVIDES GOOD SHIELDING OF ENTRY AND WEATHER PROTECTION

FREE-STANDING OR FASCIADE DIRECTOR SIGNAGE AT BOTH FRONT AND REAR ENTRANCE

PROHIBIT FRONT WINDOW AIR CONDITIONING UNITS

ALL LAND NOT COVERED BY BUILDINGS, PARKING, DRIVEWAYS AND LOADING AREAS SHOULD BE LANDSCAPED IN ACCORDANCE WITH A LANDSCAPING PLAN APPROVED BY THE PLANNING BOARD. LANDSCAPE PLAN SHOULD BE CONSIDERATE OF HOW IT WOULD EFFECTIVELY TAKE INTO ACCOUNT THE MICRO-CLIMATE

ALL SIGNS SHOULD BE KEPT IN GOOD REPAIR AND REVIEWED AT SITE PLAN APPROVAL

UPLIGHTS LOCATED AND SHIELDED BY PLANTING BED

PROVIDE FRONT MAIN PEDESTRIAN ENTRANCE SEPARATED FROM VEHICULAR CIRCULATION

FLOWERING SHRUBS TO CREATE VISUAL INTEREST; PROHIBIT COLORED RUBBER, INK, OR OUTDOOR CARPET; OR ANY PLASTIC MATERIALS

NO PARKING SHOULD BE PERMITTED WITHIN THE FRONT YARD. ALL PARKING IN THE SIDE OR REAR YARDS SHOULD BE ADEQUATELY SCREENED AND LANDSCAPED SO AS TO OBSCURE ANY VEHICLES FROM VIEW AT ADJOINING LOT LINES AND THE PUBLIC STREET



PARKING SHOULD BE LOCATED IN REAR TO ALLOW VISIBILITY TO NEIGHBORING PROPERTIES. PARKING SHOULD BE TURNED ON THE LOT SO THAT IT IS NOT NECESSARY TO DRIVE INTO ANY ADJACENT DRIVEWAYS AND CROSSINGS SHOULD ONLY BE PERMITTED IF NECESSARY. INTERLUMINATING LIGHTING AND LANDSCAPE STATEMENT SHOULD BE COMPATIBLE WITH NEIGHBORHOOD AMBIENT LIGHT LEVELS.

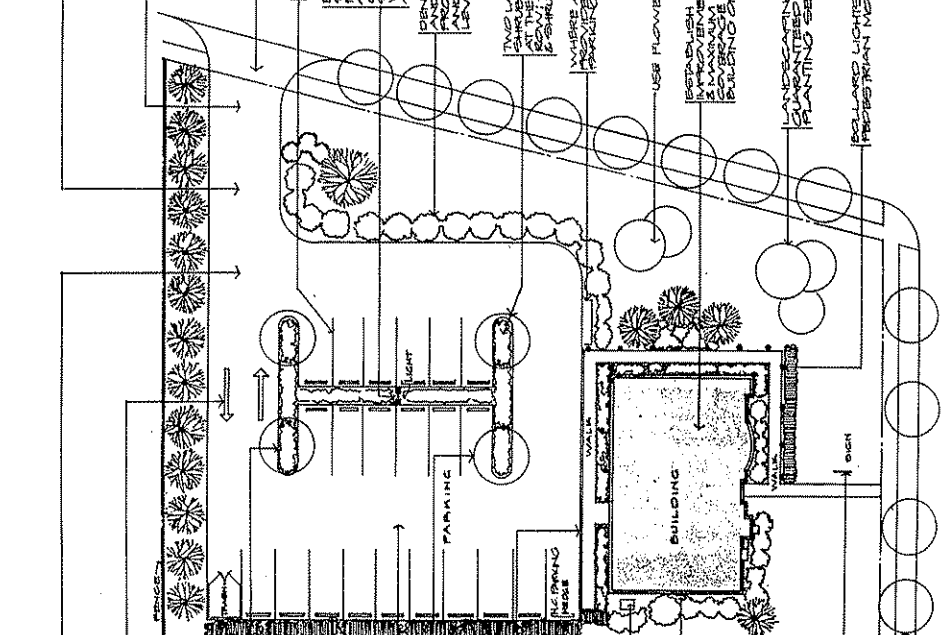
PERSE LANDSCAPE SCREENING PROVIDE VISUAL ENDSURE AND SCREENING AT GROUND LEVEL.

TWO LARGE SHADE TREE LOW SHEDS & CROPS COULD BE NEEDED TO PROVIDE VISUAL ENDSURE & SHEDS WHERE APPROPRIATE PARKING FOR BICYCLE.

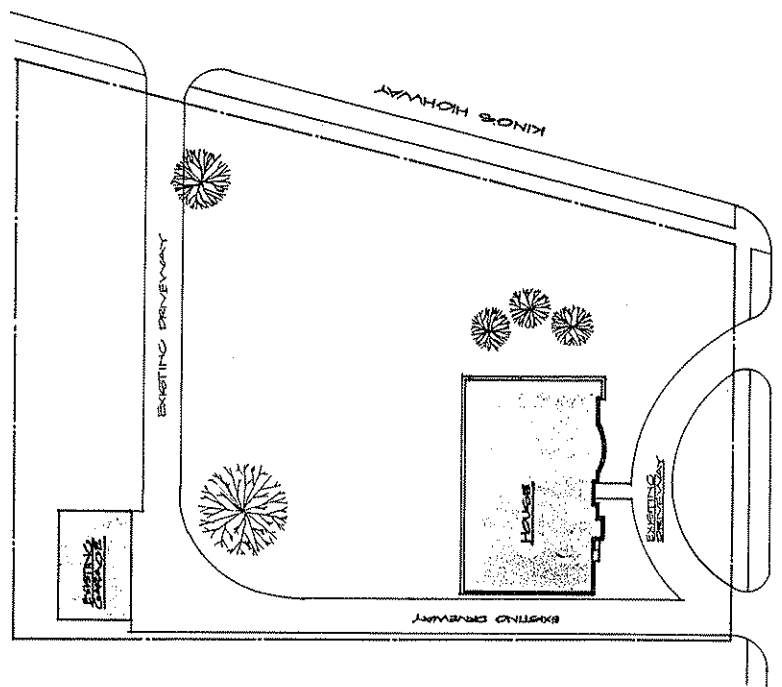
USE FLOWERING TREES.

ESTABLISH MAXIMUM TOTAL IMPROVEMENT LOT COVERAGE & MAXIMUM PERMITTED LOT COVERING ON THE SITE FOR PLANTING SEASON.

BOLLARD LIGHTS FOR PEDESTRIAN MOVEMENT.



TYPICAL SITE PLAN



EXISTING SITE PLAN

adoption of site development and design controls, e.g. prohibit parking and permanent dumpsters in front yards.

- Exert control over all existing and future public and private signs to minimize visual pollution.
- Help to preserve and complement the built environment by providing landscaping such as street tree and plant screening in the public rights-of-way and within open spaces, and encourage landscaping of major private facilities, such as parking lots.
- 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.
- Insure 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 should be improved to create a pleasant, attractive shopping area. Landscaping, plantings, and architectural unity should be the themes for the future.

- 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 business district: parking areas, street system, utilities and public services.
- Promote use of the Central Business District by improving its competitive position in the area: advertising, good design and appearance, safe and efficient pedestrian movement system and a wide variety of retail and service establishments.
- Make the fullest use of CBD second floor spaces to prevent building deterioration, but still protect the retail sales and services.
- CBD should serve as the commercial and professional center of Haddon Heights.

C. Master Plan Update

Haddon Heights is planning for its future. It must address itself to the task of carefully combining new land uses and existing development within its boundaries. As Haddon Heights plans, complex development issues have begun to emerge, e.g. providing opportunities for affordable housing, strengthening its commercial and office land uses, protecting historic properties and existing residential neighborhoods from encroachment, balancing development with environmental and economic concerns, and maintaining those unique physical attributes which contribute to the Borough's overall quality of life.

This Master Plan is a response to these and other challenging issues now confronting the Borough. It is a guide that re-establishes and refines planning and development policies first set into motion with the Borough's 1965 Master Plan. This Update relates to the distribution and interrelationship of future uses of land, housing needs, movement of people and goods, and the expansion of community facilities and services. It supercedes the 1965 Master Plan document.

The Plan is a guide oriented to the year 2000 as a logical reference point to which regional, state, county and other public or private agencies could relate their respective planning and development decisions. It sets no precise timetable for the realization of each of its component parts; rather, it is an attempt to give rational forethought to the development of these elements as the Borough continues to grow over the next decade.

The Plan is not a permanent or unalterable document. According to state law, it must be periodically re-examined every six (6) years or sooner, depending upon the rate at which changes in the conditions or circumstances affect the basic assumptions upon which the Plan is based. Its strength, however, is predicated upon its comprehensiveness. To accept one part out of context with other parts would reduce the effectiveness of the Plan. Accordingly, any subsequent change in the Plan should be preceded by an investigation of its implications and effect on interrelated elements of the Plan. Only in this manner can modifications be made without destroying the integrity of the Master Plan.

D. Nature of the Update Planning Process

The planning process used in developing Haddon Heights' Master Plan involved three phases of study.

The first phase dealt with the preparation of special studies or "mini-plans" which formed the basis for a comprehensive review and appropriate revisions to the State required elements of a Master Plan for the entire Borough. The special studies included:

- CBD area along Station Avenue
- Professional office/residential area along the White Horse Pike
- Highway-Commercial area along the Black Horse Pike
- Re-use potential of the Devon Avenue area south of Route 295
- Re-use potential of the municipal sewage treatment plant site within the Sylvan Drive-Thornolden Avenue area
- Housing policies for established residential areas, including the impact of Mount Laurel II
- Recreation improvement and possible expansion of recreation areas

The second phase dealt with the updating of basic data pertinent to the Master Plan at both the regional and Borough levels. Such background information has been made part of this Master Plan document.

The Master Plan Update, or phase three, is summarized in this report. It contains refinements to the basic goals and policies established in the 1965 Master Plan as necessary to guide and control future development. Together with appropriate maps, proposals relating to the spatial distribution of land uses, circulation and necessary community facilities to support such future uses are advanced.

During the process of updating the Plan, open public workshop sessions were held by the Planning Board to receive input from the Borough Council, Zoning Board, Historic Advisory Committee, Recreation and Parks Committee, and the Business and Professional Association, and to discuss findings of studies undertaken as well as to explore the current validity of various policies, proposals and planning options regarding future development of the Borough.

E. Regional Overview

The adjoining municipalities' plans and ordinances were examined with regard to land uses abutting Haddon Heights. In relation to this Master Plan, no inconsistencies in use exist, while there may be differences in density or levels of use.

NJSA 40:55D-28d requires a specific policy statement relating the local land use plan to those of other jurisdictions be made part of the Master Plan. Background information necessary to the writing of this required statement is summarized below.

Haddon Heights is surrounded by five municipalities: Audubon, Haddonfield, Barrington, Bellmawr and Mt. Ephraim, and is touched by a corner of Haddon Township. Existing land use patterns in contiguous jurisdictions are an extension of the configurations found in Haddon Heights.

To the north in Audubon Borough, the predominant land use is R-1, single family detached residential on minimum 5,000 square foot lots, with the exception of office, commercial and multi-family nodes astride the White Horse Pike and Atlantic Avenue.

Northeast and west of Haddon Heights in Mt. Ephraim Borough, the pattern is single family detached residential on 5,000 square foot lots. Parcels abutting the Black Horse Pike are more commercial in nature and the zoning encourages expansion of such uses.

To the south and southwest in Bellmawr Borough, there



is an extension of Mt. Ephraim's single family zoning pattern in the A-Residential Zone.

South and southeast of Haddon Heights in Barrington, there is a slight decrease in overall residential density, while land adjacent to the Route 295 interchange is commercial in use and zoning.

Toward the east in Haddonfield, the major land use is low density single family detached residential, and the zoning code calls for a continuation of this pattern on minimum 6,000 and 12,000 square foot lots.

Haddon Heights is touched by a corner of Haddon Township between Haddonfield and Audubon. This corner is single family residential in both existing land uses and current planning and zoning.

The 1972 Comprehensive Plan of the Camden County Planning Board is the County's view of the future land use patterns they forecast through a time span of twenty to twenty-five years. It is purposely broad in nature and is not intended to delineate particular parcels for individual uses. As a guide, it does not show such things as neighborhood commercial or minor differences in residential densities. With the exception of the County Park, all of Haddon Heights is shown to be residential with the closest commercial area being south and east of the Route 295 interchange.

The Delaware Valley Regional Planning Commission Year 2000 Land Use and Open Space Plan has divided Haddon Heights into three categories: the first, which represents over 80% of the Borough's landmass, is existing development; the second category is existing

permanent open space at the County Park and Barr Avenue Complex; and the third is a small growth area bounded by the Black Horse Pike, 12th Avenue, Maple Avenue and Route 295.

The 1980 New Jersey State Development Guide Plan places Haddon Heights in a growth area because it is located within or near major existing population and employment centers and is serviced by extensive public sewer and water systems, in addition to being accessible to major highways and commuter rail facilities.

These plans do not preclude the Borough from exercising independent judgments as to land use within its borders. The law requires a statement as to the relationship between plans, but does not require conformity. Under current conditions, there is nothing to suggest that the existing or proposed land use pattern in Haddon Heights is in any way incompatible with those of surrounding municipalities or that it is at variance with the plans of the County, region or state.

## II. HISTORICAL, REGIONAL AND PHYSICAL CONSIDERATIONS

### A. Borough History

The first home that we know of in the area of what is now Haddon Heights was constructed in 1703. Not until 1891 did any concentrated settlement take place, but the basis for potential development was being established throughout the 1700's and 1800's by stage routes which passed close to the Borough's present boundaries. The "Old Salem Road" and the "Old Egg Harbor Road" stage routes were two such travel routes. The latter, connecting Cooper's Ferry (Camden) with Somer's Point on the Atlantic coast in the vicinity of what is now Atlantic City, with inn stops at Haddonfield, Stratford and Long-A-Coming (Berlin), followed the pattern of later municipal development. Subsequent travel routes have tended to reinforce this original pattern. In 1806 the Long-A-Coming Road, the immediate precursor of the White Horse Pike, substantially followed the Old Egg Harbor route and crossed the area of what is now Haddon Heights. Only about 100 people lived in the area by 1864. Farms and orchards dominated the landscape in 1877, the majority owned by Benjamin and Joseph Lippincott, John Glover and Samuel C. Shivers. Major access, besides Long-A-Coming Road was the Kings Highway, Blackwoodtown Road and Clements Bridge Road.

In 1876 the Borough was cut by another type of transportation artery, the railroad. Its impact on eventual development in Haddon Heights was profound. By 1885 twenty homes appeared near the railroad tracks. Six years later the area between the White Horse Pike and Seventh Avenue became more intensely developed with

residential construction followed by a general merchandise and grocery store in 1898 on the corner of Station Avenue and the White Horse Pike. At the turn of the century the area was known for its resort hotels, e.g. Maple Lawn Inn, the Homestead and the Haddon Heights Inn. The Borough was incorporated in 1904 from parts of Center Township and Haddon Township and by 1910 had a population of 1,452. Between 1910 and 1920 the Second, Third and Fourth Avenue areas had begun to develop. Envoy's Funeral Home was established in 1911. In the 1920's the era of the automobile was in full swing and the rush toward the suburbs began. Some important events were:

- 1920           Development along Old Mt. Ephraim Pike presently known as the Black Horse Pike. Homes built by government in Mt. Ephraim, Bellmawr and Runnemeade. White Horse Pike intensively developed. The White Horse Pike dedicated November 2, 1922 as the "longest stretch of hard surface roadway in the world."
  
- 1925           The Fairleigh (or Fairfield) section annexed from Center Township to bring the western limits of the Borough to the Black Horse Pike..
  
- 1926           Station Avenue widened.
  
- 1930           Population of 5,394.

The next spurt of growth occurred during the post World War II era of suburbanization. Over 400 new homes were built in the period of 1947-1950 between Bellmawr

Avenue and the Black Horse Pike, and by 1950 the population had exceeded 7,000. Continuing development pressures brought the 1960 population to 9,260. The 1970 census figure for Haddon Heights showed a population of 9,364, an increase of only 104 people in ten years. By 1980 the population had decreased to 8,361.

B. Regional Location

The Borough of Haddon Heights is part of the complex of municipalities which clusters opposite the Philadelphia waterfront and through the center of Camden County. It is part of both the bulge of suburbanization of the Philadelphia-Camden metropolitan area and the attenuation of development along travel routes through what was once a fertile agricultural region.

The Borough of Haddon Heights is located adjacent to the Borough of Haddonfield in the northern area of Camden County, about five miles from downtown Philadelphia. Its elevation is considerably higher than that of Haddonfield, so the name "Heights" is quite appropriate. The area that now comprises Haddon Heights was originally parts of several older townships, such as Newton, Haddon and Center. The Borough has a rich Revolutionary War history that has been well documented by the Camden and Gloucester County Historical Societies. There are four pre-Revolutionary War houses still standing in the Borough. The Borough rapidly developed around 1900 as a "Planned Community" on the Atlantic City Railroad after the Haddon Heights Station was built.

The Borough of Haddon Heights is closely related to its immediate region by the complexity of major transporta-

tion routes in and around the Borough. Of primary importance are: Route 295, which permits access to downtown Philadelphia from Haddon Heights over limited access highways; the Turnpike interchange at the Black Horse Pike, which, together with the Black Horse shopping strip to the north, will continue to generate traffic on the Pike despite the construction of the Atlantic City Expressway; the White Horse Pike, which connects US Route 130 toward the north with Route 295 while extending outside of the county in a southeasterly direction; and the rapid transit line in Haddonfield, which generates commuter traffic over such lesser arteries as Kings Highway and Clements Bridge Road.

The Borough is no longer on the fringe of regional growth, but has been swallowed by the Philadelphia-Camden urban area. The most rapid growth is now taking place beyond Haddon Heights in Gloucester Township, Voorhees Township, Winslow Township and Waterford Township.

C. Physical Condition

Haddon Heights is a small portion of the Delaware Valley in the Atlantic Coastal Plain. The Borough is drained by the South Branch of Newton Creek and by the Little Timber Creek which flows from Haddon Heights into the Delaware River just a few miles to the west. The terrain generally slopes downhill from east to west. The high point, 105 feet above sea level, is in the northeastern corner of the Borough; the low point, approximately 10 feet above sea level, is at the point where the Little Timber Creek crosses the boundary line in the southeastern corner of the Borough. Apart from

the areas immediately adjacent to the creeks, most of the land in the Borough is between 60 and 90 feet above sea level and slopes are gradual. The high ground between the creeks has soils which give good to excellent drainage, but the areas on the banks of the creeks have poor drainage; there is also a small marsh along the Little Timber Creek. There is good sub-surface water available; several wells have been drilled in the Borough. Approximately 90% of Haddon Heights is developed; obviously the urban suitability of the land has been good.

### III. MAJOR LAND USES AND COMMUNITY FACILITIES

#### A. Land Uses

Haddon Heights is a highly developed residential community whose population, for the most part, works outside the Borough limits. The Borough contains an excellent mix of housing types. Over 70% of the land area is devoted to residential use and less than 3% is devoted to commercial activity. Well over 90% of the total residential land in Haddon Heights is used for single family detached homes which are located in all areas of the Borough, except in the area of the Central Business District. Here, west and east of Atlantic Avenue, are found two-family, semi-detached, triplex and multi-family residences.

There is a variety of commercial activity in Haddon Heights oriented toward several types of consumers. Commercial establishments in the Borough may be classified into three groups: local service business and retail, professional offices and highway-oriented businesses. Local service-oriented businesses cater to the daily shopping needs of residents, while professional offices and highway establishments are related to the major roadways which pass through or border the Borough. Commercial uses should be located to provide good access to all residents of the Borough.

The Station Avenue Central Business District is the oldest area in the Borough. It is bounded by Eighth Avenue to the west and the White Horse Pike to the east. This compact area of 3 blocks contains a wide variety of retail, commercial and office uses, e.g. food market, restaurants, clothing stores, doctors'



offices, gift shop, hair salons, drug store and similar shops. The train station is centered in this shopping district. In addition, this area contains the Borough Hall, library, post office, fire station and off-street parking facilities. None of the commercial establishments are very large, but they are necessary to serve the needs of the Borough's residents and the tax revenues they provide are vital to the Borough's financial capabilities.

The Central Business District on Station Avenue requires special land use attention. The degree to which it can prosper will depend, to a large extent, on the willingness of the merchants to make capital and marketing improvements. This can be augmented by the Borough, but it is impossible for government to totally support this commercial center if it is not utilized by the marketplace. Strategies such as facade compatibility, parking lot acquisition, sidewalk improvements, landscaping, traffic rerouting, marketing assistance and others can help this commercial center. However, in the long run, it will be the involvement of the merchants and their ability to adapt to changing commercial markets that will determine the viability and scope of the Central Business District.

The area east of the White Horse Pike is almost entirely residential in nature, with a few professional-residential properties interspersed and these are of the "home occupation" variety on the whole. Directly west of this residential area exists a healthy mixture of professional office, single family and two-family conversions, plus multi-family development astride the White Horse Pike. While there are many conversions of single family homes along this corridor,

there is also a good number of multi-family units ranging in size from 4 to 22 units. This area extends from the Kings Highway to Route 295. It includes large commercial uses at both ends but, for the most part, contains a mixture that has preserved the residential atmosphere of the Pike. This area of seven blocks contains a wide variety of office uses, e.g. doctors, lawyers, realtors, engineers, accountants and similar uses. It also includes a gas station, moving company, banks, funeral parlors, and a senior citizen housing project. This area of the Borough is mostly categorized as mixed use and as such will require thoughtful consideration.

Mixed uses are not by necessity incompatible. The conventional planning wisdom of the past two decades has been to separate uses wherever possible. Unfortunately, for this viewpoint, the open market is not that precise. It is not desirable or advisable to upset the present mixed use pattern to any great extent, but it is necessary that the Borough provide protection to existing uses from encroachments by incompatible uses. This can be accomplished by allowing a legitimate variety of uses in this area, while at the same time exercising stringent site plan design controls. The purpose of these controls is not to preclude development, but rather to ensure that new construction does not present difficulties for previously developed properties.

West of Ninth Avenue the Borough is a pleasant mix of single family residential development, much of which is augmented by its proximity to the County Park. There are a few conversions in this area and, with the exception of the properties fronting on the Black Horse

Pike, almost no commercial uses. The westernmost boundary of Haddon Heights is known as the Black Horse Pike. It is a heavily developed highway commercial corridor which contains gas stations, restaurants, shopping centers, offices and specialty stores. Uses for the most part are designed to serve people "on the road."

Neighborhood commercial activity is distinguished from highway commercial activity by market orientation. It is intended to draw business from the surrounding residential areas and to supply food and other necessities. By definition this type of commercial activity is located on the Kings Highway, between Ninth and Tenth Avenues. A small pocket of commercial development exists on Clements Bridge Road, next to the Borough of Barrington. This area reflects an extension of Barrington's Central Business District and should be planned in a similar manner.

The businesses in Haddon Heights appear physically to be doing well, but there is no theme or consistency to the location of the various types of uses. Commercial planning requires the complete cooperation of the merchants and should rely heavily on guidance from the merchants' association. Any expansion of the commercial and retail districts should take place in the Station Avenue-Atlantic Avenue corridors. This expansion should anticipate a mix of both commercial and residential development integrated with service facilities and parking. A sterile Central Business District of only commercial enterprises would not be advantageous. Expansion of commercial facilities along the Black Horse Pike and northern White Horse Pike

should be controlled to prevent "spill-over" into single family residential neighborhoods.

It should be noted that Haddon Heights is surrounded with a great number of competing commercial facilities. If the central shopping area of the Borough is to come to the fore, it will require substantial capital outlay and imagination. The future, without such steps, is as best one of status quo.

Public land includes the Town Hall, Library, Post Office, Fire House, schools and public parking facilities. The first three mentioned are located in the Central Business District. Haddon Heights High School occupies a long block between First and Second Streets, south of Garden Street. The grade schools are more neighborhood oriented and are located on the streets from which they derive their names. The Glenview School is at Glenview and Sycamore Streets, Seventh Street School is at Seventh and High, and Atlantic Avenue School is at the northern edge of the Borough on Green Street and Atlantic Avenue.

Semi-public land occupying approximately 13 acres of land throughout the Borough contains various churches, a synagogue, church schools and other organizations which are directed to benefit segments of the population. Most of this semi-public land is located between First and Tenth Avenues. There is a Roman Catholic Church and school between Third and Fourth Avenues on the Kings Highway; Temple Beth Sholom Synagogue on the White Horse Pike; a Baptist Church and school on Station Avenue between Third and Fourth; a Lutheran Church on Clements Bridge Road; Veterans of Foreign Wars Post 1958 on East Atlantic Avenue and Route 295;

Christian Day School at the intersection of Eighth Avenue and Kings Highway; a Methodist Church and school on Garden Street between Seventh and Eighth Avenues; and a Presbyterian Church on Glenview Avenue between Prospect Ridge and Sycamore Street.

Haddon Heights has three large parks: one in the northwest, one along Route 295 and Atlantic Avenue, and the other adjacent to Bellmawr Borough south of Route 295. The County Park extends from the Kings Highway in northwest Haddon Heights southeast to Tenth Avenue and occupies over 38 acres. This expanse of natural park land is located in some of the newer residential districts and is a decided asset to the beauty of the area. The Barr Recreational Complex in southern Haddon Heights next to Atlantic Avenue contains 4 ball fields, 3 tennis courts, many trees and open recreational areas on 17.35 acres. The Devon Avenue Park next to Bellmawr is located on 15.84 acres and basically includes 2 ball fields, 4 tennis courts and a soccer field.

B. Community Facilities

In Haddon Heights the Department of Public Works performs many community services. Street maintenance, snow removal, and leaf clearance are a function of the department. It operates three tractors, a street sweeper, two front-end loaders, three dump trucks and a pick-up truck for street maintenance as well as for maintenance of public parks and buildings and for the protection of shade trees. All road equipment is stored and maintained at the municipal garage at the sewage treatment plant site.

The collection of trash and garbage in Haddon Heights is contracted to private haulers. The Borough has a glass and paper pick-up service. Glass for recycling is presently stored at the sewage treatment plant site.

Haddon Heights Borough is now being serviced by an old municipal sewage treatment plant. The Camden County Municipal Utilities Authority is presently running a new 20-inch interceptor line to the Haddon Heights plant site to eliminate local treatment and disposal. A metering and sampling station will also be constructed on the site. Peak design flow to the regional sewage treatment plant is anticipated to be 3.90 million gallons per day which includes peak inflow. The design flow assumes a Borough population of 9,100 by the year 2000 and an equivalent commercial population of 4,010.

The New Jersey Water Company now services between 80,000 to 90,000 customers with 32 million gallons of water each day in 30 communities, including the Borough of Haddon Heights. It has one pump station and 5 wells within the Borough. These interconnect within an entire regional network. The water company relies heavily on ground water from the Potomac-Raritan-Magothy aquifer, which is now being contaminated by salt water because withdrawal is exceeding recharge. Even though the present system has a total capacity of 50 million gallons per day, usage must be cut back to 65% of actual 1983 levels to approximately 21 million gallons per day by the end of 1987 in order to protect this aquifer. The State Department of Environmental Protection and New Jersey Water Company will be developing plans over the next fourteen months to find additional sources of water, e.g. pumping from other

aquifers, utility interconnects, conservation programs and importing water from outside the region so that growth in the region will not be negatively impacted.

#### IV. BACKGROUND DATA

##### A. Population Growth

The basic determinate of any community in our society is its people. Planning, although it tends to involve itself with physical land use, is aimed at providing a particular environment for the people who use the land.

Haddon Heights has experienced considerable population growth in the twentieth century - from a population of 1,452 in 1910 to 9,260 in 1960. When this growth was first analyzed in 1965, the feeling was that growth in the Borough had not yet stopped. Twenty years of hindsight indicate that growth is now only of historical interest to current day planners because by 1980 the population level had decreased to 8,361 people.

Under the circumstances of the 1960's there was reason to believe that natural family growth would lead to population increases even without substantial new construction. Dramatic changes in social behavior have led the United States toward zero population growth and the effects of this have been evidenced in the lack of growth in Haddon Heights.

The 1970 census figures for Haddon Heights showed a population of 9,365, an increase of only 104 people in ten years. In the decade before that, the Borough population increased from 7,287 to 9,260 - a growth of 1,973 people. Mid-1970's population estimates by the US Census Bureau showed growth reaching 9,607 people, while the New Jersey Department of Labor and Industry placed the figure below that of the 1970 count, with a loss of population down to 9,325. These estimates



differed due to varying assumptions made by those doing the forecasting. The actual 1980 census count resulted in a significant drop in population, well below these estimates.

The Delaware Valley Regional Planning Commission has estimated that 7,237 people will be living in Haddon Heights in the year 2000, while the Camden County Municipal Utilities Authority targets 9,100 people for the Borough by the end of the century. Planning for new residential development along the Kings Highway plus residential development on the existing sewage treatment plant site could result in future population levels reaching somewhere between 8,361 and 9,100 people, more or less.

B. Population Characteristics

-- Age Distribution

Even though the population of the Borough has stabilized since the 1980 census, the characteristics of the population have changed substantially between 1970 and 1980. The most striking characteristic of the Borough's population is the decline of young children and young adults between the ages of 5 and 19. This fact, combined with the reduction in toddlers, begins to show that Haddon Heights is becoming a more mature community even though a significant increase in the young labor force is evident.

Age Distribution

	<u>1970</u>	<u>1980</u>
Pre-school age (0-4)	591 (6.3%)	413(4.9%)
School age (5-19)	2546 (27.2%)	1765 (21.1%)
Young labor force (20-34)	1472 (15.7%)	1831 (21.9%)
Mature labor force (35-64)	3561 (38.0%)	2968 (35.5%)
Retirement age (65+)	1195 (12.8%)	1384 (16.6%)
	<hr/>	<hr/>
	9365 (100%)	8361 (100%)
Median Age	35.9	37.0

-- Sex Distribution

Like most communities in the nation, Haddon Heights has more females than males in its population. The great disproportion of females in the older group may be attributed to the greater longevity of women in today's society.

Sex Distribution

<u>Age Group</u>	<u>Males</u>	<u>Females</u>	<u>Females per 100 Males</u>
All Groups	3912	4449	114
0-19	1157	1021	88
20-64	2241	2558	114
65 and over	514	870	169

-- Family Relationships

Haddon Heights is predominantly a "family" community. Most of the adult population is or has been married and the great majority are cohabiting and have children.

Family Relationships

<u>Group</u>	<u>Number of Individuals</u>
Married couples	3844
Other household heads	1160
Children and other relatives of household head	3219
Non-relative of household head	126
Total in households	8349
In group quarters	12
Total in Borough	8361

The above Table clearly illustrates the family nature of the Borough. The largest group, "married couples",

are husbands and wives cohabiting. "Other household heads" include persons living alone, or widowers, divorcees, etc., who head households. Most of the "other relatives" are children of the above. "Non-relatives" are boarders, room-mates, etc. Persons in group quarters are institutional persons.

-- Race & Nativity

Haddon Heights is predominantly a "white" community; only 23 persons were classified as "non-white" by the census enumerators. Ninety-seven (97) percent of the population are native Americans; only 281 persons were foreign born.

-- Income

Inflation and other economic disruptions make income figures the least reliable over time. Relative strength in the market probably has not shifted greatly. With a 1980 per capita income of \$8541, Haddon Heights was significantly higher than the County's \$7258 and ranked number 5 in the County behind Haddonfield (\$12,095), Cherry Hill (\$10,439), Voorhees Township (\$9939), and Haddon Township (\$8626.) With a median family income of \$25,370, the Borough ranked fifth behind Pine Valley, Cherry Hill, Haddonfield and Voorhees Township out of a total 37 municipalities in the County.

-- Education

In 1980 there were 5558 persons over twenty-five years of age in Haddon Heights. A total of 1132 had com-

pleted college and an additional 725 had attended 1-3 years of undergraduate instruction.

-- Occupation

The work force in Haddon Heights in 1980 is shown in the following chart:

<u>Employed Persons by Occupation</u>	3696
Managerial	457
Professional specialty	721
Technicians	156
Sales	355
Administrative support, clerical	884
Service	294
Production, craft, repair	400
Operators, assemblers	186
Transportation, material movers	128
Handlers, helpers, laborers	114

All of the figures above give us the view that the typical Haddon Heights resident is well-educated, likely to be employed in a white collar job, and earns a good income. Further, this pattern has not altered since 1970 and is unlikely to change in the foreseeable future.

From a planning perspective it can be assumed that this type of individual likes Haddon Heights as it is or they would not have chosen either to move here or to stay here. Since population will not significantly change in the future, it is safe to suppose that there is no particular desire for major change in the physical environment of the Borough.

Shifts in social thinking may occur and this would be one circumstance under which a static population would desire some change. Until this occurs, it appears that the existing situation, with slight modifications, meets the goals and aspirations of Haddon Heights's residents.

-- Means of Transportation

Note the dependence of Haddon Heights workers on the private automobile. Combining the figures for private autos and buses gives 91% of all workers going to work by motor transportation. This characteristic is common to all communities in this area and has placed a great strain on the existing highway system, making the construction of many new roads necessary. It is hoped that the continued use of rapid transit and car-pooling will help relieve this situation.

<u>Means of Transportation to Work</u>	<u>Number</u>
Drive alone	2289 (63%)
Car pool	610 (17%)
Public transportation	401 (11%)
Walked only	156 ( 4%)
Other means	75 ( 2%)
Worked at home	84 ( 3%)

V. LAND USE PLAN

A. General

Based on the overall development strategy for Haddon Heights Borough, together with goals and policies for future growth, varied land use proposals are advanced. These proposals are interrelated to other elements of this Master Plan and should be considered as part of a comprehensive plan for guiding future development and redevelopment patterns within the Borough.

Major land use proposals are depicted on the Land Use Plan Map and are summarized below. The map depicts major land use patterns, such as residential, commercial, office, recreation and municipal. Gross residential density standards (e.g. dwelling units per acre - "du/ac") have also been discussed. Further, general policy implications of how the varied land use proposals can be translated into new or revised zoning districts are advanced. Refinements to land use policy as a result of this Master Plan are highlighted, where appropriate.

The table on the following page, "Land Use Plan Tabulations", provides an accounting of the varied land use plan acreages contained in the plan.

B. Residential Land Uses

Seven (7) residential categories are established. The R-1 through R-6 districts permit only single family detached dwelling units with accessory uses. The R-7 district permits single family detached dwelling units and attached single family construction as a condition-

LAND USE PLAN TABULATIONS

<u>Residential</u>	<u>Acres</u>	<u>% of Sub-Total</u>
R-1 Low Density	64.8	8.6
R-2 Low Density	275.5	36.5
R-3 Low Density	52.0	6.9
R-4 Low Density	30.8	4.1
R-5 Low Density	146.4	19.4
R-6 Low Density	10.5	1.4
R-7 Low Density	3.6	.5
 <u>Commercial</u>		
Highway Commercial	7.1	.9
Neighborhood Commercial	1.1	.2
Central Business District	8.5	1.1
Business Commercial	1.5	.2
 <u>Mixed &amp; Special Uses/Community Facilities</u>		
Municipal/Public Works	17.1	2.3
Recreation	77.5	10.3
Professional Office	42.59	5.7
Professional Office/Residential	4.7	.6
Office District	9.6	1.3
 Sub-Total	 753.3	 100%
 Streets and D.O.T. Properties	 91.6	
 Total	 844.9	



al use. Conversions to two-family and triplex dwelling and new multi-family construction would be prohibited in all of these single family residential districts.

-- Low Density Residential (R-1: up to 3 du/acre)

This area is bounded by the Kings Highway and Audubon Borough to the north; the White Horse Pike Professional Office District to the west; Garden Street and the R-2 Low Density Residential District to the south; and Haddonfield Borough to the east. Existing zoning permits single family residential development on minimum 7,500 square foot lots with a maximum 35 foot height limit. Housing within this area has essentially been constructed on minimum 15,000 square foot lots. Very little vacant land exists for new infill development. It is recommended that minimum lot size be increased to 15,000 square feet and that present height limitations be retained.

-- Low Density Residential (R-2: up to 4 du/acre)

This district is divided into two parts. The first part is bounded by the R-1 District to the north; the White Horse Pike Professional Office/Residential District to the west; Barrington Borough to the south; and the single family detached R-3 District to the east. The second part is located west of the White Horse Pike. It is bounded by the Kings Highway and Audubon Borough to the north; Bellmawr Avenue and the R-5 District to the west, with a narrow strip along either side of Prospect Ridge Boulevard extending to the Highway Commercial District; Route 295 to the south; and Seventh and Eighth Avenues to the east. Existing zoning permits single family residential

development on minimum 7,500 square foot lots with a maximum 35 foot height limit. Housing within these areas has essentially been constructed on minimum 10,000 square foot lots. Some vacant land exists for new infill development along Route 295. It is recommended that minimum lot size be increased to 10,000 square feet and that the present height limitations be retained.

-- Low Density Residential (R-3: up to 5 du/acre)

This district is divided into two parts. The first part is cut in half by the Station Avenue Central Business District and the Professional Office District. It is bounded by Green Street and the R-2 District to the north; Eighth Avenue and the R-2 District to the west; Seventh Avenue and the Barr Recreational Complex to the south and West Atlantic Avenue to the east. The second part is located adjacent to the Borough of Haddonfield to the east and is bounded by First Street and the R-1 and R-1 Districts to the west; Station Avenue to the north and the Borough of Barrington to the south. Existing zoning permits single family residential development on minimum 7,500 square foot lots with a maximum 35 foot height limit. Housing within these areas has been built on a wide range of minimum lot sizes: approximately 4,500 square feet to 14,000 square feet. There exists a significant number of semi-detached, two-family, and triplex units within that portion nearest the Station Avenue Central Business District. No vacant land exists for new infill development. It is recommended that minimum lot size for single family detached dwellings be increased to 8,700 square feet and that multi-family dwellings

-- Low Density Residential (R-6: up to 9 du/acre)

This area is bounded by the Kings Highway and Audubon Borough to the north; Dallas Avenue and the Office District to the west; the County Park to the south; and Thirteenth Avenue and the R-4 District to the east. Existing zoning permits single family residential development on minimum 7,500 square foot lots with a maximum 35 foot height limit. Housing within these areas has essentially been constructed on minimum 4,800 square foot lots. Some vacant land exists for new infill development along Route 295. It is recommended that minimum lot size be reduced to 4,800 square feet and that the present height limitations be retained.

-- Low Density Residential (R-7: up to 9 du/acre)

This area is bounded by Audubon Borough and the Kings Highway to the north; the County Park to the west and south; and the R-6 Residential District to the east. Existing zoning permits single family residential development on minimum 7,500 square foot lots and professional business offices on minimum 13,500 square foot lots. The primary uses within the district now include the Haddon Heights Ambulance Corps, commercial and light industrial uses. No vacant land exists for new infill development. It is recommended that single family detached housing be permitted on minimum lot size of 4,800 square feet. In addition, new attached single family construction would be permitted as a conditional use, subject to strict performance standards, e.g. adequate off-street parking, landscaping, minimum amount of common open space, adequate storage space, maximum security and visual privacy, and

architectural theme compatible with surrounding land uses.

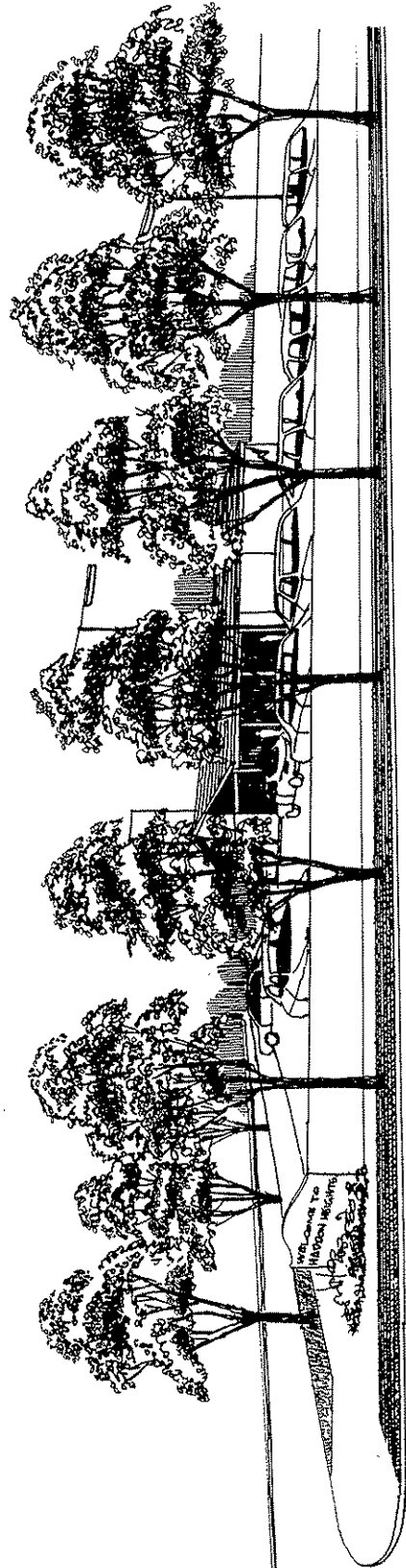
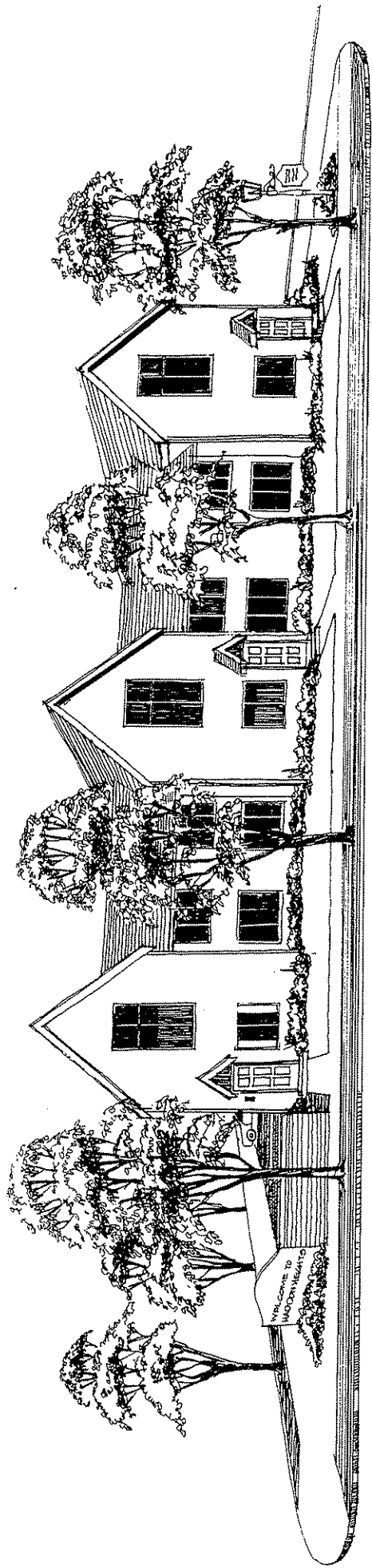
The following major design elements would generally assist positive implementation of new attached housing units within this district:

- a) Private off-street parking areas should be located near dwelling entrances.
- b) Architectural elements such as walls and fences should be compatible in both style and materials with the dwelling unit of which they are a part.
- c) Architectural style and major design elements of each dwelling unit, such as materials, color tones, windows and roof design, should be compatible with all proposed dwelling units in the immediate neighborhood. Building exteriors should have vertical and/or horizontal offsets to create visual breaks on the exterior.
- d) All garages or carports should conform architecturally to and be of similar materials as the principal building in the development.
- e) An outdoor private living space should be provided for each dwelling unit. Buildings should have open balconies or decks and patios.
- f) Each building or complex of buildings should have an architectural theme with appropriate variations in design to provide attractiveness to the development, compatibility within the development and in its relationship to adjacent land uses.

Such variations in design should result from the use of landscaping and the orientation of buildings to the natural features of the site and to other buildings, as well as from varying unit widths, using different exterior materials, changing roof lines and roof designs, varying building heights and changing window types, shutters, doors, porches and exterior colors. Architectural elevations should be submitted to the Planning Board for review and approval.

- g) Dwelling units should have access to a master television antenna system and individual units may not erect individual external television antennae.
- i) No dwelling unit should be constructed below grade. Units should be designed in such a manner as to provide maximum security and visual privacy from adjacent dwelling units.
- j) The use of natural lighting and solar heating is encouraged. Buildings should be sited so as to take advantage of view, sun and wind factors.

The sketch on the following page shows how a single family attached development might typically appear on the entire site as viewed from the adjacent County Park. A maximum height limitation of 35 feet or 2½ stories should be required.



KINGS HIGHWAY AT WHITE HORSE PIKE

C. Commercial Land Uses

Four (4) commercial land use districts are advanced within this overall category. The Highway Commercial District specifically permits retail and personal service establishments associated with heavy automobile traffic and office development. The Neighborhood and Business Commercial Districts both provide for a limited amount of retail personal service establishments and office activities sized to reflect what presently exists to meet the Borough's local needs. The Central Business District reflects the heart of the commercial activity within the Borough. It promotes strong retail usage in a pedestrian atmosphere, with residential activity being permitted on the upper floors of existing buildings. Building heights within the Highway Commercial, Business Commercial and Central Business Districts would not exceed the established standard of 36 feet or three-stories, while the building height in the Neighborhood Commercial District would be limited to only 2 stories.

-- Highway Commercial

This area is bounded by New Jersey Avenue and Mt. Ephraim Borough to the north; the Black Horse Pike and Mt. Ephraim to the west; Route 295 to the south; and the R-2 and R-5 Low Density Residential Districts to the east. Existing zoning permits office buildings, professional offices, sales offices and many retail uses, with a lot area of not less than 1,500 square feet. Even though apartments have been constructed within this area, they are not a permitted use. Development within this district has essentially been

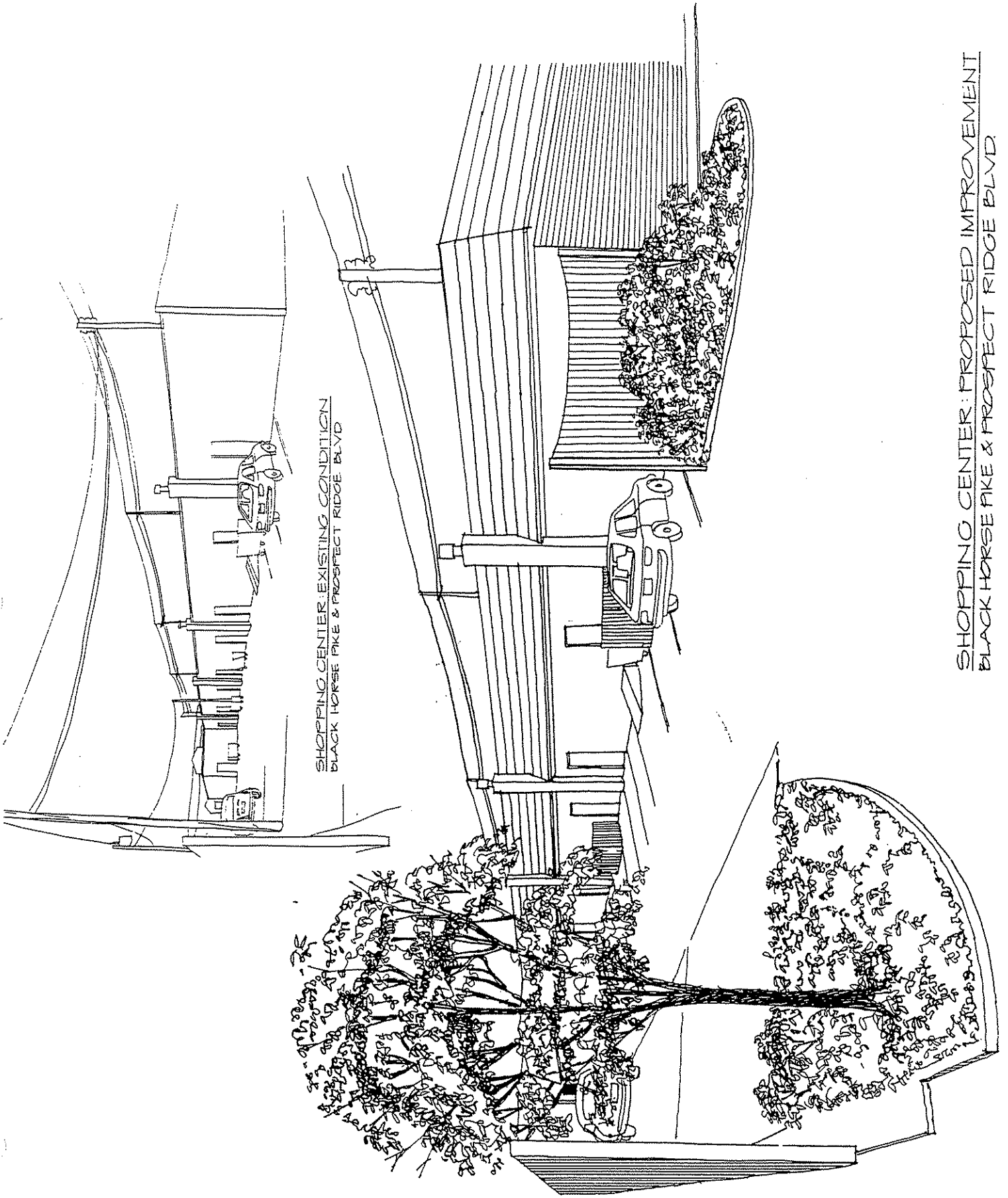
for shopping and office uses. No vacant land exists for new infill development.

It is recommended that this district permit general, corporate and professional offices, sales offices, personal service establishments and retail uses.

The smaller sketch insert on the next page shows existing rear conditions of a shopping center as it abuts a residential neighborhood, while the larger sketch shows how that same shopping center could be physically upgraded to be more sympathetic to nearby residents and improve the overall commercial image of the Black Horse Pike by removing rear overhead utility wires and placing them underground, adding a rear roof elevation to screen mechanical units and improve building appearance, adding wooden fencing to screen cars and dumpsters from view and providing landscaping to soften the overall visual impact. It is also important that rear wall building materials and colors be attractive and in keeping with the front facade and other nearby structures. Outdoor light fixtures should be attached to the building and be designed so that they do not become a nuisance to residential neighbors.

This district should be designed for those uses commonly found in strip highway commercial districts with heavy auto orientation, e.g. shopping centers, banks, restaurants, gas stations and auto-parts stores. Special care should be taken to improve the overall poor visual environment by controlling the design and placement of signs, limiting or reducing the overabundance of curb cuts which inhibit roadway capacity, landscape and buffer parking lots and design rear building facades and service alleys to respect the





SHOPPING CENTER: EXISTING CONDITION  
BLACK HORSE PIKE & PROSPECT RIDGE BLVD

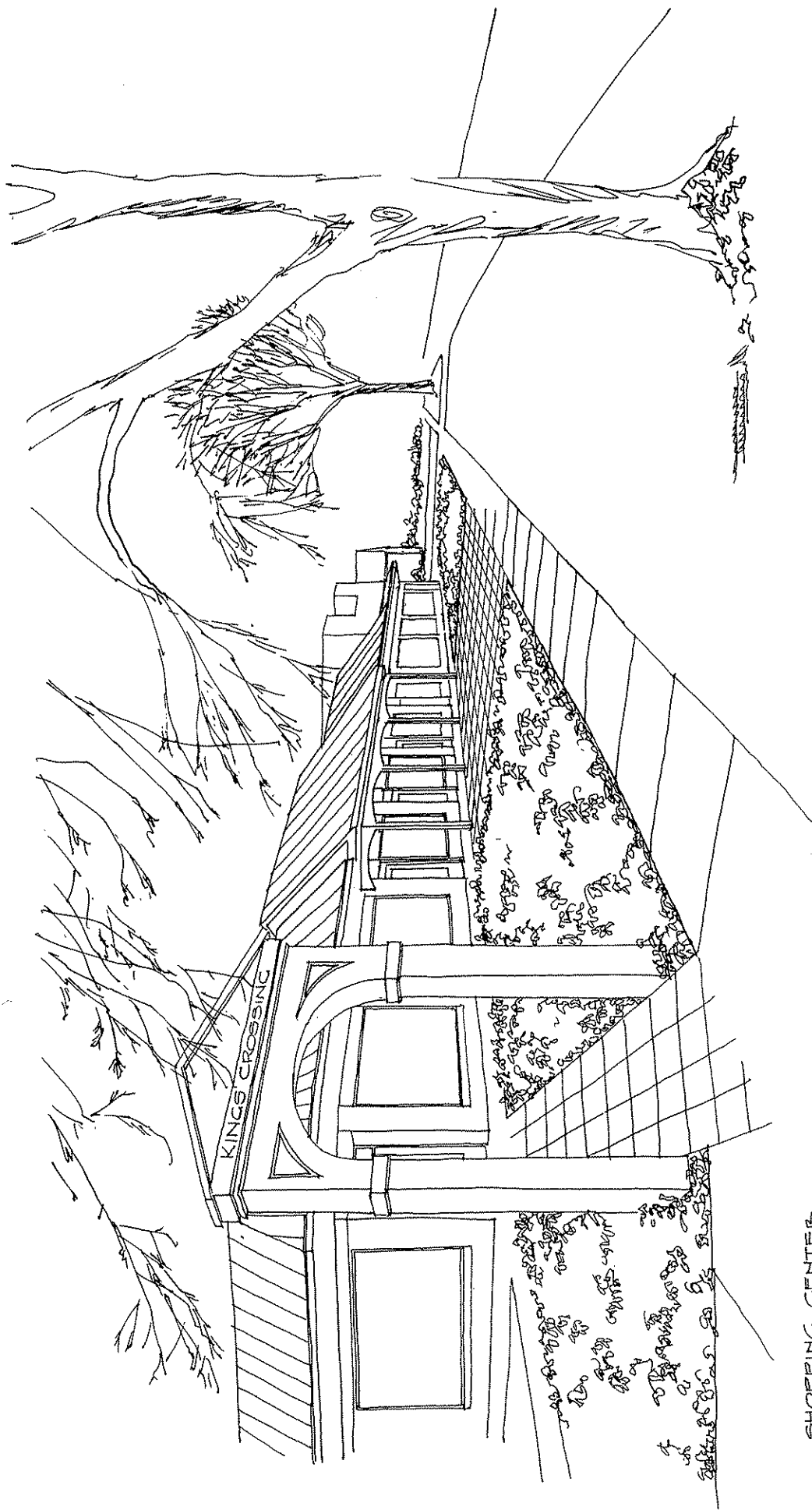
SHOPPING CENTER: PROPOSED IMPROVEMENT  
BLACK HORSE PIKE & PROSPECT RIDGE BLVD

abutting R-5 Residential District. Goals for this district involve better organization of the highway edge through uniform building setbacks for ease of recognition and implementation of a sign zone to control their placement.

-- Neighborhood Commercial

This area is bounded by the Kings Highway and Audubon Borough to the north; the R-4 Low Density Residential District to the west; and the R-2 Low Density Residential District to the south and east. Existing zoning permits office buildings, professional offices, sales offices and many retail uses, with a lot area of not less than 1,500 square feet. Development within this district has essentially been for shopping and office uses. No vacant land exists for new infill development. It is recommended that this district continue to permit office, personal service establishments and retail uses within a unified planned development that would primarily be oriented to pedestrian traffic.

The sketch on the following page shows how the present shopping center in this district could be sensitively redeveloped to incorporate meaningful landscaping, control signage, and provide a more pleasant shopping experience for Borough residents. Emphasis should be on limiting the quantity of signs and coordinating their color and placement in addition to providing pedestrian amenities, e.g. benches and landscaped courtyards, plus exploring ways to increase the amount of off-street parking.



SHOPPING CENTER  
KINGS HIGHWAY AND NINTH STREET

-- Business Commercial

This area is bounded by Route 295 to the north; East Atlantic Avenue and the Borough of Barrington to the west; and Clements Bridge Road and Barrington Borough to the south and east. Existing zoning permits office buildings, professional offices, sales offices and many retail uses. Development within this district has essentially been for retail uses with a lot area of not less than 1,500 square feet. No vacant land exists for infill development. It is recommended that this district continue to permit office, personal service establishments, and retail uses that would be oriented primarily to pedestrian traffic. Since this district is an extension of the Borough of Barrington's downtown commercial zone, an effort should be made to coordinate land uses and minimum lot size and bulk standards. Emphasis should be on improving the streetscape with trees and planters and on upgrading signage, curbing, sidewalks and fencing.

-- Central Business District

This area is divided in half by railroad tracks and is generally surrounded by the Professional Office District and the R-3 Residential District. Existing zoning permits office buildings, services and many retail uses. Development within this district has essentially been for retail and office uses, with some older high density multi-family residential development. No vacant land exists for infill development. This district is intended to encourage primarily retail and personal service activities to strengthen and improve the Borough's downtown image. As such, several key land use policy directions are recommended:

- a) Ground floor uses should be limited exclusively to retail and service uses in order to encourage a concentrated business core to remain oriented towards pedestrian shopping patterns.
- b) Office use would be prohibited on the ground floor in favor of second floor or upper floor usage, only if enough off-street parking were provided for the exclusive use of office workers.
- c) Residential uses on upper floors would be encouraged in future conversions; current upper floor residences would remain.

The Central Business District should be oriented to pedestrian traffic. Explore opportunities for more off-street parking, located convenient to stores and shops behind Station Avenue. Emphasis should be on the protection and recycling of older buildings, thereby maintaining the existing charm and downtown atmosphere of the Central Business District. Buildings should either be restored, reconstructed or renovated with new compatible storefronts. Any new construction should fit into the existing architectural look. Specific public amenities should be promoted, e.g. landscaped courtyards or plazas, unique building designs, pedestrian amenities, tree planters and upgraded signage.

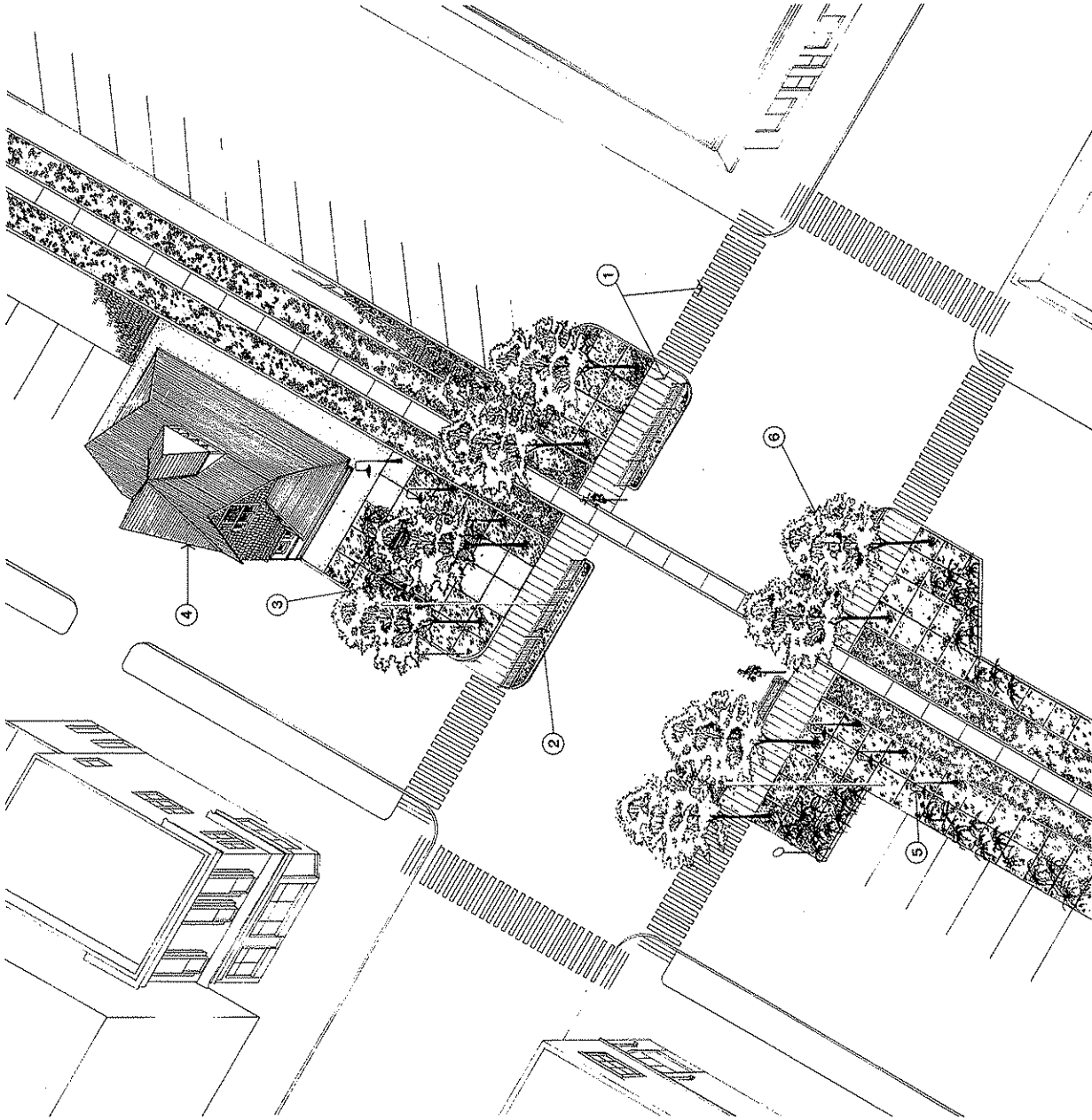
As an example of how the Station Avenue Central Business District can be physically improved, the following sketch shows the train station area as it is presently being redeveloped to incorporate many new features, e.g. walkways, wrought iron railings, new

## DESIGN CONCEPT

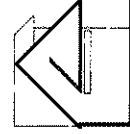
To visually link the 500 & 600 blocks of Station Avenue and to provide an identifiable focus for the Business District.

## IMPROVEMENTS

- ① New Sidewalk and Pedestrian Walkway to link all corners at Station and Atlantic Avenues.
- ② New Wrought Iron Railing to separate pedestrian and vehicular traffic.
- ③ New "park-like" Seating adjacent to Train Station.
- ④ Painting and Refurbishing of the Train Station.
- ⑤ New Train Station Lights.
- ⑥ New Street Trees and Landscaping.



# TRAIN STATION COURT DEVELOPMENT



Station Avenue Neighborhood Revitalization

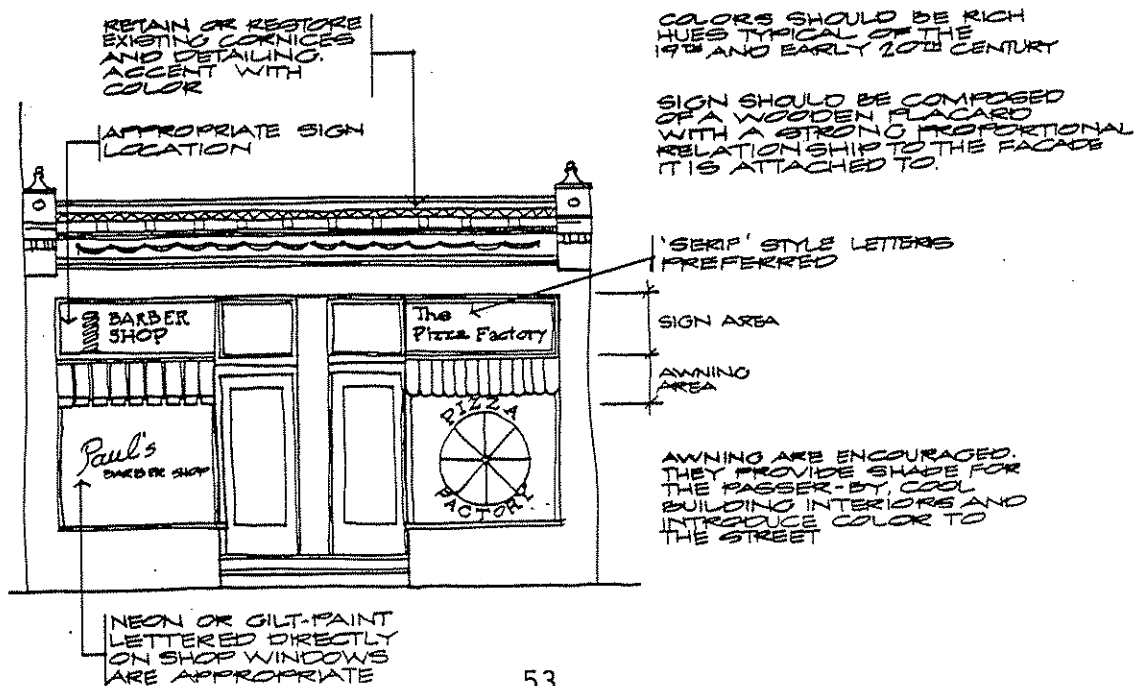
Lemmy  
& George  
ARCHITECTS, PLANNING - HADDONFIELD, NEW JERSEY

April 1982

benches, painting and refurbishing of the station, new light fixtures, street trees and landscaping.

The following major design elements are recommended for the Central Business District:

- a) Develop outdoor cafe or restaurant.
- b) Generally paint and fix-up structures.
- c) Create informal public seating areas or mini-parks.
- d) Provide for short and safe walking distances from parking lot(s) to stores.
- e) Restore and improve store facades to original design which recreates physical charm of older buildings and establishes a positive feeling for the shopper.



- f) Use colorful and retractable awnings or canopies for weather protection.
- g) Encourage businesses to be open during evening hours.
- h) Design and implement community bulletin board system or informational kiosks.
- i) Plant shade and flowering trees next to curb line in pedestrian scale.
- j) Attractive and functional exterior refuse containers should be provided for shopper conveniences.
- k) Locate store entrances to minimize walking distances.
- l) Provide ornamental lighting, architectural sidewalk planters and special paving materials for crosswalks.
- m) Develop train station area as a central Borough focal point.
- n) Treatment of side and rear walls of any building in terms of materials, color, and roof line should be similar to front facade.
- o) Spot-light type fixtures attached to buildings and visible to the public should not be permitted.



- p) Signs should be of uniform height, color, type-face and material; all signs should be kept in good repair at all times.
- q) Treat sidewalks as linear or strip parks which include trees and shrubs.
- r) Provide benches, bike racks, newspaper racks and bus shelters where needed.
- s) Attempt to relocate all overhead wires underground or above ground toward the rear of existing businesses.
- t) Advertise the CBD by using special maps and other promotional materials and events.
- u) Establish a sense of entry or gateway effect into the CBD by using special signage and more landscaping.
- v) Reinforce the compactness of the CBD by continuing to encourage diverse activities.
- w) Infill structures should echo the size and scale of existing buildings and harmonize with the streetscape.
- x) Paint "high" utility poles white and "low" utility poles black to reduce their visual impact within the CBD.

Even though specific community development grant dollars are being sought to implement a street improvement project within the 500 and 600 blocks of Station

Avenue, e.g. new sidewalks, trees, benches, shrubs and ground cover, and the relocation of utility lines at the rear of the buildings, it might also be wise to establish a special downtown improvement district to enhance the movement, safety, convenience and enjoyment of pedestrians in the district by physically expanding off-street parking opportunities, improving building facades, and undertaking other site improvements.

D. Mixed & Special Uses/Community Facilities

Five (5) land use districts are advanced within this overall category. The Municipal/Public Works District is divided into two parts. The first part is located between the R-4 Residential District and the existing County Park. It contains the municipal public works garage and sewerage treatment plant. The second part of the district is located on Devon Avenue, south of Route 295 and is now a leaf composting site. The Recreation District is made up of three areas: Devon Avenue Park and a 100 foot strip of land east of Devon Avenue opposite the park, Barr Avenue Complex, and the County Park. The Professional Office District, which is basically located along the White Horse Pike, permits single family residential development and conversion of existing structures to mixed residential and professional office usage. The Office District permits general, corporate, professional offices and sales offices.

-- Municipal/Public Works District

One part of this district is located south of Route 295 on Devon Avenue, directly opposite the Recreation District. If the existing STP site ever becomes the

focus of new detached single family residential development, then this area will probably contain a new public works garage involving the storage of maintenance equipment and servicing vehicles. Leaf composting should continue to take place on this site. The other Municipal/Public Works District area is basically located adjacent to the County Park, between Sylvan Drive and Glover Avenue. The Camden County Municipal Utilities Authority is presently running a new 20-inch interceptor line to the Haddon Heights plant site to eliminate local treatment and disposal. Treatment plant use of the site can be abandoned once the County begins treatment at its regional facility. Plans for the site involve construction of an above ground twenty-by-twenty foot structure which will house a metering and sampling station, plus a small off-street parking area. Before the treatment plant is abandoned, the Borough should begin to evaluate reuse potential of the site, including the possibility of maintaining a public works function on-site, developing a Borough park, relocating the firehouse, or promoting new residential development.

-- Recreation District

This district is located in three areas of the Borough. The Devon Avenue Park site, which is located south of Route 295, now contains a private swim club and municipal recreation facilities, e.g. tennis courts, ball fields, and soccer fields. The Barr Recreational Complex is located just south of West High Street. It is an existing municipal park which contains tennis courts, ball fields, a picnic area and play equipment. The Camden County Park, which stretches from the Kings Highway to Station Avenue, is basically oriented to

passive recreation, but it does contain the following active facilities: ball field, volleyball and play equipment. It is recommended that both the Devon Avenue and Barr Avenue park sites be more intensely developed for recreational usage, including off-site overflow parking for the Devon site, and that the County Park continue to be well-maintained as an attractive natural resource within the Borough.

-- Professional Office District

This area is generally divided into two parts. The first part is essentially located along either side of the White Horse Pike and is bounded by the Kings Highway and Audubon Borough to the north; East Atlantic Avenue to the west; Haddon Avenue and the Office District to the south; and the R-1 and R-2 Residential Districts to the east. The second part is located along Station Avenue, just west of the Central Business District, bounded by the R-3 Residential District to the north and south; and the R-2 Residential District to the west. Existing zoning permits single family residences on minimum 7,500 square foot lots and professional and business offices on minimum 13,500 square foot lots. Development within this district has essentially been for office uses within converted residential buildings. Some new infill construction has taken place. No vacant land exists for more infill development, although there is the potential for redevelopment at the Graebel Movers site and for the continued reuse of older buildings.

It is recommended that a mix of residential and professional office development be permitted within

this district. A recognized professional should include doctor or physician, dentist, optometrist, minister, architect, professional engineer, lawyer or other professional occupation as may be designated by the Board of Adjustment upon finding by such Board that such occupation is truly professional in character by virtue of the need for training and experience as a condition for the practice thereof. Older buildings should be permitted to convert to either professional offices, a mix of professional offices and residential, or all residential usage, subject to specific conditions and performance standards to encourage the permanent protection of existing older structures, accommodate required off-street parking and screen nearby residences. The conversion of any historic structure would be subject to special review by the Historic District Advisory Committee.

A professional office use would be restricted to the first floor in a mixed residential situation and would not be permitted to exceed a fixed percentage of the total floor area of the building. The office would be permitted only for the resident-owner or resident-lessee of the building. Exterior architectural treatment would have to be in character with the surrounding homes.

As an incentive to achieve more coordinated development within this district, it is suggested that larger tracts of land be comprehensively planned, allowing somewhat greater site coverage and building intensity with the obvious benefits of site design flexibility, common or joint parking with minimal curb cuts, and protection of existing older buildings. The sketch on the following page shows a typical mid-block concept

PERMIT FIRST FLOOR ADDITIONAL  
IMPROVEMENTS TO EXISTING  
PLAN AND PRESERVE EXISTING  
STRUCTURES

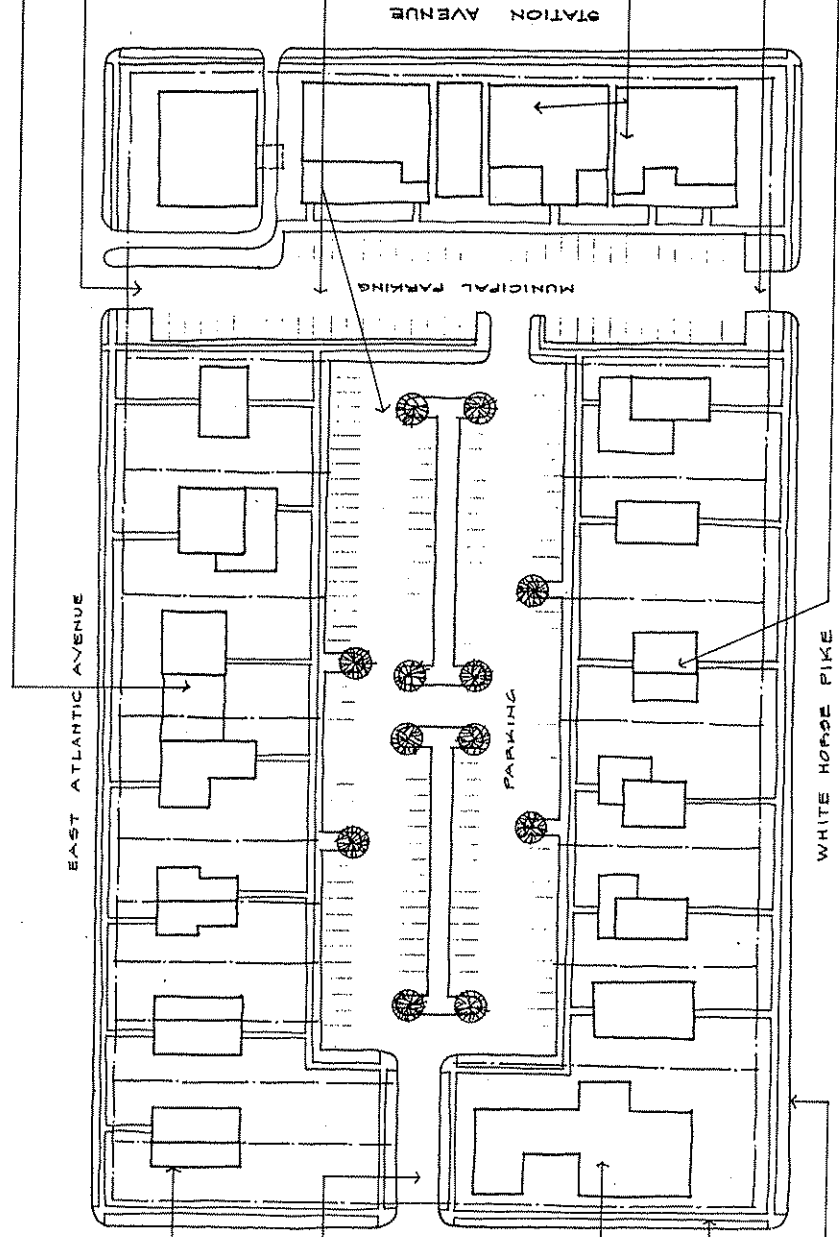
VEHICULAR ENTRANCE  
AND EXIT

SHARED RETAIL, HOUSING  
AND OFFICE PARKING

EXISTING COMMERCIAL  
USES

VEHICULAR ENTRANCE  
AND EXIT

EXISTING BUILDING ASSUMING  
FIRST FLOOR OFFICE SPACE  
AND SECOND FLOOR APARTMENT  
USAGE



EAST ATLANTIC AVENUE

GARDEN STREET

PARKING

MUNICIPAL PARKING

STATION AVENUE

WHITE HORSE PIKE

EXISTING TWO FAMILY  
HOUSE

VEHICULAR ENTRANCE  
AND EXIT ON MINOR  
STREET

EXISTING APARTMENT  
COMPLEX

CONCEPTUAL SIDEWALK  
SYSTEM

TOTAL ELIMINATION OF  
CURB CUTS ON MAJOR  
STREET

— POTENTIAL NEW  
CONSTRUCTION

MID-BLOCK CONCEPT PLAN:  
WHITE HORSE PIKE

0 25 50ft.

plan for the White Horse Pike which reflects many of these design advantages. Immediate results could more readily be achieved if this plan were initially implemented along the White Horse Pike and later phased to include residential properties which have East Atlantic Avenue frontage. Certain incentive increases in building sizes and coverages might be permitted within the limits of site capacity and sound environmental considerations to implement the mid-block concept plan, provided specific public benefits or amenities could be achieved, e.g. coordinated signage, unique building treatment, and pedestrian amenities. The present maximum building height limitation of 40 feet or 3 stories would remain intact.

-- Professional Office/Residential District

This area is located south of the Professional Office District between Haddon Avenue and Clements Bridge Road. It is bounded by the Office District to the west and the R-2 Low Density Residential District to the east. Existing zoning permits single family residential on minimum 7,500 square foot lots and professional and business offices on minimum 13,500 square foot lots. There has been essentially no new development in this district, except for two very recent business uses near Clements Bridge Road. The remainder of the district contains existing single family detached residential buildings. No vacant land exists for more infill development, although there is the potential for reuse of residential buildings.

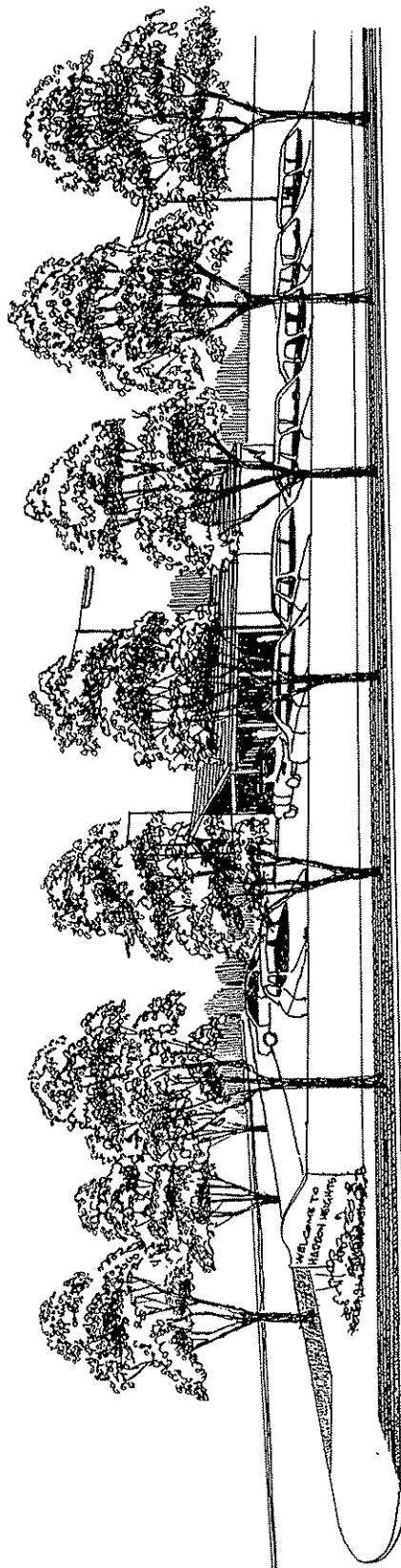
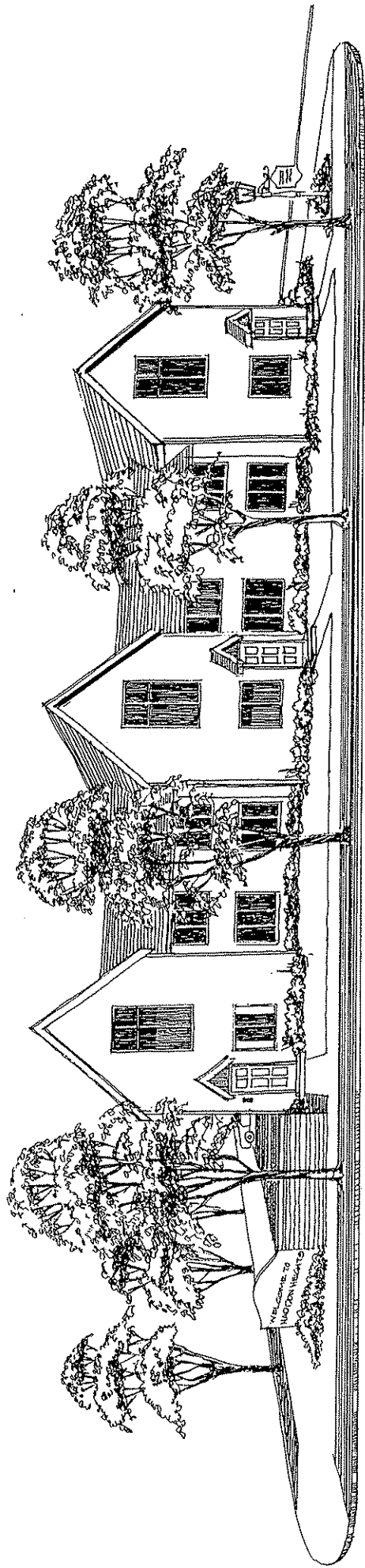
It is recommended that single family detached residential development continue to be permitted. A mixture of professional office and residential use should also

be permitted. In this situation, a professional office use would be restricted to the first floor in a mixed residential situation and not be permitted to exceed a fixed percentage of the total floor area of the building. The office use would be permitted only for the resident-owner or resident-lessee of a building. Exterior architectural treatment would have to be in character with the surrounding homes. A maximum building height limitation of 2 stories is recommended for this district.

-- Office District

This area is divided into two parts. The first part is bounded by Haddon Street to the north; East Atlantic Avenue to the west; Route 295 to the south; and the White Horse Pike to the east. The second part is located along the Borough's northern boundary line. It is bordered by the Kings Highway and Audubon Borough to the north; the White Horse Pike to the west; the Professional Office District to the south; and Fourth Avenue and the R-1 Low Density Residential District to the east. Existing zoning permits single family residential and office development near the Kings Highway and office and retail uses along Route 295 and the White Horse Pike. Development within this district has primarily been for shopping and office uses. No vacant land exists for new infill development, although there is the potential for redevelopment at either the existing Acme site along the Kings Highway, or the Billows site at the corner of Haddon Street and the White Horse Pike. The sketches on the following page show how the Acme site could be improved both visually and functionally with street trees and a solid decorative wall to screen off-street parking, or developed



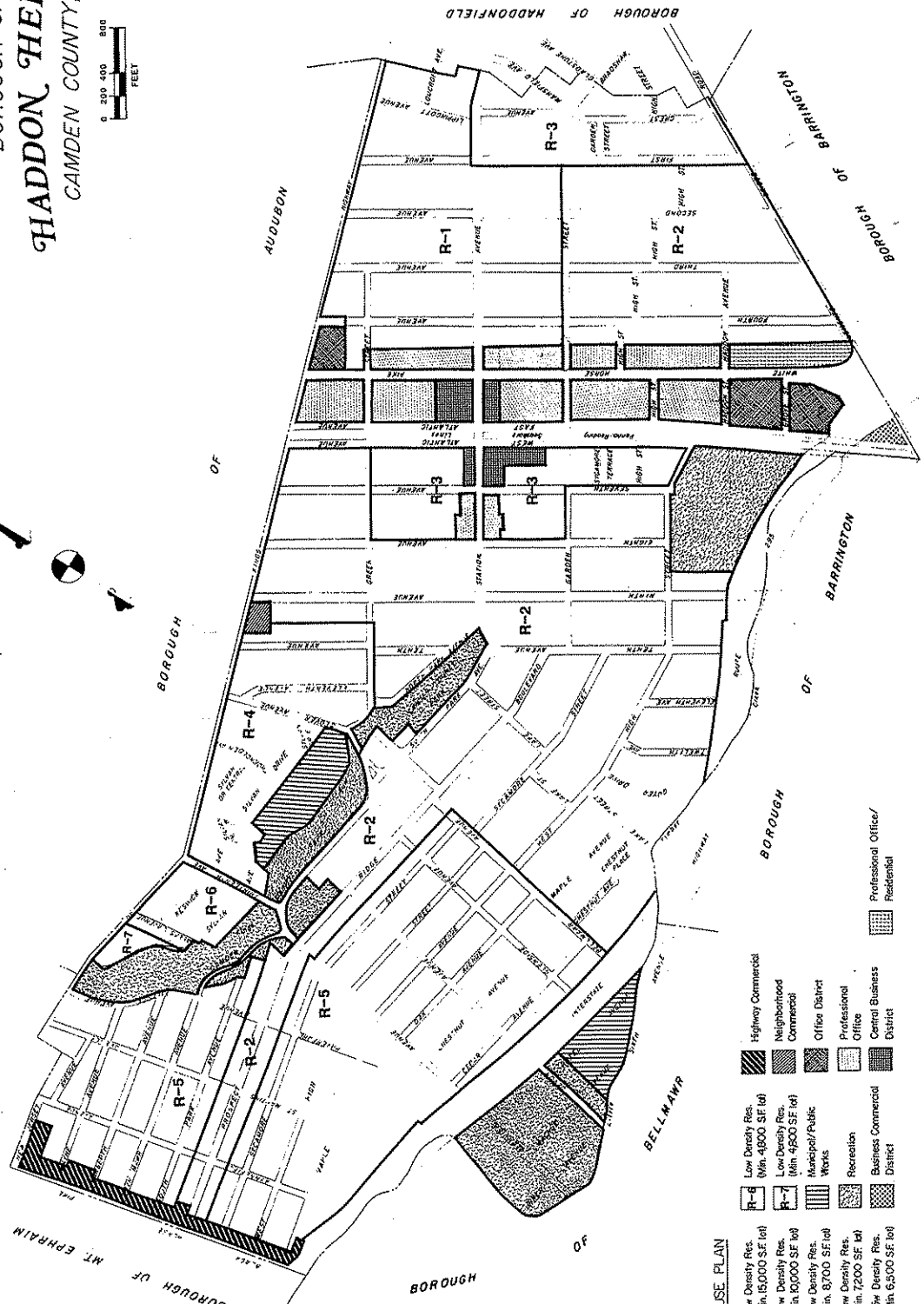
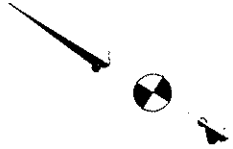


KINGS HIGHWAY AT WHITE HORSE PIKE

with new residentially-scaled office buildings along the White Horse Pike and screened off-street parking toward the rear with major vehicular access from the Kings Highway. The latter concept would also permit shared parking between the existing school and new office development on the Acme site.

It is recommended that a healthy mix of general, corporate, professional offices and sales offices be permitted within unified planned developments on large minimum sized tracts. Permitted uses would be allowed to mix within a single structure or group of buildings. An overall planned approach should result in controlling the means of vehicular access and limiting curb cuts, promoting architectural compatibility within the immediate neighborhood and coordinating internal pedestrian and vehicular traffic flow. Since both parts of the Office District help to define major entrances to the Borough, it becomes extremely important to make a positive land use statement through sensitive site design, including landscaping, signage, and lighting. Site design within this district should also strengthen the Professional Office/Residential District and Professional Office District along the White Horse Pike by extending the well-established street tree environment and maintaining similar building setbacks. The present maximum height limitation of 40 feet or 3 stories would remain intact for office uses.

BOROUGH OF  
**HADDON HEIGHTS**  
 CAMDEN COUNTY, N.J.



- LAND USE PLAN**
- R-1** Low Density Res. (Min. 15,000 SF lot)
  - R-2** Low Density Res. (Min. 10,000 SF lot)
  - R-3** Low Density Res. (Min. 8,700 SF lot)
  - R-4** Low Density Res. (Min. 7,200 SF lot)
  - R-5** Low Density Res. (Min. 6,500 SF lot)
  - R-6** Low Density Res. (Min. 4,800 SF lot)
  - R-7** Low Density Res. (Min. 4,500 SF lot)
  - Highway Commercial
  - Neighborhood Commercial
  - Office District
  - Professional Office
  - Central Business District
  - Business Commercial District
  - Recreation
  - Professional Office/Residential

## VI. HOUSING POLICIES

### A. Distribution of Housing Types by Size, Age & Condition

Haddon Heights, by count of the 1980 census, is home to 8361 people living in 3149 housing units. Over half of these units were constructed in 1939 or earlier. It is a community of small households, with 56% of the population making up one and two person living units. Also, it is a highly stable place where people choose to stay. Over 71% of its residents had lived in the same house for the past five years preceding the last census.

The 1980 census figures illustrate that most of the older structures in the Borough in 1970 were still in use in 1980. In 1980 there were 1,504 housing units found in structures built before 1939, while in 1970, only 1,154 units were in these structures, indicating that some structures were divided into smaller units. In 1980 one half of all housing units were in structures built before the Second World War and one quarter of all housing units were in structures dating from the First World War or earlier.

The dominant housing type is an owner-occupied detached house of three stories or less, a profile which comprises 79% of the total housing picture. Of the 711 rental units, one third are in semi-detached units and almost half are in apartment buildings, with gross densities ranging from 15 du/acre to 90 du/acre. There are only 124 units in buildings which exceed the three story limit and all of these are rental units in Stanfill Towers. The rental units tend to be located in specific areas: along the White Horse Pike, on

Seventh Avenue, Atlantic Avenue and along the Black Horse Pike.

Sixty three percent of the population drive to work alone and another seventeen percent car pool. Only eleven percent use public transportation for commuting. With these commuting patterns, it is not surprising that 82% of the housing units have one or two vehicles available; another 17% have three or more.

Low vacancy rates in the Borough suggest that Haddon Heights housing is in great demand. Approximately one in four housing units is rented. Presumably, most of these rented units are apartments. The median room size for rented units was much smaller than for owner-occupied units.

The preponderance of owner-occupied units suggests a stable community with a moderate supply of smaller rental units for older persons and young adults who prefer not to undergo the trouble and expense of maintaining their own house. This was supported by the fact that the median per rental unit was only 2.5 persons.

Despite the appearance of homogeneity, there are some fine differences between neighborhoods which are reflected in the lot sizes and the sales values of the housing. Because the community is so stable and the turnover in housing sales is low, getting strong trend data on real estate values from all parts of the Borough is difficult. However, it appears that the difference in values in the various neighborhoods are less a reflection of the size and age of the housing unit than they are of lot size. Generally speaking,

those areas with larger lots command a higher sales price.

The remarkable aspect of housing in Haddon Heights is that it is in such an excellent state of repair. An external housing survey reveals under 100 units in need of upkeep. The majority of these are minor in nature, where some fresh paint or minor frame work will solve the problem. According to the 1980 US Census, 18 units were overcrowded, 30 lacked complete plumbing, and 50 lacked adequate heat.

An additional aspect of the housing situation is the small number of vacant units. There are approximately 30 units that appeared to be vacant, which is a very small number. A major emphasis in the future should be to maintain the housing stock in its existing excellent condition.

B. Delineation of Residential Districts

A major problem with the present master plan and zoning ordinance is that there is only one residential district for the entire Borough and that it is not sensitive to the nuances which distinguish each neighborhood. Based on a field analysis of housing types and lot sizes, and a review of sales prices for the prior two years, a series of residential zones has been proposed.

There exist seven (7) categories of low density residential for single family housing, with minimum lot sizes ranging from 15,000 square feet in R-1, an area northeast of Fourth Avenue between Garden Street and Kings Highway, to a minimum lot size of 4,800 square

feet in the R-7 Zone, located between Dallas Avenue and the County Park touching Kings Highway on the north. While a majority of the housing within these low density residential categories is single family detached, a small but significant pocket of two-family, semi-detached and triplex units exists immediately to the north and south of the Station Avenue Central Business District, between Eighth and West Atlantic Avenues, in the R-3 District.

Three additional land use categories permit residential development. The block between Eighth and Seventh Avenues on Station Avenue and large portions of the White Horse Pike are proposed as a Professional Office District. Within these areas, single family detached residential development would be allowed to co-exist with either professional office use or a mixed office/residential use within a single building. The second area, between Seventh and the White Horse Pike on Station, is proposed for Central Business District uses, which would include retail and service uses on the first floor, with residential on the upper floors. Lastly, the Professional Office/Residential District, bounded by the R-2 Zone, Haddon Avenue and the White Horse Pike, permits single-family detached development and mixed office/residential uses within a single building.

C. Housing in the CBD and Along the White Horse Pike

One of the major goals of the Master Plan is to protect and reinforce the character of the residential neighborhoods throughout the Borough. It has been noted that this policy mandates attention to those areas bordering residential sections, specifically the

Central Business District and the White Horse Pike. Some of the stateliest homes in the Borough were constructed along the White Horse Pike, a section which is under great pressure for office conversions and demolition. Recognizing that residential and non-residential uses are not necessarily incompatible and that they can, in fact, reinforce each other, the land use plan allows office use and residential mix in a single structure in areas along the White Horse Pike and retail and service use and residential mix in the Central Business District. Moreover, two older houses on the White Horse Pike could be connected to form a single building or a residential unit could be converted to office uses provided the residential look and historic or architectural features were retained.

D. Factors Affecting Expansion of the Housing Supply

-- Available Land, Schools and Public Services

Both the school system and public services have excess capacity to absorb additional residential development should the need arise. Eight of the residences in Haddon Heights are on private septic systems and only four are not on public water. Public water and sewer are available throughout the Borough.

Presently enrollment projections through 1989 for grades 9-12 in the Haddon Heights schools, like those nationally, are declining; so there is excess capacity in the local school system. The school district shows a modest increase for grades K-6 because of younger families moving into the



Borough and greater numbers of children coming from Lawnside and Barrington.

However, the major controlling factor determining future housing development is the limited availability of undeveloped land. The most notable available parcel is the 7.3 acres on which the present sewage treatment plant is located. When this parcel becomes available, the land may present an opportunity to provide new housing. High on-site development costs will be the principal factor in determining the type of housing which could be located on this site.

-- Height Restrictions

Part of the charm of the Haddon Heights area is the uniformity of building size and the scale of the housing in relation to the streets. For this reason, the 35 foot maximum height restriction in all residential districts, 40 feet or three stories in the commercial, professional office and office districts, and 36 feet or three stories in the Central Business District should be retained. Height in the Neighborhood Commercial District and Professional Office/Residential District would be reduced to two stories to account for the scale of present development and the lack of space for off-street parking.

-- Off-Street Parking

Haddon Heights has had a night time off-street parking requirement for some time. This regulation is determined by public health and safety

needs. The Borough has a small police force on duty, particularly during the night hours, and having empty streets permits ease of night time patrolling and easier access to any part of the Borough during an emergency. It also facilitates snow plowing efforts. Of equal importance, the streets are not wide enough in many instances to permit quick access by fire trucks when there are cars parked on them. To permit on-street parking at night would probably necessitate an increase in local taxes to pay for additional patrol cars and manpower. Requiring off-street parking at night has the net effect of limiting the number of housing units which could be added to the existing housing stock. This requirement, which is indeed necessary for the health and safety of the Borough residents is a factor to be considered when application is made for zoning variances. All land uses must make provision for off-street parking in driveways and garages. The primary purpose of a garage should be a place to park a motor vehicle; it should not be used exclusively for the storage of household items. No off-street parking should be permitted in the front yard, on grass, or expansive new paved surfaces that exceed Borough driveway standards.

E. Borough's Obligation Under Mount Laurel Decision

-- Numerical Obligation

Under the Mount Laurel II (92 N.J. 155) decision, each municipality in the State of New Jersey must "provide a realistic opportunity for "low and moderate income housing in terms of the number of

units needed immediately, as well as the number needed for a reasonable period of time in the future." (92 NJ 215 et seq.) The specific "number of units" which represent this obligation must provide a realistic opportunity for:

1. "...decent housing for at least some part of its resident poor who now occupy dilapidated housing;"
2. its fair share of the amount of housing needed to help reduce the incidence of "indigent poor" who, presumably, also occupy dilapidated housing in those municipalities in which "they represent a disproportionately large segment of the population as compared with the rest of the region." (92 NJ 215); and
3. "a fair share of the region's....prospective low and moderate income housing need" (92 NJ 214.)

As the Supreme Court noted, "the determination of fair share....(is) the most troublesome issue in Mount Laurel." Under a methodology established by the Courts and discussed at length in the Warren Township Opinion dated July 16, 1984, Haddon Heights had a fair share obligation of 127 units of low and moderate income housing. The methodology used in reaching this number took into consideration such factors as employment growth, present employment and present and projected growth in the area. The Court also took the position that the number itself was not written in

stone and that it would listen to other reasonable allocation formulas. Since the establishment of the "consensus methodology", the New Jersey Council on Affordable Housing was established to review arguments from communities opposed to the number of units arrived at through the "consensus methodology", to establish a new formula for the calculation of fair share, and to review and certify local housing plans that provide realistic opportunities for low and moderate income families.

The Affordable Housing Council released a set of proposed new rules, criteria, and guidelines on May 5, 1986 which calculated Haddon Heights' low and moderate income housing obligation for the years 1987 to 1993 at 126 units. After taking into consideration pre-credited factors, such as filtering, residential conversions, and spontaneous rehabilitations, the Housing Council adjusted the Haddon Heights obligation down to 41 units, of which 37 were determined to be indigenous. This number became the official Haddon Heights obligation on August 4, 1986 as the Housing Council published its final set of rules. The Housing Council has taken the position that Haddon Heights can view the rehabilitation component of its number to be 33 and the "inclusive component" to be 8.

Haddon Heights has adopted the position that it will seek to provide its fair share of low and moderate income housing and that, in fact, it would investigate ways in which it could meet this number.

This approach led to an identification of existing subsidized housing units for these income groups and an examination of the availability of private market, unsubsidized rental and sales housing within the income reach of these groups.

While Haddon Heights has not had an active Mt. Laurel stance, it has not precluded the provision of low and moderate income housing within its boundaries. That this is so is partly due to economic factors, for many of the houses in Haddon Heights have not appreciated in value as fast as those in nearby communities. As a result, since 1980, 39 houses have sold for less than \$50,000 - a sales price which would meet the income limits established by HUD for moderate income households.

Moreover, zoning variances have permitted a number of conversions on side lots which also rent at very reasonable levels. Based on these two facts, it would be difficult to argue that Haddon Heights has actively created conditions which would prohibit the development of low and moderate income housing, despite the fact that it is a built-up community with very little vacant land.

However, the intent of Mount Laurel II and the Housing Council is to ascertain that households of low and moderate income will be provided for in the future, at least through 1993.

There is no way to guarantee that private market rents and housing sales will continue to be so reasonable. Also, there is very little in the way

of government subsidies to provide this assurance. The Borough will therefore have to work with what is available.

-- Subsidized Housing Unit Turnover Rate Adjustment

While it is conceded that pre-1980 constructed subsidized housing in the Borough is not recognized for a 1:1 need credit, the issue of crediting unit turnover of such projects warrants examination. Haddon Heights has encouraged a lower income subsidized housing project to be constructed prior to 1980. To the extent that turnover in this stock of existing housing makes lower income units available during the allocation period to 1993, they should be recognized as benefiting the Borough's low and moderate income residents. It would appear reasonable in Haddon Heights's case not to overburden its obligation by requiring new units to be constructed to handle an existing need. The turnover in the existing subsidized housing can adequately address this need.

In Haddon Heights subsidized housing units are contained within the Stanfill Towers apartments. These apartments include 123 subsidized housing units for senior citizens, 94 of which are one-bedroom units; the remainder are efficiencies. Even though the Stanfill apartments were opened in 1978 and cannot qualify for credit as new construction under the law, they should be used a resource toward meeting Haddon Heights' obligation. On a national level most senior citizen housing has a complete turnover in a seven year

period. The turnover rate at Stanfill Towers has been lower than that, with only 44 of the 123 units being vacated in the seven year period between 1979 and 1985. If the same vacancy level between 1980 and 1985 was maintained from 1987 to 1993, one would expect that 76 units would be available for this six year period. However, since the population is getting older, one would expect the turnover rate to be higher within the next few years, approximating the complete turnover expected within the seven year period which characterizes senior citizen housing nationally.

A Camden County deferred payment loan housing improvement rehabilitation program (HIP) for qualified low and moderate income families has been active in Haddon Heights since 1980. The County program works to rehabilitate owner-occupied single family homes that need code improvements, e.g. new roof, plumbing, and heating. Since 1981, the County has received 28 applications from Haddon Heights and has completed work on 10 homes, with 2 currently in progress. The average cost of housing rehabilitation has been \$5,100 per unit. The County housing rehabilitation budget is \$600,000, which is established in a pool and used on a first come, first served basis. The program has in the past experienced 2-year waiting lists but is now taking new applications. If the same level of rehabilitation between 1981 and 1986 was maintained from 1987 to 1993, one would expect that at least 10 more units would be rehabilitated and be counted toward the Haddon Heights obligation.

-- Units Affordable to Low & Moderate Income Families

The ability of the private market to provide rental and sales housing for low and moderate income people was also considered. An examination of sales records indicated that between 1980 and 1985, 39 houses in Haddon Heights sold for under \$50,000, a figure that would accommodate 39 families falling within HUD's standards for moderate income families.

YEAR	SALES PRICE RANGE	NUMBER
1980	\$38,500 - \$48,900	12
1981	39,500 - 49,900	10
1982	37,900 - 49,900	7
1983	38,000 - 43,000	4
1984	28,500 - 42,000	3
1985	22,000 - 49,000	<u>3</u>
		39

A further review of several apartment buildings revealed that in 1985 13 units were available for less than \$400 per month rent, including utilities. While these numbers are by no means comprehensive, they do indicate that the market forces which have excluded people of limited means from finding decent and affordable housing in other communities have not yet closed the doors in Haddon Heights.

-- Borough's Commitment to Meeting its Mount Laurel Obligation



Haddon Heights has gone on record as supporting the Mount Laurel decision. This brief review of the lower ends of the rental and sales market in the Borough suggests that there is a limited amount of housing for people of lesser means. Since there is no guarantee that this will not change in the future, this is a topic which bears watching and should be reviewed periodically, and most definitely in light of the new guidelines which have been established by the newly-formed Housing Council.

It is of interest that Stanfill Towers has established occupancy priorities for its residents, with first choices offered to Haddon Heights residents, former Haddon Heights residents and people who work in Haddon Heights. The demand for senior citizen housing in the Borough is such that almost all vacancies have been filled by people meeting these criteria. This lends support to establishing a new area for townhouse construction in order to open new housing opportunities for those primarily from Haddon Heights.

STANFILL TOWERS

<u>Year</u>	<u>Units Vacated</u>
1980	5
1981	7
1982	4
1983	5
1984	5
1985	12
1987-1993 (projected)	<u>76</u>
Reallocated Present and Prospective Need Adjustment	114

HOUSING REHABILITATION

<u>Year</u>	<u>Units Rehabilitated</u>
1981-1986	10
1987-1993 (projected)	<u>23</u>
Indigenous Need Adjustment	33
Housing Council Mandate	33
1993 Fair Share Excess (projected)	0

The availability of low and moderate units resulting from anticipated turnover rates at Stanfill Towers in combination with other private market resources exceeds the Affordable Housing Council's fair share obligation of 41 units and even the original Court calculation of 127 units. In addition to the availability of affordable housing through turnover and rehabilitation of available income-controlled units, the Borough can investigate other ways to address its fair share obligation, e.g. regional contribution agreements as outlined by the Housing Council. At this time

however, the Borough will more actively promote the County HIP program to address the conservation and maintenance of its older housing stock. This effort will address its remaining uncredited 23-unit fair share obligation. If the County program rehabilitates units in excess of the Borough's indigenous need, it will seek future credit for the excess units against its post-1993 obligation. The Borough has agreed to report to COAH two years after Substantive Certification to review progress in the rehabilitation of the 23 housing units and to be assured of a strategy for the continued rehabilitation of the remaining units not rehabilitated at that time.

A copy of a letter from Haddon Heights Development Corporation, Inc. found in Appendix IV notes the arrangement of a meeting with a representative from Camden County to review the HIP program with qualified owner-occupants in Haddon Heights. This is an example of the type of effort that Haddon Heights will be engaged in between now and 1993 to promote the HIP program. Any affirmative marketing program or effort which meets the requirements of N.J.A.C. 5:92-15.1 would have to be the responsibility of the Camden County HIP program. However, the Borough will be involved with: (1) direct mailings that announce programs, eligibility criteria and application procedures; (2) holding well-publicized public meetings to answer questions; (3) posting materials at Borough Hall; (4) publishing press releases; and (5) distribution of application packets.

Since 1979 the Borough has participated in the Camden County Community Development Block Grant Program. (See Appendix IV for details.) Approximately \$278,000 has been used for 8 funding year cycles to develop a parking facility, make street improvements, rehabilitate housing, remove architectural barriers and foster commercial revitalization. The Borough will annually commit all or a portion of its share of the County's entitlement to rehabilitation programs during years 10, 11, 12, 13 and 14 (1988-1993.) A resolution pledging annual application(s) for rehabilitation grants is part of this Master Plan. The Borough will also encourage senior citizens to apply for rehabilitation funds through the Camden County Office on Aging.

-- Substandard Housing Capable of Rehabilitation

Using 1980 Census surrogates related to overcrowding, complete lack of plumbing and adequate heat reveals 98 units that potentially could be suitable candidates for rehabilitation. The Affordable Housing Council identified 37 units as being deficient (indigenous units) and occupied by low and moderate income households.

-- Housing Stock Projection

A projection of the Borough's housing stock, including the probable future construction of low and moderate income housing for the next six (6) years, taking into account, but not necessarily limited to, construction permits issued, approvals

of applications for development and probable residential development of land.

• 1980 Census Housing Stock	3149
• Building Permits Issued 1980-1985	<u>+ 12</u>
	3161
Less Demolitions	<u>- 2</u>
1986 Housing Stock	3159

Based upon past trends, including the decade 1970-1979, we believe Haddon Heights' total housing stock will increase by 11 units less 1 demolition over the next six years.

• 1986 Housing Stock	3159
• 1987-1993 Projected Growth	<u>+ 12</u>
	3171
Less Demolitions	<u>- 1</u>
1993 Housing Stock	3170

-- Vacant and Developable Sites

The Borough of Haddon Heights seeks to meet its "inclusionary component" of 8 units either by relying upon the arguments made above: "Existing Units Which Meet the Mount Laurel Requirements" and by stating herein that no vacant developable sites exist within Haddon Heights that would be suitable for the construction of low and moderate income housing. We note that substantive rule 5:92-8.4(b) Vacant and Developable Sites states: "The Council may, within its discretion and upon its own initiative, eliminate additional sites from consideration when the Council determines

that such action is consistent with the public's general welfare.

Vacant properties located in Haddon Heights, according to the 1986 Real Property Tax List, includes 84 parcels totaling 29.2151 acres or 3.5% of the Borough's entire land area. Average parcel size is .3477 acres. Many of these are either isolated, next to a stream or I-295, part of a municipal park or a leaf composing site. Haddon Heights believes that none of these sites would be suitable for the construction of low and moderate income housing because they are all either too small or are negatively impacted by environmental and recreational factors. Approximately 68% of all the parcels are located within already developed single family detached residential neighborhoods of Haddon Heights Borough.

-- Open Space and Recreation Area Adjustment

The Borough of Haddon Heights is comprised of 844.9 total acres. According to Council rule NJAS 5:92-8.3, up to 3% of the Borough's total developed and developable acreage may be reserved for active recreation and such land can be excluded from development for low and moderate income family housing development.

Three percent of 844.9 acres is 25.3 acres. However, there are two parks, Devon Avenue and the Barr Avenue recreational complex, which total 33.2 acres and, therefore, exceed the 3% allowance. The COAH rule NJAS 5:92-1.3 "Vacant Land", paragraph 4, indicates that a site must be "in

excess of 2 acres in size" in order to be mandated for inclusionary zoning and development. No vacant parcels in excess of two acres exist in the Borough. Therefore, the 8 units for inclusionary development (new construction) are not required to be provided.

F. Housing Supply & Community Needs

-- Variance Request Patterns

An analysis of past variance requests indicates a strong pattern of applications to subdivide lots. Since the current zoning requires a minimum of 60 feet of frontage and major portions of the Borough were created on a forty foot and fifty foot frontage standard, double lots in these areas would be eighty and one hundred feet respectively. The sixty foot minimum, however, would require a variance to construct on a forty or fifty foot frontage lot. This pattern, in fact, suggested that a sixty foot minimum frontage in some areas of the Borough was inconsistent with the original layout and a single frontage standard for the Borough was unrealistic. This was one of the factors which led to the establishment of multiple single family districts, proposed with the intention of creating conditions which would maximize the values of the properties and, at the same time, preserve the residential scale of the surrounding houses.

-- Municipal/Public Works Areas: Sewage Treatment Plant Site

The Borough owns a 7.3 acre sewage treatment plant (STP) site which is located adjacent to the County Park, between Sylvan Drive and Glover Avenue. The plant was originally constructed in the early 1900's and has been expanded a number of times to accommodate growth increases in the Borough. In addition, the site has 2-3/4 inch water lines, a broken well, and two underground tanks - 550 and 2,000 gallons. The municipal Department of Public Works is also 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 is presently running a new 20-inch interceptor line to the Haddon Heights plant site to eliminate local treatment and disposal. STP use of the site can be abandoned once the County begins treatment at its regional facility. Plans for the site involve construction of an above ground twenty-by-twenty foot structure which will house a metering and sampling station, plus a small off-street parking area. Before the treatment plant is abandoned, the Borough should begin to evaluate reuse potential of the site, including the possibility of maintaining the public works function on-site, developing a Borough Park, relocating the firehouse, or promoting new residential development. The most appropriate use of the site at this time appears to be new residential construction. The timing for phasing out the treatment plant is estimated to be within the next six year



period. Final reuse will be determined prior to 1993.

The Tables and Conceptual Site Plans in Appendix I examine in detail three (3) alternative single family detached residential development patterns for the site in combination with a mini-park. 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 the 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, where 3-bedroom townhouses sell for between \$190,000-\$225,000. The ideal residential development package for the site would generate few school children and 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.

It has been estimated by the Borough that the costs to demolish the Borough's sewage treatment plant and related facilities, bring in fill and decontaminate the site will be in excess of \$600,000 and that detailed engineering studies will be required to prepare plans for this process, including consultation with the New Jersey Department of Environmental Protection. If

and when, during the period of substantive certification, the detailed studies and analyses are initiated to demolish the sewage treatment plant and determine the final use or uses for the 7.3 acre site above described, COAH will be notified in order to arrange for the provision of 8 new housing units for low and moderate income families, if such would be compatible with adjacent land uses.

-- Housing Maintenance & Preservation

The overall physical condition of housing in Haddon Heights is basically sound and structures appear to be well-maintained. As the Borough housing stock continues to age, it will become increasingly important to observe specific sites and several housing areas that are becoming deteriorated or even dilapidated. In an effort to promote continued decent living conditions and sound neighborhoods, the Borough should explore implementation of a long-term housing improvement plan which is oriented to the following basic approaches:

1. Rehabilitation and conservation of the existing housing stock to include permitting some new low density multi-family or town-house units in the Office District as a conditional use, with specific emphasis on encouraging home ownership in single family units, and properly maintaining the existing stock of duplexes and triplexes.

2. Spot clearance of dilapidated structures through use of the Borough code enforcement plus implementation of a relocation plan for placing families in decent and affordable housing.
3. Concentrated code enforcement through the adoption of a housing maintenance code which establishes minimum acceptable standards for the maintenance of existing buildings, structures, premises and facilities.
4. Strengthening of residential neighborhood identity and purpose through the provision of increased public services or improvements, e.g. sidewalks, street trees, lighting, and recreational facilities.
5. Investigation of techniques to give the Borough authority, either through zoning or environmental codes, for the proper maintenance of building exteriors, e.g. yards, parking areas and fences.
6. Promotion of residential re-use of the Borough-owned sewage treatment plant site to strengthen adjacent residential neighborhoods.
7. Encouraging the conversion of existing older homes along the White Horse for office and/or mixed residential use, without adversely impacting adjacent residential zones.

8. Permitting new multi-family or townhouse residential development to achieve a more balanced housing mix.
9. Allowing single family detached housing in every residential district.

Borough implementation of these approaches and other, plus regularly scheduled housing inspections and firm enforcement can help to prevent housing deterioration due to financial inability to meet costs, physical disability, poor management practices or even unwillingness to repair and replace necessary items.

-- Housing in Mixed Use Areas

The master plan permits housing outside of purely residential categories to strengthen and reinforce existing neighborhoods and to encourage re-use of older properties. Housing in both professional office zones will be allowed to mix with professional office uses in existing structures or to develop independently as single family dwelling units in order to provide a sensitive transitional treatment between existing low density single family areas and the White Horse Pike, and to permanently protect historically and architecturally significant buildings. The Central Business District has been primarily set aside for retail development, but apartments on second floor levels would be permitted to promote life and vitality after dark. Permitting single family attached construction in the R-7 District should become a factor in recycling older commercial

sites for development that would become more aesthetically pleasing and better contribute to the image of Haddon Heights as a bedroom community. The fact that attached housing units would be permitted in this area might also contribute more rental units to the overall housing stock.

-- Off-Street Parking

The present off-street parking requirement was discussed and evaluated for its applicability to existing conditions and whether or not those conditions were likely to continue in the future. The overriding consensus was that this requirement was needed and that no foreseeable changes in the future would eliminate the need for it. Even if the police or fire departments were to expand in terms of staff and budget, the street widths throughout the Borough would remain the same. The problems of moving large vehicles, such as fire trucks, quickly on narrow streets would remain. While off-street parking does, in effect, limit the expandability of the housing supply, it is considered necessary for the Borough in order for it to meet health and safety commitments. It would be appropriate to permit shared or common off-street parking facilities between two or more adjacent land uses, provided it is within convenient walking distance and meets all other provisions of the site plan ordinance.

## VII. TRANSPORTATION & CIRCULATION PLAN

### A. General

In a suburban community such as Haddon Heights, the transportation facilities are particularly vital. The economic and social life of the Borough is closely interrelated with that of the region. Many Borough residents shop and seek entertainment outside the Borough. According to the 1980 Census, the greater part of Haddon Heights workers are employed elsewhere in the region.

### B. Public Transportation

There are two types of public transportation available in Haddon Heights. First, there are the buses operated by the New Jersey Transit Authority. Several lines cross the Borough and connect it to all parts of Camden County. The bus lines in the Borough are illustrated on the Transportation Facilities Plan Map. Reflecting the declining use of public transportation, there is only limited service on these lines during the day, with increased service being provided in the morning and late afternoon for those commuting to and from work. Bus transportation is provided from the Borough to the Haddonfield station of the rapid transportation rail system operating between Lindenwold and Philadelphia. The 1980 Census showed that only 11% of Haddon Heights workers traveled to work by public transportation.

The other public transportation facility in Haddon Heights is the Borough-operated bus for senior citizens and handicapped persons. The bus route is designed so

that the bus travels and stops within easy walking distance of most homes in the Borough.

The railroad whose right-of-way bisects the Borough along Atlantic Avenue is operated by Conrail and is used exclusively for freight. The rail line operates infrequently and handles little or no freight from Borough establishments.

The nearest commercial aviation facilities are found at the Philadelphia International Airport which is fifteen miles from the Borough via the Walt Whitman Bridge.

C. Vehicular Transportation

Today the primary means of transportation in Haddon Heights are the car and truck. The 1980 Census reported that 80% of Haddon Heights' workers drove to work or utilized car pools. In addition to local workers, persons from other municipalities pass through the Borough on their way to work in other parts of the region. Most of the commercial establishments in Haddon Heights are dependent on trucking for shipment of materials and goods. In addition to local motor transportation, Haddon Heights is crossed by routes which carry regional truck and automobile traffic. The highway system is the most important transportation facility in the Borough.

D. Circulation Patterns

Haddon Heights is located at the intersection of two major streams of regional circulation: traffic from the Benjamin Franklin Bridge and Camden going south to the outer ring of the county's suburbs, and traffic from

the Walt Whitman Bridge going east toward the New Jersey Turnpike and Trenton. The eastbound traffic makes use of Route 295 and has little effect upon Haddon Heights, but the southbound traffic on the White Horse Pike and Black Horse Pike cause heavy volumes of traffic to pour into the Borough, particularly during rush hours when commuters are traveling between their homes and places of employment. In 1983 the average daily traffic on the White Horse Pike was 22,900 vehicles per day and in 1984 the average daily traffic on the Black Horse Pike was 21,000 vehicles per day. Route 295 carried 44,400 vehicles per day in 1984 along Haddon Heights southern border. Kings Highway and Clements Bridge Road which skirt the northern and southeastern boundaries of the Borough carry smaller amounts of traffic primarily being generated by the communities in the immediate area of Haddon Heights.

The Borough has an east-west roadway orientation while the major direction of traffic flow is north-south, so that through traffic crosses the Borough on the White Horse Pike, on Atlantic Avenue and on Ninth Avenue and Third Avenue which directly connects Barrington with the Kings Highway.

Internal circulation within the Borough is centered on the intersection of Station Avenue and Atlantic Avenue. Grouped around this intersection is the Central Business District, the principal generator of traffic in the Borough. The only other local traffic generators which are worthy of note are the small highway commercial uses along the Black Horse Pike, the High School on Second Avenue and the summer time use of Camden County Park.



The streets of the Borough are laid out in a grid pattern which has the effect of spreading traffic evenly throughout the Borough. Station Avenue is the "Main Street" of Haddon Heights. It is the only street entirely within the Borough that crosses the railroad right-of-way. Despite this fact, the railroad does not appear to be a major impediment to the movement of emergency vehicles or normal traffic. At the western end of Station Avenue, where it meets the County Park, a traffic problem is caused by a change in direction of the grid pattern. Prospect Ridge Boulevard, which is the western extension of Station Avenue, is offset one block, requiring traffic to make a severe jog in order to go from one end of the Borough to the other. A New Jersey Transit bus line generally follows this route. These buses normally take up most of the road because they have difficulty in making these turns. Many motorists avoid this problem by using roads in the County Park; of course these roads were not designed for this purpose.

In summary, the circulation patterns and circulation problems in Haddon Heights are only to a small extent dependent upon local traffic. It is regional traffic which has the greatest effect upon the Borough.

E. Road Classification

Highways can be classified according to the purposes they serve and the volume of traffic they carry. The establishment of such a classification system will point out road improvement priorities. A standard system of classification divides roads into the following categories: regional highway, arterial highway, collector roads and local roads.

- Regional Highways are direct links between metropolitan areas. They usually carry large volumes of traffic at relatively high speeds and are often limited access highways. Route 295, commonly called "the freeway", is the only State regional highway in Haddon Heights.
  
- Arterial Highways link important population centers with one another or with regional highways. Arterials have heavy traffic volumes, especially when close to urban areas. They are important roads, carrying commuter traffic. Arterials in Haddon Heights are: the White Horse Pike - US Route 30, the Black Horse Pike - State Route 168, Kings Highway - State Spur 581, and Clement's Bridge Road - State Route 41.
  
- Collector Streets are intra-county streets that link small population centers with regional or arterial highways. They usually have only two lanes carrying low volumes of traffic at moderate speeds. Because of the grid pattern of Haddon Heights, local traffic is spread very evenly throughout the Borough and a few collectors have been established. The arterial highways which traverse or skirt the Borough also act as collectors of local traffic. Streets which may be classified as collectors in Haddon Heights are: East and West Atlantic Avenues, Third and Ninth Avenues, and Station Avenue-Prospect Ridge Boulevard. Both East Atlantic and Station Avenue-Prospect Ridge Boulevard are county routes. Devon Avenue is also a collector because it connects Bellmawr with a southern portion of the Borough

and because land south of Route 295 has been targeted for a new public works facility and more intense recreational activity.

- Local Streets are all streets, whether publicly or privately owned, paved or unpaved, whose primary purpose is to provide access to individual premises. All streets not otherwise classified are local streets.

F. Street Conditions

With the exception of a few "paper streets" on either side of Route 295, all streets in Haddon Heights are paved. Station Avenue and Prospect Ridge Boulevard have 75 foot rights-of-way, while the White Horse Pike has a 70' ROW and both the Kings Highway and the Black Horse Pike have 66' ROW's. Most of the other local streets have 50' ROW's. Streets are well maintained and kept in good repair except for a few minor problem areas. The only major fault in the road surface of the Borough is the presence of many "dips" or troughs in the road that were constructed for drainage in past years. These are being corrected by the Department of Public Works.

No hazardous road conditions were found in the Borough. All major intersections have traffic lights or stop signs. A potentially hazardous condition is caused by the blind corner at the intersection of West Atlantic Avenue with the Kings Highway overpass. Another potentially hazardous condition exists along the entire length of the White Horse Pike where one lane of traffic exists in either direction, but the actual roadway width permits drivers to form two lanes with no

street markings to guide automobile traffic and turning movement patterns at the Station Avenue intersection.

G. Parking

Haddon Heights has no major parking problems in its residential areas since these areas have garages and driveways and an ordinance prohibits overnight on-street parking on these streets. The Central Business District, however, has in recent years experienced a growing problem with respect to available parking spaces on the street. A Borough-owned parking lot was developed on Seventh Avenue just south of Station Avenue which alleviates the problem to a degree, but there is still a need for additional parking facilities in the business area. Two hour on-street parking is allowed in business areas and is controlled by spot enforcement; however, during rush periods, such as the Christmas rush, some difficulties exist. A reserve of parking space is provided by the parking areas on either side of the railroad right-of-way and behind the businesses on the south side of Station Avenue from East Atlantic Avenue and the White Horse Pike.

H. Circulation

The existing transportation and circulation facilities of Haddon Heights are good. By proximity to commuter rail transit to the Camden-Philadelphia center, the municipality is well served with access routes. Route 295 provides free-flow high speed vehicular access to central Philadelphia and other parts of the state, and the two interchanges to the south of Haddon Heights put this community at a point of high regional accessibility. The White Horse and Black Horse Pikes

provide direct arterial access to Camden, and the Kings Highway and Clements Bridge Road provide circumferential arterial access to other suburban communities. These arterial roadways are so situated as to form a loop, or ring, around the edges of the Borough. Such a circulation loop is one of the principles of good planning and a development that many other communities are trying to achieve. Where it exists, it should work so as to permit through traffic to flow freely around the edges of the community and not be forced to penetrate the interior. To support this desirable situation, the Transportation and Circulation Plan proposes that curb cuts and access point should be carefully controlled by the Borough to prevent any increase in the number of points of potential traffic interference and hazard.

Internally, the major collector street, Prospect Ridge Boulevard and Station Avenue, is well located as a central spine running longitudinally through the Borough, providing equal access to the residential areas on both sides of it. The problem corner of Prospect Ridge Boulevard and Tenth Avenue appears to require action immediately. One possible solution would be to install red flashing warning lights as you approach the intersection on Station Avenue from the east. Another possible solution would be to widen the extension of South Park Avenue that runs along the south side of the County Park, and make this the collector link from Station Avenue west, in place of Prospect Ridge Boulevard. Also, add 2 stop signs at the intersection of Tenth Avenue and South Park Avenue for northbound Tenth Avenue traffic.

In view of the fact that there is little need for any high volume of through traffic to penetrate the Borough along this east-west collector route, the first solution seems preferable since it would preserve the pedestrian amenities of the park and warn motorists that they are approaching a dangerous intersection.

Other roadway and institutional improvements deserve close attention and thorough analysis by the Borough in order to arrive at solutions that make sense. These areas of special emphasis and concern have been identified below.

- Left-turn stacking lanes at intersection of Station Avenue and White Horse Pike and review of design alternative for the entire length of the White Horse Pike to improve lane safety and possibly reduce vehicular speeds.
- Expand off-street municipal parking opportunities within the Central Business District.
- Provide for a safe and extensive bike route and sidewalk system.
- Consider adding a 4-way stop sign at the intersection of Ninth and Station Avenues and the intersection of Third and Station Avenues.
- Encourage car-pooling, increased bus ridership and van-pooling and/or staggered work hours.
- Consider adding 2 more stop signs at the intersection of Cedar and Devon Avenues.

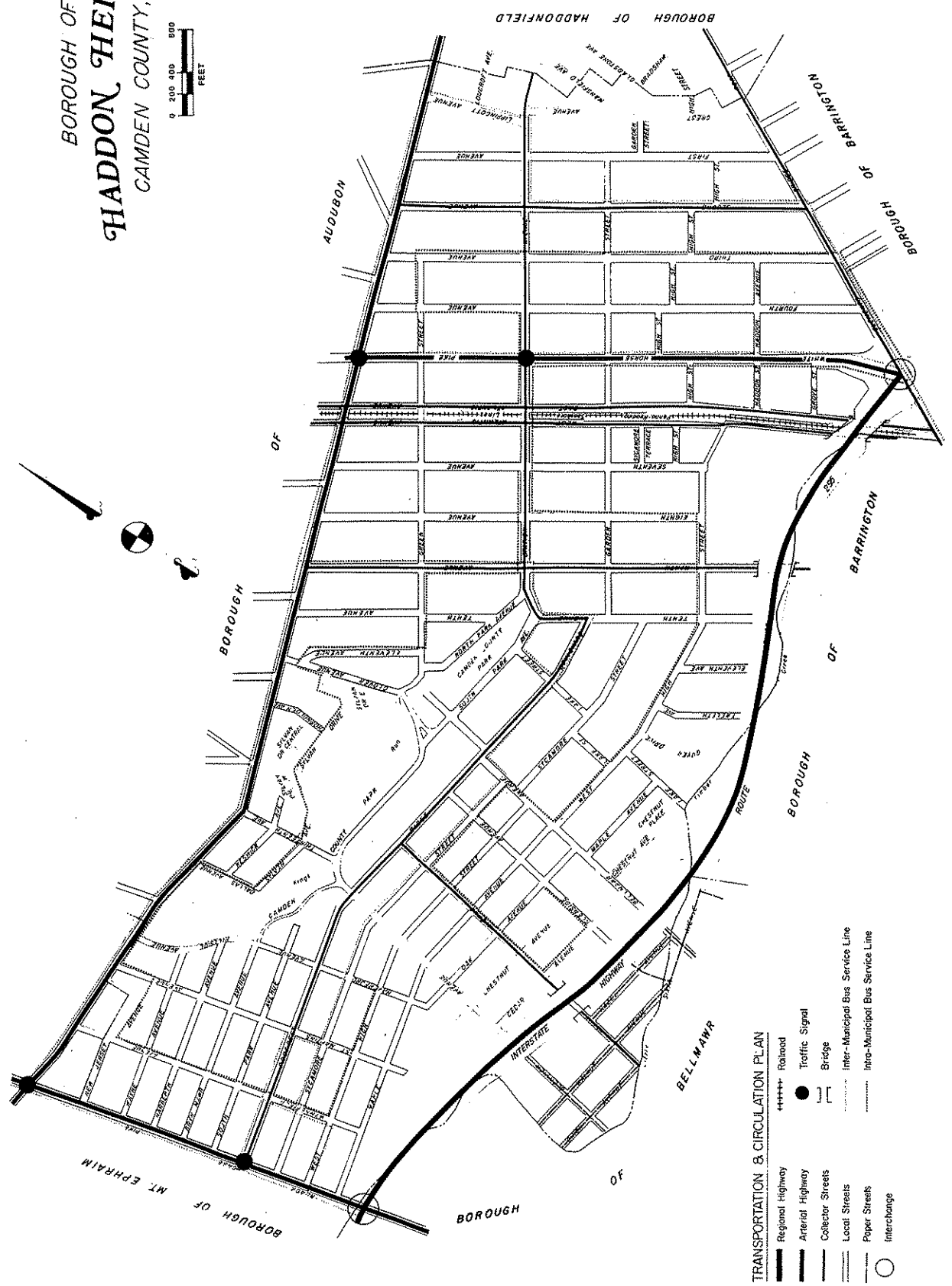
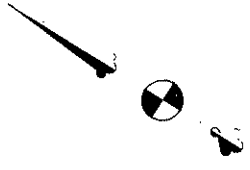
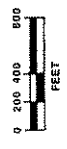
With the exception of these few areas, the present transportation system of the community is very well suited to the demands of the foreseeable future. The only other area of potential conflict lies in the fact that only one street within the Borough, Station Avenue, connects the side of the community east of the railroad tracks to the side west of them. At the moment, this is not a problem. Station Avenue is wide and, as mentioned above, carries only light internal traffic. There are few trains traveling the railroad route. It is not unlikely in the long range future that railroad traffic could increase considerably.

There are three major railroad lines fanning out from Camden through the south-east sector in which Haddon Heights is located. One is in use as a rapid transit commuter line. This line runs through Collingswood and Haddonfield to Lindenwold. Another runs along the Delaware to Woodbury. The remaining line is the one through Haddon Heights. It is possible therefore that this third line could come to carry more freight at some future date and, in the event that South Jersey should develop industrially to any extent, the freight volume on this line could increase somewhat. This is a long-range possibility that cannot be faced until it begins to actually occur. It is conceivable that at some future point it might become desirable to tunnel the railroad tracks under Station Avenue for safety reasons. If that were necessary, financial aid would have to be forthcoming from other levels of government. One final step could be taken to improve the appearance of the railroad line. Evergreen trees and other landscape materials could be planted along both sides of the tracks, screening out the trains both visually and acoustically. It is also a goal of this plan to

add new sidewalks and to replace older sections in order to improve pedestrian circulation and to investigate the possibility of developing a safe bike route system throughout the borough, with signs and other necessary markings or means of identification to connect points of public interest and use, e.g. parks, schools, shopping areas, places of worship and employment.



BOROUGH OF  
**HADDON HEIGHTS**  
 CAMDEN COUNTY, N.J.



- TRANSPORTATION & CIRCULATION PLAN**
- Regional Highway
  - Arterial Highway
  - Collector Streets
  - Local Streets
  - Paper Streets
  - Interchange
  - Railroad
  - Traffic Signal
  - Bridge
  - Inter-Municipal Bus Service Line
  - Intra-Municipal Bus Service Line