

Master Plan Implementation Strategy
Redevelopment Recommendations

**WEST COLLINGSWOOD
CENTRAL BUSINESS DISTRICT
U.S. ROUTE 130**

JUNE 1999

Peter P. Karabashian Associates, Inc.
Professional Planners

27 Gordons Alley
Atlantic City, NJ 08401

MASTER PLAN IMPLEMENTATION STRATEGIES
REDEVELOPMENT PLAN RECOMMENDATIONS

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WEST COLLINGSWOOD AREA

I. INTRODUCTION

The West Collingswood Redevelopment Area consists of 4 blocks located around the intersection of Collings Avenue and Richey Avenue. This area is adjacent to the Parkview Apartments, which houses approximately 1,100 dwelling units. At an estimated density of 2.6 persons per dwelling unit, the apartments would generate a population of 2,860 persons representing a formidable market source for this small neighborhood center. In addition to this concentration of population only a short distance from this center, there also exists a concentration of residential and multi-family apartment units in a wider district around this project area.

The purpose of the West Collingswood Redevelopment Concept Plan is to encourage the revitalization of a neighborhood center that has been previously funded with neighborhood planning grants, the result being the creation of an interesting street treatment on Collings Avenue between U.S. 30 and Richey Avenue. In addition, the restoration of an architecturally significant building at the northwest corner of Richey and Collings Avenues, which is currently occupied by a pharmacy, complements the original street treatment.

This area, however, needs additional design initiatives to stimulate its rebirth. These considerations include the development of incubator projects, specifically the vacant bank at the southeast corner of Richey and Collings Avenues and encouraging office development by converting existing residential properties¹ along Collings Avenue.

Figure, WC-1, *West Collingswood Redevelopment Plan Recommendations*, identifies graphically the design recommendations for existing buildings such as the facade treatment of dry cleaners and the concept plan for the adaptive re-use of the vacant bank building. The concept sketches provide a starting point for actual architectural concepts to be prepared for all the commercial buildings in this area lacking a common theme.

¹The conversion of residential properties to offices would be conditioned in the Land Use Regulations to require: off-street parking (linked from one site to another), restoration of original architectural residential building design, buffer landscaping, etc.

FIGURE WC-1
WEST COLLINGSWOOD REDEVELOPMENT PLAN RECOMMENDATIONS

II. AREA RECOMMENDATIONS

The following is an area by area description of the recommendations.

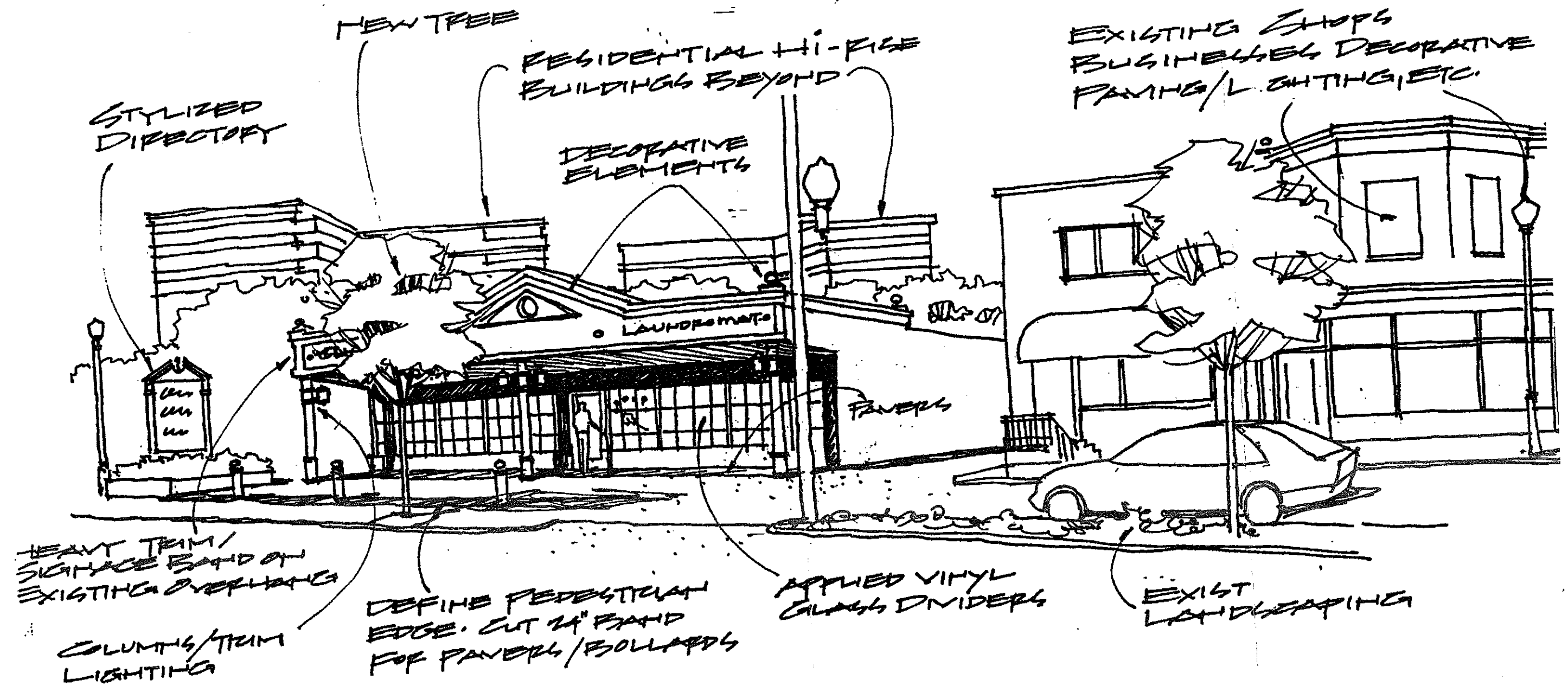
A. AREA A

Area A is located between Richey Avenue, Collings Avenue, Grant Avenue and U.S. 30. It is an area of approximately 2.7 acres (estimated) and is a neighborhood that consists of Commercial uses, a church, residential homes and single and multi-family units.

The area lacks consolidated parking and the Collings Avenue edge is undefined. The area could be enhanced by a sign theme. The buildings that face Collings Avenue have ample outdoor space. The hardware store uses this to an advantage by displaying an interesting array of tools and equipment, however the remaining facility, an architecturally insignificant structure, is posted with an array of signs displayed in an uncoordinated fashion.

The area requires comprehensive facade treatment and consolidation of parking at the rear of the buildings. A example of a proposed facade treatment can be found in Figure WC-2. Landscape treatment to enhance the edge at Collings Avenue and to provide a setting for outdoor displays would be an effective counterpoint to the well-designed street treatment on the opposite side of Collings Avenue.

FIGURE WC-2
RECOMMENDATIONS FOR FACADE MODIFICATIONS
CREATING A UNIFIED LOOK



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., JUNE 1999

B. AREA B

Area B is bounded by Collings, Eldridge and Richey Avenues and U.S. Rt. 30. This area is approximately 2.7 acres and hosts a combination of Neighborhood Commercial uses, a vacant parcel almost in the middle of the block and residential uses consisting of single family detached on Eldridge Avenue and apartments above the stores on Collings Avenue.

The area was the subject of a Neighborhood Planning Project (NPP), which created an enhanced landscaped setting and parking along Collings Avenue. This creates a positive starting point for enhancement of the facades of all the buildings. Of the structures on the street, the majority of them have a 1920's facade. Some are restored and in good condition, while others need restoration. The restaurant and dry cleaners on the corner of Collings Avenue and U.S. 30 appear to have been built in the 1950's or 1960's and in an architectural style completely different from the majority of the buildings on the block. A unified facade treatment, the development of the vacant parcel in the middle of the block, and the provision of rear parking would enhance the developability and marketability of these parcels. Considering the proximity of these properties to the concentration of population at Parkview Apartments, a strong marketing program, designed around the potential uses that residents of that facility would need, should be designed and implemented to attract appropriate businesses to the area.

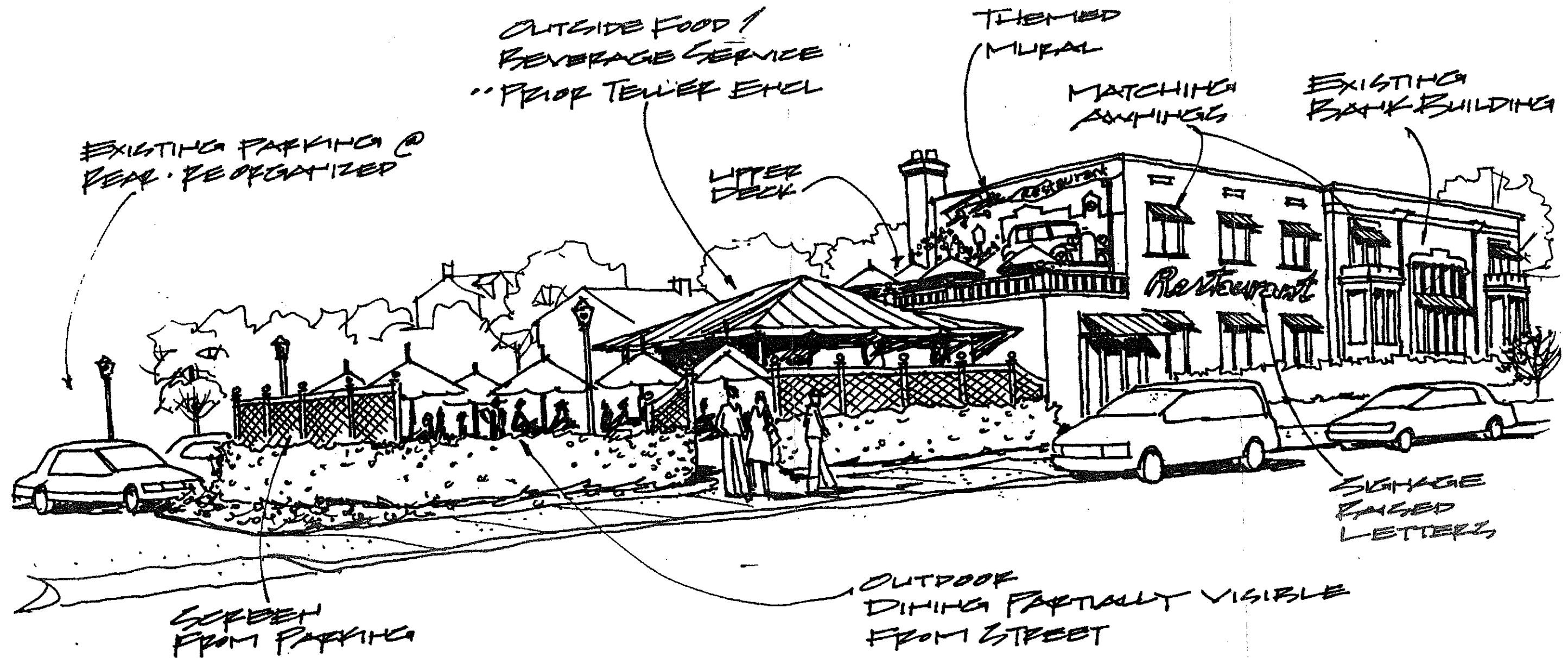
C. AREA C

Area C is bounded by Collings, Richey, Eldridge and Catell Avenues. This area is similar to the previous areas and is the same size (2.7 acres estimated).

What is noteworthy on this block is the vacant bank building², which occupies a strategic corner at Richey and Collings Avenues. This bank has excellent parking and the building's period design and architecture are intact. Even though additions have been made to the bank over time, these provide an excellent base for murals or decorative treatment. The bank offers a viable opportunity to promote an incubator project to stimulate the revitalization of this area. Figure WC-3, shows the potential the bank site can have if developed as an attraction to the West Collingswood area.

²A Redevelopment Study for the bank site has been completed, E. Fox, Remington & Vernick, June 1999.

FIGURE WC-3
ADAPTIVE RE-USE OF THE EXISTING BANK BUILDING
CREATING AN ATTRACTION



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., JUNE 1999

The balance of the block consists of a church and residential properties. The configuration of residential properties at the end of the block toward Cattell Avenue also provide an excellent opportunity to create a shared parking facility that would accommodate the needs of future professional office development.

This block has excellent potential, but requires financial incentives to promote its revitalization and rehabilitation.

D. AREA D

Area D is bounded by Collings, Richey, Grant and Cattell Avenues. This area consisting of 2.7 acres (estimated) and hosts the restored, architecturally significant Ames Pharmacy building at the corner of Richey and Collings Avenues. It is an excellent anchor for the redevelopment of the balance of the block, which consists of a combination of commercial, professional offices, multi-family residential, single family attached and detached housing and a vacant parcel of land.

This site is a mixture of uses that demonstrate patterns of obsolescence, lack of adequate buffers and incompatibility of mixed uses. Recommendations in this area include a comprehensive facade treatment for properties along Richey Avenue and an evaluation of the feasibility of providing consolidated parking at the rear of properties within this block. If that is not possible, then creating controlled on-site parking for individual properties and organizing buffers at the rear of the properties between residential and mixed uses should be pursued.

It is also recommended that a reduction of densities in the multi-family units be encouraged through financial incentives for deconversion, or rental as age restricted housing.

For properties extending from Collings Avenue to Champion Avenue and along U.S. Route 30 to Harrison Avenue from Collings Avenue, it is recommended that an incentive program be created to convert residential properties that are architecturally significant into professional offices. This should be accomplished on a phased, block by block basis starting with the blocks closest to the core neighborhood redevelopment area.

Lastly, a strong marketing program should be promoted to market this area to the Parkview Apartments and surrounding residences. A survey should be conducted to identify the needs of the residents in this area and an attempt be made to utilize the area's empty retail space to accommodate those needs.

III. SUMMARY

Figure WC-4, a matrix entitled "Summary of Redevelopment Plan Recommendations for West Collingswood", identified block by block the recommendations for each area. This area, an established neighborhood core in West Collingswood, has the potential to be rehabilitated into a traditional neighborhood shopping area. In addition, its proximity to the Scottish Rite Temple offers a unique advantage for possible restaurant development (in the bank facility) that could service not only the residents of the Parkview Apartments and surrounding community, but also special events at the Masonic Temple³.

Overall, this area affords an excellent opportunity to carry out a revitalization plan to establish a themed and aesthetically pleasing neighborhood retail and professional core.

³Such events lend themselves to the promotion of dinner and theater packages

FIGURE WC-4
SUMMARY OF REDEVELOPMENT PLAN RECOMMENDATIONS FOR WEST COLLINGSWOOD

AREA	LOCATION	SIZE	GENERAL DESCRIPTION	EVALUATION	DESIGN CONSIDERATIONS
A	Richey Ave., Collings Ave., U.S. 30, Grant Ave.	345 x 345 2.7 Acres est. 119,025 sq. ft.	Neighborhood Commercial uses, church and residential homes. Single and multi-family units.	Lacks consolidated parking. Collings Ave. edge is undefined. No collective sign theme. Area could be enhanced with outdoor displays, landscaping, sculptures, etc. to create visual appeal.	Requires comprehensive façade treatment. Consolidation of parking at rear. Landscape treatment to enhance Collings Ave. edge.
B	Collings Ave., U.S. 30, Eldridge Ave., Richey Ave.	345 x 345 2.7 Acres est. 119,025 sq. ft.	Neighborhood Commercial, vacant land and Residential uses consisting of single family detached on Eldridge Ave. and apartments above stores on Collings Ave.. Area was subject of NPP project, which has created an enhanced landscape setting and marginal vehicular access along Collings Ave. Urban design setting is positive.	Signs and façade treatments are not coordinated. Signs range from hand-painted to excellent wood routed designs. There is no central theme for entire area. Lacks street to street parking. Demonstrates obsolete patterns of development.	Initiate a comprehensive façade treatment for buildings. Utilize 1920's storefront theme that exists in 9 out of 12 buildings for properties at the corner of U.S. 30 and Collings Ave. Design street to street parking for direct rear access.
C	Collings Ave., Richey Ave., Eldridge Ave. and Cattell Ave.	345 x 345 2.7 Acres est. 119,025 sq. ft.	Vacant bank building occupies strategic corner site at Richey and Collins Ave. Balance of block consists of church and residential properties.	Bank has excellent parking and architecture to create an "incubator" project to simulate revitalization for the core area.	Develop bank as "incubator" project via public incentives. Maintain architectural character and utilize outdoor space concepts. Market conversion of residential to office concepts as a single plan offer incentives.
D	Collings Ave., Richey Ave., Grant Ave. and Cattell Ave.	345 x 345 2.7 Acres est. 119,025 sq. ft.	Restored architecturally significant building with clock, houses a local pharmacy. This is an excellent anchor store. Balance of the area is a combination of Commercial, Professional offices, multi-family residential, single family attached and detached housing and a vacant parcel of land.	Site is a mixture of uses that demonstrate patterns of obsolescence, lack of adequate buffers and relationships between mixed uses.	Façade treatment for properties along Richey Ave. Provide consolidated parking at rear of properties, or as part of a phased rehabilitation, organize and buffer rear parking. Encourage reduction of densities in multi-family units via financial incentives for deconversion or rental as age restricted housing.
GENERAL COMMENTS					
	Collings Ave. to Champion Ave.		Residential homes that are architecturally significant		Promote conversion of residential properties to professional office use through financial incentives. Provide incentives first for buildings closest to core neighborhood business area.
	U.S. 30 to Harrison Ave.		Residential homes. Commercial and quasi-public properties.		
	Parkview Apartments		Over 1,100 restored multi-family units.	Excellent rehabilitation and management of facility makes this a desirable residence.	Market Neighborhood Center amenities to Parkview Apartment residents. Create marked pedestrian route to Neighborhood Center.

SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1999

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CENTRAL BUSINESS DISTRICT

I. BACKGROUND

The Central Business District of the Borough of Collingswood developed most of its physical structure between the 1880's and the 1930's. There are excellent examples of period architecture throughout the Central Business District core area, which extends from Haddon Avenue between Fern and West Knight Avenues. Both Haddon Avenue and Collings Avenue provide linkages with U.S. Route 130, which is part of the interstate network of highways.

In aggregate, the study area consists of 26 planning areas, which constitute a total estimated acreage of 26 acres.

This acreage is some of the most valuable land in the Borough since it represents a foundation for existing and future ratables. In addition, the Borough owns a substantial amount of land in Study Blocks P-21, P-15 and P-22 (See Fig. CBD-1, *Collingswood Central Business District Planning Areas*). This provides an excellent opportunity for initiating the development of new facilities that will serve to attract customers into the Borough's Central Business District by underwriting the cost of land in public/private partnerships.

Historically, said Central Business Districts have experienced great impact from competition generated by suburban shopping areas. After World War II with the construction of federal interstate highways, large suburban tract housing generated an exodus from established communities into the suburbs. With that move also went retail and commercial facilities to serve those new communities. Shopping centers complete with management, advertising budgets, identity, and most important, safe visible parking have drawn customers away from downtown locations throughout the country.

In spite of such competition, the Central Business District in Collingswood continues to demonstrate a strong vitality.

Its assets include:

- A continued commitment from local residents to shop in the District. See survey, page 46, "Preserving the Haddon Avenue Business District...had an average score over 8 on a scale of 1-10."

- An active business organization which has spearheaded many changes, including painting, sign treatment, landscaping and sponsoring with the Borough the development of a Special Improvement District, web page, Christmas advertising, TV commercials, and many progressive efforts to improve the marketability of the entire downtown area.

- The area has a great form with original storefront facades that replicate a "typical" main street architectural environment, which is pedestrian oriented. Thus, rehabilitation and redevelopment can be accomplished within the context of existing physical patterns.

- Easy access to other municipalities via existing state highway linkages.

- A PATCO New Jersey transit station at the eastern edge of the CBD.

- A reputation for being safe after hours.

- The location of the Borough offices in the downtown serves as a stabilizing factor. In addition, a proposal to construct senior citizen facility on Borough-owned land nearby reinforces the concept of creating a complex of Municipal facilities.

- The PATCO High Speed Line provides excellent visibility and identity to the Central Business District.

In contrast to the many assets that exist in the Central Business District, there are also changes that are required. This is inevitable in a "main street" environment which has been in existence for over a hundred years. Although the assets are many, some changes will be necessitated in order to maintain a CBD that is competitive with other retail complexes in the region.

The following considerations have been set forth in this analysis as issues that must be dealt with through public private partnerships, redevelopment strategies, and individual businessperson activities. Generally, these include the following issues:

- Distributing parking so that safe, well-lighted parking is directly accessible at the rear of buildings along each block. The even redistribution of parking is vital to the continued viability of the Central Business District. (See Survey p. 46, "Lack of Parking...seems to be the biggest reason people avoid shopping there...".)
- Haddon Avenue requires traffic calming elements to reduce the speed of traffic along that street. Traffic moves at high speeds, which is detrimental and unsafe for busy, retail, pedestrian-oriented environments.

- Relocation of incompatible uses such as auto repair facilities; oil distribution facilities; and non-retail operations that don't generate retail traffic and businesses that interrupt the safe traffic flow on Collings Avenue should be considered for acquisition relocation and redevelopment.
- Existing parcels such as the vacant Peter Lumber site and public works site do not support the retail commercial core of the area. These represent an excellent opportunity for acquisition and redevelopment focusing upon niche strategies that will assist in the enhancement of the entire Central Business District as part of a first phase redevelopment strategy.
- Creating alternate circulation routes with linked parking facilities. For example, re-establishing a road from W. Knight Ave. to Collings Ave. contiguous to the PATCO Line would provide a continuous circulation route at the south edge of the CBD.
- Facade Treatment both front and rear.
- Pedestrian access from parking areas to retail shops.
- Sign control, window and facade treatment are fundamental requirements for any downtown revitalization process. The development and enforcement of a comprehensive theme for sign styles, lettering types, color combinations, facade restorations, and suggested window treatments are prerequisites for successful downtown revitalization programs. Currently conditions vary from excellent to poor.
- Pedestrian access to and from parking areas to the main street of Haddon Avenue needs to be addressed from mid-block positions whether these occur through existing narrow corridors which must be significantly protected from weather and secured with security cameras, etc., or in the alternative, provide access through shops with interior single or double-loaded corridors leading from parking areas to the street.

II. STRATEGIES FOR ACTION

A. IMPLEMENTATION STRATEGY FOR DOWNTOWN - DESCRIPTION OF CONDITIONS, EVALUATIONS, AND DESIGN CONSIDERATIONS.

As part of the process of evaluating the Central Business District, 26 planning areas were designated and are reflected on Figure CBD-1 entitled, "*Collingswood Central Business District Planning Areas*".

This map, along with the accompanying matrix of the Central Business District, identifies essentially on a block-by-block basis an analysis of the conditions in the Central Business District and recommendations for change. The document serves as a comprehensive approach to developing an overall strategy for dealing with a multiplicity of issues that occur in CBD revitalization efforts.

This document is intended to serve as a map to collectively reflect, in graphic form, future actions involving the redevelopment process in the Central Business District on an area-by-area basis. It will allow the Governing Body, Planning and Zoning Boards, Borough professionals and investors to view the Central Business District from a comprehensive perspective understanding the potential actions that could be initiated if the concept were "built out".

It also serves as a practical guide for phased development, which is typical in downtown restoration projects. The attached matrix, identified as "Figure CBD-2, *Implementation Strategy for the Central Business District; Summary of Conditions, Site Evaluations, and Design Considerations*," is a complete summary of conditions and actions recommended for the entire CBD. It is the companion document to the map identifying the individual planning districts. These documents are designed to assist decision-makers in the process of carrying out an implementation strategy.

FIGURE CBD-1
COLLINGSWOOD CENTRAL BUSINESS DISTRICT PLANNING AREAS

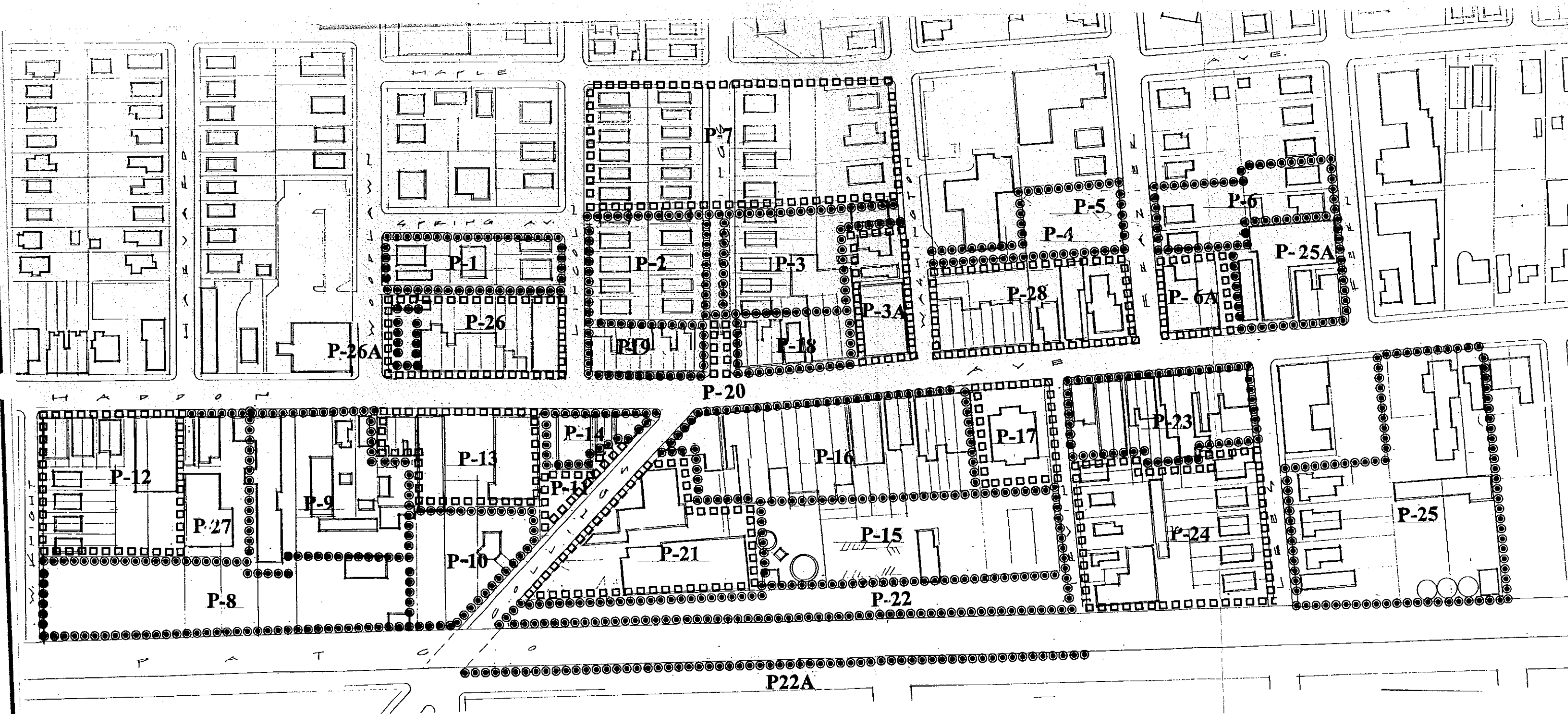


FIGURE CBD-2
IMPLEMENTATION STRATEGY FOR THE CENTRAL BUSINESS DISTRICT
SUMMARY OF CONDITIONS, SITE EVALUATIONS AND DESIGN CONSIDERATION

AREA	LOCATION	SIZE (estimated)	GENERAL DESCRIPTION	EVALUATION	DESIGN CONSIDERATIONS
P-1	Woodlawn Spring – Lincoln Ave. to Alley.	130 x 300 39,000 sq. ft.	These areas are located along the northeast side of the existing Central Business District. They consist of mixed residential uses of varying densities.	These areas consist of Residential uses directly adjacent to the rear of the existing Business District. There are no buffers. Commercial traffic shares residential streets. Competition is high for on-street parking shared, in some cases, by residents and Business District customers. Obsolete layout, pockets of high density residential and incompatible edge conditions between Residential and Commercial uses prevail.	Consider public action to consolidate land areas. Relocate residents and provide a continuous ribbon of parking directly behind existing commercial properties. Estimated benefits are: <ul style="list-style-type: none"> • P-1 Parking – 97 spaces (est.) • P-2 Parking – 110 spaces (est.) • P-3 Parking – 108 spaces (est.) • P-3A Core development • P-4 Circulation linkage between area P-3 and P-5 • P-5 Improve Circulation – establish public parking. • P-6 Parking – 69 spaces (est.)
P-2	Lincoln – E. Collings Avenues to property lines	200 x 220 44,000 sq. ft.			
P-3	E. Collings – Washington Avenues to property lines	200 x 200 +/- 43,500 sq. ft.			
P-3A	Washington – Haddon Avenues	200 x 80 16,000 sq. ft.			
P-4	Washington Ave. South of Senior Citizens' Complex	20 x 150 Circulation connection between parking lots			
P-5	Frazier Avenue	Existing parking lot			
P-6	Frazier to Fern North and South property lines as designated	140 x 110 15,400 sq.ft. 90 x 140 12,600 sq. ft.	Existing building fully enclosed. No window display areas	This is a building that does not support the retail businesses by attracting retail customers. This is a building	Negotiate voluntary relocation into office facilities at edge of CBD. Make available as retail magnet store.
P-6A	Frazier and Haddon Avenues	110x120 13,200 sq. ft.			
P-7	Lincoln – Maple – Washington to north boundary	200 x 500 +/- 100,000 sq. ft. 2.3 Acres	Existing residential consisting of attached and detached housing types	The proximity of this site to the CBD and existing senior housing warrants consideration for high density senior housing and support services	Evaluate long-term feasibility of securing funds for a variety of "Senior Housing" options. The design objective is to create a critical mass of housing properly juxtaposed to the CBD. Shared CBD parking and adjacent professional offices are potential residual benefits of such a project.
P-8	Knight to Collings Avenues PATCO Line to north property boundary as designated.	140 x 600 84,000 sq. ft.	This area consists of existing rear parking that is not linked.	Each use existing along Haddon Avenue from W. Knight Ave. to the old Peter Lumber site has segregated their individual parking. Therefore, provide rear access from Knight Ave. to Collings Ave.	Consolidate area into a public parking area "giving back" to existing businesses allocated parking. Provide rear access road from W. Knight Ave. to Collings Ave. Coordinate development with redevelopment of Peter Lumber site. Estimated 150-200 parking sites could be provided through a public/private partnership.
P-9	Haddon Avenue to PATCO Line to property lines on east and west	380 x 220 Irr. 83600 sq. ft. 1.9 Acres- Adjoins P-8, designated for public parking	Combined tract of vacant lumber yard that takes up most of the site and architecturally significant storefronts on Haddon Avenue	The vacant Peter Lumber site consists of old structures and sheds that represent an obsolete facility in current market conditions. Contiguous to it are existing storefronts that have a unique architectural form and potential for rehabilitation.	Redevelop the Peter Lumber site into an attraction that would provide a niche market opportunity for the downtown area. Create a public/private partnership to implement this effort. Link this site to the shared parking concept extending from W. Knight to Collings Ave. and create marginal road.
P-10	Collings Avenue to designated property lines	190 x 200 Irr. 19,000 +/- sq. ft. .47 Acres	This area consists of existing commercial uses which are major "draws" for the commercial core. They include a well established dry cleaning facility, a Wawa, miscellaneous shops and a well established restaurant. In addition, the Borough Hall is located here in a well renovated old bank building. An existing gas station and off street parking constitute the balance of the uses. The area is a gateway to the CBD and is highly visible. It is also directly opposite the proposed Senior Center, fire facilities and a well established florist at the corner of Haddon and Collings Ave. The area also has excellent visibility from the PATCO Line.	These important uses function as independent sites except for the Wawa and dry cleaning facility that share parking. Although parking exists throughout the area, none of it is adequately linked. Attractive rear and side facades of buildings are non-existent on these highly visible buildings. Urban landscaping is limited. The gas station impedes good traffic flow and circulation. The area lacks a comprehensive sign plan. Collectively, the layout of the circulation patterns is obsolete.	Initiate engineering studies that would implement traffic modifications to widen Collings Ave. to provide a left turn lane. Link marginal road from W. Knight to Collings Ave. with parking on east side of Collings Ave. (P-22). Develop rear entrance façade improvements. For the buildings on Haddon Ave. between the Borough Hall, provide reserved parking and landscaping. Use murals, sculptures and similar artistic treatments to dress up the rear of properties. Front façade treatment along Haddon Ave. should be initiated to unify storefront designs where required.
P-11	Collings Avenue to designated property lines	90 x 110 x 200 Irr. Shape 11,900 +/- sq. ft. .27 Acre			
P-12	Haddon – Knight Avenues to designated property lines	220 x 220 +/- 48,400 sq. ft. 1.1 Acres			
P-13	Haddon Avenue to designated property lines	200 x 160 +/- 32,000 sq. ft. .73 Acres			
P-14	Haddon and Collings Avenues to designated property lines	170 x 90 Irr. Approx. 7,650 sq. ft. .18 Acres			

AREA	LOCATION	SIZE (estimated)	GENERAL DESCRIPTION	EVALUATION	DESIGN CONSIDERATIONS
P-15	Area including water towers, existing police station and parking north of N. Atlantic Avenue	480 x 140 +/- 67,200 sq. ft. 1.5 Acres	This area represents the core area of the Central Business District. It has a variety of retail commercial and other uses along Haddon Avenue. Between the rear of the Haddon Avenue properties is public parking, the police department, water tanks, loading and unloading for the retail functions.	Along Haddon Avenue, façade restoration and window treatment should be undertaken as part of a comprehensive program for the entire CBD. The Reformation Building is being restored and is a significant asset. Parking at the rear of buildings must be organized in conjunction with rear façade treatment and access. The water towers and their base is spartan. The police department is an obsolete building and its controlled parking inhibits shared parking concepts. There is no good pedestrian access from the large parking areas to Haddon Avenue. Access is via narrow alleyways that are also used for trash storage	Front and rear façade treatments should be initiated along with coordinated window treatments. Safe, lighted pedestrian access must be created from parking to Haddon Avenue. Provide an identity by initiating decorative murals on the water towers. Reorganize the parking areas and use a portion of the land to create a Collingswood Market – artisans, craft or similar center. This center should be the counterpoint to the Peter Lumber site. The Borough should consider creating a public/private partnership to develop such a facility. This could be initiated as a tent structure used on an interim or seasonal basis.
P-16	Haddon Avenue from Collings Avenue to boundary of P-17 (Reformation building) to rear property boundaries.	150 x 470 Irr. 70,555 sq. ft. 1.6 Acres			
P-17	Haddon Avenue and Irvin Avenue, Reformation building	150 x 110 16,500 sq. ft. .39 Acres			
P-18	Northside of Haddon Avenue between Collings and Washington Avenue at rear of properties on Haddon Ave.	80 x 190 15,200 sq. ft. .34 Acres	Retail shops facing Haddon Avenue.	Existing retail stores viable but need façade, sign and window treatments.	Selective façade improvements along Haddon Avenue edge. Full façade treatment at rear, if rear CBD parking is initiated.
P-19	Northside of Haddon Avenue between Collings and Lincoln Avenues to rear of properties on Haddon Avenue	80 x 190 15,200 sq. ft. .34 Acres	Existing retail commercial and mixed residential over some structures. Existing obsolete attached building at rear, mod-block location.	Façade renovations, sign treatment, window treatment and rear façade restoration.	Selective façade treatment, coordinated window treatment and removal of rear mid-block obsolete building.
P-20	Collings Avenue at Haddon to depth of existing properties on Haddon Avenue	80 x 50 4,000 sq. ft. .09 Acres	Existing street extending northeast into residential neighborhoods	No visual identity exists at a critical point in the Central Business District.	Create a small Borough Plaza Park that identifies and creates a focal point in the Central Business District.
P-21	Collings Avenue to N. Atlantic Avenue to property boundaries along areas of P-16 and P-15	300 x 120 Irr. 36,000 sq. ft. .31 Acres	Existing public facilities and businesses. Public Works Dept., Court and Fire Facilities exist here.	The Public Works Dept. and adjacent contractors business are inappropriate uses in this location. Both facilities should be relocated to allow for consolidated public offices or retail uses.	Consolidate Public Works building into Borough office or community facilities. Coordinate with local Board of Education to consolidate offices into this complex. Put police department into this complex.
P-22-22A	N. Atlantic Avenue from Collings Avenue to Irvin Avenue to PATCO Line	900 x 50 45,000 sq. ft. 1.03 Acres	Off street parking exists here.	Parking layout is not maximized.	Redesign parking layout. Incorporate Area 22A into redesign. Evaluate angle parking into Area 22A.
P-23	Haddon, Lees, Irvin to rear property line	280 x 110 +/- 30,800 sq. ft. .70 Acres	Existing retail stores and a fraternal organization	This block is stable. Existing fraternal organization interrupts continuous retail frontage.	Discuss potential of acquisition and conversion of fraternal organization to retail operation.
P-24	Irvin to Lees Avenue from PATCO Line to rear of property on Haddon Avenue	240 x 300 72,000 sq. ft. 1.7 Acres	Combination of residential and commercial facilities.	Limited access to rear of properties on Haddon Avenue. Mixture of residential uses among retail commercial. No adequate buffers. Inappropriate and obsolete layout of residential to commercial	Create rear parking for shops along Haddon Avenue. Discuss with existing commercial need to expand and implement as required. In the alternative, provide incentives for residential to be converted to offices. If such renovations are initiated, then uniform architectural style should be maintained.
P-25	Northwest corner of Haddon and, Fern Avenues, and the block generally between Lees, W. Stiles, Haddon Avenue and PATCO.	160 x 150 ICR 24,000 sq. ft. .55 Acres	Existing retail commercial including the old Collingswood Theater Building. Area P-25 also contains existing residences and an oil distribution facility.	Collingswood Theater building has significant architectural value and should be preserved. Its use as a recording studio is an asset to the area. Existing businesses located in the area would benefit from a rear parking lot option. A consolidated façade and window treatment as well as a comprehensive sign program will enhance these shops. This area's oil distribution facility is an incompatible use. Overall this block is stable.	Evaluate a public/private venture to convert the theater into an "Old Film Dinner Theater". Continue with sign façade and window treatments for rest of the area. Evaluate funding sources, i.e. Brownfield designation, to relocate this facility to an industrial area along the Rt. 130 corridor. Consider public/private venture to develop uses, i.e. offices, that would capitalize upon proximity of the PATCO Station.
P25A		220 x 340 Irr. Shape 100,400 sq. ft. 2.3 Acres			
P-26	Woodlawn to Lincoln to Spring to Haddon Avenues	120 x 220 26,400 sq. ft. .61 Acres	Existing bakery, auto repair and retail facilities with residential units over some of the retail.	Original facades have been impacted by improper restorations. Existing automobile repair facility impacts area with surplus cars. Edge and landscape treatment is bulky.	Restore facades. Coordinate rear façade treatment with the development of "rear" parking. See comment P-1. Through public/private partnership efforts, coordinate relocation of auto facility. Consider use of auto site as use that complements Peter Lumber site redevelopment project. Initiate decorative mural on wall of building facing Lincoln Ave.
P26A	Woodlawn Avenue boundary line of P-26; Haddon Avenue to alley (unnamed).	120 x 60 7,200 sq. ft. .17 Acres			

SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1999

1. Areas P-1 - P-6

In Areas P-1 through P-6, consider consolidation and development of parking facilities to support existing retail facilities on the northeast side of Haddon Avenue between Fern and Woodlawn Avenues. It is estimated that such action would generate over 300 parking spaces (approximately 315) plus take better advantage of those spaces that exist under private ownership. This would occur by consolidating all parking in a continuous circulation system that would extend behind existing commercial facilities parallel to Haddon Avenue between Fern and Woodlawn Avenues.

2. Area P-8

In Area P-8, uses along the southwest side of Haddon Avenue extending to the PATCO high speed line from W. Knight Avenue to Collings Avenue have parking which is not shared. Consolidation of this area into a public parking area with reserved spaces for existing businesses would provide an additional estimated 150 to 200 parking sites that would be vital to jump start development on the adjacent Peter Lumber site in Area P-9.

The Peter Lumber site and adjacent properties are the subject of a core analysis that will be described later in this report. However, for conceptual planning purposes, this site should be considered as a very vital site to the redevelopment of the Central Business District. It represents an opportunity to develop space for specialty shops and restaurants that would be highly visible from the PATCO High Speed Line and accessible from Haddon and Collings Avenues. With the addition of public parking in the area and with exposures both on Haddon Avenue and along the rear property line (PATCO Line), this site can be extremely productive in developing a niche market opportunity in the downtown area.

3. Areas P-10 - P-14

Areas P-10 through P-14 are key areas, which have a thriving dry cleaner, a convenience store, restaurant, Borough Hall in a well-renovated old bank building. The area is a gateway to the Central Business District and is highly visible as one proceeds in a northerly direction along Collings Avenue to Haddon Avenue. The site is directly opposite P-21, which is partially designated for a senior center, existing fire station, and possible other municipal functions. Area P-10 is occupied by existing parking and a gasoline service station.

Good traffic flow and combined parking areas are impeded by the divided site configuration of the uses in this area. The linkage of the parking in Area P-8 by a roadway parallel to the PATCO line extending across Collings Avenue into Area P-22 will provide a circulation route extending from W. Knight to Irvin Avenues. Such a linkage would provide extremely good access and circulation from one parking area to another for shoppers and users of the Central Business District.

The gateway characteristics of this area also provide an excellent opportunity for facade and mural treatment along the rear portions of structures that front on Collings Avenue. An example of recommendations for such treatments are included in Figure CBD-3 entitled, "Mural Recommendations for Facade and Wall Treatments."

A mural recommendation is made for the two existing water towers in Area P-15 (See Figure CBD-4). A comic mural is envisioned for the Martins Dry Cleaners, which shares a parking lot with the existing Wawa facility (See Figure CBD-5). This existing facility, which has numerous signs and untreated window areas, could be a mural "landmark" utilizing the concepts presented herein. Figure CBD-6, illustrates the mural recommendations which treat the blank wall of the Wawa building and the Borough Hall with facades that generate optical illusions. The drawings presented herein are conceptual in nature, and any final drawings created by the artist¹ would be in conjunction with the Borough and adjacent property owners. Collectively, these four mural sites offer an excellent opportunity to establish an immediate visual identity for the downtown area.

¹Mural concepts prepared by artist Sam Donovan, Muralist, Alloway, NJ. Member Scenic Artist Guild, Fax - 769-1364.

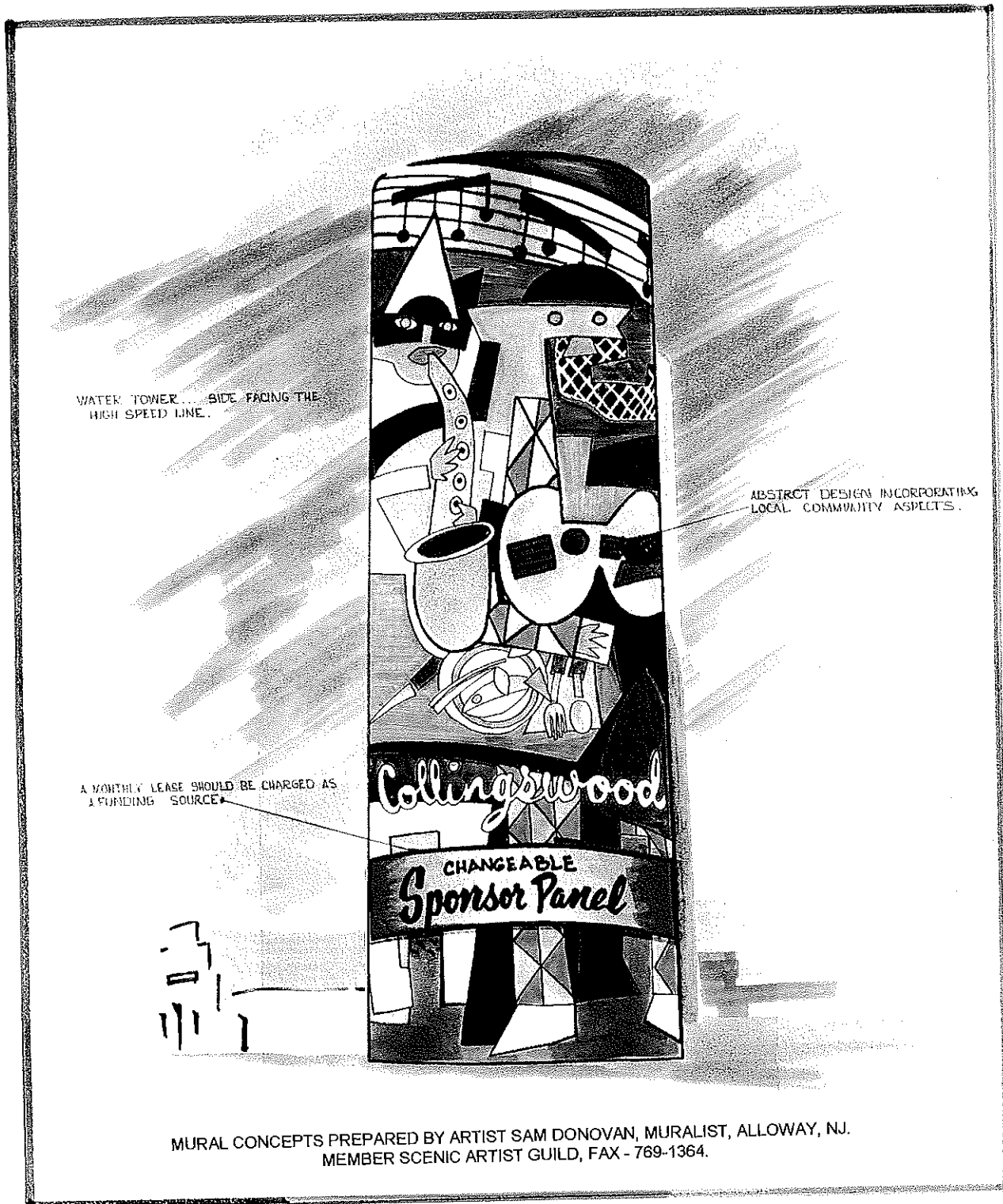
FIGURE CBD-3
MURAL RECOMMENDATIONS FOR FACADE AND WALL TREATMENTS



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1998

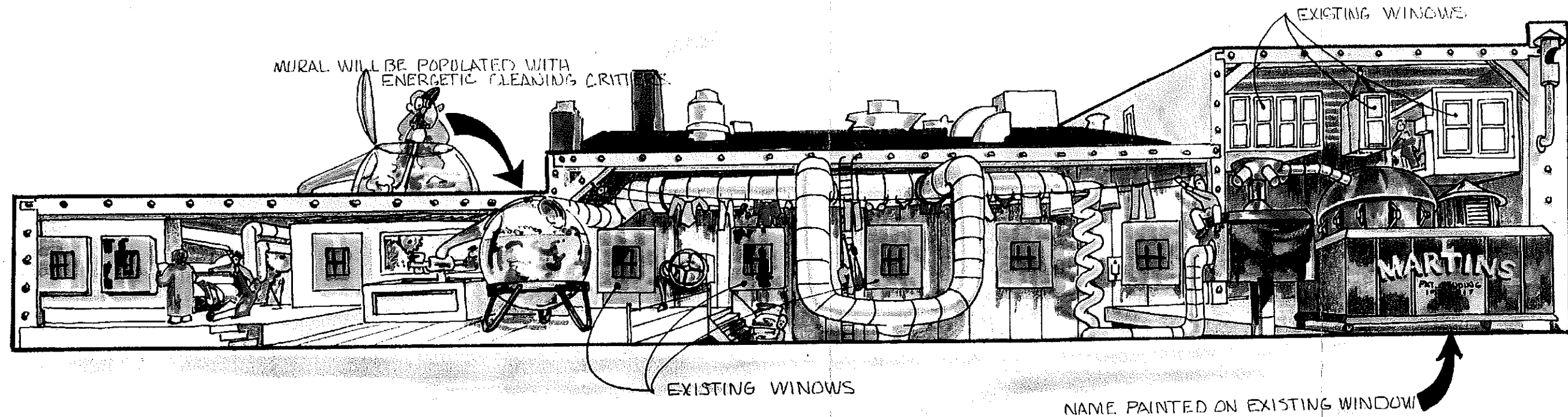
Mural recommendations are an easy way to quickly uplift the visual appearance of backs of buildings, flat walls and water towers. When properly executed by qualified artists, the optical illusions created can be fantastic PR for a downtown area. The sale of discrete sponsorship space may be considered as a way of financing the cost of mural production.

FIGURE CBD-4
WATER TOWER MURAL



The twin water towers in the Borough are strategically located in a visually dominant position to be seen by thousands of commuters each day. Using them as a "canvas" for murals would provide the Borough with instant identity. The cost of the murals could be defrayed by selling discretely designed advertising space on the mural.

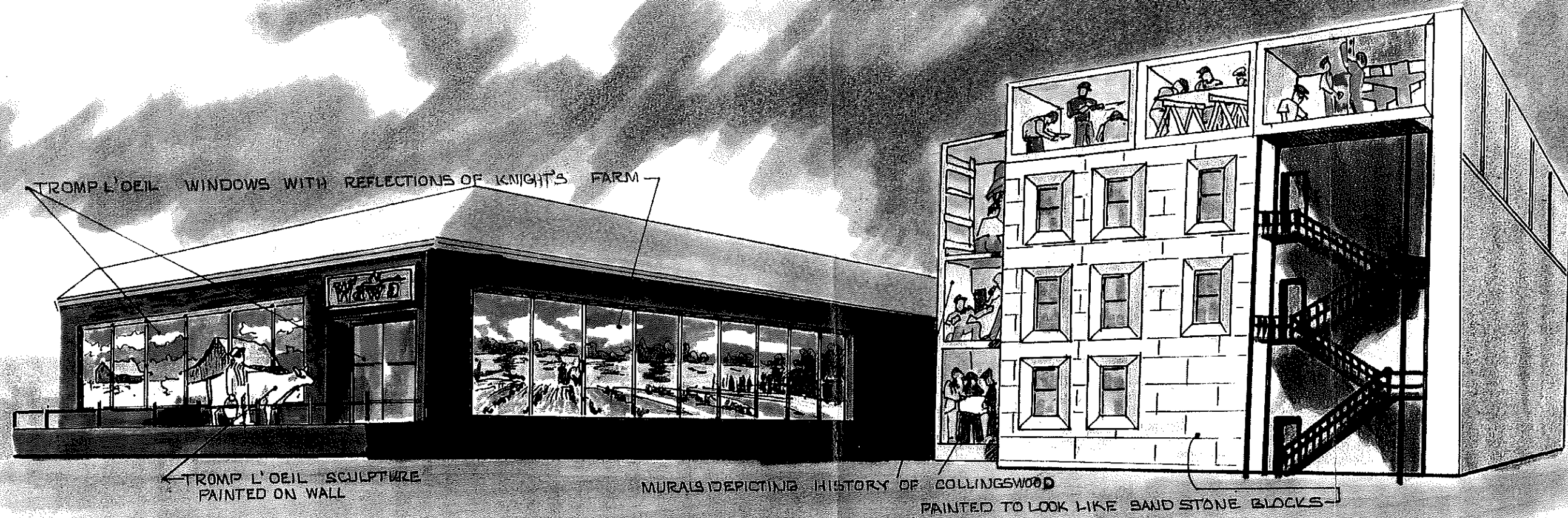
CBD-5
DRY CLEANER MURAL



MURAL CONCEPTS PREPARED BY ARTIST SAM DONOVAN, MURALIST, ALLOWAY, NJ.
MEMBER SCENIC ARTIST GUILD, FAX - 769-1364.

*This wall is a composite of textures, signs, windows and shapes.
The process of cleaning and laundering, depicted in a comic way, would add notoriety to this busy location plus provide great advertisement for the business.*

CBD-6
WAWA AND BOROUGH HALL MURAL



MURAL CONCEPTS PREPARED BY ARTIST SAM DONOVAN, MURALIST, ALLOWAY, NJ.
MEMBER SCENIC ARTIST GUILD, FAX - 769-1364.

The strategic location of these walls creates a scenic focal point warranting treatment. The mural is a fast solution with immediate response and high visual impact.

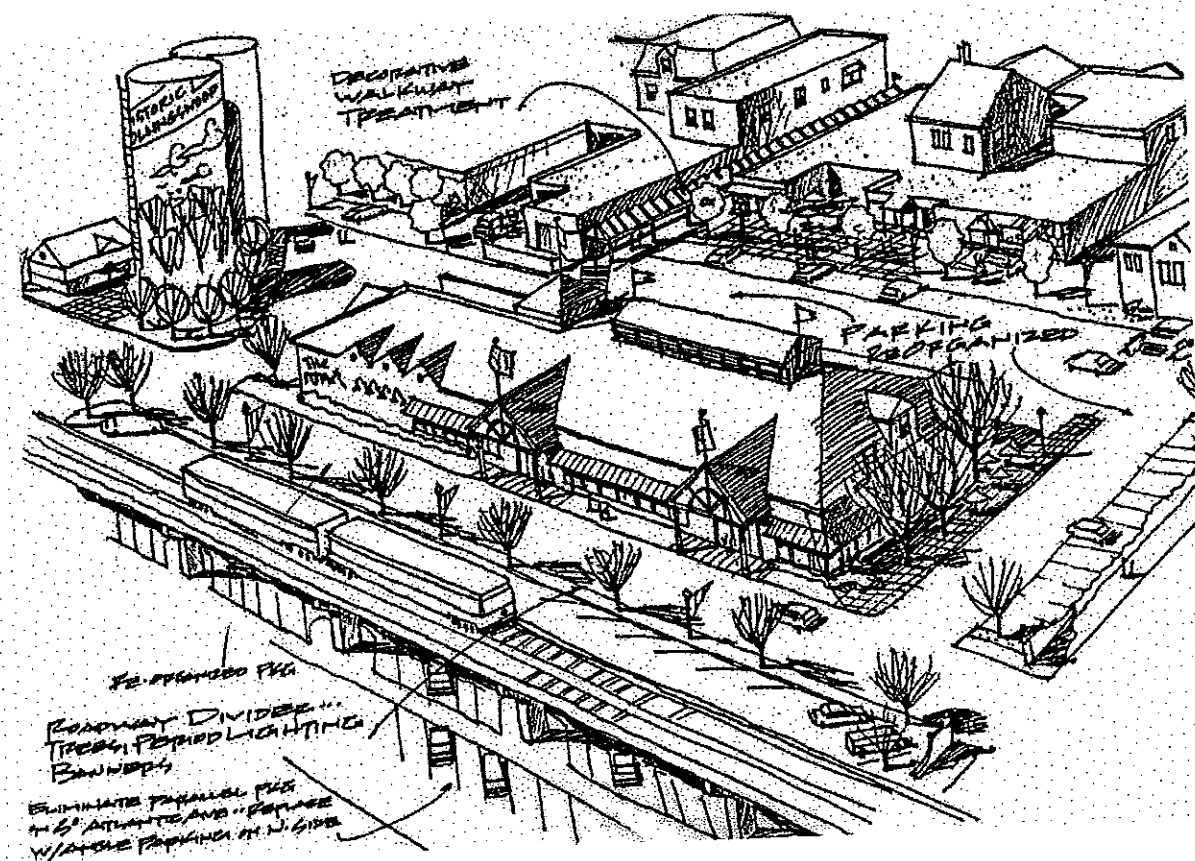
4. Area P-15 - P-18

The Areas P-15 through P-18 generally encompass the properties along Haddon Avenue from Collings to Irvin Avenue to an area parallel to the PATCO High Speed Line. The area incorporates the shops along Haddon Avenue, the water towers, the Police Department, and the Zane School building currently being renovated. Within these districts, the area designated as P-15 (water towers, police facility and parking) is publicly owned. Because of the availability of land through the public process, this area is recommended for another specialty center. Figure CBD-7 entitled, "Collingswood Multipurpose Specialty Retail Center and Office Use" is just one version of what could be built. Within this area, a multiplicity of actions could be initiated. The key concept is to develop an inexpensive multipurpose building that could serve as a retail center, artisans craft center, farmers' market, or a combination of such uses to attract niche markets into this sector of the business district.

This area would be a counterpoint to the Peter Lumber site providing unique attractions to the downtown area and would be a magnet for additional shoppers. Such action in turn would support the existing retail and enhance the overall identity of the downtown area as a place to visit, shop and eat.

At the intersection of Collings Avenue and Haddon Avenue, the concept is to create a small urban plaza that could be identified as Borough Plaza Park would provide a focal point. This area, which is approximately 4,000 square feet (80' x 50'), would be vacated and used as a small urban park with a highly visible gateway that would be a focal point of the Central Business District. Flags, sculptures, and war memorials would be part of the design of the facility incorporating community input for the ultimate determination of the name and theme of the facility. The artist's rendition provides the concept incorporated herein as Figure CBD-8 entitled, "Borough Plaza Park".

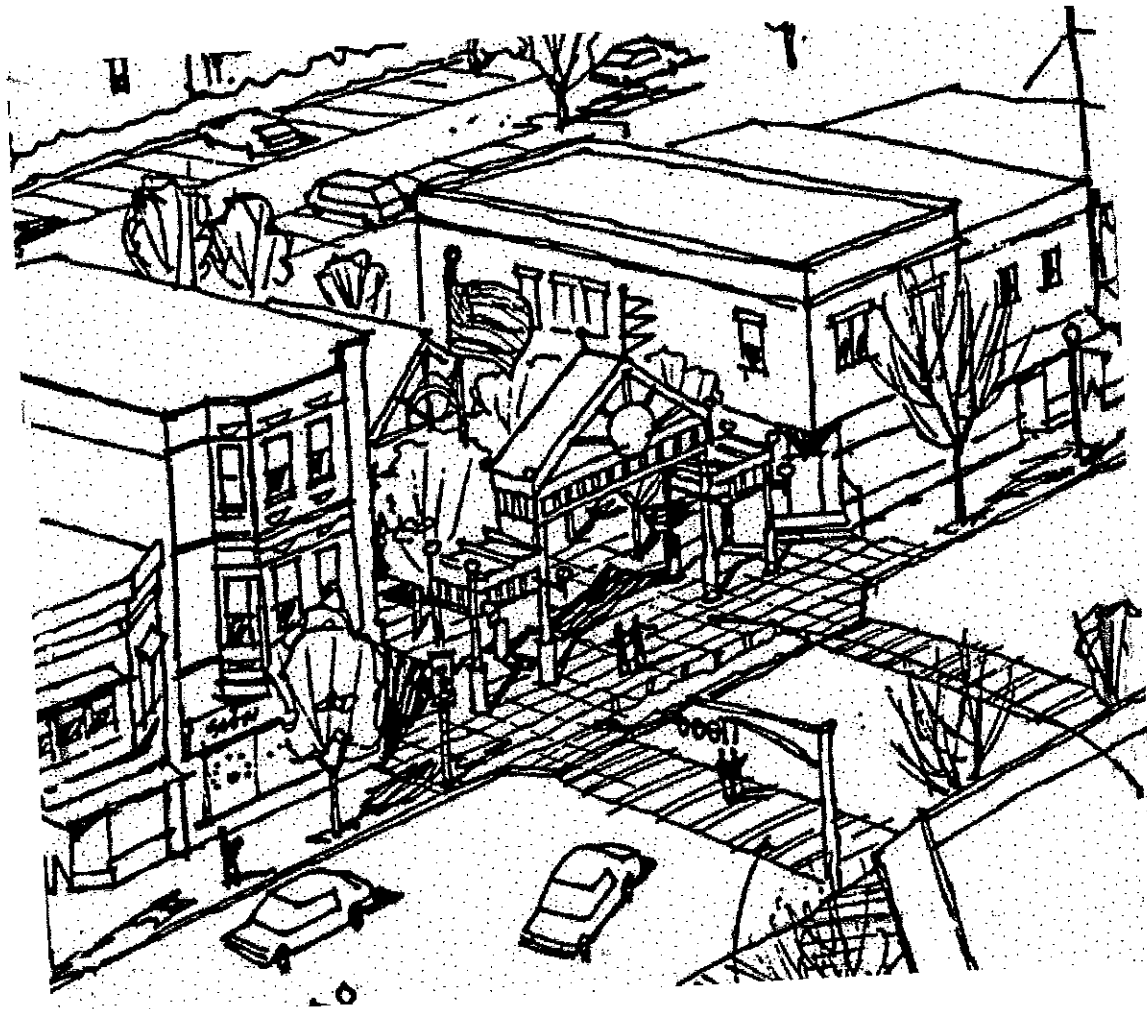
FIGURE CBD-7
COLLINGSWOOD MULTIPURPOSE SPECIALTY RETAIL CENTER AND OFFICE USE



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1998

Collingswood Multi-Purpose Specialty Retail Center and Office Complex affords an opportunity to underwrite the development costs in a public/private partnership because the land area on which it is located is publicly held.

FIGURE CBD-8
BOROUGH PLAZA PARK



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1998

Borough Plaza Park is a small urban plaza that is designed to create a highly visible focal point and gathering place in the Central Business District. It could be an area for art shows, outdoor dining from adjacent facilities and a small events area in the center of the CBD. Such areas would be ideal for works of art, sculptures and would create unique visual effects at such key locations.)

5. Area P-21

Area P-21 encompassed the public works facility's existing fire house and court facilities.

Recent developments provided an optional concept to the original theme, which was to develop these public buildings as private office facilities. The introduction of a senior center adjacent to this area gives credence to their alternate use for public offices for the Police Department and Board of Education facilities while moving the Public Works facility to the Eldridge Avenue site as discussed in the Community Facilities Report, p. 28.

6. P-25 to P-25A

P-25 to P-25A are located in the vicinity of Haddon and Fern Avenues. This area is a mix of uses. Area P-25 consists of existing residential and commercial use, which is an oil distribution center. Area P-25A on the opposite side of Haddon Avenue is the site of existing shops and the old Collingswood Theater. Currently, it is being used as a sound recording studio as well as retail facilities and apartments that are oriented to Haddon Avenue.

With respect to the theater, consideration may be given to the readapting of this facility as a dinner and movie theater. This concept is becoming popular throughout the country.

The Wall Street Journal, in a December 1998 article, identified theaters and food as a new venue in the up and coming entertainment market. Although this theater is an old facility, the owners may want to explore this concept. In the alternative, it could continue as a sound recording studio that attracts internationally famed artists to record at this facility.

For Area P-25, the existence of an oil distribution center directly adjacent to the PATCO high speed rail facilities exhibits an inconsistent land use, which is not maximizing the potential of the land. However, "Brownfield" conditions are typically of concern where oil distribution facilities have been present. Discussions with the owner and appropriate engineering investigation should be preliminarily discussed to determine whether or not funds are available to remediate such a site if a voluntary relocation is considered.

B. MULTI-PURPOSE SPECIALTY RETAIL CENTER

The Collingswood Multi-Purpose Specialty Retail Center and Office Complex is exhibited in Figure CBD-7. This facility is developed in the planning areas P-15 and P-21, which consist predominantly of publicly held land. The proposal is relatively simple. Establish a public/private partnership to create a multi-purpose facility that could be used to promote some of the following uses:

- Farmers Market
- Antique Mart
- Artisans co-op
- Retail alcoves
- Craft facilities
- Other similar uses

The proposed center is approximately 20,000 square feet, which could accommodate anywhere from 30 to 50 vendor stalls depending upon the configuration.

Depending upon the ultimate design of the building, a small food court or eating area could also be incorporated to provide food service.

The orientation of the building is both toward the PATCO High Speed Line and the rear of the buildings that front of Haddon Avenue. The intent is to create a "magnet facility" that would attract people into the area during all seasons.

Although the ideal approach for the redevelopment process in Area P-15 is to construct the 20,000-plus sq. ft. multi-purpose building for niche market users, the alternative would be to create a temporary seasonal tent facility that would attract a farmers market, crafts and other vendors during summer and fall months, or on key weekends. A sketch has been provided to show the possibility of creating an interim facility in this portion of the Central Business District as a preliminary move toward the development of a permanent facility.

Directly adjacent to this facility is the existing Public Works Department and a privately owned commercial facility. The Public Works Building consists of a structure that is approximately 75 ft. by 130-ft. (irregular) totaling an estimated 9,750-sq. ft.² The adjacent building is estimated to range from 2,000 to 3,000 sq.

²This space may actually be larger than estimated, given the existence of an upper level mezzanine at the rear of the building.

ft. Combined, there should be adequate space for the Police Department, Board of Education and other public offices.

The logic of consolidating the public offices in this area is quite strong given the recent commitment of the Borough to build a senior complex directly adjacent to this site and the close proximity of this site to the Borough Hall. By committing this site for office use, a critical mass of employees is also concentrated in the downtown area, thus supporting the retail function with shopping, restaurant use, etc.

The sketches depicting this area visualize a strong architectural treatment to enhance the facades of these buildings, so that the entire image of this area would be consistent with architecture of the CBD rather than industrial appearing garage fronts.

The plan for this area also includes the painting of giant graphics on the 2 water towers identifying the Central Business District as a destination. It is worth noting that 41,200 commuters pass by this site each day. The potential of generating a positive impression of the Borough is substantial with the actions being described herein.

C. COLLINGSWOOD TERMINAL - A COMPLEX OF RETAIL, SPECIALTY SHOPS, RESTAURANTS AND ARTISAN COOPERATIVES

Collingswood Terminal, a complex of Retail, Specialty Shops, Restaurants and Artisan Cooperatives, is a concept plan designed to maximize the use of the vacant parcel of land directly in the core of the downtown area. This site is locally known as the Peter Lumber site. Figures CBD-9 through CBD-11 show the layout, exterior and interior views of the concept. Originally developed as a lumberyard, it has a long, narrow, L-shaped configuration with a series of buildings and sheds that were typical of facilities that sold lumber and building supplies. It is strategically located on Haddon Avenue and is contiguous to an active business area, Borough Offices and existing parking. It has excellent visibility from the PATCO High Speed Line, over which pass thousands of commuters each day³. The conceptual elevations shown in Figure CBD-12 entitled, "Collingswood Specialty, Retail, Artisan Co-op and Restaurant Terminal," are designed to provide a vision of how this project area could be developed. Estimates indicate that first and second level space will generate approximately 65,000 square feet of rentable area. The concept is to allocate first level space to retail shops and second level space to restaurants that have balcony views over Haddon Avenue and open space decks and covered areas with a view toward the new senior complex at Collings Avenue. Also on the second level, it is envisioned that space will be allocated (at a write-down) for local artisans and artists to have shops and studios directly in the facility. This would be a cooperative arrangement designed to provide a central place for local weavers, sculptors, woodworkers, carvers, metalsmiths, artists, etc.

In aggregate, the Terminal building provides dual front entrances, one from Haddon Avenue and the other from the PATCO Rail side. High visibility and dominant architectural features create a positive visual image for the downtown Collingswood area. An internal combination of specialty shops, artisan and artist's studios plus signature restaurants create a setting for a major downtown attraction.

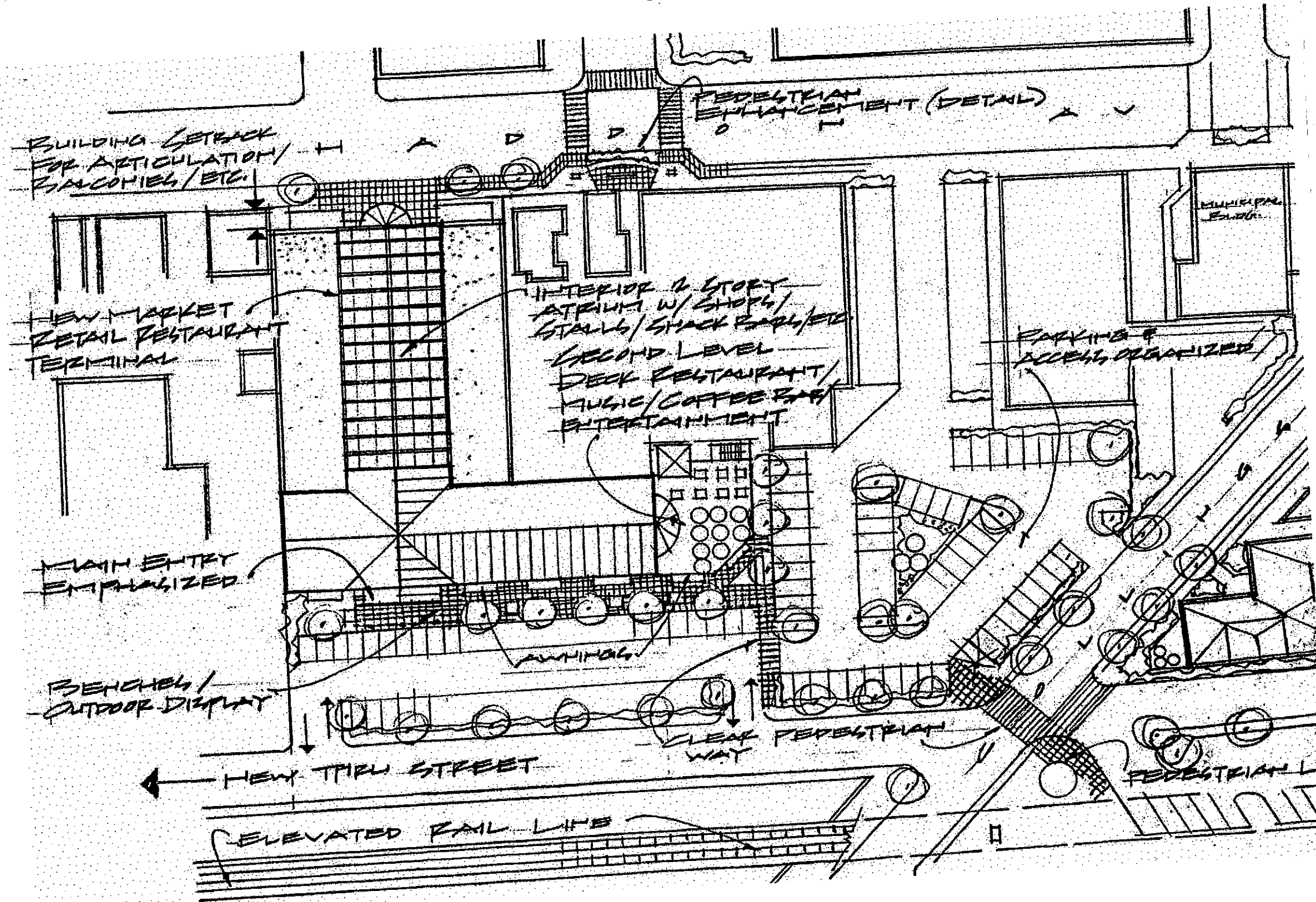
The interior of the Terminal specialty space allows for a wide variety of shops, restaurants, gallery, artisan and artist spaces. The primary corridor at level one is approximately 220 feet long and hosts two front entrances. The leg of the "L", parallel to the PATCO Line is 140 feet long. The shape allows for excellent internal and street to street circulation which will permit pedestrians not only to use this facility, but also to pass through these corridors to exit onto Haddon Avenue and shop in adjacent downtown retail facilities along Haddon Avenue.

³ 41,200 Commuters pass by this site daily -- PATCO

The Terminal Facility represents a bold redevelopment of a site that is lying idle and unproductive along a retail corridor that is attempting to redefine itself.

The concepts presented herein are a visualization of what could be. It is part of the Master Plan Implementation Strategy to identify the potential of a site in a conceptual manner that would graphically identify the potential of individual sites. This project, along with the proposed Collingswood Multi-Purpose Specialty Retail Center and surrounding parking facilities, are an attempt to redefine the configuration of Collingswood's downtown into an area that will be competitive in a specialty, niche market.

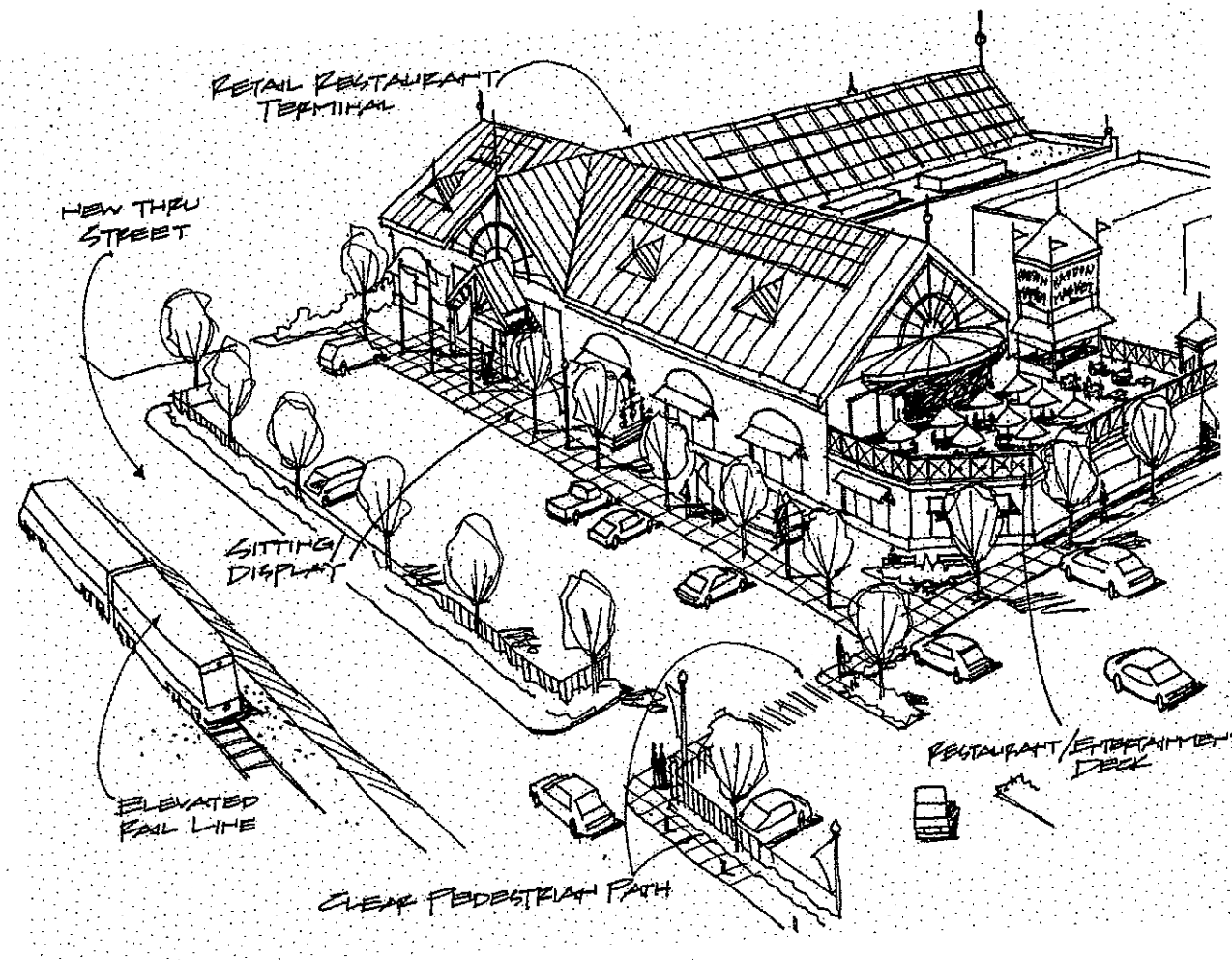
FIGURE CBD-9
COLLINGSWOOD TERMINAL BUILDING



The Terminal Building is conceptually designed to accommodate a combination of uses, including signature restaurants, artists and artisans, co-ops, speciality shops, coffee shops, etc. The "L" shaped configuration of the site has been incorporated in this design to create two axes, one leading inward from Haddon Avenue toward the PATCO exposure and the other parallel to the proposed new through street.

These commercial corridors are divided into 1st and 2nd level groupings where food facilities will be on Level 2, requiring customers to pass by retail facilities on Level 1. Level 2 will also provide space for artists' and artisans' studios on a cooperative basis. These combined attractions are housed in approximately 65,000 square feet of space.

FIGURE CBD-10
EXTERIOR RETAIL/RESTAURANT TERMINAL - PETER LUMBER SITE

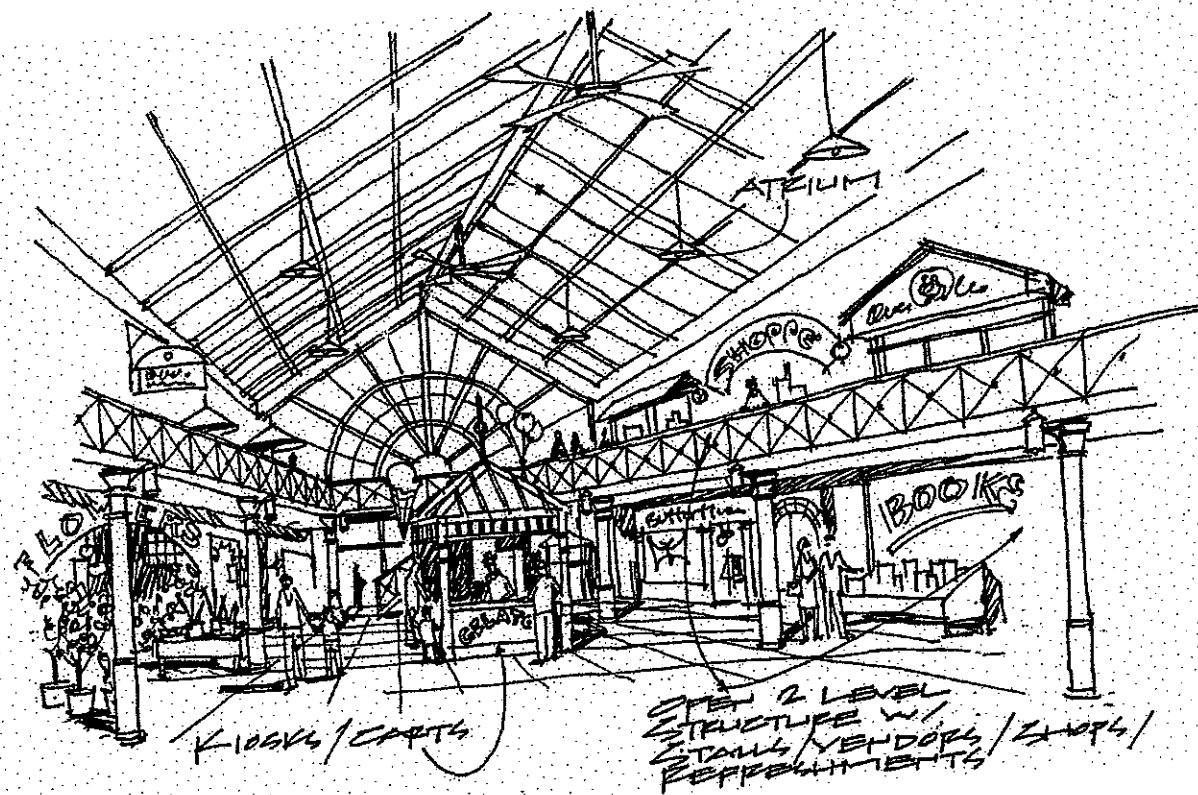


SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1999

The Terminal Building provides dual front entrances; one from the Haddon Avenue side and one from the PATCO rail side. High visibility and dominant architecture features create a positive visual image for Collingswood's downtown area.

An internal combination of speciality shops, artist and artisan studios, plus signature restaurants, create a setting for a major downtown attraction.

FIGURE CBD-11
INTERIOR RETAIL/RESTAURANT TERMINAL - PETER LUMBER SITE



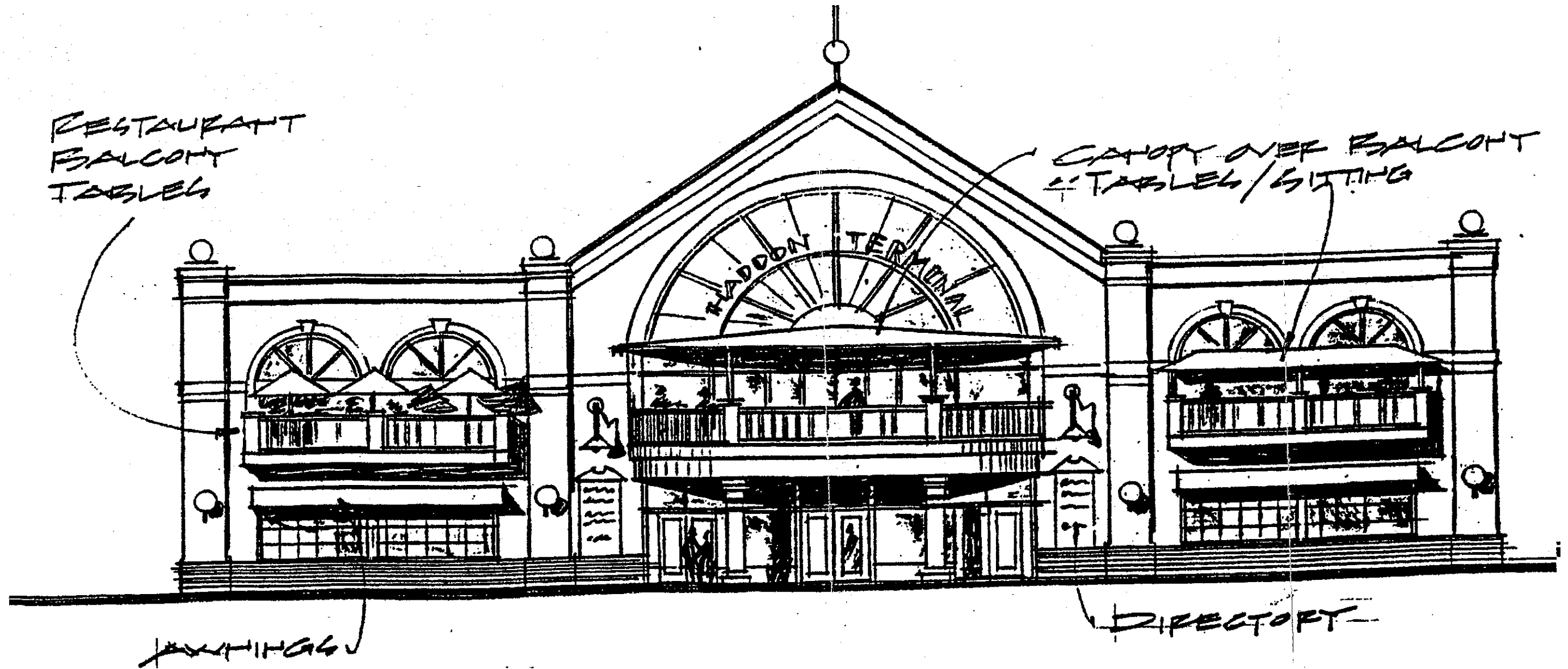
SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1999

The interior of the Terminal specialty space allows for a wide variety of shops, restaurants, galleries and artisan and artist space.

The primary corridor at Level One is approximately 220 feet long and host two front entrances. The leg of the "L" parallel to the PATCO line is 140 feet long.

The shape allows for excellent internal and street-to-street circulation, which will permit pedestrians not only to use this facility, but also to pass these corridors to shop in adjacent downtown retail facilities along Haddon Avenue.

CBD-12
 COLLINGSWOOD SPECIALTY, RETAIL, ARTISANS CO-OP,
 AND RESTAURANT TERMINAL



SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., JUNE 1999

III. SUMMARY

The implementation strategies set forth in this study identify specific concepts that must be discussed and endorsed by the Planning Board and formalized into specific projects by appropriate engineering and architectural analysis. These documents identify areas for concentration and concepts for specific projects. Most importantly, they are presented in the context of a plan for the entire community, which is achievable one component at a time.

These documents, when adopted by the Borough, become a guide for change.

MASTER PLAN IMPLEMENTATION STRATEGIES REDEVELOPMENT PLAN RECOMMENDATIONS

U.S. ROUTE 130 CORRIDOR ANALYSIS

I. INTRODUCTION

The Route 130 Corridor extends for approximately 2,200 feet through the Borough of Collingswood. This highway was previously known as the Burlington Turnpike and State Highway 25. It was designated as a U.S. highway in 1927 and it extends 86 miles from New Brunswick in Somerset County to the town of Deepwater on the Delaware River in Salem County.

It is an older highway that served the needs of citizens and businesses in the communities adjacent to it in an era when there were fewer people, less development along the edges of the highway and fewer cars with lower rates of speed. In that era, the concentration of population was in the major cities, as were the jobs. Public transportation was vibrant and most industrial cargoes were transported by rail, which was linked to the ports of Camden and Philadelphia. In Camden County, the old municipalities along the route, such as Camden, Gloucester City and Collingswood, had strong economies and active retail/commercial districts that served the needs of a population that was not yet bound to the automobile.

During this time, Route 130 developed its residential edges, which, over the course of years, were replaced with highway/commercial businesses. However, with the advent of Federally financed interstate highways after World War II and the subsequent development of the suburbs, Route 130 started to take on another image. Outbound areas in the suburbs with developing communities were able to accommodate the automobile and shopping centers. Such land was not available along the edges of Route 130, which had already been built up by existing residential and highway/commercial uses.

The proliferation of auto repair facilities, residential properties directly along the edges of the highway, used car lots, gasoline service stations and other businesses have resulted in an inappropriate and obsolete pattern of land uses along the highway. These uses, in combination with substantial increases in traffic volume, have generated the need for the following actions to take place. They are:

- Redesign the Route 130 traffic circle to facilitate the free flow of traffic; and
- Develop concept plans to generate an overall implementation strategy for designated areas linked to the Corridor.
- Establish a redevelopment area boundary on either side of the corridor extending from Haddon Avenue to approximately Dwight Avenue along U.S. Route 130.

The boundary for the entire redevelopment area corridor generally extends from Ferry Avenue to Cypress Avenue and the boundary of the Borough of Woodlynne, to Dwight Avenue extending to Wayne Avenue to the PATCO High Speed Line, and then extending in a northwesterly direction to Merion Terrace to Haddon Avenue, then along Haddon Avenue back to Ferry Avenue.

The total area is approximately 55 acres. Within this area one can find a variety of industrial, residential, highway/commercial, offices and similar uses in a variety of conditions.

The purpose of this report is to designate specific areas, which are under-utilized and/or inappropriately used to maximize land uses to benefit to the community with a better ratable base.

II. ANALYSIS OF THE PROPOSED REDEVELOPMENT AREAS

Figure RT130-1, entitled "Route 130 Corridor Analysis - Redevelopment Recommendations", identifies 14 potential subset redevelopment areas within the previously described project boundaries. The areas are labeled A through N and range in size from .71 acres to 13 acres. Each area is described with respect to its location, size, general description and evaluation of conceptual recommendations and suggested design considerations. Of the 14 areas described, key consideration is given to Areas A, B, D, E, F, G, H and a portion of K.

Collectively, these represent approximately a total of 39.9 acres of an estimated 52 acres, which represents net areas exclusive of highway, PATCO lines, streets, etc. The balance of approximately 21 acres is represented by non-key areas, essentially east of Route 130. Thus, the proposed redevelopment strategy is set forth for analysis and consideration by the Borough.

RT. 130 CORRIDOR REDEVELOPMENT PLAN RECOMMENDATIONS	
KEY TO DRAWING	
AREA A	1. Future Building oriented along Rt. 130.
AREA A	2. Create internal parking and circulation.
AREA A & B	3. Install ornamental landscaping along highway.
AREA A	4. Proposed expansion of existing use, creates setting for future expansion.
AREA A	5. Conceptual building design for highway corridor subject to DOT action along Rt. 130 Corridor.
AREA B	6. Access via Haddon Avenue to rear or side of new building.
AREA B	7. Rear yard buffer and fence to separate uses and screen residential.
AREA B	8. Upgrade and facelift treatment of existing use if it remains. If not, then build office type use.
AREA A & B	9. High quality interior "primary design". Incorporate landscaping, signage, sculpture, "Welcome to Collingswood", etc.
AREA E	10. Discuss possible incentives with existing owners for an expansion of facility to make better use of site. Provide possible shared parking in Area D.
AREA D	11. Demolish structures and create shared parking on this site.
AREA E & F	12. Discuss with DOT possibility of consolidating sites.
AREA G	13. Conduct engineering studies to evaluate vacant land in Area G for development potential. Consider drainage, soil contamination, etc.
AREA G	14. Interview existing businesses to determine existing spatial needs. Assist with redevelopment incentives.
AREA G	15. Coordinate area redevelopment planning with City of Camden given the presence of major vacant parcels contiguous to this site.
AREA H	16. Evaluate feasibility for development if flooding problem can be solved. Consider redevelopment as highway commercial use. Consider consolidated auto market, i.e. tire, battery, repair, etc. Other uses should also be investigated depending upon market conditions.
AREA M	17. Highway edge ornamental landscape treatment.
AREA L	18. Support rehabilitation and upgrade existing housing as necessary.
AREA L	19. Develop vacant land as professional office or similar use. Provide access from Delight Ave. Site is approximately 30,000 sq. ft. Should support about 8,000-10,000 sq. ft. of building.
AREA N	20. Site is assumed to be controlled by N.J. DOT, evaluate status. If used as drainage or similar use, then coordinate development of internal decorative landscape plans to create a distinctive identification for Collingswood.
AREA N	21. If site is not to be controlled by DOT, it should be developed for a high visibility highway commercial or office use. This site is approximately 3.4 acres and is an ideal site for developing new commercial retail base.
AREA H	22. N.J. DOT Islands should be intensely and attractively landscaped to create a positive image for the Route 130 Corridor.
AREA L	23. Existing uses to remain
GENERAL NOTES: Establish sign controls for the Rt. 130 Corridor to promote an organized and aesthetic look.	

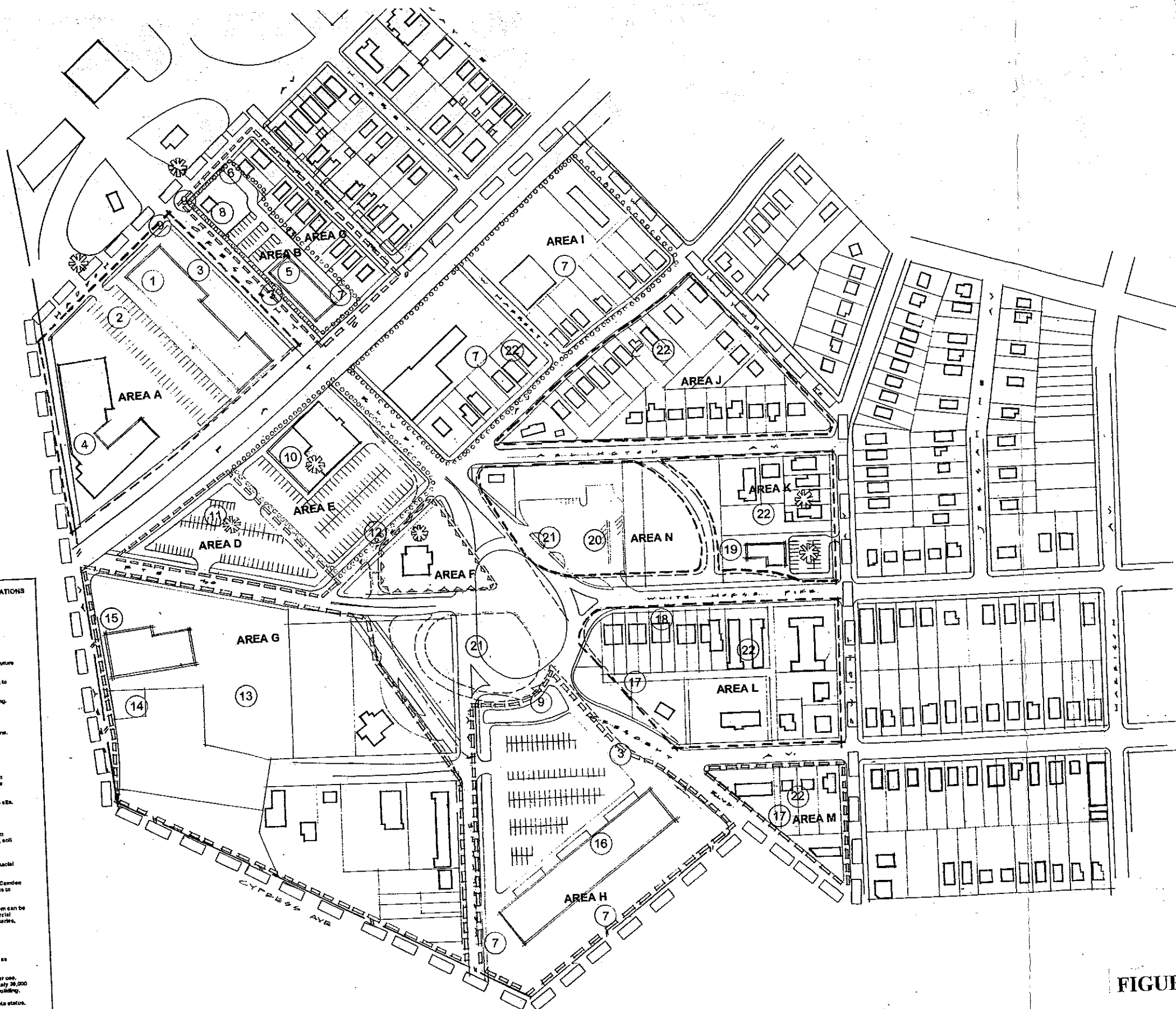


FIGURE ROUTE 130-1

PLAN "1" = 100'

ROUTE 130 CORRIDOR ANALYSIS
REDEVELOPMENT RECOMMENDATIONS
BOROUGH OF COLLINGSWOOD - CAMDEN COUNTY N.J.

PPK

PETER P. KARABASHIAN ASSOC., INC. ATLANTIC CITY, NEW JERSEY
PROFESSIONAL PLANNERS

A. AREA A

Area A is located on approximately a 5.5-acre site between the PATCO Line, Ferry Ave., and U.S. Route 130. It is industrial/commercial in nature with residential uses occurring in obsolete layouts and orientation. Existing industrial uses represent a strong economic element in what is otherwise a dominantly residential pattern of development in the Borough of Collingswood.

The site represents a "gateway" to the City along southbound Rt. 130 traffic and offers an opportunity to consider a concept for redevelopment by designating this area for light industrial development purposes.

The Redevelopment Plan Recommendations show the establishment of "core" industrial buildings located parallel but set back from the highway so as to create an identity, support existing industrial uses, establish off-street parking and loading opportunities in a consolidated design format.

This area also hosts a Japanese Restaurant that has been in existence for many, many years. If, as a result of redevelopment action or DOT widening, this restaurant is displaced, every effort must be made to retain it in Collingswood. Accordingly, alternate sites in the downtown area and other locations should be considered as a possible relocation for this facility and other uses along the highway corridor.

B. AREA B

Area B is located between the PATCO Line to U.S. Route 130 to Haddon Avenue to the rear property lines of the Merion Terrace properties. It encompasses an area of approximately 1.2 acres and has existing uses both commercial and residential directly abutting the highway.

In its current form, the layout is obsolete and requires a complete restructuring. possible New Jersey Department of Transportation widening of U.S. Route 130 will dictate the amount of residual land left in this area. If the widening is not drastic, consideration should be given to developing rear access to these properties from Haddon Avenue and providing space for controlled highway development in terms of office or other highway/commercial uses.

Ornamental landscaping should occur on both sides of the highway in order to create a positive image as an entrance to Collingswood.

C. AREA D

Area D extends from the PATCO Line to Route 130 to property lines behind the Teamsters' Hall. It encompasses an area of approximately 1.4 acres. It is irregular in shape and contains a number of vacant, abandoned structures and is a possible remediation site.

Because of the high possibility of a remediation site, this area should be considered for capping and use as a parking lot. Additional parking, shared or dedicated, would support expanded industrial and commercial activity in the area.

D. AREA E

Area E extends from U.S. Route 130 to Park Avenue to the PATCO Line and the rear property line of Area D. It is approximately 2.5 acres and is rectangular in shape.

The dominant use is an existing headquarters building for the Teamsters' Union, which is approximately 15,000 sq.ft. The existing building was an old supermarket, which has been converted to offices and meeting facilities. A corner property at the intersection of U.S. Route 130 and Park Avenue is a used car facility.

The site has excellent access and visibility, both from the PATCO High Speed Line and U.S. Route 130 and is a keynote site in the community.

It is recommended that a feasibility analysis for expanded use be undertaken. This should be coordinated with the existing owners. Consideration should also be given to potential linkage with Area D as a possible shared or dedicated parking facility between this site and Area A. The value of such action would allow Area E (the Teamsters' site) to undertake an expansion or rebuilding of the existing facility and maximize its potential use. The recommendations are to consider consolidation of the site and to discuss with property owners the feasibility of a joint project.

E. AREA F

Area F is a triangularly shaped parcel between U.S. Route 130, Park Avenue and U.S. Route 30. The parcel is irregular in shape and is approximately .71 acres. The site is that of an existing diner. The site is adjacent to the proposed New Jersey DOT Rt. 130 highway modifications.

Discussion should be carried out with New Jersey DOT to ascertain the feasibility of consolidating this site with Areas D and E by vacating Park Avenue between Routes 130 and 30 and using the vacated street only as access to these adjacent sites.

It is further recommended that the edge treatments be upgraded with landscaping and screening to eliminate any view of the rear of the diner and to present an attractive landscaped view of this highly visible site.

F. AREA G

Area G extends from Ferry Avenue, Route 30, Woodlynne Avenue, and the boundaries of Camden and Haddon Township. It is approximately 13 acres in size and is the largest site in the redevelopment area.

Redevelopment action has already been taken on the portion of this site that extends along the original U.S. Route 130 circle. The area hosts a newly constructed, but yet unopened, supermarket (June 1999), a film storage facility which has had a for-sale sign on it for approximately 2 years, a veterinary hospital, an existing glass company and residential and other uses. The area also has in its center a large undeveloped tract of land, which may be undevelopable due to site conditions. If an engineering analysis determines that the site is developable, this site should be consolidated and considered for industrial development purposes. Questions of developability are raised given the high potential of a fresh water corridor running through the project area. The recently approved supermarket indicated a wetlands buffer line on its site. The full extent of such a line must be mapped to understand the scope of the wetlands and the potential to mitigate the area.

If the site is impacted by wetlands and determined to be not developable, viable existing businesses should be evaluated to ascertain whether or not a public/private partnership, through the redevelopment process, could encourage them to expand. This is particularly true for the film storage, glass company and veterinary hospital.

G. AREA H

Area H is an irregular parcel located along U.S. Route 130, the Woodlynne Borough border and Woodlynne Avenue. It is directly adjacent to Area G and is divided by Woodlynne Avenue. This area is approximately 4.4 acres and consists predominantly of attached residential units with some limited highway/commercial uses. The area consists of 2 triangular parcels separated by Richey Avenue.

Although not part of this study, research indicates that the City of Camden is considering redevelopment activity along Haddon Avenue between Ferry Avenue and Lady of Lourdes Hospital. If such action is being contemplated, then the Borough of Collingswood should upgrade the land uses west of Ferry Avenue between Haddon and the PATCO line. Currently a saloon, liquor store, Chinese restaurant and a vinyl window operation exist without a planned and comprehensive theme. The rear yard of the vinyl window operation is not screened and piles of scrap aluminum create an unsightly view. Given the redevelopment of the Catelli Brothers facility, every effort should be made to encourage the City of Camden to develop a plan that is complementary to those of the Borough.

Given these conditions, the Borough should seek to coordinate the redevelopment of the Route 130 Corridor with the adjoining communities and the New Jersey Department of Transportation. The information provided herein establishes a conceptual basis for such an undertaking.

The exception is Area N, which represents valuable land for development. Discussion should be held with DOT to revise what appears to be drainage use for this area.

**FIGURE RT130-2
ROUTE 130 CORRIDOR ANALYSIS
DESCRIPTION OF PROPOSED CONCEPTUAL REDEVELOPMENT AREAS**

AREA	LOCATION	SIZE	GENERAL DESCRIPTION	EVALUATION	DESIGN CONSIDERATIONS
A*	PATCO Line to Ferry Ave. to Haddon Ave. to U.S. Rt. 130 (Crescent Ave.)	530 x 450 5.5 Acres 238,500 sq.ft.	Industrial-Commercial and Residential uses. Obsolete layout and orientation	Designate as Light Industrial GIVEN HIGHWAY ORIENTATION AND EXISTING INDUSTRIAL USES.	"Gateway" design, creative architecture and landscape design to enhance entrance to Borough.
B*	PATCO Line to U.S. Rt. 130 to Haddon Ave. to rear property lines of Merion Ave. properties.	470 x 110 1.2 Acres 51,700 sq.ft.	Commercial and Residential uses. Obsolete layout. Close proximity to highway	Designate as Highway Commercial subject to adequate site size remaining if DOT widens Rt. 130.	Difficult site to access. Must create alternate access route from Haddon Ave. into site.
C	Merion Ave. Haddon Ave. PATCO Line to rear property lines of property on Merion Ave.	470 x 100 +/- 1.07 Acres +/-	Residential	Buffer Residential from Highway Commercial uses.	Depending upon the design of the U.S. 130 realignment and the use of Area B, substantial buffers may be required for these residential properties.
D*	PATCO Line, Rt. 30 to property line behind Teamsters' Hall (Area E)	320 x 370 Irr.Shape 1.4 Acres est. 59,200 sq.ft.	Vacant with abandoned structures. Probable brownfield site.	Brownfield designation will determine use potential of site. Use as shared employee parking for area uses.	Execute Brownfields Study and design as a controlled parking lot with fencing, landscape and signage considerations.
E*	U.S. 130, Park Ave., PATCO Line to rear property line of Area D	350 x 320 +/- 2.57 Acres est. 112,000 sq.ft.	Existing Office approximately 15,000 sq. ft., old supermarket that has been converted into office and meeting facility. Corner parcel existing used car facility.	Site underutilized. Gives excellent visibility and access from Rt. 130. Recommend feasibility analysis for expanded use. Consider linkage with Area D for shared or dedicated parking. Evaluate linkage with Area F by vacating Park Ave. between U.S. 30 and U.S. 130.	Consolidate site and redevelop as a single unit with existing landowners. Expand useable space by providing linkage to Area D.
F*	U.S. 130, Park Ave. and U.S. 30	250 x 250 Irr.Shape .71 Acres est. 31,250 sq.ft.	Triangular shaped lot. Site of existing diner surrounded by NJ DOT Highway modifications.	Ideally consolidate with Areas D & E. Vacate Park Ave. between Rt. 130 and Rt. 30 using the vacated street only to access adjacent sites.	Design and upgrade edge treatments with landscaping screen at rear of diner with landscaping and decorative materials.
G*	Ferry Ave., Rt. 30, Woodlynne Ave., boundary of Camden and Haddon Twps.	670 x 900 Irr.Shape 13 Acres est. 603,000 ext.	Largest site in Redevelopment Area. New Supermarket facility recently constructed. Existing glass company, film storage, veterinary hospital, residential uses, utility station and other uses. Diverse uses are a combination of old and new.	Combination of old and new uses has developed. The area's vacant parcels must be evaluated with respect to development capacity, i.e. drainage, soil contamination, flooding, etc. If developable, the site has excellent access and orientation to U.S. Rt. 130 Corridor	Conduct engineering feasibility studies to determine vacant land suitability for development. If developable, consolidate parcel and design for light industrial uses. In the alternative, work with existing uses, i.e. glass company, to expand, upgrade commercial and office uses with financial incentives.
H*	U.S. 130, Woodlynne border and Woodlynne Ave.	600 x 650 Irr.Shape 4.4 Acres est. 195,000 sq.ft.	Predominantly attached residential with limited Highway Commercial uses.	Area subject to flooding. Residential properties are impacted. Area is divided by Richey Ave. creating a small triangular cut parcel. Outdoor advertising signs along roadway edge impact homes and highway sites. Orientation to highway and susceptibility to flooding make it eligible to be deemed obsolete.	Site is ideal for Highway Commercial development, subject to correction of flooding problems. In the alternative, the site should be evaluated for use by DOT as a drainage base to free Site N from this use.
I.	U.S. 130, Park Ave., Wayne Ave. to PATCO	750 x 350 6.0 Acres est. 262,500 sq. ft.	Area is a combination of Highway Commercial uses abutting Residential. Divided by W. Narberth Terrace.	Commercial uses are at rear of parcel with access from W. Narberth Terr. Orientation of residential rear yards to Commercial provides areas for adequate buffers.	Site is stable and Commercial and Residential co-exist.
J.	Park Ave., Wayne Ave. and Arlington	650 x 500 Irr.Shape 3.7 Acres est. 162,500 sq. ft.	Area is a triangular parcel consisting of Residential uses.	No change.	Isolate from highway impacts with landscape and screening as required.
K*	Arlington Ave., Dwight Ave., U.S. 30 and proposed DOT access road	320 x 300 Irr.Shape 2.2 Acres est. 96,000 sq. ft.	Residential and vacant land.	Develop vacant land along U.S. 30 for office use. Buffer adjoining Residential. Architectural design should be residential in appearance.	Buffer Residential properties from office development. Provide access to site from Dwight.
L	U.S. 30, Dwight Ave., Richey Ave., U.S. 130	600 x 340 Irr.Shape 4.8 Acres est. 211,750 sq. ft.	The area consists of multi-family residential single family, Residential and Commercial (office)	Area is stable. Needs buffer along highway edge.	Landscape buffer along highway edge.
M	U.S. 130, Richey Ave. and Dwight Ave.	350 x 300 Irr.Shape 2.4 Acres est. 105,000 sq. ft.	Residential uses.	Area consists of Residential uses adjacent to heavy highway corridor.	Buffer from highway with landscaping, fencing and similar techniques.
N	U.S. 130, Arlington Ave., U.S. 30 and DOT access road	500 x 300 Irr.Shape 3.4 Acres est. 150,000 sq. ft.	Vacant	Possible N.J. DOT site.	Discuss with N.J. DOT. to consider use as a high visibility development site.

*Key Areas

SOURCE: PETER P. KARABASHIAN ASSOCIATES, INC., 1999