

Master Plan Implementation Strategy

Implementing Master Plan Recommendations

Borough of Collingswood, New Jersey

JUNE 1999

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**COLLINGSWOOD MASTER PLAN
IMPLEMENTING MASTER PLAN RECOMMENDATIONS
PROJECT IMPLEMENTATION SUMMARY AND REFERENCE¹**

PROJECT DESCRIPTION	LOCATION	TYPE OF PROJECT	FUNDING SOURCE	DOCUMENT REFERENCE
Land Use				
Refine Land Use Plan to reflect distinct areas for residential, single-family & multi-family – Commercial and Industrial – Highway Commercial uses.	Borough-wide	Master Plan Recommendation		Master Plan Land Use and Land Use Map
Housing				
Promote conversion of multi-family homes to single-family in the area of single family homes.	Single family areas Borough-wide	Master Plan Incentive funding for deconversion	Bond Allocation – create revolving fund. Low interest rate	Goals – Objectives; M.P. Housing Element; Land Use Element
Expand code enforcement program by inspecting all rental units in Borough on annual basis (minimum) or upon occupancy.	Borough-wide. Concentrate on large scale apartment units.	Inspection	Fee based, self-liquidating	M.P. Housing Plan
Community Facilities				
Relocate Public Works Department to Newton and Comely Ave.	Public Works site at Newton & Comely Avenue	Municipal	Municipal Bond	M.P. Community Facilities.
Consolidate Police Department, Board of Education, and other offices into existing Public Works Bldg.	Redevelop existing Public Works site at N. Atlantic & Collings Ave.	Municipal	Municipal Bond	M.P. Community Facilities M.P. Implementation Strategy
Knight Park A. Redesign to enhance use. Work with stakeholders to accommodate all users. B. Define parking strategy. C. Redesign to enhance use	Knight Park	SEE DRAFT AND COPY IN TEXT		
Circulation				
Develop additional off-street public parking around Haddon Avenue Commercial Core C.B.D.	Haddon Avenue Commercial District Core.	Municipal Redevelopment Agency	Municipal Bond. Intermodal Surface Transportation Efficiency Act (ISTEA)	M.P. Circulation Element M.P. Implementation Strategy
Provide traffic calming devices along Haddon Avenue				
Widen Collings Avenue between South Park Rd. and Lakeview Drive.				
Change parking along South Atlantic Ave. between Collings Ave. and Lees Avenue from parallel to head in parking				
Institute shuttle trolley between major apartment complexes and Central Business District.				
Develop shared, off-street parking in the West Collingswood and, to a lesser extent, along the Rt. 130 Corridor				
Rt. 130 Corridor, coordinate N.J. DOT highway improvement plans with Borough Master Plan Implementation Strategy		N.J. DOT & Municipal Redevelopment Agency	N.J. DOT	
Conservation				
Evaluate publicly owned open space for potential mitigation site.	Champion Ave. and north branch Newton Creek	Municipal	Municipal	M.P. Conservation Plan.
Historic Preservation				
Develop a design and restoration brochure for the Borough			Technical Support: • National Trust for Historic Preservation • National Parks Service • N.J. Dept. of Community Affairs • N.J. Historic Preservation Office • Preservation New Jersey Financial Support: • N.J. Historic Trust Municipal: • Financial incentives for individual restorations	
Register historic properties.				
Prepare an inventory of eligible properties.				
Evaluate a long term stewardship program with the Collings-Knight Historical Society for the Collings-Knight House.				
Recycling				
Investigate funding for pay-as-you-throw	Borough-wide	Municipal	U.S. EPA Grant	M.P. Recycling Element
Investigate bidding waste services with adjoining municipalities.				

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

¹This document is intended to provide the Governing Body, Planning Board and Administration with a summary of all Master Plan and Strategic Implementation Plan Recommendations, which can then be prioritized by the Community.

**COLLINGSWOOD MASTER PLAN
MASTER PLAN IMPLEMENTATION STRATEGY SUMMARY**

PROJECT DESCRIPTION	LOCATION	TYPE OF PROJECT	FUNDING SOURCE	DOCUMENT REFERENCE
West Collingswood				
Façade Restoration Program to develop a uniform 1920's storefront theme	U.S. 30 & Collings Avenue	Municipal Redevelopment	Public/Private Redevelopment Action • N.J. Dept. of Community Affairs Neighborhood Preservation Program • SID Program • ISTE A Grant • Camden Co. Improvement Authority	M.P. Community Facilities
Redevelop vacant bank building into a specialty use, i.e. signature restaurant				
Initiate sign controls and window treatment to create an authentic theme in the neighbor center.				
Promote a marketing strategy to address needs of area residents, i.e. Parkview Apartments.				
Promote adaptive reuse incentives for architecturally significant residential buildings for conversion to professional offices while maintaining residential look.				
Promote off-street parking plan to service the Neighborhood Center area.	U.S. 30, Magill, Harrison & Franklin Avenues		• Camden Co. Improvement Authority • Public/Private Partnership	
Scottish Rite Temple – promote open uses as cultural facility				
Rt. 130 Corridor Redevelopment Plan				
Create 14 Planning Areas within Corridor (A thru N)	Rt. 130 Corridor from Haddon Ave. to Woodlyne border extending east and west of roadway generally to Ferry, Cypress, Dwight, Wayne and Merion Avenues (See Map Rt. 130 Corridor Analysis).	Municipal – County Redevelopment Action N.J. DOT	Municipal Redevelopment N.J. DOT ISTEA Grant Camden County Redevelopment Authority.	M.P. Implementation Strategy Rt. 130 Corridor Analysis Map and Test
Designate individual redevelopment sites				
Coordinate with existing businesses to provide incentives and space to expand,				
Initiate necessary wetlands analysis to establish wetlands buffers				
Provide shared or dedicated parking for designated developers.				
Coordinate with N.J. DOT & integrate them with Borough's Redevelopment Strategy				
Haddon Avenue Central Business District				
Support Special Improvement Development District.	W. Knight Ave. to Fern Ave. to Maple Ave., Spring Ave. and the PATCO High Speed Line	Municipal Camden County (for Haddon Ave. right-of-way Treatment)	• Municipal Bond • ISTE A • Camden County Improvement Authority • Casino Redevelopment & Development Authority	M.P. Implementation Strategy See Special Project Maps & Drawings
Establish Main St. Coordinator				
Initiate façade and window treatment program				
Develop off-street parking program				
Initiate downtown beautification program with "Borough Plaza Park", water tower, Wawa, Borough Hall & Martin's murals.				
Develop marginal road system from W. Knight to Irvin Ave. along the old N. Atlantic Ave. right-of-way.				
Widen Collings Ave. between Lakeview Drive and Haddon Avenue				
Relocate incompatible land uses through voluntary or public action.				
Initiate the following projects: Borough Plaza Park Traffic calming extensions along Haddon Avenue				
Redevelopment of Peter Lumber site into a specialty retail, restaurant & artist/artisan coop.				
Relocate the Public Works and Police Departments and use area for multi-purpose specialty retail and office complex.				
Relocate Police Department and Board of Education into office complex.				
Develop on public lands Collingswood Multi-purpose Specialty and Retail Center.				