"Discovering Collingswood"

A Master Plan for the Borough of Collingswood

Circulation Plan Element

JUNE 1999

Peter P. Karabashian Associates, Inc.
Professional Planners

27 Gordons Alley
Atlantic City, NJ 08401

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A Master Plan for the Borough of Collingswood

Circulation Plan Element

Prepared for:

Borough of Collingswood Planning Board as part of the Community's Master Plan Analysis

Prepared By:

Peter P. Karabashian
NJ License # 1375

Peter P. Karabashian Associates, Inc.
27 Gordons Alley
Atlantic City, NJ 08401
609-347-0311

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(The original of this report has been signed and sealed in accordance with the law)

PPK No. 2800.00

COLLINGSWOOD MASTER PLAN
CIRCULATION PLAN ELEMENT

EXECUTIVE SUMMARY

The Collingswood Circulation Element examines the present conditions of the pedestrian, vehicular and mass transit conditions in the borough and offers recommendations to meet present and future circulation demands on those systems. Providing for adequate circulation within and around the community is vital for the movement of residents, goods and services, and vital local functions such as emergency service response. In Collingswood, the circulation element is vital to:

- Providing unencumbered access to the downtown area
- Providing adequate parking that is strategically located throughout the downtown area
- Providing safe pedestrian circulation in the downtown by introducing traffic calming strategies
- Improving circulation patterns on county and state roadways and appropriately linking them to the local street system
- Providing safe and marked pedestrian and bike circulation routes to schools, shopping and recreation areas.

Inventory of Circulation Elements

A detailed inventory of the conditions of the circulation infrastructure in the Borough was collected. Information was complied on the following elements:

- U.S. Route 30 (White Horse Pike) and U.S. Route 130
- The 9.3 miles of County roads in the Borough
- The 33.25 miles of municipal streets
- Sidewalks and bikepaths
- The PATCO High Speed Line and station facilities situated at the southern terminus of Styles Avenue.
- The Route 403, 450, and 451 buses of New Jersey Transit

Downtown Collingswood Parking Analysis

To determine the validity of the perceived lack of parking in the Haddon Avenue commercial district, a comprehensive parking analysis was conducted in that area. The survey found that there is a less than an adequate number of parking spaces in the downtown, and that the situation is aggravated by the fact that parking spaces are not distributed adequately.

Critical Intersections

Critical intersections in the Borough are those intersections identified by the Collingswood Police Department as having problems with traffic flow, accidents, and/or in need of traffic control devices. These intersections include, among others detailed in this report, the following:

- *Collingswood Circle* - the intersection of Rt 130, Rt 30, Clay Avenue, Park Avenue and Old White Horse Pike has most of the motor vehicle accidents reported in the Borough.
- *Route 130 ramps for Haddon and Maple Avenues* - these ramps are in a high traffic area with little or no traffic control devices.
- *Route 30 and Collings Avenue* - heavy traffic flow and pedestrian cross traffic result in this intersection being the scene of numerous accidents.
- *Collings Avenue and Richey Avenue* - a high volume of pedestrian crossings
- *Collings Avenue and Haddon Avenue* - problems caused by the angle of the intersection and high traffic volume are exacerbated by the proximity of the fire and police departments to this intersection

Recommended Parking and Circulation Improvements

The following actions are recommended to improve circulation throughout the community as well as to address the need for parking to serve the commercial areas of the municipality.

- Coordinate land development activities along the Route 130 with NJDOT as an element of the forthcoming reconstruction of the Collingswood Circle.
- Develop additional off-street parking in the Haddon Avenue Commercial Core as part of the comprehensive redevelopment program.
- Provide for the installation of traffic calming devices along Haddon Avenue through the commercial area.
- Widen Collings Avenue between Haddon Avenue and South Park Road / Lakeview Drive.
- Change parking along South Atlantic Avenue between Collings Avenue and Lees Avenue from parallel to head-in parking.
- Institute a local shuttle or jitney route connecting the existing apartment developments in the municipality with the downtown area
- Undertake the realignment of the Maple Avenue/Frazier Avenue and Maple Avenue/Woodlawn Avenue intersections.
- Install bicycle racks in prominent locations throughout the Borough to promote cycling as an alternative mode of transportation.

COLLINGSWOOD MASTER PLAN
CIRCULATION PLAN ELEMENT

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I. INTRODUCTION

Cities and towns have historically grown around transportation linkages such as seaports, rail terminals and the intersections of major highways. Providing for adequate circulation within and around the community is vital for the movement of residents, goods and services, and vital local functions such as emergency service responses. Thus, a well thought out circulation plan is a key element in identifying how the municipality will achieve the purpose of the New Jersey Municipal Land Use law to "encourage the location and design of transportation routes that promote the free flow of traffic."

In Collingswood the circulation element is even more that the promotion of "... the free flow of traffic." A good circulation plan is vital to:

- Providing unencumbered access to its downtown area
- Providing adequate parking strategically located throughout the downtown area
- Providing safe pedestrian circulation in the downtown by introducing traffic calming strategies
- Improving circulation patterns on county and state roadways and appropriately linking them to the local street system
- Providing safe and marked pedestrian and bicycle circulation routes to schools, shopping and recreation areas.

II. INVENTORY OF CIRCULATION ELEMENTS

A. STREETS, ROADS AND HIGHWAYS

As shown on Figure C-1, entitled "Roadway Jurisdictions" there is a combined total of 44.5 miles of State, County and local streets, roads and highways in Collingswood.

FIGURE C-1
ROADWAY JURISDICTIONS

BOROUGH OF COLLINGSWOOD, NJ

GOVERNING AGENCY	MILES OF ROADWAY	% OF TOTAL
NJ Dept. of Transportation	1.95	4.4
Camden County	9.30	20.9
Borough of Collingswood	33.25	74.7
TOTAL	44.50	100.0

SOURCE: BOROUGH OF COLLINGSWOOD SUPERINTENDENT OF PUBLIC WORKS
COMPILED BY: PETER P. KARABASHIAN ASSOCIATES, INC. JUNE, 1998

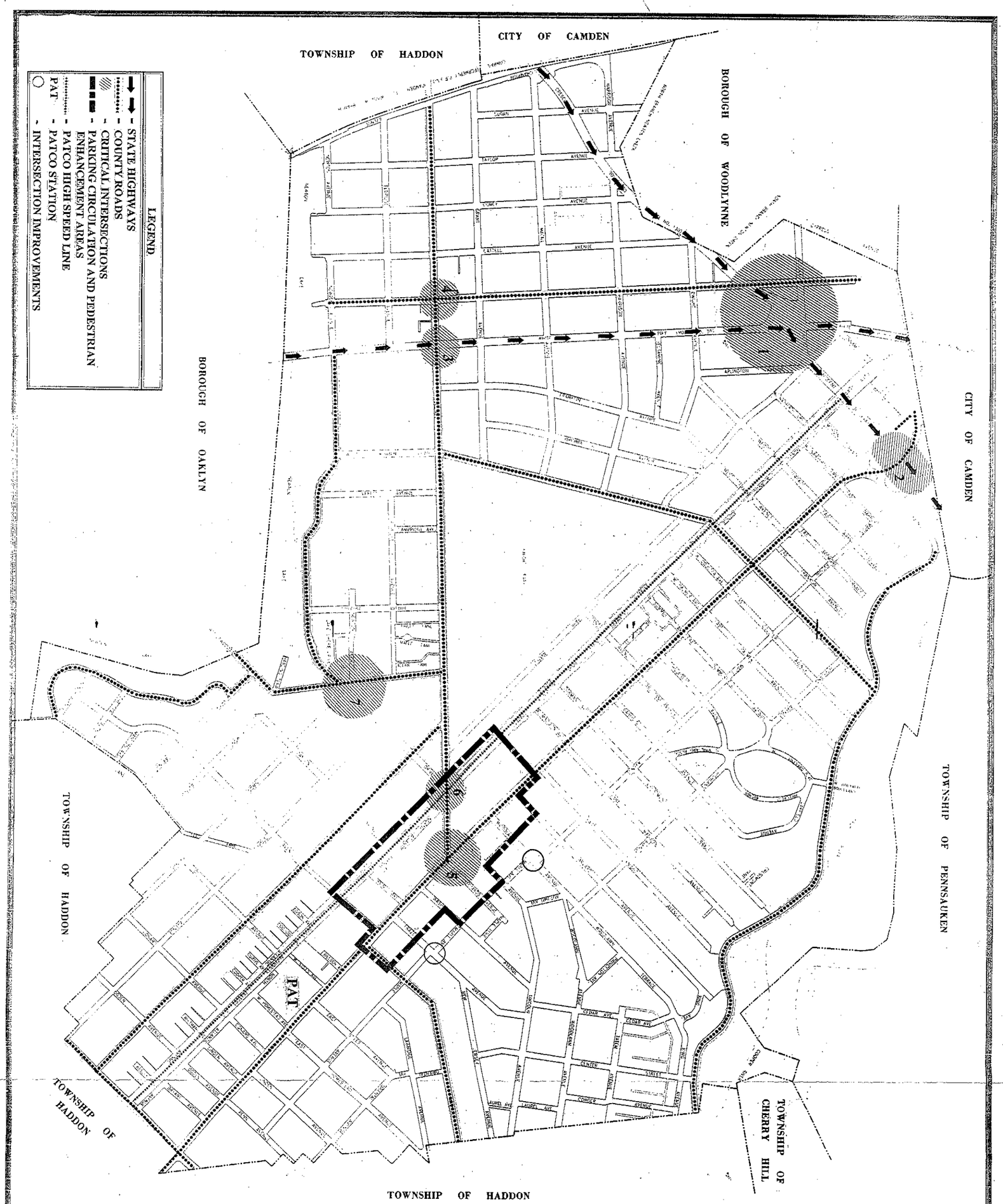
Figure C-2 is a copy of the Circulation Plan map on which the State and County highways are identified.

1. State Highways

The two highways, maintained by the NJ Department of Transportation, provide a regional roadway connection linking Collingswood with the surrounding area. These highways are U.S. Route 30 (a/k/a White Horse Pike) and U.S. Route 130 (Crescent Boulevard).

Route 30 is constructed as a two-lane roadway and runs in a southeast to northwesterly direction across the southwest corner of the Borough. Crescent Boulevard is a four to six lane divided highway that runs along the western edge of the Borough in a north/south direction.

The site of the intersection of these two highways is known as the Collingswood Circle. NJDOT is in the process of land acquisition for the purpose of realignment of the roadway configuration at this area to eliminate the current circle configuration in creating a more modern, signalized intersection.



PPK
Peter P. Karabashian Associates, Inc.
Professional Planners
27 Gordon's Alley
Atlantic City, New Jersey 08401
Phone: (609) 374-0311 Fax: (609) 347-1819
Map Source: Remington & Vernick Engineers (10/21/97)

Circulation Plan
Borough of Collingswood
Camden County, New Jersey

FIGURE C-2

2. County Roads

As reflected on Figure C-2, Collingswood is well served by the County road system which connects the Borough with its immediately surrounding communities. There are 9.3 miles of County roads in the Borough or roughly 20.9% of the total roadway system.

Figure C-3 identifies the County roads in Collingswood by route number, name, proposed classification and existing and proposed right-of-way widths and proposed cartway widths. The County road system includes several roads that are key to the local circulation system in the Borough including Haddon Avenue (the downtown commercial core) and Collins Avenue. The Camden County Highway Circulation Plan[1] recommends only limited improvements on the County road system in the Borough consisting of signal interconnection and improvements along Haddon Avenue and corridor improvements on Cuthbert Boulevard to the north of Haddon Avenue.

3. Local Streets

The street system maintained by the Borough of Collingswood makes up the bulk of the local roadways in the community. There are 33.25 miles of municipal streets which account for 74.4% of the roadways in the Borough.

Local streets serve as the primary means of access to individual properties and serve as minor collectors funneling traffic to the county and state highway systems.

According to the Superintendent of Public Works, the local street system is generally in good condition. Figure C-4 is a listing of the recommended improvements the local street system over the next ten years. The work proposed consists primarily of re-milling and re-paving the section specified.

4. Bicycle and Pedestrian Improvements

The majority of the Borough's streets are lined on both sides by an extensive network of sidewalks. This network allows residents to walk from their homes to places throughout the Borough. Most of the local streets provide enough room for bicyclists, however, in certain areas, such as Collings Avenue, designated bicycle lanes could be provided to ease the traffic flow through the area.

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[1]Delaware Valley Regional Planning Commission, July 1993

FIGURE C-3

CHARACTERISTICS OF COUNTY ROADS
BOROUGH OF COLLINGSWOOD, NJ

ROUTE #	NAME	PROPOSED CLASSIFICATION	EXISTING R.O.W.	PROPOSED R.O.W.	CARTWAY WIDTH
561	Haddon Avenue	Principal Arterial	66 ft	66 ft	46 ft
629	South Park Drive	Collector	50 - 55 ft	50 - 55 ft	36 ft
630	Collins Avenue	Minor Arterial	49.5 ft	66 ft	36 ft
636	Cuthbert Boulevard	Principal Arterial	49.5 ft	66 ft	36 ft
640	Fern Avenue	Collector	50 ft	50 ft	36 ft
641	Park Avenue	Collector	50 ft	50 ft	36 ft
648	Beetlewood Avenue	Collector	60 ft	60 ft	46 ft
659	Browning Avenue	Minor Arterial	49.5 - 50 ft	60 ft	36 ft
729	Richey Avenue	Local	50 ft	50 ft	36 ft
730	Newton Lake Drive	Local	49.5 ft	49.5 ft	36 ft
732	Park Drive	Collector	49.5 ft	49.5 ft	36 ft

SOURCE:"CAMDEN COUNTY HIGHWAY CIRCULATION PLAN",
DELAWARE VALLEY REGIONAL PLANNING COMMISSION, JULY, 1993
COMPILED BY: PETER P. KARABASHIAN ASSOCIATES, INC., MAY 1998

FIGURE C-4

RECOMMENDED LOCAL STREET IMPROVEMENTS
BOROUGH OF COLLINGSWOOD, NEW JERSEY

TIME PERIOD	STREET	SECTION TO BE REPAIRED
5 YEAR	Frazer Avenue	Haddon Avenue to Lincoln Avenue
	Center Avenue	
	South and North Vineyard	Garfield Avenue to South Park Drive
	East Summerfield Avenue	Haddon Avenue to Highland Avenue
	Belmont Avenue	Dayton Avenue to Lees Lane
	Everett Avenue	
	Eldridge Avenue	Beetlewood Avenue to Everett
	Highland Avenue	Browning Road to Hillcrest Avenue
10 YEAR	Lawnside Avenue	Maple Avenue to Homestead Avenue
	New Jersey Avenue	Frazer Avenue to Haddon Township
	Comly Avenue	Crescent Blvd. to Newton Avenue
	Taylor Avenue	Crescent Blvd. to Newton Avenue
	Eldridge Avenue	White Horse Pk. To Champion
	Maple Avenue	Browning Rd. to Crestmont Terrace
	Dayton Avenue	South Atlantic Ave. to Belmont Ave.
	Taylor Avenue	Crescent Blvd. To Newton Avenue

SOURCE:BOROUGH OF COLLINGSWOOD SUPERINTENDENT OF PUBLIC WORKS
COMPILED BY: PETER P. KARABASHIAN ASSOCIATES, INC., MAY 1998

B. TRANSIT

Colllingswood is reasonably well served by mass transit services provided by the Delaware River Port Authority (DRPA) and New Jersey Transit (NJT).

1. PATCO High Speed Line

The DRPA through its Port Authority Transit Corporation (PATCO) operates a 14.2 mile rapid rail transit system from Lindenwald in Camden County to Center City Philadelphia. The PATCO line which has been providing interstate service since early 1969 carries an average weekday ridership of 41,200 persons. The PATCO line has a total of 13 stations; 4 in Center City Philadelphia, 2 in downtown Camden; and 7 "suburban" park and ride stations. The park and ride stations are identified as Lindenwald, Ashland, Woodcrest, Haddonfield, Westmont, Collingswood and Ferry Avenue.

The PATCO line runs parallel to and 1 block south of Haddon Avenue. The PATCO station facilities are situated at the southern terminus of Styles Avenue. The PATCO station facilities consist of an elevated platform and approximately 415 surface parking spaces.

2. New Jersey Transit

Collingswood is also serviced by three buses routes operated by New Jersey Transit which provides regional transit linkage of the Borough with surrounding communities. These routes are:

- Route 403 (Turnersville, Lindenwald, Philadelphia) which operates on the White Horse Pike through Haddonfield. This route provides connection with Patco at the Ferry Avenue station.

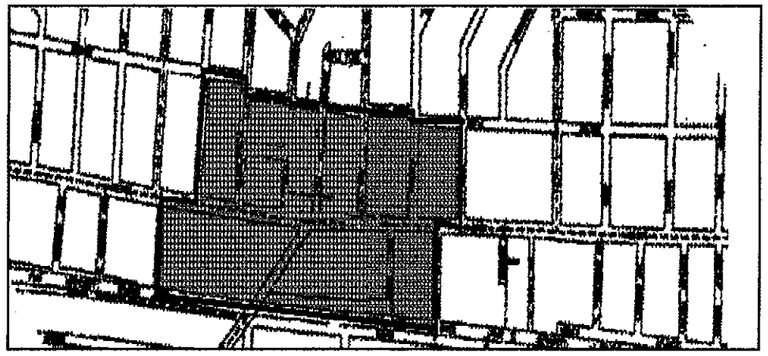
- Route 450 (Cherry Hill Mall, Audubon, Camden). This route only travels through Collingswood at the intersection of Cuthbert Road and Haddon Avenue. Generally this route runs an approximate northeast to southwest direction.

- Route 451 (Echelon Mall - Camden). This route follows Haddon Avenue through the Borough and allows for stops at the Collingswood and Patco station.

C. DOWNTOWN COLLINGSWOOD PARKING ANALYSIS

The major impression of the Borough is the perceived lack of parking in the Haddon Avenue commercial core of the municipality. To determine the validity of this perception, a comprehensive parking analysis has been conducted of the area generally bounded by Maple Avenue, Fern Avenue, Lees Avenue, the PATCO line, W. Knight Avenue and Harvard Avenue. The boundaries of the study area are identified on enclosed Figure C-5.

FIGURE C- 5
BOUNDARIES OF THE DOWNTOWN PARKING STUDY AREA:
BOROUGH OF COLLINGSWOOD, NJ



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

The estimated demand for parking in the study area exceeds the available supply of off street and on street parking by an estimated 173 spaces.

The analysis conducted included a count of the total on-street and off-street parking spaces available in the study area, identification of the existing uses along Haddon Avenue and in the area between Haddon Avenue and the PATCO line and the estimation of the parking required for each use based on the building size and type of use or the number of residential units. This information was compiled to generate an estimated total parking demand on a block by block basis in the study area. Figure C-6 charts the findings of this inventory.

FIGURE C-6

PARKING DEMAND ANALYSIS OF THE HADDON AVENUE COMMERCIAL CORRIDOR:
BOROUGH OF COLLINGSWOOD, NJ

BL. #	COMM S.F.	REQ'D PARKING[2]	OFFICE S.F.	REQ'D PARKING[3]	RES. UNITS	REQ'D PARKING[4]	TOTAL REQ'D PARKING	TOTAL ON ST. PARKING	TOTAL OFF ST. PARKING[5]
22	0	0	16,480	50	1	2	52	23	61
24	14,712	57	0	0	2	4	61	34	15
30.01	10,208	41	0	0	9	18	59	23	0
30.02	29,713	119	1,000	3	5	10	132	43	0
31	15,460	62	12,552	38	1	2	102	13	80
37	9,438	38	21,137	63	8	16	117	32	14
38	12,576	50	5,637	17	6	12	79	29	107
50	0	0	5347	16	2	4	20	40	70
65	4,032	16	19,782	59	1	2	77	50	106
66	12,420	50	20,594	62	2	4	116	9	0
67	2,738	11	11,719	35	2	4	50	5	202
94	15,520	62	6,464	19	7	14	95	8	67
95	68,079	172	31874	95	7	14	281	32	140
96	43,185	172	31874	95	7	14	281	34	143
Total	**238,081**	**952**	**157,146**	**471**	**60**	**120**	**1,543**	**365**	**1,005**

SOURCE: SQUARE FOOT ESTIMATES BASED ON FIELD IDENTIFICATION OF USES AND ESTIMATED BUILDING AREAS MEASURED FROM SANDBORN MAPS AND AERIAL PHOTOGRAPHS. PARKING ESTIMATES BASED ON FIELD IDENTIFICATION. PETER P. KARABASHIAN ASSOCIATES,INC., 1998

[2]Commercial parking calculated at a ratio of 4 spaces/1000 sf based on ITE average peak weekend demand for retail facilities.
[3]Office parking calculated at a ratio of 3 spaces/1000 sf, based on ITE average weekday demand for office parking.
[4]Residential parking calculated at 2 spaces/unit based on NJ Residential Site Improvement Standards.
[5]Excludes parking at the PATCO station (413 spaces).

As reflected on this Figure, the estimated demand for parking in the Haddon Avenue commercial corridor study area is 1,543 parking spaces. To serve this need, there is an existing supply of approximately 1,370 spaces - 365 on-street parking spaces and 1,005 off-street parking spaces. This total excludes the 413 off street parking spaces serving the PATCO high speed line. Thus the findings of this survey confirm the perception that there is a dearth of parking supporting the downtown commercial core of the Borough.

A further review of Figure C-6 also finds that the parking that is available is dispersed in a fashion that does not correspond to the demand created by the uses in the business district. For example, the uses on Blocks 30.01 and 30.02 , which are bounded by Lincoln, Maple, Washington and Haddon Avenues, generate a demand for an estimated 191 parking spaces while only 66 spaces are available on the adjacent streets. The pattern of parking dispersal contributes to the perception of inadequate parking in downtown Collingswood.

In order to address the parking deficiency, it is recommended that the Borough adopt a re-development plan for the downtown area that incorporates the development of supportive parking needed to serve the core business area in conjunction with other transportation and circulation improvements and also programs for building renovation and enhancements designed to improve the image of the commercial district. Potential parking and circulation improvements include sidewalk improvements, such as decorative paving, street trees, benches and themed lighting to encourage pedestrian activity, and traffic calming measures including "bumping out" sidewalks at intersections and pedestrian crossing points and changing the texture of the roadway by installing bands of brick pavers. The use of bicycles as an alternative to the automobile should also be encouraged by the installation of appropriately themed bike racks.

It is further recommended that the Borough consider the establishment of a local shuttle service linking existing multi-family developments with the Haddon Avenue business district, Knight Park and the Roberts Pool Complex. The shuttle can be a themed trolley that is also tied into special events and activities in the downtown area. The purpose of creating a shuttle is to make it convenient for residents of the apartment complexes in the Borough, particularly senior citizens to support the various commercial entities along the Haddon Avenue corridor of the municipality.

D. CRITICAL INTERSECTIONS

Figure C-2 also identifies as critical intersections those intersections identified by the Collingswood Police Department as having problems with traffic flow, design or traffic control device change/requirement. These intersections are:

- Collingswood Circle - the intersection of Rt 130, Rt 30, Clay Avenue, Park Avenue and Old White Horse Pike is identified as leading in the total number of motor vehicle accident reports.
- Route 130 ramps for Haddon and Maple Avenues - these ramps are in a high traffic area with little or no traffic control devices.
- Route 30 and Collings Avenue - heavy traffic flow and pedestrian cross traffic result in this intersection being the scene of numerous accidents.
- Collings Avenue and Richey Avenue - a high volume of pedestrian crossings
- Collings Avenue and South Atlantic Avenue/Lakeview Drive - problems are created by the existing roadway alignment and high volumes of passenger and pedestrian traffic
- Collings Avenue and Haddon Avenue - problems caused by the angle of the intersection, high traffic volume are exacerbated by the proximity of the fire and police departments to this intersection
- "Five Points" (Beetlewood Avenue, Lakewood Avenue, Linwood Avenue, Newton Lake Drive and Newton Avenue) - crossover traffic movements need to be addressed.

In addition to the intersections identified by the police department, there are two intersections identified in the Downtown Parking study as requiring modification. Along Maple Avenue, the intersections with Frazier Avenue and Woodlawn Avenue are recommended for realignment to eliminate roadway offsets and to promote a smooth flow of traffic.

III. RECOMMENDED PARKING AND CIRCULATION IMPROVEMENTS

The following actions are recommended to the Borough that should be undertaken to improve circulation throughout the community as well as to address the need for parking to serve the critical commercial areas of the municipality.

A. Coordinate land development activities along the Route 130 with NJDOT as an element of the forthcoming reconstruction of the Collingswood Circle. The objective is to attract appropriate highway oriented commercial development, limit the number of access/egress points on the highway and provide appropriately designed storm water management facilities to control the rate of runoff from the site.

B. Develop additional off-street parking in the Haddon Avenue Commercial Core as part of the comprehensive redevelopment program. This off-street parking should include linkages and cross easements between properties thus creating a marginal off-street parking area behind the existing store fronts.

C. Provide for the installation of traffic calming devices along Haddon Avenue through the commercial area. Examples of appropriate elements could include but not be limited to "bump outs" (roadway narrowing) at intersections and change of surface materials (brick pavers) which serve to reduce vehicular speeds. Traffic calming elements should be coordinated with the redesign and theming of the Haddon Avenue corridor.

D. Widen Collins Avenue between Haddon Avenue and South Park Road / Lakeview Drive. This roadway widening would allow for the creation of separate right and left turn lanes at the intersection thus improving the capacity of the road to handle daily peak hour traffic.

E. Change parking along South Atlantic Avenue between Collings Avenue and Lees Avenue from parallel to head in parking. This minor reconfiguration from parking is a low cost means of providing an estimated 90 additional parking spaces in relatively close proximity to the downtown commercial area.

F. Institute a local shuttle or jitney route connecting the existing apartment developments in the municipality with the downtown area. A themed trolley should be used for this purpose and tied into downtown business promotions and other special events.

G. Undertake the realignment of the Maple Avenue/Frazier Avenue and Maple Avenue/Woodlawn Avenue intersections to eliminate roadway offsets and promote a smooth flow of traffic.

H. Install bicycle racks in prominent locations throughout the Borough to cycling as an alternative mode of transportation. Additional incentives for cyclists would be a designated bicycle lanes on major thoroughfares or a singed bicycle path, through the streets of the Borough. The Borough should install DOT's "Share the Road" signs, which alert drivers to the presence of cyclists.