Moorestown, New Jersey
Visions for the Main Street Area, Lenola Commercial Area, and the Moorestown Mall Area

Recommendations Based on
The Results of a Public Visioning Process

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The Township of Moorestown had the distinction in 2005 of being ranked as the best place to live in America by Money magazine. This is no secret to its residents, Moorestown has a successful historic downtown—centered along Main Street, and it has a true sense of community. Despite its high visibility, opportunities exist in the township which would enhance its sense of community and secure its vitality in the future.

This Vision Plan focused attention on underutilized buildings and surface lots in the Main Street and Lenola areas of Moorestown as well as on the Moorestown Mall site, indicated on the map to the left.

Based on the community’s vision for the future, the plan is characterized by recommendations which are Smart Growth oriented, recognizing the Township’s proximity to Philadelphia and the potential for linkages within the South Jersey/Philadelphia metropolitan area. The plan makes each of the study areas more pedestrian friendly, greener, attractive to tourism, provides more alternatives and housing opportunities for those people who want to live in Moorestown, will generate more customers, retail and business uses, and accommodates existing and proposed parking needs.

Using the trademarked Visual Preference Survey process, an analysis and review by participants of the current visual and spatial characteristics of the study area, along with computer simulations of potential future conditions, provide a quantitative measure of the community’s preferences. The recommendations summarized in this report were generated through a series of public workshops followed by a professional synthesis and presentation of results. The plan presented here is a Vision Plan and not a Master Plan or Redevelopment Plan. The Vision Plan is a framework for future planning.
The Design Recommendations for Moorestown started with a Consensus Vision, generated from the Visual Preference Survey and Vision Translation Workshops. These images provide a holistic pictorial vision of places where participants want to live, work, and recreate—places providing a sense of connection. The resulting vision is that of a pedestrian friendly place, which can be translated into feasible revitalization and development opportunities providing multiple alternatives for town center oriented and neighborhood oriented living and greater lodging options for tourists and visitors, with additional services and amenities for the entire community.

Two workshops were held to gain knowledge of the vision of the public and stakeholders. Participants were asked to rate images from +10 to -10 on a computer scan form. Images ranged in categories such as parks and plazas, pedestrian realms, streets, commercial, mixed-use, and housing. The results were tabulated by mean and standard deviation.

The highest rated images represent the visual and spatial characteristics desired for Moorestown by visioning participants. These highest rated images were formulated into the recommendations for Moorestown. When the positive results from the visioning survey are translated into two and three dimensions, a development plan emerges that can be adopted and approved with public support.

The recommendations and plans represented in this Vision Report are a professional synthesis of a future vision, generated from the people who participated in the four workshops and contributed via the Internet. The plans incorporate the synthesis and are based on the best available data provided by the Township and industry-recognized urban planning principles.

The recommended plans are conceptual and long-range, they do not represent any actual plans and are not to be confused with either a Master Plan or Redevelopment Plan. As a vision, this plan represents both the intensity and character of the streetscape and building stock that visioning participants considered appropriate.

Responses from the Visual Preference Survey and questionnaire provide an understanding of what the community envisions, as appropriate for their future. Each image was evaluated based on the question, “How appropriate or inappropriate is the image you are seeing for the present and future of Moorestown?” The more positive the values the greater the opportunity for wealth creation and improved quality of life.

Approximately 345 participants attended the two workshops while 140 people participated in the VPS over the Internet. In addition, approximately 70 community members were members of the steering committees guiding the visioning process. To the right are images of some of the participants in the Moorestown Visual Preference Survey and Visioning Workshop.

The intensity of the reactions to each of the various images provides direction for future planning, zoning, development, and redevelopment options. Two statistics are used to analyze each image; the mean (larger number) is the average image score generated from the participants who took the survey. The standard deviation (smaller number in parentheses) is an approximate range of the participants’ scores. To understand the degree of consensus, add or subtract the standard deviation from the mean to approximate the range. The narrower the range the greater the consensus towards the image.
Participants’ Perceptions
In the past five years, 36% of participants feel that Moorestown has remained much the same.
30% feel Moorestown has become less a place where they want to live and/or work.
28% feel Moorestown has become more a place where they want to live and/or work.

Interest of Participants in Moorestown Visioning
55% of participants consider their interest in the visioning for Moorestown as interested citizens.
For 34% of participants, their interest in the visioning for Moorestown is as interested citizens.

Age Distribution of Participants
The largest group of VPS participants at 28%, were born between 1956 and 1964, while 25% were born between 1946 and 1955. As such, the survey results will reflect the expectations of this aging baby boomer cohort.
A nearly equal percentage at 26% were born between 1965 and 1979. 19% of participants were born before 1946 while only 1% of participants were born after 1980.

Education of Participants
The survey results represent the attitudes of an educated sample of Moorestown’s population.
39% of participants have a bachelor’s degree.
35% of participants have at least a graduate degree.
20% of participants have at least some college experience.

Gender of Participants
A slight majority of participants are female at 54%. 46% of participants are male.

Income (Gross Household) of Participants
20% have incomes less than $75,000.
14% have incomes between $75,000 and $99,999.
22% have incomes between $100,000 and $149,999.
12% have incomes between $150,000 and $200,000.
23% have household incomes above $200,000.

Residency of Participants
47% of participants have lived in Moorestown for more than 15 years
29% of participants have lived in Moorestown for 6 to 15 years
24% have lived in Moorestown for 5 years or less

Location of Participants’ Employment
40% of participants work in Moorestown.

Intent of Participants to Remain in Moorestown
The largest group at 47%, intend to live in Moorestown for the rest of their lives.
24% intend to live in Moorestown for more than 15 years.
Despite a slight majority of participants who feel Moorestown has remained the same or become less desirable, the majority of participants are still invested in the community’s future.
The Township of Moorestown already has a successful historic town center located along Main Street, and an extraordinary potential for future enhancement and revitalization where needed at select locations. This Vision Plan focused attention on underutilized buildings and lots in the town center of Moorestown. The recognized town center, or Main Street, area within the yellow line on the aerial photograph to the left, comprises approximately 6,216,000 square feet or 142.7 acres.

The resulting visioning recommendations and plan for Main Street is based on Smart Growth oriented principles which will reinforce the existing positive character of Main Street. The objectives of the plan will make the town center more pedestrian friendly, greener, attract more tourism, provide more town-center oriented housing opportunities for those people who want to live in a town center, generate more customers, retail and business uses, and accommodate existing and proposed parking needs.
Guidelines and Policy Recommendations

Streets in the Main Street area should include the following characteristics:

- Two way with narrow lanes;
- On-street parallel parking;
- All streets, commercial and residential, should be planted with street trees of approved species at regular intervals;
- Street furniture/street trees on property lines in commercial area;
- Sidewalks of varying width based on either commercial or residential use and type;
- Building infill with a “street wall” (contiguous streetscape) of mixed-use buildings;
- Building infill from two to three stories high to create proper height to width street proportions of 1:2 to 1:3;
- Commercial mixed-use buildings built up to and on grade with the sidewalk;
- Continuous and interesting street wall of separate but complementary buildings at a “town” scale and spacing;
- Pedestrian realm in the Main Street area should include textured surfaces, textured crosswalks, pedestrian scaled lighting and furniture including benches, planters and trash receptacles; and
- Trees planted at 50 foot intervals in commercial/mixed-use areas, planted in street tree bump-outs between parallel parking spaces where street rights-of-way are narrow.
- Trees fronting commercial establishments should be trimmed high, at a minimum of 12 feet, and where possible aligned at property lines where adjoining buildings meet. This allows for clear sightlines of retail frontages and commercial signage on building fronts.
The pedestrian realm defines streetscape areas oriented to the pedestrian. The pedestrian realm is composed of the sidewalk (and crosswalks), on-street parking and loading, mobility and transit-oriented design elements including bike lanes and facilities. The pedestrian realm provides pedestrian access to commercial and residential buildings, provides open space and public outdoor activity space to the streetscape and provides a buffer for adjacent properties from congestion, noise and pollution from the street.

**Main Street as an activity center throughout the day**

The Main Street area is recognized as the center of the Township. As such it should be the Township’s most vibrant and active locality. Participants recognize that it should be the center of activity in the Township, 63% of participants agree that Main Street should be an area of pedestrian activity from the early morning through evening hours. Greater pedestrian activity also acts to provide greater “security” to the pedestrian realm by providing “eyes on the street”, i.e. greater visibility.

**Support for Church Street and Chester Avenue as more pedestrian oriented**

Participants also believe the focus on the pedestrian should be extended beyond Main Street in the downtown area. 64% of participants believe Church Street and Chester Avenue should become more pedestrian oriented streets with wide sidewalks, shops and new infill housing.

**Setback of buildings from property lines to widen sidewalks**

Throughout the Main Street area participants would like to see the pedestrian realm extended. 85% of participants support setting new buildings back from the property lines at sidewalks to create wider sidewalks and sitting areas as well as places for cafes and other outdoor eating opportunities.

### Positive Pedestrian Realm Images

- Results: +7 (3) Textured retail sidewalk
- Results: +7 (4) Wide sidewalk with outdoor furniture and retail space
- Results: +6 (3) Textured crosswalk at intersection
- Results: +6 (3) Existing brick sidewalk with pedestrian furniture
- Results: +6 (3) Local retail spilling into pedestrian realm
- Results: +6 (4) Commercial sidewalk with continuous retail edge
- Results: +3 (6) Retail spilling into pedestrian realm
- Results: -2 (3) Textured residential sidewalk

### Negative Pedestrian Realm Images

- Results: -3 (5)
- Results: -4 (6)
- Results: -4 (5)
- Results: -5 (4)

### Guidelines and Policy Recommendations

**The Pedestrian Realm should include the following characteristics:**

- Wherever possible, sidewalks wide enough to accommodate projected pedestrian traffic for the development type;
- Where rights-of-way are too narrow to accommodate wider sidewalks, incorporate bump-outs for street trees and textured pavements for on-street parking stalls to extend the pedestrian realm;
- Sidewalks should be widened in front of new mixed-use buildings by setting new infill buildings back from the build-to-line;
- Commercial buildings should be built to the sidewalk edge; Design guidelines to ensure uniformity of pedestrian realm;
- In the commercial area, include pedestrian furniture such as benches, trash baskets, planters, etc.;
- Street trees and on-street parking to provide protection for the pedestrian;
- Provide protection for pedestrians in commercial areas where possible (i.e. commercial awnings, overhangs, arcades, etc.);
- Semi-public edge treatments such as fencing or hedging in residential areas;
- Pedestrian-scaled lighting fixtures;
- Textured sidewalks and crosswalks; and
- Encourage and facilitate commercial uses which extend the retail experience out into the pedestrian realm.

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A. Nelessen Associates, Inc

Moorestown Vision Plan
Commercial Development Options – Main Street Study Area

To further enhance the commercial success and vitality of Main Street, 81% of visioning participants believe that the shops and retail establishments along Main Street need a face lift and aesthetic improvements.

Participants also believe there is not enough retail in the Main Street area. 90% of participants either agreed or strongly agreed that there should be more retail and shopping added to the Main Street area. 84% of participants believe Main Street should have more outdoor cafes and casual and fine dining establishments.

In addition, retail opportunities should extend away from Main Street. 65% of participants believe that Mill Street between Second Street and Main Street should become a predominantly retail oriented street.

Visioning participants also understand the importance of continuity of the retail edge. 80% of participants agree that it is important to have a continuous frontage of retail shops and cafes along Main Street and that offices should be located on adjacent streets or on the upper floors of Main Street buildings.

49% of participants support liquor licenses for businesses in Moorestown, including Main Street.

Guidelines and Policy Recommendations

New Development should include the following characteristics:

- Infill mixed-use buildings with ground floor retail, buildings built up to the sidewalk edge;
- All parking in rear lots accessed from center block lanes, in embedded parking structures with liner buildings, or incorporate parking into mixed-use parking buildings;
- Retail frontages should have large display windows;
- Pedestrian shelter provided on commercial buildings where possible (i.e. commercial awnings, overhangs, arcades, etc.);
- On-street parking – parallel or diagonal where possible;
- Pedestrian amenities in commercial areas should include pedestrian scaled lighting and sidewalk furniture;
- Building heights up to 3 stories possible, with recommended setback of 3rd story;
- Masonry facades/veneer with 25 to 40 foot bays;
- 40 to 60 percent of building façade is transparent;
- 70 percent of ground level façade is transparent;
- Articulated lower and upper cornice lines;
- Infill should be at a highest density within building envelope;
- Infill mixed-use buildings with retail on the ground floor along Main Street with office above or relocated to adjacent commercially oriented streets.

Positive Commercial Development Images

Negative Commercial Development Images
The positively rated residential images below illustrate a preferred housing type in the Main Street area that includes traditionally colonial and neo-classical single-use multi-family and mixed-use housing units.

These images also indicate the high value of landscaping and greenery within residential development. In addition to the traditional architectural styles these images share, significant greenery and landscaping treatment is present in each of these images.

The residential typologies illustrated in these images represent housing options generally found in walkable, urban and more tightly woven environments, that which is typically found in and around a commercial town center. Their high value corresponds to the 62% of participants who agree that with increasing energy costs, walkable neighborhoods served by mass transit will be the most desirable places to live in the future.

The current civic complex, including the township hall and library, is marked by large surface lots and under-utilized open space, while there is the potential for more residential development within walking distance from the Main Street area. 57% of participants support replacing the township hall and library if they were reconstructed in a new location and were paid for by proceeds from the redevelopment of their current site into condominiums and townhouses.

Guidelines and Policy Recommendations

New Residential Development should include the following characteristics:

- Infill mixed-use buildings with residential on upper floors to provide a range of housing types and sizes to accommodate young professionals and retiring baby boomers;
- All residential parking should be a combination of on-street parking, parking in rear lots accessed from center block lanes, incorporate as embedded parking behind into mixed-use and multi-family buildings;
- Pedestrian amenities for residential buildings should include lighting and sidewalk furniture;
- Mixed-use buildings with residential should be 2 to 3 stories;
- Masonry facades/veneers with 25 to 40 foot bays;
- Articulated lower and upper cornice lines;
- Residential infill and redevelopment should be at the highest density within building envelope;
- Single use, multi-family residential should range from 2 to 3 stories;
- Infill plan should be heavily weighed toward mixed-use residential in the Main Street area. The infill plan should be heavily weighed toward multi-family residential on adjacent downtown streets;
- Infill multi-family buildings on adjacent streets to provide a range of housing types and sizes to accommodate young professionals and retiring baby boomers;
- A semi-public edge must separate housing from sidewalks;
- Residential buildings should have their ground floors elevated at least 3 feet above the sidewalk plane for privacy and protection;
- Residential buildings should be set back from the sidewalk edge with green, semi-public spaces to provide privacy and protection; and
- Residential streets should be lined with street trees, sidewalks and appropriate street lighting.

Positive Residential Development Images

Negative Residential Development Images
The positively rated public space images of public spaces were among the highest rated images in the Visual Preference Survey. Their positive scores indicate the high value of greenery and public spaces to the continued vitality of Main Street. As such, incorporating and maintaining green, public spaces within the Main Street area should be a priority. In addition, 76% of visioning participants believe that a town green or central square should be incorporated as part of a plan for Main Street.

**Guidelines and Policy Recommendations**

Public Spaces should include the following characteristics:

- A range of parks and plazas must be provided in the Main Street area. Parks and plazas should be designed to accommodate a range of activities and special events;
- Parks and plazas must be designed as part of the everyday experience as well as for special events;
- Parks and plazas must include pedestrian furniture and pedestrian scaled lighting;
- Walkways and pedestrian alleys should be wide enough to accommodate several persons abreast;
- Parks should be integrated with and be part of a continuous pedestrian realm; and
- Public spaces and landscaping must be well maintained.

Positive Public Space Images

- Results: +6 (5) Semi-public gardens between buildings
- Results: +6 (4) Neighborhood park
- Results: +6 (4) Neighborhood park with gazebo
- Results: +5 (4) Landscaped front yard with semi-public edge
- Results: +5 (4) Corner open space
- Results: +4 (5) Pocket park with signature statue

Positive Parking Images

- Result: +6 (4) Parking behind liner building
- Result: +4 (5) Embedded parking behind infill liner building
- Result: +3 (6) Parking under building
- Result: +2 (6) Mixed-use parking building, parking above ground floor retail

32% of visioning participants think parking is seldom an issue in the Main Street area while 30% think parking is always a problem in the Main Street area. Parking needs will play an integral role in future development and infill in the Main Street area.

76% believe existing rear parking lots should be joined and selected vehicular alleys be converted to pedestrian alleys.

66% of participants support the construction of a mixed-use or embedded parking structure to replace the surface lot adjacent to the corner of Church Street and Second Street.

Guidelines and Policy Recommendations

Parking in the Main Street area should include the following characteristics:

- A phased plan for mixed-use and embedded parking structures as replacement for surface parking lots in the Main Street area;
- Develop mixed use residential and office building prototypes with parking incorporated or embedded into the base, half levels and in mixed use, predominantly parking buildings;
- On-street parallel or diagonal parking provided on all streets in the Main Street area to be counted towards the required parking per lot;
- Parking facilities must be constructed to resemble residential or office building types, or screened with liner buildings;
- Remaining surface parking lots must be landscaped, with a hedge, fence, low wall or combination there of with internal landscaping and one tree for every 4 parking spaces; and
- Parking standards should be reduced to a maximum of 1.2 car spaces per unit for new residential, 2 spaces per 1,000 square feet for new retail and 2.5 spaces per 1,000 square feet of office space. Additional spaces, if needed, can be shared from another parking source facility up to 1,000 feet away from a use’s location.

A Town Green or central square should be incorporated as part of the plan for Main Street.

SUPPORT FOR CONSTRUCTION OF A MIXED-USE OR EMBEDDED PARKING STRUCTURE TO REPLACE THE SURFACE LOT AT CHURCH AND SECOND STREETS

Result: +2 (6) Mixed-use parking building, parking above ground floor retail
The highest rated image in the entire VPS depicts walking as a primary mobility option for the Main Street area, suggesting that future development initiatives should primarily focus on making and maintaining the Main Street area as pedestrian oriented. In addition, visioning participants rated other mobility alternatives favorably, including bicycling, “on-demand” transit and public transit.

Guidelines and Policy Recommendations

Transit and Mobility should include the following:

- Conduct a transportation needs assessment study and develop a transportation plan to address future transportation needs to include emphasis on walking, bicycle ridership, On Demand Transit and re instituted passenger rail service;
- Insure that bus shelters are coterminous with the most positive and accessible pedestrian realms;
- Where appropriate designate bicycle lanes and/or signed bicycle routes to establish a comprehensive bicycle network; and
- Provide bicycle facilities and furniture for bicycle riders.

Signage – Main Street Study Area

The positively rated signage images for the Main Street area reflect more traditional signage standards. The preferred signage type calls for smaller hanging signs either mounted to building fronts or mounted on wooden or iron posts. More contemporary signage, including monument signage and backlit signage, were not considered as appropriate for the Main Street area.

While commercial signage tends to be more visible to passersby, design standards should extend beyond commercial signage to be applied to public and way-finding signage.

Guidelines and Policy Recommendations

Signage should include the following:

- Institute and maintain design standards for both commercial and public/ way-finding signage throughout Moorestown, focusing on the Main Street area;
- Commercial design standards must address all signage including awning, window, transom, smaller hanging signs and monument signage;
- Coordinate commercial signage with the architecture of the buildings;
- Keep both commercial and public/ way-finding signage predominantly pedestrian in scale; and
- Design standards should maintain strict control of lighting, color and font.

Positive Commercial Signage Images
The Vision Translation Workshop was held after the VPS (Visual Preference Survey). The key to the workshop is the use of the most positively rated images in the various categories tabulated from the VPS as a catalyst for public response.

The Translation Workshop takes the positive vision and policies established by the results of the VPS and questionnaire and asks the participant group to identify where the positive visual image would be located using a structured set of tasks. Community members and stakeholders have a good idea as to where different urban design features might be most appropriately located when applied to places they know. The product of the Vision Translation Workshop is to develop a community supported working plan. The following is a list of Tasks the participants completed:

- TASK 1 - Susceptibility To Change
- TASK 2 - Existing Conditions
- TASK 3 - Identifying Future Land Uses
- TASK 4 - Identifying Future Transportation and Street Landscaping

### Task One: Susceptibility to Change – Main Street Study Area

The first task of the Workshop was to determine those areas most susceptible to least susceptible to change. Areas most susceptible to change are the most likely candidates for redevelopment.

**HIGH SUSCEPTIBLE TO CHANGE (RED)**
One-story deteriorated or vacant buildings, underutilized parking areas or land uses that are visually unacceptable, or pose a concern for safety. Likely candidates for redevelopment.

**MODERATE SUSCEPTIBLE TO CHANGE (ORANGE)**
Deteriorating buildings that still have some use, however, need significant improvement. Likely candidates for redevelopment or revitalization.

**LOW SUSCEPTIBLE TO CHANGE (YELLOW)**
Reasonably good condition, but need improvement. May need minor revitalization.

**LITTLE OR NO SUSCEPTIBLE TO CHANGE (GREEN)**
New Building, buildings in good condition or with historic value. No or minimum revitalization needed.

The image of the Susceptibility to Change map shows the areas most susceptible to change in the Main Street Study Area, with colors indicating the level of susceptibility.
Task Two: Existing Conditions – Main Street Study Area

The second task of the visioning workshops was to identify various existing conditions within the Main Street study area. The map to the right identifies the existing conditions within the study area as perceived by workshop participants.

Intersections perceived as dangerous by participants are indicated with the red circles. Most intersections along Second Street and Church Street are perceived as dangerous while most of the primary intersections along Main Street are perceived as dangerous.

Streets perceived to have excessive vehicular noise and speed include Main Street, Church Street, Second Street and Chester Avenue. Participants also believe Camden Avenue has excessive vehicular noise and speed.

Participants believe the sidewalks are in poor condition along Second Street and Third Street as well as Mill Street and Chester Avenue.

Several locations exist in the Main Street area where people are perceived to be congregating. These locations include the municipal complex as well as a number of sites along Main Street.

As opposed to noting the presence of people congregating, participants were also asked to identify locations of perceived crime. Whether or not criminal activity actually occurs, this indicates the perception of crime, which in turn is a measure of the perception of safety and marketability. Places are devalued by the perception of crime.
The third task of the visioning workshops was to identify the locations for various future land uses within the Main Street study area. The map to the right identifies the appropriate future land uses within the study area as perceived by workshop participants.

The predominant land use proposed by participants as appropriate for Main Street is mixed-use. Mixed uses generally incorporate two or more land uses within a parcel or building. A typical mixed use structure in a town center would likely have ground floor retail with housing or commercial uses on upper floors. On streets adjacent to the main commercial thoroughfare through a town center mixed-use buildings would likely have commercial or service uses on the ground floor with residential or commercial uses above.

Participants also considered multi-family residential uses, which rated as positive in the Visual Preference Survey, appropriate as infill in the Main Street study area. Participants also suggested that solely residential land uses should be located at the periphery of the town center core of Main Street, and to a lesser extent Second Street.

The synthesis of the workshops did not indicate an overall preference by participants for single-use retail, parking structures, civic uses or transit stops.
The fourth task of the visioning workshops was to identify the locations for various future streetscape features and transportation amenities within the Main Street study area. The map to the right identifies the appropriate future streetscape and transportation characteristics within the study area as perceived by workshop participants.

Participants recommended textured crosswalks and pavements in several locations, indicated on the map in red. Locations for textured crosswalks include the intersections of Main Street-Church Street, Church Street-Second Street, Chester Avenue-Second Street and Third Street at Chester Avenue. Participants also considered as appropriate the texturing of a series of alleys connecting Main Street to Second Street.

Participants recommended streetscape improvements for all streets within the study area and although located outside of the official study area, recommended turning Central Avenue into a boulevard, having a landscaped center median from Washington Avenue to Chestnut Street.

A significant increase in open space is recommended by participants as indicated by the number of new public plazas suggested for the study area, shown in purple on the map to the right.
The Design Plan for the Main Street area includes approximately 968,900 square feet of new building uses. The new land uses should be a market based and consensus driven combination of retail, residential, office, civic, parking, and open space.

The majority of the Design Plan incorporates higher density residential development totaling approximately 614,900 square feet. New residential unit counts are based on an average housing unit size of 1,350 square feet.

New commercial and office uses account for approximately 199,200 square feet of new land uses and include both mixed use retail and office. The plan also calls for an additional 154,800 square feet of civic space by the reconfiguring of the municipal complex.

### Total New Land Uses

<table>
<thead>
<tr>
<th>Land Use</th>
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<td>n/a</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>968,900</strong></td>
<td></td>
</tr>
<tr>
<td>Park/Open Space</td>
<td>109,800</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Synthesis of the recommended future land uses in the Main Street area of Moorestown based on results of the Vision Translation Workshop.

Illustrative plan of recommended potential infill in the Main Street area. The new infill buildings are indicated in the cream color, new green spaces are indicated in green and pedestrian spaces are indicated in brown.
Recommended locations for potential new mixed-use development are shown on the map to the right in the red building mass.

Mixed-use infill is primarily recommended within the block bounded by Main Street, Second Street, Mill Street and Church Street. Additional mixed-use infill is suggested on Chester Avenue and as a new building as infill fronting the CVS Pharmacy on Main Street.

Examples of office and mixed-use design which might be appropriate at these locations is illustrated in the images below.
Recommended locations for potential new multi-family residential uses are shown on the map to the right in the gold colored building mass.

Recommended locations for residential are as infill at the periphery of the town center but within walking distance of the Main Street commercial corridor. Primary locations include residential infill fronting Third Street and Washington Avenue behind the municipal civic complex and fronting on Third Street as infill of a former lumber yard. Additional residential infill is located on Main Street and Camden Avenue as well as incorporated into a liner building fronting on Second Street across from the municipal civic complex.

Examples of office and mixed-use design which might be appropriate at these locations is illustrated in the images below.
Recommended locations for single use retail is shown on the map to the right in the pink colored building mass.

Examples of building design for a liner building front a single use retail building which might be appropriate at this location is illustrated in the image below.
Recommended locations for potential new open and public space are shown on the map to the right in the green colored building mass.

Public spaces include a rehabilitated green space fronting the Moorestown Community House as a new town green, a town plaza fronting a rehabilitated municipal complex on Second Street as well as interior courtyards surrounded by new residential on Third Street. It is also suggested that Mill Street and a new extension of Washington Street could serve as public spaces which could be closed to vehicular traffic and used for special events.

Examples of open space design which might be appropriate at these locations is illustrated in the images below.
Recommended locations for potential new Office and Live-Work uses are shown on the map to the right in the medium blue colored building mass.

Office space and Live-Work units could be located on Second Street and Church Street as a component of a liner building wrapped around a central parking facility as well as on Second Street as a liner building fronting a new parking facility adjacent to the old Quaker Cemetery.

Examples of office and mixed-use design which might be appropriate at these locations is illustrated in the images below.
Recommended locations for embedded parking structures are shown on the map to the right in the dark blue colored building mass. There are three primary parking facilities recommended for the town center Main Street area.

Examples of access to embedded parking facilities are illustrated in the images below.
Recommended locations for potential new civic uses are shown on the map to the right in the light blue colored building mass.

Civic uses include a rehabilitated municipal complex on the corner of Second Street and Church Street and civic uses on Chester Avenue between Main Street and Second Street.

Examples of civic design which might be appropriate at these locations is illustrated in the images below.
Open parking lots with impervious surfaces are land banks for future infill development. Surface lots currently provide 823 off-street parking spaces in the Main Street area. Redevelopment requires the replacement of each existing parking space, as well as the provision of new parking spaces to accommodate new development.

The table above identifies each of the recommended infill buildings in the Main Street area of Moorestown alphabetically, indicated on the map to the right. The projected uses “at build out” are specified for each building, based on the footprint and the projected number of floors. In the case of projected Residential Units, this represents a total potential if 100% of the plan were to be implemented (based on an average size of 1,350 square feet per unit). This number should not be interpreted as purely “incremental” given some of the identified block letters above (i.e. Block “G” & “H”) are currently zoned for a significant density and still today, remain underdeveloped.

The parking demand for each building is specified, based on the recommended Smart Growth and Transit-oriented development parking ratios of 1.2 parking spaces per new housing unit, 2.0 parking spaces per 1,000 square feet of retail and 2.5 parking spaces per 1,000 square feet of office space. Because three new embedded parking structures are recommended for the town center, it is assumed that much of the parking demand will be accommodated by shared parking facilities, whereby differing land uses use share parking during different times of the day.

A total of 2,604 parking spaces are provided in the plan with a demand of 1,532 new spaces, based on the square footage of the new buildings. The net parking of 1,072 spaces will replace the 823 spaces in existing surface parking lots removed to accommodate the new infill.

Figure in table above include residential units which are already permitted by current zoning.
Streets form a community’s most important public spaces. In Moorestown, a number of traffic conflicts were identified along Main Street and on adjacent streets by the existing conditions analysis in the workshops. Existing conditions render some streets as unpleasant and unsafe for pedestrians.

A new street regulating plan is proposed for the Main Street area, transforming its streets into more functional and visually appealing public places that will accommodate both the volume of cars on Main Street more efficiently and will also be more pleasant and safer to walk along and across.

The map to the right indicates the various new or improved street types recommended for the Main Street area, with suggested infill building footprints shown to indicate the relationship of the street types to the recommended new infill.

The recommended configuration for each of the street types listed on this page are illustrated on the following pages.
Type A:
- Equal emphasis on pedestrian and motorized vehicle; higher vehicular traffic street
- Roadway narrowed between intersections to accommodate wider sidewalks
- Commercial sidewalks – 12' wide
- Textured intersections
- Parallel on-street parking
- Street trees in tree wells

Type B:
- Emphasis on pedestrian; predominantly a residential street; moderate vehicular traffic street
- Sidewalks appropriately scaled for residential
- On-street parallel parking on one side of the street between street tree bump-outs with textured pavement.
- Street trees planted on both sides of street, in bump-outs where necessary
**Street Type C**

*Type C:*
- Equal emphasis on pedestrian and motorized vehicle; lower vehicular traffic street
- One way, primarily narrow street. Can be closed to vehicular traffic for special events
- Expanded sidewalk where possible fronting commercial uses.
- Street trees planted on both sides where possible
- Parallel parking on one side of the street.

**Access Lane**

*Access Lane:*
- Vehicular and service access lanes behind buildings
- Provides access to off street parking in rear of building for both commercial and residential uses

**Pedestrian Alley**

*Pedestrian Alley:*
- Pedestrian access between blocks and to mid-block parking
- Potential for additional retail frontage opportunities
The Main Street Vision Plan is a classic example of balanced Smart Growth and pedestrian oriented infill and development. The proposed plan will accommodate the automobile, while putting people and alternative mobility options at a higher priority.

The map to the right indicates the primary circulation patterns recommended for the Main Street area town center, including pedestrian circulation, directions of streets and egress and ingress to new parking structures. Recommended new infill buildings are indicated on this map to illustrate the relationship of the new infill to future circulation within the Main Street area. The red ellipse on the map indicates an approximate 5 minute walk from the primary commercial area on Main Street between Church Street and Mill Street.

Since Smart Growth principles support a range of mobility alternatives with an emphasis on the pedestrian, the area must not be designed to suburban (total auto oriented) standards. The key to a successful plan is to provide walkability. To achieve this, four strategies are incorporated:

1. Of utmost importance is a safe and compelling pedestrian realm. To make the pedestrian realm safe, pedestrian walkways are clearly marked through the use of signage and textured continuous walkways along and across streets.
2. The street and spaces are made compelling with amenities such as wide side walks, planters, trees to provide shade, a semi public edge, and a parkway buffering car traffic.
3. A mix of residential, retail and mixed-use will provide for walkable shopping with a five minute walk time of potential transit and the downtown core.
4. Limit parking within a high quality town center character.

While it could be argued that new, more intensive development brings more vehicles, much of the plan focuses on providing residential uses closer to the town center, thereby increasing walkability to town center commercial. Parking facilities are also situated so as to disperse traffic off of Main Street onto adjacent and peripheral streets. Future development plans which might eventually result from this conceptual vision would require developers to undertake more focused traffic impact analyses.
A range of parking recommendations have been prepared to accommodate both the existing parking and the future parking demand. Since the majority of existing surface parking lots are recommended for new infill development, the plan not only has to carefully phase the accommodation of the existing parking while new mixed-use buildings are built, but must also accommodate the new parking demand. To address these factors it is recommended that parking is shifted to existing town owned lots from one of the larger surface lots which will be recommended as the first phase of infill and redistributed as future phases of infill occur.

The unique factor of this parking plan is the emphasis on both the physical character of the buildings and the street, walkability and access to potential transit. The plan calls for parking embedded in mixed-use and residential buildings, mixed-use parking structures, under-building parking, on-street parking and a very limited number of surface parking lots. A total of 2,604 parking spaces are provided in the plan with a demand of 1,532 new spaces, based on the square footage of the new buildings. The net parking of 1,072 spaces will replace the 823 spaces in existing surface parking lots removed to accommodate the new infill.

On-street parking spaces are not included in this count.
A variety of green, pedestrian-oriented green spaces, including a town green, pedestrian plazas, semi-public and private open spaces, and streetscaping, have been incorporated into the plan, positioned as integrated features of the pedestrian choreography.

As a primary green space, a new town green is recommended fronting the community center on Main Street. A pedestrian plaza fronting a new civic complex is recommended on Second Street and publicly accessible green spaces are incorporated into infill buildings as parks and plazas over embedded parking structures, referred to as green roofs on the map to the right.

Along Main Street in front of the Friends School, a landscaped median is recommended to serve as both a landscaping feature and a signature/gateway feature to the downtown area and school. A series of pedestrian plazas are recommended at various locations in the Main Street area, with Mill Street and a new Washington Street treated with textured pavement to form continuous pedestrian plazas available for special events and other public uses.

Recommended plantings include street trees, hedges, flowers, and planters. Street trees should be planted on all streets at regular intervals with a sparser planting form in commercial/retail areas.
Recommended building heights of proposed infill in the Main Street area are indicated on the above plan. The maximum recommended height of new infill buildings within the Main Street area is three stories. Most recommended new buildings are articulated between two and three stories. To maintain a smaller downtown feel, it is recommended that third stories be set back from the primary façade where appropriate to emulate surrounding building massing.
The map below indicates the recommended new retail frontage in red. Areas of existing retail are indicated in pink. Recommended new retail includes some form of a café or “newsstand”-type kiosk on a new plaza at the intersection of Main Street and High Street. Retail frontages should exhibit the standards listed below:

**Standards for Retail Frontage in Small Town Center**
- Wide, textured Sidewalks
- Street furniture and trees
- Large show windows with transom – 70% transparent
- Recessed entrances
- Small signs
- Outdoor display
- 20ft minimum to 40ft maximum bay spacing/ modulation
- Stepped façade/building wall
- Façade projection
- Lower Cornice

Examples of appropriate Retail Frontages

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Retail Frontage – Main Street Study Area
Phasing will be an important factor in the successful implementation of a vision plan. The various shaded areas in the plan below suggest the sequence of the phasing, with the darkest shading being the first phase. As a general approximation of the phasing, the time frames for each phase are roughly six years each. The phasing of eventual future development, which should be generated based on the Vision Plan, will be altered as economic conditions wax and wane.

The majority of the plan is recommended for the first phase as either needing immediate attention or because a particular site is currently part of an existing approved plan. Successful infill in the first phase will help drive future phases of rehabilitation, revitalization and redevelopment.

The total land uses listed below indicate total land uses at build-out.

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**Total New Land Uses**