The Township of Moorestown has an extraordinary opportunity to improve the area centered around the intersection of Camden Avenue and Lenola Road. The study area for Lenola focused attention on underutilized buildings and parcels found along Camden Avenue between the municipal boundary at the Pennsauken Creek and Revere Avenue and Lenola Road at its intersection with Camden Avenue and the Former Penn Central Rail Line. The approximate study area, located within the red line on the aerial photograph to the left, comprises approximately 2,951,800 square feet or 67.7 acres.

The Lenola Vision Plan recommends an image change for Lenola that both participants in the visioning process and consultants (ANA) feel is the most appropriate for the future. Both Main Street and the Camden Avenue/ Lenola Road commercial area are designated in the Moorestown Master Plan as “town centers”. While the Main Street Plan augments an identifiable Town Center, the Plan for the Lenola study area calls for the development of this neighborhood’s Town Center, centered at the intersection of Camden Avenue and Lenola Road.
Streets and Traffic – Lenola Study Area

Streets form a community’s most important public spaces. Both the initial and overall impressions of place are strongly influenced by the perceived character of its streets.

64% of visioning participants are in the Lenola area at least weekly. 21% of participants are rarely in Lenola.

Reason for being in and around Lenola

For 54% of participants, driving through Lenola is their reason for being in the Lenola area while 23% identify living in the area as their reason for being in Lenola. Only 14% of participants are in Lenola for either shopping, dining, entertainment or recreation.

89% of participants are driving when they are in the Lenola area.

Streetscape improvements in Lenola area

91% of participants at least agree that Camden Avenue and Lenola Road in Lenola need streetscape improvements including street trees, textured sidewalks and intersections and high-quality pedestrian oriented furnishings.

The value of Lenola to Moorestown is affirmed by 57% of visioning participants who believe Lenola should become a primary gateway into Moorestown.

Appropriateness of auto-oriented businesses in Lenola area

While the largest single group of participants (30%) were neutral as to whether auto-oriented businesses including gas stations, drive-through restaurants and convenience retail should be located along Camden Avenue, 41% of participants are against or strongly against locating auto-oriented businesses along Camden Avenue.

Support for creating a “Main Street” in Lenola

75% of participants believe that Lenola should have its own “Main Street” with retail, restaurants and housing. Redeveloping the Camden Avenue – Lenola Road intersection in Lenola as a centralized “main street” would create an identifiable neighborhood center within the greater Lenola area and provide the neighborhood a more pedestrian oriented sense of place.

Guidelines and Policy Recommendations

Streets in the Lenola Study Area should include the following characteristics:

- Two way with narrow lanes and parallel parking;
- In commercial area, street trees on property lines and street furniture including benches, planters, lighting, etc. In residential areas, street trees at regular intervals and sidewalks. In the commercial area, trees should be trimmed high and where possible aligned at property lines where adjoining buildings meet. In residential areas tree bump-outs should be planted every 30 to 50 feet between parallel parking spaces;
- Sidewalks of varying width based on use and type (commercial or residential);
- In commercial area, building with “street wall” of mixed-use buildings, up to 3 stories high to create proper height to width proportions of street 1:2 to 1:3;
- In commercial area, a continuous and interesting streetscape of separate but complementing buildings at a “neighborhood center” scale and spacing;
- Commercial pedestrian realm in Lenola should include textured surfaces, textured crosswalks, pedestrian scaled lighting and furniture including benches, planters and trash receptacles; and
- Integrate traffic calming measures into streetscape including landscaped median where/if possible, bump-outs at intersections, center islands, etc.
Survey participants want a different experience in Lenola. While retail along Camden Avenue is currently auto-oriented, 43% of participants believe there should be an equal emphasis on accessibility by pedestrian and automobile. 36% of participants believe there should be a greater emphasis on accessibility for pedestrians.

In addition, 81% of participants believe that wider sidewalks and appropriately designed infill buildings could transform Camden Avenue into a neighborhood/community center for Lenola. The desire for more attractive sidewalks and a better designed pedestrian realm is evident in the positively rated pedestrian realm images below.

### Guidelines and Policy Recommendations

The Pedestrian Realm in the Lenola Study Area should include the following:

- Walkways and pedestrian alleys should be wide enough to accommodate several persons abreast;
- Where ever possible- sidewalks wide enough to accommodate projected pedestrian traffic for the development type;
- Where rights-of-way are too narrow to accommodate wider sidewalks, set buildings back and incorporate bump-outs for street trees;
- Textured pavements for on-street parking stalls to extend the pedestrian realm where possible;
- 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 an improved quality of the pedestrian realm;
- In the commercial area, pedestrian furniture such as benches, trash baskets, planters, etc.;
- In both residential areas and the commercial area, street trees and on-street parking to provide protection;
- Provide protection to pedestrian 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 crosswalks and, where possible, textured intersections; and
- Encourage and facilitate commercial uses which extend the retail experience out into the pedestrian realm.

### Positive Pedestrian Realm Images

- Results: +5 (3) Wide textured sidewalk
- Results: +5 (4) Textured residential sidewalk with landscaping
- Results: +6 (4) Textured sidewalk, crosswalk, and parking lane
- Results: +4 (4) Textured sidewalk, outdoor retail, pedestrian furniture landscaping
- Results: +4 (4) Textured sidewalk with minimal setback
- Results: +4 (5) Corner plaza with pavilion
- Results: +4 (4) Residential sidewalk with fence as semi-public edge
- Results: +4 (4) Textured sidewalk with landscaping and pedestrian furniture
- Results: +5 (4) Textured crosswalks and sidewalk

### Negative Pedestrian Realm Images

- Results: -7 (3)
- Results: -6 (4)
- Results: -6 (4)
- Results: -5 (5)
- Results: -4 (5)
The condition of a neighborhood’s building stock is an indicator of the health and vibrancy of the community, as well as the perceived value placed on the community by its residents. Visioning participants understand the value of the building stock to the Lenola community. 97% of participants agreed that vacant and underutilized buildings contribute negatively to the economic vitality, future marketability and quality of life on Lenola Road.

"Image" is an important factor to the perception of a place. Although Lenola has remained in the shadow of Moorestown’s Main Street, visioning participants are proud to associate Camden Avenue with Lenola. While a recommendation has been made to "rebrand" Camden Avenue as an extension of the Main Streets of Moorestown and Maple Shade, 52% of participants do not believe the street should be renamed. 30% of participants, however, support renaming Camden Avenue to a name other than Main Street, reflecting a general perception associated with the City of Camden.

As the positively rated images below suggest, future commercial development and infill in the Lenola Study Area should be oriented more to the pedestrian. A move towards a more pedestrian oriented Camden Avenue and Lenola Road is supported by 75% of participants who believe sidewalk cafes are appropriate for the Lenola Study Area.

Vision participants would like to see a mix of locally owned businesses along with national chain retailers if Lenola Road were to be redeveloped with more retail. 44% of participants would like to see a mix of both national chain shops and local retail shops. 33% of participants, however, would like to see more local retail shops on Lenola Road if it were to be redeveloped with more retail.

Participants are looking for an improved quality of retail and housing. Future uses considered appropriate by participants for the Lenola Study Area include: mixed-use development with high-end ground floor retail and housing above, supported by 61% of participants; single-use retail, supported by 51% of participants; and high-end condominiums, supported by 42% of participants. Conversely, 60% of participants do not want to see more strip commercial in the Lenola Study Area in the future.

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

Guidelines and Policy Recommendations

New Commercial Development in the Lenola Study Area should include:
- Infill mixed-use buildings, buildings built up to the sidewalk edge;
- All parking under building or in rear lots accessed from center block lanes, incorporate parking into mixed-use buildings;
- Retail frontage with large display windows;
- Provide protection to pedestrian in commercial areas where possible (i.e. commercial awnings, overhangs, arcades, etc.);
- On-street parking- parallel, diagonal where possible;
- Pedestrian amenities including lighting and furniture;
- Up to 3 stories possible, with recommended set back of 3rd story;
- Masonry facades/veneers with 25 to 40 foot bays;
- 40 to 60 percent of the 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 should be heavily weighed toward mixed-use residential; and
- Infill mixed-use buildings with retail and/or services on the ground floor.

Positive Commercial Development Images

Negative Commercial Development Images
A. Nelessen Associates, Inc

Moorestown Vision Plan

Guidelines and Policy Recommendations

New Residential Development in the Lenola Study Area should include the following characteristics:

- Any development should be heavily weighed toward mixed-use residential in the neighborhood’s Town Center. Development should be heavily weighed toward multi-family residential on adjacent Lenola streets;
- In and surrounding the neighborhood commercial center, single-use residential development should be in multi-family townhouses, live/work units and condominiums;
- In the neighborhood commercial center, infill and redevelop with mixed-use residential buildings, built up to the sidewalk edge;
- In the neighborhood commercial center, infill mixed-use buildings with residential on upper floors above retail to provide a range of housing types and sizes;
- Pedestrian amenities for residential should including lighting and street furniture;
- Residential buildings and mixed-use should be up to 3 stories, with recommended set back of 3
distance;
- Masonry facades/veners on residential buildings with 25 to 40 foot bays;
- Articulated lower and upper cornice lines;
- Residential development should be at the highest density within building envelope;
- On adjacent Lenola streets surrounding the center, infill multi-family buildings to provide a range of housing types and sizes;
- A semi-public edge must separate single-use residential housing from sidewalks;
- Residential buildings should be set back to provide green space; and
- Residential streets lined with street trees, sidewalks and appropriate street lighting;
- Entrance to upper level residential should be clearly articulated.

Residential Development Options – Lenola Study Area

A range of residential options is an integral component of a vibrant, well-balanced and diverse community. A primary goal of housing is to provide residential options to the whole community, from young adulthood through older age. Currently, the housing stock in the Lenola Study Area is composed primarily of single family housing in varying degrees of condition, with rental units comprising 93% of the housing stock.

Vision participants recognize that having a residential base is integral to healthy neighborhood retail. 76% of participants agree that vibrant neighborhood retail requires a proportional number of residents within walking distance of that retail.

Within and surrounding the neighborhood’s Town Center a range of residential types, including live-work units, townhouses and mixed-use housing above retail, were identified as appropriate by participants. Factors which dictate acceptability include the building material, building height and style, as indicated in the positive images below.

Positive Multi-Family Residential Images

Results: +5 (4) Live-work units

Results: +5 (4) Multi-family with small front yard

Results: +3 (5) Neotraditional townhouses

Positive Mixed-Use Residential Images

Results: +5 (4) New infill- housing above retail

Results: +3 (5) Housing above retail-balconies, colonial design

Results: +3 (5) Housing above retail-contemporary design

Results: +3 (5) Housing above retail-brick façade

Negative Residential Development Images

Results: -3 (4)

Results: -2 (4)
Public Space – Lenola Study Area

Public open spaces form an integral component of a community's sense of place by providing and serving as gathering and recreational spaces. Jeff Young Memorial Park currently serves as recreational open space at the edge of the Lenola Study Area.

77% of visioning participants believe that some form of central public space, in the form of a central square, public plaza or a “town” or neighborhood green, would be appropriate for the Lenola Study Area. This public gathering space could serve as the official neighborhood center of the Lenola Study Area and would be augmented by the recreational space provided by Jeff Young Memorial Park.

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Guidelines and Policy Recommendations

Public spaces and trees must be well maintained.

• A range of parks and plazas must be provided in the Lenola Study Area. Parks and plazas should be designed to accommodate a range of activities and special events;
• Parks and plazas in the Lenola Study Area must be designed to be part of the everyday experience as well as for special events;
• Parks and plazas must include pedestrian furniture and pedestrian scaled lighting;
• Parks should be integrated with and be part of a continuous pedestrian realm; and
• Public spaces and trees must be well maintained.

Positive Public Space Images

Results: +6 (3) Downtown park with monument adjacent to civic building

Results: +6 (3) Public plaza with textured walks and landscaping

Results: +5 (3) Public plaza on street corner with café space and landscaping

Parking – Lenola Study Area

Parking needs will continue to play an integral role in Lenola and will be a component of future development.

In contrast to the current prevalence of surface parking, 67% of participants believe mixed-use and embedded parking structures are appropriate for the Lenola Study Area.

While support is slightly less, 48% of participants believe shared parking structures with ground floor retail are appropriate for the Lenola Study Area. Shared parking structures allow parking uses to be spread among complimentary land uses and across multiple development parcels. For instance, parking may be shared among residential and commercial uses within up to 1,000 feet from the parking location/structure, thereby getting more efficient uses of space.

Guidelines and Policy Recommendations

Parking in the Lenola Study Area should include the following characteristics:

• Parking facilities must be screened or constructed to resemble residential or office building types or screened with liner buildings against the street front;
• Develop mixed-use parking building prototypes with parking incorporated into the base, half levels and in mixed use, predominantly parking buildings;
• Develop a phased plan for mixed-use parking structures as replacement for surface parking lots in Lenola;
• On-street parallel or diagonal parking provided on all streets in Lenola to be counted as the required parking per lot frontage;
• Where appropriate, incorporate bump-outs along parallel parking for street trees, spaced every 2 parking spaces;
• Where possible, surface parking should be relocated behind retail uses. Any remaining surface parking lots must be landscaped, with a hedge, fence, low wall or combination thereof with internal landscaping and one tree for every 4 parking spaces; and
• As per Smart Growth practices, parking standards should be reduced to a maximum of 1.2 car spaces per unit for new residential, 2 spaces per 1,000 for new retail and 2.5 spaces per 1,000 square feet of offices. Parking for additional uses, including restaurants, can be shared from another source up to 1,000 feet away from the use’s location.
The highest rated image in the VPS depicts walking as a primary mobility option for Lenola, suggesting that future development initiatives should primarily focus on making Lenola more and primarily pedestrian friendly. Images of bicycle facilities and bicycle lanes and multi-modal mobility were highly rated. Initiatives should integrate a range of mobility alternatives into future development and revitalization of Lenola.

Visioning participants generally favor reinstating regional rail service with a stop on Lenola Road. 46% of participants support rail service with a stop at Lenola Road.

Guidelines and Policy Recommendations

Transit and Mobility should include the following:
- Conduct a transportation needs assessment study of the community and develop a transportation plan to address future transportation needs to include emphasis on walking, bicycle ridership, on-demand and multi-modal transit, plus the possibility of reinstating regional rail service with a stop in Lenola;
- Insure that bus stops 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.

Positive Transit and Mobility Images

Signage – Lenola Study Area

The positive signage images indicate the desirability of predominantly traditional signage at a smaller, more pedestrian scale. This signage is mounted on building fronts and generally smaller monument and hanging signage. In addition, positively perceived signage generally conforms to design standards aimed at controlling the bulk, color and general style of commercial 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, with a specific focus on similar standards for Lenola as well as Main Street;
- Commercial design standards must address awning, window, transom and small hanging signs;
- Coordinate commercial signage with the architecture of the buildings;
- Strict control of lighting, color and font; and
- Keep both public/way-finding and commercial signage predominantly pedestrian in scale;
- Eliminate all free-standing, corporate, highway-oriented signs;
- Public/way-finding signage should be distinctive and easy-to-read.

Positive Commercial Signage Images

Positive Commercial Signage Images

Negative 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 Streetscaping**

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**Task One: Susceptibility to Change – Lenola Study Area**

The first task of the Workshop was to determine those areas from 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 second task of the visioning workshops was to identify various existing conditions within the Lenola 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 Camden Avenue, Lenola Road and New Albany Road are perceived as dangerous.

Streets perceived to have excessive vehicular noise and speed include the full length of Camden Avenue, Lenola Road and the section of New Albany Road between Camden Avenue and Lenola Road.

Participants believe the sidewalks are in poor condition along Camden Avenue, Lenola Road and New Albany Road. Sidewalks on adjacent streets were also identified as being in poor condition.

Several locations exist in the Lenola Study Area where people are perceived as congregating. These locations include Moorestown Oaks and convenience retail establishments along Camden Avenue including McDonalds and Seven-Eleven.

In addition to noting the presence of people congregating, participants were also asked to identify locations of perceived crime. This just indicated 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 Lenola 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 the Lenola Study Area 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 the periphery of the commercial 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 Lenola Study Area.

Participants also suggested that single-use retail should be located at the periphery of the commercial core of the Lenola Study Area.

Participants considered locations for future transit stops for the Lenola Study Area.

The synthesis of the workshops did not indicate a preference by participants for parking structures or civic uses.
The fourth task of the visioning workshops was to identify the locations for various future streetscape features and transportation amenities within the Lenola 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 all intersections along Camden Avenue and Lenola Road.

Participants recommended streetscape improvements for all streets within the study area and recommended turning Camden Avenue into a boulevard, having a landscaped center median from the municipal boundary at Pennsauken Creek to Devon Road.

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 Lenola Design Plan recommends approximately 955,400 square feet of new building uses for the Lenola Study Area. The eventual new land uses will be a market based and consensus driven combination of retail, residential, civic, parking, and open space.

The majority of the Lenola Design Plan is comprised of multi-family residential, totaling approximately 666,900 square feet. It is estimated that new residential could provide approximately 494 new housing units in the Lenola Study Area. New residential unit counts are based on an average housing unit size of 1,350 square feet.

The Plan also incorporates over 336,000 square feet of parks and open space in the center of Lenola, 278,700 square feet of commercial space, and 9,800 square feet of civic space in the form of a new train station and/or public use.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Area (ft²)</th>
<th>Units</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>278,700</td>
<td>N/A</td>
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<tr>
<td>Residential</td>
<td>666,900</td>
<td>494</td>
</tr>
<tr>
<td>Civic</td>
<td>9,800</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>955,400</strong></td>
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<tr>
<td>Open Space</td>
<td>336,525</td>
<td>N/A</td>
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</table>

Synthesis of the recommended future land uses in the Lenola Study Area of Moorestown based on results of the Vision Translation Workshop.
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 fronting on Camden Avenue between Franklin Avenue and Lenola Road, as well as on New Albany Road and Lenola Road, surrounding a new proposed “central park”.

Examples of mixed-use, office and live-work 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 brown building mass.

Recommended locations for residential are as infill at the periphery of the neighborhood’s Town Center but within walking distance of the neighborhood commercial corridor and new “central park”. Primary locations include residential infill fronting Camden Avenue east of Lenola Road and fronting Camden Avenue at the intersection with Cottage Avenue. Multi-family development would also wrap around mixed use buildings fronting the corner of Camden Avenue and Lenola Road, with access from both Camden Avenue and Lenola Road.

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

Single-use retail locations include a rehabilitated commercial strip mall fronting on Camden Avenue with the building front brought to the street edge with parking located in the rear, and smaller kiosk and pad site retail located at the corners of the “central park” bounded by Camden Avenue, Lenola Road and New Albany Road.

Examples of single-use retail design which might be appropriate at these locations is 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 use suggested for the Lenola Study Area includes a rehabilitated passenger rail station on the former Penn-Central Rail Line at the intersection of Lenola Road and Merion Avenue.

An example of a rail station design which might be appropriate at this location is illustrated in the image below.
Recommended locations for potential new open and public spaces are shown on the map to the right in the green color.

The primary open space feature in the recommended design plan for the Lenola Study Area is a new “central park” bounded by Camden Road, Lenola Road and New Albany Road. This public space would be landscaped with paths and other pedestrian oriented amenities. In addition, a smaller public plaza is recommended fronting onto Camden Avenue and the open space at the corner of Lenola Road and New Albany Road is recommended to be preserved.

Examples of public space design which might be appropriate at these locations is illustrated in the images below.
The Building and Parking Program for the Lenola Study Area represents a recommended ideal for development in the area at build-out. The recommended building configurations and uses will likely be refined and modified as economic and market conditions dictate.

The table above alphabetically identifies the recommended infill buildings and their uses in the Lenola Study Area, indicated on the map to the right. Totals reflecting build-out for the suggested uses for each building are specified, 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 these figures include the “replacement” of 125+ existing rental units (referenced on page 40). Figures in the table above also include residential units which are already permitted by current zoning.

The parking demand for each building is specified, based on the recommended Smart Growth 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.

A total of 2,153 parking spaces are provided in the plan with a demand of 1,577 new spaces, based on the recommended uses in the new buildings, leaving a net of 576 additional parking spaces. The net increase of parking provides a surplus of parking within the Study Area which more than accommodates the recommended new development.

On-street parking spaces (existing and/or potential new spaces) are not included in the parking counts.
Streets are the most important public spaces in the Lenola Study Area. In the study area, a number of traffic conflicts were identified by the Workshops. Existing conditions render many streets in the Lenola Study Area as unsafe for pedestrians.

A new Street Regulating Plan is proposed for the Lenola Study Area which will facilitate in transforming it into a neighborhood center which is a more functional and visually appealing public place. The new street plan will be both more pedestrian friendly while it will more efficiently accommodate the volume of cars which travel through the Lenola area.

There are five street types recommended for the Lenola Study Area. Each of the street typologies are illustrated on the following three pages.
Type A:
- Equal emphasis on pedestrian and motorized vehicle; higher vehicular traffic street.
- Roadway narrowed between intersections to accommodate wider sidewalks.
- Landscaped center median – 11’ wide.
- Center left turn lane at intersections, textured pavement to extend median.
- Textured intersection where possible to act as traffic calming.
- Widest sidewalk possible for commercial frontages.
- Parallel parking on both sides of the street
- Street trees; parkway of 3 feet wide
- Semi-impervious paving or tree wells
- Camden Avenue is transformed into a Boulevard through the Study Area

Type B:
- Equal emphasis on pedestrian and motorized vehicle; higher vehicular traffic street.
- Wider sidewalks; new infill buildings set farther back to accommodate wider sidewalks.
- Street trees planted on both sides of the street in tree wells. Planted in bump-outs to allow for wider sidewalk widths where necessary.
- On-street parallel parking on side of the street; between street tree bump-outs with textured pavement where necessary.
**Type C:**
- Emphasis on pedestrian; moderate to high vehicular traffic street
- Residential-scaled sidewalk, minimum width of 4.5 feet
- Street trees planted in street tree bump-outs to accommodate parallel parking or on planting areas (parkway).
- Parallel parking on one side of the street between street tree bump-outs.

**Type D:**
- Equal emphasis on pedestrian and motorized vehicle; higher vehicular traffic street.
- Expanded sidewalk fronting commercial areas; minimum width of 10 feet.
- Expanded sidewalk fronting public open space; minimum width of 10 feet.
- Street trees planted in tree wells on both sides of the street.
- Diagonal parking on one side of the street facing the park.
**Type E:**
- Access to rear parking lots or mixed use buildings.
- Equal emphasis on pedestrian and motorized vehicle; lower vehicular traffic street
- Expanded sidewalk where possible. Where possible a planting strip is introduced between the sidewalk and curb.
- Street trees planted on both sides.
- Provide pedestrian access from rear parking to sidewalks.

**Access Lane:**
- Vehicular and service access lanes between rows of parked cars and behind buildings; Commercial and residential.
- Low vehicular traffic street; Head-in or diagonal parking on both sides where possible
- Two way traffic where possible.
- Sidewalks along back side of building.
- Street trees planted between the cars on the rear edge.
- Fence or hedge with trees against adjacent land uses.

**Pedestrian Alley - Lenola:**
- Pedestrian access between blocks and to mid-block parking
- Potential for additional retail frontage opportunities
The Lenola Vision Plan will accommodate the automobile, while putting pedestrians at a higher priority. It also recognizes the proximity of the Lenola Study Area to an existing Former Penn Central Rail Line to provide a transit connection.

Because the Lenola Vision Plan is designed based on Smart Growth principles, 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 in the Lenola Study Area:

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 sidewalks, 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.

4. Limit parking within a high quality “town center” character.

**Traffic + Transit + Pedestrians + A Safe and Compelling Pedestrian Realm**

= Walkability
A range of parking recommendations have been prepared to accommodate both the existing parking and the future parking demand. The parking demand for each building is specified, based on the recommended Smart Growth 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.

The unique factor of the parking plan for the Lenola Study Area is the emphasis on both the physical character of the buildings and the street and the emphasis on walkability, given the proximity to potential future transit. The Lenola Plan calls for two centrally located mixed-use parking buildings fronting on Camden Avenue, embedded parking, surface parking lots screened from the roadway behind liner buildings, as well as on-street parking. A total of 2,153 parking spaces are provided in the plan with a demand of 1,577 new spaces, based on the new buildings. The net of 576 spaces will more than replace the 744 existing spaces removed.

On-street parking spaces (existing and/or potential new spaces) are not included in the parking counts.
The Landscape Plan has a range of parks including public open space, pedestrian plazas, semi public/private open space, private open space, and streetscaping, shown on the plan to the right. Along Camden Avenue, a landscaped median is recommended to serve as both a landscaping and a gateway feature. It is recommended that publicly accessible green spaces be incorporated into infill buildings where appropriate, specifically as parks and plazas behind or, where appropriate, over embedded parking structures. A large public park is recommended fronting between Camden Avenue and New Albany Road, which will serve as a "central park", and a lot at the corner of Lenola Road and New Albany Road would be preserved as open space. In addition, pedestrian plazas are located fronting a recommended transit stop on Lenola Road.

Recommended plantings throughout the downtown also include a large number of street trees as well as hedges, flowers and planters. It is recommended that street trees be planted in regular intervals on those streets that are primarily residential with a sparser planting form in commercial/retail areas. In commercial/retail areas, trees are recommended on the property lines where possible and they should be trimmed high enough (approximately 10-12 feet) so as not to obscure retail display windows.
Recommended building heights of proposed redevelopment in the Lenola Study Area are indicated on the map to the right. The maximum building height for the Lenola Study Area is three stories and most new buildings are recommended at three stories. To maintain a smaller scale neighborhood center character, it is also recommended that third stories be set back from the primary façade.
The map to the right indicates the recommended locations for new retail frontage in red. Any new retail frontage in the Lenola Study Area, the “Town Center”, should meet a predetermined set of design standards. This linear frontage should exhibit the standards listed below:

**Standards for Retail Frontage in a Small Town or Neighborhood 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
Phasing will be an important factor in the successful implementation of the Vision Plan for the Lenola Study Area. As a general approximation of the phasing, the time frames for each phase are roughly three years each. The phasing of eventual future development in the Lenola Study Area, which should be generated based on the Vision Plan, can be altered as economic conditions wax and wane.

The various shaded areas in the plan below suggest the sequence of the phasing, with the lightest shading being the first phase. Commercial establishments along Camden Avenue are recommended as the first phases of infill in the 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 the recommended build-out.

<table>
<thead>
<tr>
<th>Total New Land Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Use</strong></td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Residential</td>
</tr>
<tr>
<td>Civic</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Open Space 336,525 N/A
The Moorestown Mall, an older enclosed mall, has long served as a regional retail center in Southern New Jersey. Its popularity has waned in recent years as the popularity and number of competing malls, big box retail centers and lifestyle centers has grown in the region.

The Visioning Process addressed the existing conditions of the mall as well as design alternatives from other malls around the country. Recommended design characteristics and potential prototype images and plans are included as examples of what the Moorestown Mall could become in the future.
The Moorestown Mall has long served as a regional retail center in Southern New Jersey. The draw of the mall to customers has diminished over a number of years. According to 62 percent of the visioning participants, the mall is no longer attractive and significant changes must occur to maintain the mall’s importance as a regional retail center.

A significant change which would facilitate the mall’s importance as a regional center would be the transformation of the Moorestown Mall from its current design to a “lifestyle center”. This potential revitalization of the mall, which would turn the mall inside-out and include walkable streets, more specialized retail and housing attached to a revitalized mall, is supported by 51 percent of the visioning participants.

Along with transforming the mall into more of a lifestyle center as a preferred characteristic, a number of economic characteristics could facilitate maintaining the mall’s advantage as a regional center.

Reflecting the perceived lack of higher quality hospitality in the region, 52 percent of visioning participants support attracting a high-end hotel to the mall area. A slight majority of participants at 54 percent also believe that new retail proposed for the mall should be upscale national chain retail. However, 52 percent believe that the mall and surrounding retail should only be allowed to grow if green building technologies are incorporated into their design. Additionally, while Moorestown has traditionally remained a dry town, 57 percent support allowing liquor licenses within the Township if restricted to the Moorestown Mall area.

Guidelines & Policy Recommendations for the Moorestown Mall Study Area

Re-mallization of the Mall should include the following characteristics:

- Rehabilitate the mall to incorporate “lifestyle center” elements which emulate a more traditional “main street”, with walkable streets and retail sidewalks;
- Infill mixed-use buildings in the mall study area, buildings built up to the sidewalk edge;
- All parking for the rehabilitated mall and study area in mixed-use parking structures or rear lots accessed from center block lanes;
- Retail frontage in the mall study area with large display windows;
- Building articulation in mall study area with 25 to 40 foot bays;
- Pedestrian amenities for the rehabilitated mall and study area including lighting and furniture;
- On-street parking on new streets in mall study area - parallel, diagonal where possible;
- Pedestrian amenities for the rehabilitated mall and study area including lighting and furniture;
- Building articulation in mall study area with 25 to 40 foot bays;
- All parking for the rehabilitated mall and study area in mixed-use parking structures or rear lots accessed from center block lanes;
- Development should be at a highest density within building envelope;
- Development for the mall should incorporate mixed-use residential;
- Incorporate high end lodging (i.e. hotel) in the mall study area; and
- Allow liquor licenses to a limited number of establishments within the mall study area.

EXISTING IMAGES OF THE MOORESTOWN MALL AREA.

Serving as future land banks, expansive surface parking lots typically surround a mall. Supported by 71 percent of participants, most surface parking should be eliminated with parking located in new mixed-use parking structures. The transformation of surface parking into mixed-use parking structures is further supported by the relatively high value of a mixed-use parking structure image in the VPS shown below.

Existing images of the mall and surrounding parking lots were perceived negatively by participants in the visioning process, indicated in the images to the lower right.

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The moorestown mall is no longer attractive.

## Preferred Mall Development Options – Moorestown Mall Study Area

### Preferred Mall Development Images

- Results: +6 (4) – Lifestyle center as new “Main Street”
- Results: +5 (2) – Commercial sidewalk with pedestrian amenities
- Results: +5 (1) – Pedestrian plaza in new lifestyle center
- Results: +4 (3) – Mixed-use retail in new “Main Street” lifestyle center

### Negative Mall Development Images

- Results: -7 (3)

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A. Neelsen Associates, Inc

Moorestown Vision Plan