EVESHAM TOWNSHIP
DOWNTOWN VISION PLAN

January 2021

ACKNOWLEDGEMENTS

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VISION


VESHAM
2215
for Downtown Marlton






FIRE

Purpose:

To Provide a Design and Organizational Framework For Downtown Marlton's Continued Evolution and Transformation into a More Diverse and Vibrant Hub of Community Life







INTRODUCTION

In 2009, Evesham Township embarked on a visionary plan, adopted as the "Evesham 2020 Vision Plan for Marlton Circle" ("2020 Vision Plan"), to transform the Route 73 and Route 70 corridors in the vicinity of the Marlton Circle from auto-oriented, single-use suburban highway corridors into walkable mixed-use places designed for people. Since the Marlton Circle was being eliminated and the surrounding roadways were being reconfigured, the Township took the opportunity to reconsider land use in the area and to redefine the area as the Evesham Crossroads.

Among several goals and objectives, the 2020 Vision Plan called for the establishment of a landmark at Evesham Crossroads, the retrofit and transformation of outdated commercial corridors, and plans to enhance quality of life in affected neighborhoods.

Another area of focus in the 2020 Vision Plan is the downtown Marlton Village / Main Street Area. The overall goal for this area as set forth in the 2020 Vision Plan was to make Marlton Village a more vibrant destination with civic gathering places and an inviting mix of shops, restaurants, and services along a pedestrian-friendly streetscape.

In the years following the adoption of the 2020 Vision Plan in 2010, Evesham Township embarked on several redevelopment activities, including the adoption of Township Resolution 339-2014, which declared certain properties within Marlton Village as an "Area in Need of Rehabilitation" in accordance with the New Jersey Local Redevelopment and Housing Law.

This Downtown Vision Plan builds on the 2020 Vision Plan and aims to provide additional focus on the historic downtown area with a concept plan and potential design guidelines to facilitate implementation of the original 2020 Vision Plan, and to add detail and specific direction on actions and improvements that will further establish downtown Marlton as a vibrant center of community life in the Township as well as an identifiable landmark in the region.

MAKE MARLTON VILLAGE A MORE VIBRANT DESTINATION

Marlton Village should become more vibrant with civic gathering places and an inviting mix of shops, restaurants and services along a more pedestrian-friendly streetscape.

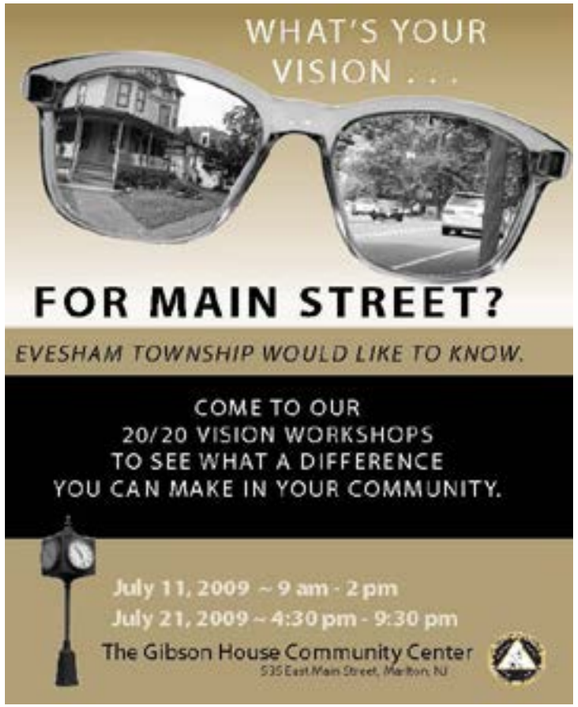






2009 VISION PROCESS TO CREATE THE EVESHAM 2020 VISION PLAN







*Survey results from the 2020 Vision Plan



*Survey results from the 2020 Vision Plan





Vibrant Destination



REALIZING THE VISION: IMPROVEMENTS SINCE 2009

Many aspects of the 2020 Vision Plan have been implemented by Evesham Township in a public/private partnership with local developers, as demonstrated by a number of sites that have been improved since 2009.

The map on this page depicts the responses from workshop attendees who placed red dots to indicate "places you like the least" during the 2009 visioning exercise.

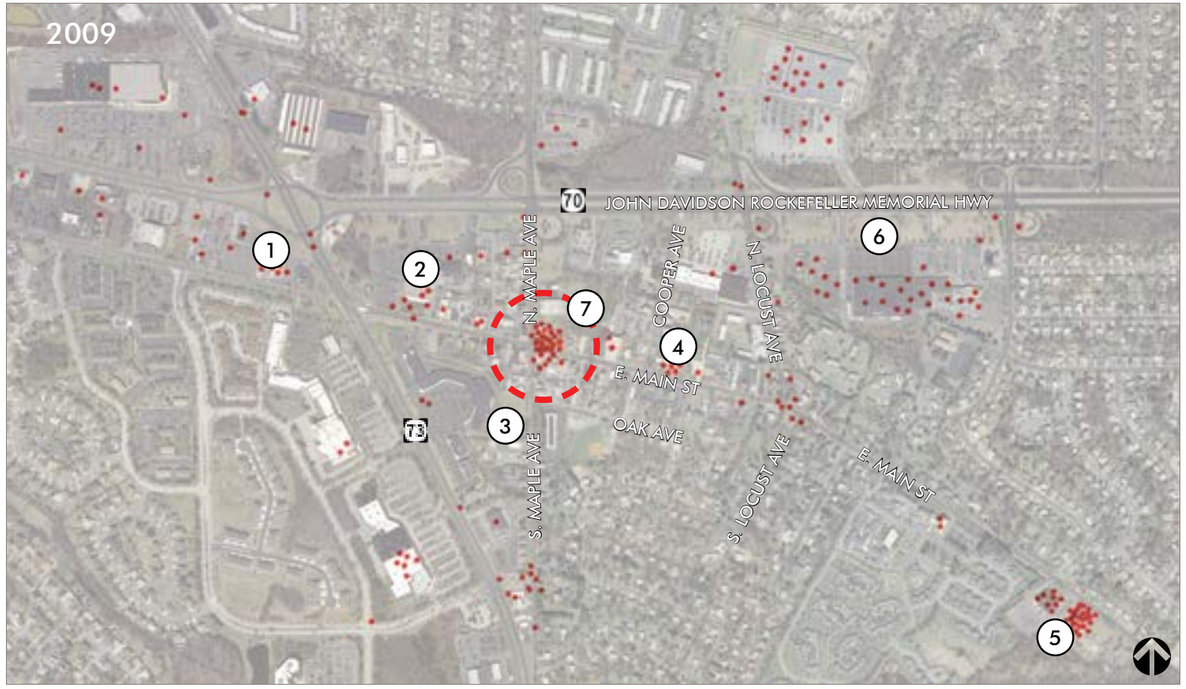
Many of the specifically identified sites have been transformed over the past decade; including the former Olga's Diner, Marlton Greene (former Franks' Nursery), the vacant bank site at Main Street and Cooper Avenue, the former municipal building at 125 East Main Street, the Staples Shopping Center, and Tri-Towne Plaza; as well as an underutilized stretch of South Maple Avenue redeveloped as Jackie's Crossing. Under-used portions of the Kohl's/ShopRite site now include a Honeygrow and Shake Shack and Marlton Crossing has been revitalized to include Michaels, Chickie's & Pete's, and the right-sizing of the Burlington Coat Factory to make space for a new grocery store.

However, the 7-Eleven site at the primary intersection of the downtown area, Main Street and Maple Avenue, remains in its long-unimproved condition, despite having received the most "places you like the least" red dots.



1 Before: Former Olga's Diner


1 After: Reproductive Medical Associates




2 Before


3 Before: Vacant Land


4 Before: Vacant Bank Site


2 After: Marlton Greene

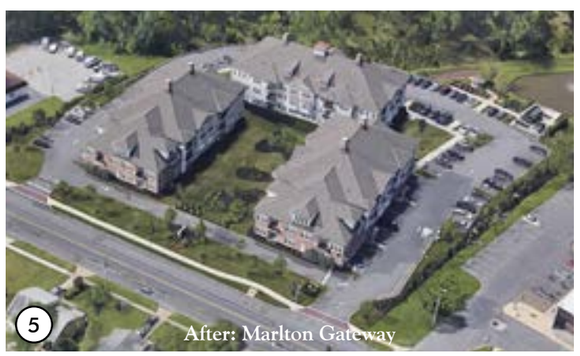

3 After: Jackie's Crossing


4 After: Main Street Apartments




5 Before: Former Municipal Building


6 Before: Tri-Towne Plaza


5 After: Marlton Gateway


6 After: Renaissance Square







7 7-Eleven





ASSESSMENT OF EXISTING CONDITIONS

The study area, outlined in red on the map on this page, generally follows Main Street and is defined by the entrance to Marlton Square on the west end and S. Locust Avenue to the east. The area also follows the north-south street of Maple Avenue and is bounded by Route 70 to the north and Munger Avenue to the south.

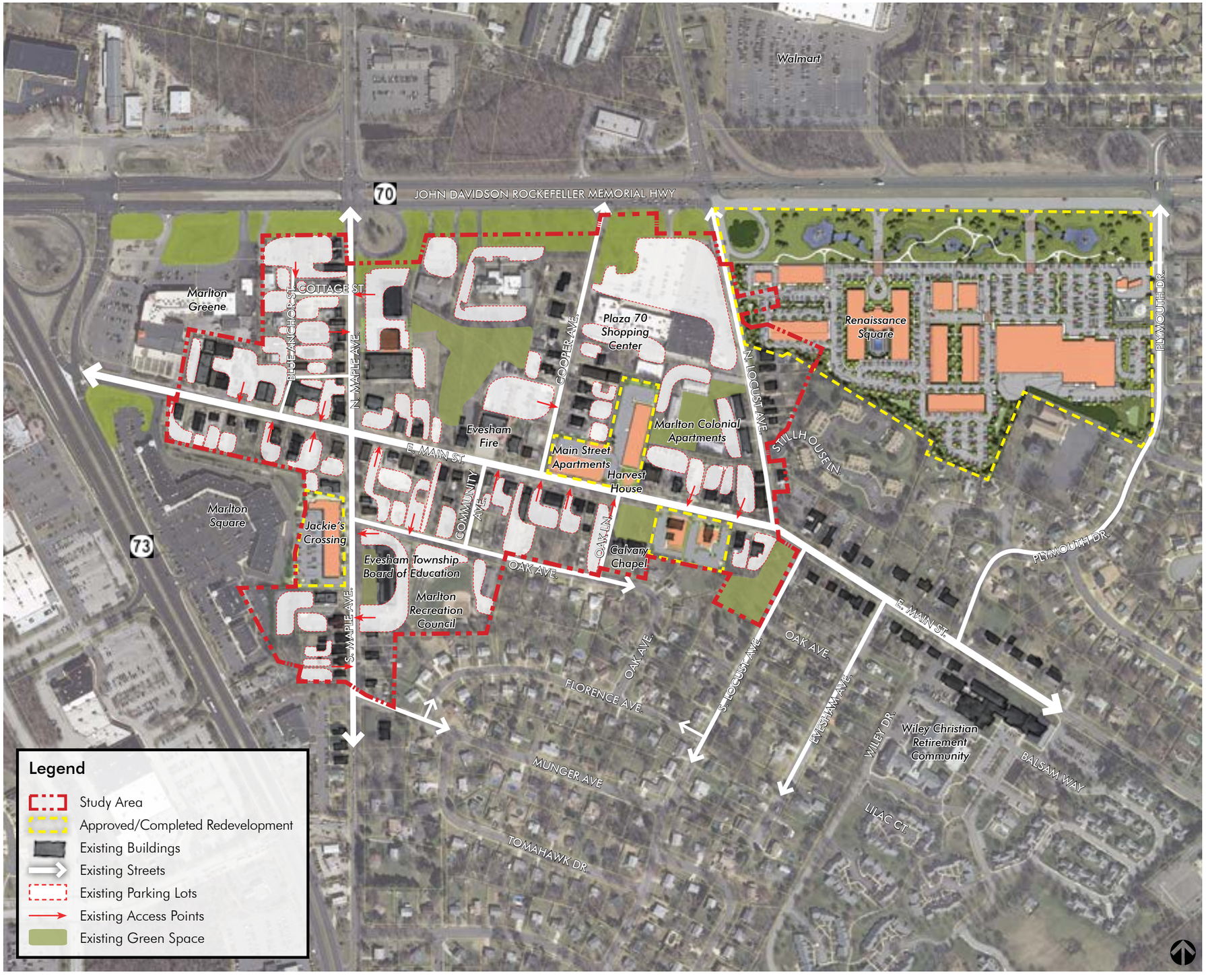
An assessment of the existing conditions found that the study area features two superblocks bounded by Main Street, Maple Avenue, Cooper Avenue, Locust Avenue, and Route 70, as well as smaller side streets off of Main Street and Maple Avenue, with limited internal connectivity to facilitate local traffic or public parking to serve the downtown area.

While there is a landscaped buffer area that is part of the Route 70 right-of-way (known as the John D. Rockefeller Memorial Highway), a neighborhood park space along S. Locust Avenue at the intersection with Main Street (Kaign Park), and the manicured front yards of the Calvary Chapel and Evesham Board of Education building, there is an apparent lack of public gathering space suitable for a downtown area to serve as a focal point and to accommodate community events.

Additionally, there are various obstacles (both perceived and real) related to parking capacity and access, including numerous disconnected parking lots with their own driveways, parking lots which front on streets, limited public rights-of-way to easily accommodate on-street parking, and lack of a wayfinding signage system.

Furthermore, the excessive number of curb cuts disrupts the pedestrian/bicycle network and impedes opportunities to create a continuous landscaped and pedestrian-friendly streetscape.

Finally, there are gaps in the pedestrian/bicycle network, including missing sidewalk particularly on side streets, faded or non-existent crosswalks at various intersections and generally very little bicycle infrastructure and facilities throughout the downtown and surrounding area.



OPPORTUNITIES FOR INFILL AND STREETSCAPE IMPROVEMENTS















PUBLIC PLANNING PROCESS

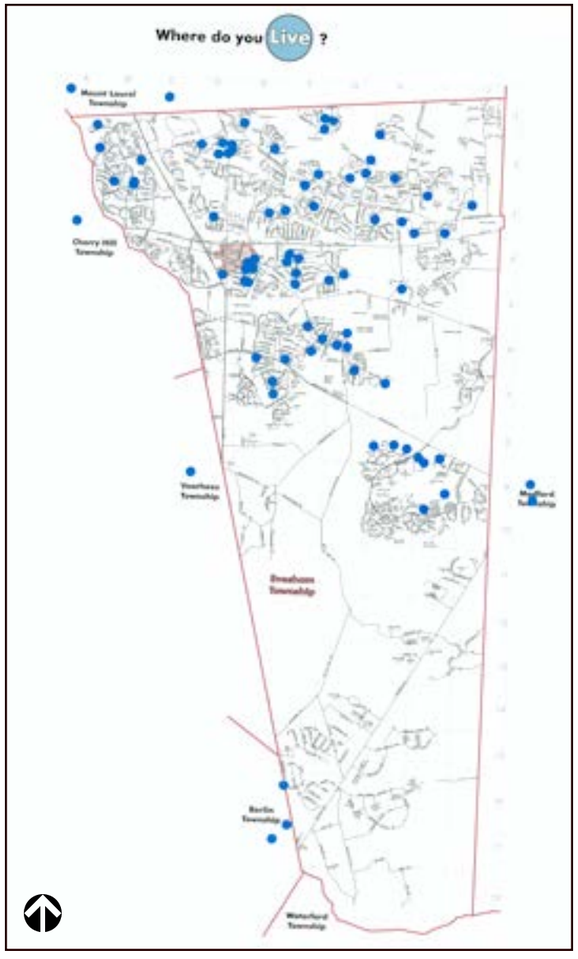
During the spring of 2018, Evesham Township engaged over 100 residents and business owners in support of the Evesham Downtown Vision Plan to further examine the land use patterns, circulation network, and open spaces in the downtown area.

The Township recognized this was an opportunity to review the 2020 Vision Plan, gather input, observe applicable aspects of other successful downtowns, and use the insights to further enhance the vision for historic downtown Marlton.

Two open houses were held in support of this public process: on Sunday, May 20, 2018, at the Evesham Firehouse, during the Taste of Evesham event, as well as on Wednesday, May 30, 2018, at the Gibson House.

At these events, attendees were asked to identify generally where they live (blue dots), review and provide feedback regarding ongoing redevelopment efforts since 2009, identify the key missing components of the downtown area, and offer suggestions for the types of uses and activities to a vibrant downtown.

On November 19, 2018, Evesham Township held a Stakeholder Meeting at the Municipal Building. At this meeting, downtown property owners were offered a preview of this downtown vision plan and participants were invited to offer their thoughts and ideas. Some of the comments and ideas were incorporated throughout this document.












EVESHAM
2215
for Downtown Marlton ?




Downtown Vision &
Redevelopment Plan



YOUR BEST IDEAS

During the two open houses, attendees were generally asked to identify "what was missing" in the downtown area. To help facilitate an open discussion, open house attendees were specifically asked:

1) What special uses do you want to see downtown?

2) What uses would activate the downtown?

3) What businesses and restaurants do you want to see downtown?

Additionally, an exhibit showing ideas for public gathering spaces was displayed and attendees were asked to place green dots to identify which features and activities for public gathering spaces they would like to see in the downtown area. The results are provided on the opposite page.

In summation, it was found that there is a strong desire for a non-retail anchor use, historically- and architecturally-compatible infill, and a public gathering space in the downtown area.

While all of the potential features and activities received support, beer gardens and pop-up cafes, community events, a main square, and natural playground were the most favored. Additionally, it was expressed by the public that the public gathering space should be interconnected to an overall circulation network that accommodates vehicles, but prioritizes pedestrians and bicyclists over motorists.

Finally, a combination of additional on-street parking, better parking connectivity and shared access, along with a landscaped and vibrant streetscape with outdoor dining should be explored to reinforce and enhance the pedestrian character of the downtown area.

WHAT SPECIAL USES DO YOU WANT TO SEE DOWNTOWN?

"Library"
"Community Center"
"Senior Center"
"Wellness/Fitness Facility"
"Arts District"
"Small Park"
"Open, usable space - a lot of those goals can be in there: entertaining, play spots, walking, etc."
"Utilize BOE building as Art/Community focus - history & great greenspace"
"Space/events for local small businesses to set up & sell items"

WHAT USES WOULD ACTIVATE THE DOWNTOWN?

"Library as anchor"
"Beer garden"
"Farmers market space"
"Character & scale for Main"
"Historic infill"
"Preserve the history - keep the hometown vibe"
"Pocket Parks vs. Parks"
"Landscape streetscape"
"Crosswalks" "Pedestrian crosswalks on Main St."
"Bicycle/Pedestrian circulation framework to get downtown"
"Running / walking path around town for several miles"
"Sidewalks all connecting" "Add sidewalks"
"Better parking connectivity & access"
"Shared access"
"Parking (It's an issue)"
"More residential to support quaint shops"

WHAT BUSINESSES AND RESTAURANTS DO YOU WANT TO SEE DOWNTOWN?

"Coffee Roaster" "Coffee Shop"
"Farmer's market"
"Beer garden"
"Ice cream shop"
"Small grocery store"
"Bakery"
"Local/Non-Franchise Stores"
"Pop up food trucks"
"Kid-friendly restaurants"
"Restaurant w/outdoor seating"
"Outdoor cafes"
"Casual dining"

OTHER COMMENTS

"Continuing developing as a walkable destination with parking in proximity & the right mix of attractions & businesses"
"Keep the look & feel of Marlton as a "Quaint" town"
"Bike racks (Go Team Evesham!)"

What features/activities for public gathering spaces do you like MOST for Downtown Marlton ?


COMMUNITY EVENTS


MULTIPURPOSE LAWN


LIGHT INSTALLATION IN PLAZA


DOG PARK


NATURE/ART WALK


MOVIES IN THE PARK


INTERACTIVE ART IN PARK


NATURAL PLAYGROUND


RAIN GARDEN


WATER FEATURE


POP-UP CAFE


FOUNTAIN


MAIN SQUARE


URBAN PLAYGROUND


OPEN LAWN


OUTDOOR PERFORMANCE SPACE (PLAZA)


OUTDOOR PERFORMANCE SPACE (LAWN)


COMMUNITY GARDEN


BEER GARDEN


OUTDOOR GAMES

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CONCEPT PLAN

OVERVIEW

The graphic on this page depicts a concept plan illustrating potential arrangement of existing buildings, together with infill buildings, building additions, parking and streetscape improvements.

One of the key elements of the concept plan is to highlight opportunities to enhance and expand civic event spaces at the center of the downtown area, focusing on the primary intersection of Main Street and Maple Avenue. The 7-Eleven site may be redeveloped or rehabilitated in the future (which may include mixed residential and commercial uses). Together with intersection and streetscape improvements, this would provide a central focal point for the downtown area.

Generally, infill buildings complement the scale and character of existing buildings. There are a number of potential opportunity sites, where it may be appropriate to accommodate larger-scale buildings and civic anchor uses, such as an assemblage of properties along Route 70 (west of N. Maple Avenue), the Plaza 70 Shopping Center site, the Marlton Colonial Apartments site, and the Evesham Board of Education / Marlton Recreation Council site.

Parking lots are relocated to the rear of buildings and interconnected where possible and driveways are consolidated, therefore eliminating numerous curb cuts. The former driveways become opportunities for appropriately-scaled infill development, modest additions, and/or outdoor dining areas as well as an improved landscaped and pedestrian-friendly streetscape throughout the downtown area. The former curb cuts become opportunities to increase the number of on-street parking spaces as well as bike corrals, parklets, and other similar amenities.

A new vehicular or pedestrian connection is shown between N. Maple Avenue and Cooper Avenue to break up the superblock, creating additional street frontage, enhances the pedestrian scale of the blocks, and facilitates access to a larger parking pool to serve the downtown area.



INSPIRATIONAL CHARACTER IMAGERY

















CONCEPT PLAN - MAIN STREET (WEST OF MAPLE AVENUE)



Infill Opportunities: Parking Lot Location





Infill parking lots along the street with buildings along the sidewalk and relocate parking to the rear

Infill Opportunities: Driveway Location





Consolidate parking and eliminate oversized driveways to create opportunities for modest infill buildings or additions

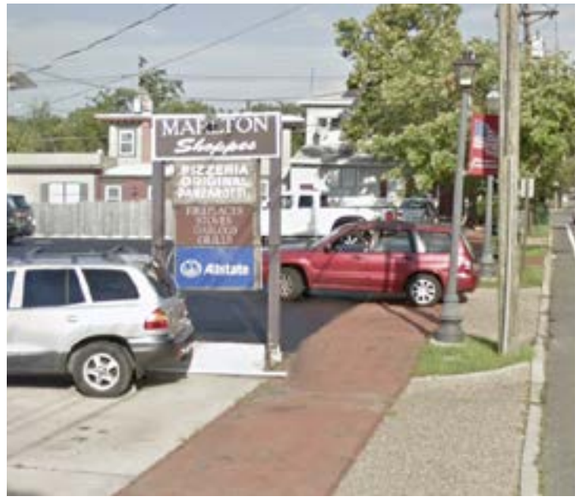
Frontage / Streetscape





Activate the streetscape with storefronts and use modest setbacks to create outdoor dining areas along the street

Pedestrian-Scale Signage





Encourage pedestrian-scale signage to identify unique businesses to enhance the downtown experience

Corner Treatment





Utilize traditional building elements to place special emphasis on street corners

CASE STUDY



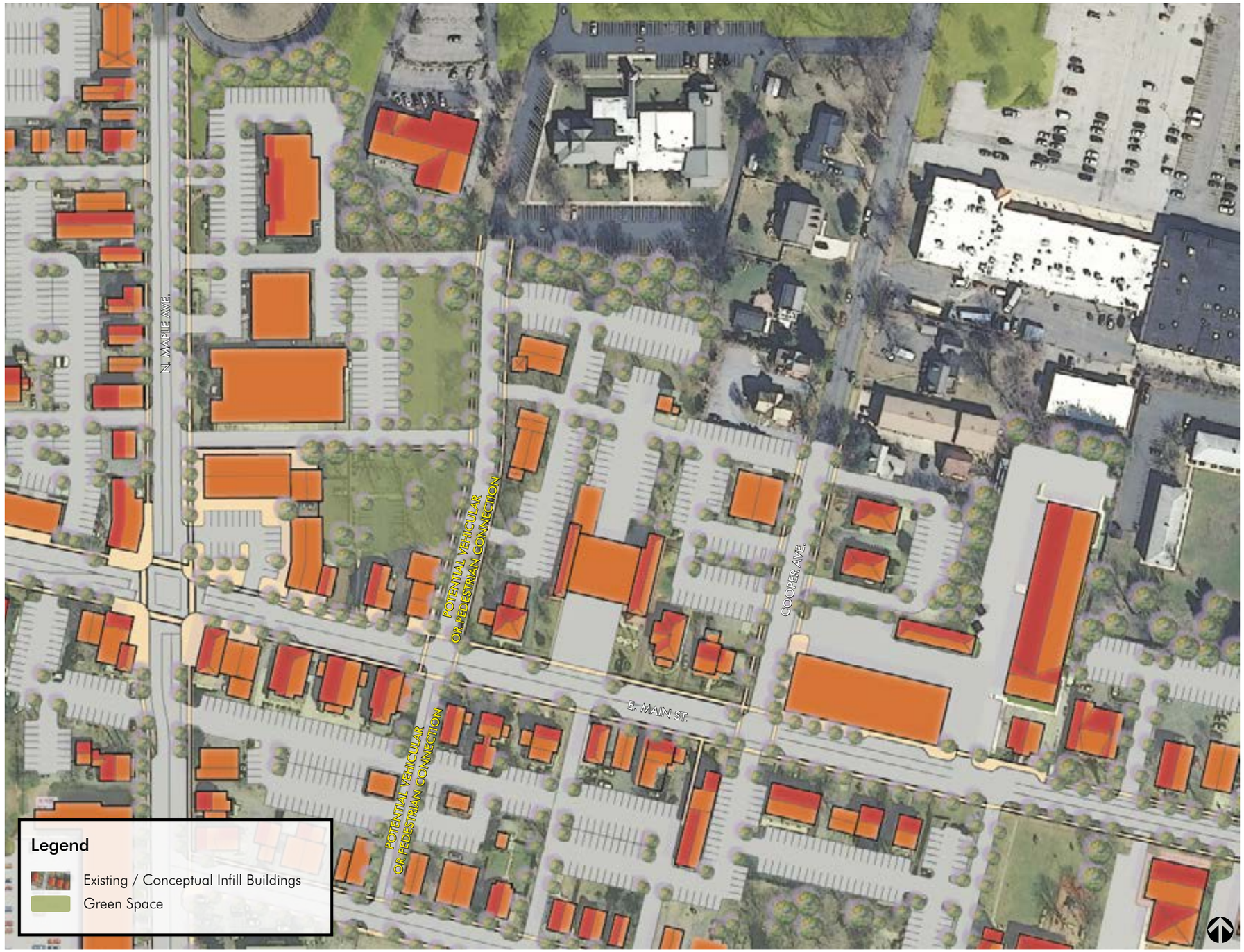
Cranbury, NJ

Cranbury is a state- and nationally-recognized historic downtown area, with a mix of small-scale retail stores and services with shallow setbacks along its Main Street. Surrounding the compact commercial core are residential neighborhoods and preserved farmland.

The tree-line streetscape is enriched with a brick-paved sidewalk, porches and stoops, window bays and modest storefronts, with signage and outdoor seating along the curb.



CONCEPT PLAN - MAIN STREET & NORTH MAPLE AVENUE



Public Gathering Space





Create civic gathering space and encourage uses that would make Main Street more active

Streetscape Design





Promote a connected continuous streetscape design to ensure an active, aesthetically-pleasing and pedestrian-friendly environment

Frontage / Streetscape





Activate the streetscape with storefronts and use modest setbacks to create outdoor dining areas along the street

Pedestrian-Scale Signage





Encourage pedestrian-scale signage to identify unique businesses that enhance the downtown experience

CASE STUDY



Cherry Hill Village, MI

Cherry Hill Village is new master planned community. The historic hamlet was settled in approximately 1825 and serves as the center of Canton. Beginning in 1999, the community engaged a developer to consider how to design the surrounding area to accommodate new residential and commercial space in the context of the existing built form.

The new community was designed to center upon and extend outward from the historic crossroads hamlet. The community's central public square is adjacent to the Village Theatre and both are integrated into the historic crossroads area. The urban design of the well-defined center and edge creates a distinct sense of place.

CONCEPT PLAN - MAIN STREET & OAK AVENUE



Consolidate & Improve Parking Areas





Consolidate and cluster parking areas to accommodate a park-once and shop environment

Infill Opportunities: Driveway Location





Eliminate driveways to create opportunities for outdoor dining areas

Streetscape Design





Activate the streetscape with storefronts and use modest setbacks to create outdoor dining areas along the street

Vacant Lots





Fill in the missing "gaps" with appropriately-scaled infill buildings

CASE STUDY



Lawrenceville, NJ

Along Lawrenceville Road (Route 206), driveways and curb cuts are secondary to a pedestrian-intensive main street. A rear lane spans an entire downtown block, providing parking and access to the businesses.

The reduction of driveways and curb cuts significantly reduces the number of conflict points between pedestrians and vehicles, improves safety and enhances the streetscape.



CONCEPT PLAN - MAIN STREET & LOCUST AVENUE



Preserve & Activate Open Space





Preserve existing open space and trees as buffer to residential area; Activate the space to serve multiple purposes for community

Improve Pedestrian Experience





Encourage pedestrian-scale signage on private property; Define driveways and yard areas with landscaping to improve the pedestrian experience

Improve Frontage





Screen front yard parking lots with decorative fence or wall to provide a pedestrian-friendly transition to single-family neighborhood

Preserve & Activate Open Space





Preserve existing open space and trees to be integrated into the downtown area

CONCEPT PLAN - SOUTH MAPLE AVENUE



PEDESTRIAN BRIDGE

The 2020 Vision Plan recognized the area surrounding the intersection of Route 70 and Route 73 as having the potential to become a place of regional significance and local pride.

The 2020 Vision Plan noted that there are opportunities to permit taller buildings that could frame an outdoor room with sufficient scale so that the properties in this area can once again become signature properties and memorable destinations, much like Olga's Diner and the old Marlton Circle did as they served as visual markers as one came into town.

The 2020 Vision Plan recommended that the feasibility of a pedestrian crossing to connect Old Marlton Pike with Main Street be evaluated. It was also recommended that a signature tower or similar structure be created to establish a sense of arrival and regional identity for the Township, and encouraged the installation of trails, sidewalk linkages, and a plaza or open space at the terminus of Main Street.

In the years since the adoption of the 2020 Vision Plan, the impossibility of safely crossing Route 73 has been firmly established. Any pedestrian attempt to cross Route 73 in this area is dangerous and frightening. The Township seeks to address this condition, but the only conceivable means to enable pedestrian connectivity is a pedestrian bridge.

The pedestrian bridge across Route 73 could be a signature structure that would combine the ideals set forth in the 2020 Vision Plan with the practical desire to address a public safety concern and reconnect Old Marlton Pike with Main Street. This type of project would require public and private cooperation, as it would involve multiple land owners, a private developer, the NJDOT, and the Township; but would result in a creative and unique response to a common challenge.

The images to the right were included with the 2020 Vision Plan as ideas for landmark structures. The pedestrian bridge could take design cues from the Evesham Crossroads area and Main Street. The map on the lower right side of this page depicts a potential location for a bridge crossing. The new connection would open up parking on both sides of Route 73 and could encourage retailers in the area to initiate creative services to serve customers, such as same day home or vehicle delivery service.



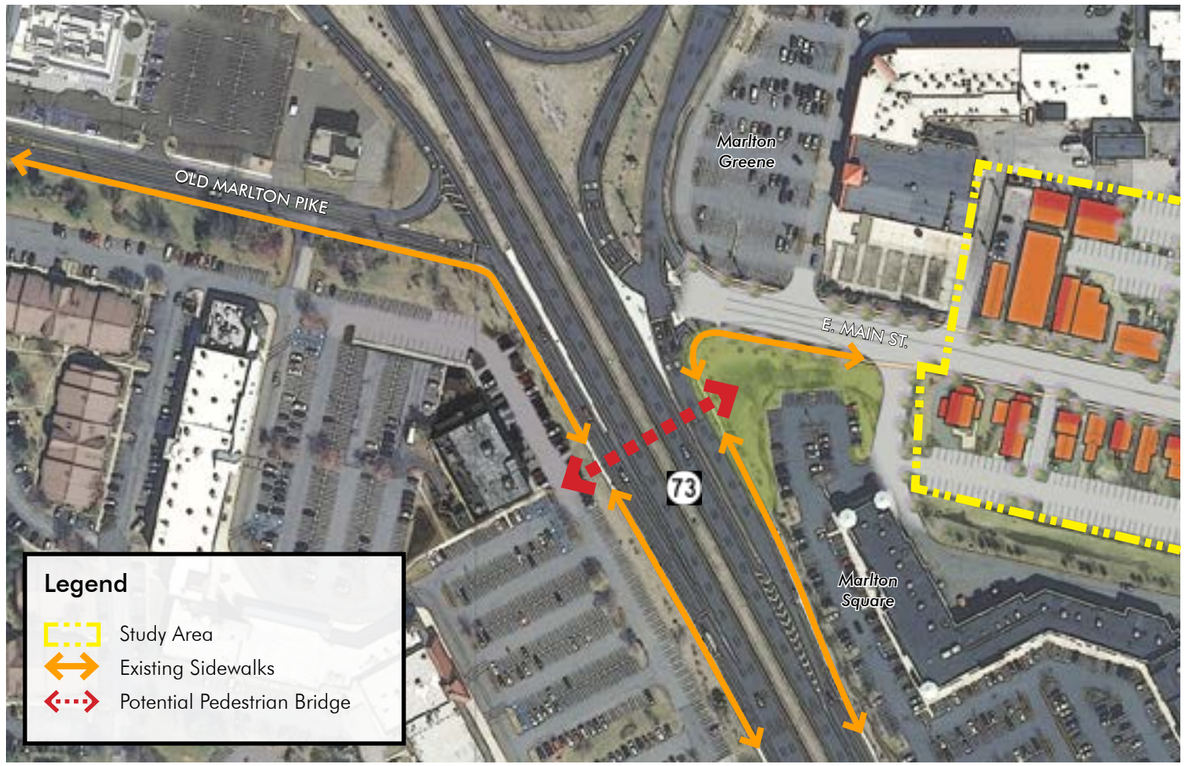












GREEN INFRASTRUCTURE

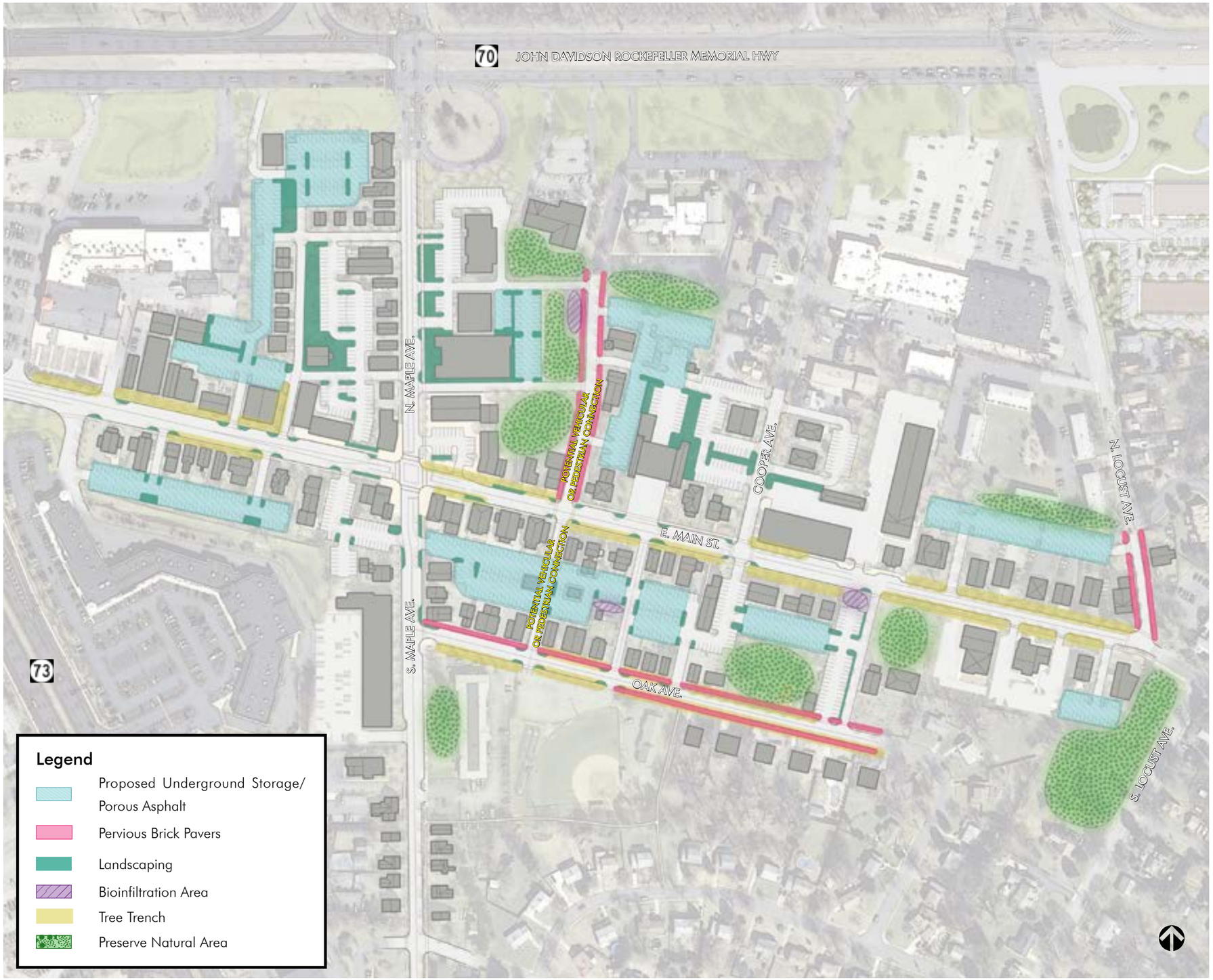
OVERVIEW

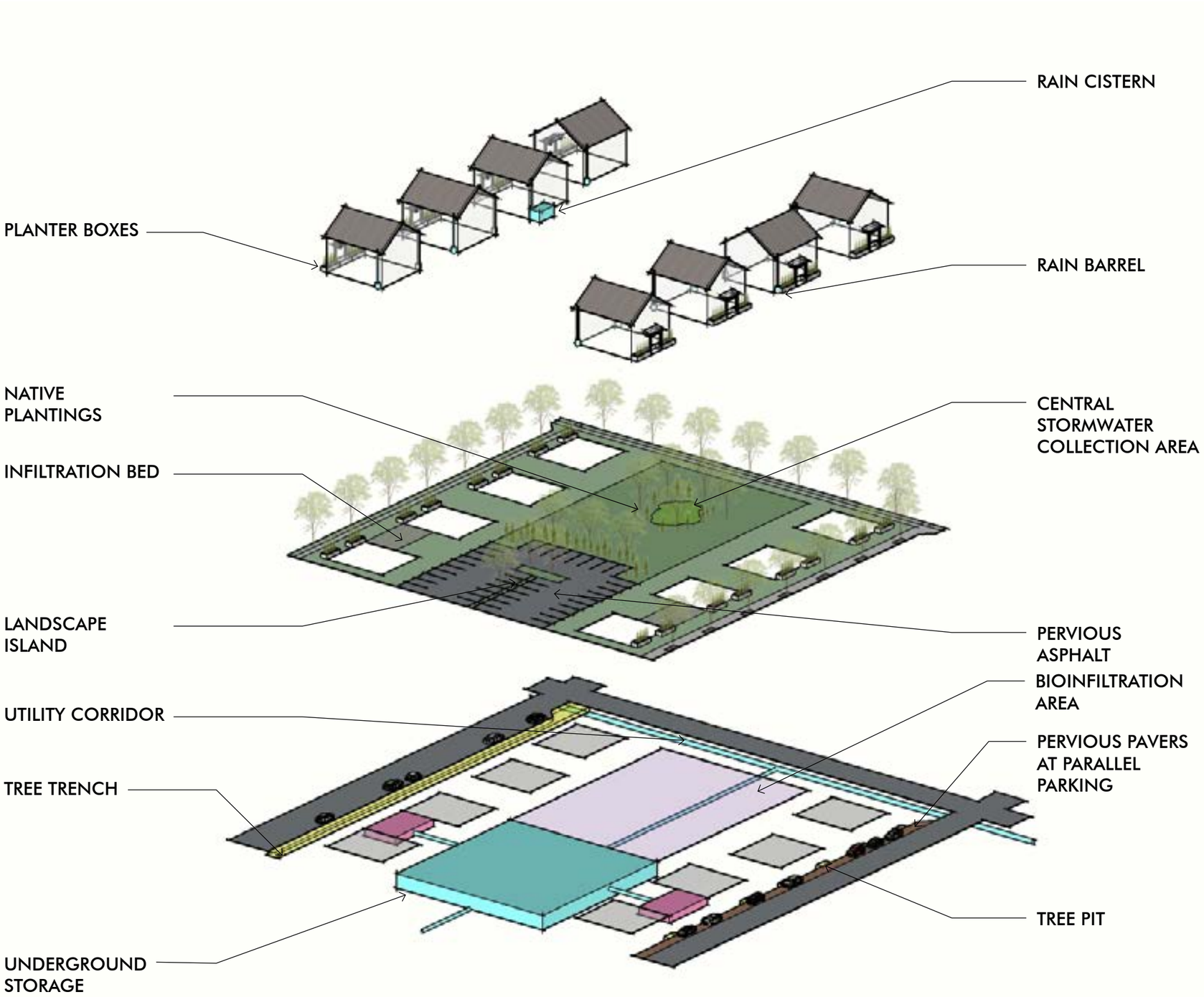
The Green Infrastructure (GI) recommendations are intended to identify potential GI opportunities that can be incorporated as redevelopment occurs in the downtown area. The recommendations and concepts are described both in terms of the specific types of GI practices as well as the location where that GI practice might be implemented: at the building scale, yard areas and public spaces, and within the streetscape. Several concepts are important:

- Many locations and types of GI have been identified in the plan, but it is NOT necessary to implement every GI opportunity as shown. Rather, the recommendations are intended to serve as a reference document in identifying potential locations and GI practices that can be implemented as redevelopment occurs over time. When development occurs, the GI systems can be appropriately designed to manage the necessary stormwater volumes and flows.

- GI practices are intended to manage small, frequent rainfall events close to the source of runoff. Small, frequent rainfall occurrences of no more than 1.5 inches of rain represent most of the precipitation that occurs during a year. These small events are responsible for both providing water for groundwater recharge and providing supply for reservoirs. The small events are also responsible for conveying the pollutants in runoff to nearby streams and waterbodies. Capturing and improving the water quality of these rainfall events, and infiltrating when feasible, is critical to water quality and to protecting the water resource.

- All GI practices are intended to connect to a larger "grey" infrastructure system of pipes that can safely convey large storm events and prevent overtopping. GI practices should never be a "dead end". However, by implementing GI and providing stormwater storage, there is less likelihood that stormwater infrastructure will be overstressed. GI can reduce localized flooding and increase the resiliency of a community.





MARL SOILS

Of special consideration for green infrastructure planning is the prevalence of marl, or marlstone, soils within the downtown area, abbreviated as *"Map"* on the soil overlay and comprising the northern portion of the downtown area. Dark olive-gray marl soils, formed from marine deposits containing large amounts of glauconite, will swell when wet and prohibit the ability of stormwater to drain into the subsurface (though permeability becomes easier in the summer when the soils crack from shrinking). The Natural Resources Conservation Service advises that drainage of these soils generally is not practical, and thus green infrastructure strategies which use infiltration are not well-suited in areas containing these marl soils.

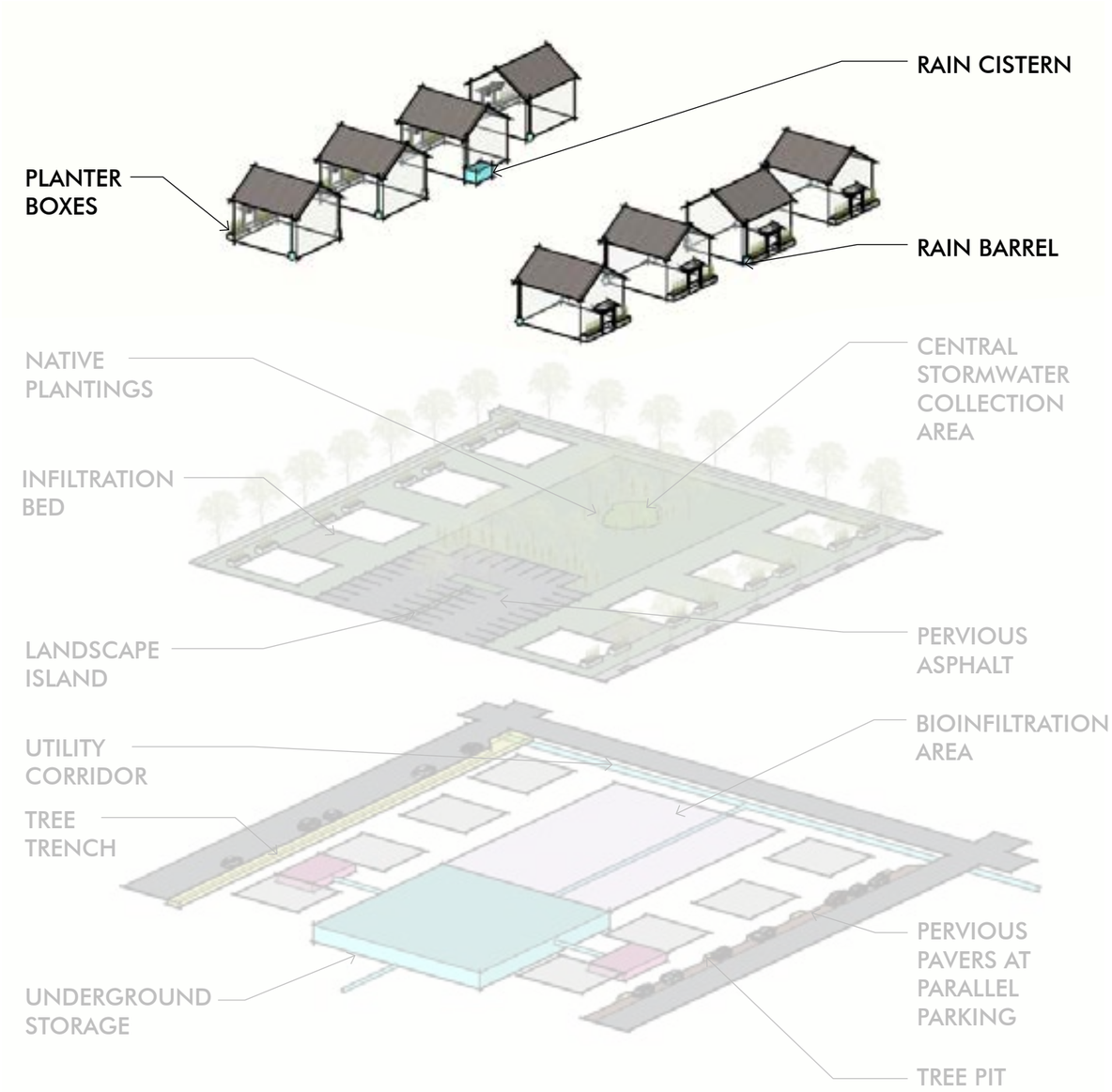
Although infiltration may not be feasible on marl soils, GI practices can still be implemented by designing the GI practices to discharge small rainfall events very slowly through a "slow release" outfall. Essentially, a slow-release outfall will discharge a small rainfall event at a very, very low flow rate, comparable to a slow garden hose and intended to mimic the discharge of natural groundwater to streams. Diagrams of slow-release outfall structures are provided for reference. It should be assumed that GI practices are feasible and beneficial when implemented in areas of marl soils (or any other soils which do not infiltrate well when tested) so long as the GI systems are designed with a slow-release outfall.

STRATEGIES

Proposed GI strategies are described in three categories based on the scale and location of development:

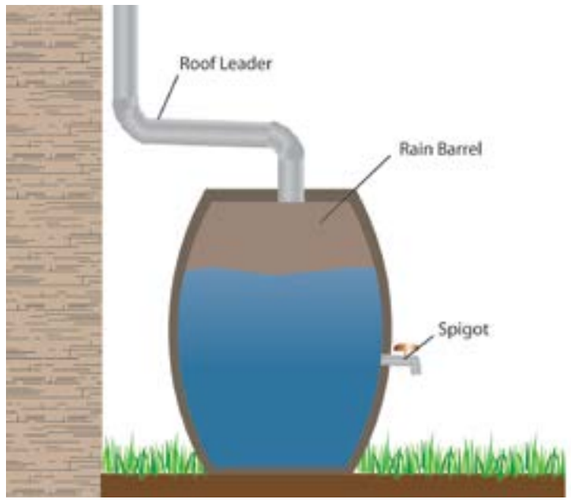
1. At the building scale for existing and proposed structures and future infill buildings.
2. WIthin yard areas and at the public space scale for features such as parking lots and civic gathering areas, internal walkways and paths, and public green spaces.
3. At the street and right-of-way scale including sidewalks and the streetscape.

GREEN INFRASTRUCTURE AT THE BUILDING SCALE



Rain Barrels & Cisterns

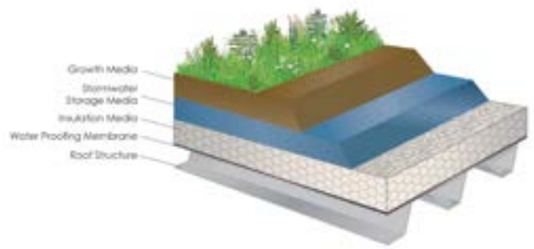




Rain barrels and cisterns limit stormwater runoff and allow it to be stored for future use

Green Roofs

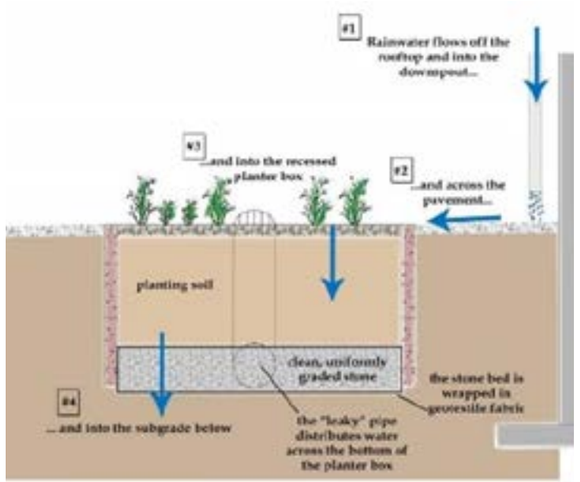




Green roofs help absorb rainwater, increase natural habitats, and help lower urban air temperatures

Planter Boxes



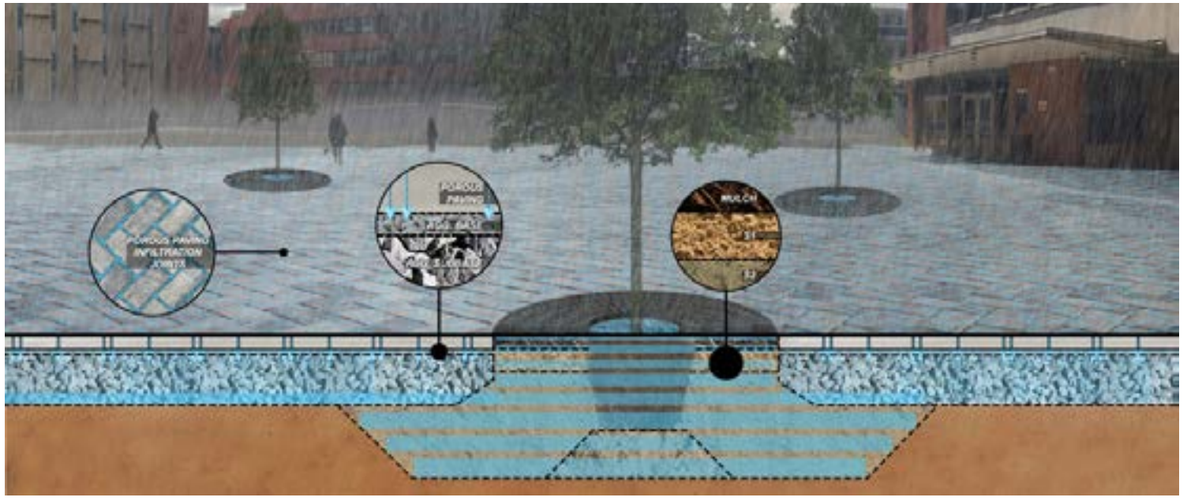


Planter boxes help delay and limit stormwater runoff

Infiltration Beds







Pervious paving allows for local stormwater infiltration, which limits runoff

Underground storage can be added to increase capacity and capture runoff from adjacent buildings

STORMWATER STRATEGIES

Rain Barrels and Cisterns

Rain barrels, fed by downspouts from houses and buildings, can capture water which can be then used for watering of site plantings. Stormwater can run off and the demand for potable water for irrigation are both reduced through this approach.

Green Roofs

Provide a means of capturing stormwater from a flat or sloping roof surface. Green roofs can be made as small as a door overhang or as large as an entire roof. They can also be simple, shallow planting media using sedums (extensive green roofs), or they can include deeper soils and more elaborate plantings (intensive green roofs) to create public spaces or improve viewsheds.

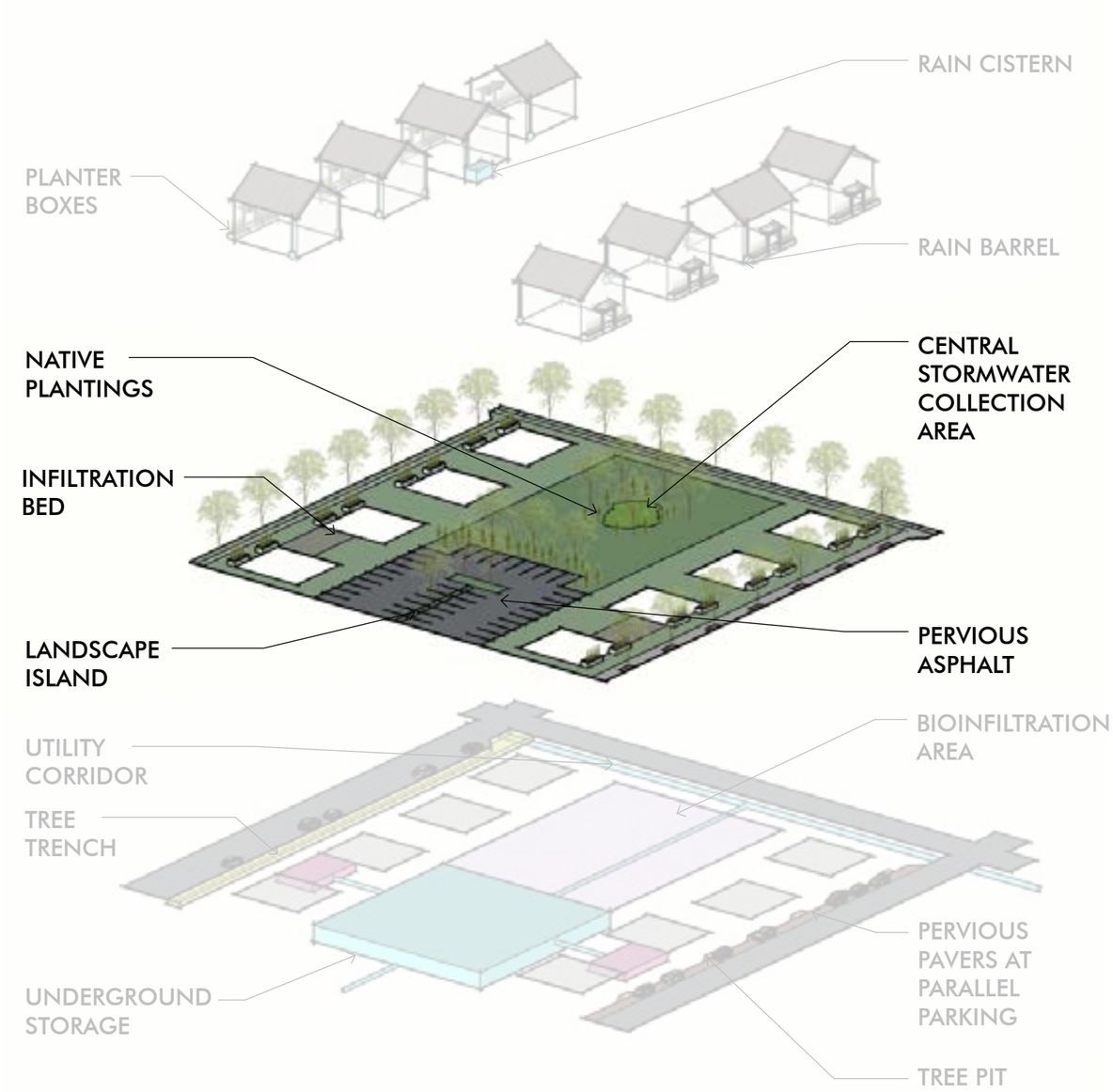
Stormwater Planter Boxes

Stormwater planter boxes enhance building frontages and landscape areas and can capture and use stormwater runoff for irrigation. Downspouts can feed directly into planter boxes which can be designed to infiltrate runoff or simply to delay runoff release to the storm sewer.

Infiltration Beds

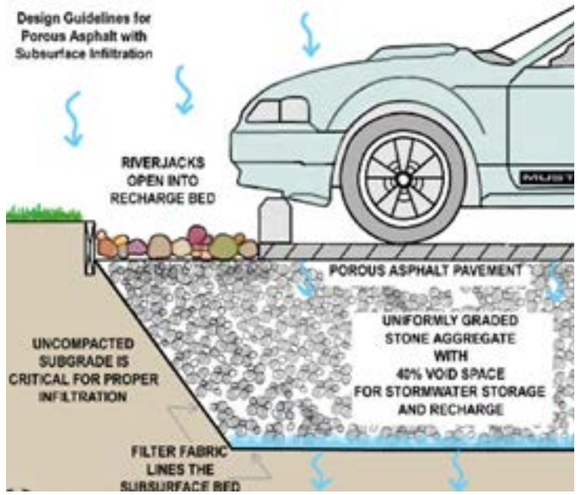
The use of pervious paving techniques such as pervious asphalt, concrete, and pavers allows stormwater that falls on these surfaces to infiltrate and recharge the groundwater at that location, or be stored for slow-release. Underground storage capacity can be increased to receive adjacent buildings. With or without porous paving, stormwater storage and infiltration/slow release beds can be included beneath patios, terraces and walks to capture localized stormwater runoff.

GREEN INFRASTRUCTURE IN YARD AREAS & PUBLIC SPACES



Pervious Asphalt





Pervious asphalt allows for localized infiltration and limits stormwater runoff

Landscape Islands

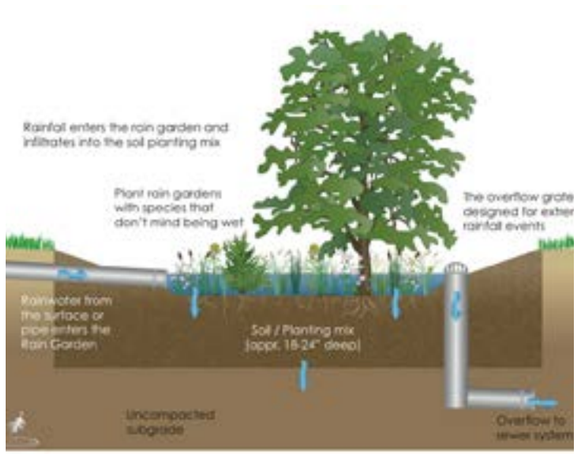




Landscape islands can capture runoff from parking lots and other areas with non-pervious paving

Bioswales & Bioinfiltration





Bioswales help capture runoff and provide space for trees and other native plants to grow

Preservation of Natural Areas





Preserving natural areas helps maintain water quality and limits runoff

Native Plantings





Native plants capture more stormwater, require less maintenance, and increase natural habitats

STORMWATER STRATEGIES

Parking Lot Infiltration/Storage using Pervious Asphalt, Concrete or Pavers

Parking areas represent a large percentage of impervious surfaces and provide an excellent opportunity for GI using pervious surfaces. Underground storage capacity can be increased to receive adjacent buildings. Subsurface storage media including various products designed for this purpose can further increase stormwater storage, potentially meeting large storm detention needs. New parking areas can also be used for GI with standard pavement designed to store stormwater in the area below the pavement.

Landscape Islands

Landscape islands can be designed to receive runoff and reduce the amount of runoff from developed spaces such as parking lots. Properly designed, these spaces provide adequate soil and water for healthy tree growth within parking lots.

Bioswales/Bioinfiltration

Vegetated bioswales provide stormwater capture and conveyance areas while bioinfiltration measures such as rain gardens hold, evapotranspirate and infiltrate a larger amount of stormwater during rain events. Rain gardens will appear wet during storms and for a short time after but are not intended to be continuously wet.

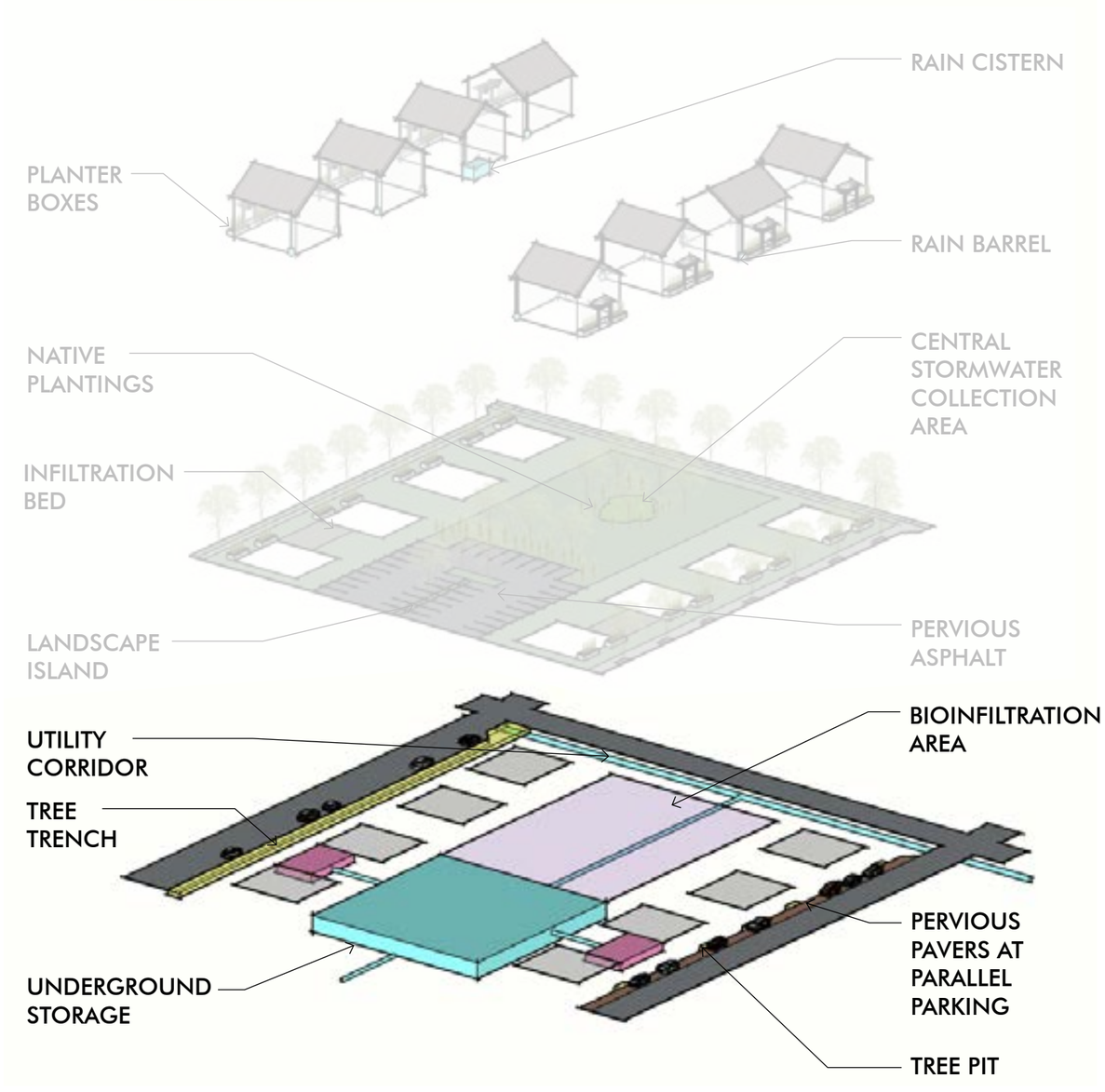
Preserve Natural Areas

Vegetated areas and healthy native trees provided a multitude of benefits that improve water quality and reduce runoff. These areas should be protected where exist, and created when opportunity allows.

Native Plantings

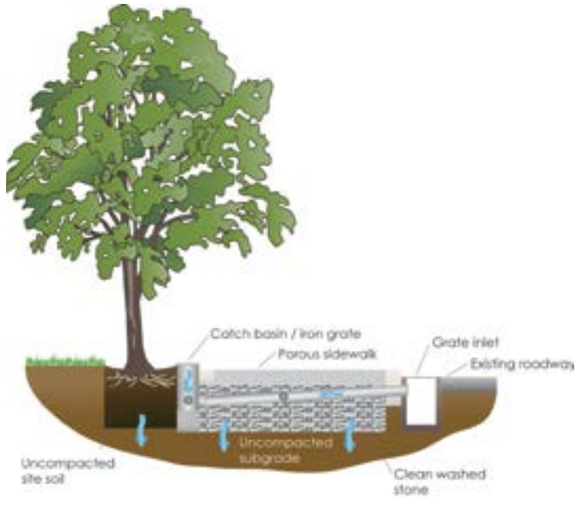
Landscaping with native plants provides greater stormwater capture than impervious or lawn areas and creates habitat for birds and pollinators.

GREEN INFRASTRUCTURE WITHIN THE STREETSCAPE



Tree Pits

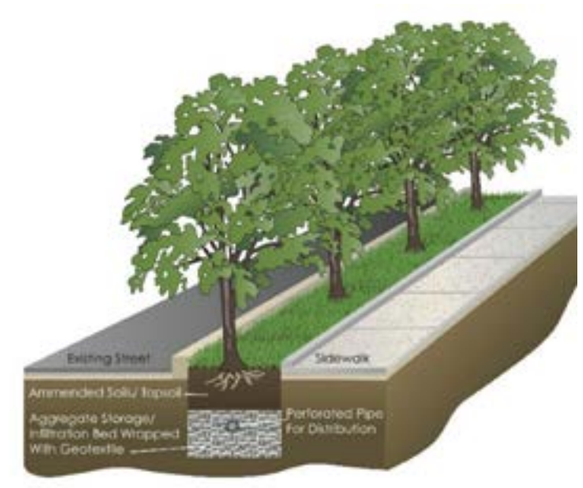




Tree pits can help manage stormwater runoff from sidewalks and provide shade

Tree Trenches





Tree trenches can help manage stormwater runoff from streets and sidewalks

Pervious Sidewalk





Pervious sidewalks help manage runoff and keep water from pooling on the walking surface

Concrete Bumpouts





Curb bumpouts introduce landscape and help capture street runoff

Pervious Street Lanes & Medians





Pervious lanes and medians limit the amount of stormwater runoff from the street

STORMWATER STRATEGIES

Tree Pits & Trenches

Planted green strips at the street edge can be constructed to collect street and sidewalk runoff. Installation of tree trenches and tree pits requires modifications to existing stormwater infrastructure (and thus excavation of sidewalk), and is best used in areas where sidewalk replacement is being proposed. Tree Trenches manage runoff from both the sidewalk and the street

Pervious Sidewalk

Pervious brick pavers enable water to trickle through gaps into the ground rather than pooling on top of the walking surface. Pervious paver paths can be made from a variety of materials, such as brick and concrete. Pervious brick pavers can be made to match the existing herringbone style of brick pavers found throughout Evesham Downtown, while pervious concrete may be used for ancillary sidewalk routes. Pervious sidewalks can manage runoff from the sidewalk footprint only, or may include street runoff capture.

Curb Bumpouts

Landscape planters may be constructed to introduce landscaping and collect street runoff. Common locations for curb bumpouts include street corners and mid-block lane tapers.

Pervious Street Lanes & Medians

Pervious pavers, which limit the amount of stormwater runoff from the street, may also be appropriate for use within the street in lanes and medians.

STORMWATER STRATEGIES

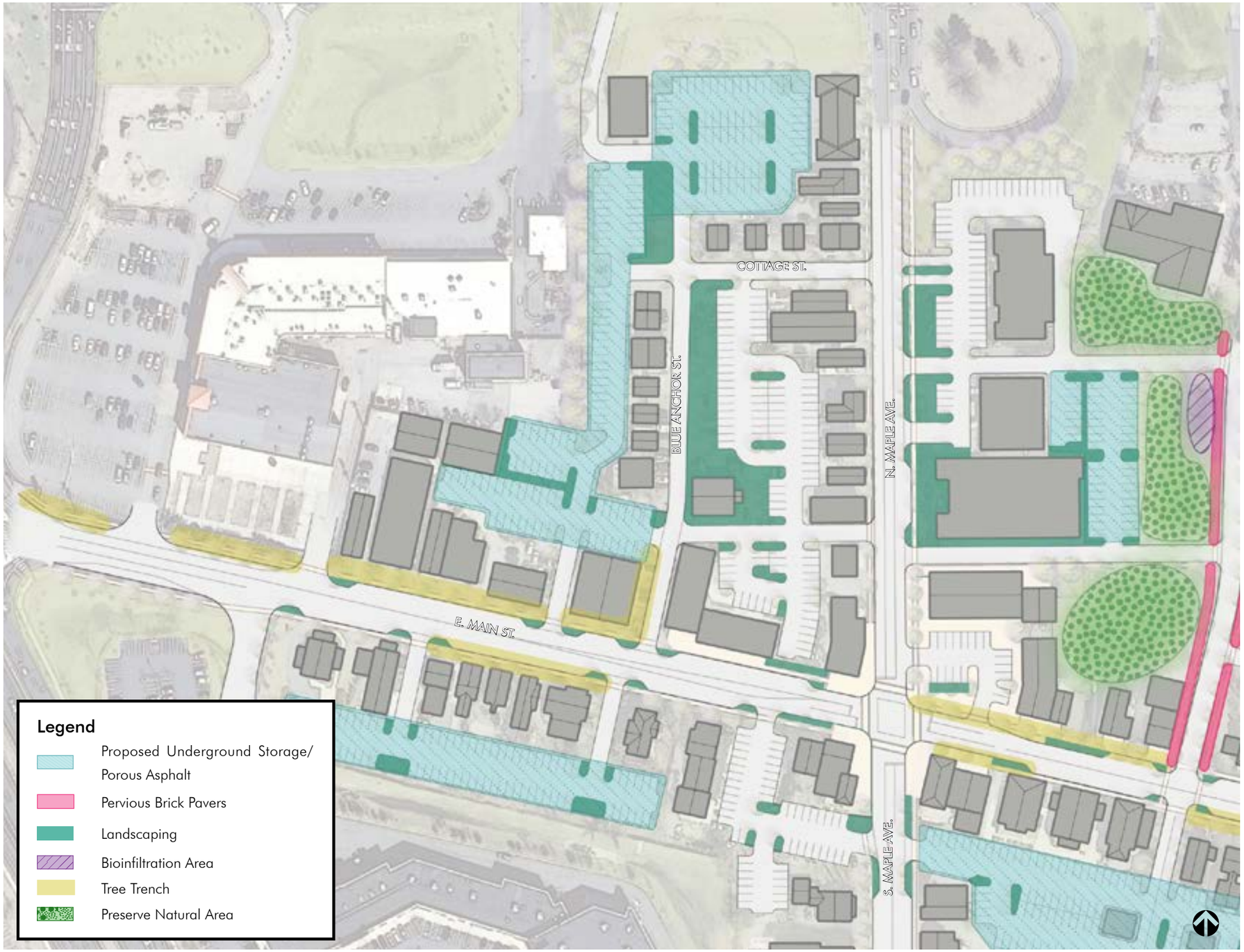
Background

Proposed improvements outlined in the Vision Plan include eliminating the number of oversized driveways along streets, consolidating parking to several larger lots, and surrounding these lots with buildings out of view from the streets. The streetscape along Main Street and Maple Avenue is emphasized with new elements on street corners, proposed tree plantings, and space for storefronts and outdoor dining.

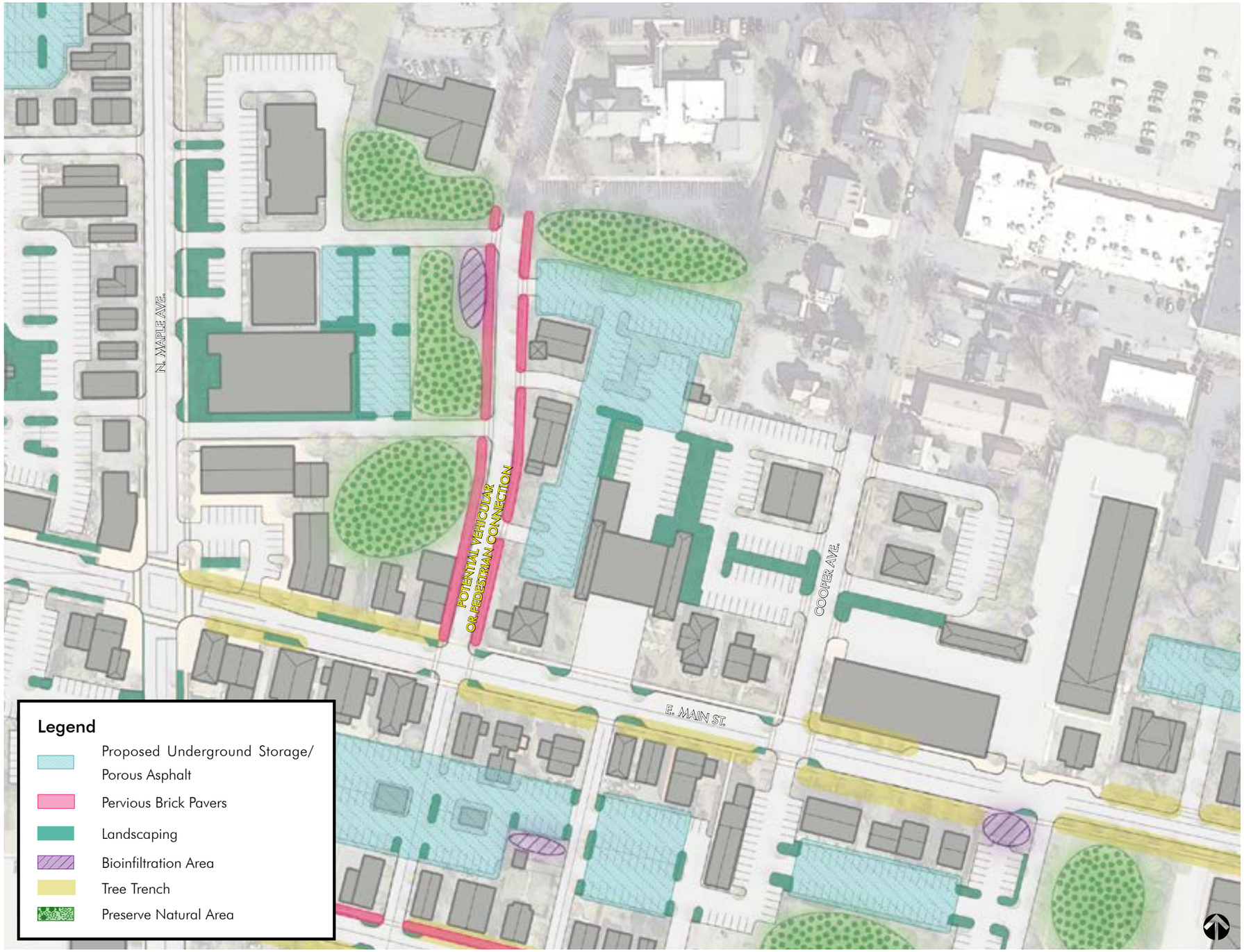
In this area, the primary green infrastructure opportunities include:

- New parking lots created with porous paving incorporated in the parking
- New and existing parking lots retrofitted with stormwater islands and bioretention
- Streetscapes could include stormwater tree trenches, especially along Main Street and Maple Avenue where new tree plantings are proposed; doing so would require the construction of new curbside inlets along Main Street
- Infiltration beds underneath public gathering areas such as patios and terraces
- Other recommendations include assessing existing trees for health and longevity, maintaining healthy tree cover, and use of rain barrels and green roofs on residential/retail buildings

GI RECOMMENDATIONS - MAIN STREET (WEST OF MAPLE AVENUE)



GI RECOMMENDATIONS - MAIN STREET & NORTH MAPLE AVENUE



STORMWATER STRATEGIES

Background

The Vision Plan encourages visitors to park in several consolidated parking lots away from Main Street and explore the downtown area on foot. Revamped streetscape on Main Street provides room for outdoor dining areas and storefronts, eliminates many of the driveways along the street, and provides new infill buildings in their place. To facilitate access to the new consolidated parking lots, a potential vehicular or pedestrian connection could connect to Prince of Peace Lutheran Church while also offering access to Maple Avenue and Cooper Avenue. A number of vacant lots provide greater flexibility for stormwater management and site layout if needed, particularly the large wooded area behind the Evesham Fire Department building.

In this area, the primary green infrastructure opportunities include:

- New parking lots created with porous paving incorporated in the parking
- Existing parking lots retrofitted with stormwater islands and landscaping, particularly in the three large areas facing Maple Avenue (in front of the Verizon building, Kiora Nail Spa, and Organico Pizza) and the area behind Zed's Beer
- Providing a landscaped buffer on the northern sides of the parking lots bordering the Prince of Peace Lutheran Church and the Marlton Professional Arts Building (pending confirmation of the species and health of existing trees)
- Landscaping within the curb bumpouts along Main Street
- The proposed curb bumpouts outside of the Evesham Fire Department building including curbside stormwater inlets that could be modified to make more substantial tree trench systems
- Rain barrels and green roofs for buildings along Main Street would provide public education opportunities
- Landscaping in the small grass quad proposed at the corner of Main Street and Maple Avenue

STORMWATER STRATEGIES

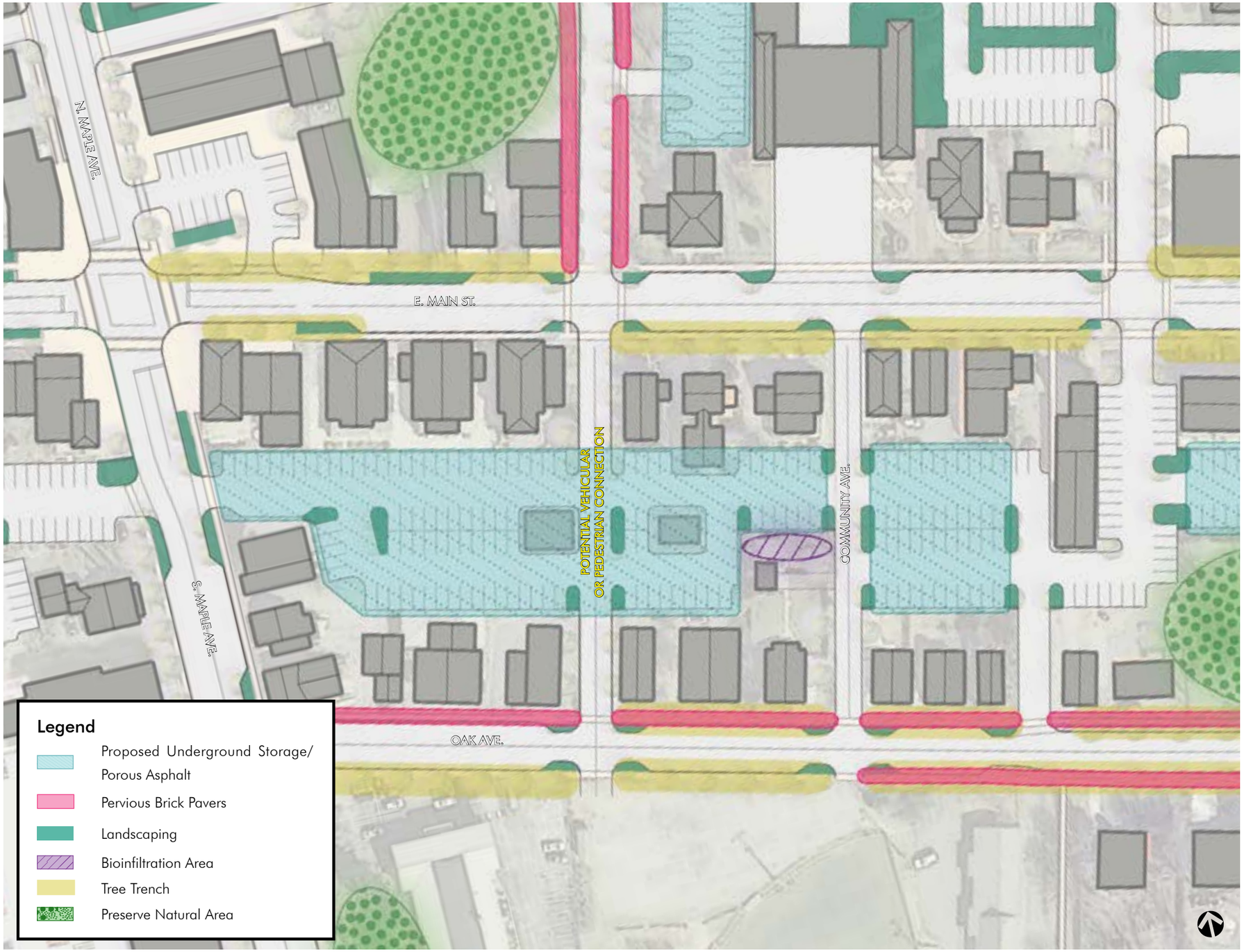
Background

The Vision Plan proposes construction of three parking lots behind the row of buildings facing Main Street and Oak Avenue, with new infill buildings along Oak Avenue in several of the vacant lots. A new sidewalk is also proposed along the majority of Oak Avenue, as most of the current sidewalk is either nonexistent or in a state of disrepair.

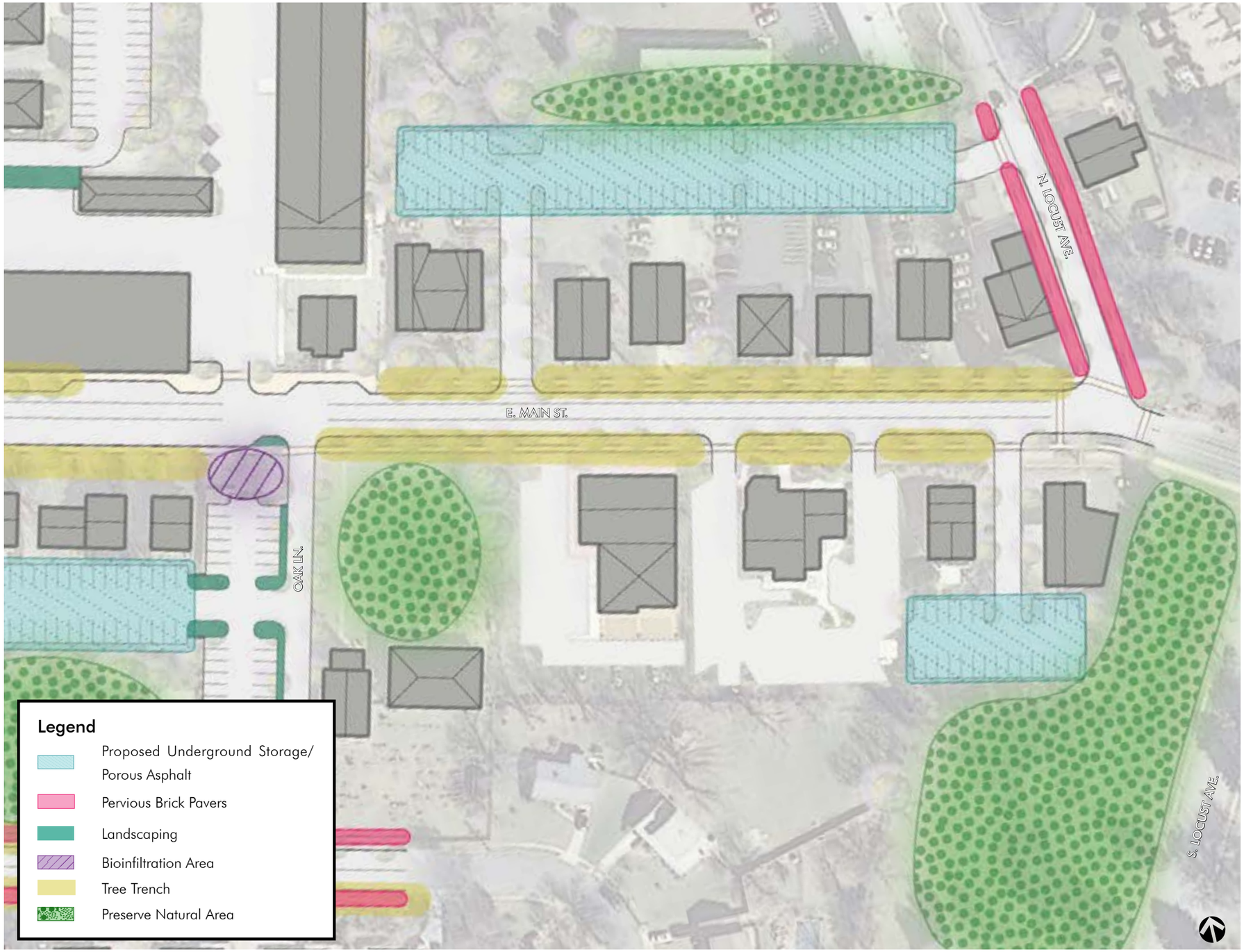
Green infrastructure opportunities in this area include:

- Pervious brick pavers in areas where new brick sidewalk is proposed, such as along Oak Avenue
- Landscaping within the curb bumpouts along Main Street and Oak Avenue
- Small bioretention area at the region west of Community Avenue between the proposed parking lots
- Preservation of the grassy lot adjacent to the Marlton United Methodist Cemetery, or use as a landscaped buffer on the lot boundaries

GI RECOMMENDATIONS - MAIN STREET & OAK AVENUE



GI RECOMMENDATIONS - MAIN STREET & LOCUST AVENUE



STORMWATER STRATEGIES

Background

The Vision Plan proposes the consolidation of several parking lots and improved access behind the row of buildings facing Main Street. Additional greenspace behind the row of buildings provide greater flexibility for stormwater management and site layout if needed. The former driveways become opportunities for appropriately-scaled infill development, modest additions, and/or outdoor dining areas as well as an improved landscaped streetscape.

Green infrastructure opportunities in this area include:

- Landscaping in the greenspace at the corner of Main Street and Locust Avenue, such as restoring plant cover beneath the trees; introduction of a small pocket rain garden adjacent to the gazebo and patio area could provide stormwater and aesthetic benefits while also preserving the lawn space for use
- Pervious brick pavers in areas where new brick sidewalk is proposed
- New parking lots created with porous paving incorporated in the parking
- New and existing parking lots retrofitted with stormwater islands and bioretention
- Small bioretention area at the intersection of Main Street and Oak Lane
- Streetscapes could include stormwater tree trenches, especially along Main Street where new tree plantings are proposed. Doing so would require the construction of new curbside inlets along Main Street
- Providing a landscaped buffer on the northern sides of the parking lots bordering the Marlton Colonial Apartments (pending confirmation of the species and health of existing trees)
- Landscaping within the curb bumpouts along Main Street
- Rain barrels and green roofs for buildings along Main Street would provide public education opportunities
- Assessing existing trees for health and longevity and preserving healthy tree cover

STORMWATER STRATEGIES

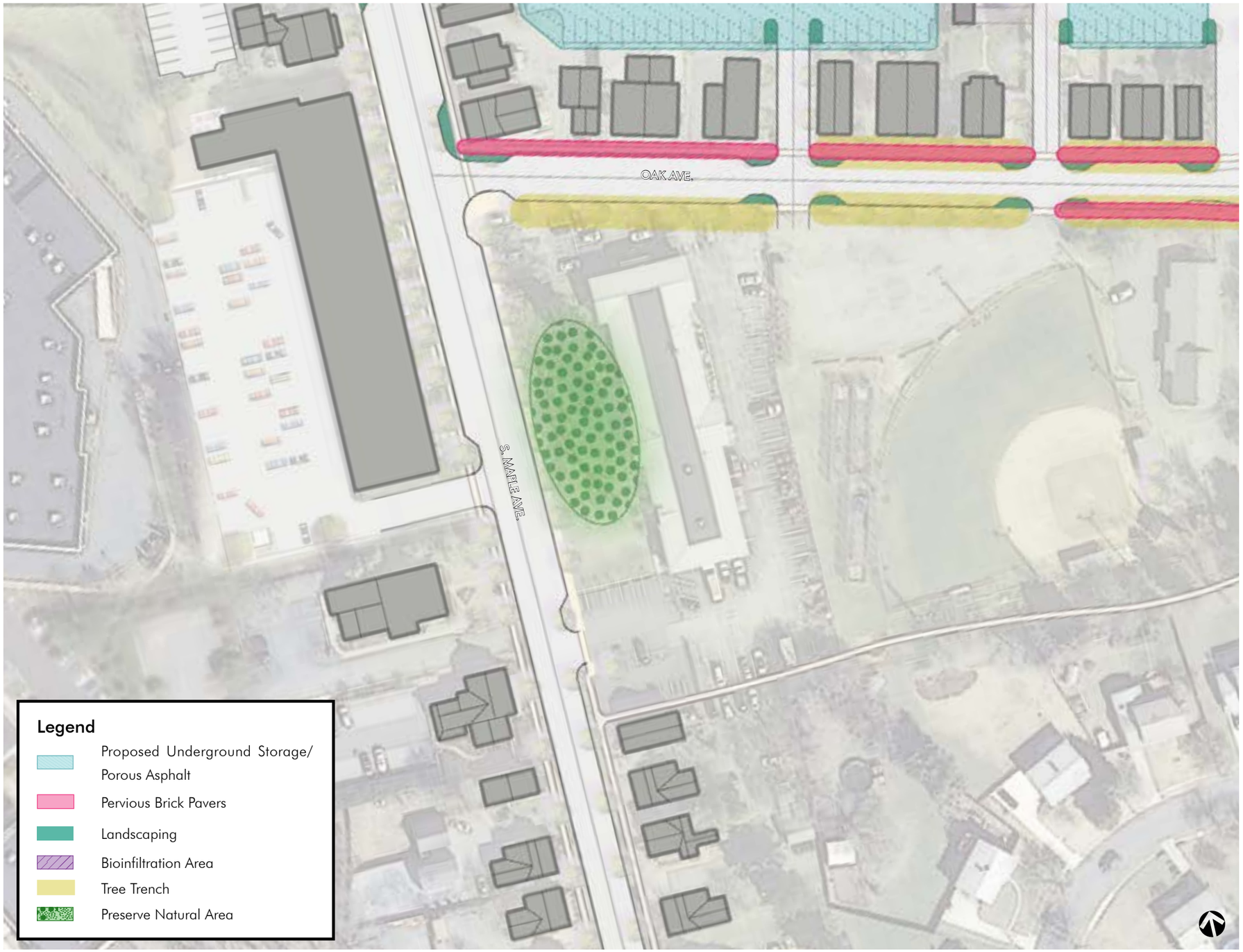
Background

The Vision Plan proposed for this section mainly focuses on preservation of the green space of the current Evesham Township Board of Education building, and making various improvements to the streetscape.

Green infrastructure opportunities in this area include:

- Landscaping in the large grass yard outside the Evesham Township Board of Education building, such as restoring plant cover beneath the trees; in particular, a small pocket rain garden adjacent to the parking lot could provide stormwater and aesthetic benefits while also preserving the lawn space for use
- The western side of Maple Avenue at Jackie's Crossing Apartments provides a large stretch for tree plantings, provided frontage/setback requirements can be met; planter boxes may also be considered for their smaller footprint
- Additional landscaping in the bumpout at the corner of Oak Avenue and Maple Avenue
- Pervious brick pavers in areas where new brick sidewalk is proposed along Oak Avenue
- Assessing existing trees for health and longevity and preserving healthy tree cover

GI RECOMMENDATIONS - SOUTH MAPLE AVENUE



POTENTIAL DESIGN GUIDELINES

PLANNING PRINCIPLES

PURPOSE

To set forth standards that promote the creation of functional, attractive, and efficient developments that consider the health, safety, general welfare, environment, and economy; and that maintain and enhance the character of Evesham Township.

To ensure that the physical, visual and spatial characteristics of any proposed redevelopment are generally consistent with the overall Planning Principles of the Evesham Township Downtown Vision Plan.

Redevelopment plans and/or site plan proposals should reinforce these Planning Principles and be informed by the Concept Plan and the Potential Design Guidelines as set forth in this document.

GENERAL REQUIREMENTS

GATHERING SPACES

A hierarchy and network of public and semi-public gathering spaces should be carefully located, sized and interconnected to provide a range of features and activities for public enjoyment. A primary public gathering space should be provided at the intersection of Main Street and Maple Avenue.

BUILDING TYPES

A mixture of building types is encouraged. Multiple buildings on a single parcel may be permitted where they are designed in a coordinated manner, and with shared access and parking. Larger buildings and more intense development should be located where appropriate, particularly at "gateway nodes" and fronting on public gathering spaces. Transitions in development intensity are encouraged to occur mid-block rather than across a street.

DRIVEWAY CONSOLIDATION

Driveways should be consolidated and eliminated by interconnecting parking lot and loading areas and by sharing parking among uses and properties. As an incentive, the area of the former driveway should be made available for infill development, additions, or outdoor dining areas.

Vehicular and pedestrian connections with adjacent lots should be provided when feasible, particularly when lots are being designed or redeveloped simultaneously or in succession. Where adjacent lots are not being redeveloped simultaneously or in succession, the opportunity for future vehicular and pedestrian connections should be accommodated.

DESIGN PRINCIPLES

COMMUNITY CHARACTER

DOMESTIC SCALE

While a broad mix of housing and commercial opportunities are encouraged, structures generally should be domestic in scale and appearance and should not detract from the historic development pattern and surrounding single-family neighborhoods.

GATEWAY BUILDINGS

Larger buildings generally should be located on the edges of the downtown area, in the form of "gateway nodes", and fronting on public gathering spaces.

PUBLIC VS. PRIVATE DOMAINS

All that is visible from public streets and open spaces should be carefully controlled to fit into the overall design context, while individuality is encouraged in more private areas.

RESPECTFUL DIVERSITY

While a diversity of architectural styles is encouraged, individual buildings should not "shout" for attention.

Materials and colors should mirror those of nature and be compatible with existing buildings in the immediate area of the project.

PRESERVATION OF HISTORY

The appearance of new structures should respect historic structures which remain and should comply with §160-28 of the Evesham Township Code, where applicable.

COMMUNITY CHARACTER

MASKING THE UTILITARIAN

Utilitarian elements such as air conditioner and electrical equipment, waste storage areas, loading areas should be located away from view from the street and shielded as necessary.

Vehicle parking areas should be screened from view.

LOW-IMPACT DESIGN

Buildings and site improvements should be organized to minimize changes to existing topography and loss of existing mature vegetation as well as to minimize run-off. Other elements should be considered, including:

- Using water and energy efficiently
- Using sustainable design elements
- Using green building materials
- Utilizing solar panels to generate power
- Collecting and reusing rainwater for irrigation
- Implementing green stormwater infrastructure
- Reducing waste
- Generally minimizing impacts to the environment
- Ensuring a healthy indoor environment

POTENTIAL LAND USE REGULATIONS

PERMITTED USES

The following uses should be permitted on any lot in the Downtown Area:

- Professional, medical and business offices
- Offices of governmental agencies
- Retail stores and shops, provided that such are no greater than 20,000 square feet in floor area
- Restaurants including full service and fast casual / fast food with or without liquor license, but not including drive-through services
- Banks and financial institutions, provided that such have a maximum of two (2) drive-through windows/ lanes are located at the side or rear of the building and are substantially screened from view from the street
- Personal and business services such as salons and spas, dry cleaners, copy and shipping centers, computer repair, etc.
- Child development centers and day care centers
- Private educational and instructional facilities such as martial arts, academic tutoring services, dance studio, art studio, etc.
- Public library, wellness center, fitness center, community center and senior center
- Inns and hotels
- Social halls, clubs, lodges and places of public assembly
- Apartments above a permitted use
- Small scale production combined with retail such as, small scale specialty food production, breweries, clothing and artisan shops

The following uses should be carefully located and considered in context and compatibility with surrounding uses:

- Apartments on the ground floor
- Single-family detached
- Two-family detached
- Townhouses

PROHIBITED USES

In addition to the prohibited uses in §160-11 of the Evesham Township Code, any use not specifically permitted above is prohibited.

ACCESSORY USES

- Off-Street parking in accordance with requirements in §160-32 and Chapter 62, except as modified below:
  - Shared parking is permitted for up to 50% of the parking required for permitted non-residential uses. The shared parking may be on-street or in a public parking facility within 1/4 of a mile from the use to which the parking applies. If the shared parking location is a private location, a written agreement should be provided and filed.
  - The required parking for residential units are as follows:
    a. 1.2 parking spaces per 1-bedroom unit
    b. 1.7 parking spaces per 2-bedroom unit
    c. 2.0 parking spaces per 3-bedroom unit
  - Parking for residential units should be dedicated for the use of the residents between 7 PM and 7 AM.
  - On-street parking spaces created by the developer immediately adjacent to the site may be counted toward the parking requirements.
  - Parking for a restaurant use that is no greater than 2,500 square feet in floor area should follow the parking requirement for a retail store and shop use of 4.5 parking spaces per 1,000 square feet of floor area.
- Private garages for parking of vehicles and storage of personal items
- Off-street loading in accordance with §160-32 except that for retail, service and restaurant uses no greater than 5,000 square feet in floor area, the loading area may coincide with on-street parking spaces if parking is prohibited in those spaces during a designated loading time frame.
- Signs as regulated in accordance with §160-75 and §160-76 as well as the standards that follow (on page 37).
- Stormwater management structures and facilities.
- Trash enclosures as regulated in accordance with §160-27 as well as the standards that follow (on page 37).
- Incidental storage, inside a building only.

POTENTIAL BULK & AREA REGULATIONS

STANDARD	REQUIREMENT
Min. Lot Size	None
Min. Lot Width	None
Min. Street Frontage	None
Min. Lot Depth	None
Min. Front yard building setback from property line, each frontage	None
Max. Front yard building setback from property line, each frontage	25 feet, except in cases where a public gathering space is located in front of the building
Min. Front Yard setback from curb, each frontage, within 500 feet of the intersection of Main Street and Maple Avenue	15 feet; 20 feet for buildings with apartments located on the ground floor or buildings greater than 35 feet in height
Min. Front Yard setback from curb, each frontage, beyond 500 feet of the intersection of Main Street and Maple Avenue	20 feet; 25 feet for buildings with apartments located on the ground floor or buildings greater than 35 feet in height
Min. Side Yard Setback for Principal Structure	8 feet
Min. Rear Yard Setback for Principal Structure	20 feet
Min. Side & Rear Yard Setbacks for Accessory Structure	5 feet
Min. Front Yard Setback for Parking Lots	Not permitted in front of building or forward of front building line on side of building; 10 feet from any public sidewalk
Min. Side & Rear Yard Setbacks for Driveways and Parking Lots	3 feet; None where adjacent parking lots are interconnected

STANDARD	REQUIREMENT
Max. Impervious Coverage	60% for single- and two-family detached; 90% for all other uses
Max. Building Height for Principal Structures	30 feet or 2 1/2 stories for single- and two-family detached; 45 feet or 3 1/2 stories for all other uses
Max. Building Height for Accessory Structures	20 feet; 15 feet if within 8 feet of property line
Max. Floor Area Ratio	0.25 for 1 story 0.70 for 2 stories 1.20 for 3 stories

STREETS

CROSSWALK MARKINGS

Crosswalks are used as a guide for pedestrians and a way to communicate crossing to motorists.

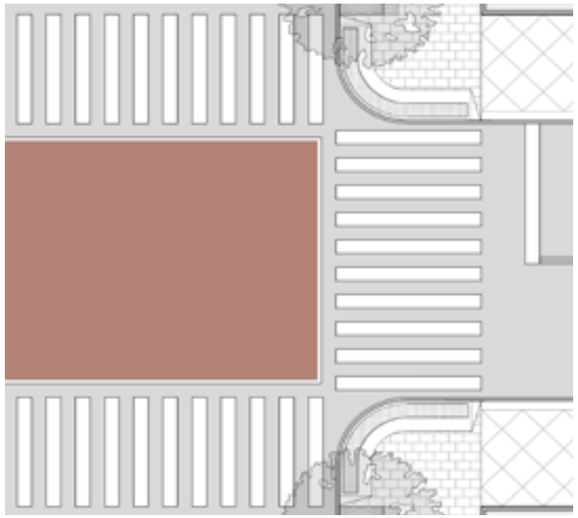
Crosswalks should be designed such that they are highly visible to increase motorist awareness and to maximize pedestrian visibility.

Accessible pedestrian facilities such as curb ramps should be aligned with pedestrian traffic flow.

INTERSECTION OF MAIN STREET & MAPLE AVENUE

At the intersection of Main Street and Maple Avenue, a continental-style pedestrian crosswalk marking should be provided. Crosswalks should be between 8 to 12 feet in width, with each individual stripe 2 feet in width.

As an option, the intersection may be provided with colored textured pavement or paint within the area framed by the crosswalks.



OTHER INTERSECTIONS

At all other intersections, a textured pedestrian crosswalk should be provided and should match the same material and pattern as other existing crosswalks in the area. Detail reference is available from the Township's Department of Community Development (approved for use by Burlington County Planning Board).



ON-STREET PARKING

On-street parking is encouraged.

Along Main Street, on-street parking may require bumping the face of the curb "in" towards the property line, with the existing curbline serving as the curb bump-out.

Along all other streets, on-street parking may entail providing spaces within the existing street, with a new curb provided to create the curb bump-out.

On-street parking spaces should be no less than seven (7) in width and 23 feet in length with striping provided.

On-street parking spaces may also be designed to accommodate other amenities, which may include:

- ADA-compliant on-street parking
- Bus stops
- Shared loading zones
- Valet parking stations
- Dedicated spaces for car/bike programs
- Bike corrals
- Bike share stations
- Parklets



PHOTO COURTESY OF SF BETTER STREETS

CURB BUMP-OUTS

Curb bump-outs may be provided with special hardscape to extend the public space, particularly in the downtown core.

Curb bump-outs may have enhanced landscaping and amenities, which may include:

- Enhanced handicap-accessible crossing
- Additional seating, benches, bike rakes
- Permeable paving
- Additional street trees
- Planting beds with drought- and salt-tolerant plants
- Rain gardens / Bio-retention basins





SIDEWALKS

TYPOLOGY

Sidewalks are required:

- To be located along all streets, along main access driveways and should cross all driveways
- To provide logical connection points with adjacent properties, to engage and enable active public space and accessible pedestrian travel
- To be divided into three (3) sidewalk typologies based on their planned width

DOWNTOWN CORE (15 FEET)

Downtown Core sidewalks are generally located at the core of the downtown, at the primary intersection of Main Street and Maple Avenue.

Sidewalks generally handle high levels of activity and pedestrian amenities and are planned to be the widest sidewalk sections of the downtown area.

Sidewalks measure 15 feet in width from the face of curb to the edge of the building. Sidewalks along larger buildings will require additional width to maintain an appropriate proportion of enclosure. Where the building setback is more than 15 feet, the remaining setback area may include landscaping.

Sidewalks generally have street trees within tree grates, can accommodate various outdoor dining arrangements and greater variety of street furniture.

DOWNTOWN EDGE (8-10 FEET)

Downtown Edge sidewalks are generally located beyond the downtown core.

Sidewalks are narrower but generally handle the same high levels of pedestrian traffic, but offer a comfortable, smaller pedestrian realm.

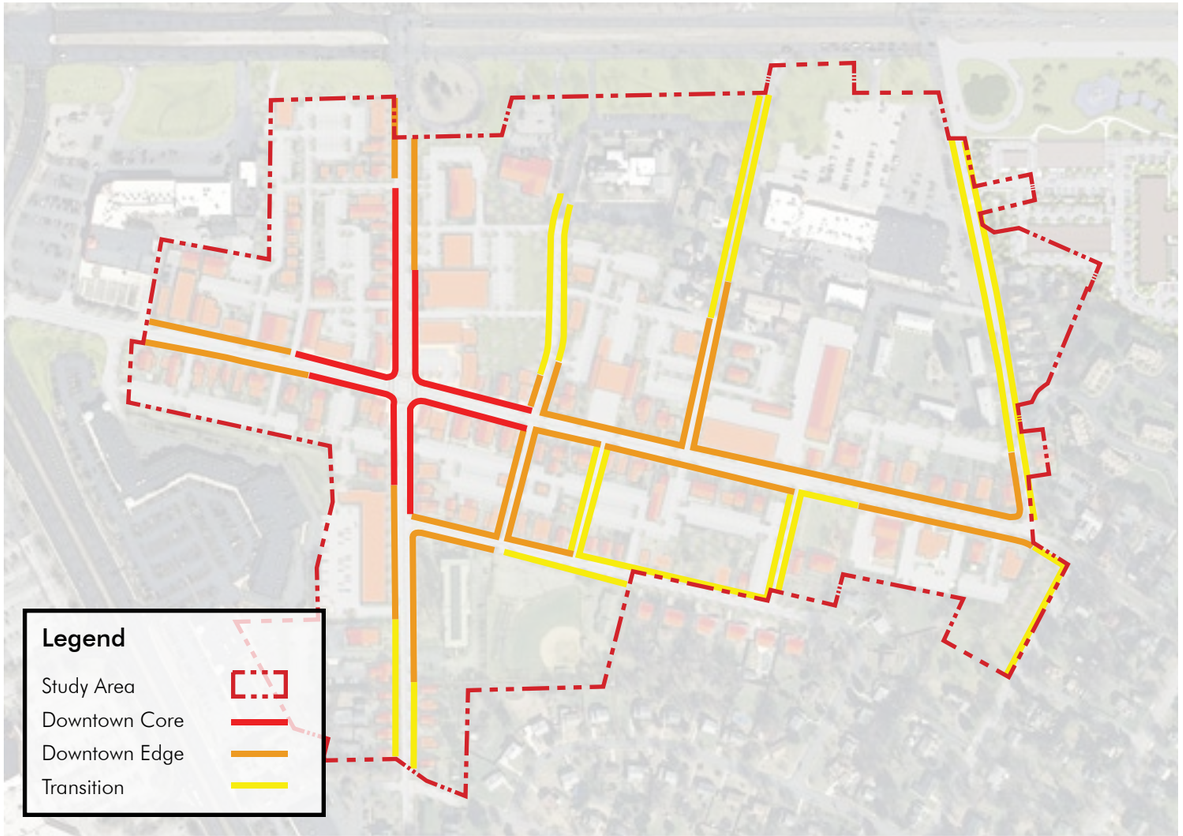
Sidewalks measure 8 to 10 feet in width and are set back from the face of curb at least five (5) feet to allow for a planting strip to accommodate street trees and potentially green infrastructure.

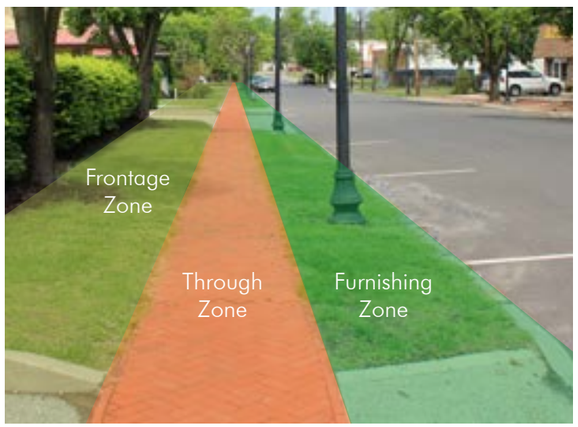
TRANSITION (5-8 FEET)

Transition sidewalks are generally located at the edges of the downtown and provide a transition to the single-family residential areas and to more automobile-oriented areas.

Sidewalks are narrower and generally handle the moderate levels of pedestrian traffic, but offer a comfortable, smaller pedestrian realm.

Sidewalks measure 5 to 8 feet in width and are set back from the face of the curb at least five (5) feet to allow for a planting strip to accommodate street trees.







ZONES

Amenities such as outdoor dining, signage, lighting, street trees and landscaping are coordinated to ensure safe and accessible pedestrian travel and activation of street life. These amenities should be organized into three (3) zones.

FRONTAGE ZONE

The frontage is the portion of the sidewalk immediately adjacent to the building.

For wider sidewalks in the downtown core, this zone can accommodate outdoor dining.

THROUGH ZONE

The through zone is the portion of the sidewalk that is the primary pedestrian pathway along the street. This zone should be at least six (6) feet in width.

FURNISHING ZONE

The furnishing zone is the portion of the sidewalk used for street furniture, outdoor dining, signage, lighting and landscaping between the curb and Through zone. This zone should be at least five (5) feet in width.

PAVING MATERIALS

The paving and design of downtown Marlton's streetscape should reflect a high level of quality of care as it is highly visible and serves a high volume of local residents and shoppers.

Sidewalks should be constructed of the same materials as existing sidewalks in the area, which is red clay brick, laid in a herringbone pattern, lined with flush edging brick, narrow side laid parallel. Alternative porous pavement may be considered for the frontage zone and furnishing zone portion of the sidewalk.



STREET TREES & LANDSCAPING

STREET TREES

Street trees, whether existing or proposed, should be provided at approximately 40-foot intervals along all streets, and placed in a continuous line with consistent spacing to establish a visual rhythm and canopy along the street.

Street trees should be no closer than 10 feet from a driveway.

Street trees should be planted at least 2 1/2 feet from the face of curb and edge of the sidewalk, within the Furnishing Zone.

Street trees should be 3" to 3 1/2" caliper at the time of planting.

Compaction of fertile soils for areas planned for street trees should be minimized to the maximum extent feasible.

Areas where soils have been previously compacted should be remediated with the use of engineered soil, structure soil or soil support cells.

SPECIFICATION

Tree species selection should be chosen with consideration for other existing street trees in the immediate area, provide for biodiversity, be native, drought and salt-tolerant, and maintain a broad canopy of shade for pedestrians.

Where street trees are to be located under overhead utility lines, the tree species selection should be from the list below:

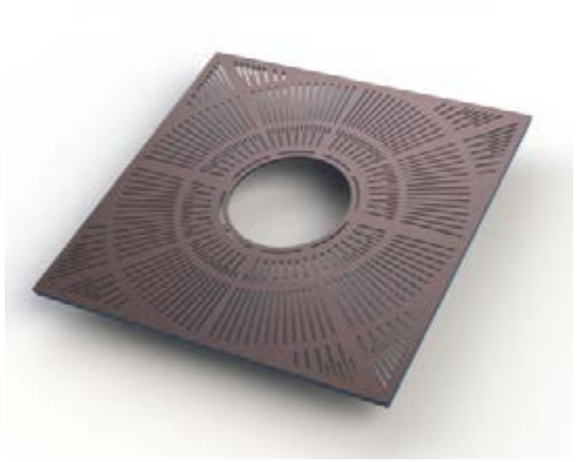
GENUS	SPECIES
Acer campestre	Hedge maple
Carpinus japonica	Japanese hornbeam
Cercis canadensis	Eastern redbud
Crataegus viridis	Green hawthorn
Koelreuteria paniculata	Golden raintree
Oxydendrum arboreum	Sourwood
Prunus sargentii	Sargent's cherry
Styrax japonicus	Japanese snowbell
Syringa reticulata	Japanese tree lilac

TREE GRATES

Within the downtown core, traditional cast iron grates should be placed over tree wells, with rings at the center to be cut as trees grow to allow for growth without damage to the tree.

SPECIFICATION

"Starburst 1" in natural unfinished cast iron color, by Ironsmith.



LANDSCAPING

At-grade landscaping within the furnishing zone and any foundation planting along building edges should use native, drought- and salt-tolerant species adaptable to the urban environment. Drought-tolerant species have many benefits including low or no irrigation needs once established, increased soil permeability, storm water infiltration, water quality improvement, enhanced rainwater management, mitigate flooding, prevent erosion and increased wildlife habitat.

Species selection should be coordinated with the Rutgers New Jersey Agricultural Experiment Station (NJAES) and utilize Environmental Protection Agency (EPA) best management practices.

Plant material with thorns are prohibited in any zone within the sidewalk.

Where planter baskets are utilized, they should be mounted approximately 4.5 feet above grade on all pedestrian-scale lampposts.

Movable planters are encouraged to be used as a visual screen or buffer alongside any outdoor dining or café seating.

STREET LIGHTING

LAMPPOSTS

Pedestrian-scale lampposts should be provided at 40- to 50-foot intervals and placed in a continuous line with consistent spacing to establish a visual rhythm along the street.

Lampposts should be provided approximately 2 1/2 feet from the face of curb, within the Furnishing Zone.

The post should be approximately 10 to 12 feet in height.

The color temperature of LED lights should be 2,700 to 3,300 Kelvins to promote a "warm" glow.

Where possible, street lighting at crosswalks should be provided in order to increase pedestrian visibility from motorists in an effort to further increase safety.

Fixtures mounted to utility poles intended to provide on-site lighting should be prohibited.

SPECIFICATION

Historic stylized lantern fixture, Streetworks UTD Dayform Traditionaire, by Cooper Lighting.





STREET FURNITURE

TRASH RECEPTACLES

Trash and recycling receptacles should be a combination type, located in a consistent manner, so as to be easily recognizable, and spaced to be reasonably convenient to users.

Receptacles should be side-loaded with shape-specific recycle openings, so as to encourage appropriate use and to discourage the collection of refuse or debris on the top of the receptacle.

Receptacles should be black and may color-code the shape-specific recycle openings, so appropriate use is clearly understandable.

Receptacle should be able to open from the side to allow easy access for removal of garbage bags.

SPECIFICATION

SD-242 litter receptacle with standard tapered formed lid, in powder-coated black, by Victor Stanley.



BENCHES

Benches may be placed in the Furnishing Zone parallel or grouped perpendicular to the curb.

Seating should be located under trees where possible to provide shade.

SPECIFICATION

Wood or teak bench manufactured from sustainably harvested Indonesian Teak. Heavy-duty 3" legs with a classic straight back. Length varies from four (4) to eight (8) feet.



BIKE RACKS

Bike rack style should be inverted-U racks with two (2) points of ground contact and may be installed in a series on rails to increase the number of bicycles it can serve.

Bike racks may be located in the Furnishing Zone or on the site in a safe and convenient location.

Buildings with multifamily units should provide additional bicycle parking by providing covered bicycle areas and/or indoor bicycle storage rooms.

Bicycle racks should be made of a highly-durable steel tubing with a protective powder-coated or seal-guarded outer coating in a textured black finish.

SPECIFICATION

BRWS-101 single wide loop (inverted-U), in powder-coated black, by Victory Stanley.



BICYCLE CORRALS

Bicycle parking may be consolidated to bicycle corrals within "no parking areas" or in on-street parking spaces.

Bicycle corrals should be delineated with pavement markings/color, protected through the use of flexible traffic delineator posts/bollards, and beautified through the placement of planters.



PHOTO COURTESY OF NYDOT

OUTDOOR DINING

CAFE SEATING

Outdoor café and restaurant seating is encouraged in the Frontage Zone.

On wider sidewalks, café and restaurant seating may also be located along the curb in the Furnishing Zone.

In all cases, tables and chairs should not interfere with the pedestrian flow along the Through Zone. A minimum of six (6) feet of clearance should be provided within the Through Zone.

Access to parked vehicles, loading zones, curb ramps, driveways, building access and fire escapes may not be obstructed with tables and chairs.

Tables, chairs and bench seating should only be placed in front of the place of business they serve and are subject to permits and/or licensure with the Township.

Where outdoor seating does not include table service, a trash receptacle should be provided.





OUTDOOR DISPLAYS

OUTDOOR DISPLAYS OF RETAIL MERCHANDISE

The outdoor display of merchandise is encouraged in the Frontage Zone.

A minimum of six (6) feet of clearance should be provided within the Through Zone.

The outdoor display of merchandise should not be located beyond the width of the street frontage occupied by the business. For a business located on a corner lot, the display may occupy a single frontage, which should be the narrower of the frontages, and not extend along the frontage of the other street.

The outdoor display of merchandise should be restricted to the regular business hours of the store's operation and should be removed at the close of business each day, with the area swept clean each day. All displays should be maintained in a neat and orderly manner at all times.

The retail merchandise should not be displayed in cardboard boxes, but rather should be placed either on the sidewalk itself or upon a display table or rack as appropriate to the nature of the merchandise.

Display tables or racks should be of such design as to be compatible with the architectural character, materials, colon and details of the storefront and building to which such relate.





SITE LAYOUT & DESIGN

BUILDING ORIENTATION

Buildings should be located and configured such that their primary entry and facade face the primary street or adjacent public space.

Entries should be articulated and provide shelter for pedestrians, such as porches or stoops.

Each building should have a walkway connection between the front entrance and the street or public space.

In buildings with ground-floor residential units, direct access may be provided to ground floor units along streets or public spaces.

Social areas of a dwelling unit such as the living room and dining room should be oriented to the street and public area whenever possible.

SPECIAL CONDITIONS

CORNER AND MULTIPLE FRONTAGE

Buildings on lots with two or more facades visibly exposed to the street or common open space should be designed specifically to respond to these more prominent locations.

Such buildings may further define the intersection or reinforce the adjacent public space through their overall form and facade. Building elements to emphasize the corner may include additional height at the corner, significant structures, special architectural treatment, and hardscape and/or landscaping that responds to both frontages and pedestrian vantage points.

Architectural character, materials, and detailing should continue from the front facade around the corner to the corner side facade appropriately addressing both primary and secondary street frontages.

The building should generally be located parallel to the primary street.

Wrap around porches or other architectural massing such as projecting wings or bays are encouraged to articulate the corner side facade.

TERMINATING VIEWS

Buildings located at the termination of view corridors, vistas or street axes should provide appropriate design considerations regarding building form and architectural treatment in order to enhance and emphasize these focal points.

Such buildings should avoid aligning the driveways or garage doors with that vista or axis.

PARKING & CIRCULATION

SURFACE PARKING LOTS

Parking lots should be located to the side or rear of buildings and not between the street and the building.

Parking lots should have perimeter screening or be screened by buildings, landscaping, or architectural features.

Access to parking lots should be designed to minimize traffic congestion on streets and should be from a side street or alley where possible.

The number of entrances should be the minimum necessary for effective on- and off-site control, combining adjacent entrances whenever possible.

Parking areas should be organized as a series of small parking bays with planted islands separating them. No more than 10 contiguous parking spaces is recommended.

Landscape aisles should be placed on both sides of entrance drives to create aesthetically pleasing tree-lined entrances.

Driveways to parking areas should be no more than 12 feet in width for one-way access and 24 feet in width for two-way access.

Paved surfaces within parking areas should be graded to direct run-off to drainage ways or catchment areas within the site. Green infrastructure solutions are recommended.

Parking spaces should not be used for permanent or temporary storage of trucks, trailers, buses, or other such equipment.

GARAGES

The location, massing, and scale of a garage should not compete with or overwhelm the primary body of the house or multi-family residential building. Garage forms, design, materials, and detailing should be similar in quality to the house.

A garage that is visible from the street or public view should receive careful design attention and should complement the primary facade.

Driveway access to primary or side streets is strongly discouraged from lots that have or share access with a parking lot.

Parking areas and garages should be organized in small groups or courts to reduce visual and environmental impacts.

PLANTINGS

Planted islands should be used in parking areas to reduce heat radiated from paving, improve auto circulation and safety, and screen automobiles from public view.

Planted islands should be at least eight (8) feet in width to accommodate trees and low shrubs.

Planted islands should include shade trees at least 2 ½ inches in caliper and shrubs at least 18 inches in height. Evergreen plantings provide effective year round screening and should be enriched with plants having seasonal color variation.

LANDSCAPING

MATERIALS

Wherever possible, healthy existing trees should be retained.

Deciduous shade and ornamental trees should be provided in front yard lawn areas.

Evergreen species are desirable for screening views, such as views into parking, trash enclosure, or service areas.

On lots with front yard lawn areas, the base of the front and side of all buildings should be planted consisting of evergreen and deciduous shrubs and trees at least two (2) feet in height at the time of planting and spaced an average of three (3) feet on center. A planting bed containing extensive flower and ground cover should extend a minimum of two (2) feet in front of the foundation plantings along the entire facade facing the street.

MAINTENANCE AND IRRIGATION

All plantings whether in the right-of-way or on private property, should be maintained by the respective property owners.

Irrigation systems should be provided to ensure robust planting areas, including within parking islands.

Irrigation systems should be installed below ground, with spray heads flush with the ground surface.

STORM WATER DETENTION / RETENTION AREAS

Where site run-off requires detention/retention areas, the area should be designed as a public amenity and landscaped accordingly.

In general, peak run-off rates at the borders of a site should not exceed pre-development rates.

Where downstream ditch conditions or stream capacity would be overtaxed by run-off from present or planned development, and where run-off cannot be absorbed on site, detention areas should be created to slow run-off.

Wetlands, which are important for storm water retention, should be maintained in an undisturbed form.

Storm water entry and discharge points should be protected to minimize erosion, and to avoid simply relocating a problem to upstream or downstream properties.

LIGHTING

CHARACTER AND PLACEMENT

Lighting should complement the overall architectural design of the building.

Directed lighting should be provided to illuminate the building facade, signs, architectural elements/ornamentation, storefront displays, the public sidewalk, and entrances for the interest, security, and comfort of pedestrians at night.

Projecting light fixtures used for externally illuminated signs and awnings should be simple and unobtrusive and should not obscure the sign graphics or architectural elements of the building.

Utility wall-pack light fixtures are not appropriate along streets.

The number of fixtures should be only the number necessary for effective lighting to avoid clutter on the building facade.

On-site lighting including in between buildings, along walkways, driveways parking lots and loading areas should be provided with pedestrian-scale lamppost provided at 30- to 40-foot intervals.

The post should be approximately 10 to 12 feet in height.

Lighting plans should be in accordance with §160-28 and §62-55 of the Township Code.

FIXTURES

Fixtures should be dark-sky friendly, cast light primarily downward (IESNA Cutoff and Semi-cutoff) and should have lamp source shielded from direct view, thus eliminating excessive light level and reducing light pollution.

Glare shields and cutoff devices should be used to minimize throw onto adjacent properties.

Light sources should be shielded or arranged to minimize unnecessary glare for pedestrians and cars.

Lighting sources should be in a warm light color temperature range of 2,700K to 3,300K with a color rendering index (CRI) of at least 65.

'After-hours' lighting that illuminates storefronts while contributing to a comfortable nighttime pedestrian experience is encouraged.

Exterior lights should be on photocells or timers.

LEDs are encouraged; low-pressure sodium and fluorescent tube lighting are prohibited.

Exposed neon lighting, color bulbs and LED rope lighting (other than for seasonal events) and internally lit awnings are inappropriate.

Luminaries should not have any blinking, flashing or fluttering lights or other illuminating device that has a changing light intensity, brightness or color, nor is any beacon light permitted, except those required for fire alarm and/or emergency systems, are inappropriate.

BUILDING SERVICES

PLACEMENT

Loading and service areas should be designed as follows:

- To provide appropriate access for vehicular traffic and avoids conflict physically and visually with resident, customer, and employee access, parking, walkways, etc.
- To be located to the side or rear of the building in visually unobtrusive locations with minimum impacts on views and should not front the primary street and should not be visible from a street, open space, or plaza wherever possible
- To encourage consolidation and sharing among multiple businesses and/or other uses where appropriate.

Trash enclosures should be designed as follows:

- To be sufficiently sized to contain dumpsters/containers for both trash and recyclable materials. Dumpsters should not be permitted to site in the open anywhere on the site.
- To be located at least three (5) feet from the side and rear property lines and may not be in the front yard.
- To consist of a masonry enclosure with exterior finish that is neutral color and compatible with the architecture of the building.
- Low intensity uses such as offices or multifamily residences with less than 6 units may have a solid fence enclosure for trash and recycling containers

Trash enclosures serving multi-family residential units should be located in a common area and include a door or opening for pedestrian access in addition to the front gates.

SCREENING

The following uses should be screened using a combination of fencing, screening walls, or landscaping:

- Ground mounted air conditioning units, generators, transformers and utility meters
- Back flow preventors
- Trash enclosures
- Compactors
- Loading docks/areas
- Outdoor storage areas
- Temporary trailers and sales centers, excluding construction trailers

Trash enclosure walls and fences should be constructed to match the architectural detail of the principle structure and contain a securable gate to minimize blowing refuse.

Trash enclosure gates should be constructed with a steel frame and be self-closing.

Trash enclosures should be a minimum of six (6) feet in height, or higher (up to eight (8) feet in height) as needed to shield the dumpster or compactor.

Water meters, gas meters, electric meters, and ground-mounted air conditioning or mechanical units should be hidden from public view by wood, masonry, or landscape screening.

FENCES & WALLS

FENCES & WALLS

Fences and walls should be compatible with the design, materials, and colors of the principle structure.

Fences and walls should be made of masonry, ornamental metal, or durable wood or some combination of same. Walls should be provided with a stone or cast stone cap.

The use of chain link, plastic, or wire fencing re prohibited. Vinyl fences should be low-sheen.

All wood fences should be stained and sealed or painted on both sides.

Front yards, corner lots, and yards facing common open space may have a 36" high non-solid picket fence or wall set back 18" from the sidewalk edge with foundation plantings planted along the base of the fence or wall.

SIGNAGE

GENERAL REQUIREMENTS

Businesses are permitted to provide one sandwich board sign on the public sidewalk along the storefront. Businesses in a corner location fronting on two (2) streets are permitted to have an additional sandwich board sign on the other street.

Sandwich boards should be composed of an A-frame structure, and each sign face may not exceed six (6) square feet.

Sandwich board signs may be placed alongside the building in the Frontage Zone or in the Furnishing Zone, allowing for the full Through Zone to remain clear for the safe passage of pedestrians.

Two (2) preferred styles for sandwich boards include:

- Contemporary Style: Sign color is seamlessly integrated with structure of sandwich board.
- Traditional Style: The content of the sign is contained within a raised frame.

The following types are discouraged:

- T-frame structures, which pose a potential tripping hazard.
- Plastic molded sandwich boards.



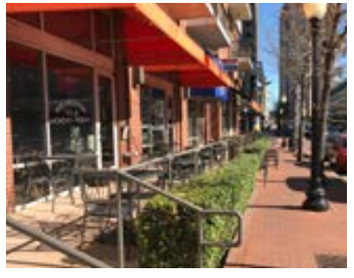
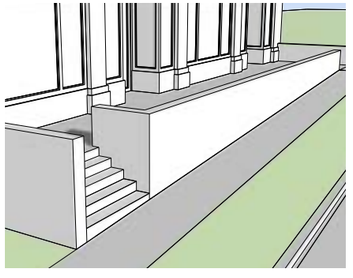




FRONTAGE TYPES

IMAGE	DIAGRAM	DESCRIPTION
		**Projecting Porch.** The facade is set back from the Property Line with an attached porch that may encroach into the Setback. A projecting porch is open on three sides. All habitable space is located behind the Setback Line. This type is conventional for residential or office uses. This is the predominate frontage type throughout historic downtown Marlton. Porches should be at least six (6) feet in depth.
		**Engaged Porch.** The facade is set back from the Property Line with an attached porch and a small portion of habitable space that may encroach into the Setback. An engaged porch is open on two adjacent sides with the two remaining sides engaged to the building. This frontage type can be an alternative to the Projecting Porch frontage type. Porches should be at least six (6) feet in depth.
		**Stoop.** The facade is located close to the Property Line with a recessed entry and/or projecting stoop that may encroach into the setback. The first story is sufficiently elevated above the sidewalk to provide privacy. This type is recommended for ground-floor residential use with a small setback. Stoops should be at least four (4) feet in depth, exclusive of the depth of the recessed entry.
		**Dooryard.** The facade is set back from the Property Line with a fence, low wall or hedge at or near the Property Line to demarcate the private yard and public realm. The dooryard may be raised, sunken, or at grade. The dooryard frontage type provides flexibility for ground floor residential or commercial uses.

FRONTAGE TYPES

IMAGE	DIAGRAM	DESCRIPTION
		**Forecourt.** A portion of the facade is close to the Property Line and the central portion is set back. The forecourt that is created may be used as an entry court or shared garden space for residential buildings, or as outdoor retail or seating areas for commercial buildings. This type should be allocated in conjunction with other frontage types.
		**Shopfront.** The facade is aligned at or close to the Property Line with the building entrance at sidewalk grade. It has substantial glazing at the sidewalk level and may include an awning or canopy that may overlap the sidewalk. This type is conventional for retail use and may be used in conjunction with other frontage types.
		**Gallery.** The facade is aligned at or close to the Property Line with an attached cantilevered shed or a lightweight colonnade overlapping the sidewalk. This type is typically used for ground floor retail use and in conjunction with the Shopfront Frontage Type.
		**Terrace.** The main facade is aligned at or close to the Property Line with an elevated terrace providing circulation along the frontage. This type is intended for retail use where it is necessary to provide at-grade access while accommodating grade change along a frontage. This type is typically used in conjunction with the Shopfront Frontage Type.

BUILDING DESIGN

MASSING

Buildings should typically be 1 1/2 to 2 1/2 stories in height, with up to 3 1/2 stories permitted for buildings at "gateway nodes" and fronting on public spaces.

Multi-family, commercial, and office buildings should be designed to be compatible with the character of single-family residential structures in the community.

Buildings should be composed of simple volumes and should avoid overly complex massing.

Buildings should not have long uninterrupted walls or roof planes along streetscapes.

All entrances to a building should be defined and articulated by utilizing lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades and other details that are appropriate to the architectural character and style of the building.

Chimneys should extend to the ground.

Crawl space, if provided, should be enclosed.

ROOFS

Roof form, pitch, and ornament should be appropriate to the architectural character and style of the building. Gambrel and mansard roofs are discouraged. Flat roofs on single-story buildings may be appropriate for small-scale infill redevelopment or additions provided the cornice is appropriately detailed.

Roof forms that introduce cross gables should be associated with a change in the footprint of the portion of the structure below.

Roof pitch should generally be consistent on all primary roof forms.

To harmonize with single-family residential buildings, multi-family, mixed-use, commercial, and office buildings should have pitched roofs that are visible from the street.

Roofs should project enough beyond the facade to cast a shadow and be ornamented with moldings, brackets and other details that are appropriate to the architectural character and style of the building. Pent roofs without ornamentation are discouraged.

Any projecting mechanical elements or roof-mounted equipment should be located so that they are obscured from view from the street.

RHYTHM

Building facades should be comprised of a series of patterns that create an inherent rhythm, generally by utilizing symmetry, repeated bays with expressed structural elements, and the repetition of windows and doors.

Changes in materials are encouraged to create variety and rhythm but should follow the horizontal lines of a building and maintain proper structural alignment with heavier materials at the base.

VERTICAL ALIGNMENT

Building openings should generally stack above other openings and solid areas in the facade should stack above structural elements.

Setbacks, reveals, and projections in the vertical plane of the building facade can also serve to enhance the legibility of the composition.

HORIZONTAL ALIGNMENT

Building cornices, sill heights, floor levels, decorative moldings, and windows should be carefully designed to align so that there is a general consistency along the entire streetscape.

Building heights should be generally consistent along a streetscape.

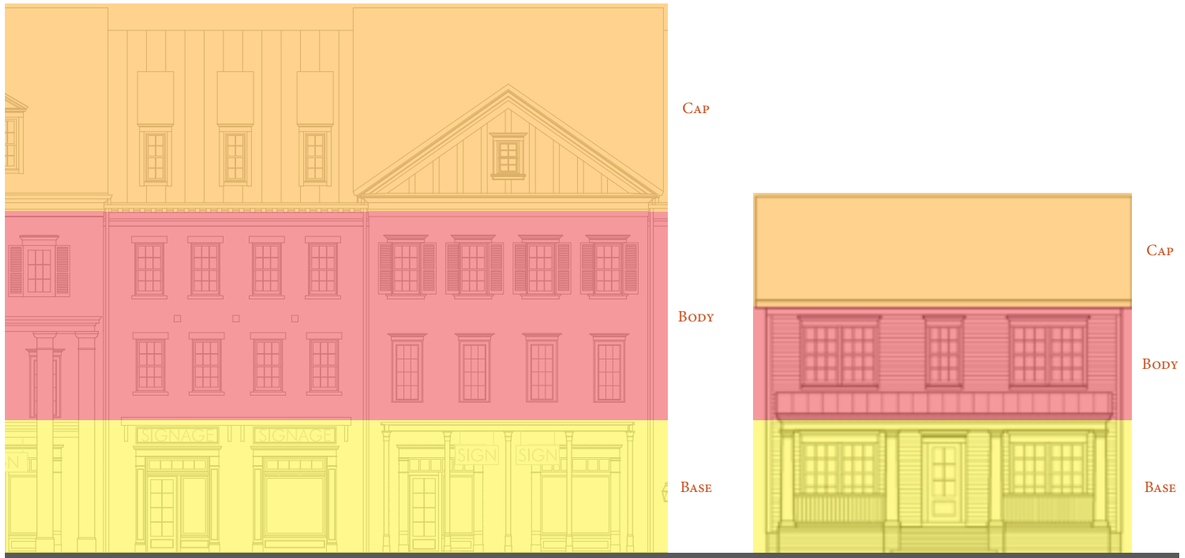
TRANSPARENCY

Commercial uses, such as retail, should be more transparent than smaller office or residential uses. This helps to clarify the various uses for the pedestrian by differentiating public, semi-public and private tenants.

Upper floors generally should employ a different ratio of solid area versus opening area through the use of smaller, vertically oriented windows in a regular pattern.

Colored or mirrored glazing and glass block are discouraged.

FACADE COMPOSITION



PRIMARY FACADES

Buildings occupying lots with two frontages, such as corner lots, should treat both sides as primary facades.

Building facades should typically be divided into repeated bays ranging from 15 to 30 feet in width on the ground floor. Upper stories should be consistent across two, three or five bays, unifying the building as a whole.

Building facades should not be greater than 45 feet in width without building wall offsets, including projections and recesses. The minimum projection or depth of any individual offset should not be less than two (2) feet.

BASE, BODY & CAP

Multi-story buildings should incorporate a three-part hierarchy of base, body, and cap to emphasize verticality and to maintain a balanced facade composition.

The "base" of the building both anchors the building and engages the public realm. The height of the base varies depending on the overall building height.

The "body" of the building comprises the majority of the building, mainly defined by its structural composition.

The "cap" of the building should terminate the "body" of the building. The height of the cap varies depending on the overall building height. On shorter buildings the cap may simply consist the roof structure, eaves, and cornice trim.

The transitions from base, body, and cap may be expressed through a shift in plane, a change in building materials, or architectural elements.

STOREFRONTS

TYPE, STYLE & SIZE

Storefronts should be designed with elements found in traditional retail design, such as large horizontal display widows with kick plates below, clerestory windows above, recessed front entries, appropriate awnings, and signs.

Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, and general storefront design, and distinguish between various shops using color, signage, and awnings.

Storefronts should maintain a typical rhythm at the ground level, each with its own entry.

Storefront entrances should be clearly distinguished from the serving floors above.

Storefronts should utilize large display windows, box and bay windows. Residential windows are discouraged.

Storefronts with accordion-style doors/windows or other operable windows that allow the space to open to the street are encouraged.

AWNINGS

Awnings of commercial establishments can be made of canvas or solution-dyed acrylic fabric.

Internal structures of awnings should be constructed of metal.

Operable and open-ended awnings are encouraged.

Rounded and hooped awnings are discouraged.

CANOPIES

Canopies should be supported by metal rods, wires, cables, or brackets.

Canopies of commercial establishments should be made of high quality fabric, metal, or glass.

Tenant signage on canopies is encouraged.

DOORS & WINDOWS

TYPE, STYLE & SIZE

Door and window types, styles, sizes, casings, trim and mouldings should be appropriately designed and selected to be compatible with the building's overall design, style, and character.

Door and window types, styles, sizes, casings, trim and mouldings should be consistent along frontages.

Tinted or reflective glass should not be used.

Openings in brick or stone clad walls should use a brick mould at the head and jamb; windows should use a projecting sill nose.

Trim should not be flush with the exterior wall and should have a minimum relief of 0.25" from the exterior wall.

DOORS

Taller doors (8'-0" in height) are generally encouraged.

Four or six panel wood or 3/4 glass with wood panel below is encouraged. Metal, molded, or full glass French doors are not appropriate as a front entry door.

WINDOWS

Windows that are tab-mounted or operate as sliders along frontages are discouraged.

Windows should be vertically proportioned with a minimum ratio of 1X wide to 2X high.

Window muntins, if used, should be true or simulated divided lites appropriate to the architectural style.

Multiple windows should have a minimum of 4" mullion between the windows.

First floor windows should have an 8'-0" head height.

TRANSOMS

Transoms should have a 12" min. glass height.

Over-scaled or separate transoms should not be used.

SHUTTERS

When shutters are used they should be appropriate to the architectural design and style of the building.

Shutters should be sized to match the actual window sizes. "False" decorative shutters mounted directly to the wall and shutters that do not approximate the height and half the width of the window opening should not be used.

DORMERS

TYPE, STYLE & SIZE

Dormers should generally be composed as a secondary architectural element used in a functional or nonfunctional fashion to complement the primary form and should be appropriately designed and compatible with the building's overall design, style and character.

Overly complex or contrived offsets, projections, and the resulting roof forms are discouraged.

In general, dormers should be vertically scaled and proportioned and should tightly frame an appropriately sized and styled window.

Dormer overhangs and rakes should be tight to the main body of the dormer and should be consistent on all three sides.

CORNICES & RAKES

TYPE, STYLE & SIZE

Cornices and rakes should be appropriate to the architectural design and style of the building.

A cornice may be used as a cap at the top of a building wall if appropriate to the design of the building.

A cornice should be proportioned to define the top of the building wall, but not overpower the facade elements beneath.

Cornices should project out horizontally from the vertical wall plane to create depth and shadow on the facade.

Where appropriate to the style, gable ends may have cornice returns. Roofing or flashing material above return should not be visible at ground level.

COLUMNS & RAILINGS

COLUMNS

Whether job-built or manufactured, columns should adhere to 'classic' time-tested scale and proportions appropriate for the style of the building.

All columns should be of wood, masonry, or a composite material and properly flashed.

The face of the column shaft should align with the face of the frieze board or beam above.

The column cap should project beyond the face of the frieze board or beam.

The foundation or porch edge should be extended beyond the edge of the frieze or beam above to allow proper column alignment.

RAILINGS

Handrails should be appropriate to the style of the structure and porch.

All stair railings should be terminated on a vertical post or column.

Newel posts should sit on the bottom stair tread and not on the ground surface.

Top of railing should return to the adjacent column or wall. Railing and rail return should match porch railing in color and material.

BALCONIES

TYPE, STYLE & SIZE

Balconies, when used should be appropriate to the overall design and style of the building.

Covered balconies should have a clear height of 7' min.

Balcony depth should be a minimum of 12" from the facade.

Balconies should be accessible and should not be located in front of windows where they cannot be accessed.

Balcony depths should generally be consistent across a building facade.

SUPPORTS

Balconies should have visible brackets or tie backs consistent with the architectural design and style of the building.

RAILINGS

Railings should be appropriate to the overall design and style of the building.

COLORS & MATERIALS

BUILDING FACADES

The use of high-quality materials, such as brick, stone, wood, cementitious (fiber cement) siding, hard coat stucco, metal, or glass, should be encouraged, especially where visible or within proximity to the public.

Appropriately scaled and intricate details are encouraged to create a sense of human-scaled architectural character.

Building colors should be subdued, with natural earth tones and compatible color predominating.

Painted or factory finished metal should be used with great care, preferably only in dark colors with a matte finish. Large areas of exposed concrete are discouraged.

With the exception of corner treatments and columns, building facade materials should be combined only horizontally, with the heavier below the lighter.

Residential roofs should be clad in wood shingles, standing seam metal, terne, slate, dimensional asphalt shingles, or synthetic materials similar and/ or superior in appearance and durability.

Roofs should be dark earth tone in color.

Porches, stoops and balconies should be made of brick, stone, painted wood, or metal.