

Bancroft Site  
Redevelopment Plan

Borough of Haddonfield  
Camden County, New Jersey

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Prepared by

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The original of this report was signed and  
sealed in accordance with N.J.S.A. 45:14A-12.

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## **INTRODUCTION**

The Commissioners of the Borough of Haddonfield in Resolution 2005-08-09-161, dated August 9, 2005, authorized the Planning Board to undertake a preliminary investigation to determine if the Study Area is an area in need of redevelopment and/or rehabilitation according to the criteria set forth in N.J.S.A. 40A:12A-5 and to conduct a hearing in accordance with N.J.S.A. 40A:12A-6. The resolution defined the Study Area as Block 14, Lot 2 and Block 13, Lot 25, commonly known as the Bancroft School or Bancroft Site. Subsequent to the preliminary investigation, the Commissioners of the Borough of Haddonfield adopted a resolution on April 25, 2006 designating the study area as a Redevelopment Area.

## **STATUTORY REQUIREMENTS**

According to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1, et seq.), the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
2. Proposed land uses and building requirements in the project area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
4. An identification of any property within the Redevelopment Area proposed to be acquired in accordance with the Redevelopment Plan;
5. Any significant relationship of the Redevelopment Plan to:
  - The Master Plans of contiguous municipalities;
  - The Master Plan of the County in which the municipality is located; and
  - The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).

## **BANCROFT REDEVELOPMENT AREA**

The Bancroft Redevelopment Area is located on the north side of Kings Highway/State Route 41 and is bordered by Haddonfield Memorial High School to the west, municipally owned park land and County owned Cooper River Park to the north and east, and Kings Highway to the south. Hopkins Lane, a public street, traverses the Redevelopment Area.

The Area contains two parcels: Block 13, Lot 25, which is 6.1 acres in size and is located on the west side of Hopkins Lane, adjacent to Haddonfield Memorial High School; and Block 14, Lot 2, which is 12.6 acres in size and is located on the east side of Hopkins Lane adjacent to Cooper River Park to the north and east (see Redevelopment Area Map). Both lots are located within the Haddonfield Historic District.

The Area is the current location of the Haddonfield campus of Bancroft NeuroHealth, Inc. (Bancroft School), a not-for-profit corporation that operates a number of facilities for developmentally disabled children throughout New Jersey and several other states. The Haddonfield campus, commonly referred to as the Bancroft School, was where Bancroft originated when, in 1883, Margaret Bancroft first established a school for children with special needs in her home, a historic building that still occupies a portion of the Study Area (Block 13, Lot 25) and is known today as the Lullworth Hall.

The Bancroft School currently has a student population of over 300 children and a staff of over 400. Bancroft's students are afflicted with autism, developmental disabilities, brain injuries, and other neurological impairments; many of the children are bussed from other school districts and some reside on campus. The sprawling 19-acre Haddonfield campus has evolved and expanded over the years and now contains a number of buildings used as classrooms, residential facilities, and administrative offices as well as various parking lots for those uses. The somewhat haphazard configuration of buildings that developed over the years was the result of various approvals of non conforming uses. The Bancroft School contains over 12 buildings with existing building footprints totaling approximately 107,000 square feet, a gross floor area totaling approximately 129,000 square feet and a total of 331 parking spaces.

## GOALS AND OBJECTIVES

The following goals have been established based on the stated vision:

- To redevelop the Bancroft School site.
- To develop a Continuing Care Retirement Community that creates additional housing choices for older residents within the Borough.
- To provide professional services routinely used by older persons.
- To develop a 100% affordable housing development which is consistent with the Boroughs Housing Plan.
- To provide for an adaptive reuse of the Lullworth Hall building as an office development.
- To stimulate economic investment in the Area.
- To ensure protection of important environmental and historic resources.
- To provide adequate on-site parking.
- To create a circulation pattern that minimizes the impact of traffic.
- To provide additional open space for recreation and athletic fields
- To provide parking for recreation and athletic field in addition to parking for the principal use of affordable housing
- To provide access to new development only along Hopkins Lane, and discourage new curb-cuts along Kings Highway.
- To ensure that streets/accessways are friendly to both pedestrians and automobiles.
- To provide for adequate landscaping for any development within the Area.
- To improve the physical appearance of the Area.
- To ensure the design of any new development is complementary with the architectural style of the historic Lullworth Hall.
- To ensure that new development is compatible with the surrounding development in building mass and visual quality.
- To encourage the use of innovative techniques to reduce the impervious coverage created by new development.
- To utilize "green" building standards and sustainable design techniques to the extent feasible.
- To retain and enhance the wooded buffer between the proposed development and Kings Highway.

- To limit development to the existing disturbed areas of the site to the maximum extent feasible.

## **RELATIONSHIP OF PLAN TO THE BOROUGH LAND DEVELOPMENT REGULATIONS**

The Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. The Plan supersedes the use and bulk provisions of the Land Development Ordinance of the Borough of Haddonfield (Chapter 135-2) for the Redevelopment Area unless specifically referenced. Other Borough regulations affecting development, and are in conflict, are superseded by this Plan. Unless otherwise defined in the Plan, terms used in this Plan shall have the same meaning as defined in the Land Development Ordinance of the Borough of Haddonfield.

The Redevelopment Area is located in the Haddonfield Historic District; therefore, the provisions of Article VI of the Borough Land Development Ordinance shall apply to the entire Redevelopment Area. In cases where the provisions of Article VI are inconsistent with this Redevelopment Plan, the provisions of the Plan shall control in connection with site plan or subdivision applications, the Planning Board may grant deviations from the regulations contained within this Redevelopment Plan where by reason of exceptional narrowness, shallowness or shape of a specific piece of property or by reason of exceptional topographic conditions, pre-existing structures and physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan would result in peculiar and exceptional practical difficulties to, or exceptional or undue hardship upon, the developer or redeveloper of such property. The Planning Board may also grant a deviation from the regulations contained within this Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers from design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within the Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to this site. No deviations may be granted under the terms of this section unless such

deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D- 12a.& b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified by N.J.S.A. 40:55D, et seq.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Redevelopment Plan. Any deviation from standards of this Plan that results in a "d" variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan in accordance with the provisions of the LRHL and any other applicable laws rather than via variance relief through the Borough's Zoning Board of Adjustment.

In Summary, any proposed development in the Redevelopment Area must submit a site plan/subdivision application to the Planning Board. The applicant must comply with Planning Board procedures. The applicant shall comply with the Redevelopment Plan standards and regulations. The Planning Board may grant "C" type variances when deemed appropriate. The Zoning Board does not have jurisdiction to grant "d" type variances

Final adoption of this Redevelopment Plan by the Commissioners of the Borough of Haddonfield shall be considered an amendment to the Land Development Ordinance of the Borough of Haddonfield and Zoning Map.

## **DISTRICT STANDARDS**

The district standards contain information pertaining to the purpose of the district; the permitted and accessory uses; bulk standards; and other district-specific standards. Development is envisioned to occur in a coordinated fashion in all four districts. Moreover, the architecture and visual quality, (e.g. landscaping) within all the four districts should be compatible. This Plan establishes four districts (See Redevelopment Districts Map):

- Continuing Care and Retirement Community (CCRC) District
- The Multi-Family Affordable Housing District

- The Lullworth Hall Professional Office District
- The Open Space and Recreation District

### **Continuing Care and Retirement Community (CCRC) District**

#### *Purpose*

To develop a Continuing Care Retirement Community (CCRC) that will create additional and specialized housing opportunities for the elderly, in a sustainable "campus" style development. Continuing Care Retirement Communities allow the elderly to "age in place," with flexible accommodations that are designed to meet their health and housing needs as these needs change over time. Residents entering Continuing Care Retirement Communities sign a long-term contract that provides for housing, services and nursing care, usually all in one location, enabling the elderly to remain in a familiar setting as they grow older. Redevelopment shall be limited to the existing disturbed areas of the site to the maximum extent feasible. Further, the existing wooded buffer between Kings Highway and the proposed development and the land adjacent to the County parkland shall be retained and enhanced.

#### *Permitted Principal Use*

A Continuing Care Retirement community, subject to the following:

- A range of 160 to 190 independent living units, the actual amount being subject to the terms and conditions of the executed redevelopment agreement taking into account all factors relating to the actual development.
- A healthcare center with a maximum of 75 assisted living units and beds, for residents who need short-term or long-term nursing care. The healthcare center may provide twenty-four hour skilled nursing services and may also include an outpatient clinic, therapy areas, and other medical facilities for the use of residents and employees of the CCRC. This facility may be in addition to the independent living units.
- A community center/club house with a minimum floor area of 20,000 square feet. A community center may contain community amenities such as a game room, fitness center, cafeteria and professional and retail services such as a bank, a hair salon, a barber shop, a convenience store. This facility may be in addition to the independent living units and healthcare center.

### *Permitted Accessory Uses and Structures*

Accessory uses and structures which are customary and incidental to the principal permitted uses and structures including, but not limited to parking, fencing, gazebos and signage.

### *Additional Use Regulations for CCRC Development*

- The applicant shall be required to provide a list of all certificates, licenses and other types of approvals required to be issued by agencies of the State of New Jersey for the purpose of operating and developing a CCRC, together with periodic updated information on the status of each. The final certificate of occupancy may be withheld until the required State approvals are issued.
- For the purposes of this Plan, a CCRC shall be defined as a facility that provides “continuing care” including lodging, nursing, medical or other health related services to residents, for a period greater than one (1) year.
- The minimum age shall be fifty-five (55) for every occupant.
- All community amenities and services shall be for the sole use of residents, their guests and employees.
- The undisturbed wooded area adjacent to the County park which is not earmarked for development shall be conveyed to the Borough or other entity approved by the Borough.

### *Bulk Standards*

- Minimum Lot Area –Block 14 Lot 12.
- Build-To-Line Distance From Hopkins Lane Right-Of-Way – 50 feet; building facade may be staggered up to 20 feet on either side of build-to-line
- Build-To-Line Distance From Kings Highway – 100 feet; building façade may be staggered up to 20 feet on either side of build to line
- Minimum Setback from Cooper River Park – 75 feet
- Minimum Parking Setback From Property Line – 40 feet
- Maximum Impervious Coverage – 45%
- Maximum Building Coverage – 30%
- Maximum Building Height – The permitted building height shall be three stories or 50 feet as measured from the grades of adjacent existing streets except that buildings or portions of buildings with facades that do not front on Hopkins Lane shall be permitted to be four stories or 60 feet provided the

maximum permitted highest point along the roofline of buildings fronting on Hopkins Lane is not exceeded.

- No parking shall be permitted between any building and public right of way except that visitor parking may be located between the building and public right of way near the main entrance to the CCRC. A maximum of 40 surface visitor parking spaces shall be permitted.
- Minimum Off-Street Parking Standards
  - Independent Living Units - 1 space per unit
  - Healthcare Center – 1 space per 5 beds; and 1 space per employee on the largest shift
  - A minimum of one space per independent living unit shall be provided within the buildings. Surface parking lots shall be located behind the buildings and screened from view.
  - Development shall be limited to the existing disturbed areas of the site.(See Existing Disturbed Area map.)

#### *Design/Character Intent*

- Multi-story development that complements the architectural style of the historic Lullworth Hall building.
- Preserved open space that would reclaim the buffer area along Cooper River.
- Landscaped courtyards that break the building mass, contain leisure activities of occupants, and break the monotony of building mass.
- Adequate off-street parking provided as under-building and surface parking
- Pedestrian walkways, sidewalks within the development and connecting adjoining development within the Area. Crosswalks at critical intersections to ensure pedestrian safety.
- Well designed landscaping that provides relief to buildings and enhances visual quality.
- Well designed lighting that is not excessive and adequately illuminates vehicular access ways, parking areas and pedestrian walkways.
- Monuments and other focal elements that reinforce vistas and enhance the visual quality of the development.

#### *Site Layout and Building Design*

- Building façades shall be staggered to a depth of at least 10 feet at maximum intervals of 50 feet.
- Buildings shall be designed to create internal courtyards enclosed by at least three wall faces. Such courtyards may not front on Hopkins Lane, and shall measure at least 2,000 square feet.
- Entrances to under-building parking areas may not front on Hopkins Lane or Kings Highway.
- Building materials, roof-pitches and building colors shall be coordinated with the architecture of Lullworth Hall.
- A vehicular accessway may be provided along the entire perimeter of the building to facilitate efficient circulation of cars and emergency vehicles.
- Vehicular access to the site shall be limited to Hopkins Lane.
- Pedestrian walkways shall be provided within the development and as connections to Hopkins Lane. Sidewalks shall be provided along Hopkins Lane.
- Distinct architectural or landscaping elements shall be provided to reinforce the corner of Kings Highway and Hopkins Lane.
- At a minimum, a 50-foot landscaped buffer shall be provided along Kings Highway. No parking or loading shall be permitted in the buffer.
- A minimum of 10% of all parking areas shall be landscaped.

## **Affordable Housing District**

### *Purpose*

To provide for a 100% affordable housing development that creates additional affordable housing opportunities within the Borough, and is compatible with the adjacent development.

### *Permitted Principal Uses*

- 100% affordable housing development consisting of a maximum of 19 units in accordance with the Borough's adopted Housing Element/Fair Share Plan.

### *Permitted Accessory Uses and Structures*

- Accessory uses and structures which are customary and incidental to the principal permitted uses and structures including, but not limited to parking,

fencing and signage and other facilities for the exclusive use of residents and guests.

#### *Additional Use Regulations*

- All of the units shall be affordable to low- and moderate-income households as defined by the Council on Affordable Housing (COAH). The development shall be consistent with COAH regulations.
- The existing carriage house shall be restored appropriately and be adaptively reused for affordable units.

#### *Bulk Standards*

The following bulk standards apply to the new principal building.

- Minimum Lot Area – 1.2 acres
- Build-To-Line Distance From Hopkins Lane Right-Of-Way – 90 feet; building facade may be staggered up to 10 feet on either side of the build-to-line
- Minimum Side Yard Setback – 15 feet
- Minimum Parking Setback From Property Line – 10 feet except for on the southern boundary where the setback may be 0 feet.
- Maximum Impervious Coverage – 70%; including the Carriage House
- Maximum Building Coverage – 30%; including the Carriage House
- Maximum Building Height – 3 stories/40 feet
- Minimum Off Street Parking Standards
  - 1.5 spaces per unit.
  - The parking area shall be designed as a common surface parking area shared with the adjoining Open Space and Recreation District.

#### *Design/Character Intent*

- Multi-story development that complements the architectural style of the historic Lullworth Hall building.
- Restoration of the existing Carriage House.
- Adequate parking provided as surface parking, and shared with the adjoining Open Space and Recreation District.
- Functional compatibility in terms of parking and circulation with the adjoining development.

- Pedestrian walkways, sidewalks within the development and connecting adjoining development within the Area. Crosswalks at critical intersections to ensure pedestrian safety.
- Well designed landscaping that provides relief to buildings, enhances visual quality and screens parking areas from view.
- Well designed lighting that is not excessive and adequately illuminates vehicular access ways, parking areas and pedestrian walkways.

#### *Site Layout and Building Design*

- Building façade shall be staggered to a depth of at least 5 feet at maximum intervals of 40 feet.
- Building materials, roof-pitches and building colors shall be coordinated with the architecture of Lullworth Hall building.
- The minimum distance from the existing Carriage House shall be 10 feet.
- Pedestrian walkways shall be provided to the parking area and Hopkins Lane. Sidewalks shall be provided along Hopkins Lane.
- The frontage of Hopkins Lane shall be adequately landscaped.
- A minimum of 10% of all parking areas shall be landscaped.
- At a minimum, a 25 feet landscaped buffer shall be provided to screen the parking area from Hopkins Lane.

### **Lullworth Hall Professional Office District**

#### *Purpose*

To provide for renovation and preservation of the Lullworth Hall historic building, and create an opportunity for additional office space within the Borough. The existing Lullworth Hall building is a two-and-a-half story Victorian structure that was built in the 19th Century and was the initial home of the Bancroft School. The building is located at the corner of Kings Highway and Hopkins Lane, and is set back approximately 78 feet from Kings Highway. Lullworth Hall received a Certification of Eligibility (COE) by the New Jersey State Historic Preservation Officer in 1997, making it eligible for funds from the New Jersey Historic Trust.

#### *Permitted Principal Uses*

- Professional and Business Offices within the existing structure.
- Bed and Breakfast

#### *Permitted Accessory Uses and Structures*

- Accessory uses and structures which are customary and incidental to the principal permitted uses and structures including, but not limited to parking, fencing and signage and other facilities for the exclusive use of occupants and guests.

#### *Bulk Standards*

- The Plan provides for a restoration and adaptive reuse of the Lullworth Hall building. The Lullworth Hall Building shall be considered a conforming structure, and no bulk requirements are provided within this District. No additions shall be permitted.

#### *Design/Character Intent*

- Restoration/renovation of the existing Lullworth Hall Building.
- Adaptive reuse of the building as office.
- Pedestrian walkways, sidewalks within the development and along Hopkins Lane and Kings Highway frontages. Crosswalks at driveway entrances to ensure pedestrian safety.
- Well designed landscaping that provides relief to building, enhances visual quality, complements the historic building, and screens parking areas from view.
- Well designed lighting that is not excessive and adequately illuminates vehicular access ways, parking areas and pedestrian walkways.
- Vehicular access from Kings Highway as well as Hopkins Lane.

#### *Site Layout and Building Design*

- The Lullworth Hall building shall be appropriately restored, in accordance with Article VI of the Land Development Ordinance of the Borough of Haddonfield.
- Pedestrian walkways shall be provided within the development and sidewalks shall be provided along the street frontages of Hopkins Lane and Kings Highway.
- The frontage of Hopkins Lane and Kings Highway shall be adequately landscaped.

- A minimum of 10% of all parking areas shall be landscaped.
- To the extent feasible, parking shall be allowed to be used by the public during off business hours.

## **Open Space and Recreation District**

### *Purpose*

To construct a regulation size athletic field. The athletic field would create additional recreational opportunities within the Borough and expand the recreation facilities of the High School.

### *Permitted Principal Uses*

- A regulation soccer field that measures 300 feet in length and 180 feet in depth
- A regulation football field that measures 380 feet in length and 160 feet in depth

### *Permitted Accessory Uses*

- Accessory uses, buildings and other structures which are customary and incidental to the principal permitted uses and structures including, but not limited to parking, fencing, signage, bleachers and seating.

### *Parking Standards*

- A minimum of 80 spaces shall be provided.
- The Parking area shall be designed as a common surface parking area shared with the adjoining Multi-Family Affordable Housing District.
- Vehicular cross-access shall be provided between the parking area and the adjoining High School parking.

### *Design/Character Intent*

- An athletic field that is well maintained and is accessible to students of the High School and residents of the Borough.
- Adequate parking provided as surface parking, and shared with the adjoining Multi-Family Affordable Housing District.
- Functional compatibility in terms of parking and circulation with the adjoining development.

- Pedestrian walkways, connecting the High School and sidewalks along the Hopkins Lane frontage. Crosswalks at critical intersections to ensure pedestrian safety.
- Well designed lighting that is not excessive yet adequately illuminates the athletic field, vehicular access ways, parking areas and pedestrian walkways.

#### *Site Layout*

- Pedestrian walkways shall be provided to the parking area and High School.
- Sidewalks shall be provided along Hopkins Lane.
- The frontage of Hopkins Lane shall be adequately landscaped.
- A minimum of 10% of all parking areas shall be landscaped.

### **DESIGN STANDARDS**

These design standards shall be applied with the use and bulk requirements detailed in this Plan. The Provisions of Article VI of the Borough Land Development Ordinance shall apply to the entire Redevelopment Area.

The design standards are intended to reinforce the physical, visual and spatial characteristics of the Redevelopment Area. The following standards shall apply:

### **Architecture**

#### *Walls*

- Horizontal and vertical articulation of building facades shall be used to create interest. Expression lines, cornices, change of material and similar architectural elements/techniques shall be used for horizontal and vertical articulation.
- Expression lines or decorative molding, provided for horizontal definition, shall project at least 4 inches from the principal façade.
- The base of a building shall appear heavier than the upper stories. To this end, heavier material such as stone, masonry or brick shall be provided at the base of a building.
- The following materials are encouraged for exterior walls, columns, arches and piers: natural stone or brick; pressure-treated or naturally decay-resistant species.

- Building walls shall be consistent in detail and quality on all elevations visible from public streets.
- All trim elements shall be painted or sealed.
- Antennas, air conditioning units or other similar equipment may not be provided on the principal façade walls.
- Gutters and spouts shall be concealed from view, and integrated with building/façade design.
- The foundation walls of stoops must be consistent with the foundation treatment of the building.
- Architectural chimneys are encouraged. Such chimneys shall be brick faced and be well articulated.
- Use of architectural lighting, to mark building entrances or accentuate the building façade, is encouraged.

*Balconies, stoops and windows*

- Provision of balconies, stoops and architectural windows is in keeping with the architectural style of Lullworth Hall, and is encouraged. These functional and architectural elements break the building mass and create interest.
- All windows must be clearly distinguished from the façade plane, by projection, recession, change of material, or change of color.
- The minimum depth of a balcony shall be 3 feet.
- Rectangular window openings shall be oriented vertically, except transom windows provided above primary residential entrances.
- All sills and lintels (except when flush with the roofline) shall project a minimum of 3 inches from the building face.
- Glazing within windows shall be setback at least 3 inches from the surface plane at the wall.
- Exterior shutters shall not be provided for windows.
- Dormer windows are encouraged.
- Triangular, circular, or other odd shaped windows are discouraged; and glass blocks are not permitted.
- No permanent or temporary awnings shall be provided on windows.
- Bay windows are permitted and their design shall be architecturally coordinated with the building.

- Buildings shall be designed so as to prevent exterior elevations from containing large expanses of blank or featureless walls.
- Balconies shall not be used for storage.
- Balconies may not be screened or otherwise enclosed.

### *Roofs*

- Buildings greater than 100 feet in length shall incorporate a variation in the roof height. The type, shape, pitch, feature and color of a roof shall be architecturally compatible with the building style, material, colors and details of the Lullworth hall building.
- The roof pitch of a building shall not be less than 1/2 (rise/run) or greater than 1/1 (rise/run).
- Corner architectural elements may have a roof pitch of 2/1 (rise/run).
- The roof pitch of porches and all other street level entrances may not be greater than 1/2 (rise/run).
- All roofs, excluding roofs of porches and stoops, shall have a minimum projection of 10 inches beyond the wall plane. Roofs of porches and stoops shall have a minimum projection of 6 inches. Such projections shall be trimmed with decorative cornice.
- Small towers, cupolas and similar architectural elements are encouraged.
- The roofline shall be accentuated by projecting eaves or cornices.
- Rooftop mechanical equipment shall be screened from view. The design of such screening shall be coordinated with the roof design.
- Roofs shall be constructed of building materials that are durable and to the local climate and visual environment.

### *Building Entrances*

- Multiple building entrances shall be provided for buildings longer than 60 feet
- Entranceways shall be in keeping with the architectural character of the structure, and shall be clearly marked and framed architecturally.
- The design of garage entrances shall be integrated into the architecture of a building.
- Porte cocheres shall be provided at primary entrances within the CCRC Development.

- When handrails are provided at building entrances, their design shall be architecturally coordinated with the building.

### **Parking and Circulation**

- Hopkins Lane shall be redesigned as a 35 feet wide right of way with a minimum cartway width of 25 feet.
- Any vehicular access on to Hopkins Lane should be designed to reduce conflicts with through traffic, and obstruction with pedestrian circulation.
- Sidewalks/walkways within the CCRC development shall be designed to be part of a comprehensive system to access all buildings and facilities.
- Conflicts between pedestrians and vehicles should be minimized to the extent possible, and crosswalks should be provided to define pedestrian access.

### **Trash and Loading**

- Loading docks, truck parking, storage, utility meters, HVAC equipment, trash dumpsters and any other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and screened. Screening materials must be the same as, or of equal quality to, the materials used for the buildings and landscaping.
- All service areas shall be screened with a combination of low walls, decorative fencing and/or landscaping.
- Loading areas, outside storage, and service areas shall not be visible from any public right of way and shall not be located between the building and any public right of way.
- If appropriate, the Board may require pedestrian access to the trash enclosure area.

### **Signage**

- Signs shall be consistent with the architecture of buildings within the development and relate to the features of a building in terms of scale, color, lettering, materials, texture and depth.
- There shall be consistent sign design throughout a particular project. The design elements include style of lettering, material, size and illumination.

- No sign shall extend or project above the highest elevation of the wall to which it is attached or above the lowest part of the roofline of the building, whichever is less.
- A total of one (1) ground identification sign is permitted per District with the exception of Lullworth Hall.
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- Any ground sign shall not exceed 3 feet in height and shall not exceed 12 square feet in size, shall be located no closer than 5 feet to any property line, and shall not be located within the sight triangle of any intersection or access drive with a public street.
- All ground signs shall be adequately landscaped and externally illuminated.
- Internal illumination of signs is not permitted.
- One building sign may be permitted in the Lullworth Hall District. The sign shall not exceed 6 square feet.
- A comprehensive signage plan shall be submitted to the approving entries which clearly indicates the location, dimension, area, color and materials of all proposed permanent signs and provides a detail of each proposed sign.

## **Lighting**

- Exterior light fixtures shall be decorative and relate to the architectural character of buildings. Site lighting shall be provided at the minimum level needed to accommodate safe and comfortable pedestrian/vehicular movements, without causing any off-site glare.
- Pedestrian-level, bollard lighting, ground-mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls shall be used to light pedestrian walkways.
- Accent lighting on buildings is encouraged.
- Lighting shall be shielded to prevent glare offsite.
- Parking lot lights shall not exceed 16 feet in height and shall be furnished with decorative fixtures.
- Energy efficient LED lighting fixtures are encouraged.

## **Landscaping**

- All setback areas fronting public roadways should be landscaped. The landscape areas should contain a variety of flowering trees, shrubs, perennials, annuals, and bulbs to complement the architecture and provide seasonal interest.
- Landscape areas may also contain decorative lighting, which should be designed to complement the overall buffer design.
- All landscaped areas shall be well maintained.
- Parking islands shall be landscaped and deciduous trees shall be planted within the islands. At least one tree per 15 spaces shall be provided on these islands.
- A landscaped buffer shall be provided along the perimeter of all surface parking lots. The buffer areas shall be landscaped, with a combination of low shrubs and deciduous trees.

## **Sustainable Design**

The Borough encourages redevelopers seeking redeveloper status through a redevelopment agreement to adopt the LEED® Rating System.

Redevelopers must submit the following information to the Borough for each project:

- Name of the LEED Accredited Professional working on the project: Each project must include a LEED accredited professional as part of the project team. This team member advises the project team on LEED issues and ensures that the specific LEED credits for the project are achieved.
- LEED Scorecard: A LEED Scorecard must be submitted as part of its plan. The Scorecard must be accompanied by an explanation of how each credit will be achieved or why the credit cannot be achieved for the project. Prior to issuance of specific permits, reports must be submitted outlining progress on achieving LEED credits A specific number of LEED credits will be negotiated and included in the project.
- Construction Waste Management Plan: A construction waste management plan shall be prepared and implemented. The plan must outline where waste will be

sent for recycling, reuse, reprocessing, or disposal. A letter from each of the recipient facilities must be included.

- Energy Star: For multi-family residential and CCRC projects; appliances and fixtures must meet U.S. EPA's Energy Star standards. Projects must include Energy Star compliant clothes washers; dishwashers, refrigerators, ceiling fans, ventilation fans (including kitchen and bathroom fans), light fixtures (halls and common areas), and exit signs. To enhance energy efficiency further, the project must also choose and install two of the following Energy Star components: Programmable thermostats (in residential and CCRC units); residential light fixtures; windows and doors; and HVAC systems.

## **PROPOSED CONCEPT PLAN**

The Concept Plan proposes the development of a Continuing Care Retirement Community (CCRC), a 100% affordable housing development, the adaptive reuse of Lullworth Hall and the Carriage House, and the development of public recreation athletic fields.

The Concept Plan serves as a vision for the redevelopment of the Area, and shall not be binding on the Developer. The evaluation of any proposal submitted under the Redevelopment Plan shall be based upon the Section of this Redevelopment Plan entitled "Relationship of Plan to the Borough Land Development Regulations" including "District Standards" and "General Design Standards".

## **Continuing Care Retirement Community (CCRC)**

The existing buildings on Block 14, Lot 2 are proposed to be demolished and redeveloped as a CCRC. The proposed CCRC will contain 160 Independent Living Units (ILU), a 75-bed healthcare facility and a community center with 20,000-30,000 square feet of floor area. While some visitor and employee parking will be provided as surface parking, a majority of the off-street parking for the CCRC will be provided as under-building covered parking.

The CCRC development will include:

- A "campus" like design with a large amount of preserved open space that would reclaim the buffer area along the Cooper River, active open space in

the form of pocket parks, and buildings designed to create landscaped courtyards that contain leisure activities;

- Building architecture that is based on the style of architecture and fundamental design principles of Lullworth Hall;
- A variety of on-campus services for the convenience of residents, including a bank, a hair salon, a barbershop, a convenience store, etc;
- Monuments and other focal elements that enhance the visual quality of the development;
- Sidewalks along Hopkins Lane, and all vehicular accessways;
- Crosswalks at driveway entrances on Hopkins Lane, and at all building entrances that front on a vehicular access way;
- Covered parking under the building to provide for a majority of the off-street parking need;
- Surface parking lots with a limited number of spaces, sufficient for visitor and employee parking, located behind the building(s) and not visible from Hopkins lane and Kings Highway;
- Pick-up and drop-off areas at entrances to the community center and healthcare center;
- Well-lit vehicular access ways and pedestrian walkways; and
- Well designed and well-maintained landscaping to provide relief to the building mass.
- The undisturbed wooded area adjacent to the County park which is not earmarked for development shall be conveyed to the Borough or other entity approved by the Borough.

### **Multi-Family Affordable Housing Development**

A 100% affordable housing development, with a maximum of 19 apartments, is proposed to be constructed on Block 13, Lot 25, immediately adjacent to the Lullworth Hall Building. The existing carriage house will become part of the affordable housing development.

The affordable housing development will include:

- Adequate off-street parking provided as shared surface parking, immediately adjacent to the buildings;

- A three-story multi-family building whose architecture is based on the style of architecture and fundamental design principles/elements of Lullworth Hall;
- Well-lit pedestrian walkways connecting the surface parking area and Hopkins lane;
- Well designed and well-maintained landscaping to provide relief to the building mass; and
- Monuments and other focal elements that enhance the visual quality of the development.

### **Athletic Field**

The concept plan envisions the construction of an athletic field/recreation area on Block 13, Lot 25 with a regulation soccer field, which measures at least 300 feet by 180 feet; or a regulation football field, which measures 160 feet by 380 feet. Parking for the athletic field will be provided as surface parking shared with the multi-family affordable housing development. The parking area of the athletic field will also function as additional parking for the High School. In addition to a athletic field, the site will also include:

- Sidewalks along the length of the athletic field on Hopkins Lane;
- Pedestrian and/or a vehicular connection to the High School
- A landscaped buffer along Hopkins Lane;

### **Lullworth Hall**

The concept plan envisions an adaptive reuse of the Historic Lullworth Hall building. The site and building will be restored as necessary, and converted into an office building that generates additional economic investment in the area. The existing surface parking area behind the building will be re-configured as necessary to accommodate the parking need of the office building. The Lullworth Hall site will gain access from Hopkins Lane as well as Kings Highway.

### **PROPERTY IDENTIFIED FOR ACQUISITION**

No use of eminent domain is permitted.

This Plan anticipates the conveyance of approximately 3 acres of land within the Open Space and Recreation District of the Plan, from the owner to the Borough of Haddonfield

or Board of Education, for the construction of an athletic field, accessory structures and parking.

## **RELOCATION PLAN FOR RESIDENTS AND BUSINESSES**

The Redevelopment Area does not contain any existing residential units and therefore will not require any relocation.

## **RELATIONSHIP TO OTHER PLANS**

### **Borough of Haddonfield Master Plan**

The Borough of Haddonfield's last comprehensive Master Plan was prepared in 1984. Since that time, three Master Plan Re-examination Reports and several updated Master Plan elements have been adopted by the Planning Board of the Borough of Haddonfield, including Master Plan Reexamination Reports in 1991, 2003 and 2009 and a Residential Land Use Element in 2000.

The Bancroft site was specifically addressed in the 2000 Residential Land Use Element, as follows:

"Bancroft School is included in a single-family detached residential district, although it is unlikely that it will be converted to such uses in the future. Currently, this pre-existing non-conforming use must apply to the Zoning Board of Adjustment whenever any changes to the site are proposed. This century old use has experienced significant growth and change over the past few decades and has adversely impacted nearby residential areas. The Borough should begin a process wherein the Borough moves to document existing uses and conditions at the Bancroft site, and to establish standards acceptable to the Borough for the Bancroft site (Block 13, Lot 25 & Block 14, Lot 2). Bancroft should be invited to participate in this process. Any campus plan by Bancroft must address the school's current and potential adverse impacts on nearby single-family and other residential uses as well as the Borough as a whole, and demonstrate how the school will ameliorate any such adverse impacts."

The proposed Redevelopment Plan is consistent with the goals and objectives of the Master Plan of the Borough of Haddonfield. Specifically, the Plan is consistent with the following goals/objectives.

2003 Master Plan Re-examination Report – Stated Objectives. These objectives were reaffirmed in the 2009 Re-examination Report.

- The maintenance of the visual attractiveness of Haddonfield
- The preservation of Haddonfield’s historic character

1984 Master Plan of the Borough of Haddonfield – Goals and Objectives:

- Continue to expand housing opportunities in the Borough to meet established needs for existing and future residents
- Maintain and adjust community facilities and services to meet the changing needs of Borough residents

Further the 2009 Re-examination Report acknowledges the Redevelopment designation of the Bancroft property and references the 2008 Housing Element and Fair Share Plan.

The Housing Plan calls for the construction of an appropriate amount of affordable housing should the Bancroft site redevelop. This Plan is consistent with the adopted Housing Plan and 2009 Re-examination Report.

### **Relationship to Adjacent Municipalities**

Haddonfield Borough shares its boundary with Cherry Hill Township in the north and east; Tavistock, Barrington and Haddon Heights Boroughs in the south; Audubon Borough and Haddon Township in the west. The Redevelopment Area is not contiguous with any of the adjacent municipalities, but is in close proximity to the boundary of Cherry Hill Township. The Plan is not anticipated to have any adverse impact on development within any municipalities adjacent to the Borough.

### **Relationship to the Camden County Master Plan**

The Camden County Master Plan, which was adopted in 1971, addresses future development in the County. There are three functional areas which form the basis for the Land Use Plan. These are working areas, living areas and service or commercial areas. The Plan recognizes the established character of Haddonfield particularly as it relates to the Borough’s Central Business District and recommends diversity of housing types and accessibility of housing to services and employment. This plan is generally consistent with the principles of the County Master Plan.

## **Relationship to the State Development and Redevelopment Plan**

The Redevelopment Area, and a majority of land in the Borough of Haddonfield are located in the Metropolitan Planning Area (PA1). The Redevelopment Plan is consistent with the policy objectives for PA1.

Specifically, the Bancroft Site Redevelopment Plan is in conformance with the following Statewide Policies for the Metropolitan Planning Area:

- Promote diversification of land uses, including housing where appropriate, in single use developments and enhance their linkages to the rest of the community. Ensure efficient and beneficial utilization of scarce land resources throughout the planning area to strengthen its existing diversified and compact nature.
- Provide a full range of housing choices through redevelopment, new construction, rehabilitation and adaptive reuse of non-residential buildings.
- Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace.
- Mitigate the future negative environmental impacts, particularly to waterfronts, scenic vistas, wildlife habitats and to critical environmental sites, and historic and cultural sites. Use open spaces to reinforce neighborhood and community identity, and protect natural linear systems, including regional systems that link to other Planning Areas.
- Provide maximum passive and active recreational opportunities and facilities at the neighborhood, local and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.
- Encourage the preservation and adaptive reuse of historic or significant buildings, historic and cultural sites, neighborhoods and districts in ways that will not compromise either the historic resource or the area's ability to redevelop.

## **IMPLEMENTATION OF THE REDEVELOPMENT PLAN**

### **Redeveloper's Agreement**

In accordance with the Local Housing and Redevelopment Law, no development shall occur until a redeveloper's agreement is executed and development approvals are granted. The Borough reserves the right to select and approve the redeveloper(s) with or without a formalized selection process.

Only a redeveloper designated by duly adopted resolution of the Commissioner may redevelop the Redevelopment Area in accordance with the terms and conditions of this Redevelopment Plan. All designated redevelopers will be required to:

1. Enter into a mutually acceptable and binding comprehensive redevelopment agreement which redevelopment agreement shall be consistent with the land use and building requirements set forth in this Redevelopment Plan.
2. Prior to any application to the Borough Planning Board, submit an application to the Borough for review and approval by the Commissioners setting forth a Concept Plan (the "Concept Plan") for the development consistent with the Redevelopment Plan. An application to the Planning Board shall not be deemed complete without submission of a duly adopted resolution of the Commissioners approving the application for consistency with the Concept Plan.
3. Submit plans for redevelopment to the Planning Board in accordance with the procedural and submission requirements of the Borough's Land Development Ordinance, except as modified by the terms of this Redevelopment Plan. Such development plans shall include, but are not limited to, drawings of the site and building plans and elevations in sufficient detail to show building layout, building construction, internal road access, etc. (the "Application").

### **Duration of Redevelopment Plan**

The Redevelopment Plan shall be in full force and effect for a period of thirty-five (35) years from the date of approval by the Commissioners of the Borough of Haddonfield or such shorter period as set forth in the Redevelopment Agreement.

### **Amending the Redevelopment Plan**

Upon compliance with the requirements of applicable law, the Commissioners of the Borough of Haddonfield may amend, revise or modify the Plan, as circumstances may make such changes appropriate.

### **Property Taxes**

The Redeveloper shall be an entity that is not exempt from real estate taxation for at least the duration of any Redevelopment Agreement and shall otherwise enter into a Payment In Lieu of Taxes for a period consistent with the terms of the Redevelopment Agreement.

 Bancroft Redevelopment Area

Cherry Hill Township

EVANS MILL RD

THE MEWS

Block 14  
Lot 2

KINGS HWY

LEE AV

HOPKINS LN

Block 13  
Lot 25

MOOREHOUSE LN

HOPKINS POND

1 inch = 200 feet



Data Source: NJDEP 2007 Aerial, Haddonfield Parcels

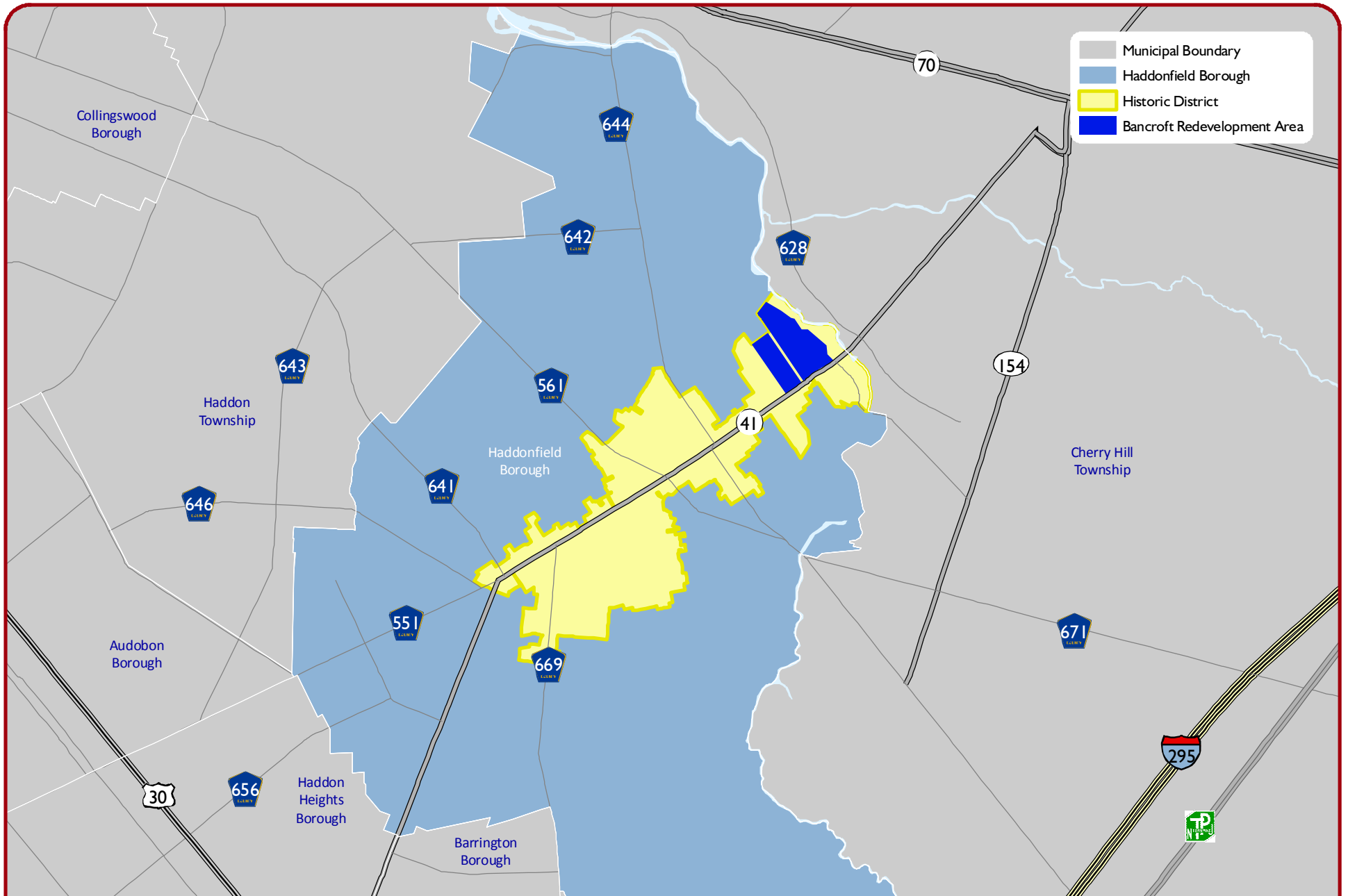
Borough of Haddonfield, Camden County

# Redevelopment Area Map



May 2010





- Municipal Boundary
- Haddonfield Borough
- Historic District
- Bancroft Redevelopment Area

N  
 1 inch = 2,000 feet  
 0 1,000 2,000  
 Feet  
 Data Source: NJDEP, Haddonfield Parcels

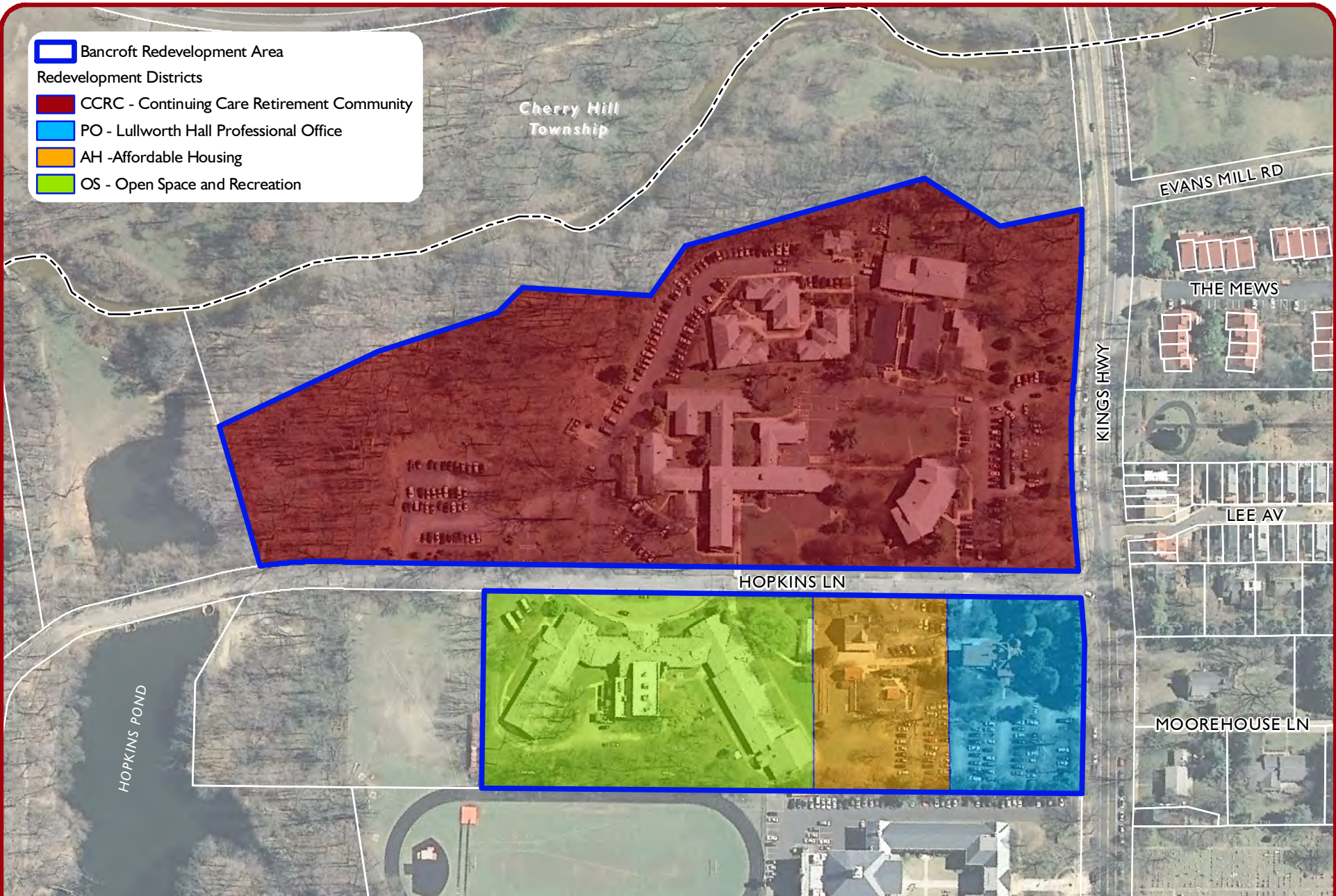
Borough of Haddonfield, Camden County

# Regional Context Map

**Bancroft Redevelopment Area**

**Redevelopment Districts**

- CCRC - Continuing Care Retirement Community
- PO - Lullworth Hall Professional Office
- AH -Affordable Housing
- OS - Open Space and Recreation



1 inch = 200 feet

0 100 200 Feet

Data Source: NJDEP, Haddonfield Parcels

Borough of Haddonfield, Camden County

# Redevelopment Districts Map



May 2010



1 inch = 200 feet  
 0 100 200  
 Feet




Data Source: NJDEP, Haddonfield Parcels

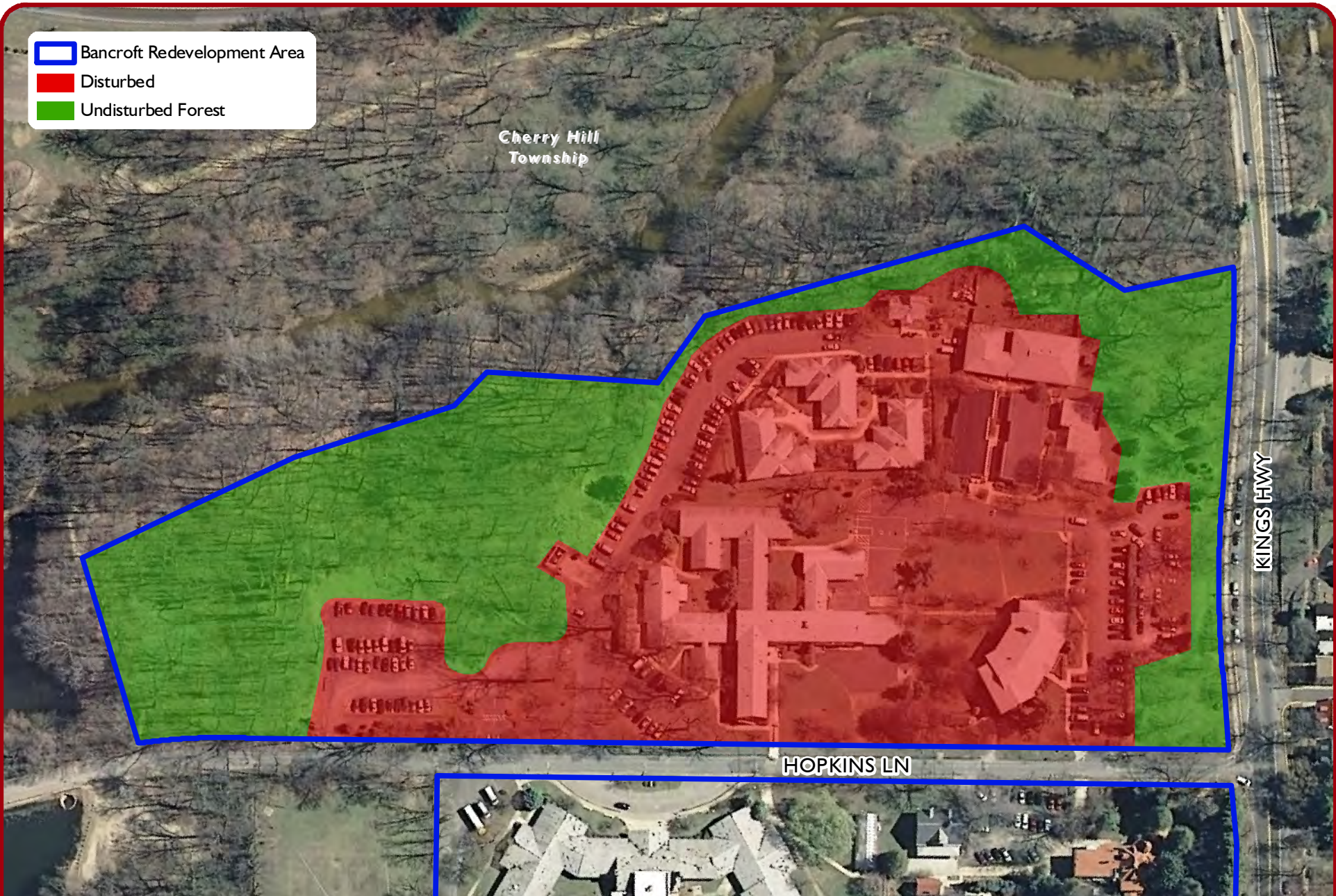
Borough of Haddonfield, Camden County

# Concept Plan



May 2010

-  Bancroft Redevelopment Area
-  Disturbed
-  Undisturbed Forest



1 inch = 150 feet  
 0 150 Feet  
 Data Source: NJDEP, Haddonfield Parcels

Borough of Haddonfield, Camden County

# CCRC District - Existing Disturbed Area Map



August 2010