

**MASTER PLAN REEXAMINATION
MOUNT HOLLY TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY**

Prepared By:

**Environmental Resolutions, Inc.
525 Fellowship Road, Suite 300
Mount Laurel, New Jersey 08054**

*June, 2007
#29055-01
Adopted by Land Use Board June 18, 2007*


Barbara J. Fegley, AICP, PP
New Jersey Professional Planner #3259

TABLE OF CONTENTS

	<i>Page</i>
I. STATUTORY REEXAMINATION OF MASTER PLAN	1
A. REVIEW OF PAST PROBLEMS AND OBJECTIVES	3
1. General Goals, Problems, and Objectives Previously Identified	3
2. Land Use Recommendations Previously Identified	8
3. Housing Plan Element	11
4. Demographic Characteristics	11
5. Historic Plan Element	11
6. Economic Plan Element	12
7. Circulation Plan Element	13
8. Community Facilities Plan Element	13
B. CHANGING CONDITIONS	
1. Review and Status – Goals, Problems and Objectives Previously Identified	14
2. Land Use Recommendations Previously Identified	19
3. Housing Plan Element	21
4. Demographic Characteristics	22
5. Historic Plan Element	22
6. Economic Plan Element	22
7. Circulation Plan Element	24
8. Community Facilities Plan Element	24
C. CHANGING ASSUMPTIONS AND OBJECTIVES	25
1. State Changes	25
2. County Changes	27
3. Municipal Changes	27
D. SPECIFIC RECOMMENDATIONS	28
Local Zoning Recommendations	28
E. REDEVELOPMENT PLANS	31

I. STATUTORY REEXAMINATION OF MASTER PLAN

N.J.S.A. 40:55D-1 et seq. entitled Municipal Land Use Law (MLUL) requires all municipalities to reexamine their master plans at least every six years. The purpose of this requirement is for municipalities to have regular, periodic reviews of current information and changing conditions within the municipality in the interest of keeping long-range planning as up-to-date as possible.

In C.40:55D-89 of the MLUL, the following language is set forth:

The governing body shall, at least every six years, provide for a general reexamination of its master plan and development regulations by the planning board which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the county planning board and the municipal clerk of each adjoining municipality...

The MLUL requires that the Master Plan reexamination report shall state:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.**
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.**
- C. The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.**
- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.**
- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," into the land use plan element of the municipal master plan and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.**

The Township's most recent comprehensive Master Plan is dated April, 2000 so Mount Holly is due for a reexamination report in 2006. Prior reexamination reports were prepared in February, 1986 and March, 1992 as well as a number of other updates in the past.

This report provides a discussion of the five elements in a Master Plan Reexamination.

A. REVIEW OF PAST PROBLEMS AND OBJECTIVES

C.40:55D-89a. of the MLUL provides that the reexamination report shall review:

The major problems and objectives relating to land development in the municipality at the time of the last reexamination report.

For this section of the reexamination report, a review was conducted of the 2000 Master Plan and the 1992 and 1986 Reexamination Reports.

1. General Goals, Problems and Objectives Previously Identified

The 2000 Master Plan identifies seventeen Land Use Goals which related to problems and objectives that the Township is attempting to address. The goals were as follows:

- a. ***To improve the overall quality of life for Mount Holly residents.*** Mount Holly is poised to undergo significant redevelopment and revitalization. For this to occur, the image and perception of Mount Holy must be addressed. Mount Holly is a unique community with enormous potential, but it is not without its problems.
- b. ***To revitalize Mount Holly's Downtown.*** The redevelopment and reinvestment in the Downtown are essential. The downtown area's assets and liabilities have been studied. Certain uses may enjoy a competitive advantage in Mount Holy. Niche industries should be targeted and promoted to serve as a catalyst for further economic development.
- c. ***To promote beneficial economic development in the Township.*** The Township, as a Regional Center, serves as a home to a number of tax-exempt organizations, including County Government and other non-profits; this is characteristic of all County Seats. The Township should capitalize on the advantages that redevelopment allows in order to efficiently utilize taxable properties.
- d. ***To utilize the Urban Enterprise Zone for the beneficial economic development of the Township.*** The UEZ zone designation is an enormous benefit to Mount Holly. To properly capitalize on the UEZ, an overall strategic plan should be prepared for the zone which outlines specific measures to be taken to revitalize the zone.
- e. ***To improve the quality of Mount Holly's housing stock.*** Mount Holly has a wide variety of housing opportunities. Housing ranges from large historic

homes near the Downtown area to post-war subdivisions and fairly new multi-family complexes. Much of Mount Holly's housing stock is in need of some rehabilitation. The Township should continue to expand the use of Regional Contribution Agreements to further enhance the scattered site rehabilitation program.

- f. ***To upgrade the "Gardens Area."*** One recurrent theme throughout the Master Plan process was the image of the Mount Holly Gardens Area. One objective of this Plan is to upgrade the quality of the units and character of the area. Measures should be undertaken to reduce the overall density in the Gardens Area and to rehabilitate deteriorated units. Additional amenities in the form of parks and other community facilities should be provided. This Area may require the use of the redevelopment statutes since the overwhelming majority of the development is privately owned.
- g. ***To clean up the Township's contaminated sites.*** Mount Holly has a number of sites which have been identified as contaminated. Given the focus on brownfields at the State level at this point and time, these sites present opportunities for redevelopment.
- h. ***To improve the quality of Mount Holly's recreation amenities.*** In the past, as an austerity measure, Mount Holly has eliminated its Recreation Commission and has performed limited maintenance on its recreation resources. Recreational amenities are a key quality-of-life issue for residents in general and youthful residents in particular. The re-establishment of a Recreation Commission and reinvestment in Mount Holly's parks are a key component of this Plan.
- i. ***To improve the pedestrian ways and trails in the Township.*** Mount Holly is a classic pedestrian scale community. It has established mixed use core surrounded by higher density residential uses and an extensive open space network. Walking as circulation and recreation is both possible and desirable in Mount Holly. Improvements to the recreational amenities of Mount Holly include retails to trails projects extending from Pemberton Township and pedestrian access to Rancocas Creek and its tributaries by way of walkways and promenades, wherever possible. With respect to Downtown walking, much of the Downtown suffers from a sidewalk system which is too narrow to provide for walking and amenities. Widening sidewalks will provide the opportunity to install upgraded landscaping and to create a desirable streetscape. Downtowns depend on pedestrian activity not only for economic activity but for security as well. Vibrant Downtowns have a great deal of street level activity. As presently configured, there is no opportunity for benches or sidewalk café type facilities. These kinds of uses provide an evening presence Downtown which enhances image and security.

- j. *To preserve Mount Holly's historic resources.*** The historic character of Mount Holly is one of its most valuable assets. The township is blessed with a large number of attractive and historically significant structures. Care must be taken in the revitalization of Mount Holly so that the basic character is not lost. However, historic character must be carefully balanced against economic realities. Excessive historic regulations could act as a disincentive to significant reinvestment Downtown. Development regulations and design standards should carefully balance these priorities.
- k. *To provide for a unified design theme Downtown.*** There has already been investment Downtown in the upgrading of streetscape amenities, including street lighting. In order to pull the downtown together, a comprehensive set of uniform streetscape improvements needs to be taken. This includes a single standard for sidewalk, crosswalk and curbing design, a systematic approach to landscaping and a unified design theme for signage. The major commercial arterial roads bisecting Mount Holly's Downtown are relatively narrow. The traditional approach to façade signage is difficult to read from both automobiles and by pedestrians,. The use of reasonably scaled projecting signs could improve the overall "readability" of the downtown. Limited use of small freestanding signs might be possible if coupled with sidewalk widening. Additionally, public signs identifying streets and directions to parking areas should be more clear and uniform.
- l. *To provide gateway treatments to Mount Holly's entrances.*** As a historic center, Mount Holy has been located at a crossroads for hundreds of years. On many of the approaches to Mount Holly, there is a very clear sense of entry' that is. There are abrupt changes in land use or in the age of structures. Gateways send an important message to visitors about the quality of a place. Gateway improvements take the form of public improvements including signage and landscaping and other streetscape improvements, but equally important, is the maintenance of private property at these critical points. Deteriorated or unmaintained gateway structures have a higher degree of negative impact than similar structures less prominently located.
- m. *To encourage the maintenance and expansion of owner-occupied housing.*** A major concern during the public hearings was the conversion of large older homes to other uses. Larger homes are often converted to multi-family housing or boarding houses. These conversions are problematic from a number of perspectives. Often they physically alter the basic character of the structure through incompatible additions and revised entries and fire escapes. Many of these structures, although larger are located on relatively

modest lots. Conversion to multi-family dwellings creates problems with parking. Conversion of front yards to parking areas significantly affects the quality of the streetscape when lawns and mature vegetation are replaced with asphalt. Strict enforcement of reasonable property maintenance codes is recommended.

- n. ***To increase land use compatibility.*** As a nearly completely developed municipality, land use compatibility is a recurring theme. Additionally as a small town, large scale users often generate impacts of concern. Two of the larger scale users in the Township are the county facilities and the Hospital. The development and expansion of these uses should be sensitive to their neighborhood context. The scale of buildings should be sensitive to the scale of surrounding properties. The use of variable setbacks based upon height, increased buffering and upgraded standards for parking lot landscaping, are recommended.
- o. ***To design details that shall be appropriate for the area in which they are located.*** Relatively small details such as signage and fencing can have a significant impact in a walking scale community. The size and style of these items should be context sensitive.
- p. ***To improve the quality and efficiency of the delivery of public services.*** The Township should investigate all options in the area of service delivery. Privatization, consolidation or the use of shared services are options. Given the State's promotion of shared services and inter-local agreements, there may be funding advantages to pursuing these options. The Township's tax rate and the proliferation of non-taxable parcels virtually require outside funding to prevent the property tax from spiraling out of control. Rising property taxes are a disincentive to reinvestment in the Township. The Township may wish to consider the use of a dedicated grants person to assure that Mount Holly is not missing out on any opportunities for funding available to it.
- q. ***To utilize the Local Redevelopment and Housing Law to Mount Holly's best advantage.*** As a developed town with limited available land, redevelopment and revitalization will occur largely on parcels which are presently developed in one way or another. Traditional planning and zoning regulations are often insufficient to "jump start" the redevelopment process. If there is no present economic windfall to be achieved through reinvestment, the private sector is unlikely to use its own capital to implement Mount Holly's vision. If Mount Holly is to revitalize itself in the short run, the redevelopment process provides the most viable option. Redevelopment allows for the use of assembly and condemnation of

selected parcels, it provides for tax incentives and permits negotiation of beneficial public/private partnerships. The selected use of redevelopment will allow for desirable projects to be implemented which will serve as a catalyst and incentive for additional investment in the Township. Key projects should be identified and prioritized. These projects would then serve as “engines” to stimulate further growth and investment.

2. Land Use Plan Recommendations Previously Identified

The Land Use Element of the 2000 Master Plan identified a number of Issues and Recommendations that are summarized below:

a. Residential 50 foot frontage, 5,000 square feet (R-3)

This land use category includes much of Mount Holly. The 2000 Master Plan indicated that care should be taken to assure preservation of both the historic integrity of the structures and the quality of the streetscape. Incompatible infill and demolition should be discouraged. New lots should meet ordinance standards.

b. Residential 60 foot frontage, 6,000 square feet (R-2)

This is the second largest land use category and the Master Plan noted that there was a mismatch between existing zoning requirements and the established pattern of lotting. Lot sizes vary widely and many are non-conforming. New lots should meet ordinance requirements.

c. Residential 100 foot frontage, 15,000 square feet (R-1)

This is the single largest land use category. Setbacks should reflect prevailing patterns. New subdivisions should conform to ordinance standards. One particular problem identified is the R-1 subdivision in the northwest corner of the Township. With the development pattern, the 35 foot rear yard precludes even a modest addition and it was recommended that rear yard be reduced to 25 feet.

d. Residential Small Duplex Option

The Master Plan recommended that small duplex developments as a conditional use be deleted due to the lack of available vacant land.

e. Residential High Density Apartments/Townhouses

The Gardens was discussed in this section as an issue and it was recommended that the Local Redevelopment and Housing Law be considered as a mechanism to implement change in the Gardens Area. The Master Plan noted that acquisition, assemblage or

redevelopment should be considered to allow for a reduction in density, modernization of housing stock and improvement to the overall area.

f. Community Shopping Center

This area was identified as fully developed and no changes were recommended.

g. Central Business District

Higher density residential development and attraction of specialty retailers were recommended to increase vitality in the central business district which was identified as Mount Holly's core.

d. Office/Commercial

The office/commercial area is primarily located on High Street. The principal issue identified in this district was to protect it against incompatible uses and renovations which would impair the attractive character of the area. It was also recommended that Bed and Breakfast Inns be permitted as a conditional use.

e. Commercial/Retail

Three commercial/retail areas were identified outside of the central business district. These areas are situated in the B-4, OLI and B-2 zones. It was recommended that consideration be given to creating one zone for all the properties.

f. Mill Race Village (Formerly Rancocas Mixed Use)

This area is identified as a significantly underutilized resource that has an enormous untapped potential for revitalization of Mount Holly. A number of ordinance recommendations were proposed in the 2000 Master Plan to create a mixed use zone of residences, retail, arts and craft uses, business and professional uses, guest houses/bed and breakfasts and parks and waterfront commercial uses. Ordinance 2002-34A was adopted in October, 2002 to create the mixed use Mill Race Village Zoning District and address the recommendations of the 2000 Master Plan.

g. Industrial

Two areas were identified for industrial development. The

first is primarily the closed landfill located on both sides of the railroad right-of-way in the southeast corner of the Township, south of Shreve Street and north of Route 38. The second is the industrial area identified at the western edge of the Township adjacent to Hainesport Township, north and south of Route 38. The Master Plan indicated a trend toward a more service oriented economy that has caused a significant downturn in industrial activity. The Master Plan recommended that industrial properties, particularly those that are readily accessible and environmentally clean, might be developed with alternative beneficial users. Brownfields were mentioned with a recommendation that contaminated sites be inventoried and assessed for appropriate redevelopment potential.

h. Existing and Proposed Parks and Open Space

The Master Plan recommended that the Recreation Commission prepare an inventory of existing facilities to determine whether or not existing facilities properly serve the recreational needs of Township residents.

i. Medical Services

One of the objectives of the 2000 Master Plan was to accommodate the legitimate expansion of the hospital and other medical uses which logically located adjacent to the hospital. Recommendations included establishment of a dedicated medical services zone that will vary setbacks with height and provide appropriate landscape buffering to shield nearby residences. The Master Plan recommended that large scale users should submit campus master plans so the community is aware of their long term plans for expansion.

j. Public/Quasi Public

The Master Plan recommended that an inventory of all municipal holdings be conducted to ascertain whether or not they are most valuable in municipal hands or whether some parcels could be conveyed, developed and placed back on the tax roles. The idea of structured parking was presented to reduce reliance on surface parking and provide more efficient use of land.

k. Potential Areas in Need of Redevelopment

The Master Plan identified a number of areas potentially in need of redevelopment. These were shown generally in the following areas:

- (1) The Gardens Area and OLI/R-1 lands to the north
- (2) Washington and King Streets and R-3/MRV lands to the east
- (3) I/R-3 zoned lands on the western side of the Township south of the Rancocas Creek
- (4) Area on the northern side of Mill Street, east of High Street
- (5) Area on the eastern side of High Street between Union and Garden Streets

3. Housing Plan Element

The 2000 Master Plan included a Housing Plan Element. The Housing Plan summarized COAH requirements and the Township's desire to utilize Regional Contribution Agreements (RCA's) to supplement housing rehabilitation. The Housing Plan indicated that Mount Holly had proceeded with a structural condition survey in order to be eligible for receipt of RCA funds.

4. Demographic Characteristics

The 2000 Master Plan included a section on Demographic information that was derived from the 1990 Census of Population and Housing. Population, housing, and employment data was presented to review Mount Holly's past to 1990. There were no problems or objectives relating to land development that were identified in the Demographic Characteristics section of the Master Plan.

5. Historic Plan Element

The Historic Plan Element indicated that Mount Holly had prepared a historic preservation ordinance that included powers of the Commission, purposes, definitions and procedures. The Master Plan recommended that the Township consider the adoption of a design manual for the historic district which would include graphic and narrative guidelines to more clearly and specifically show examples of appropriate and inappropriate development. Owners of historic structures would then have a stronger sense of the design details sought by the Township. The Master Plan also recommended that a committee be formed to assure consistency of policy among the various agencies which are involved in development in the historic district. It was recommended that the committee consist of two members of each board-the Planning Board, Zoning Board, Historic Commission and Township Council.

6. Economic Plan Element

The Economic Plan Element included nine goals and objectives as follows:

- a. To continue to promote Mount Holly as a desirable place to live and work, utilizing the Urban Enterprise Zone as a catalyst.
- b. To recognize that the historic character of Mount Holly's downtown is also an economic development resource. Promotion of historic tourism and specialty destination retail uses are compatible with this objective.
- c. To prepare a strategic plan for the Urban Enterprise Zone. Most urban enterprise zones in the State are in the process of preparing strategic plans. These are action-oriented documents with detailed implementation strategies.
- d. To use the redevelopment statutes as a method for revitalizing targeted areas of the township.
- e. To aggressively pursue grants and aid available to the Township.
- f. To provide employment appropriate to the resident work force and, in the alternative, to provide for job training programs if a "skills gap" exists between the skill level of workers and the requirements for new employees.
- g. To view economic development as a regional phenomenon and cooperate with nearby municipalities for the benefit of all.
- h. To continue to draw people into Mount Holly, the downtown events should be continued and expand.
- i. To provide for the logical expansion of the UEZ where appropriate.

The Economic Plan Element discussed that Mount Holly is developed and one of the key challenges to economic growth is the lack of available land for development with significant employment opportunities. The Central Business District is nearly completely built out and is historic in character. The Master Plan indicated that significant expansion or alteration in the core area of the downtown could prove to be counter productive and may adversely affect the historic character of the area. The real potential areas for redevelopment with new non-residential users are those properties located on the periphery of the business district. These areas were identified as Mill Race and the western industrial area of the Township. Mixed use opportunities are presented in Mill Race. In the Industrial areas, it was

recommended that the limited industrial employment base be retained if possible.

Mount Holly's designation as an Urban Enterprise Zone (UEZ) community in 1995 was discussed in relation to the tax exemptions, grants and other benefits that businesses are eligible to receive.

7. Circulation Plan Element

The Master Plan identified roadways by functional classification and stated that because Mount Holly is nearly completely developed, it is unlikely that any significant road improvements were necessary. The Plan indicated that the Township was part of a regional effort to provide a significant east/west trail/biking project and that at the time, the Township was moving forward with plans to construct the bikeway from Madison Avenue eastward to the border of Eastampton.

8. Community Facilities Plan Element

The Master Plan indicated that most community facilities were adequate but recommended that the Township prepare a detailed Parks and Recreation Plan. The Plan should include a survey and inventory of existing facilities and conditions. A recreation survey for resident preferences should also be conducted. The information would be utilized in a Capital Improvement Plan to implement the Parks and Recreation Plan.

B. CHANGING CONDITIONS

C.40:55D-89b, provides that the following shall be stated in the reexamination report:

The extent to which such problems and objectives have been reduced or have increased subsequent to such date.

This section, Changing Conditions, reviews the problems or concerns, planning goals, and recommendations identified in the prior section - Review of Past Problems and Objectives, and provides a statement concerning the status of the concern or recommendation.

1. Review and Status - Goals, Problems and Objectives Previously Identified

- a. ***To improve the overall quality of life for Mount Holly residents.*** The goal remains to improve the quality of life for Mount Holly residents. Since the 2000 Master Plan, the Township has utilized the Local Redevelopment and Housing Laws to improve conditions in several areas of the Township. The two most significant areas are the West Rancocas Redevelopment Area and Creekside Redevelopment Area.
- b. ***To revitalize Mount Holly's Central Business District (CBD).*** The 2000 goal remains to revitalize the business districts throughout the entire Township. The concentration of efforts are on Washington, High and Mill Streets that includes the B-1 District and Mill Race Village Districts.
- c. ***To promote beneficial economic development in the Township.*** The Township remains committed to beneficial economic development and has taken steps to designate the Creekside Redevelopment Area and the West Rancocas Redevelopment Area as Areas in Need of Redevelopment to provided expanded opportunities and efficient utilization of taxable properties.
- d. ***To utilize the Urban Enterprise Zone for the beneficial economic development of the Township.*** This goal remains valid and the Township has taken steps to revise the boundaries of the Urban Enterprise Zone and to review and update the Economic Goals and Objectives and the types of development to be promoted.

The Township's Economic Development Office continues to administer the Urban Enterprise Zone program that was established in 1995. The UEZ program continues to be a valuable tool in the economic revitalization of the Township. The 2000 Master Plan indicated that \$2,000,000 of UEZ funds were spent on projects in Mount Holly. That number is now more than \$13,312,400 that have been dedicated or spent on projects in Mount Holly's

UEZ. A key consideration for the Township is the reauthorization of the UEZ program. The program will need to be reauthorized in 2015 and a comprehensive plan must be developed in the interim to ensure this critical tool continues to be a part of the Township’s economic development package. UEZ efforts are more fully addressed below in the Economic Development Plan Element of this reexamination.

- e. ***To improve the quality of Mount Holly’s housing stock.*** The Township remains committed to improving the quality of the housing stock. Township codes and ordinances that assist in implementing, improving, and maintaining housing stock such as Housing and Property Maintenance Codes should be reviewed to insure they are up to date and that they address any problems. Ongoing RCA and NPP programs also assist in improving the Township's housing stock.

- f. ***To upgrade the “Gardens Area.”*** The Township has made strides improving the Gardens Area and in promoting adjacent underutilized properties by declaring them in Need of Redevelopment and adopting a Redevelopment Plan. The plan includes residential and non-residential properties in the area now referred to as West Rancocas Redevelopment Area. Addressing non-residential properties will assist with advancing ratables and economic goals of the township.

- g. ***To clean up the Township’s contaminated sites.*** Mount Holly has a number of sites that have been identified as contaminated. Opportunities for cleanup and redevelopment are presented on these sites. The Township is currently addressing several contaminated sites including Ankokas Mills and the adjacent PSE&G property on Washington Street and King Street and Holly Chemical on Charles Street. The former Agway site is also scheduled for remediation. The 2006 New Jersey Department of Environmental Protection identifies the following sites in Mount Holly:

Site/Address	Remedial Level*
156 Rancocas Road	C2
159-163 Hulme Street	C1
34 Bartram Avenue	C2
Agway Inc., 201-203 Pine Street	C2
American Red Cross Building, 205 Madison Avenue	C1
Ankokas Dye & Process Company, 14 King Street	C3
Citgo, 939 Woodlane & Jacksonville Roads	C2
Eagle Dyeing & Finishing Co., Eagle Avenue	C2
Exxon R/S 3-2151, 1651 Route 38 and Pine Street	C2
Holly Chemical Company, Inc., 12 Charles Street	C1

Lakeview Citgo, Mill & Branch Streets	C2
Landfill & Development Company, 2023 Route 38	D
Metal Etching Technology, 4 Lippincott Lane	C3
Mobil 57732, 1301 Woodlane Road	C2
Mount Holly Coal Gas (PSE&G), Washington & King Streets	C3
Mount Holly Station LP, Route 38 & Pine Street	C2
Rexam Medical Packaging, Inc., 220 Shreve Street	C1
Ted Liquor Store, Inc., 2 Marne Highway	C2

* Remedial Level Definitions

C1-Remediation does not require a formal design. The source of the contamination is known or has been identified. There is a potential for ground water contamination

C2-Remediation requires a formal design. The source of the contamination is known or the release has caused ground water contamination.

C3-A multi-phased remediation action. Where the source of the contamination is either unknown or there is an uncontrolled discharge to Soil and/or ground water.

D-A multi-phased remediation with multiple sources/releases to multiple media including ground water.

- h. ***To improve the quality of Mount Holly's recreation amenities.*** The Township is committed to restoring and improving the quality of the Township's recreation amenities. Township and County facilities and greenways along the Rancocas Creek should be identified on a map and studies should be conducted to determine whether further bikeways can be provided through the Township to park sites and other destinations. The Township indicated there has been progress with Green Acres to assist in rebuilding Iron and Mill Dam parks and an open space grant for \$95,000 for a bike trail if Conrail sells their property.

- i. ***To improve the pedestrian ways and trails in the Township.*** This goal is tied to the recreation goal identified above and to improvements in the overall pedestrian circulation plan. This includes identifying opportunities to repair, improve and widen sidewalks, provide benches and passive recreation areas, and expand opportunities for café type facilities. Additional opportunities should be explored to provide pedestrian trails including utilizing the Conrail property and property along the Rancocas Creek greenway/floodplain.

- j. ***To preserve Mount Holly's historic resources.*** Preserving Mount Holly's historic resources remains an important goal. The Township adopted the Historic Preservation District Ordinance which establishes a preservation Commission and requires a Certificate of Appropriateness for building, demolition and signs. In order to expedite or "fast track" certain types of applications, pre-approved design standards and criteria should be developed so that applications meeting these standards can obtain approval for improvements more rapidly.
- k. ***To provide for a unified design theme Downtown.*** This goal remains and the Township should continue to implement measures to improve the streetscape amenities. UEZ funds should be used to provide consistent signage and design themes in the downtown. A Design Standards manual should be developed for the downtown to assist in insuring that a unified theme and standard will be followed for sidewalk, crosswalks, curbing, landscaping, and signs.
- l. ***To provide gateway treatments to Mount Holly's entrances.*** The Township is committed to identifying and improving its gateways. Improvements to gateways can include pocket parks and attractive landscaping and signage. The UEZ is a potential source of funding these improvements. The UEZ will be working to replicate and update signs at main entrances, making them bolder and more attractive. UEZ gateway improvement projects have included Dempster's Pub and Mill Street Pocket Park. The Mt. Holly Municipal Utilities Authority will also be commencing a program that should enhance the entrance on Rancocas Road. Requirements for enhanced landscaping, streetscapes, entrance themes and signage should be considered by the Land Use Board for applicants proposing development on projects at a gateway.
- m. ***To encourage the maintenance and expansion of owner-occupied housing.*** The Township continues to be concerned about maintenance and expansion of owner-occupied housing, particularly conversion of large older homes to other uses. It is recommended that the Township investigate programs that were successful in other towns in developing ordinances and assistance to property owners that want to reduce density and preserve these structures, such as converting duplexes to single family homes.
- n. ***To increase land use compatibility.*** The goal to increase land use compatibility remains. The Hospital and County facilities continue to be two of the larger scale users of property in the Township. Their expansion and development should be encouraged to be sensitive to their neighborhood context. In other areas of the Township, this Master Plan reexamination found several inconsistencies in the land use plan and specific

recommendations are included in Section D of this document.

- o. *To design details that shall be appropriate for the area in which they are located.*** The Township remains committed to the idea that relatively small details such as signage and fencing can have a significant impact in a walking scale community. The size and style of these items should be context sensitive.
- p. *To improve the quality and efficiency of the delivery of public services.*** The Township should continue to investigate all options in the area of service delivery. Privatization, consolidation or the use of shared services and interlocal agreements are options.
- q. *To utilize the Local Redevelopment and Housing Law to Mount Holly's best advantage.*** Since the 2000 Master Plan, several areas of the Township have been declared Areas in Need of Redevelopment and Redevelopment Plans have been developed. Mount Holly should continue to use the Local Redevelopment and Housing Law to its best advantage to bring underutilized parcels into productive use, to provide for assembly and condemnation of selected parcels, and to provide for tax incentives and beneficial public/private partnerships. The selected use of redevelopment will continue to allow for desirable projects to be implemented which can serve as a catalyst and incentive for additional investment in the Township. The Township should continue to identify and prioritize redevelopment opportunities.

2. Review and Status-Land Use Plan Recommendations Previously Identified

The Land Use Element of the 2000 Master Plan identified a number of Issues and Recommendations. The status of these recommendations are summarized below:

a. Residential 50 foot frontage, 5,000 square feet (R-3)

No further recommendations are proposed for this District.

b. Residential 60 foot frontage, 6,000 square feet (R-2)

No further recommendations are proposed for this District.

c. Residential 100 foot frontage, 15,000 square feet (R-1)

The recommendation made in the 2000 Master Plan to reduce rear yard requirements from 35 feet to 25 feet was not adopted. No further recommendations are proposed for this District.

d. Residential Small Duplex Option

The Master Plan recommended that small duplex developments as a conditional use be deleted due to the lack of available vacant land. This remains a recommendation since it is unlikely that there is available vacant land to accommodate this option and in six years since the last Master Plan, no projects have been presented that could meet the criteria for a small duplex development.

e. Residential High Density Apartments/Townhouses

The Local Redevelopment and Housing Law was utilized as a mechanism to implement change in the Gardens Area, as recommended in the 2000 Master Plan. No further recommendations are proposed for this District.

f. Community Shopping Center

This area was identified as fully developed and no changes were recommended. No further recommendations are proposed for this District.

g. Central Business District

Higher density residential development and attraction of specialty retailers were recommended to increase vitality in the central business district which was identified as Mount Holly's core. This remains an objective. The Main Street Mount Holly-Economic Restructuring Committee has made a number of recommendations to increase retail use. Council is currently considering these recommendations.

d. Office/Commercial

The office/commercial area was identified as the OB zoning district on High Street. The principal issue identified in this district was to protect it against incompatible uses and renovations which would impair the attractive character of the area. It was also recommended in the 2000 Master Plan that Bed and Breakfast Inns be permitted as a conditional use. This recommendation was not adopted, however, bed and breakfasts are permitted uses in the Mill Race Village District. No further recommendations are proposed for this District.

e. Commercial/Retail

Three commercial/retail areas were identified outside of the central business district. These areas are situated in the B-4, OLI and B-2 zones. It was recommended that consideration be given to creating one zone for all the properties. This recommendation was not adopted. As part of this Master Plan, it is recommended that the OLI District at the northern end of High Street be rezoned to B-2 to more accurately reflect existing uses.

f. Mill Race Village (Formerly Rancocas Mixed Use)

No further recommendations are proposed for this District.

g. Industrial

It is recommended that part of the former Mount Holly Municipal Landfill along Route 38 be rezoned from Industrial to B-2. B-2 zoning is compatible with zoning on the southern or opposite side of the road. Mount Holly's 2010 Zone Development Plan, prepared for the Urban Enterprise Zone is in support of this

recommendation.

h. Existing and Proposed Parks and Open Space

It remains a recommendation of this Master Plan that an inventory and map of existing facilities be prepared to determine whether or not existing facilities properly serve the recreational needs and to identify areas for connections to parks, the downtown and other destinations.

i. Medical Services

One of the objectives of the 2000 Master Plan was to accommodate the legitimate expansion of the hospital and other medical uses that are logically located adjacent to the hospital. The Master Plan recommended that large scale users should submit campus master plans so the community is aware of their long term plans for expansion. This remains a key concern to the Township as lands surrounding the hospital are acquired and no plan has been presented.

j. Public/Quasi Public

It remains a recommendation of this Master Plan that an inventory be conducted of all municipal holdings to ascertain whether certain parcels should be conveyed, developed and/or placed back on the tax roles.

k. Potential Areas in Need of Redevelopment

Several areas identified in the 2000 Master Plan as potential areas in need of redevelopment have been declared Redevelopment Areas. No further recommendations are proposed at this time.

3. Housing Plan Element

In 2005 a Housing Plan Element and Fair Share Housing Plan was prepared and approved in conjunction with the Third Round Council on Affordable Housing (COAH) requirements. The 2005 plan included data from the 2000 Census of Population and Housing. No further recommendations appear necessary at this time. There were no problems or objectives relating to land development that were identified in the Housing Plan Element section of the Master Plan.

4. Demographic Characteristics

Demographic information was also provided in the 2005 Housing Element and Fair Share Plan utilizing 2000 census data. No further recommendations appear necessary at this time. There were no problems or objectives relating to land development that were identified in the Demographic Characteristics section of the Master Plan.

5. Historic Plan Element

No further recommendations are proposed to the Historic Plan Element with the exception of providing a “fast track” approval process for certain types of applications that meet pre-approved design standards and criteria. This is identified and discussed in the goals section of this Master Plan.

6. Economic Plan Element

A number of Economic Development Strategies, Goals and Objectives were identified in the 2010 Zone Development Plan 2006-2010 for Mount Holly’s Urban Enterprise Zone, dated October 13, 2005. These are restated in this Master Plan.

- ***Economic Development Strategy: Revitalize Places and Infrastructure***

Goal: Invest in and redevelop underutilized commercial assets, increasing their viability for commercial utilization

Goal: Invest in public infrastructure to ensure long-term positive economic growth in the Urban Enterprise Zone.

Objective 1: Former Mount Holly Municipal Landfill

Include this area in the UEZ and develop it to its potential.

Objective 2: Creekside Redevelopment Area

Continue UEZ investment in the cleanup and redevelopment of this property.

Objective 3: Madison Avenue Downtown Gateway

Establish a cohesive gateway from the hospital to the downtown area to stimulate the downtown economy and allow for job growth and further investment.

Objective 4: Central Business District

Continue investment and improvement in this district through various UEZ programs.

- ***Economic Development Strategy: Foster a Diversified Economy***

Goal: Invest in current businesses operating in the Urban Enterprise Zone

Goal: Determine the needs and desires of the community for business attraction

Goal: Recruit impact businesses to further stimulate the economic vitality of the Township

- ***Economic Development Strategy: Invest in People***

Goal: Invest in making Mount Holly a desirable place to live

Goal: Focus resources on the attraction, retention, and development of a highly-skilled workforce

Goal: Invest in the continuing education of Mount Holly UEZ's workforce

Objective 1: Promote the Education of Mount Holly's Workforce

Establish a business development curriculum with Burlington County College to encourage continuing education of the workforce with funding assistance

Objective 2: Integrate Economic and Community Development Initiatives

Use UEZ funds to increase attractiveness of the community and supplement projects that attract and retain the quality workforce that is needed.

- ***Economic Development Strategy: Market and Promote Mount Holly***

Goal: Market Mount Holly; attract new investment to diversify the Economy

Goal: Promote existing UEZ businesses through both consolidated and tailored marketing strategies

Objective 1: Develop a Multifaceted Marketing Campaign

Use UEZ funds to facilitate the promotion of businesses through consolidated and tailored marketing campaigns.

7. Circulation Plan Element

No further recommendations are proposed to the Circulation Plan Element.

8. Community Facilities Plan Element

The 2000 Master Plan indicated that most community facilities were adequate but recommended that the Township prepare a detailed survey and inventory of Parks and Recreation areas. This remains a recommendation since such an inventory was not conducted.

C. CHANGING ASSUMPTIONS AND OBJECTIVES

C.40:55D-89c. provides that the reexamination report shall state:

The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.

1. State Changes

Burlington County conducted a March 28, 2005 review of the State Plan in their 2004/2005 Cross-Acceptance Report for Mount Holly. The Township was identified as a Suburban Corridor, entirely in Suburban Planning Area 2.

The County identified the following *Vision for the Municipality*:

Mount Holly is planning to retain its historic role as an important regional center in Burlington County for government, education, medical, civic institutions and non-profit services, as well as maintaining a viable downtown and its historic architectural character. Despite the competition from surrounding retail centers, Mount Holly's downtown will continue to revive thanks to public efforts in the form of urban enterprise zone and Main Street designations. These efforts have resulted in college classrooms, a Business Resource Center, private development of new office and retail uses, and an expansion of existing uses such as Haddonfield Lumber. The local hospital is destined to become an even more important regional medical center and employment center in the future. The hospital could be the catalyst for tax generating uses like ancillary medical services and doctor's offices. Mount Holly intends to make full use of its available undeveloped or under utilized land resources in the next twenty years. The landfill on Route 38, which has been closed and is in the process of reclamation, presents an opportunity due to its attractive regional location to serve as a large scale mixed use distribution center. Mount Holly is pursuing several redevelopment areas intending to create commercial and light industrial opportunities on the Route 541 bypass and to renovate blighted residential areas.

According to the Delaware Valley Regional Planning Commission (DVRPC), the population of Mount Holly is expected to be relatively stable from 10,728 in 2000 to 10,730 (0%) in 2015 and decrease to 10,170 (-5%) in 2025. Also according to DVRPC, the number of jobs located in the community is expected to decrease from 9,460 in 2000 to 8,833 (-7%) in 2015 and 7,614 (-20%) in 2025.

The County identified the following ***Opportunities and Impediments to Achieving the Municipality's Vision, including needs to change Municipal, County or State plans:***

Municipal financial restrictions hinder Mount Holly's ability to fully implement its vision as a regional center because of the burdens of servicing the major tax-exempt government, institutional and non-profit service uses located here.

The County government has grown considerably, especially with the explosive expansion of the court system, but has not provided in lieu tax payments. Mount Holly looks forward to working with the County Freeholders in the future to create some mutually beneficial redevelopment opportunities that could come about with the inevitable expansion of County government services. For example, the creation of structured parking to solve future parking demands could be coupled with the inclusion of ground floor retail stores and offices, which would pay municipal taxes.

The feasibility of accomplishing exacting historic preservation requirements while meeting modern economic development needs inhibit both the reasonable maintenance of historic structures and the relative competitive attractiveness of Mount Holly for new growth.

Balancing the opportunity to attract a more affluent residential market, particularly empty nesters and senior populations, interested in residing in an older walkable center with available services against the less affluent family residents who may be forced to relocate due to redevelopment or market pressures.

Finally, the County identified a ***Summary of Long-range Infrastructure Needs and Capital Projects Needed to Achieve the Vision:***

Redevelopment land acquisition and site and infrastructure improvements
Recreation facilities improvements

Parking, especially structured parking in the downtown and adjacent to the hospital
Road and utility maintenance
Master Plan updating

2. County Changes

Mount Holly contains two of the largest employers in the County: Burlington County and Virtua Memorial Hospital. The Township is aware that expansion of these two employers in the future will intensify, however, the Township has not received expansion Master Plans of either facility that would assist with recommendations in this Master Plan. The Township is therefore limited in its ability to plan for County and hospital changes.

3. Municipal Changes

There are three major issues facing the Township: the expansion of the County facilities, the expansion of Virtua Hospital, and the Strategic Plan that is underway. The County and hospital expansions were previously discussed.

The Strategic Plan is a study the Township commissioned in partnership with the Burlington County Economic Development and Regional Planning Department. The Strategic Plan aimed to: Develop a comprehensive revitalization strategy for the Township that builds upon its role as County seat and regional center; Encourage and support private investment that enhances Mount Holly's unique character and history; Provides a development framework for Mount Holly based on Smart Growth Principles; and Obtain Plan Endorsement by the New Jersey State Planning Commission.

The Strategic Plan is currently in preparation and only available in draft form. Therefore, this Master Plan cannot provide a summary or recommendations of the document.

At this time, the Township has a number of recommendations for zoning changes which are summarized below in Section D of this document.

D. SPECIFIC RECOMMENDATIONS

C.40:55D-89d. provides that the reexamination report shall state:

The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

Local Zoning Recommendations

The Planning Board recommends the following zoning changes:

1. *West Rancocas Redevelopment Area*

The West Rancocas Redevelopment Area is an approved Redevelopment Area with an approved Redevelopment Plan that includes the following parcels:

Block 12.02	Lots 1 to 43
Block 12.03	Lots 1 to 88
Block 12.04	Lots 1, 1.01, 2 to 96
Block 12.05	Lots 1 to 64
Block 12.07	Lots 1, 1.01, 2 to 64
Block 41.09	Lots 2, 3, 4, 5, 105
Block 41.10	Lot 4.01

The West Rancocas Redevelopment Area is planned for Residential, Commercial, Limited Industrial and Open Space. Neighborhood Commercial/Office development is proposed along the Mount Holly By-Pass and Limited Industrial use is proposed to remain along Rancocas Road. Townhouse residential, townhouse/senior citizen flat residential and two-family dwellings, open space, public school and offices and accessory uses are proposed on the remaining parcels in the West Rancocas Redevelopment Area.

2. *Mt. Holly By-Pass/Rancocas Road Area*

The Mt. Holly By-Pass/Rancocas Road Area includes currently zoned industrial lands on Block 41.04 Lots 14.03, 14.04, 14.05 and 14.06, Block 137.01 Lot 1, Block 133 Lots 2, 3, and 4 and Block 137 part of Lot 1. These parcels are currently zoned I-Limited Industrial District. In keeping with the intent of commercial uses along the By-Pass, the area is proposed to be changed to B-2 Central Business District.

3. *Creekside Redevelopment Area*

The Creekside Redevelopment area is identified as Block 38 Lots 1, 1.01, and 2. The area was determined to be an Area in Need of Redevelopment and a Redevelopment Plan was prepared and adopted. Creekside Redevelopment Area is located in the B-1 Central Business District and the I-Limited Industrial District. The corner of the site on Washington Street and King Street is in the B-1 District and the property to the north is Industrial. In keeping with the Master Plan's Land Use Element, Central Business District type uses are proposed for the redevelopment area.

Permitted uses include the following:

1. Stores for retail purposes
2. Personal service shops
3. Bakery, confectionery shops and grocery stores
4. Restaurants
5. Banks or other financial institutions
6. Professional, administrative or sales offices
7. Photographic or art studios

Accessory Uses

1. Accessory uses on the same lot with and customarily incidental to any of the above permitted uses, including storage and inventory items and materials used in permitted operations and finished products.

Prohibited Uses

1. Used car lots, junkyards, warehouses and storage buildings (unless as an accessory building), and industrial uses.

4. *High Street and Levis Drive*

Block 41.06, Lots 4, 4.02 and 5 contain the existing CVS shopping plaza. The current zoning is OLI-Office and Light Industry District. Based on the commercial nature of the area, it is recommended that this district be changed to B-2-Central Business District to more accurately reflect the commercial nature of the area.

5. *Undesignated Parcels*

The existing Zoning Map contains a number of parcels north of the Rancocas Creek, east and west of King Street that are undesignated. This Master Plan recommends these parcels be designated for the following uses.

Block 45 Lots 5.01 and 6.01, east of East of King Street and West of Park Drive.

These parcels are utilized by the County and should be zoned GS-Government Services.

Block 45 Lots 1, 2, 3, 4, 5.02 and Block 40 Part of Lots 54, 55, and 56.

These parcels are in retail/business use and should be zoned B-1 Central Business District.

6. *Industrial Zoned Parcels in Business Area*

Block 44 Lots 1-5, 16, 17, 18, 19, 19.01, 19.02 and 27

These parcels, situated east of King Street and north of Washington Street, are zoned I-Limited Industrial District. It is recommended that these parcels be zoned B-1 to be consistent with the surrounding B-1 Central Business District zone. B-1 zoning is consistent in keeping with the goal for business uses in this part of the Township.

7. *Former Landfill Area Zoned Industrial*

Block 118 Lots 13.01, 14, 15.04, 15.01, part of 10, 11, 12, 13, 16, 15.02

These lots front on Route 38 and are proposed to be zoned B-2 for a depth of approximately 350 feet, consistent with recommendations in the Urban Enterprise Zone plans.

E. REDEVELOPMENT PLANS

C.40:55D-89e. provides that the following shall be stated in the reexamination report with regard to redevelopment plans:

The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L.1992,c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

At this time, no recommendations are proposed for additional redevelopment areas.