



# EVESHAM 2020 VISION PLAN FOR MARLTON CIRCLE

NOVEMBER 11, 2009









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ACKNOWLEDGEMENTS



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Commission  
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STATE OF NEW JERSEY  
DEPARTMENT OF COMMUNITY AFFAIRS





Marlton Circle Study Area and proposed realignment of Routes 70 and 73

Source: NJ Department of Transportation and Google maps

During the summer of 2009 Evesham Township engaged over 300 residents and business owners in the *Evesham 2020 Vision Plan* to examine the land use patterns and circulation network surrounding the Marlton Circle, one of the most important commercial crossroads in South Jersey. The New Jersey Department of Transportation is now constructing a \$63million reconfiguration of the Marlton Circle along two miles of Routes 70 and 73 to reduce traffic congestion throughout the region. The Township recognized this as an historic opportunity to to enhance and transform many of the underutilized commercial lands along five miles of roads at Marlton Circle and further protect and enhance Marlton Village. Through this community visioning process, Marlton Circle will be transformed into Evesham Crossroads, an increasingly vibrant center of community life in the Township as well as an identifiable landmark in the region.

LEGEND:  
Yellow: NJ Dept. of Transportation Approved Road Reconfiguration  
Red: Study Area boundary



*Evesham Township has embarked on a visionary plan to transform the area surrounding the former Marlton Circle into human-scaled walkable mixed-use places for people.*

### MAKE MARLTON VILLAGE A MORE VIBRANT DESTINATION

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



### ESTABLISH A LANDMARK AT EVESHAM CROSSROADS

*The intersection of Routes 70 & 73 is envisioned as a recognizable landmark in the region defined by signature development and civic art.*



### RETROFIT & TRANSFORM OUTDATED COMMERCIAL CORRIDORS

*Retrofit and transform outdated or vacant commercial sites into mixed-use places with buildings framing pedestrian-oriented streets and public spaces.*



### CREATE THE EVESHAM CROSSROADS TRAIL NETWORK

*The Evesham Crossroads Trail will link residential neighborhoods with a network of trails, sidewalks, and greenways that connect to parks, public spaces and mixed-use places.*



### ENHANCE THE LIVABILITY OF NEIGHBORHOODS

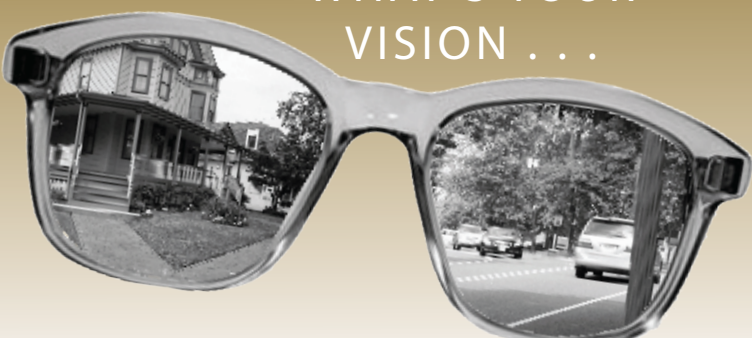
*The quality of life within each neighborhood should be protected with a plan to enhance parks, greenways, waterways, sidewalk and trail connectivity, street trees, traffic calming and pedestrian safety.*








WHAT'S YOUR  
VISION . . .




**FOR MAIN STREET?**

*EVESHAM TOWNSHIP WOULD LIKE TO KNOW.*

COME TO OUR  
20/20 VISION WORKSHOPS  
TO SEE WHAT A DIFFERENCE  
YOU CAN MAKE IN YOUR COMMUNITY.



July 11, 2009 ~ 9 am - 2 pm  
July 21, 2009 ~ 4:30 pm - 9:30 pm  
The Gibson House Community Center  
535 East Main Street, Marlton, NJ



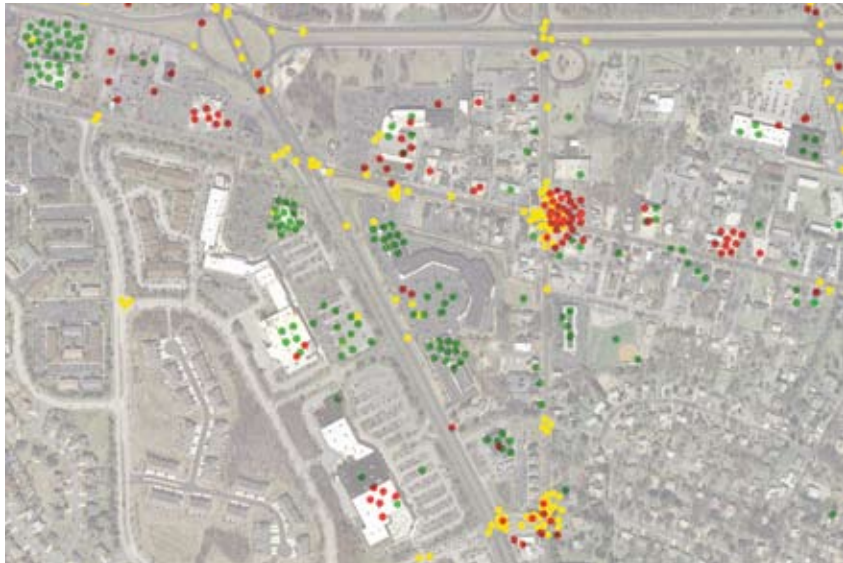
PROCESS







Workshop attendees took surveys and identified their favorite places.



Workshop attendees placed dots at their least favorite (red) and favorite places (green) as well as traffic and pedestrian hot spots (yellow).



Infill development sketches developed at the Visioning Workshop for the Marlton Crossing Shopping Center.



There are several areas of focus for the Evesham 2020 Vision Plan.

During the summer of 2009 Evesham Township engaged over 300 residents and business owners in the Evesham 2020 Vision Plan to examine and transform the land use patterns along one of the most important commercial crossroads in South Jersey at the Marlton Circle. The Township recognized this was an historic opportunity to create a community-wide vision to transform the underutilized commercial lands along five miles of roads surrounding Marlton Village and Evesham Crossroads into a network of walkable mixed-use districts.

Evesham 2020 Vision Plan Process	
Review Site Opportunities & Constraints	April 2009
Prepare Case Studies and Character Imagery	May 2009
Big Ideas & Strategies Stakeholder Meeting	May 2009
Community Visioning Workshops	July 2009
Draft Report	Oct 2009
Stakeholder Meeting	Nov 2009
Final Report	Nov 2009
Final Presentation	Dec 2009



Workshop attendees expressed their community character preferences in a Community Vision Survey.



# PLACES THE COMMUNITY LIKES THE MOST

Based upon the results of workshop attendee green dots placed on the study area map, workshop attendees liked the following places:

- 1. Marlton Village... the clock, sidewalks, buildings, historic character of the village
- 2. Barnes & Noble Bookstore on Rt 70
- 3. Champps Restaurant on Rt 70
- 4. The Promenade on Rt 73
- 5. Starbucks & Trader Joe's at Marlton Square on Rt 73
- 6. CVS and Offices on Maple Ave



1. Main Street in Marlton Village



2. Barnes and Noble Bookstore



3. Champps Restaurant at Marlton Crossing



4. The Promenade



5. Ice Cream Shop on Main Street



6. Marlton Sq -Starbucks & Trader Joes



## PLACES THE COMMUNITY LIKES LIKE THE LEAST

Based upon the results of workshop attendee red dots placed on the study area map, workshop attendees least liked the following places:

1. 7-11 on Main St.
2. Former Township Building on Main St.
3. Staples Shopping Center on Rt 70
4. Vacant Bank Site on Main Street at Cooper
5. Former Franks Nursery Site on Rt 70
6. Post Office on Main St.
7. Wal-Mart on Rt 70/ Locust
8. Sears/ Super Fresh Shopping Center on Rt 70
9. Former Olga's Site on Rt 70/73



1. 7-11 on Main Street



5. Former Frank's Nursery Site on Rt. 70/ 73



4. Vacant Bank Site at Main St and Cooper St.



3. Staples Shopping Center on Rt 70



2. Former Township Building on Main Street



## TRAFFIC & PEDESTRIAN PROBLEM SPOTS

Based upon the results of workshop attendee yellow dots placed on the study area map, workshop attendees identified the following traffic and pedestrian hot spots:

1. Maple Ave & Centre Blvd
2. Rt 73 & Centre Blvd
3. Main St & Maple Ave
4. Main St & N Locust Ave
5. Rt 70 & Rt 73 Circle
6. Rt 73 & Old Marlton Pike/ Main St
7. Rt 70 & Locust Ave
8. Main St at Post Office
9. Rt 70 & Maple Ave
10. Old Marlton Pike and Cropwell Rd
11. Rt 70 & Cropwell Rd
12. Rt 73 & Baker Blvd



3. Main St & Maple Ave



5. Marlon Circle - Rt 70 & Rt 73



6. Rt 73 at Main Street



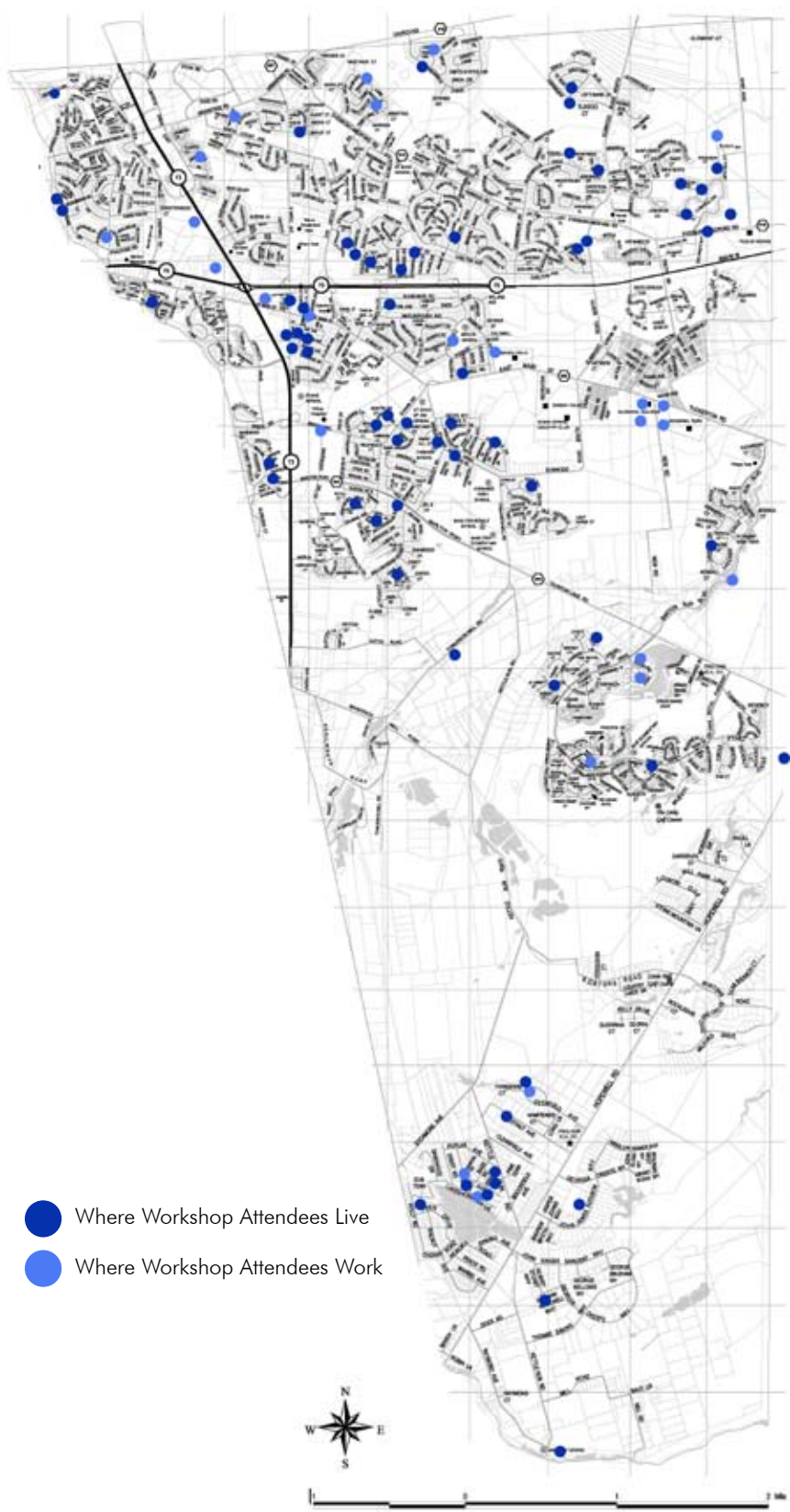
8. Main St at Post Office



11. Rt 70 at Cropwell Rd

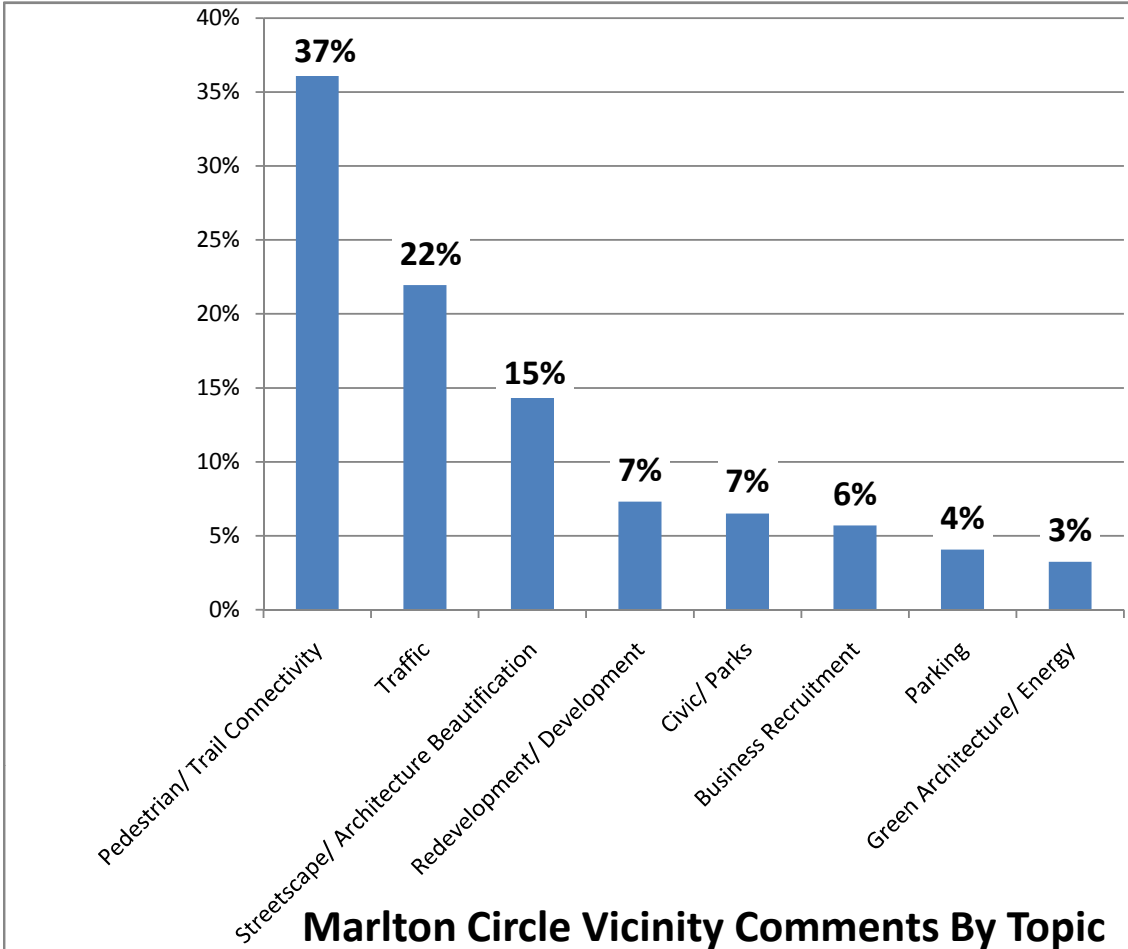


WHERE WORKSHOP ATTENDEES  
LIVE AND WORK



YOUR BEST IDEAS

- “Redevelop entire area with consolidated lots” [on Old Marlton Pike]
- “Add on-street parking and expand sidewalks on Main Street”
- “Small restaurants and cool shops like Collingswood & Haddonfield on Main Street”
- “Walking, biking trails with solar/wind powered lighting for the paths from McDonalds to edge of 73”
- “Make all intersections around neighborhoods pedestrian-friendly”
- “Need more left turn opportunities on Rt 70”
- “Sidewalks along 70 so Woodstream residents can walk to stores”
- “Want Old Marlton Pike to Main Street cut-through”



Marlon Circle Vicinity Comments By Topic

The chart above summarizes the topics addressed in the written comments placed on the Marlon Circle Study Area Map. The quotes are excerpts from the workshop attendee written comments.





COMMUNITY  
VISION SURVEY



The following topics were the focus of the Community Design Survey:



Welcome...

Please take a few minutes to give us your ideas and opinions about the type of environment which you would like if you were to live in Richmond.

- Sets of images will be shown by topic
- Circle the number for images in which you could see yourself living
- Write-in comments on any image

1. Riverfront park

1	2
3	4

None

Comments: 4 - good but should have more waterfront activities

2. Riverfront park

5	6
7	8

None

Comments: 7 - too dense, needs more open space  
8 - good but should have more trees

3. Streetscape

9	10
11	12

None

Comments:

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Please take a few minutes to give us your ideas and opinions about the type of environment which you would like if you were to live in Richmond.

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None

Comments: 4 - good but should have more waterfront activities

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5	6
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None

Comments: 7 - too dense,

3. Streetscape

9	10
11	12

None

Comments:

## COMMUNITY VISION SURVEY

### SURVEY APPROACH & METHODOLOGY

A visually-based Community Vision Survey was designed to identify community preferences for the architectural character, infill and redevelopment, open space and streetscape character appropriate for Marlton. This graphic-based effort supplemented the public input gathered through more traditional surveys, Post-It and index card comments, and the “Dot-mocracy” exercise.

The Community Vision Survey was conducted during the two public Visioning sessions held in the Township. Using a series of four images on a large projection screen, survey participants gave feedback on images. This methodology allows a multiple choice scenario where one of the four images or “None” are selected. Thirty-two images in sets of four were arranged covering several topics including: Marlton Village character, Marlton Village streetscape treatments, Highway Corridor development and redevelopment, Highway Corridor edge conditions, and development and character along Old Marlton Pike.

Each set of four images was carefully selected to present a full spectrum of choices including images in the study area, in the Township, in the regional, and precedents from highway corridors in other parts of the country. Respondents were then asked to choose the most appropriate image or “none” for what they feel is most appropriate for Marlton. Space was provided for written comments to further clarify their choices. The images were presented on a large screen without discussion during the first round; then the same images were presented for discussion. The facilitator sought comments from respondents while these comments were written on the survey form. A summary of these findings follows.





The image above illustrates the type of street that respondents felt most represented the character they would like to see for the Marlton Village area. This street in Medford is defined by inviting sidewalks, convenient on-street parking and architectural variety that make for an interesting pedestrian atmosphere.



While some liked the safe and defined sidewalk for pedestrians, most respondents were concerned that this building was too long and did not match the character of Marlton Village.



The existing conditions on the eastern edge were not desirable. Poor lighting, inconsistent landscape and sidewalks were all cited as problems.



Survey respondents had mixed opinions of this image of a recent North Maple Avenue infill with varying ideas on parking, building heights/uses and historic architectural authenticity.

## MARLTON VILLAGE - CHARACTER

The first series of images in the Community Vision Survey examined the desired character of Marlton Village. Participants were asked to choose from a range of images including eastern Main Street, a newer infill just off Main Street, as well as, an image of downtown Medford and a larger mixed use building. Discussions included topics such as parking, connection to the history and historic architecture of Marlton, the intensity and density of development, and the types of uses appropriate for Marlton Village.

The large image to the left illustrates the type of character many respondents would like to see for the Marlton Village area. Participants want safe sidewalks and streetscape detailing that make for an interesting and inviting pedestrian atmosphere. Parallel parking on the street accommodates customer parking and helps buffer pedestrians along the sidewalks from passing vehicles resulting in a greater sense of safety and convenience. Survey respondents felt the historical building details also made for a character to fit Marlton Village. Compared to this image, many felt that portions of Marlton Village currently lacks the elements necessary to define a space that produces an active pedestrian realm and a vital retailing.

Survey respondents had mixed opinions of the middle left image of recent historic district infill. Those that chose the image liked the visibility of the parking and the attempt to create a historic look. While others stated that they preferred parking in the rear or on-street and would prefer a more authentic architectural look. Several participants commented that they would much rather see the upper floor space occupied with office or limited residential, especially if it could increase the tax base of the township.

There were some positive response to the newer mixed use image (bottom left) with comments about the streetscape, building height and mix of uses. However, many felt that this building did not match the character of the historic district.

*“I don’t want to have to leave town for a ‘Main Street’”*

- Comment from a July 21st workshop participant

NONE 6.0%





Almost half of survey participants chose this human-scaled and well-detailed pedestrian experience and saw it as something they could envision along Main Street in Marlton. Variations in sidewalk paving, cafe seating and landscaping create the type of outdoor room most respondents indicated they would prefer in Marlton Village. Small shops with upper floor offices and apartments offer the varied mix of uses was most appealing to respondents.

*“I like the outdoor seating. You want people to stop and take some time and then go to the next place.”*

- Comment from July 21st workshop participant

NONE 2.5%



Only 11% of respondents picked the current Marlton Village. People wanted more pedestrian activity and on-street parking in Marlton.



While some survey participants liked the character of Medford, they generally felt that Marlton should have a deeper setback with more green along the street.



One-third of respondents chose this images for Marlton Village, noting the variety of storefronts and building heights, interesting signage, outdoor seating, and deeper setback.

## MARLTON VILLAGE-STREETSCAPE



Participants were first given the image above, the bank site, and asked which of the four survey images would be most appropriate to infill at this location. Discussions included topics such as landscape strip along the road, sidewalk size, building setbacks and on-street parking.

Survey participants scored the café image (far left) very high and saw it as a well-scaled and detailed pedestrian experience. On-street parking and the setback of the sidewalk from the street buffers pedestrians from traffic and creates a “comfortable feeling” and greater flexibility with a wider sidewalk, as stated by respondents.

One-third of respondents chose the image of Nassau Street in Princeton (bottom left) for Marlton Village. Participants noted the variety of storefronts, interesting signage, and spaces for outdoor seating. Most felt the setback is more in keeping with Marlton and allows greater flexibility for sidewalk cafes, street furniture, and landscape.

Only 11% of respondents considered the current Marlton Village as the model for the entire historic district. Participants mentioned the need for more pedestrian activity and on-street parking in the Marlton Village core.





Plainsboro Village Center uses a village scale and traditional architectural design along the road edge. Community Vision Survey participants liked the project's streetscape treatment and building scale.

*“Right now Old Marlton is just a ‘pass-thru’”*

- Comment from July 11th workshop participant

NONE 4.5%



The existing Barnes and Noble has a double frontage. Participants wanted to see something with more of a “front” feeling along this stretch of road. The blank wall and heavy buffering made for a disconnected feeling.



Respondents felt that 2 and 3 story buildings along the Old Marlton Pike frontage may be appropriate in selective locations.



This building in Medford has the historical Marlton Village character that would make for a more engaging and walkable setting on Old Marlton Pike.

## OLD MARLTON PIKE

The desired character for Old Marlton Pike, the section of road running parallel to the south of Route 70 from the Cherry Hill line to Route 73, was also tested in the survey. This series of images included existing development along the road, as well as, different types of infill and redevelopment possibilities. Discussions included topics such as access, cut-through traffic, the intensity and density of development, and the types of uses appropriate for Old Marlton Pike.

The streetscape and architectural design of Plainsboro Village (far left) was popular among many survey respondents. Participants felt that village-scaled buildings and a modified version of the character of Marlton Village was appropriate for this section of the study area.

The multi-story Barnes and Noble is located in Bethesda, Maryland (middle left) also received a popular response. Survey comments included positive feedback on the building height, storefront, and pedestrian streetscape.

Some respondents liked carrying the historic scale and character of Main Street along Old Marlton. This Medford building (bottom left) was noted for its traditional southern New Jersey downtown character.





The majority of survey participants favored this image which demonstrates a built example of more human-scale storefronts, an active pedestrian realm and a multi-story mix of uses. This recently constructed mixed-use community, Ivy Walk, is located in highway corridor outside of Atlanta.

*“I like the different look of each building. It breaks it up”*

- Comment from July 21st workshop participant

NONE 7.0%



Although there was an attempt at architectural detailing, most participants do not feel this is appropriate.



Participants preferred highway corridor examples with a variety of architectural styles, materials, colors and upper floor uses.



This two-story building has a mix of uses and is village scaled, but most respondents felt it was not the appropriate character for Marlton.

## HIGHWAY CORRIDORS

This series of images was used to examine topics such as building heights, storefronts, massing and scale, materials, and pedestrian realm.

The image from Ivy Walk (far left) illustrates a more human-scale storefront and entry area as well as a multi-story mix of uses in a close and compact “new village center” setting. The attention to detail, including architectural elements, signage, and streetscape, were all commented on by participants. 53% of respondents said this would be most appropriate for the design and appearance of highway corridor development and redevelopment in the Marlton Circle area.

Southlake Town Center (middle left) was noted for its variety of architectural styles, materials, colors and true mix of uses.

The two-story building (bottom left) from Plainsboro Village has a mix of uses and is village scaled, but most respondents felt it was not the appropriate character for Marlton. In general participants thought that the stone did not fit and was too monotonous.

New shopping centers in the region, like Marlton (top left) have upgraded some of their architectural elements, details and materials, but survey responses indicated that people would like to see a greater mix of uses and more activity at the pedestrian realm throughout the day.





Many survey participants felt that the “Main Street” look with varied building styles and heights is a better alternative to one-story single use shopping centers. This highway corridor example includes angled parking to give the town center a more downtown feel.



Participants indicated that the architecture of Plainsboro Village would be a desirable alternative to highway corridor development in the Marlton Circle area.



Existing older shopping centers were viewed as eyesores on the community and that there is a preference for higher-quality development.



There was some interest in redeveloping strip centers with upper floor uses, including office and limited residential.

## HIGHWAY CORRIDORS

This series of images was used to examine topics such as shopping center redevelopment, uses in the Study Area and architectural character.

The most selected image in this series was from Southlake Town Center (far left) showcasing the “main street” concept in a highway corridor town center. The variety in building design and taller heights were attributes that survey participants noted as important in transforming highway strip centers.

Over 30% of survey participants indicated that the architecture of Plainsboro Village Center in Middlesex County (bottom left) would be a desirable alternative to highway corridor development in the Marlton Circle area. Those who selected this image identified the importance of have “streets” with parking and places for people to walk.

Southlake (middle left) is a highway corridor mixed use project with some buildings with upper floor apartments. Responses indicated that there was an acceptance of upper floor uses, including limited residential for seniors and younger singles and couples.

Overwhelmingly, participants indicated that many of the existing older shopping centers were eyesores on the community. Many indicated that there is a preference for higher-quality, more ‘ratable’ development with upper floor uses in these highway locations.

*“They [highway corridor shopping centers] need more people, otherwise they are dead. The Promenade is nice because it has people around.”*

- Comment from July 11th workshop participant

NONE 13.0%





Mashpee Commons uses a common architectural language with red brick and white trim and uses higher quality storefronts to create a lively streetscape. Survey participants liked the variety in building form and heights.

*“Residential makes retail better - Isn’t that ‘Smart Growth’?”*  
- Comment from July 11th workshop participant

NONE 8.6%



False two-story shopping center buildings that currently exist in the study area was not favorable to survey participants.



The image above scored responses due to its sidewalk cafes, but got some negative response for its nondescript buildings and a lack of landscape and streetscape detailing.



Extensive streetscaping and other details help soften the appearance of this mixed use center. Respondents said this would be appropriate for Marlton.

## HIGHWAY CORRIDORS

This series of images was used to get community feedback specifically on the design of highway corridor development. Discussions included topics such as building massing and scale, height, materials, and streetscape treatment.

Mashpee Commons (far left), a suburban mall retrofit on Cape Cod, received the highest votes in this grouping. Survey comments included a preference for varied building types, styles, and scales. The brick as a primary unifying material with greater color and variety with the awnings and storefronts was noted as an attractive design solution.

The Promenade (middle left) scored some positive responses as an example of higher quality new architecture in the Township. Participants who selected the image cited its sidewalk cafes, other site amenities and types of business as reasons they liked the Promenade. There were some negative responses for its nondescript buildings and a lack of landscape and streetscape detailing.

Ivy Walk (bottom left) uses variety in height, style, materials and details to create a dynamic streetscape. Almost a quarter of the participants said this would be appropriate for the design of highway corridor in Marlton, noting the design, increased height, and mixed use as desirable.

The architecture of the Marlton Crossing shopping center (top left) received mixed reviews from the survey. Many noted that they like the concept of actual upper floor uses, but not false two-story buildings. There is a preference for higher-quality, more authentic-looking architectural design in these shopping areas.





The corner tower is an organizing element that gives visual interest and orients visitors to this mixed use shopping district. Attention to detail, including architectural details, awnings, signage and landscaping, was well-recieved by survey participants.

*“Can we retrofit existing shopping centers with offices above?”*  
- Comment from July 11th workshop participant

NONE 10.6%



Existing shopping centers in the study area have included some architectural embellishments, such as towers and arcades.



The Promenade was a popular choice with its architectural details, materials, and site amenities noted as a large part of its regional draw.



Variety in building massing, height, and form were mentioned in the survey responses as important design elements.

## HIGHWAY CORRIDORS

This series of images was used to examine topics such as shopping center redevelopment and architectural elements. Of all the series of images, this particular set was the most balanced in responses.

The corner tower from Southlake Town Center (far left) in suburban Dallas is an example of an organizing element that 29% of respondents said this would be most appropriate for the design and appearance of a shopping center in Marlton. Participants who selected the image cited its identifiable tower, architectural details, storefronts, and sidewalk treatments as reasons they liked this image.

Towers, clocks, and arcade elements, such as those at Marlton Commons (top left) were popular choices for survey participants. These elements were believed to help create an identity. Many participants would like to see activity on the second floors and in the tower elements.

The Promenade shopping center (middle left) just outside of the study area tested very well with survey results indicating the center's architecture such as brick, copper roofs, and high-quality storefronts are desirable design characteristics. Participants noted that its high-end shops and amenities were a large part of its regional draw.





60.3%

This image of a multi-use pathway along a heavily-travelled road corridor tested very well in the Community Vision Survey. Over 60% of the participants felt that a separate pedestrian and bike path along Rt. 73 and Rt. 70 was a good and sustainable concept.

*“A dedicated bike lane is needed - neighborhoods are trapped.”*

- July 11th workshop participant

NONE

3.5%



9.0%

The existing edge condition along Route 73 just north of the study area, used purely as a buffer, did not resonate with most survey participants.



15.6%

Two-story architecture, rich landscape, and a wide sidewalk all were noted as important elements in highway edge treatment.



11.6%

Most participants felt that Plainsboro Village was too close to the road edge to be located along Routes 70 or 73 in the Study Area.

## HIGHWAY CORRIDOR EDGES

This series of images was used to get community feedback specifically on the edge treatments of Routes 70 and 73. Discussions included topics such as pedestrian and bicycle access, landscape along the road edge, vehicular access and building setbacks.

An overwhelming majority of participants identified that multiuse path (far left) as a desirable retrofit for the edges of the highway. There were some respondents who did not think introducing pedestrian and bike to the corridor was a good idea. Some concern was raised over the closeness of the path to the roadway, but general consensus was that a path system with a landscaped buffer made sense for the Study Area and would improve overall connectivity in the Township.

The edge condition from Southlake Town Center (middle left) got some positive results in the survey. Participants pointed to a deeper setback with significant landscape, a path system removed from the highway, and taller buildings as being a positive highway edge design solution.

Participants generally felt that Plainboro Village (bottom left) was too close to the highway edge and that any sort of parking was not appropriate for a higher speed and heavy-volume roadway. The image's architectural and street design were noted by those selecting the image.

While richly landscaped, the existing Route 73 highway edge near Lincoln Drive (top left) near the northern edge of the Study Area was only selected by a handful of survey participants. Those who chose the image felt that it is more of a buffer that is appropriate for a highway setting. Those not selecting the image cited its lack of connectivity as a problem.



AREAS OF FOCUS

MARLTON VILLAGE



OLD MARLTON PIKE



HIGHWAY CORRIDORS



EVESHAM CROSSROADS





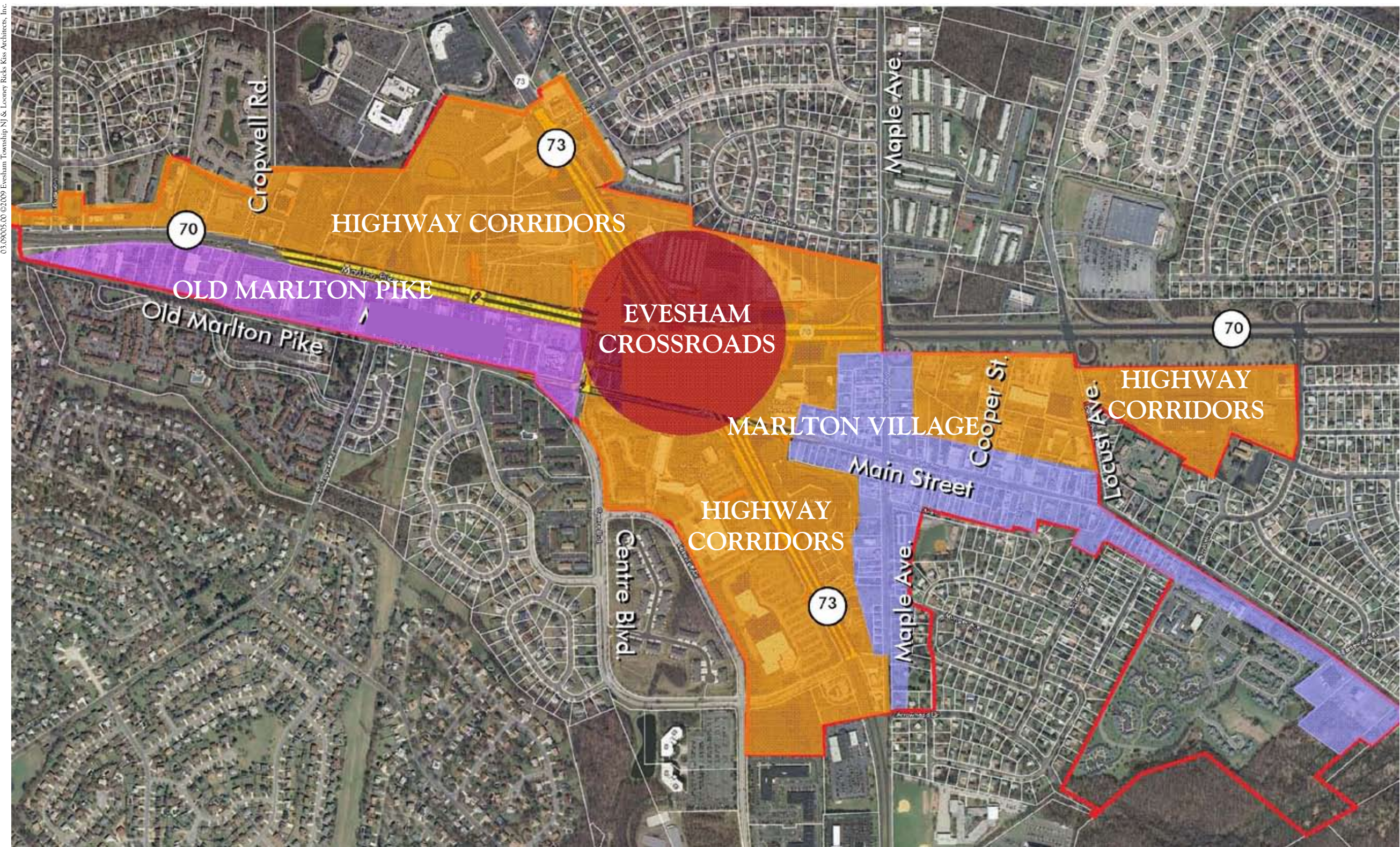
The study area generally encompasses the commercial areas along two miles of Route 73 and four miles of Route 70. During the Community Visioning Workshop we identified four areas of focus:

**MARLTON VILLAGE**  
This district includes Main Street and Maple Avenue within the Historic District.

**OLD MARLTON PIKE**  
This district includes commercial properties that typically have both frontage on Route 70 and Old Marlton Pike.

**HIGHWAY CORRIDORS**  
This district includes the larger commercial properties along Route 73 and Route 70.

**EVESHAM CROSSROADS**  
This district includes the properties abutting the Marlton Circle at the Route 73/Route 70 crossroads.





03.09005.00 02.009 Evesham Township NJ & Looney Ricks Kiss Architects, Inc.



This district includes Main Street, Maple Avenue and the Marlton Village Historic District.

**VISION: MAKE MARLTON VILLAGE A MORE VIBRANT DESTINATION**

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



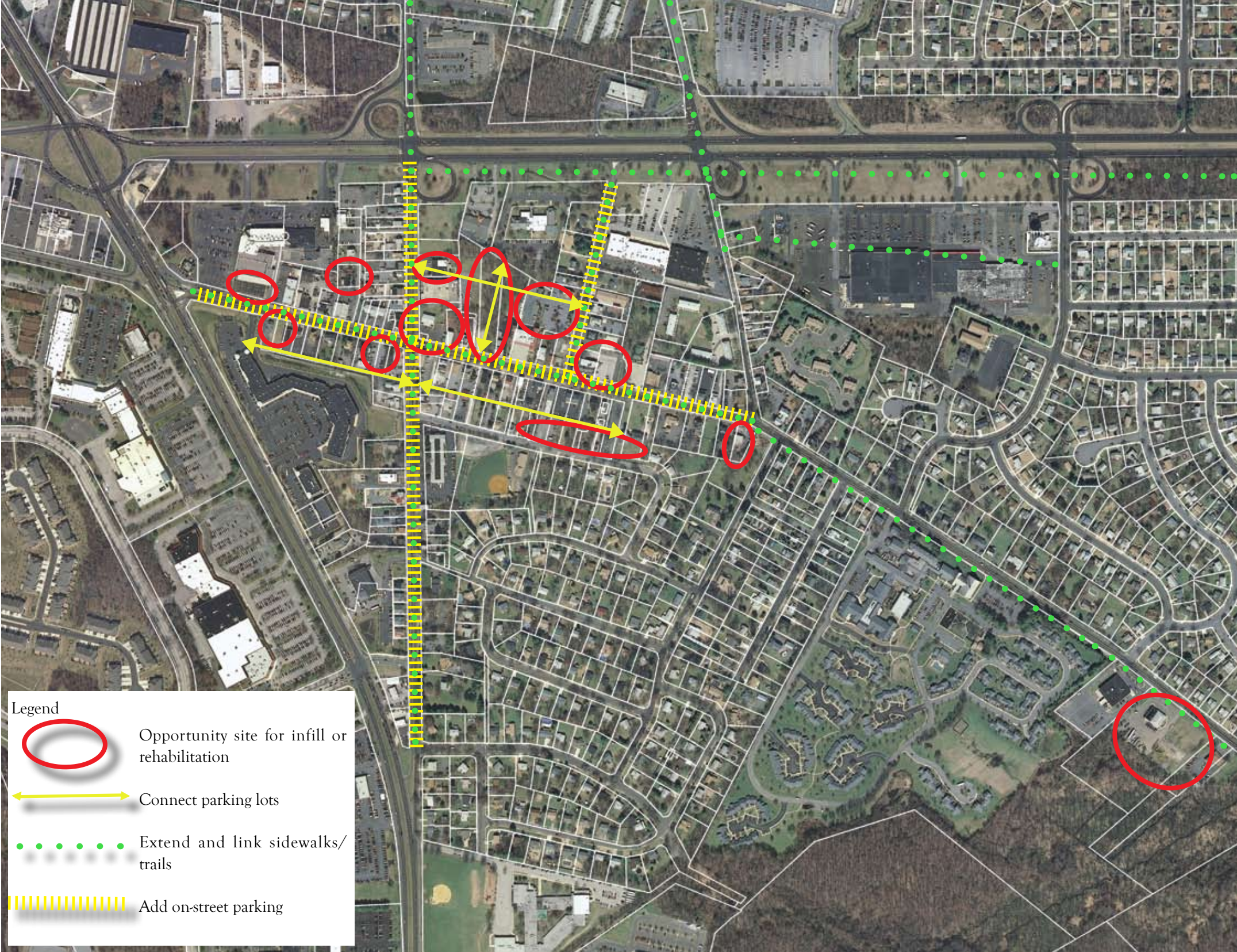
Most businesses have inadequate parking and on-street parking is presently prohibited



Although beautiful, there are few pedestrians due to a lack of parking and few retail shops and businesses that cater to pedestrians



03.09005.00 02.009 Evesham Township NJ & Looney Ricks Kiss Architects, Inc



Legend

Opportunity site for infill or rehabilitation

Connect parking lots

Opportunity Sites

Opportunity Sites  
There are a number of opportunity sites in the Marlon Village area, infill sites with great potential, screening the parking areas from the street and create more places for mixed use buildings re-inforcing the pedestrian character of the place.

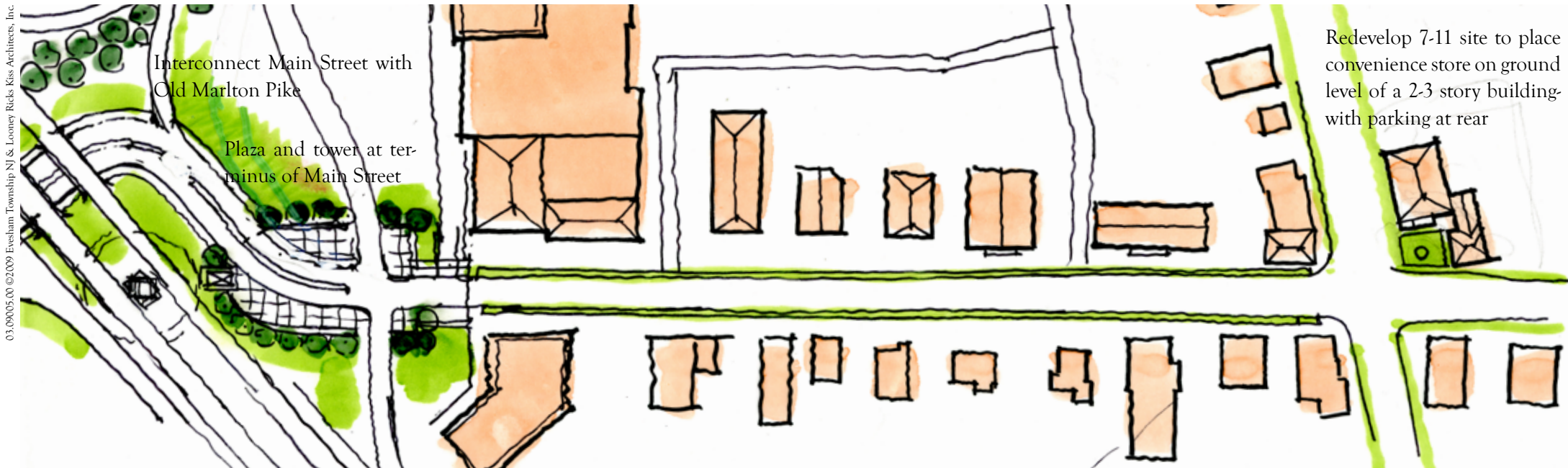


Former Bank Site could become a village green and mixed-use courtyard building with shops and residences



Infill building at the former bank site could have landscaped courtyards in front of mixed-use buildings with parking at the rear





Permit and promote infill development along West Main Street to maximize buildings along the street line and link parking lots at rear to eliminate curb cuts

- IMPLEMENTATION ACTION ITEMS:
- 1.- Enhance and expand civic event spaces at the center of the Village
  - 2.- Extend and connect sidewalks & trails to Marlton Circle Trail Network
  - 3.- Discuss rehabilitation & redevelopment opportunity sites with land owners to determine the level of interest in this vision
  - 4.- Create a Parking Plan for the Marlton Village district including on-street parking, parking lot cross easements, elimination of curb cuts and shared parking incentives
  - 5.- Construct crosswalks and traffic calming along Main Street, Maple Avenue and Cooper Avenue to promote pedestrian safety and walkability within the district



Marlton Village Infill, Parking and Sidewalk Enhancement Recommendations



Workshop attendees expressed a preference for a more walkable district with businesses such as restaurants that cater to pedestrians



Recommended character for infill sites



Preferred character for sidewalks & shops along Main St, Maple Ave





Existing street trees to be protected



Gateway Entry opportunity from west on Rt 70



Vacant commercial building along Rt 70/ Old Marlton Pike

## VISION: RETROFIT & TRANSFORM OUTDATED COMMERCIAL CORRIDORS

*Retrofit and transform outdated or vacant commercial sites into mixed-use places with buildings framing pedestrian-oriented streets and public spaces.*



03.09005.00 02/09 Evesham Township NJ & Looney Ricks Kiss Architects, Inc.



Wherever sites can be assembled over two acres, incentivize infill development. The opportunity sites are circled in red to highlight sites with this potential.



Existing Barnes & Noble site presents an opportunity for infill development



Case Study: Offices over retail with arcade leading to parking at rear





Infill opportunity at the Pep Boys Shopping Center

Infill opportunity at the Barnes & Noble site

## IMPLEMENTATION ACTION ITEMS:

- 1.- Incentivize redevelopment of parcels greater than two acres with 2-3 story mixed-use buildings
- 2.- Create trails and sidewalks along Old Marlton Pike and link to neighborhood and commercial destinations
- 3.- Create pedestrian crosswalks along Old Marlton Pike and Route 70 to promote pedestrian safety



Case study: Plainsboro, NJ recently completed this infill restaurant district adjacent to a 19th century village and 1980's shopping center



Barnes & Noble Bookstore could become a part of a larger mixed use site with office or residential facing Old Marlton Pike





## THE VISION: RETROFIT & TRANSFORM OUTDATED COMMERCIAL CORRIDORS

*Retrofit and transform outdated or vacant commercial sites into mixed-use places with buildings framing pedestrian-oriented streets and public spaces.*



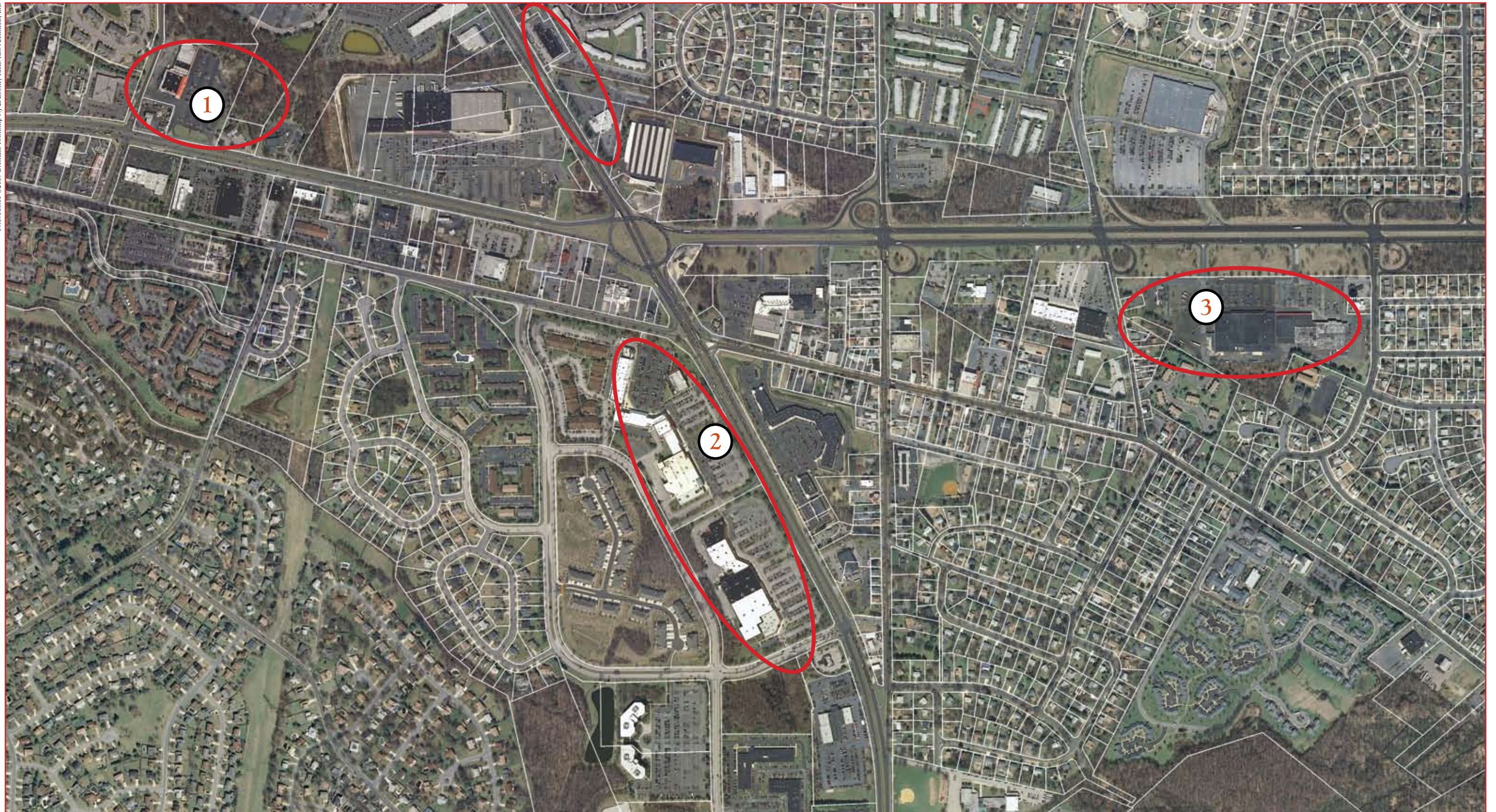
The Staples shopping center has struggled to maintain tenants for years and appears to be a good candidate for redevelopment.



As shopping centers become outmoded, owners may choose to redevelopment portions of their property into mixed-use districts similar to this one at Mashpee Commons in Massachusetts.



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Opportunity Sites: 1- Staples, 2- Marlton Crossing, 3- Sears/ Super Fresh



## HIGHWAY CORRIDORS

### STAPLES

The shopping center at Staples has struggled to maintain tenants for years. With loading areas and dumpsters facing Caldwell Road, this block would benefit from infill development. The plan on the left shows a possible reconfiguration with a commercial use at Rt 70 and residences surrounding a neighborhood green to the south.



Existing site at Staple shopping center with loading areas facing N. Cropwell Rd.

Potential configuration of this shopping center for retail use along Rt 70, and either offices or residential townhomes or multifamily residential facing the woods and a central green space.

Existing view of Staple shopping center facing northwest



Preferred character for mixed-use buildings



Potential character for offices over retail



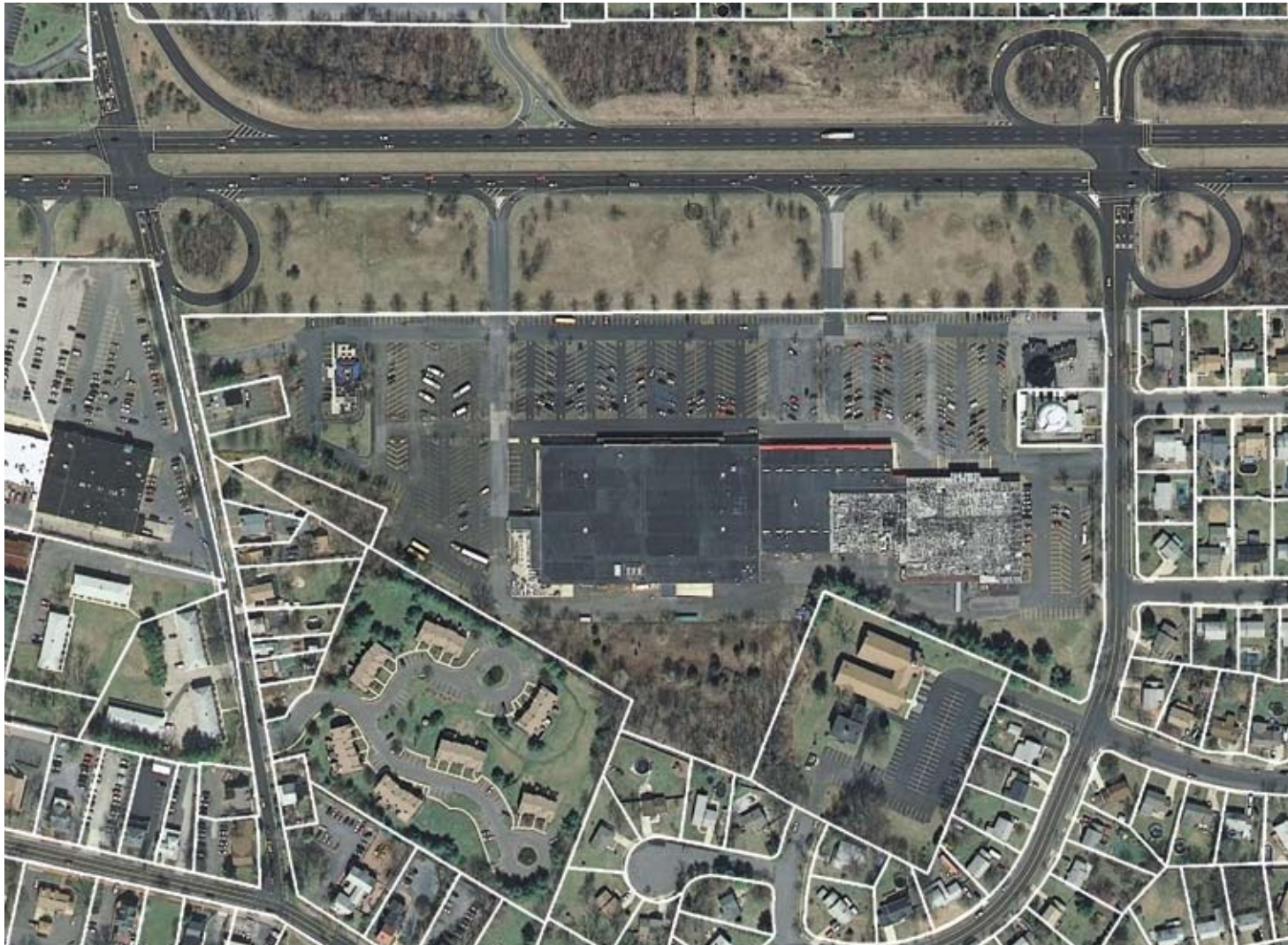
Preferred character for sidewalks & storefronts



## HIGHWAY CORRIDORS

### SEARS/ SUPER FRESH

The Sears/ Super Fresh shopping center has not been renovated in many years. It offers numerous opportunities for infill commercial and residential sites with great access to adjacent neighborhoods and a potential trail network along Rt 70. The concept plan shown below demonstrates how single family homes can be located adjacent to existing single family neighborhoods and transition from residential to commercial uses as the buildings are located closer to Route 70.



Existing Sears/ Super Fresh shopping center site.



This site plan sketch shows the potential for multifamily residential, office and limited retail on this site.



## HIGHWAY CORRIDORS

### MARLTON CROSSING

Marlton Crossing offers a full spectrum of restaurants, personal care, and clothing stores targeted to women. However, there are many opportunity site for infill development to create walkable destinations and plazas within easy walking distance of nearby neighborhoods.



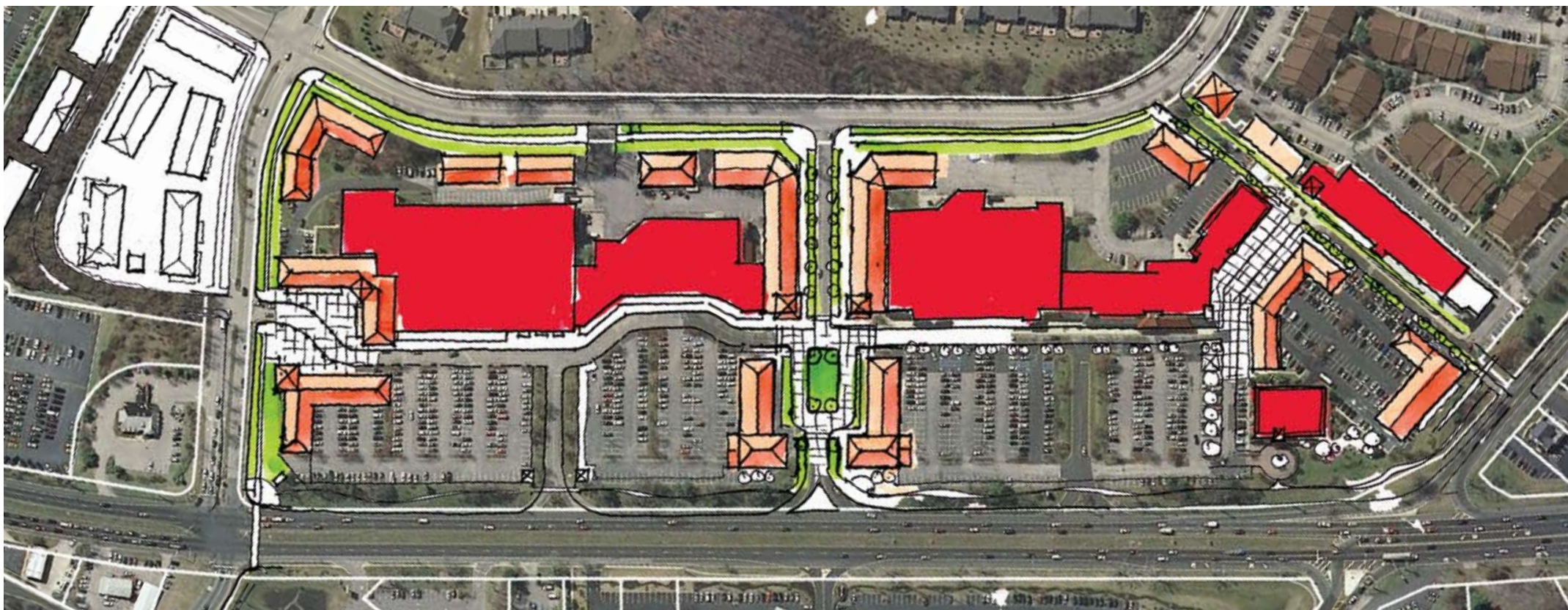
The offices on the second level of the shopping center demonstrate a good example of mixed use development with office above retail.

#### IMPLEMENTATION ACTION ITEMS

- 1.- Create infill mixed-use development patterns for commercial sites that become vacant or outdated
- 2.- Relocate parking to rear of buildings where feasible
- 3.- Create civic places with outdoor dining, plazas, pedestrian-oriented street lights and street trees at mixed-use centers
- 4.- Incentivize two to four story buildings with human scaled storefronts and offices or residential on upper floors
- 5.- Create a network of interconnected streets and small blocks
- 6.- Create a network of trails and sidewalks to connect to neighborhoods



Existing site of Marlton Crossing



Concept Plan for infill development of shops, restaurants, offices and residential uses at Marlton Crossing



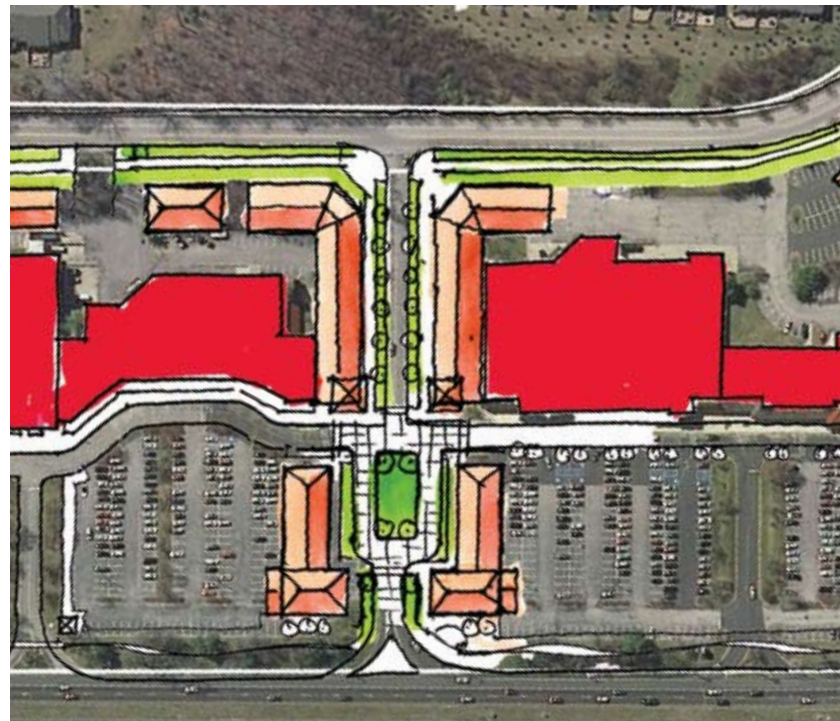
# HIGHWAY CORRIDORS

## MARLTON CROSSING

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A plaza and restaurants at a gateway entrance



A central green, restaurants, outdoor dining, professional or residential uses over retail uses



Infill buildings to create a walkable mixed-use street with offices over retail and improved connections to nearby neighborhoods



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Aerial view of the Marlton Circle highlighting the properties at the crossroads of Routes 70 and 73

The sites surrounding the intersection of Route 70 & Route 73 has the potential to become Evesham Crossroads a place of regional significance and local pride. The four corner properties facing this intersection have an opportunity to be taller buildings that could frame an outdoor room with sufficient scale to become signature properties and memorable destinations much like Olga's Diner was for the last sixty years of travelers through the Marlton Circle. The three dimensions models of the thirty foot high Route 73 overpass bridge now under construction and photographs of similar overpasses at the Route 202/ Route 206 circle reconfiguration project in Somerville are stark reminders of the need for high quality design at this crossroads. Guided by the community design preferences of the 300 participants at the workshop, high quality design standards can guide appropriate architecture at the Evesham Crossroads.



From 1959 to 2008, Olga's Diner was a welcoming and memorable iconic diner at the Marlton Circle. With the closing of this business, we are reminded that many changes are likely to occur at this crossroads. Now is the time to plan for the future of the Evesham Crossroads and make this experience a positive and memorable one.



## SOMERVILLE CIRCLE RECONFIGURATION

This aerial photograph of the 1990's reconfiguration of Somerville Circle at Route 202 and Route 206 demonstrates what can happen when a highway overpass project is NOT implemented with a powerful vision for transforming the signature sites surrounding the crossroads. All of the buildings surrounding this intersection are one story and are dwarfed by the scale and height of the Route 202 highway overpass. There are many missed opportunities for defining a positive community identity at this location.



## MARLTON CIRCLE RECONFIGURATION

This rendering prepared by the NJ Department of Transportation for the reconfiguration of Marlton Circle at Route 70 Route 73 roadway did not focus on the signature sites surrounding the Evesham Crossroads. There are many opportunities to establish positive architecture, land uses and civic art at this crossroads that should be addressed by Evesham Township in this Vision Plan.





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A major piece of civic art with appropriate size to match the scale of the flyover could be used to define the Evesham Crossroads



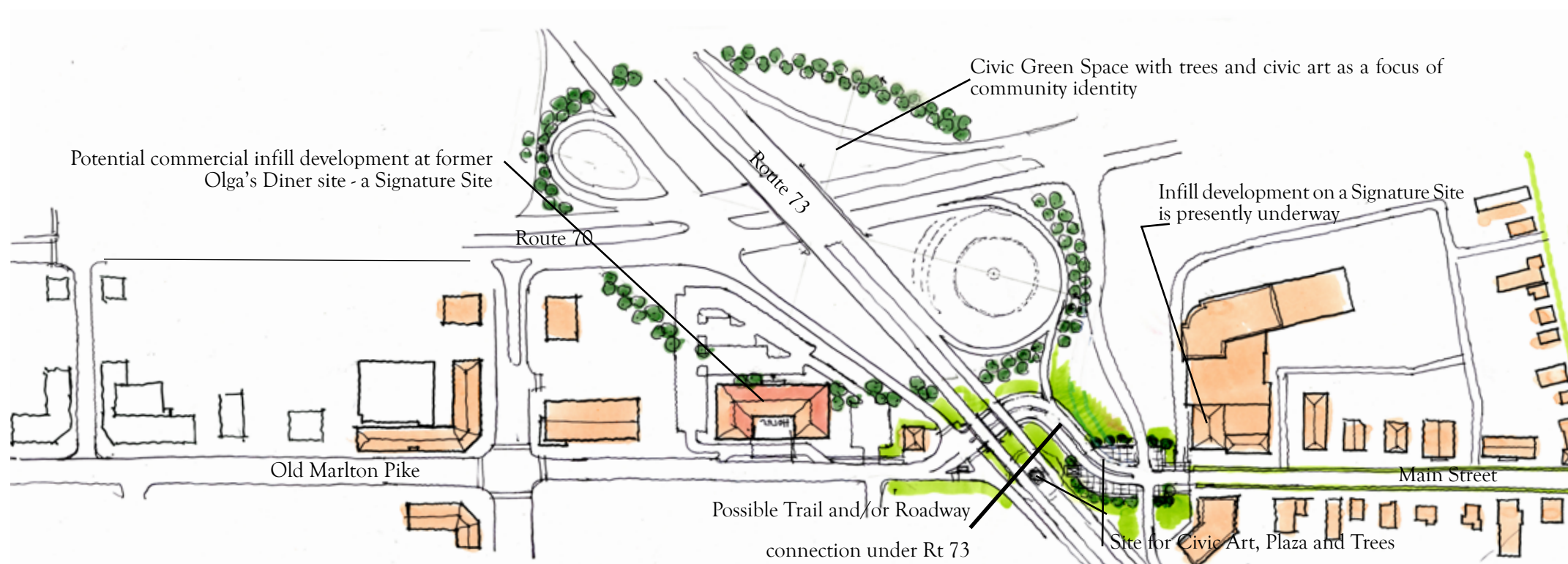
State of the Art LED towers are one way to establish the identity of Evesham Crossroads whduring the daytime and evening



View of Rt 73 Overpass and mixed-use buildings surrounding the Evesham Crossroads



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Concept Plan for infill development at Evesham Crossroads Opportunity Sites and other sites along Old Marlton Pike/ Main Street



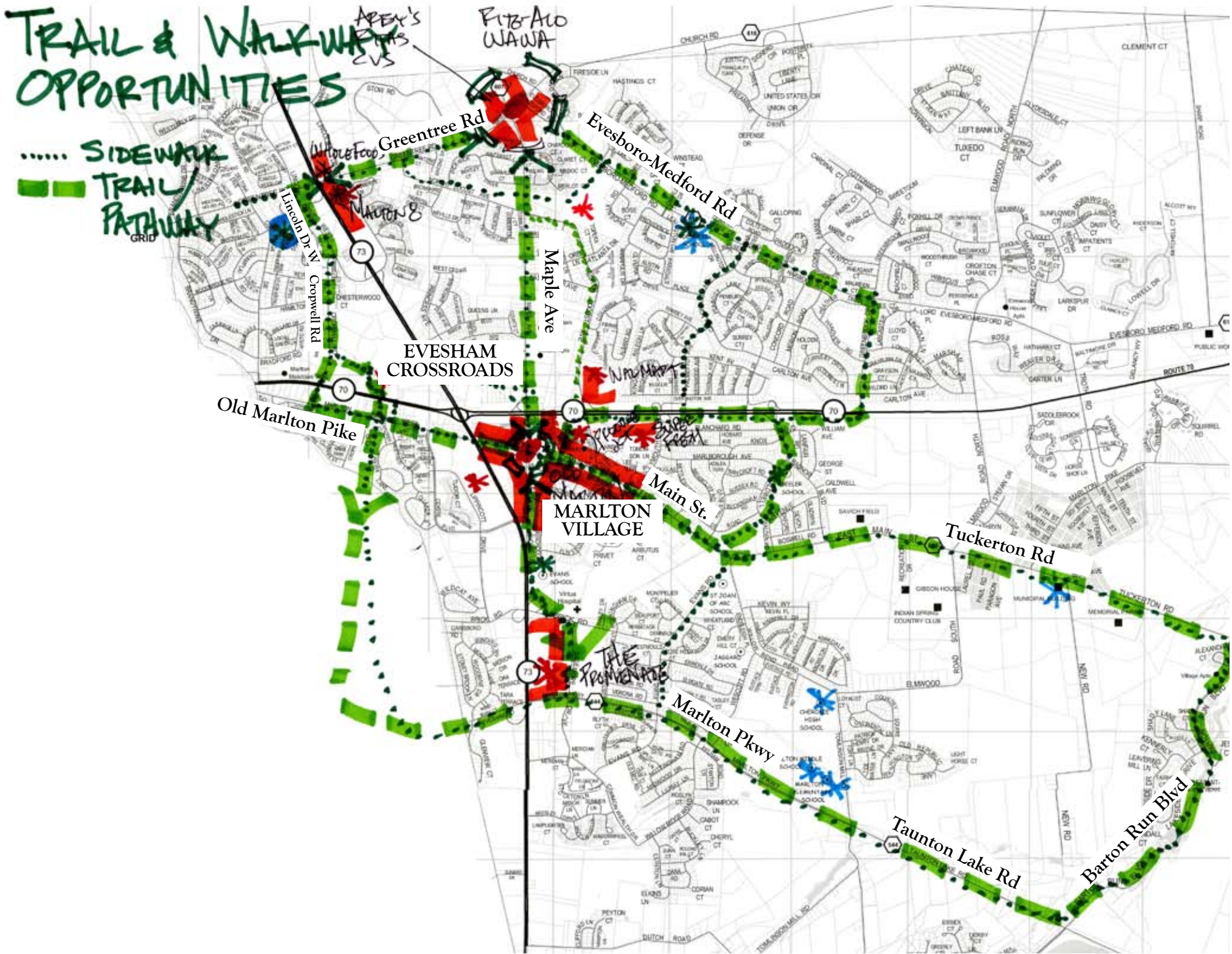
Potential character of the mixed use Evesham Crossroads Overlay District

## IMPLEMENTATION ACTION ITEMS

- 1.- At the crossroads, create a Evesham Crossroads Overlay District where a walkable mixed-use developments are permitted with buildings between three and eight stories on contiguous sites of two or more acres.
- 2.- Adjacent to the crossroads along Routes 70 & 73, create a Mixed-Use Overlay District where a walkable mixed-use development are permitted with buildings between two and four stories on contiguous site of two or more acres.
- 3.- Evaluate the feasibility of connecting Old Marlton Pike and Main Street under the Route 73 Overpass
- 4.- Create a signature architectural tower or similar structure at Evesham Crossroads to establish a regional identity for Evesham Township.
- 5.- Create trails and sidewalks linking all residential neighborhoods surrounding the Rt 70/ Rt 73 crossroads and the walkable mixed use developments in the area
- 6.- Create a plaza and park structure at the visual terminus of Main Street and civic art at the visual terminus of Old Marlton Pike



Evesham Crossroads Trail Network Opportunities



Map of Potential Trail & Walkway Opportunities identified by residents during the Visioning Workshop

At the Evesham 2020 Visioning Workshops many attendees expressed a desire to create better trail and sidewalk connections between residential neighborhood and shopping areas. In fact 37% of the written comments focused on issues of pedestrian and trail connectivity. The map of potential Trail and Walkway Opportunities identified some locations and connections for further discussion and evaluation of an Evesham Crossroads Greenway and Trail Network.



This image was selected by over 60% of the survey participants because they felt that a separate pedestrian and bike path along Rt. 73 and Rt. 70 was a good and sustainable concept.



47% of survey participants chose this human-scaled and well-detailed pedestrian experience and saw it as something they could envision along Main Street in Marlon.



WALKABLE MIXED-USE DISTRICTS LINKED  
TO LIVABLE NEIGHBORHOODS

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- Legend:
- Evesham Crossroads Mixed-Use Overlay District
  - Highway Corridor District
  - Old Marlton Pike District
  - Marlton Village District
  - Potential Trail Network

Evesham 2020 Vision Plan showing the recommended Mixed-Use Commercial Districts and the Evesham Crossroads Trail Network



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Aerial photo of Plainsboro, NJ, showing the historic village to the south, shopping center to the west and infill mixed-use district of shops, offices, townhomes, village green and a library to the east



In 2005 Plainsboro, NJ prepared a similar action plan to create a walkable mixed-use district adjacent to the 19th century village and 1980's era shopping center

The Evesham 2020 Vision Plan seeks to transform the auto-oriented, single-use suburban highway corridors of Rt 70 & Rt 73 into walkable mixed-use places. The Action Plan calls for engaging the community, establishing clear design objectives, updating the Master Plan Update and preparing a Form Based Code to realize this vision.

1. Update the Township Master Plan

This plan will:

- Revise the **Land Use Plan Element** of the Township Master Plan to take the next steps in implementing the vision of pedestrian-oriented Regional Centers, Mixed-Use Districts and Neighborhood Centers. An infill development and civic space plan will be created for the Marlton Village and Evesham Crossroads area.
- Create a **Parking Plan** for Marlton Village to increase opportunities for shared parking, event parking, on-street parking and reductions in vehicle mileage
- Revise the **Circulation Plan** to encourage the development of smaller block sizes, rear access lanes, low speed street types, pedestrian-oriented “Complete Street” design, and a Trail, Bike and Walkway Network

2. Prepare a Form Based Code to embrace sustainable development patterns

We plan to establish a form based code to incentivize more sensible and compact design, development, and conservation. These guidelines will:

- Establish sustainable neighborhood design standards including desirable proximity to parks, libraries, neighborhood convenience shopping and transit
- Establish building forms and design standards for compact, energy-efficient & sustainable neighborhood and buildings
- Develop complete streets and trail design standards
- Establish parking design standards and shared parking strategies