



West Maple Neighborhood Public Workshop

September 27, 2011

Prepared by **RAGAN DESIGN GROUP**

Agenda

- **WELCOME & INTRODUCTION**

- Purpose of Study
- Task Force Meetings
- Purpose of Tonight's Workshop
- Study Area Overview

- **NEIGHBORHOOD SURVEY**

- **YOUR FEEDBACK**

- Vision Statement for Neighborhood
- Recommendations

- **NEXT STEPS**

- Draft Report
- Grant application to continue study

Funding

- This Study of the West Maple Neighborhood is made possible by a Transportation and Community Development Initiative (TCDI) grant made available through the Delaware Valley Regional Planning Commission (DVRPC).



Purpose of Study

- Coordinate planning efforts in the 3 jurisdictions
- Develop Plan: Joint Municipality Strategic Revitalization Plan
- Open Lines of Communication
- Pool Resources from 3 communities to target investments that will achieve greatest impact on neighborhood conditions.



Project Approach: Task Force Meetings

- Monthly task force meetings at Merchantville Borough Hall: residents, businesses, property owners, municipal staff, elected officials
 - 2nd Thursday of the month
 - Open to the public

- Goal: to become self-sustaining organization that advocates for the neighborhood and pursues long-term implementation measures



Purpose of Tonight's Workshop

- Project Update
- Share Neighborhood Survey Results
- Gather Public Feedback on:
 - Vision Statement
 - Task Force Recommendations



Joint Municipality Study Area



Study Area

**69 Acres: 35 acres in Merchantville (50%)
30 acres in Pennsauken (44%)
4 acres in Camden (6%)**

325 Buildings:

**118 in Merchantville (36%)
197 in Pennsauken (61%)
10 in Camden (3%)**

Study Area- Demographics

Total Pop	Total One Race	White Alone	Black Alone	AIAN Alone	Asian Alone	Nhopi Alone	Other Alone	Total Two Races	Total Hisp	Total Non-Hisp	Total 18+
1452	1385	560	534	5	57	0	229	67	461	991	1025
	95.4%	38.6%	36.8%	0.3%	4.1%	0.0%	42.9%	4.6%	31.7%	68.3%	70.6%

Source: 2010 Census

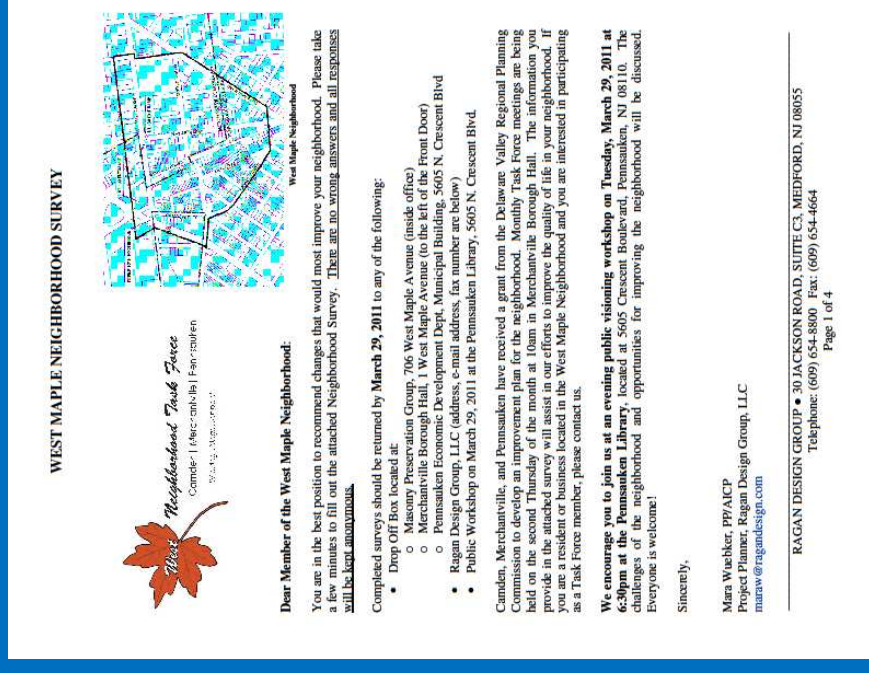
Task Force Resources

Task Force has considered the following in developing its recommendations:

- Neighborhood Survey Results
- SWOT Analysis from last Public Workshop
- Task Force Brainstorming Sessions and Monthly Meetings
- RDG research

Neighborhood Survey – Spring 2011

- 43 responses
 - 28 Merchantville
 - 14 Pennsauken
 - 1 Camden
- Survey Questions:
 - Quality of Life
 - Circulation
 - Recreation
 - Desired Neighborhood Goods & Services
 - Sense of Community



Neighborhood Survey – Spring 2011

- Highlights:

- 70% feel that neighborhood appearance is fair, or worse
- 77% are concerned about unattractive entrance into neighborhood from Route 130
- 70% feel that cleanliness is a concern.
- 58% feel that rundown or blighted buildings are a concern

Neighborhood Survey – Spring 2011

- Highlights:

- 61% feel that racial and ethnic harmony is good, or better
- 74% feel that transportation options are good, or better.
- But 77% do not use public transportation.
- 72% use Wellwood Park

Neighborhood Survey – Spring 2011

- Highlights:
 - 63% feel too many vehicles **speeding** through neighborhood (higher for Pennsauken)
 - 80% feel **safe walking or biking** in the neighborhood during the **daytime**
 - 66% feel **unsafe walking or biking after dark**
 - 79% feel that **more police patrol** would increase desire to walk or bike in neighborhood

Neighborhood Survey – Spring 2011

- **Recurring Concerns in Comment Sections:**

- Street cleaning,
- cleanliness,
- trash/litter,
- rental properties (being run down, not being maintained),
- more police patrols needed at the park,
- drug-related concerns,
- alleyways

- **Desired goods/services in neighborhood:**

- bakery (70%), café/restaurant (72%),
- police sub-station (60%)

Neighborhood Survey – Spring 2011

- **Specific Municipal Concerns:**
- Merchantville
 - Street cleaning
- Pennsauken
 - Street cleaning
 - Garbage pick up
 - Snow removal
- Camden
 - Street cleaning
 - Communication b/w City and residents

parking
sidewalk conditions

Public Workshop – Spring 2011

SWOT Analysis Indicated Goals of:

- Revitalizing Streetscape – street trees, removing blighting effects
- Improving Quality of Life – drugs, public safety
- Retention/Attraction of Desirable Businesses and Residents
- Creating Sense of Community



Results of Process

Task Force created a **Vision Statement** and **Recommendations** for improving:

- Streetscape
- Traffic calming
- Quality of life
- Pedestrian and vehicular safety
- Parking

WE WANT YOUR FEEDBACK

VISION STATEMENT

**Q: How do you envision the
Neighborhood in 20 years?**

Vision Statement

What is a Vision Statement?

- Mental picture - how neighborhood envisions itself in future;
- Guides future long-term policy and planning initiatives.

Ingredients of a Vision Statement:

- Positive present-tense language
- Captures community's uniqueness
- Depicts community's ideals and desired achievement
- Focuses on people and quality of life
- A stated time period

Vision Statement 2030 Summary

Entrance into Neighborhood

- Route 130 welcomes visitors with landmark signage and green space area
- Active commercial businesses along Route 130 that provide attractive front door to neighborhood; landscape features that buffer and screen residential portion from commercial corridor.
- Sidewalk along Route 130
- New bus shelter for riders of public transportation

Vision Statement 2030 Summary- cont.

Maple Avenue

- Maple Ave is thriving mixed use district
- First Floor storefronts with residents above
- Improved aesthetics- planters, street trees, brick sidewalk elements
- Pedestrian-friendly - sidewalks and streets are clean and well-maintained; safe and convenient for pedestrians to cross streets
- Storefront windows encourage street level interest, pedestrian-oriented signage
- Local restaurant, bakery, café for neighborhood residents
- No new industrial uses

Vision Statement 2030 Summary- cont.

Quality of Life

- Residents vary in age, socio-economic status and ethnic backgrounds -- balance
- Neighborhood is drug-free
- Joint Municipality Neighborhood Watch- reduced juvenile and petty crime occurrences
- Yards are well-maintained; nice landscaping – shrubs and seasonal blooms
- Alleys are paved, well-lit and free of debris
- Increased rates of home ownership
- Renewed sense of pride in neighborhood

Vision Statement 2030 Summary- cont.

Neighborhood Organization & Sense of Community

- Task Force has morphed into neighborhood organization
- Organization is active in neighborhood revitalization efforts and neighborhood events
- Strong sense of community in this multi-jurisdictional neighborhood

See Full Vision Statement for Complete Statement

Vision Statement- cont.

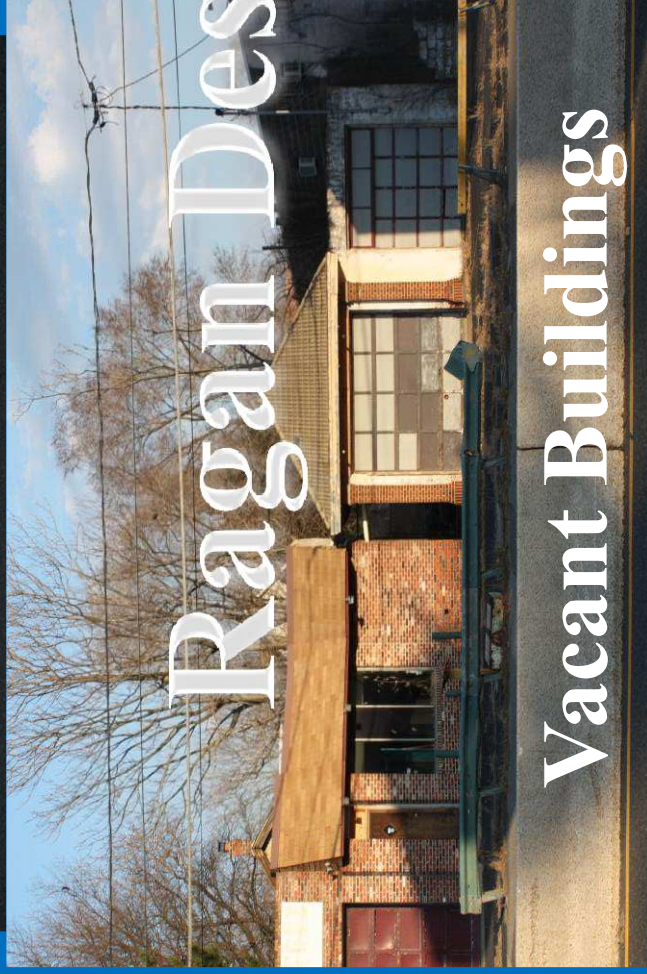
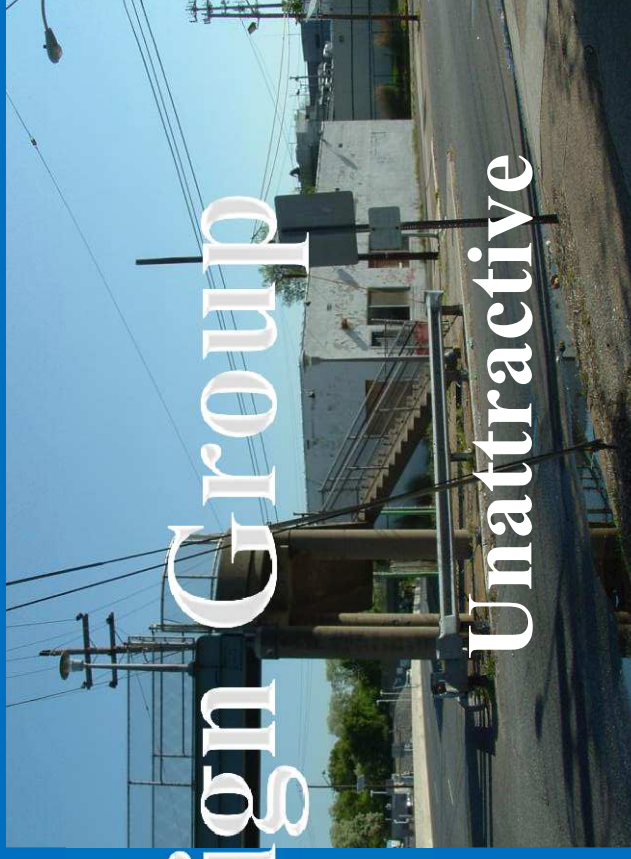
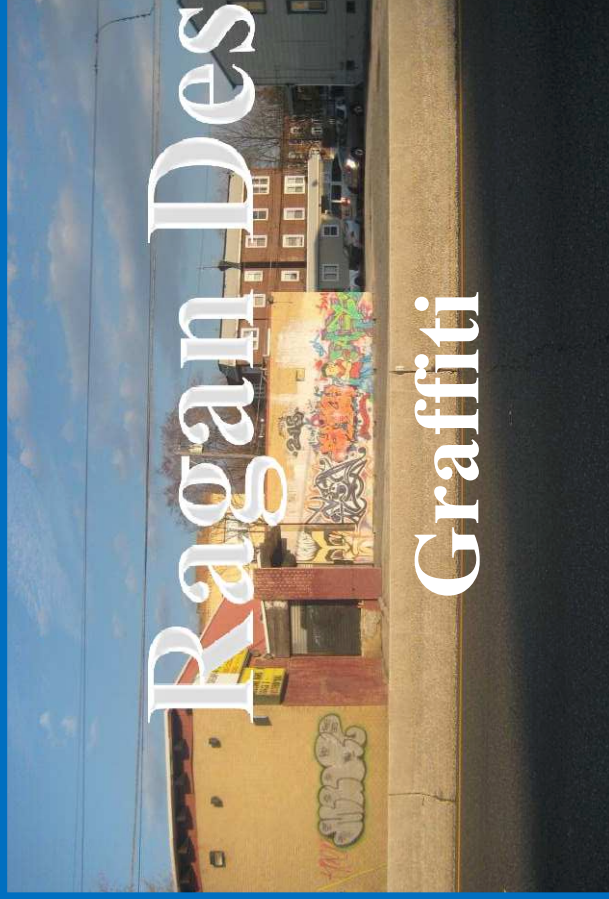
IS THIS HOW YOU ENVISION THE
THE WEST MAPLE NEIGHBORHOOD
TO BE LIKE IN 20 YEARS?

*Any proposed changes or suggestions that the Task Force
should consider?*

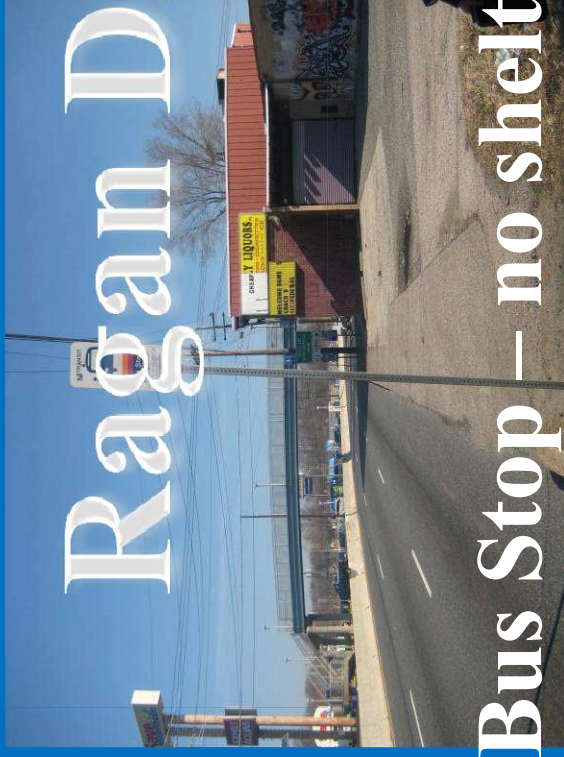
TASK FORCE RECOMMENDATIONS

Gateway
Sprint Site
Federal Street Overpass
Building Facades

Gateway into Neighborhood



Gateway into Neighborhood



Bus Stop – no shelter



Dangerous Entrance to 130



Fast Moving Traffic



Vehicles can't see pedestrians crossing near Footbridge