



## Clarke Caton Hintz

Architecture

Planning

Landscape Architecture

## REDEVELOPMENT PLANNING PROCESS FOR THE BANCROFT SITE BOROUGH OF HADDONFIELD

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This document presents a summary of the Stakeholder meetings where Clarke Caton Hintz discussed a series of eight questions with meeting attendees. These eight questions were asked at all Stakeholder meetings, with the exception of those with members of Bancroft and the Board of Education. Each response given at two or more stakeholder meetings are reported below. Responses are listed in order of the frequency given at the stakeholder meetings.

Below is the list of Stakeholder meetings which this document summarizes.

- **February 16, 2011 7:00pm, Borough Hall Room 102**  
Preservation Haddonfield, Historic Society, Parks Conservancy, Friends of the Library and Camden County Parks
- **February 23, 2011 7:00pm, Borough Hall Auditorium**  
Planning Board, Historic Preservation Commission, Zoning Board of Adjustment, Environmental Commission and Shade Tree Commission
- **March 1, 2011 4:00pm, Borough Hall Auditorium**  
Senior Citizen Center (Mable Kay House) and 65 Club
- **March 1, 2011 7:00pm, High School Auditorium**  
Parent Teacher Associations and Recreation Council
- **March 2, 2011 7:00pm, Borough Hall Auditorium**  
The Mews, Roberts Avenue (South Side of Kings Highway) area residents
- **March 3, 2011 7:00pm, Borough Hall Auditorium**  
Birdwood, Hopkins Lane (north side of KHY) area residents
- **March 7, 2011 7:00pm, Borough Hall auditorium**  
Haddonfield Civic Association, Rotary Club, Lions Club, Partnership for Haddonfield and Friends of Haddonfield College



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1. **What are the most significant impacts of the current operation of the Bancroft school – both on site and off site?**
  - Traffic, both vehicles and busses, along Hopkins Lane and Kings Highway.
  - The site, including both the buildings and the grounds, is poorly maintained.
  - The site does not generate tax revenue.
  - The hours of operation are generally limited to work day hours from Monday through Friday. As a result, weekends and evenings are quiet on the site.
  - View of the site from Kings Highway is largely obscured by the berm, plantings/wooded areas, and the setback of the buildings.
  - The site uses a significant amount of Borough services (police, fire, emergency services).
  - There have been conflicts between Bancroft students and residents of the Borough.
  - The Bancroft site is available to be used for overflow parking for the High School and area residents during special events.
  - Bancroft, as an institution does not participate in the community.
  - The site is a significant employer in the Borough.
  - The character of the site is incompatible with the character of the rest of the Borough.
  - Due to traffic and incomplete sidewalks, the site creates safety concerns for pedestrians. This concern is elevated due to the presence of school children in the surrounding area.
  - Increased intensity of use over the years.
  
2. **For purposes of redevelopment, what are the site's most important assets?**
  - The site is large in size
  - The site is adjacent to the High School.
  - The site connects to open space and parkland along the Cooper River.
  - The site has a rich history, hosts historic buildings and is located in the historic district.
  - The site is located at one of the gateways to the Borough.
  - The site offers the opportunity to increase tax revenue by hosting a tax ratable.
  - The site has large mature trees located throughout the campus and along the Cooper River.
  - The site has convenient access to Kings Highway.
  - The site is picturesque and has many scenic qualities.
  - The site has access to existing infrastructure, such as water and sewer.



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3. **What are the site's constraints to being redeveloped?**
  - Any redevelopment will have to address the historic buildings on the site and the location of the site in the Historic District.
  - The site's has environmental constraints which cannot / should not be developed, such as wetlands and steep slopes.
  - The buildings are in poor condition and may need to be removed.
  - Any redevelopment must be mindful of the existing circulation issues, such as vehicular and bus traffic along Kings Highway and pedestrian travel on Kings Highway and Hopkins Lane.
  - The site has large mature trees located throughout the campus and along the Cooper River which should not be removed.
  - The large size of the site creates the opportunity for a use which will could have a significant impact on the Borough.
  - The site is bisected by Hopkins Lane.
  - Any redevelopment must be compatible with the residential land uses in the area and the Borough's residential character.
  - The site is adjacent to the High School, which generates traffic and parking congestion in the morning and afternoon.
  - The zoning ordinance and master plan policies applicable to the site must be considered.
  - The need for affordable housing on the site, as expressed in the Borough's Housing Element, must be considered.
  - Access via Hopkins Lane is limited by the width of the road and the causeway, including its weight restriction.
  - It is at the edge of the Borough, outside convenient pedestrian access to the high speed line.
  
4. **Is there any portion of the site (either natural or human-made) which you would like to see preserved?**
  - Environmentally sensitive portions of the site, particularly adjacent to the Cooper River corridor.
  - Wooded areas of the site, particularly along the Kings Highway frontage.
  - Historic buildings on the site, such as but not limited to Lullworth Hall, the Carriage House and the associated outbuildings.
  - Significant trees throughout the site (specimen trees).
  - Landscaping and berm along Kings Highway, which screen buildings on site from view.
  - Statue of Margaret Bancroft.



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5. **What goals should guide the Borough in determining the reuse of this site?**
  - The Redevelopment Plan should result in a net positive tax generation.
  - Redevelopment should provide for at least one playing field to accommodate soccer, football, lacross, etc.
  - Redevelopment of the site should preserve or enhance the quality of life for the surrounding area, including such items as traffic, light and noise.
  - Incorporate community participation into the decision-making process.
  - Maintain the existing undeveloped areas of the site.
  - The Redevelopment Plan should utilize the existing relevant Master Plan goals.
  - Provide land for the High School to expand, for recreation, parking and program needs.
  - Minimize traffic.
  - Provide a pedestrian friendly environment and provide connections to the adjacent open space along the Cooper River and Hopkins Pond.
  - Create an opportunity to leverage outside sources of funds for acquisition and improvement of open space on the site.
  - Development on the site should properly scaled to the surrounding area.
  - Redevelopment should be sustainable and should incorporate “green” building techniques.
  
6. **What uses are most suitable for redeveloping the site?**
  - Ball field (s)
  - Age-restricted or age-targeted (senior) housing
  - Passive public open space (park)
  - Education (may or may not be related to the High School)
  - Continuing care retirement community
  - Parking
  - Reuse of Lullworth Hall as professional office space or bed and breakfast
  - Professional office (small scale)
  - Single family detached housing (such as current zoning permits)
  - Recreation trails
  - Civic use: community center, performing arts, library
  - Affordable housing



7. **What concerns are prompted by the various suggestions for re-use of the site?**
  - Excessive density
  - Traffic
  - Fiscal concerns / cost to taxpayers
  - Lighting
  - Impervious cover
  - Scale of development
  - Consistency with historic character / retaining historic buildings and character
  - Parking
  
8. **In terms of a “vision” for the site, what design principles should guide the redevelopment?**
  - Redevelopment should reflect the character and scale of the Borough.
  - Consistency with existing master plan policies.
  - Consistency with the historic character of surrounding area
  - Density and height of redevelopment may vary depending on its location and its visibility from surrounding streets.
  - Maintain a significant building setback along Kings Highway for any new building.
  - Redevelopment should be well served by sidewalks and trails and should be accessible by pedestrians.
  - The Redevelopment Plan should be able to leverage outside sources of funds.
  - The natural buffer along the Cooper River should be maintained / enhanced.
  - Property adjacent to the High School should be set aside for educational purposes, including construction of a multipurpose ballfield.
  - The Redevelopment Plan should include active recreation, such as a playing field.