



REDEVELOPMENT PLAN PRINCIPLES REDEVELOPMENT PLANNING PROCESS FOR THE BANCROFT SITE

The preparation of the Redevelopment Plan alternatives for the Bancroft site will be guided by the following principles. These principles are based upon public input received at the various stakeholder meetings and the Open House, as well as our own assessment of principles that will ensure that the redeveloped site contributes positively to the Borough's historic and neighborhood character and quality of life. Although not expressed as a principle, it should be noted that an important component of the assessment of each redevelopment scenario is an estimation of the annual local tax revenues and the recurring and capital costs which each development alternative would generate.

The redevelopment plan principles listed below are not in any particular order or priority:

- Provide for reuse/redevelopment of the Bancroft property which is consistent with the Borough's duly adopted Master Plan, particularly the 1984 Master Plan and the subsequent Plan elements which address land use, housing, historic preservation, recreation and open space.
- Preserve Lullworth Hall and the other significant historic buildings and require that they be adaptively reused in a manner that respects their historic character and context.
- Ensure that any new development is compatible with the building mass and scale of nearby development.
- Ensure that the architecture of any new development is responsive to the architectural context of the site, including Lullworth Hall and other significant buildings proximate to the site within the historic district.
- Provide land for an active sports field and event parking adjacent to the High School.
- Rely upon "green infrastructure" (active open space, passive open space, stormwater management and street tree networks) to serve as the Redevelopment Plan's unifying element, both visually and functionally.
- Improve the existing pedestrian and bicycle circulation conditions in the vicinity of the site; link passive open space and a pedestrian and bicycle network on the Bancroft site to the Cooper River Park.
- Preserve the environmental features of the Bancroft site, including the floodplain, wetlands, steep slopes, priority habitat areas and significant mature trees.



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- Retain the existing landscaped gateway to the Borough along the Kings Highway Corridor by enhancing the wooded buffer along the Cooper River and property frontage.
- Accommodate the need for affordable housing in a manner that does not jeopardize the substantive certification of the Borough's adopted Housing Element and Fair Share Plan while maintaining flexibility to respond to any forthcoming changes in the *Mount Laurel* doctrine.
- Utilize green building and regenerative site development techniques.
- Improve traffic circulation and parking on site – both daily and for special events – and reduce conflicts between pedestrians/bicyclists and cars.
- While recognizing that the market for many types of land uses is not strong enough to justify new development at this time, any proposed redevelopment uses for the site should be financially feasible in a stabilized (normal) real estate market.