

REEXAMINATION OF THE MASTER PLAN
BOROUGH OF PALMYRA, BURLINGTON COUNTY



Prepared pursuant to N.J.S.A. 40:55D-89
Municipal Land Use Law

Adopted by the
Borough of Palmyra Land Use Board
Insert Date

CGP&H, LLC.
101 Interchange Plaza
Cranbury, NJ 08512

CREDITS

BOROUGH OF PALMYRA LAND USE BOARD MEMBERS

Roberta Locke, Chairperson
Timothy Beck, Vice Chairperson
Michelle Arnold, Mayor
John Gural, Borough Administrator
Brian O’Kane
Richard Dreby
Norman King

PROFESSIONALS AND SUPPORT STAFF

Marie Nagle, Secretary
Andrew Brewer, Esq. - Marazeti, Falcon and Healey
James Winckowski, P.E., C.E., CME and Associates
Susan Gruel, P.P., Heyer, Gruel and Associates

BOROUGH OF PALMYRA COUNCIL MEMBERS

Michelle Arnold, Mayor
Bernadette Russell, Council President
Brandon Almond
Timothy Howard
Gina Tait
Mindie Weiner
Lewis Yetter

PROJECT TEAM

David Gerkens, A.I.C.P., P.P., Community Grants, Planning and Housing (CGP&H)
Mark Remsa, A.I.C.P., P.P., Director, Burlington County Department of Economic Development and Regional Planning
Jason Miller, GIS Specialist, Burlington County Dept. of Economic Development and Regional Planning

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I. INTRODUCTION

This report constitutes a Master Plan Reexamination Report for the Borough of Palmyra as defined by the New Jersey Municipal Land Use Law (“MLUL”) in section N.J.S.A.40:55D-89. The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions. The Borough last adopted a Master Plan Reexamination Report in March of 2008, with a prior Master Plan Reexamination having been prepared and adopted in 2000.

Section III of this report identifies the goals and objectives established in the 1992 Master Plan and the 2008 Master Plan Reexamination Report. Sections IV and V describe what changes have occurred in the Borough, the County and the State since the adoption of the 2008 Master Plan Reexamination Report. Finally, Section VI discusses recommended changes for the future and Section VII review the status of redevelopment planning in the Borough.

In addition, a public survey was conducted in July of 2018 to obtain resident input on issues/planning priorities in the Borough. Many of these responses have been included in the Recommendations section of the report. A summary of the survey is attached as Appendix A.

II. PERIODIC REEXAMINATION

The Master Plan serves as the guiding document in the development and redevelopment of municipalities in that it sets forth the vision for the community through the Land Use Board. Through the setting forth of assumptions, policies, goals, and objectives, it becomes the framework against which development activity is compared for conformance thereby providing guidance to boards having land use jurisdiction. The significance of the Master Plan is also derived from the fact that it forms the legal foundation for the zoning ordinance and zoning map which, in turn, must be substantially consistent with the municipality’s land use policies. The New Jersey Municipal Land Use Law (NJSA 40:55D-89) requires that “the governing body shall, at least every 10 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 shall be sent to the Office of Planning Advocacy and the County Planning Board”. The Reexamination Report should contain the following:

- 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 redevelopment 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," P.L. 1992, c.79 (C.40A:12A-1 et al.) 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 Municipal Land Use Law requires consideration of these five areas of concern within the statutory reexamination report. Those areas are identified below along with response statements.

III. MAJOR PROBLEMS AND OBJECTIVES RELATING TO LAND DEVELOPMENT AT THE TIME OF THE ADOPTION OF THE LAST REEXAMINATION REPORT

N.J.S.A. 40:55D-89(a) 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.

At the time of the development of the 1992 Master Plan, and the 2000 and 2008 Reexaminations, the Borough identified several land use issues as being impediments to development. These included:

- The not fully productive utilization of lands contiguous to the Route 73 corridor.
- Constraints imposed, via regulation, on the environmentally sensitive lands on the west side of Route 73 in proximity to the Delaware River.

- The trend toward decline of the downtown business district.
- The limited utilization of available open space.
- The vacancy of the drive-in theatre site on the west side of Route 73.
- The absence of sufficient storm water management standards relating to new development.
- The lack of buffer requirements addressing the screening of disparate contiguous uses and lack of controls regulating the intensity of commercial and industrial development.
- The lack of comprehensive storm water management mapping and details relating to size, location, and conditions of existing piping.
- The instances of less than adequate storm water management facilities resulting in localized flooding conditions.
- The presence of undersized 4" water mains.
- The need of the Department of Public Works for sewer jetting equipment in order to clean and maintain existing sewer infrastructure.

Land Development Objectives

Strategic objectives incorporated into the framework of the 1992, 2000 and 2008 planning documents included:

- The provision of a balanced land use development pattern enabling effective public facilities management.
- The provision of a range of housing types through both rehabilitation and in-fill construction.
- The improvement of the transportation system for the more efficient movement of people and goods.
- The provision of utility services in satisfaction of Borough needs and rectification of storm drainage problems.
- The expansion of community facilities in support of the Borough's population.
- The provision of a comprehensive system of public recreation facilities.
- The protection of natural and environmental resources.
- The development of an effective energy conservation program.

- The preservation of Palmyra's heritage.

Specific land use/development objectives for the fully productive utilization of lands within Palmyra, as enunciated encompassed:

- The protection of residential areas from encroachment of commercial and industrial uses.
- The expansion of open space through the development of parklands along the Delaware River from the Pennsauken creek to Riverton, and through the development of a linear park and the anticipated heritage trail.
- The improvement of the downtown business district through the encouragement of commercial in-fill construction.
- The evaluation of residential densities, bulk standards, and land uses to ensure a desired quality of living.
- The encouragement of commercial development along the Route 73 corridor so as to expand the tax base while concomitantly preserving adjoining residential areas.
- The undertaking of initial steps leading to environmentally sensitive development of lands west of Route 73.

IV. THE EXTENT TO WHICH PROBLEMS AND OBJECTIVES HAVE BEEN REDUCED OR HAVE INCREASED

The general reexamination report has the statutory charge of reviewing the status of the goals and objectives identified, in this case, of the 1992 Master Plan and the 2000 and 2008 Reexamination Reports, so as to ascertain currency, and where, through proactive municipal action, problematic conditions have been ameliorated, and where, in the alternative, such conditions have become further aggravated. Given this charge, the report notes:

Status of Major Land Development Problems

The problems identified in the 1992, 2000 and 2008 planning documents are generally carried forward. Comment is provided in those instances where a change in status has occurred or in those instances where a change of status is anticipated given ongoing Borough action.

- The not fully productive utilization of lands contiguous to the Route 73 corridor is being addressed through the Borough Council's directive to the Land Use

Board to conduct a preliminary investigation to ascertain the appropriateness of an area in need of redevelopment determination. The determination was made that the area is in need of redevelopment, and a redevelopment plan has been adopted. Efforts to secure a redeveloper are ongoing with a nation-wide search slated to begin in late 2018.

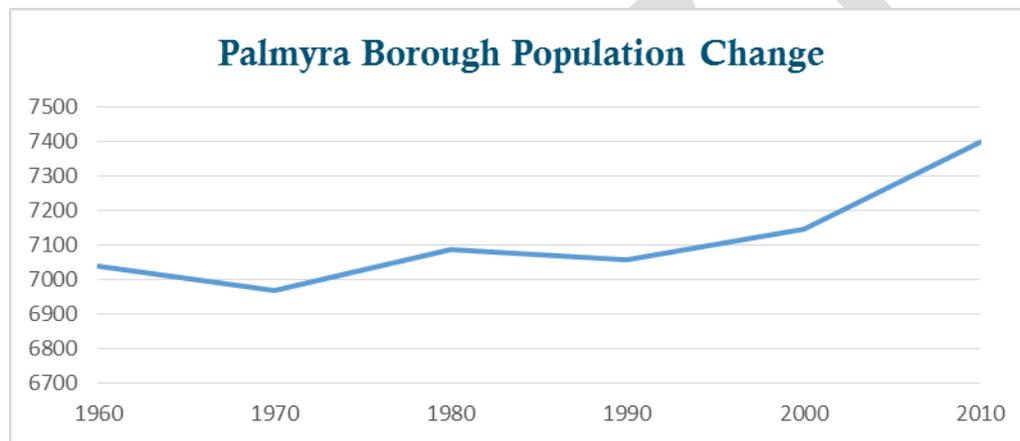
- The trend toward decline of the downtown business district remains an issue with ongoing storefront vacancies. The issue was studied by the Burlington County of Economic Development and Regional Planning, which conducted a Determination of Need Study which identified many of the structures as being in need of rehabilitation. The Borough also drafted a downtown revitalization plan based on the County's findings and continues to seek funding opportunities to implement elements of the plan. In addition, Palmyra has partnered with Riverton and Cinnaminson to form a local chapter of the Burlington County Chamber of Commerce to facilitate new business creation. The Borough has also created a housing rental inspection program to ensure safe, code-compliant units are provided for Palmyra residents. Finally, the Borough adopted ordinances permitting outdoor dining and seating to further facilitate economic development in the downtown districts.
- In 2016, World War II unexploded ordinance from Frankford Arsenal was removed from the majority of the southside of Rt. 73 Redevelopment Area.
- The former drive-in theatre on the south side of Route 73 is now the site of what is commonly referred to as a flea market. Private sector redevelopment is being utilized to address this issue.
- The absence of necessary and adequate storm water management standards relating to new development has been abated to the extent standards are imposed through the Residential Site Improvement Standards.
- New Jersey-American Water Company has replaced the majority of the undersized 4" water mains.
- The Department of Public Works has acquired sewer jetting equipment.

V. SIGNIFICANT CHANGES TO THE UNDERLYING BASIS OF THE MASTER PLAN AND DEVELOPMENT REGULATIONS

DEMOGRAPHIC CHARACTERISTICS AND CHANGES

At the time of the 2010 U.S. Census, Palmyra Borough had a total population of 7,398 residents. The Borough's population accounted for 1.65% of Burlington County's total population. See Figure 8 and Figure 9. From 1960 to 2010, while the Borough saw a total growth of 362 residents (5.1%), its growth rate was substantially lower than the County's 99.9% growth rate. The Borough, in fact, experienced 1% decrease in population from 1960 to 1970 and a 4% decrease from 1980 to 1990, with steady growth since 1990. See Figure 8. By comparison, Burlington County's population has been steadily growing since 1960 through 2010. See Figure 9. The Borough's growth however is seen to be waning. Population forecasts predict a population decline from 7398 persons in 2010 to 7242 persons in 2040 (a decrease of 156 persons or 2.11%). Source: Delaware Valley Regional Planning Commission.

FIGURE 8: POPULATION TRENDS 1950 – 2010 BOROUGH OF PALMYRA



Source: U.S. Censuses

FIGURE 9: POPULATION TRENDS 1950 – 2010 BOROUGH OF PALMYRA & BURLINGTON COUNTY

Year	Palmyra Borough			Burlington County		
	Total	Increase		Total	Increase	
1960	7,036	(x)	(x)	224,449	(x)	(x)
1970	6,969	-67	(-1%)	323,132	98683	(44.0%)
1980	7,085	116	(1.7%)	362,542	39410	(12.2%)
1990	7,056	-29	(-.4%)	395,066	32524	(9.0%)
2000	7,145	89	(1.3%)	423,394	28328	(7.2%)
2010	7,398	253	(3.5%)	448,734	25340	(6.0%)
Percentage Growth 1950-2010			5.1%			99.9%

Source: U.S. Censuses

In 2010, the Borough had a total of 3,156 households with 7,398 residents residing within a household (a 5.06% rise from 3,004 total households in 2000). The average

household size, following the national trend, decreased from 2.5 persons per household in 2000 to 2.34 in 2010. Of these households, 61.7% (802) were family households, with the majority 73.11% married couple households and 43.3% of those family households containing children under the age of 18. Source: U.S. Census 2010 American Community Survey DP1 Table.

As indicated in Figure 10, in 2010 the Borough's median age was 41 years old, with a higher median age for females (42.9) than males (39.1). Residents aged 45 to 54 (1,268 persons, 17.14%) constituted the largest segment of the Borough's population, followed by: the 25 to 34 age group (1,126 persons, 15.22%); the 55 to 64 age group (1,049 persons, 14.18%); 35 to 44 age group (988 persons, 13.35%). In contrast, in 2000, the 35 to 44 age group (1,302 persons, 18.36%) constituted the largest portion of residents within the Borough. Source: 2000, 2010 U.S. Censuses. This change indicates an aging of the current population.

FIGURE 10: POPULATION BY SEX AND AGE COHORT, 2010

Age	Total		Male		Female	
	Total	Percent	Total	Percent	Total	Percent
0 - 14	484	6.54%	251	7.0%	233	6.5%
5 - 14	712	9.62%	381	10.6%	331	9.2%
15 - 24	798	10.79%	423	11.7%	375	10.4%
25 - 34	1126	15.22%	563	15.6%	563	15.6%
35 -44	988	13.35%	480	13.3%	508	14.1%
45 - 54	1268	17.14%	616	17.1%	652	18.1%
55 - 64	1049	14.18%	490	13.6%	559	15.5%
65 - 74	545	7.37%	220	6.1%	325	9.0%
75 +	428	5.79%	182	5.0%	246	6.8%
Total:	7398		3606		3792	

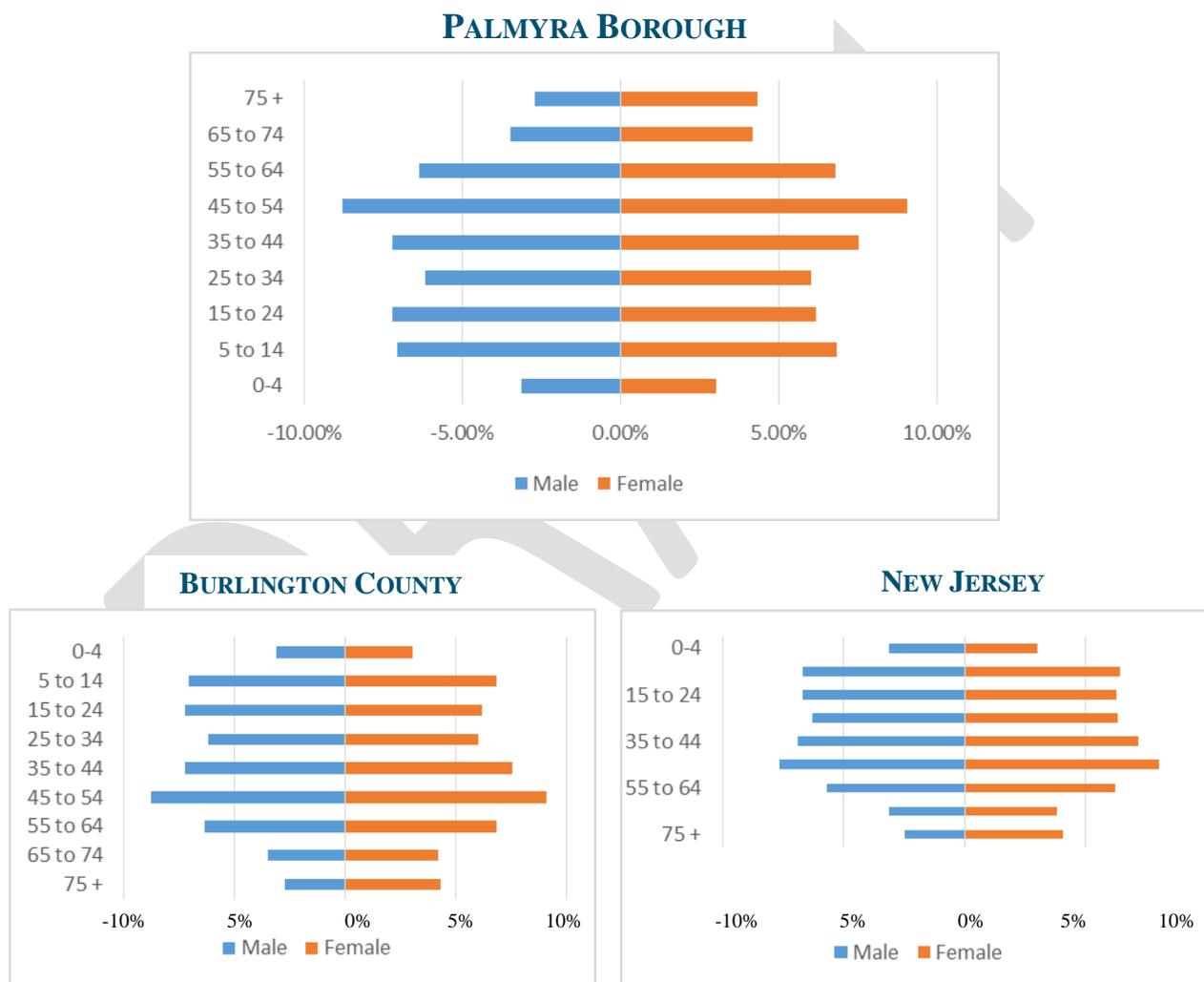
Source: 2010 U.S. Census Table QT-P1

In 2010, the Borough's population primarily identified as white (5,826 residents, 78.8%) with 1,076 (14.5%) residents identifying as Black or African American. The Borough contained an additional 187 residents who identified as being of two or more

racers, 144 as “some other” and 136 as Asian. Only 5.4% (397 residents) identified as Hispanic or Latino. *Source: 2010 U.S. Census.*

The age-sex distribution of the Borough’s population as well as Burlington County and New Jersey is shown in the population pyramids in the Figure 11. The population profile does not differ significantly from the County profile, although the Borough has a slightly older median age relative to Burlington County. The male population was slightly smaller in number than the female population and this is consistent with the County ratios of female to male population.

FIGURE 11: AGE BY SEX



Source: 2010 U.S. Census Table QT-P1

In 2013, the Borough had a mean household income of \$78,161 which was \$35,219 lower than the County’s mean income of \$113,380. See Figure 12. Interestingly, while the Borough is not as wealthy as the County and the State, neither is it as poor. See also Figure 13. Of the 3,160 Borough households (in order of greatest number): 619

(19.59%) earned between \$50,000 and \$74,999; 554 (17.53%) earned between \$75,000 and \$99,999; 455 (14.40%) earned between \$35,000 and \$49,999; 446 (14.11%) earned between \$100,000 and \$149,999 bracket. The remaining income brackets constituted less than 10% of total households. Per capita income reveals a similar pattern.

FIGURE 12: HOUSEHOLD INCOME IN 2013

Income Bracket (Households)	Palmyra Borough		Burlington County		New Jersey	
	Percent	Total HH	Percent	Total HH	Percent	Total HH
Less than \$10,000	2.78%	88	3.1%	5,151	5.4%	171,165
\$10,000 to \$14,999	6.46%	204	2.4%	3,916	3.8%	120,858
\$15,000 to \$24,999	6.55%	207	6.3%	10,387	8.1%	258,583
\$25,000 to \$34,999	9.18%	290	7.0%	11,563	7.9%	251,903
\$35,000 to \$49,999	14.40%	455	11.0%	18,220	10.6%	339,303
\$50,000 to \$74,999	19.59%	619	18.0%	29,633	16.1%	512,173
\$75,000 to \$99,999	17.53%	554	15.2%	25,129	13.0%	412,914
\$100,000 to \$149,999	14.11%	446	19.4%	32,042	17.2%	548,453
\$150,000 to \$199,999	7.03%	222	9.4%	15,533	8.5%	271,209
\$200,000 or more	2.37%	75	8.1%	13,405	9.4%	299,857
Total Households	100%	3,160				
Median Household Income (Dollars)	x	\$63,598	x	\$84,526	x	\$71,629
Mean Household Income (Dollars)	x	\$78,161	x	\$113,380	x	\$97,225

Source: 2013 U.S. Census Table DP03

FIGURE 13: PER CAPITA INCOME IN 2013

Income Bracket	Palmyra Borough		Burlington County		New Jersey	
	Percent	Total	Percent	Total	Percent	Total
\$1 to \$9,999 or less	1.30%	33	1.2%	1915	1.3%	38829
\$10,000 to \$14,999	0.80%	20	1.7%	2713	2.7%	80644
\$15,000 to \$24,999	10.60%	265	8.5%	13564	10.2%	304656
\$25,000 to \$34,999	11.40%	285	11.1%	17712	12.4%	370366
\$35,000 to \$49,999	17.80%	445	18.7%	29840	17.0%	507759
\$50,000 to \$64,999	21.40%	535	17.3%	27606	15.8%	471917
\$65,000 to \$74,999	6.30%	158	8.3%	13244	7.1%	212064

\$75,000 to \$99,999	18.30%	458	14.8%	23617	13.3%	397247
\$100,000 or more	12.20%	305	18.5%	29521	20.2%	603337

Source: 2013 U.S Census Table S2001

In conclusion, population growth in Palmyra appears to be waning with household size decreasing. The Borough's population is slightly older than the County's and, reflective of recent census data, appears to be aging. Palmyra is not as wealthy as either the county or the State. Employment opportunities are predicted to decrease over the next twenty-five years, mirroring the trend of a decreasing borough population. The U.S. Census indicates that demographic and economic characteristics of the Borough have not changed dramatically since the last re-exam. Palmyra remains a small middle class, relatively homogenous community.

Other Changes

The 1992 Master Plan and 2000 Reexamination did not incorporate specific assumptions nor specific overarching policies. In view of this and given the significance of the new conditions, the 2008 Master Plan Reexamination Report recommended the preparation of a new Land Use Element that would provide the basis for the specific changes recommended in the following section. This recommendation is carried forward, and expanded, with this 2018 Reexamination.

- Through technology, increasing numbers of people are utilizing portions of their homes for professional use necessitating an evaluation of regulations relating thereto.
- The River Line transit system continues to play both a positive and negative role in the local economy. However, stagnant economic conditions remain in the Borough's Broad Street corridor and the area lacks destination shops and restaurants needed to create a vibrant atmosphere that will attract visitors to the corridor, particularly in the evening hours. The 2018 adoption of ordinances permitting outdoor dining and seating will assist in addressing this issue.
- Palmyra Cove Nature Park, which is managed by the Burlington County Bridge Commission, has not been fully utilized to attract visitors to downtown Palmyra and joint marketing opportunities need to be explored.
- The anticipated introduction of the Delaware River Heritage Trail which will afford enhanced opportunities for the enjoyment of the outdoors as well as economic development continues to be delayed for a myriad of reasons, including funding.
- The utilization of proactive measures, to encourage development and redevelopment, available through the Local Redevelopment and Housing Law

N.J.S.A.40A:12A-1 et. seq. should be continued with the successful designation of a redeveloper for the former PNC Bank site as a model.

- In 2016, the Federal Emergency Management Agency released new flood insurance maps, which indicated that significant portions of the Borough, particularly along NU 73 and north of Temple Boulevard are now in a flood hazard zone. Municipal building elevation and other flood control construction measures should be considered.

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VI. RECOMMENDED SPECIFIC CHANGES TO THE MASTER PLAN AND DEVELOPMENT REGULATIONS

Recommended Master Plan Changes:

- Incorporate the below listed assumptions:
 - The ongoing expansion and preservation of open space and active and passive recreation opportunities should be continued to the greatest extent possible.
 - Efforts should be continued to remediate the contaminated lands south of Route 73 to facilitate redevelopment.
 - The Borough should investigate avenues to reverse the trend of single-family housing units being converted to multi-family rental units.
 - The Borough will continue to have a constitutional obligation to provide housing affordable to low and moderate-income families. This obligation should be placed on the selected Master Redeveloper for the Route 73 South project, to minimize the fiscal impact on the Borough.
 - Infrastructure, specifically sanitary sewer collection system infrastructure is in need of replacement.
 - The reduction of solid waste from the waste stream is desirable and necessary and efforts to expand recycling should continue.
 - Development having an impact on buildings and sites significant to the heritage of Palmyra should be reviewed and reported on by an Historic Advisory Commission.
 - Review existing flood control ordinances for standard flooding issues (not climate change-related) flooding.
- Establish policies to provide guidance to development/redevelopment determinations. Said policies to include:
 - Economic vitality and the fully productive utilization of land should be promoted through the development /redevelopment process.
 - Redevelopment planning as enunciated under the Land Redevelopment and Housing Law N.J.A.C. 40A:12A-1 et. seq. should continue to be promoted.
 - The Borough's affordable housing obligation should be satisfied via the redevelopment process.
 - Development and redevelopment activities must be respectful of the environment and promote the preservation of green space.

- Public improvements and improvements to facilities frequented by the public are to be barrier-free and in accord with ADA Accessibility Guidelines.
- Update the 2009 Flood Prevention ordinance to comply with mandatory NJDEP and FEMA guidelines.
- Create an Arts District via a zoning overlay to include the entire length of Broad Street (CR 543) within the Borough, portions of Cinnaminson Avenue (Broad Street to 5th Street) as well as the existing redevelopment area on Morgan Avenue.

This area will be the focus of planning and incentives designed to have a positive impact within the Arts District and beyond its borders into the rest of the community. The intent of the Arts District shall be to facilitate its development into a vibrant, energized, and engaging place to live, work, and visit. To facilitate this development, the Palmyra Arts District will welcome visual and performing artists to locate their businesses in the area, as well as encourage other artisans such as potters, textile crafters, craft brewers and distillers, chefs, bakers, etc. to create businesses, work and live in the District. The Arts District will encourage these artists, crafters and others working in creative endeavors to make their home in the district with the objective of revitalizing the existing structures and other underutilized buildings in the neighborhood. Planning in the Arts District is intended transform the area into a regional draw for people seeking to purchase unique handcrafted items, view an exhibition, enjoy a meal, sample a craft beer or spirit, or listen to music at a café.

Other recommendations related to the Arts District include:

- Pursue public art opportunities throughout the Arts District. Hold art and public design competitions for special “gateway” locations.
- Improvements to streetscapes and street furniture to be approached as public art opportunities.
- Work with Burlington County officials to support the Heritage Trail as a means to facilitate travel by visitors and tourists to the Palmyra Arts District.
- Coordinate arts, cultural and culinary event programming.
- Support business development, technical assistance and work with County planning and economic development staff on same.
- Consider permitting street vendors, street musicians, regularly scheduled street closings (pedestrian days), and kiosks.

The following section outlines recommended amendments to the various Master Plan Elements:

Housing Plan

The general reexamination report recommends the inclusion of the settlement agreement in the Master Plan calling for continuing the ongoing efforts by the Borough to comply with terms of the Court Settlement.

Land Use Element

Recommendations relating to zoning issues include the following and will also require revisions to the Borough's existing Land Use Element:

- In R-1 and R-2 residence zones, reduce the required frontage from 60' to 50' to reduce the need for residents to obtain variances. The majority of lots in these districts are 50' frontage lots, so a return to the former standard should only have positive impacts on the Borough, its residents and its Land Use Board by reducing the number of variances required for setbacks.
- In the Highway Commercial ("HC") zone consider revising permitted uses to include new automobile sales, rather than the conditional use it is now. Used car sales can also be included in the revisions as long as they are part of an existing new automobile sales facility.
- Continue to work with Burlington County to improve traffic circulation and safety by installing traffic calming options along Broad Street and explore the feasibility of the same for portions of Temple Boulevard.
- Update the Flood Zone requirement to comply with the new FEMA mapping and guidance and consider undergoing a coastal vulnerability assessment or similar study, which would evaluate the impact of the new FEMA maps on future development and redevelopment throughout the Borough, required structural modifications and/or insurance purchasing for existing homes and businesses, and how it affects the Borough's existing storm water management system and sewer utility.
- Adopt a Complete Streets Policy
- Review the existing sign ordinance in both the Town Center ("TC") and HC districts to permit a wider range of options for local business and improve the ability to attract both new businesses and customers into the Districts while retaining guidelines to prevent any new signage from becoming a nuisance.

- Create an Arts District overlay in the TC District as discussed in Section VI of this report.
- The New Jersey Legislature has been considering a variety of bills to decriminalize and legalize marijuana possession in permitting the personal use of small amounts for persons aged twenty-one and over. Introduced in the 2018 Legislative Session, these bills additionally have land use implications for municipalities. As presently proposed, in order to prohibit marijuana facilities within its border, a municipality must pass an ordinance within one year of the effective date of the ordinance. Failure to do so will result in automatic permission for such facilities to operate within the municipality for five years. Should a municipality choose to permit marijuana facilities, it may enact ordinances or regulations to: govern the time, place, manner and number of such establishments; issue, revoke and suspend licenses; set fees, and establish penalties for violation of the ordinance. Accordingly, the Borough should monitor the progress of this legislation and begin to assess the interest of its residents in either prohibiting or permitting marijuana facilities within its borders. Should Palmyra decide to permit such facilities, consideration will need to be given to those areas of the municipality best suited taking into consideration the usual concerns of land use planning including available space, surrounding uses, circulation and traffic.

Conservation Element

- Development of an open space and recreation plan.
- Preserve and protect the environment through planting and maintenance of street trees, enhanced stormwater management, explore creating a community garden, and facilitate access to the waterfront
- Continue to acquire parcels which could be used to expand existing recreational opportunities.
- Study feasibility of acquiring the parcel commonly known as the “Sharp Estate” and incorporating said land into the Borough’s recreational lands inventory.

Utilities Element

- Replacement or upgrading of public and/or private below grade infrastructure, as necessary, at the time of street reconstruction.

Historic Preservation

- Expand the capacity of the Borough's Historic Society to protect significant resources via the acquisition or easement and encourage grant seeking for such activities.
- Explore preservation options to protect historically or architecturally significant places or individual buildings such as Borough Hall, Schwerings Hardware Store, Spring Garden Street School, Band Shell, Palmyra Pharmacy and historic homes and churches throughout the Borough

Recycling Element

- The provision of a recycling report should be incorporated as a submission requirement for all development applications with the exception of minor subdivision applications.
- The Borough should examine sharing services and utilizing alternative energy sources to reduce its carbon footprint
- Residents should be encouraged to expand recycling activities through information published in the Borough Directory and through information provided with tax bill mailings.

VII. REDEVELOPMENT PLANNING

Efforts should be maintained to build on ongoing redevelopment initiatives as a tool to revitalize the Borough of Palmyra and to address blighted or brownfield conditions as they are determined to exist through appropriate planning studies as exemplified through the recent redevelopment agreement approved by the governing for private sector redevelopment of the former PNC Bank site.