BOROUGH OF RUNNEMEDE
CAMDEN COUNTY NEW JERSEY
a comprehensive development plan
WHEREAS, the Planning Board of the Borough of Runnemede has met, discussed and conferred with regard to the adoption of a Master Plan for the Borough of Runnemede; and,

WHEREAS, a proposed Master Plan has been prepared; and,

WHEREAS, it is the intention of the Planning Board of the Borough of Runnemede to adopt the said Master Plan;

NOW, THEREFORE, BE IT RESOLVED by the Planning Board of the Borough of Runnemede that the proposed Master Plan heretofore prepared and discussed at the Public Hearing on April 14, 1971, and as amended and supplemented in accordance therewith be and is hereby adopted as the Master Plan of the Borough of Runnemede in accordance with the pursuant to the Laws of the State of New Jersey in such case made and provided; and,

BE IT FURTHER RESOLVED that the Secretary of the Planning Board of the Borough of Runnemede shall be and is hereby directed to forward a certified copy of this resolution, and said Master Plan to the Mayor and Council of the Borough of Runnemede and to the Camden County Planning Board.

APPROVED:

WAYNE R. HENSHALL, Chairman

MYLES F. McNALLY, Secretary

DATED: May 12, 1971
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BACKGROUND
INTRODUCTION

A Master Plan represents a policy statement for the long-range physical development of a community. Utilizing this plan as a guide, the day to day activities and decisions can be encountered without losing perspective of objectives which the community has set forth to pattern its future growth.

The Master Plan must be scaled to the realities of the community for it must be capable of practical achievement. The Plan must be, therefore, in scale with the financial resources of the Borough, present and prospective. The Master Plan should be representative of the goals and ideals of the citizens. Civic goals and the ideals of all citizens are, of course, not always compatible. Each group champions certain goals and ambitions. Moreover, each individual possesses a personalized concept of what is ideal. It is the Planning Board’s task to coordinate and bond these differing concepts into a plan which is best suited to fulfill the present and probable future needs of the community.

There is no standard plan. Each community is unique in its natural geography, location and man-made physical elements.

The Borough of Runnemede is a suburban residential community. The bulk of this community’s land is developed. The transition areas, or interface, change or are subject to change. This Master Plan focuses upon these areas while providing for a proper balance of land uses and allocating community amenities.
REGIONAL LOCATION

The Borough is located in close proximity to the Philadelphia-Camden Metropolitan core area. The Interstate and State Highway system criss-crosses the Borough and its environs. The place to place accessibility offered by the highway system has, in recent decades, been the major contributive agent to the growth of this community and the Camden-Philadelphia Metropolitan area at large. During the 1950's and 1960's, increasing numbers of people and businesses have migrated to the outskirts of the Metropolitan Center. This trend may be expected to continue.

The Borough possesses a favored position with respect to regional growth and economic development. Land is available in close proximity to major transportation facilities. Further, an established, expanding skilled and educated labor force resides in this and adjacent municipalities.

It is clear, therefore, that regional growth and the dynamics of such are the principal factors to be equated with and incorporated into the comprehensive plan for the Borough of Runnemede.

SUMMARY OF EXISTING LAND USAGE

Historically, the land use pattern of the Borough of Runnemede has been primarily dependent upon the regional arterial transportation routes that transverse the Borough. In general, linear commercial development along the Black Horse Pike and, to a lesser extent along Clements Bridge Road and Evesham Road, with development of single-family residents adjacent to these commercial uses has formed the basic land use pattern. Residential development has progressed outward from its central axis as is indicated by the existence of older residential areas adjacent to the Black Horse Pike and more recent residential subdivisions to the east and west of this central commercial sector.

Presently, 76 percent of the Borough’s total land area is developed. Single-family residential use accounts for 52.9 percent of all development land. Nearly twenty percent of the Borough is undeveloped land which is considered to be readily developable.

The principal planning question is how best to
promote balanced land development of the remaining vacant and underdeveloped lands.

There are no major physiographic restrictions preventing future development excepting lands subject to flooding along Timber Creek and Beaver Brook and the steeply sloped area located in the north-east sector of the Borough.
POPULATION

Runnemede has long been an established suburban community; nevertheless, the largest amounts of population growth have taken place during the past two decades. Between 1940 and 1950 the population of Runnemede increased 32.7 percent, from 2,835 to 4,217 persons. This increase reflects the beginning of the suburban construction boom after World War II. Between 1950 and 1960, the population increased 49.7 percent, from 4,217 to 8,396 persons. This increase reflects the height of the suburban residential tract development. Between 1960 and 1970, the population increased 35.8 percent, from 8,396 to 13,100. This period of population growth reflects single-family housing development prior to 1965, and thereafter the development of multi-family housing between 1962 and 1968.

Future population growth in the Borough will be primarily dependent upon the constraints placed upon it by the limited amount of remaining undeveloped land. Regional growth trends will become less important as the limited land suitable for residential purposes is developed.

It is projected that the Borough could grow by an additional 1,500 to 2,000 people. This is based upon the present density structure as outlined in the Master Plan. Further increases would require more intensive land densities, although not contemplated at this time.

TRANSPORTATION

The major streets and highways are under the jurisdiction of the County, State and Federal governments. This fact does not, however, prevent the Borough from planning for the improvement of such facilities and thereafter making suggestions to the appropriate level of government for adoption and implementation of proposed facility improvement.

The Black Horse Pike, Clements Bridge Road, and Evesham Road are the principal traffic-carrying routes in the Borough. These streets are becoming increasingly congested during the morning and evening rush hours.
On-street parking due to the absence of business parking facilities along the Black Horse Pike contributes significantly to congestion on this route. The frequency of local street connections to all major traffic routes is detrimental to safe and efficient traffic flow along major streets. Acute angle or blind intersections and the absence of a defined local collector street network further contributes to hazardous traffic conditions.

A basic planning objective shall be to promote and encourage the establishment of a practical local collector route system which channels traffic to and from the major traffic-carrying routes. Second, the phased elimination of on-street parking on major streets, thereby increasing traffic capacity should be considered.

The need for an additional major north-south route has been determined by the Camden County Planning Board. The route should be located between the Black Horse and White Horse Pikes respectively. The proposed route would eliminate heavy congestion on each existing route. Provision for the proposed county arterial is made in the Borough's Plan.

PLANNING CONSIDERATIONS

1. The continued development of just single-family homes limits the availability of housing for young adults, new families, and the elderly at prices they can afford.

2. The Borough is predominantly a single-family residential town. A balance of residential and business and industrial uses should be provided for.

3. The street system is a composite of local, County, State and Federal routes. A definitive "functional street network" should be established. Necessary parking restrictions and traffic directional devices should also be considered in order to promote the safe and efficient flow of traffic through and within the Borough of Runnemede.

4. Existing topographic and physiographic conditions have not played a major role in land use development patterns. Portions of the remaining, large undeveloped lands do exhibit problematic topographic and high water table characteristics and future development should respect these natural conditions.
MASTER PLAN
MASTER PLAN
GOALS AND OBJECTIVES

RECOGNIZE THE EXISTING DEVELOPMENT PATTERN AND ALLOCATE APPROPRIATE LAND USES FOR THE REMAINING VACANT LAND SO THAT A BALANCED AND COMPATIBLE ARRANGEMENT OF RESIDENTIAL, INDUSTRIAL AND COMMERCIAL LAND USES IS CREATED.

ENCOURAGE A MODERATE RESIDENTIAL GROWTH RATE BY RETAINING THE PRESENT DENSITY STRUCTURE OF THE COMMUNITY.

PROVIDE APPROPRIATE LAND AREA FOR MORE DIVERSE RATABLES SUCH AS RESEARCH FACILITIES, OFFICE, EXECUTIVE FACILITIES AND PROVIDE SOME ALTERNATE LAND USES FOR CLEMENTS BRIDGE ROAD.

PROVIDE FOR EASIER LOCAL TRAFFIC MOVEMENT IN THE DEVELOPED AREAS AS WELL AS VACANT AREAS OF THE BOROUGH VIA A NUMBER OF LOCAL ROAD PROPOSALS.

ALLOCATE AREAS FOR FUTURE COMMUNITY FACILITIES, INCLUDING SCHOOL SITES, RECREATION AND OPEN SPACE SITES AND FUTURE FIRE STATIONS.

ENCOURAGE AND PROMOTE PLANNING, PER SE, TO BECOME AN INTEGRAL AND ON-GOING PART OF GOVERNMENTAL OPERATIONS.

INTEGRATE THE FREEWAYS AND STATE HIGHWAYS WITH THE LOCAL ROAD SYSTEM SO AS TO PROVIDE FOR A UNIFIED CIRCULATION SYSTEM.

ESTABLISH A PROPER SYSTEM OF RIGHTS-OF-WAY IN ORDER TO MEET FUTURE TRAFFIC DEMANDS.

PRESERVE THE VARIED NATURAL ATTRIBUTES OF THE COMMUNITY THROUGH COMPREHENSIVE PLANNING FOR THE REMAINING LARGE UNDEVELOPED TRACTS OF LAND.
MASTER PLAN

LAND USE

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GENERAL RESIDENTIAL
HIGH DENSITY RESIDENTIAL
PLANNED UNIT DEVELOPMENT
PROFESSIONAL - OFFICE
SPECIAL ECONOMIC DEVELOPMENT
COMMERCIAL
PUBLIC
QUASI - PUBLIC
CONSERVATION - RECREATION

ROADS

EXISTING
PROPOSED

FREEWAY
INTERCHANGE
STATE ARTERIAL
COUNTY ARTERIAL
BOROUGH COLLECTO
LAND USE PLAN

General Concepts

The expressed purpose of the land use plan is to allocate and promote the development of a compatible, balanced land use scheme. Existing residential neighborhoods are to be protected and preserved. Lands located along major travel routes are recommended as business and office-professional-multi-family land use areas.

The Black Horse Pike area is proposed as the principal business center. Further, in order to promote the economic growth and prosperity of the area, expanded business areas are proposed at:

1. the Clements Bridge Road-Black Horse Pike intersection; and
2. about and in conjunction with the municipal administrative center.

Transitional Use

Portions of Clements Bridge and Evesham Roads are proposed as office-professional-multi-family development areas. The existence of small narrow lots, most of which are presently in residential use, realistically negates sound or compatible retail commercial development. However, the trend toward non-residential use along these same two routes is evidenced both in this and adjacent communities. For this reason, a land use character is proposed which does not require extensive on-site parking areas and is not considered a principal traffic generator, yet the general use character proposal does allow for a practical and economic use of land.

The range of uses suggested would include medical buildings, professional offices, personal service businesses, and multi-family residential buildings. Intensive traffic generating uses such as service stations, drive-in and quick-food restaurants and food stores are not considered appropriate uses within office-professional-multi-family districts.

Planned Residential Development

There are two proposed planned unit residential development areas; one located in the extreme northeast sector of the Borough. The existing lot sizes in each of the areas is substantial. The western area is undeveloped while the eastern area already contains an apartment project.

The expressed purpose of the planned unit proposal is to encourage more flexible and imaginative residential development, maintain maximum usable open space, and further, provide for the necessary extension of streets and a balance of appropriate commercial uses.
Whereas the Borough of Runnemede, as have most all communities in this State, has been developed in accord with somewhat "rigid" minimum lot size and yard area zoning requirements, it is proposed that greater "flexibility" of site design and building arrangement be encouraged through application of provisions embodied in the New Jersey Planned Unit Development Act. It is further emphasized and recommended that the Borough thoroughly test development standards and provisions prior to amendment of existing zoning law for purposes of permitting planned unit development.

Economic Development Proposal

Presently, nearly 600 acres are developed of single-family, two-family, and multi-family residential use. Approximately 72 acres of land are used for business and industrial purposes. Two large areas are proposed for additional residential development.

In order to promote the sound and balanced complete development of the Borough, a special economic development area is proposed. The area possesses a favored position with regard to access to major transportation routes owing to its proximity to the New Jersey Turnpike, the Black Horse Pike, and Clements Bridge Road. The area is to a large degree separated from existing residential development because of topography.

With development of the special economic area as proposed, a substantial increase in the total tax base of the Borough may be expected. Further, and most importantly, employment opportunities should be greatly expanded. The nature and type of uses suggested for the special economic development district includes: office, research and light manufacturing uses. Because of the proximity of residential areas, heavy industrial uses involving processing and reduction processes should be prohibited.

Conservation and Open Space

The land use plan, in addition to proposals for new areas for housing, business, commerce and industrial uses, proposes that wetland, flood plain and lake areas be set aside for the general public's use and protection. Hirsch's Lake is and is proposed as the principal public open recreation area. River bank and flood plain lands along both Timber Creek and Beaver Branch Brook represent other land areas proposed to be preserved as flood protection, watershed and conservation areas.
CIRCULATION PLAN
TRANSPORTATION PLAN

A transportation plan involves the cooperative efforts of all levels of government. The federal and state governments are responsible for providing safe and efficient "intra-regional" transportation routes and facilities. County government is responsible for "inter-municipal" and "inter-county" routes. The major traffic routes through and within the Borough are the responsibility of the New Jersey Turnpike Authority and the federal, state and county governments.

Proposed Improvements of Freeways and Highway Routes

proposed North-South Freeway-New Jersey Turnpike Interchange

Presently no direct connection exists between the New Jersey Turnpike and the North-South Freeway. The traffic flow along the Black Horse Pike to and from Turnpike Interchange 3 is becoming increasingly congested. It is strongly recommended that an interchange facility be developed connecting the two regional freeway facilities. The interchange would effectively serve to redistribute north-south traffic flow according to purpose of travel. More specifically, one may expect that “through” traffic now funnelled to and from the Black Horse Pike, would then use the north-south freeway. The Black Horse Pike would then accommodate business, local and intra-county trips and considerable improvement of travel efficiency and safety on the Black Horse Pike could be expected.

Black Horse Pike improvement

The Black Horse Pike is a “classic” example of a turn of the century State highway which has become the “Main Street” of not only the Borough but nearly all communities through which the route passes. Further, because the Black Horse Pike is a most direct north-south travel route connecting to other major highways and freeway routes as well as providing a direct travel route to the “downtown” Camden-Philadelphia area, heavy traffic flow on this route will continue notwithstanding the proposed North-South Freeway-New Jersey Turnpike interchange.

Existing “on-street” parking, the numerous intersections, and vehicle turning movements to and from business properties are basic factors contributing to traffic delay and hazardous travel conditions on this route.

Proposals to improve the efficiency and safety of traffic flow are:

- develop a system of one-way streets along the Black Horse Pike, thereby re-
ducing the frequency and randomness of left turn movements

- restrict on-street parking during morning and evening week-day peak periods of traffic in order to increase the travel capacity of the route

- develop a system of off-street parking lots through a joint and cooperative public and private effort. Presently, individual lots exist; also, unused land exists. By coordinating existing lots and unused property, substantial increased off-street parking can be developed.

County Road Improvements

existing routes

The County Planning Board has recently prepared a Master Plan for Transportation. Both Clements Bridge and Evesham Roads are classified as “arterial” routes. The intersections of Clements Bridge and Evesham Roads with the Black Horse Pike, identified as traffic bottlenecks, are proposed to be improved. Improved signing, lane markings, light synchronization, and minor curb relocation and lane widening constitute the possible intersection treatment.

proposed county route

The Camden County Master Plan for Transportation recommends that a north-south arterial route be developed and extend from the Boroughs of Runnemed and Barrington, south to the Chesilhurst-Winslow area. The proposed County arterial is shown on the Plan for Transportation. This major arterial will provide an alternative north-south travelway to both the heavily congested White Horse and Black Horse Pikes.

Municipal Street Network

The New Jersey Turnpike, the North-South Freeway, the Black Horse Pike and County routes constitute and structure the street network in Runnemed. The municipal street system serves two basic purposes.

(1) channels traffic to and from the principal traffic-carrying routes; and

(2) provides access to property.

The local street system is a combination of “gridiron” and “curvilinear” streets. Numerous discontinuous streets and blind intersections presently exist.

In order to improve existing traffic flow and further to direct the coordinated development of land,
it is recommended that:

(1) a basic "collector" street for each planned development area is recommended. The alignments of each are general in nature, but it is clear that each area will require a principal accessway, and therefore, the routes that are proposed take into account existing topography, rights-of-way and land development.

(2) the intersection of Schubert, Stratford and Clements Bridge Road is dangerous. It is recommended that Stratford be made one-way to Clements Bridge Road, thereby eliminating the confused vehicular maneuvering patterns.

(3) presently, portions of Ninth Street are in need of repair. It is recommended that Ninth Street be widened and improved concurrent with the development of the Special Economic Development area.

(4) the intersections of Oakland and Clements Bridge, Third Avenue and the Black Horse Pike, Irish Hill and Clements Bridge Road, Davis Road and Schubert, and Schubert and Evesham Roads should be more clearly marked and better lighted. Each of these intersections involves traffic on the basic and secondary traffic-carrying streets. The recommendations, when accomplished, will serve to improve the ease and safety of travel.

Public Transportation Element

Bus transportation is frequent, but all routes are north-south. The Camden County Master Plan for Transportation recommends that an east-west bus service route be established along Evesham Road. This route would provide direct access for the non-driver to the Lindenwold Transit Line. The Planning Board strongly supports the development of such a bus service route.

There are no proposals for development of rail passenger service stations within the Borough limits. The Lindenwold Transit Line, existing and proposed bus routes, and highways provide in combination adequate means and routes of travel to, from and within the Borough.
COMMUNITY FACILITIES PLAN
MASTER PLAN

COMMUNITY FACILITIES

EXISTING PROPOSED

• Schools
• Recreation
• Municipal Center
• Pumping Station
• Sewage Treatment Plant

PUBLIC
QUASI-PUBLIC
CONSERVATION-RECREATION
COMMUNITY FACILITIES AND SERVICES PLAN

Community facilities and services includes education, recreation, utilities and public buildings. Each element represents a major capital expenditure.

The plan shows both existing and proposed new recreation fields, schools, and public buildings. Each proposal should not be interpreted as an item needed immediately. However, with complete development of the community, each proposal adds to and is designed to meet and improve the level of public facility service.

Proposed Facilities and Services

school facilities

The projected future population of the Borough is 15,000 to 15,500 persons. Assuming the ratio of school age persons to total population remains similar, a new elementary school will be needed. In order to provide the Borough with maximum flexibility of site selection, two alternative areas are suggested; a site within the general boundaries of each of the proposed planned residential areas. The designation of the two areas allows the Borough certain options which it may exercise with regard to future school site acquisition.

recreation and conservation areas

The Borough possesses several well located and well equipped fields and playgrounds. With increased population and increasing amounts of leisure time, additional areas should be added. The proposed school sites, located within each of the planned residential development areas, should also serve as playfield and playground areas.

Smaller playground areas should also be considered for the purpose of providing play areas for preschool and pre-teenaged youngsters. Individual lots can provide sufficient space for such facilities.

The embankment and flood plain areas of the Timber Creek-Beaver Branch Brook are proposed as flood control and conservation areas. The majority of all lands recommended for conservation use are located about and in the vicinity of the intersection of
the New Jersey Turnpike and the North-South Freeway. Because of low elevation, a high water table and a lack of street access, these areas have remained undeveloped. Further, because of these same physical limitations, the area is proposed to remain undeveloped.

In addition to the conservation areas adjacent to the Timber and Beaver Branch Brooks, a steeply sloped area in the northeast quadrant of the Borough is proposed for recreation and conservation purposes. Rugged topography and the natural tree stand give this location real value as a community open space facility. Further, the site would serve as a buffer area between existing and future residential use and the special economic development district.

public administrative facilities

Borough Hall is in need of expansion. It is recommended that expanded office, record storage, and administrative space take place at and adjacent to the present municipal building site. The present site is centrally located with respect to residents and businessmen alike.

Expansion of the administrative building will in turn require increased public employee and visitor parking areas. It is recommended that the parking area be located so as to serve both the public administrative center and adjacent businesses.

public parking facilities

The concentrated business strip along the entire length of the Black Horse Pike is deficient with regard to off-street parking facilities. For this business area to compete successfully with shopping centers, off-street parking facilities must be added. Because of small lot size and high land coverage, it would be unrealistic to expect each business to provide adequate parking on an individual basis. However, if no action is taken, conditions fostering a real possibility of depressed economic values would appear to exist. For this reason, it is recommended that the Borough take an active role in planning for the long-range development of a system or “network” of off-street parking areas. The development and execution program should be a cooperative venture by the Borough and the business community.
IMPLEMENTATION
MASTER PLAN EFFECTUATION

A Master Plan for the controlled orderly development of Runnemede Borough should be adopted and effectuated by the Planning Board and Officials of the Borough. After a Master Plan is adopted, implementation and realization of the ideas and objectives of the Plan can be achieved by means of four interrelated actions: legislation, capital improvements planning, continuing planning, and citizen participation.

Legislative Measures

There are three basic documents which guide development and maintenance of private property in the community: the zoning ordinance, the land subdivision ordinance, and the official map. Other ordinances, such as housing, building and public health codes also aid in the plan implementation on a day to day basis.

zoning ordinance

Zoning is the most effective means of controlling the use of private land for the general health and welfare of the community. Through the division of the Borough into districts wherein certain land uses are permitted or prohibited with appropriate controls, zoning serves to guide the development of the community towards a predetermined but everchanging objective.

Zoning should be reasonable and should be reflective of the intent and the objectives of the Master Plan. A zoning ordinance need not initially reflect all of the land use recommendations of the Master Plan for the simple reason that a Master Plan is a long-range projection and a zoning plan is not.

Periodic review of the zoning ordinance, the Master Plan, and public improvements accomplished in view of existing development activities through the Borough is essentially the staged procedure through which the zoning ordinance is updated and made more reflective of the comprehensive Master Plan.

subdivision ordinance

Whereas the zoning ordinance provides the legal means of controlling the use of land; the subdivision ordinance gives legal control over design and layout of land that is to be subdivided.

The Borough presently has an effective subdivision ordinance.

official map

The official map is a legal document, adopted by the governing body of the municipality, designating land in the Borough which shall be reserved for future streets, drainage rights-of-way, parks and playgrounds. In this capacity it also serves as the official statement by the governing body with regard to what
streets, drainage rights-of-way, parks and playgrounds it has accepted for maintenance. Whereas the Master Plan is a statement of the Planning Board’s policies, it is not legally binding upon the governing body; the official map is legally binding upon the governing body.

The official map must be an engineered document with detailed, measurable dimensions, and must be produced and certified by a licensed engineer or land surveyor.

Capital Improvements Program

A capital improvement may be defined as essentially a new or expanded physical facility which is to be of relatively large size or importance, is of considerable cost and is reasonably permanent. This includes new road construction, major improvement of existing roads, schools, playgrounds, sewers and water systems, municipal buildings and land acquisition for public purposes.

The capital improvements program is a long-range schedule of proposed municipal projects including the most appropriate means of financing those projects. The division of Local Finance of the State Department of Community Affairs now requires that every municipality prepare a six-year capital improvements program and a capital budget. These are submitted to the Department annually.

Within the financial framework and capability of the community, various elements of the Master Plan should be scheduled in the six (6) year capital improvements program.

Continuing Planning

The Master Plan represents an objective, considered view into the future. It is also a working document, one which must necessarily be subject to constant review and updating in light of the changing needs.

The Planning Board should review each year the concepts and ideals as related to development that has actually occurred during that year. As new patterns of growth and activity become evident, it may be desirable to review the priority schedule of Master Plan objectives.

Citizen Participation

Perhaps the most important ingredient to the future development of the Borough is citizen participation, understanding and support of the Plan. Without this, the Plan would be just another volume, stored away to be pulled out as a relic by future historians of Runnemede Borough. With this most valuable ingredient, an involved and understanding citizenry, the goals and objectives set forth in this Plan can be reached and met.
E. EUGENE ORROSS ASSOCIATES
CONSULTANTS IN CITY PLANNING & URBAN RENEWAL

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