

## **XVI. IMPLEMENTATION PLAN**

The following implementation plan was prepared to provide guidance to the City for the execution of the various elements of the updated Master Plan. The various strategies are presented for each Element of the Master Plan and the time frame for implementation is indicated as well as the entities or agencies responsible for implementation. An arrow indicates that the strategy requires on-going effort after initial implementation.

There will be some redundancy or repetition as a number of the strategies affect multiple elements of the plan.

<b>PLAN ELEMENT</b>	<b>STRATEGY</b>	<b>IMMEDIATE ACTION</b>	<b>INTERMEDIATE ACTION (2-3 YEARS)</b>	<b>LONG-TERM ACTION (3-5 YEARS)</b>	<b>LEAD ENTITY</b>
<b>Land Use</b>	Revise Zoning Ordinances	XX			Community Development, City Council
	Prioritize Redevelopment Areas, Solicit RFP's	XX	—————→		Community Development, City Council
	Develop Citywide Logo & Theme and improve Gateways & Strategies	XX			Community Development, City Council
<b>Housing</b>					
	Housing Rehabilitation Program, especially via Regional Contribution Agreements	XX	—————→		Community Development & Planning
	First-Time Homebuyers Program	XX	—————→		Community Development & Planning
	Code Enforcement	XX	—————→		Housing and Inspections
	Housing Counseling		XX		Community Development & Planning
	Home Modification for Special Needs Populations		XX		Community Development & Planning
	Lead-based Paint Removal Program	XX	—————→		Community Development & Planning
	Vacant Structures Acquisition	XX	—————→		Community Development & Planning
<b>Pedestrian and Vehicular Circulation</b>					
	Conduct Parking Study	XX			Community Development & Planning or UEZ
	Assess parking and traffic at industrial park and prison area	XX			Public Works/Engineering
	Identify and Assemble CBD parking sites	XX	—————→		Community Development & Planning or UEZ
	Develop pedestrian network City-wide		XX	—————→	Recreation, Community Development, Public Works
	Neighborhood street signs		XX		Public Works
	Implement Walking Tours of the City		XX		Historic Commission, Tourism Office
	Asses vanpool services to employment nodes and training programs		XX		Community Development & Planning or UEZ
	Plan for traffic improvements at Broad and Commerce intersection		XX		Community Development & Planning, UEZ, NJ DOT, Public Works

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	Develop better access to Route 55			XX	Community Development & Planning, UEZ, NJ DOT
	Develop better signage and directions to Bridgeton		XX		Community Development & Planning, NJ DOT
	Monitor Rail and port activity in south Jersey	XX	—————→		Community Development & Planning
<b>Neighborhood Development and Redevelopment</b>					
	Implement projects for recently issued RFPs	XX			Community Development & Planning
	Prepare Redevelopment Plan for CBD Redevelopment Area	XX			Community Development & Planning
	Continue Infill development in Hope VI area	XX			Community Development & Planning
	Resolve Port Authority and Port Authority Redevelopment Area issues - market area to developers	XX	—————→		Community Development & Planning and UEZ
	Continue Phoenix Redevelopment Area activities		XX		Community Development & Planning and UEZ
	Continue SE Gateway Neighborhood Strategic Plan Implementation	XX	—————→		Tri-county, Community Development and Planning Board
	Resolve 2nd Story Living Issue for CBD	XX			
	Promote and foster Entertainment District development efforts	XX	—————→		Community Development & Planning and UEZ
	Market "Area in Need of Rehabilitation" designation, coordinate with other development efforts	XX	—————→		Community Development & Planning and UEZ
	Continue Housing and Neighborhood Redevelopment efforts per Housing Element above	XX	—————→		Community Development & Planning
	Assess need to modify or expand Redevelopment areas	XX			Community Development & Planning

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<b>Open Space and Recreation</b>					
	Continue upgrading and maintaining of existing facilities	XX	—————→	—————→	Recreation, Public Works
	Seek funding to support upgrades and maintenance	XX	—————→	—————→	Administration, Recreation
	Develop mini or neighborhood parks and playgrounds in under-served areas		XX	—————→	Administration, Recreation, Community Development
	Explore opportunities for recreation/community centers, especially for youth programs and training		XX	—————→	Community Development, Administration, Tri-County, Recreation
	Make recreational facilities more accessible and ADA compliant	XX	—————→	—————→	Recreation, Public Works
	Expand Cohansey Greenway		XX	—————→	Recreation, Community Development
	Provide a full range of recreational activities for all residents	XX	—————→	—————→	Recreation
<b>Historic Preservation</b>					
	Inventory all buildings and structures within historic district	XX			Historic Commission
	Inventory remainder of Bridgeton	XX			Historic Commission
	Develop a tier system for the review of proposed projects within six neighborhoods		XX	—————→	Historic Commission
	Update Historical Preservation Ordinance		XX	—————→	Historic Commission
	Develop a comprehensive educational outreach program		XX	—————→	Historic Commission
	Petition to participate in Certified Local Government Program		XX	—————→	Historic Commission

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<b>Riverfront Access</b>					
	Create logo, develop and place signage	XX			Community Development & Planning
	Promote eco-tourism along the river	XX	—————→		Community Development & Planning, Recreation
	Start Rhododendron Festival		XX		Community Development & Planning, Recreation
	Conduct River clean-up program	XX			Community Development & Planning, Recreation, Main Street, UEZ
	Realign benches to promote group seating, provide amenities to encourage visiting the area	XX			Public Works
	Establish kayak, canoe, or tube rental or river rides	XX	—————→		Community Development & Planning, Recreation
	Provide better connections between fountain and the Plaza, as well as between boat ramp, and Riverwalk	XX			Public Safety, Community Development, UEZ
	Require bike paths for any new riverfront development or parks	XX	—————→		Planning Board, Council
	Change ordinances to encourage River-oriented uses	XX			Planning Board, Council
	Upgrade alleys from Laurel to the plaza		XX		Private investment, UEZ
	Façade improvements with help of tax incentives and ordinances		XX		Private investment, UEZ, Main Street, Council, Planning Board
	Public art at Riverfront entrances		XX		Private investment, UEZ, Main Street, Recreation
	Establish Riverfront Community Center			XX	Recreation, UEZ, Tri-County
	Explore Freshwater Tidal Marsh Center and establish mini-parks south of Broad Street			XX	Recreation, Community Development
	Establish visitor welcome kiosks			XX	UEZ, Community Development, Main Street
	Evaluate acquisition of access to west bank of river at the south end of Water Street to open this area to the public			XX	Community Development and Planning, Recreation

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	Encourage private investment along the riverfront	XX	—————→	—————→	Community Development, UEZ, Main Street
<b>Streetscapes and Urban Design Guidelines</b>					
	Publish and disseminate Guidelines	XX	—————→	—————→	Historic Commission, Community Development and Planning, Planning Board, Code Enforcement Offices
	Prepare materials for business owners about historic preservation and design guidelines	XX	—————→	—————→	Historic Commission, UEZ, Main Street, Community Development and Planning
<b>Economic Development</b>					
	Revitalize downtown area - entertainment district theme	XX	—————→	—————→	Community Development and Planning, UEZ, Main Street
	Reinforce public safety image	XX	—————→	—————→	Public Safety
	Recruit/inform developers about plans	XX	—————→	—————→	Community Development
	Recruit desired types of businesses	XX	—————→	—————→	Community Development
	Conduct Parking Study	XX			Community Development & Planning or UEZ
	Code Enforcement	XX	—————→	—————→	Housing and Inspections
	Implement/continue clean-up and beautification programs	XX	—————→	—————→	Community Development and Planning, UEZ, Main Street
	Coordinate tourism efforts with other communities and regional programs		XX	—————→	Community Development and Planning, UEZ, Main Street, Recreation
	Monitor Rail and port activity in south Jersey	XX	—————→	—————→	Community Development & Planning
	Identify industrial target industries and coordinate recruitment with other economic development entities		XX	—————→	Community Development & Planning
	Develop marketing materials for attraction efforts		XX	—————→	Community Development & Planning and UEZ
	Expand UEZ participation	XX	—————→		UEZ

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	Continue and expand training programs - Food Innovation Center, English as Second Language	XX	→	→	UEZ, Community Development, School Board, Food Innovation Center, Workforce Investment Board
	Seek Bridgeton Workforce Investment Board office and programs	XX	→		UEZ, Community Development, City Council
	Develop and implement more workforce preparedness, intern and apprenticeship programs		XX	→	School Board, Community Development, Workforce Investment Board, UEZ
	Develop pedestrian network City-wide		XX	→	Recreation, Community Development, Public Works
	Develop riverfront activities and events to draw visitors	XX	→	→	Community Development and Planning, UEZ, Main Street, Recreation
	Explore Freshwater Tidal Marsh Center and establish mini-parks south of Broad Street			XX	Recreation, Community Development
	Implement Walking Tours of the Historic District of the City		XX		Historic Commission, Tourism Office
	Consider using housing restoration as economic development tool			XX	Community Development, Historic Commission
	Develop Farmers' Market with gardening/nursery focus		XX		UEZ, Main Street
	Encourage eco-tourism	XX	→	→	Community Development
	Encourage businesses reflecting the City's cultural diversity	XX	→	→	Community Development
	Create a separate Economic Development office		XX		Community Development, City Council
	Harmonize UEZ, Main Street, and Commercial zoning		XX		Community Development, UEZ, Main Street, Planning board, City Council
	Expand business retention and attraction efforts		XX	→	Community Development & Planning and UEZ
	Develop one-stop permitting and information center		XX		Community Development, Planning Board
	Identify priority sites and projects	XX			Community Development

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	Revisit and amend redevelopment plans	XX			Community Development, Planning Board, City Council
	Enhance efforts to obtain additional ED funding		XX		Community Development, Administration
	Develop and implement image campaign	XX		→	Community Development, Public Relations, Public Safety, Main Street, and UEZ
	Develop brand or image for the City	XX			Community Development, Public Relations, Main Street, and UEZ
	Improve signage, wayfinding and gateways		XX		Community Development, Public Works, Main Street, and UEZ
	Develop coordinated business programs -hours, parking, promotions, events		XX	→	Community Development, Main Street and UEZ
	Better indicate and direct traffic to Bridgeton from Route 55		XX		Community Development, NJDOT, City Council
	Develop data on sites and program support to foster neighborhood retail growth	XX			Community Development, UEZ
	Identify and rezone key areas to support neighborhood retail growth	XX			Community Development, Planning Board, City Council
<b>Zoning Plan and Code</b>					
	Revise Zoning Ordinances	XX			Community Development, City Council