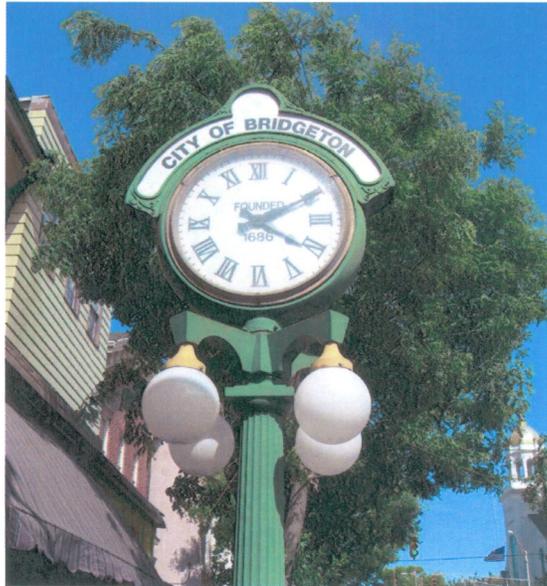
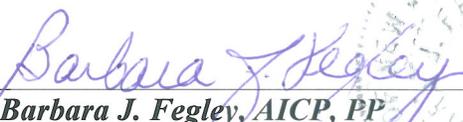


**MASTER PLAN**  
**CITY OF BRIDGETON, NEW JERSEY**



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***September, 2008***  
***Adopted September 24, 2008***

The original copy of this report has been signed and sealed by Barbara J. Fegley, AICP, PP, in accordance with N.J.A.C. 13:41-1.3 pertaining to sealing of documents and instruments.

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# BRIDGETON CITY MASTER PLAN

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## **I. INTRODUCTION**

### **A. Purpose of the Master Plan**

The Master Plan is intended to provide a set of policies for Bridgeton City that will guide municipal officials and citizens on decisions and regulations within the city. The Master Plan is a broad policy document that guides the future physical, economic, and social development of a community. It contains an inventory of the municipality's existing conditions, articulates the community's vision and goals, identifies its needs, and provides long-range policy recommendations for achieving the community's vision and goals in the future. It is the principle document used to formulate the contents of a community's zoning and subdivision regulations. A thorough Master Plan also provides the foundation for future planning decisions for proposed capital improvements, program funding, regulation changes, and future planning priorities, thereby providing the logic, foresight, and defensibility to the community's decisions. The Master Plan is intended to serve as a road map and reference guide so that future community decisions are made in a consistent and reasoned manner.

The Bridgeton Planning Board is charged with the responsibility of developing the Master Plan through the authority from the New Jersey state planning laws. The Master Plan is concerned primarily with the physical and natural environment of the city as it affects the use of the land. Physical environment has a direct impact on land use in terms of buildings, roads, and utilities. The Master Plan is generally valid for twenty years, but its policies, goals and objectives are required to be re-examined at least every six years to comply with the NJ Municipal Land Use Law. In communities like Bridgeton where changes are forecasted, the Master Plan should be reviewed more frequently.

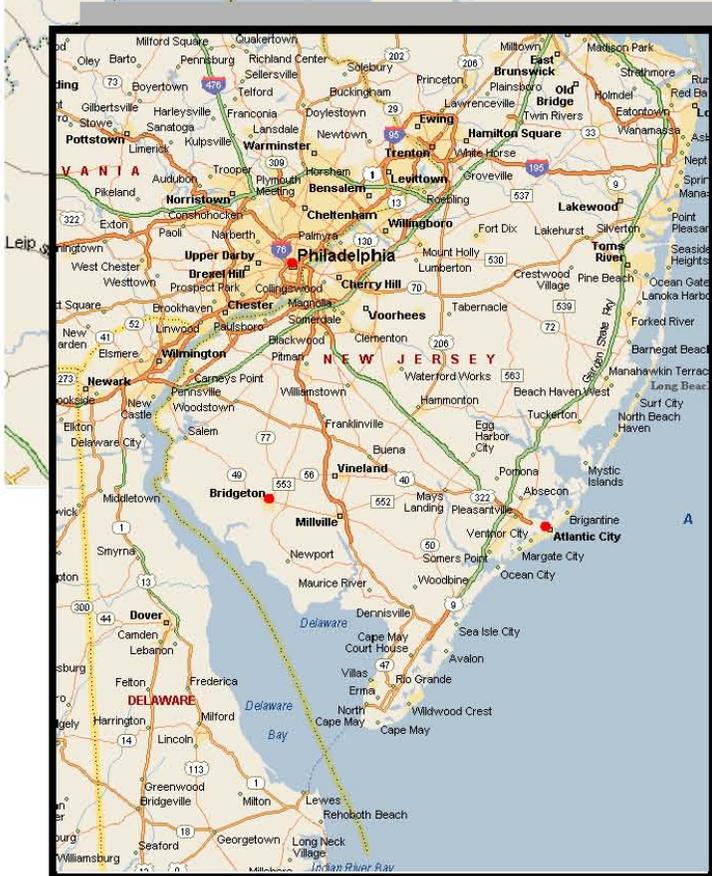
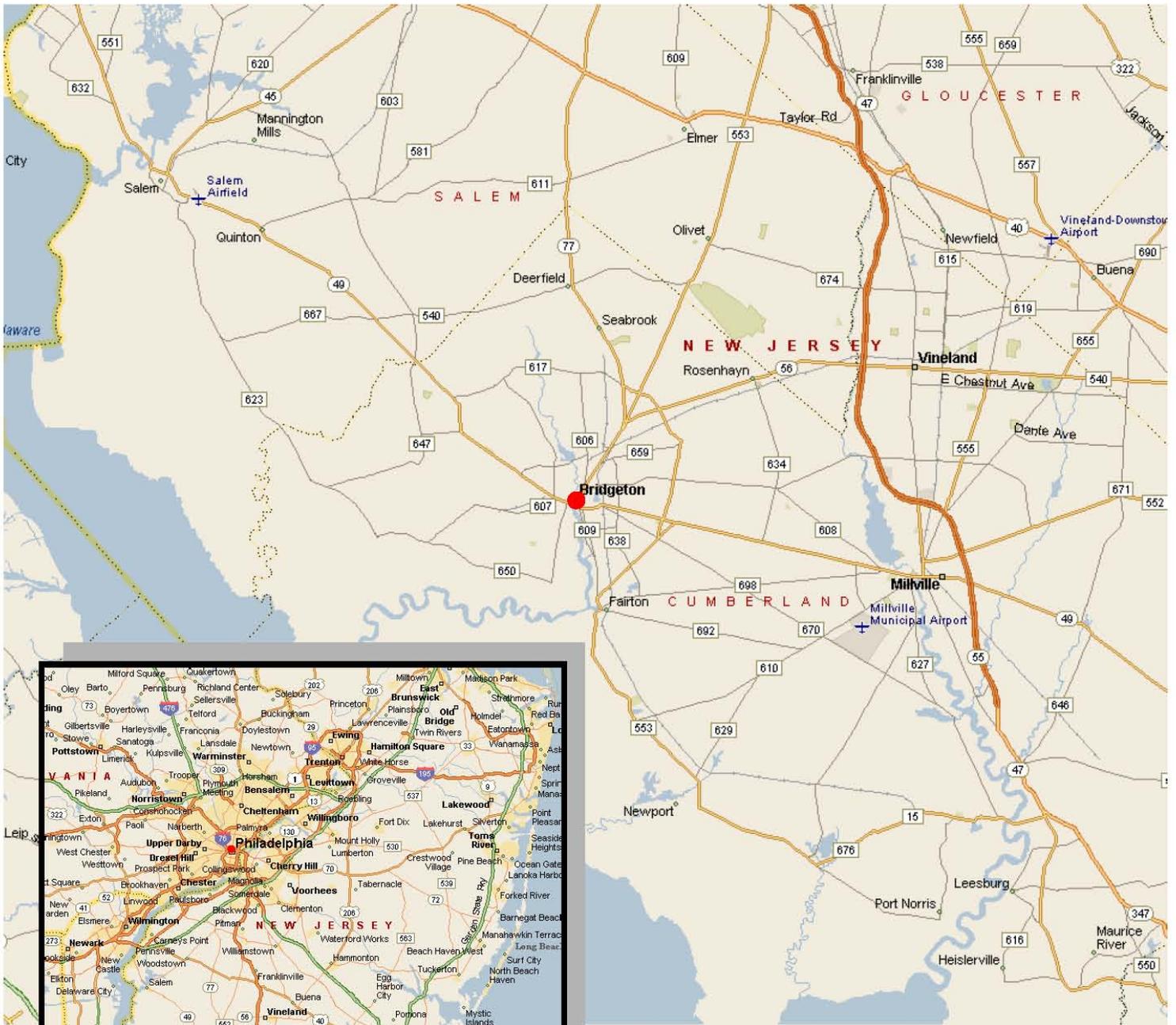
### **B. City Location and Background**

Bridgeton City is located in Cumberland County approximately 40 miles southeast of the Philadelphia and Camden metropolitan area. The City location is shown on the *City and Region Location Map*. It is comprised of 4,065 acres with a 2000 population of 22,771 people and 18,311 households. The city's first settlement was recorded in 1686 and the first bridge over the Cohansey River was built in 1716. Bridgeton was originally named Cohansey Bridge, and then became known as Bridge Town in 1765, which transformed into Bridgeton in 1816. The City was appointed the county seat in 1749 and remains so today. Bridgeton was a prosperous industrial center from the late nineteenth century through the mid 20<sup>th</sup> century, but the decline of the industrial sector and the development of suburban shopping centers outside of the city have caused an increase in poverty and unemployment. A more detailed account of Bridgeton's history is provided in the Historic Preservation Element of this Master Plan. Bridgeton has evolved into the financial, governmental and cultural center of the area as manufacturing declined. This decline left the City with significant areas of land that are under utilized.



# CITY AND REGION MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



SCALE: 1"= 600'

DATE: 5/17/07

SOURCE:

CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME:

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### CITY AND REGION MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

**ENVIRONMENTAL RESOLUTIONS, INC.**

ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719





*Bridgeton City Hall*

evidenced by the County office complex, the County library, the County Courthouse, a regional wastewater treatment plant and other public and semi-public institutions that serve the County.

The City is accessible from the north by Route 55 and Route 77 and from the east and west by Route 49. It is located less than an hour from Philadelphia, Wilmington, and the New Jersey shore communities. The Cohansey River runs north to south through the center of city. The City Park is one of the city's greatest assets that has the potential to attract visitors to the city. The park contains an outdoor amphitheatre, guarded swimming beach, guided nature trails, playgrounds, tennis courts, zoo, picnic areas, historic reconstruction area and boat rentals. The City's downtown provides a traditional retail core that is supported by a Main Street New Jersey program. The Master Plan will seek to identify and improve upon the city's assets while providing recommendations for the future.

### **C. Background for Elements of the Master Plan**

In 2006, a Systems and Programs: Inventory and Analysis was completed by Thomas Comitta Associates, Inc. (TCA). The inventory and analysis was conducted to position Bridgeton for a "bright new beginning" and rediscover itself as a vibrant, attractive place. One of the first initiatives recommended for the City is to update its Master Plan. The City's existing Master Plan is dated 1976 and has not been comprehensively updated since that time. Critical needs identified in the Systems and Programs Inventory and Analysis process that are related to the Master Plan are:

- The need for a cohesive vision and work program.
- The need to improve the appearance of the City.
- The need to improve the perception of the City.
- The need for the City to realize its potential.

Issues discovered during the process that are related to the Master Plan include the following findings:

- The City lacks a unified and cohesive vision from which to coordinate planning and operational decisions.
- The City's Master Plan and codes, including the Zoning, Historic District regulations, and property maintenance codes, are outdated and do not support preferred types of development or create incentives for development and redevelopment.
- The City has an uneven record of following through on planning efforts.
- The City's Historic District, while an asset, is also a strong deterrent to redevelopment and revitalization efforts.
- The City is in need of a concerted economic development plan that supports its Regional Center designation and the downtown to attract higher paying jobs.
- The City Park, Zoo, and Cohansey River are all underutilized resources that distinguish Bridgeton within the Region.
- The City needs stronger and more effective code enforcement measures.
- The demand for housing rehabilitation and neighborhood preservation far outweigh the current funding and support levels available.
- The City is becoming increasingly diverse in its population.
- The City's reputation suffers from the reality and perception of crime and a rundown appearance.

The Inventory and Analysis contained the following topics that should be of primary emphasis as part of the Master Plan:

- Provide a cohesive and unified vision so that City leaders and staff can work cooperatively towards agreed upon goals and priorities;
- Establish a City-based Economic Development Plan;
- Reevaluate the Historic District to emphasize a three tiered approach that ranks properties from the most important to those of lesser importance, and review regulations for appropriateness;
- Establish a Utility Services Plan for construction and long term maintenance of new infrastructure and equipment;
- Establish city-wide goals for neighborhood preservation programs, prioritize geographic targets, and evaluate gaps;
- Establish a Capital Improvements Plan in order to prioritize and plan for capital expenditures including new facilities and equipment;
- Update Property Maintenance Codes;
- Reevaluate, prioritize and provide an implementation agenda for the Cohansey River redevelopment;
- Promote mixed use, upstairs living downtown and increased density to support the downtown district;
- Assess the connection between the downtown, the City Park and Zoo, Cohansey River, and City neighborhoods;
- Map and evaluate 5 to 10 minute walks between important hubs within the city and identify needed linkages

## **D. Scope of Master Plan**

The Municipal Land Use Law, (MLUL) N.J.S.A. 40:55 D-28b(1), requires the Master Plan to provide a statement of goals, objectives, assumptions, policies and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based. A land use plan element is also a required element. Other elements are optional. The City has chosen, with this Master Plan to prepare the elements and studies described in Section E below.

## **E. Organization of the Master Plan**

The Master Plan is organized into Elements with each describing a different topic. Within each element, existing conditions are described, followed by recommendations and steps for implementation. The City's 2008 Master Plan includes the following Elements:

### **1. Land Use Plan Element**

The Land Use Plan Element, as per the MLUL 40:55D-28b(2), includes (a) taking into account and stating its relationship to the statement of goals, other master plan elements, and natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands, (b) showing the existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes or combination of purposes; and stating the relationship to the existing and any proposed zone plan and any proposed zone plan and zoning ordinance; and (c) showing the existing and proposed location of any airports and the boundaries of airport safety zones...; and (d) including a statement of the standards of population density and development intensity recommended for the municipality.

### **2. Housing Plan Element**

The Housing Plan Element is prepared in accordance with the latest COAH regulations. As per the MLUL requirements, it includes residential standards and proposals for the construction and improvement of housing.

### **3. Pedestrian and Vehicular Circulation Element**

The Pedestrian and Vehicular Circulation Element discusses the movement of people and goods. It examines pedestrian and bicycle mobility, vehicular circulation, public transit, and railroads.

#### **4. Neighborhood Development and Redevelopment Element**

A number of neighborhood planning, development, redevelopment and housing efforts have been made in Bridgeton, which are summarized in the Planning History section. This element prioritizes them in a comprehensive manner for neighborhood development and redevelopment. This section also contains recommendations for future redevelopment areas that may initially appear to meet the criteria for an Area in Need of Redevelopment.

#### **5. Open Space and Recreation Element**

This section contains an inventory of existing recreation and open spaces based on land use maps, tax records and consultation with the Recreation Director. The open space inventory is utilized to determine future recreation needs and pedestrian and circulation connections.

#### **6. Historic Preservation Element**

The Historic Preservation Element is based upon the results of the reconnaissance level architectural survey completed by McCabe & Associates, Inc. The Historic Preservation Element reflects identified resources and establishes a series of specific recommendations that will help further the preservation of Bridgeton's historic resources. It includes an introduction, an overview of development, an outline of benefits of preservation, the locations and significance of the city's historic sites, historic preservation plan recommendations, and standards to evaluate historic worthiness and mapping.

#### **7. Riverfront Access Element**

A plan for Riverfront Access to develop the "City's most underutilized amenity" was created utilizing past planning studies, including The Riverfront Urban Design Plan and the 2003 Comprehensive Riverfront Planning, Riverfront Redevelopment and Open Space Strategy (RROSS). The Plan addresses how the area can be redeveloped to extend the park and riverfront into the downtown to create attractive business frontages with safe, convenient pedestrian access.

#### **8. Streetscapes and Design Guidelines**

The Streetscapes and Design Guidelines reviews the City's existing streetscapes and provides appropriate recommendations for improvements and adoption into the zoning ordinance, design standards and design guidelines. This includes recommendations for a manual for Design Guidelines that includes general design standards, architectural facades and other standards such as those for streetscapes, plazas

and common areas, and signs. The Design Guidelines address rehabilitation of existing structures, maintenance and inspection of existing structures and new construction.

## **9. Economic Development Plan Element**

The purpose of the Economic Plan Element is to describe the economy and economic situation of the City of Bridgeton in the regional and state context; to identify and describe the City's strengths, weaknesses, opportunities, and trends; to state the City's economic goals, objectives, and priorities; and to outline the policies and programs the City intends to use to achieve those goals and objectives.

## **10. Zoning Plan and Code Recommendations**

This section contains a review of the City's current zoning code, the recommendations of the Systems & Programs: Inventory and Analysis, the Upstairs Living in the CBD study, and findings of this Master Plan process and recommendations to land use, redevelopment and the historic district. This section contains a list of recommendations for the Zoning Code that should be implemented pursuant to the Master Plan adoption.

## **11. Interrelationship of the Plan to Municipal, County, State Plans**

This section of the Master Plan reviews plans of contiguous municipalities, the Cumberland County Plan and the State Development and Redevelopment Plan in accordance with the Municipal Land Use Law 40:55D-28 d.

## **12. Capital Improvement Plan through 2013**

The City's Capital Improvement Plan will be reviewed and correlated with key development aspects of this Master Plan. This section of the Master Plan identifies and prioritizes the projects and estimates costs in accordance with the recommendations for implementation.

## **13. Implementation Plan**

The implementation/action plan identifies the specific public and private actions that Bridgeton should promote as its agenda for development over the next five years and longer. This section brings together the findings and recommendations in an implementation framework. The implementation plan will address the following matters:

- Broad Strategies
- Public and private actions that make up the program
- Prioritized schedule of actions
- Responsibilities of each party in the implementation process
- General estimates of funding for projects and programs

## **II. PLANNING HISTORY**

### **A. Introduction**

Bridgeton City has a long history of municipal planning. The first Master Plan was completed in 1976 and numerous plans, reports, studies and redevelopment plans have been completed since then that contribute to the vision for Bridgeton. A chronological record and summary of the Master Plan, Master Plan Re-examinations, Master Plan Elements, and related planning documents are listed below.

### **B. 1976 Master Plan**

The Bridgeton City 1976 Master Plan was prepared by Williamson Design Group. The plan included both the Master Plan and Six Year Capital Improvement Plan. The 1976 Master Plan included a number of Long Range Community Goals that remain current. These include:

- The City should continue to strengthen its position as a financial and commercial center by revitalizing its Central Business District and adjacent fringe area through active private and public renewal programs.
- Major retail commercial, professional, and other service uses should be concentrated in and around the Central Business District and small neighborhood service centers should be strategically located in or near residential areas of Bridgeton in order to meet all of the commercial needs of the City's residents.
- Industrial development should be encouraged in selected locations well served by roads and utilities, in order to provide additional employment in the area and to strengthen the tax base of the City.
- A maximum amount of open space and appropriate community facilities should be provided to satisfy existing needs and reserve land for future requirements.
- The City should strengthen its role as a residential community by encouraging an expanded range of housing types and values.
- The various land uses should be coordinated to achieve an efficient functioning of the City for the convenience and well-being of its residents, workers and visitors.
- The development of the City should be coordinated with the growth of surrounding communities and the County.
- Traffic circulation should be coordinated with the various land uses to maximize safety and for the efficient movement of goods and people within the City, as well as to and from it.
- An improvement of the public transit system should be encouraged.

### **C. 1982 Master Plan Reexamination**

The Master Plan Reexamination was prepared by the City of Bridgeton Department of Planning. The 1982 Master Plan was the first of three reexamination reports to the 1976 Master Plan. The plan reviewed: problems and objectives; the extent to which Bridgeton's problems and objectives have been reduced or have increased; changes in the assumptions, policies and objectives; and changes recommended. The plan addressed Future Land Use, Community Facilities and Services, Transportation, Recreation and Conservation, Planning Implementation and Capital Programming.

### **D. Riverfront Urban Design Plan (1982)**

The Riverfront Urban Design Plan was created by the City of Bridgeton to complement Master Plan goals for the riverfront in the Central Business District in order to capitalize on the river as a central component of the city. The main recommendations of this plan included:

- Relocate the City Zoo to Waterworks Park
- Locate the New Jersey Farm Museum near the new zoo location
- Develop the Riverfront as a link between the zoo, museum, and downtown
- Improve retail and office uses fronting the River to provide better pedestrian access
- Create paved, lit, and landscaped pedestrian courtyards along the Riverfront area and public alleys
- Clean, repair, and maintain rear facades of buildings in the River area
- Create murals on large, blank walls depicting the river's history on store facades
- Riverfront industrial and office spaces should create attractive riverfront access and amenities for employees to enjoy
- Soft architecture—awnings, flags, banners—should be used as decorative elements to add color and movement to the streetscape
- Rehabilitate historic and architecturally interesting buildings
- Underutilized buildings should be used for new retail and tourist activities
- Middle income apartments should be created in 2<sup>nd</sup> and 3<sup>rd</sup> story spaces in the CBD
- Year-round annual events and festivals should be developed for the Riverfront
- Vehicular and pedestrian signage should be developed for the Riverfront

### **E. Port District Redevelopment Plan (1987)**

The Port District Redevelopment Plan was prepared by Louis C. Joyce, PP for the city and addressed four broad land use categories: waterfront recreation, commercial, industrial/port, and mixed use residential.

In order for the Port District plan to function as proposed, two primary factors must be provided. First, the river must be dredged on a regular basis to allow barge traffic to proceed and second, there has to be sufficient barge-reliant industry to make the

shipping economically viable. Recommendations for traffic studies and the provision of open space are valid goals for the Port District Redevelopment.

The recommendations set forth in the plan include:

- Continued commercial revitalization of the downtown riverfront area
- Upgrades to the South Avenue Historic District
- Provision of continuous recreation opportunities along the riverfront
- Provision for orderly growth of a new residential neighborhood on the Cohansey River

The Port District Redevelopment Plan defined specific use group classifications within the District that must be followed unless amended.

The Port District Redevelopment Plan was adopted in August, 1987 as Ordinance #87-05. A February, 2006 amendment was then adopted to the Port District Redevelopment Plan. The amendment related to the remainder of the Val Mode site, Block 265 Lots 12, 13 and 14. The amendment recommended the parcels be redeveloped to recognize the important component of the downtown to encourage pedestrians and shoppers. Essential to the City's retail economy and vibrancy of the downtown is to capture traffic on Route 49 through attractive storefronts at street level. The amendment further states that the Zoning Ordinance standards for the area and bulk for the C-2 District are superseded by the Port Redevelopment Plan. Guidelines for future development included situating buildings directly on the street as part of an urban storefront streetscape with entrances for upper level offices fronting on Atlantic Street; providing Route 49 facades that complement the historic industrial character of the Val Mode site, providing appropriate signage, and complimenting lighting on the west side of the river with that which exists on the east side.

## **F. 1989 Master Plan Reexamination**

The Master Plan Reexamination was prepared by T & M Associates. The Reexamination reports that the Master Plan was revised in July 1980 to designate the Bridgeton Historic District and a Downtown Design District. The City's Development Regulations were subsequently amended in October 1980 to create the Historic Preservation Zone and make further changes to the Zoning Map. In June, 1982, a reexamination of the Master Plan was completed.

The 1989 Reexamination stated that the community goals and planning policies promoted in the 1976 Master Plan remain valid but that the City has moved ahead to implement programs that would revitalize the community. As a result, there are several changes in the Assumptions, Policies and Objectives of the Master Plan and Development Regulations that were reported in the 1989 plan. These changes and recommendations include the following:

- Port District Redevelopment Plan, adopted in 1987. The Plan includes zoning, land use, circulation, and recreation recommendations for an expansive area

adjacent to both banks of the Cohansey River from Broad Street south to the City boundary. Revisions to the land use, circulation and recreation elements will be required to reflect the changes.

- Riverfront Urban Design Plan for the Central Business District, created in 1982 and included land use, zoning and design criteria. Revisions to development regulations to implement plan recommendations will be required.
- Historic Preservation building inventory completed in 1979 resulting in Bridgeton having the largest historic district in New Jersey. A Historic Preservation Element of the Master Plan should be completed.
- Economic Development efforts undertaken including creation of an Urban Enterprise Zone and participation in federal and state programs.
- Density and Distribution of Population and Land Uses to increase the minimum lot size in the R-1 Residential Zone to protect single family neighborhoods. As a result, provisions allowing planned development options through the City were repealed.
- Housing Conditions and recognition of need for improvement and maintenance of housing stock. Rehabilitation and code enforcement efforts should continue.
- State and County Policies: Preliminary State Development and Redevelopment Plan designation of Bridgeton as a Tier 3 Suburban and Rural town and designation of the southern portion of the City as an area of critical concern which is subject to CAFRA regulations.
- Update the Utilities Plan to address future water infrastructure needs and sewer line replacement and drainage improvement needs.
- Update Circulation Plan to address parking needs in the central business district.
- Update the Land Use Plan Element including an inventory of the vacant and underutilized properties.
- Update on population characteristics and projections.
- Create an Economic Development plan element.

#### **G. 1989 Master Plan Recycling Plan Element**

The Recycling Plan Element draft was created to comply with the New Jersey Statewide Mandatory Source Separation and Recycling Act of 1987. Bridgeton City's recycling program for residential properties was set to be effective as of July 1, 1989. A Mandatory Recycling Ordinance was adopted and an agreement entered with the Cumberland County Improvement Authority. Requirements were established for site plan and subdivisions to comply with the ordinance requirements.

#### **H. 1989 Master Plan Housing Plan Element and Fair Share Plan**

##### *Introduction*

The 1989 Housing Plan Element and Fair Share Plan was prepared as a Draft document that does not appear to have been formally approved by the Planning Board nor submitted to the New Jersey Council on Affordable Housing for approval. Following is a summary of the Plan.

### *Summary and City Obligation*

The Housing Plan Element and Fair Share Plan were created to comply with the New Jersey Fair Housing Act and Municipal Land Use Law to meet low and moderate income housing needs. Bridgeton's Urban Aid status provided an exemption from the obligation to provide for reallocated present or prospective housing need but the City was obligated to provide for its indigenous need. Bridgeton's obligation was limited to the needs of existing lower income households presently within the City who occupy deteriorated buildings. The Council on Affordable Housing calculated this indigenous need to be 150 dwelling units.

### *Credits for New Construction*

The report indicated that the City may be able to claim credits for six low and moderate income rental projects operated by the City's Housing Authority. There were 200 family units and 250 senior citizen units for a total of 450 low and moderate units. Credit could be taken for 50 senior citizen rental units that were available for occupancy after April 1, 1980. These included 26 units on Dare Avenue, 8 units on Pine Street and 16 units on Hampton Street.

### *Credits for Rehabilitation*

The City's Community Development office administered Federal and State funds for housing rehabilitation including 312 loans, principle reduction grants, and direct loans, Balanced Neighborhood Rehabilitation Programs and a Rental Rehabilitation Program. Between April 1, 1989 and December 31, 1987, 162 units were completely rehabilitated and 107 units were partially rehabilitated. Between January 1, 1987 and December 31, 1988 an additional 91 units were completely rehabilitated. Total eligible rehabilitation was 360 units.

### *Determination of Fair Share*

The City claimed credits for 50 senior units and 360 rehabilitated units. The fair share housing need determined by COAH was 150 resulting in the City having a reserve of 260 units.

### *Future Housing Need*

The plan indicates that the City satisfied its fair housing obligation by COAH's calculation but that housing rehabilitation exceeds COAH estimates. The City should continue to emphasize maintenance and improvement of existing housing.

## **I. Bridgeton Design Guidelines for the Historic District (1989)**

The design guidelines were prepared by the Bridgeton Historic District Commission and the City of Bridgeton's Office of Community Development with the

assistance of the City of Plainfield. The document recognizes the historic assets that Bridgeton has to offer and creates guidelines for the proper maintenance and rehabilitation of these properties and districts. The guidelines include rehabilitation and maintenance (exterior walls, windows, entrances and porches, roofs, trim, storefronts, signs, fences, walkways, exterior painting, half-doubles and architectural good manners, natural objects), new construction (siting, size and scale, rhythm and directional emphasis, materials, building elements, garages and parking), and removals (select demolition, complete demolition, moving buildings).

## **J. 1997 Master Plan Reexamination and Revisions**

The 1997 Master Plan Reexamination was prepared by Marc Shuster, AICP, PP. This reexamination included the Municipal Land Use Law mandates. A summary of relevant conclusions to future planning are provided below.

Major changes and events affecting the City since the last Reexamination:

- County Courthouse expansion generating new employment and potential for customers for downtown sales and services.
- New State office building at the foot of Pearl Street generating new employment opportunities and potential for customer base in downtown.
- Construction of South Woods State Prison designed to house 3,000 prisoners and provide over 1,000 permanent jobs.
- Approval of Depot Plaza, a multi-use development behind tourist center that will provide better parking and access to the Tourist Center.
- CAFRA revisions designating Bridgeton as an urban area that provides greater intensity of development which in turn provides greater incentives for developers and investors.
- State Development and Redevelopment Plan recognition of Bridgeton as a Regional Center, acknowledging its importance as an economic, cultural and governmental center of the County.
- Green Acres funding for improvements to the Cohanzick Zoo and the boat ramp and dock.

The Reexamination revised a number of the goals in past years. Those appropriate for future planning efforts include the following.

- Eliminate inconsistencies in the land use map and zoning map and ordinances and incorporate any Redevelopment Plans into the Master Plan.
- Revitalization of the Central Business District and fringes as a financial, institutional, cultural and commercial center.
- Continue redevelopment efforts in selected areas of the City to increase home ownership, improve infrastructure and amenities and economic development.
- Concentrate major retail, professional and other services around the Central Business District and strategically locate small neighborhood service centers in neighborhoods to meet the needs of residents.

- Encourage industrial development in appropriate areas well served by roads and utilities to provide additional employment and strengthen the tax base.
- Strengthen the City's role as a residential community by expanding the range of single family housing and well designed, low-rise garden type condominiums and apartments.
- Encourage the improvement of the public transit system.
- Encourage development of a cultural activities center in the central business district.
- Encourage a variety of mixed uses in the central business district including professional offices, restaurants, retail sales and services, and motel-hotel accommodations with appropriate shops.
- Encourage enlargement of the Riverfront promenade with landscaped walkways.
- Encourage pedestrian traffic in the central business district by limiting through vehicular traffic and providing additional off-street parking on the periphery of the area.
- Provide sidewalks along all streets and initiate a street lighting program.

The Master Plan recommended a new land use configuration for non-residential zones to better accommodate current and future uses. The proposal was for the following Districts:

- Downtown Business District to include retail sales and service, financial institutions, professional offices, and general offices on upper floors.
- Downtown Residential District to aid in providing housing for workers in the professional offices near the County Complex.
- Residential-Professional District to lessen intensity of uses away from the center while allowing for some professional offices.
- Institutional District to allow for health care offices surrounding the hospital.
- Public/Parks/Recreation District to identify open space, parks, and schools.
- Highway Commercial District to replace portions of the C-4 and C-5 districts.
- Business-Industrial District to replace the Industrial zone and expand the types of uses permitted to make the area more attractive. Uses include light manufacturing, distribution, storage, warehousing, office, and a combination of uses.
- Residential District changes proposed include the expansion of the R-1 to include vacant areas for residential development and elimination of R-4 to reduce potential densities.

#### **K. City of Bridgeton Parking and Circulation Study (1997)**

The Parking Study was completed by Lehr and Associates through funding by the South Jersey Transportation Planning Organization (SJTPO). Only the Introduction and Findings and Alternatives of the study were available for review. There were several key findings in the study about the overall parking and circulation within the city, however,

some of the findings are dated in that redevelopment proposed at the time has not occurred or has not occurred as planned.

- The overall parking supply in the CBD is adequate to meet current demand; however, on-street parking turnover and off-street parking utilization could be improved.
- Future parking demand created by increased occupancy of currently vacant retail space and proposed redevelopment may need to be addressed by increasing parking supply in the CBD.
- On-street truck loading/unloading activity in the CBD negatively affects circulation.
- Designated off-street parking for courthouse employees is deficient.
- Short-term and visitor parking around the courthouse is extremely limited.
- Redevelopment of the Val Mode site will generate a need for additional parking in the courthouse area and CBD.
- Other Cohansey River redevelopment projects will provide adequate on-site parking or will be accommodated by existing parking.
- A shuttle service would provide a transportation alternative in the CBD, but it would not be self-supporting financially.

**L. Regional Center Petition, City of Bridgeton, Hopewell Township, Fairfield Township and Upper Deerfield Township, March 2000**

This petition for Regional Center designation for Bridgeton and urbanized areas of surrounding communities contained a number of positive factors for Bridgeton. The City is the County seat and center for social and cultural events in western Cumberland County. Sunset Lake and the City Park offer sites for numerous regional and local cultural, social and athletic events. The population of the center is over 20,000 people with a density of 1,666 persons per square mile, twice that of Vineland at 797 persons per square mile. The employment base is over 10,000 with the State Prison, County complex and Courthouse base in Bridgeton. Economic development opportunities present themselves with Route 49 and Route 77 intersecting in the central business district. Route 49 connects to the Delaware Memorial Bridge to the west and to the shore counties to the east. Route 77 connects the City to Philadelphia to the north. In addition, the potential for a reviving freight rail system in the County adds another layer of opportunity to the City. The petition also discusses Bridgeton's natural resources and the City Park that is comparable to a regional or state park. The park contains an outdoor amphitheatre, guarded swimming beach, guided nature trails, playgrounds, tennis courts, zoo, picnic areas, historic reconstruction area and boat rentals. Bridgeton offers a free boat launching facility in the downtown as well as an urban riverfront park in the central business district. The petition also discussed Bridgeton's cultural resources, infrastructure, social services, transportation, housing, and design guidelines.

Designation of the City as a Regional Center has positive implications for additional sources of funding and assistance from the State and greater development

potential under the Coastal Area Facilities Review Act (CAFRA) permitting requirements.

#### **M. Bridgeton Hope VI Redevelopment Plan (2001 Draft)**

The Bridgeton Hope VI Redevelopment Plan was prepared by Lindemon, Winckelmann, Deupree, Martin and Associates. The Hope VI program was created in 1992 by the US Department of Housing and Urban Development (HUD) from the National Commission on Severely Stressed Public Housing. The program aims to replace severely distressed public housing projects, occupied exclusively by poor families, with redesigned mixed-income housing and to provide housing vouchers to enable some of the original residents to rent apartments in the private market. Bridgeton's Hope VI plan includes redevelopment and rehabilitation of a neighborhood east of the Cohanse River in the northern part of the city. The plan includes physical improvements to the neighborhood, including infill housing and rehabilitations, as well as social and economic improvements due to the creation of a mixed-income neighborhood. It provides design guidelines for the architecture of the new homes and streetscape improvements, as well as goals to improve the neighborhood for residents. The plan also includes the creation of a recreational greenway along the Cohanse River that will link the neighborhood to the Central Business District. The Redevelopment Plan states the following:

This Redevelopment Plan shall supersede all provisions of the Bridgeton Zoning Ordinance that are specifically addressed herein. Any zoning related question that is not addressed herein shall refer to the Bridgeton Zoning Ordinance for clarification. No variance from the requirements herein shall be cognizable by the Zoning Board of Adjustment. The Planning Board alone shall have the authority to grant deviations from the requirements of this Plan, as provided herein. Upon final adoption of this Plan by the Municipal Council of Bridgeton, the Bridgeton Zoning Map shall be amended to rezone the area covered by this Plan as Bridgeton Hope VI Redevelopment Area and all underlying zoning will be voided.

#### **N. Comprehensive Riverfront Planning, Riverfront Redevelopment and Open Space Strategy (RROSS) (2003)**

This plan summarizes riverfront and open space plans for Bridgeton and creates one plan for the riverfront. After examining the prior planning documents, including the 1976 Master Plan, Hope VI Redevelopment Plan, Riverfront Urban Design Plan, Port District Redevelopment Plan, Bridgeton Land Use Ordinance, Lower Cohanse River Management Plan, and the Cumberland County Ecotourism Plan, the following recommendations were listed:

- Create a river logo for the city
- Promote eco-tourism, especially south of Broad Street

- Increase maintenance and policing at Riverfront Plaza
- Promote boat rides on the river as part of city events
- Develop new ordinances to encourage river uses on riverfront
- Require bike paths in all new riverfront parks and developments
- Connect Riverfront Plaza, Boat Ramp, and Riverwalk Development
- Upgrade alleys from Laurel to Riverfront Plaza
- Improve rear facades in CBD on riverfront
- Provide sculpture and wall signs at riverfront entrances
- Develop a riverfront Community Center
- Provide welcome Kiosks
- Develop mini parks along Cohansey bluffs south of Broad Street

A more detailed review of the study with current recommendations is provided in the Riverfront Access Element.

### **O. Upstairs Living in the Central Business District (2004)**

Up until the 1970s, Bridgeton had a history of downtown residential units, mainly business owners living over their storefronts. In 1976, the new Master Plan and Ordinances for the city created zoning that prohibited new residential dwellings in the Central Business District. The number of residences in the CBD has decreased since then. Despite attempts to revitalize the CBD, it continues to decline. The City has expended substantial amounts of money and efforts for physical improvements such as brick sidewalks, benches, lampposts and a riverfront promenade. A Main Street Program offered façade rehabilitation loans and the entire downtown was included in the Urban Enterprise Zone which allows participating merchants to charge fifty percent less sales tax on most retail items. Recreation programs, downtown festivals, concerts and lunch time entertainment programs attempted to draw pedestrians and shoppers to the Central Business District.

The question of whether downtown living will positively contribute to Bridgeton's downtown revitalization was addressed in this report. The potential for reintroducing apartments in the downtown above stores was examined using case studies from other cities. The study outlined ten proactive steps every city expecting to promote downtown housing should take. These include:

- Emphasize the City's architectural heritage.
- The downtown must be defined physically by streetscape amenities such as a particular lighting scheme or flags.
- Downtown housing must be a priority to key partners. Business owners, residents, and municipal officials must all agree to pursue rehabilitation vigorously as part of an overall downtown plan.
- Maintain the infrastructure scrupulously. This should encompass both private and public domains. Building facades should reflect the City's pride in itself. Citizens and visitors should feel they can depend on cleanliness of the streets, reliability of utilities and availability of parking.

- Offer enough amenities and services that the downtown remains populated and vibrant after dark.
- Inspire resident confidence in their and their guests' safety while downtown with sufficient public safety presence, good lighting and vigorous enforcement of acceptable public behavior.
- Utilize land use regulations to encourage downtown living. Appoint a downtown coordinator to help owners with residential conversions as well as an ongoing facilitator for downtown living.
- Make the downtown accessible. Offer free or reduced public transportation from the outlying townships, particularly from senior housing concentrations.
- Maintain the downtown "edge." The neighborhoods surrounding the Central Business District should not be allowed to deteriorate as the downtown succeeds.
- Downtown living, and a successful overall downtown, is never a "fait accompli." Improvements of twenty years ago must be updated and new ideas must be instigated or a gradual slide to decay is inevitable.

One of the cities investigated was Millville which is located just ten miles east of Bridgeton. Their aggressive campaign and proactive planning to establish a marketing theme for the downtown resulted in a recovery bringing vibrancy to the area.

The case studies reviewed present a number of viable downtown living initiatives. Options for Bridgeton include:

- Rent guarantees of up to five years as an incentive to owners to rehabilitate their buildings
- Work and live space restricted to artists
- Elimination of parking requirement for upper floor housing
- Mix of kinds of rehabilitation to appeal to different renters/buyers
- Design guidelines for historic rehabilitations
- Market rate and subsidized apartment mix
- Tax incentives and help obtaining tax credits
- Procurement of support from local businesses and landlords

The study also notes the large increase in the Hispanic population in the blocks just north of the CBD, and the increase in new stores and pedestrian traffic in the downtown associated with it. The redevelopment of the Val Mode building across the Cohansey River from the CBD to senior housing could create a spillover effect of housing demand in the downtown. Of the 95 two and three-story buildings, about 50% would be suitable for upper story residences; however, vacant lots would add greater opportunities for new construction mixed use buildings or parking opportunities.

The study cites two factors for a successful upstairs downtown movement. The first is a demand for housing which Bridgeton appears to have and the second is a downtown that provides a regional draw for nightlife and other amenities. The study raises questions about utilization of upper floors of existing buildings that are now vacant. If the City wants to utilize its vacant downtown space to reinvigorate the CBD,

the study recommends a long term strategy with multiple actions that must be considered and implemented.

The actions that should be stressed if the City pursues upstairs living in the CBD are the following:

*Action Items*

1. The City should create a database of potential upstairs living space. The Upstairs Living report contained an initial survey of the CBD but a database should contain information on access, plumbing, number of rooms per story, construction materials, occupancy and use of all levels. The data will be the basis of, and evidence for, discussion among citizens as to the value of downtown living. The database must be kept current and made available to investors and business people.
2. Hold a series of downtown community “summits” to educate citizens about downtown living and to create a partnership of building owners/potential residents/business owners.
3. Hire a downtown housing coordinator who will:
  - Pursue housing grants/loans for building owners interested in rehabilitation
  - Research code issues with regard to conversions and work with building owners who wish to pursue conversions
  - Enforce the zoning ordinance/building code/landlord regulations stringently in order to create a positive atmosphere in the CBD
  - Market downtown housing to a broader region.
4. Change zoning ordinance to:
  - Allow some form of housing above the ground floor in the CBD
  - Create parking ordinance to allow resident permitted on street 24 hour parking and/or create resident-only parking lots at strategic locations downtown
  - Reduce the maximum building height for the CBD from 125’ to 40’. This will prevent the temptation to develop high rise buildings in the historic downtown

**P. Cumberland County Cross Acceptance Report for the NJ State Development And Redevelopment Plan (2005)**

The Cross Acceptance Report summarizes the changes to and concerns with the NJ State Development and Redevelopment Plan. Bridgeton is cited as having several land use issues that are relevant to the state plan policy. These are:

- Changes in CAFRA boundary within the city, particularly to exclude the urbanized portions of the Cohansey River. Under the UEZ, Bridgeton is entitled to special consideration for projects within CAFRA areas

- Funding for new requirements as a result of the state plan policies. Burdens and benefits of the State Plan are not distributed equitably and, as a result, rural areas are bearing more burden with less benefit than parts of the State with urban complexes and urban centers. Bridgeton does not feel promise of “adequate” funding has been fulfilled for planning.
- Regulatory relief as part of Center Designation. This should be streamlined and expedited permit processing.
- Priorities for infrastructure improvements. Bridgeton should have the highest priority for infrastructure improvements and capacity expansion based on its status as the growth center for western Cumberland County. By setting Urban Centers and Urban complexes before all other Centers, the State Plan limits resources for rural areas, even when they have a Center status.
- Migrant Housing burden. Bridgeton is bearing the lion’s share of the community services for low income workers from outlying municipalities. State and federal funding for migrant worker housing is inadequate.
- Improved access to Route 55. Bridgeton’s growth potential and economic health of much of western Cumberland County is limited without better access to Routes 55 and 295 in terms of road improvements and bypasses. Bridgeton’s issue with transportation planning is as a redevelopment and development tool and capital facilities tool. The policies which advocate planned economic growth and redevelopment based on Centers have not been adequately funded in western Cumberland County.

**Q. Southeast Gateway Neighborhood Strategic Plan (2005)**

The Southeast Gateway plan was prepared by the residents of the Southeast Gateway Neighborhood and Tri-County Community Action Partnership. The plan aimed to create an identity for this neighborhood as another gateway to the city. The Southeast Gateway neighborhood is located at the southern terminus of NJ Route 77. It is also located south of Route 49. Three neighborhood needs were determined with goals associated with each:

***Need 1. Enhance the Wealth of the South Bridgeton Neighborhood***

- Reverse the out-migration of families from the neighborhood
  - Target areas of the neighborhood for new housing opportunities and infill housing
  - Create opportunities for before/after school programs
  - Develop a social activities center in neighborhood
  - Provide additional opportunities for home ownership
  - Offer a wider array of retail options
- Expand business opportunities in the neighborhood
  - Develop a neighborhood convenience center with retail and service businesses
  - Provide entrepreneurial and small business development training
  - Develop small business incubator
  - Provide a link to multi-cultural artists outlet

- Revitalize the industrial centers of the neighborhood
  - Work to revitalize the Bridgeton waterfront
  - Prepare access to job training in the neighborhood
  - Develop linkages between the neighborhood and the Florida Avenue Industrial Park
- Provide affordable housing
  - Purchase and rehabilitate old houses and abandoned properties
  - Identify areas where affordable housing can provide critical infill development with a focus on home ownership
  - Work with neighboring municipalities to explore a regional affordable housing strategy that would make South Bridgeton a target neighborhood

***Need 2. Make Improvements to the Physical Condition of the Neighborhood***

- Revitalize existing housing stock
  - Provide a low interest loan program for homeowners to fix up houses
  - Enforce existing codes and ordinances
  - Offer grant program for free paint, materials and supplies for home repair
  - Coordinate plan findings with results of Capital Access Housing Study
  - Oversee design and function of housing options
  - Involve the Workcamp Foundation in neighborhood redevelopment
- Clean-up sidewalks and common community areas
  - Create a neighborhood “Adopt a Block” program
  - Designate Clean up Saturdays
  - Appoint Block Captains to monitor progress, offer suggestions, and implement neighborhood clean up programs
  - Provide land for “Neighborhood Gardens” program
- Upgrade community parks, facilities, and playgrounds
  - Apply for community Development funds for playground enhancement and development
  - Create new community parks and common areas at key entrances to the Southeast Bridgeton Neighborhood
  - Develop a rollerblade park and outdoor sports facilities at the old “Tin Can” site
  - Coordinate park and playground development with the new Cherry Street School construction
  - Explore opportunities for biking and walking trails
  - Utilize the Southeast Recreation Center as a focal point for community functions and activities
- Construct and Rehabilitate Sidewalks and Street Lighting
  - Extend the historic character of downtown Bridgeton into the South Bridgeton Historic District and neighborhood

- Link schools, churches, playgrounds, and other community facilities with sidewalks and pedestrian ways
  - Provide new and improved street lighting both to enhance the appearance of the neighborhood and to act as a deterrent to crime
  - Provide sidewalks where there are none in place today
- Provide better community parking and street circulation
  - Explore with the County ways to reduce speeds on South Avenue and Grove Streets
  - Explore other traffic control devices that can help to reduce speeds on key neighborhood roadways
  - Designate and/or construct neighborhood parking lots to reduce on-street parking and congestion in key areas
  - Assign designated truck routes to minimize the presence of heavy commercial traffic in the neighborhood
- Provide new gateway projects that enhance entrances to the neighborhood
  - Construct key gateway project at the head of South Avenue and Grove Streets and at other key gateways to the neighborhood
  - Develop streetscape improvements throughout the neighborhood that enhance community pride and provide greater residential, traffic, and pedestrian safety
  - Develop outlet for community artists through mural painting and other community art projects
  - Utilize public utility (PSE&G) programs to enhance community street lighting

***Need 3. Expand the Availability of Services and Facilities***

- Provide a more visible and consistent police presence in the neighborhood
  - Provide special police patrols/neighborhood task force
  - Provide for multiple police substations in the neighborhood
  - Develop Crime Watch Program
  - Explore weed and seed program for South Bridgeton
  - Provide drug hotline for reporting drug dealing and other illicit activity
- Provide a greater range of resident programs and services
  - Provide neighborhood training/computer center
  - Provide outlet for tutoring and self help classes
  - Offer Spanish/English classes to neighborhood residents
  - Develop neighborhood ambassadors program to bridge language and cultural divides
- Provide new retail and service opportunities
  - Develop neighborhood convenience center that offers Laundromat, banking, eating, postal and other convenience services
  - Develop specialty retailing opportunities for entrepreneurs
  - Explore DCA and other financing opportunities to promote new commercial development.
- Expand the availability of transportation
  - Develop South Avenue transit link

- Subsidize existing taxi and other par transit services
- Work with churches and non-profit agencies on specialized transit needs
- Develop partnerships with the faith based institutions in the neighborhood
  - Work with faith based organizations to offer professional and educational training programs
  - Partner on home ownership and home development initiatives
  - Discuss with the Union Baptist Temple ways that the church's new community center can be a focal point for neighborhood programs and projects.

The plan follows up with specific projects to accomplish each goal and meet neighborhood needs as well as the actions needed to implement these projects.

#### **R. Western/Southern Cumberland Region Strategic Plan (2005)**

The Western/Southern Cumberland Region Strategic Plan (WSCRSP) was prepared for twelve municipalities, including Bridgeton, to achieve the following goals:

- Address the existing need for jobs, infrastructure and economic development
- Provide a balance between economic development and environmental protection
- Achieve intermunicipal agreement on development goals and strategies
- Develop a planning and implementation agenda
- Obtain plan endorsement

The plan includes the strategies for the region in the future, identifies designated centers (state plan), and provides regional and municipal planning and implementation agendas. Bridgeton City is the only urban center in Cumberland County, the only fully sewered town and the only municipality in the study area that is entirely within Planning Area 1.

A Planning and Implementation Agenda (PIA) was created for Bridgeton, listing issues, strategies to deal with the issues, and the targeted outcome. These include natural areas, historic and cultural, agriculture, transportation, economy, community facilities and services, housing, land use, and inter-municipal coordination.

Specific targets were:

- Greenways plan for the Cohansey River: Develop the Cohansey River as an expanded waterfront park in the downtown, and part of the Cohansey Greenway.
- Preserve historic character: Update the inventory of historic structures; maintain historic structures of significance; identify funding mechanisms to support property rehabilitation; investigate reducing the scope of the historic district.
- Support agricultural production and farmland preservation in environs by providing services, jobs and facilities in Bridgeton center. Develop agricultural industrial park and Food Innovation Center.

- Increase access to public transportation: coordinate with efforts to expand public transportation, especially for elderly, poor and handicapped.
- Improve roadways: obtain funding to implement roadway improvements at “hot spots” of Route 77 and Route 49, two Cohansey River bridges and at the Industrial Park/prison area of Burlington Road.
- Enhance economic development in Bridgeton through re-use of old industrial and commercial sites. Redevelop Brownfield sites; renew central business district by supporting Main Street program; encourage County government to serve as anchor of redevelopment in downtown Bridgeton, through renovating existing structures or building new structures for facilities; support completion and marketing of Florida Avenue Industrial Park and other industrial park sites in the City.
- Improve schools and use new school facilities as neighborhood centers.
- Enhance Bridgeton’s appeal as redeveloping center through upgrading recreational facilities: Maintain and improve City Zoo and City Park and explore cost sharing possibilities.
- Enhance Bridgeton’s appeal as a redeveloping urban center through creating attractive, vital neighborhoods: Rehabilitate deteriorated housing and create vital mixed income neighborhoods through projects such as Hope VI; investigate acceptance of Regional Contribution Agreements from regional municipalities for rehabilitation and infill housing; support completion and implementation of Southeast Gateway project in order to create attractive neighborhoods.
- Land Use: Update land use plan and regulations. Incorporate mixed use center type zoning into Highway Business District; update and revise Master Plan and Zoning Ordinance.
- Continue regional planning efforts and projects: Continue WSCR planning process; participate in regional shared services study to identify potential opportunities to reduce costs; establish Bridgeton Regional Center Partnership to review intermunicipal issues and to coordinate solutions.

#### **S. Systems and Programs: Inventory and Analysis (2006)**

This inventory and analysis was completed by Thomas Comitta Associates, Inc. In 2005, Bridgeton was designated a Distressed City by the State of New Jersey Department of Community Affairs which put the city under DCA control. After completing a process of workshops, one-on-one interviews, and document review to analyze the current condition of the city, these critical needs were determined:

- Creation of a cohesive vision and work program
- Improve staffing, budget, and resources to improve efficiency
- Improve morale of employees
- Improve appearance of city
- Improve perception of city
- Realization of city’s potential

Recommendations for inclusion in the Master Plan are:

- Create a unified vision for city leaders and staff to work towards
- Establish a city-based economic development plan
- Rank historic properties into 3-tiers of significance
- Establish a utility services plan
- Establish city-wide goals for neighborhood preservation programs
- Establish capital improvements plan
- Update property maintenance codes
- Reevaluate and provide implementation agenda for Cohansey River redevelopment
- Promote mixed-use, upstairs living and increase density in the CBD
- Assess connections between downtown, City Park and Zoo, Cohansey River, and City neighborhoods
- Map and evaluate 5-10 minute walks between important hubs within the city and identify needed linkages

Key Elements in the study that are applicable to the Master Plan include the following:

#### *Code Enforcement*

The appearance of the City is important because it forms the basis for a first impression. Code Enforcement is a method to implement the goals and strategies of the Master Plan and create a great first impression. Code Enforcement will play a large part in the City's ability to create a positive perception of its image and appearance. Code Enforcement can be improved for better results and to protect the appearance of the City.

#### *Housing and Rehabilitation Programs/Neighborhood Preservation*

The study indicated that the City currently exceeds the requirements for its fair share of affordable housing and is in need of additional market rate housing. Additional market rate housing will attract a wider range of income levels and promote homeownership. Because the City is largely built-out, this new residential development will be created with infill units and redevelopment.

The study recognized that the City's housing and neighborhood preservation goals focus on rehabilitation and redevelopment within the largely built out neighborhoods and promote home ownership, but with one major obstacle: the size and condition of most units within the Historic District. The plan states a major emphasis of the Master Plan should be to classify the Historic District into three tiers ranging from the most historic core to the lesser historic places. This evaluation can then be compared to preservation goals and strategies to help clarify the strategies that rehabilitation and revitalization plans can realistically address.

Many neighborhood plans have already been completed and can form the basis of a citywide housing strategy as part of the Master Plan. This is especially important, as the City's demand for rehabilitation funding far outweighs the funds available. Each plan should be reevaluated and prioritized by the City enabling funds to be focused or dispersed across the City in a way that corresponds to the overall plans for strengthening the downtown and neighborhoods.

### *Regional Center*

The study states that the City has many advantages and the Regional Center concept promotes the City in many ways. It is the County seat and hub for government services and programs. The City also has many plans for redevelopment and revitalization in neighborhoods and the downtown. The Cohansey River and Cohanzick Zoo are unique features that can provide a regional draw and distinguish the City from other areas. Economic development and industry, tourism and ecotourism, government centers, education, and arts and entertainment can all be a part of the City's regional identity.

Challenges to the reality of Bridgeton as a Regional Center include the scarcity of available land, aging infrastructure, lack of major highways and Brownfield sites. The City must examine the challenges and opportunities that will make it a Regional Center and must focus on how to promote development and redevelopment to the greatest extent possible.

### *Downtown*

Bridgeton's downtown has the potential to be a charming, vibrant, compact main street environment but the challenges are deterioration of buildings, the cost of rehabilitation, competition of outlying malls and shopping centers, parking and challenges of working with existing business owners to focus on improving the downtown. The City should increase diversity of businesses and attract higher end businesses, businesses that provide services to residents, dining and entertainment opportunities and expanded hours of business. At almost every meeting held during the study, the lack of a hotel with conference or banquet facilities was mentioned as a deterrent to encouraging tourism.

The "Upstairs Living in the CBD" provides an overview of successful efforts to encourage downtown living. Residential development in the downtown will increase support for local businesses, contribute to positive activity and promote the perception of safety and security. The Main Street Association completed parking surveys and assessments at the request of past City Mayors that recommended changes to the availability of parking in the downtown area.

The study stated that the Master Plan should highlight and take under strong consideration methods for improving the downtown:

- Recommended zoning changes included in the Upstairs Living in the CBD report by the Bridgeton Main Street Association should be taken under consideration to encourage downtown living;
- Parking in the downtown should be considered and studied as part of the Master Plan to ensure that adequate parking exists, that regulations are not too stringent for the types of establishments that the City would like to see in the downtown, and that the design of parking lots is conducive to safe, convenient and attractive usage.
- Develop specific goals and strategies for the downtown district that incorporate the urban design goals of the Riverfront Urban Design Plan and studies which concentrate on the downtown in relation to the Cohansey River.

### *Historic District*

The Historic District presents challenges of preservation and progress for redevelopment. The study states that the Bridgeton Historic District was designated in 1979 and is the largest historic district in the State with more than 2,200 properties listed. The Master Plan should examine the Historic District, clarify the Commission's standards, streamline the process and minimize obstacles to rehabilitation and renovation.

### *Walkability*

The characteristics that make a place "walkable" include a combination of compact, mixed land uses, community design, and positive activity that contributes to the perception and reality of safety. Pedestrian friendly design includes a system of well-maintained and well-lit sidewalks or pathways, short, interconnected blocks, interesting destinations, signage; and streetscape amenities. Studies show that people will walk between an eighth to a quarter mile or approximately five to ten minutes to reach a destination, though longer if the route is more attractive. Respondents to the Systems & Programs study agreed that Bridgeton has a compact, walkable character, especially in the downtown but there are challenges to the pedestrian friendly character.

That study indicated a number of former studies recommended increasing pedestrian connectivity between the City's neighborhoods, the downtown, the Cohansey River, and Cohanzick Zoo and City Park. Improved walkability is believed to be an important part of the overall revitalization plans to increase the attractiveness of the City to residents and visitors and contribute to the popularity of existing walking tours on the west and east sides of the City.

Obstacles to walkability include the existence and condition of sidewalks and the degree of safety and security. While sidewalks exist throughout most of the City, the conditions are inconsistent with many poorly maintained. Security or the perception of security is also an impediment to walkability.

Strategies to improve the walkability should begin by identifying a series of five to ten minute (quarter mile radius) walks to connect the various neighborhoods and

destinations such as the City Park, Zoo, and Riverfront. After the walks are mapped, gaps and obstacles to access can be identified and prioritized.

### *Cohansey River*

The study stated that of all the points of interest in Bridgeton, no asset has been more studied, planned or conjectured about than the Cohansey River and its place in the City's past, present, and future. Whether for redevelopment in now abandoned industrial areas, reclaimed open space development that permits better access to the waterfront, or as the hub of ecotourism in Cumberland County, the Cohansey River is seen as a possible "key" to the City's future. It also presents a shining example of one of the City's planning success stories. The Riverfront Promenade Plaza demonstrates foresight and follow-through on the part of the City.

The focus of the prior planning studies has been with the River as part of the downtown with recommendations for urban design guidelines, increased access, especially between the park and downtown, and signage as essential elements of the effort to bring this underutilized asset to life.

The study recommends that the Master Plan consider the existing plans for the Riverfront and downtown and prioritize goals and objectives as well as comprehensively plan the entirety of the riverfront in Bridgeton as it relates to regional efforts for increased tourism, based on development and redevelopment.

### *City Park and Cohanzyck Zoo*

The City Park and Cohanzyck Zoo are unique assets to the City. The Zoo, containing 10 acres, is the oldest zoo in the State. Plans to expand the green space into the downtown are part of at least two existing riverfront redevelopment plans. The Master Plan should explore the goals, policies and codes that will ensure these connections are safe, convenient and attractive to users. The Zoo and Park are listed as part of the Bridgeton Area and Cumberland County Bicycle Route maps, Historic Bridgeton brochure, and Coastal Ecotourism Guide. Further marketing opportunities should be explored.

### *Summary of Assessment and Action Items*

The study presents in table format, topics, assessments and action items. Those related to the Master Plan and planning in the City include the following:

- *Existing Land Use Plans and Codes*
  - Comprehensively Update Master Plan
  - Update City Codes to reflect best practices and goals of the Master Plan
  - Establish Capital Plan to implement long term and costly capital investments needed

- *Economic Development*
  - The City is in need of higher paying jobs. Create opportunities for higher paying employment
  - Create a City based Economic Development plan in conjunction with existing plans
  - Review development review processes
  
- *Code Enforcement*
  - City has a tired appearance and needs stronger code enforcement
  - Streamline violation process
  - Update property maintenance codes
  
- *Housing Rehabilitation/Neighborhood Preservation*
  - Existing support for neighborhood preservation cannot keep up with the demand for housing rehabilitation and renovation
  - Establish goals for neighborhood preservation programs, prioritize existing plans, and evaluate gaps
  - Evaluate historic review process for redevelopment areas
  
- *Regional Center*
  - The City has the potential to live up to its Regional Center designation
  - Negotiate more favorable terms with the State during Cross Acceptance
  - Take a long term view of economic development on all fronts, including ecotourism, government facilities, the food industry and others
  
- *Downtown*
  - Building renovation, parking management and a diversity of businesses are needed to bring the downtown to life
  - Encourage mixed use, upstairs living downtown, and increased density in the downtown district
  - Enhance interface with Bridgeton Main Street Association to involve business owners
  
- *Bridgeton Historic District*
  - The Historic District is too large and is an impediment to revitalization and redevelopment
  - Prioritize most important historic resources and consider creating three tiers of regulatory activity
  - Review Regulations
  
- *Walkability*
  - Bridgeton has a compact, walkable center and neighborhoods
  - Map 5 to 10 minute walks from known destinations and origins throughout the City and identify needed linkages

- *Cohansey River*
  - The river needs to be fully utilized through better access and redevelopment
  - Reevaluate, prioritize and set schedule for implementation of existing planning studies.
- *City Park and Cohanzyck Zoo*
  - The Park and Zoo are underutilized assets that create a strong regional draw
  - Assess expansion opportunities and provide connection to the downtown
  - Seek outside funding
  - Consider user fees

Finally, the study identified strengths and opportunities and weaknesses for the City. These are summarized below.

### **Strengths/Opportunities**

- + Bridgeton is a compact, walkable, historic town.
- + The Downtown has great potential as a viable and attractive business and shopping district.
- + City staff does the best they can with limited resources.
- + The Bridgeton park system and zoo is "a gem" that distinguishes Bridgeton from surrounding towns.
- + The update of the Master Plan will provide a new vision for Bridgeton.
- + The City is perceived as a "Diamond-in-the Rough."
- + There is a great opportunity for redevelopment and infill development with improved access to the riverfront.
- + The Bridgeton Historic District is a significant asset that could attract people to the City.
- + The Bridgeton Historic District, the largest in the State, protects resources with great historic and architectural significance.
- + The City has a track record of following through on planning studies (such as the CBD Riverfront improvements).
- + Cultural diversity.
- + Ability to draw seashore traffic (since there is no bypass or super highway).

### **Weaknesses**

- Lack of personnel causes difficulties with productivity.
- Support staff needs to be more productive and skilled.
- New automated mapping systems are needed.
- New centralized software system and database is needed, especially between the EMS/police/fire and tax assessment departments.

- Capital Improvements Programs and Budgets for 1, 3, 5 and 10 years need to be established.
- Weak tax base, but opportunities are there to raise more revenues.
- City infrastructure and equipment is aging and needs to be upgraded or replaced.
- Many public buildings, facilities, and spaces are not adequately maintained.
- The City "needs one big scrub."
- The extensiveness of the Bridgeton Historic District creates an impediment to affordable rehabilitation and concentrated revitalization.
- Communications need to be enhanced in all areas, departments, programs, and activities.
- City staff meetings need to be mandatory and have more structure.
- Lack of funds could be offset with User Fees.
- Storage space is needed in several departments.
- The Fire Department and Police Department are operating in deficient facilities, and need a new, more effective facility.
- The City needs to strengthen its Economic Development initiatives in coordination with county and state programs and entities.
- Crime is perceived to be a major problem.
- The lack of a long-range vision and plan makes it difficult for everyone to work together.
- Lack of good paying jobs.
- Lack of a decent hotel/motel or other accommodations for visitors to stay in Bridgeton.
- Traffic patterns/parking.
- Appearance of gateways.

#### **T. Plan for the Phoenix Redevelopment Area (2007)**

The Phoenix Redevelopment Area is located between Burlington Road and the Winchester & Western Railroad line in the southeastern portion of the City. The Redevelopment Area is 64.85 acres in size. The goals for the Phoenix Redevelopment Plan include:

- To revitalize an underutilized and mostly vacant area of the City into a vital, productive and coordinated mixed use area with standards which promote a variety of development options including a coordinated mix of commercial and suitable industrial uses and/or commercial-residential development.
- To add jobs within the City.
- To increase tax revenues.
- To revitalize the area and create larger development parcels than those that currently exist that will accommodate new businesses and on-site parking.
- To utilize design standards in construction of buildings, streetscapes, open space and other improvements which will result in a high quality district which will set a standard for all new development in the city.

Permitted uses include:

- Hotel and Conference Centers
- General business, professional and corporate offices
- Retail sales and services
- Planned Mixed Use Commercial Residential (PMUCR per 370-56.1)
- Planned Residential Retirement Community (PRRC per 370.56.1)
- Warehousing and distribution facilities
- Churches and community centers
- Schools
- Assisted Living Centers/Nursing Homes when associated with PRRC
- Municipal buildings and uses

### **III. STATEMENT OF GOALS AND OBJECTIVES AND VISION**

#### **A. Previous Goals and Objectives**

The 1997 Master Plan reexamination cited the continued relevance of the 1976 Master Plan goals and objectives. These included:

- 1) Revitalize the Central Business District and its fringes
- 2) Concentrate major retail and service activity in the CBD while encouraging neighborhood service centers
- 3) Provide open space, community facilities, and reserve adequate land for future requirements
- 4) Expand the range of housing types and values
- 5) Target areas for housing improvements
- 6) Encourage industrial development in selected locations
- 7) Include historic preservation as a major goal of the Master Plan
- 8) Coordinate land use for the best functions for the City
- 9) Re-evaluate the Circulation Plan
- 10) Redevelopment plans should be coordinated with the land use ordinance and the zoning map

#### **B. Initial Master Plan Steps**

One of the initial steps in the 2008 Master Plan was to seek information from the Planning Board and Public on Bridgeton City. Goals, objectives and visions for the City were issues to be identified in the process. At public meetings and hearings, the following responses were received to questions asked about the City.

##### **1. What are the City's assets?**

- Park System
- Azaleas, Rhododendrons and Trees
- Zoo
- Waterway with Improvements
- Walkability
- Historic District
- Cultural Diversity/Multi-Cultural
- Downtown and Living on Upper Floors
- Quality of Life
  - Proximity to Metropolitan Areas
  - Small Town
- County Seat
- Ecotourism
  - Rural Setting
  - Wildlife/Flora/Birding
  - Marine Science Center
- Population Movement
- Rutgers Food Innovation Center

- State Highways
- Brownfield's Sites
- Good Public School System
- Large Homes with Rooms to Rent (B & B)

## **2. What are the City's constraints?**

- Lack of Identity
- Lack of Communication and Sharing of Facts that Affect the City's Positive Ability to Function
- Lack of Tourist Facilities (Hotels)
- Lack of Open Space
- Below Average Income
- Historic District Too Large
- 60% Rental Housing
- Need to Turn City Around and Face River
- Lack of Public Transportation
  - Lack of Connections to Metropolitan Areas and Areas Within City
  - Traffic Flow and Volume
  - No Way Finding Signs

## **3. What's your vision for the City?**

- Safe, Vibrant Downtown
- New Housing and Home Ownership
- A Destination
- Cultural/Ethnic Center-Use Resources Available
- Retirement Center
- Recreation Centers-Greenway, Walkways along Riverfront
- Hotel/Conference Center
- Tourist Destination
  - Ecotourism
- Public Art-Gathering Places
- Improvements to Waterfronts

## **4. Land Use/Development/Redevelopment Issues**

- Parking and Population Density (Oak/Walnut/Bank Street)
- Green Corridor along River
- Rails to Trails
- Use Downtown Lots
- Keep Downtown Connected
- Code Enforcement
- Vacant Sites (Due to Fires) could be Temporarily used as Parks
- Shops that Cater to Ecotourism Needed (LL Bean)

## **5. Circulation Issues**

- Route 49 and Commerce Street
- Signage/Access to Route 55
- North Pearl Street Train Trestle is Too Low for Truck Access
- Traffic Flow Analyses
- Public Transportation Within City
- Better Access/Bypass

## **6. Open Space, Recreation, Pedestrian, Bikeway Connection Issues**

- Athletic Facilities
- Improved Pedestrian System Overall and Bike Use
- Green City Concept Links
- Missing Links
  - Downtown to Park (Bridges)
  - River Walk-South of Route 49 (River South of Route 49 Most Beautiful)
  - River Walk-North of Route 49
  - Bike/Walking Path to Zoo Too Narrow
  - Downtown Crossing (Laurel Street and Commerce Street-Lights not in Sync)
  - No Street Signs
  - Self Guided Walking Tour Signage
  - Route 49
  - Bridgeton Bluffs Worthy of Preservation
  - Bridgeton Raceway-Is it canoeable?
  - Foot path along Cohansey River to RR Bridge that Needs to be Replaced
- Need Neighborhood Recreation Areas
- Environmental Trail on Railroad-Winchester Line
- Recreation Opportunities with Schools-Great Sites
- Park Stops at Commerce Street (AC Electric in the way)
- Main Pedestrian Destinations
  - Downtown Shopping District: Drug Store, Food Market, Liquor Store, Mexican Shops
  - City Park
  - City Zoo
  - Alden Field
  - Sunset Lake
  - Library

## **7. Economic Development**

- Workforce Here in Bridgeton
- Need New Commercial Development Throughout the City
- Rutgers Food Innovation Center
- Farmer's Market
- Historic Structures-Re-evaluate and Increase Development
- Sheppard House
- Ecotourism-Retail
- Conference Center/Hotels
- Waterfront Redevelopment-Relocate Bridgeton Plumbing
- Business Recruitment
- Redevelop Brownfield's
- Freight Rail as an Asset
- Theater/Entertainment Downtown
- Food/Beverage Facilities
- Booklet Should be Developed by Planning Department of City Sites/Resources
- Create a Family Park within the Park System
- Perception of Safety an Issue

- Extend Open Space North of Commerce Street
- Work with Other Towns to Achieve Goals
- Keep County Offices Downtown as Anchor to Keep City Vibrant
- Need Branding-Green-Wild and Scenic-Maritime History
- Coordinate Efforts with Government and Civic Groups
- Assist New Businesses to Help them Succeed
- Increase City Sponsored Events and Coordination
- Migration of Population South Through Burlington and Gloucester County to Cumberland County
- Shops Catering to Distinct Groups of People
- Places for People to Stay Overnight
  - Guest Houses
  - Bed and Breakfasts
  - Hotels

**8. Zoning, Code Issues, Streetscapes**

- Need Business Friendly Access to Information
- Design Standards
- Use of Pavers
- Outdated Zoning, Especially Downtown
- River Boardwalk
- Planning and Zoning Board Processes –Need Contemporary Situations
- Laurel Street Site
- Consistent Signage and Design Guidelines
- Beautify Pearl Street and Gateways
- Downtown Cleanup-Trees

**9. Are there any housing issues that have not been addressed by the City?**

- No Renters Rights in Cumberland County
- Parks are Vacant

**10. Historic Preservation**

- Regulations Need to be Clearer
- District Should be Smaller
- Need to Address How to Demolish/Rehabilitate Buildings that Need Immediate Attention
- Preserve Facades-Bring Interiors into Today and Future (Restructure Process)
- Information Packets Should be Developed-What Can or Cannot Do? Packets for Zoning/Planning/Codes/Historic Areas
- Rutgers as Resource for Lead, Asbestos and Historic Restoration Issues
- Funding Mechanisms Needed
- Transfer Development Rights (TDR)-Funding for Rehabilitation-Density Credits Purchase-Newtown and Fanwoods
- County Level Funding Programs Needed
- 

**11. How would you like to see the City develop?**

- Two 300+ employers
- Lowering of Rental Housing and New Home Ownership

- Businesses that would Enhance our City
- Compact Pedestrian Downtown to serve 3 or 4 High-Rise, Modern Office Complexes (Professional, Educational, Clinics, etc.)
- Retain Integrity of Old Buildings for Shops, Services, Restaurants, Galleries
- High-Rise Upscale Apartments/Condos along Edge of Park at Edge of Recreation Center or off Cohansey Street Across from Morningside Park

**12. In your vision, what does the City look like in 5 years? 10 years? 25 years?**

- 5 Years: 10% Reduction in Rentals, Closing of two 100 Units of Low Income Section 8 Housing
- 10 Years: 30% Reduction of Rental Units and 1,000 New Homes Built
- 85% Foreigners
- A Better Balance of Population
- A Thriving Business/Education/Cultural Center

**13. What are the main vehicular destinations?**

- Mall, Upper Deerfield, or Passing Through
- Camden/Philadelphia Metro Area
- Wilmington/Route 95 South
- South Jersey Shore Points

**14. What vehicular connections are lacking or in need of improvement?**

- More Parking
- An Efficient Connection to Route 55 North

**15. What streetscape improvements are needed? Where?**

- New Curbs and Trees along Commerce Street, Route 77, Irving Avenue, Laurel Avenue in the Downtown Shopping District
- Everywhere: Need Major Tree Planting, Can Anything be Done to Minimize Overhead Electrical and Telephone Wiring?

**16. What open space improvements are needed? (Either upgrading existing facilities or purchasing additional lands for parks and recreation).**

- Sunset Lake Open Air Theater Needs a Bigger Stage and Tent for Performers
- Acquire Necessary Properties to Provide Decent Playground Area for Hope VI Residents (Cohansey/Laurel Street)

**17. What zoning ordinance improvements are needed? Are there recurrent issues?**

- Areas that Could be Developed Need Ordinance Change to Accommodate

**18. Are there any areas that you would recommend for Redevelopment? Where?**

- Burlington Road and Route 49 and Buckshutem
- Old Fair Grounds off Fayette
- Pamphia-South Bridgeton
- West Side of Cohansey Street Facing Morningside Park between Commerce Street and Washington Street
- South of Broad Street on Both Sides of the River
- Atlantic Street Between Commerce and Broad (Near Courthouse and Downtown), Possibly with State-of-the-Art Law Offices on the West Side

(perhaps Brick Colonial Row Units) with East Side Cleared to Parking and Extended Sidewalk

**19. What are the major problems and/or objectives relating to land development in the City?**

- Historic District is Too Broad
- Limited Space Without Tearing Down Properties
- For City Administration to be Readily Available/Helpful to Expedite Developers Proposals
- To be Proactive to Seek Out the Kind of Development Most Beneficial to the Community

**20. Have there been significant changes in the assumptions, policies or objectives forming the basis for the Master Plan or development regulations, such as density and distribution of population and land uses, housing conditions, circulation, or conservation of natural resources?**

- No
- Owners Must be Held Responsible for the Numbers of People Housed in their Rental Properties
- Home Ownership Encouraged in Every Way Possible
- Entirely Too Many Low-Priced Rental Properties

**21. Do you have any specific changes recommended for the master plan or development regulations, including underlying objectives, policies and standards?**

- We Need to Have the Ability to Make Real Demands of the Developers in Quality of Workmanship
- No Multifamily Housing Projects

**C. Vision Statement**

It is the vision statement, goals and objectives that describe the overall theme of the Master Plan. From the information gathered, the following Vision Statement and Goals and Objectives were identified. These principles are explained in more detail in the associated Elements of the Plan. Bridgeton's vision statement for the Master Plan process is:

The City of Bridgeton will be recognized as the economic, ethnic, cultural and tourist destination for western Cumberland County with a safe vibrant downtown and mixed use neighborhoods, anchored by the Cohansey River as the center piece of water oriented residential, recreational and commercial uses with public access and amenities. The vision includes improvements to the waterfront with greenways and walkways and an entertainment center for visitors to come to Bridgeton, to be entertained in Bridgeton and to stay in Bridgeton.

## D. Goals and Objectives

### Land Use

- To revitalize the Central Business District, creating a safe, vibrant downtown entertainment district.
- To maintain a balanced community that offers a mix of land uses that are appropriate.
- To preserve and enhance the City's distinctive community character and sense of place by providing guidance for renovated and/or new residential and commercial development.
- To encourage an economically and socially vibrant downtown by promoting a mix of entertainment venues, housing, shopping, offices, restaurants, boutiques and civic uses and enhance the City's pedestrian friendly nature.
- To stabilize and revitalize business and residential areas that are in need of redevelopment by enhancing economic vitality and improving the quality of life.
- To preserve the City's diversity of housing stock to protect the character of its residential neighborhoods and to target areas for improvements.



*Riverwalk Park*



*Sunset Lake*

- To improve the scenic quality of Bridgeton's Gateways.
- To concentrate major retail and service activity in the CBD while encouraging neighborhood scale retail and service centers.
- To provide open space and community facilities, and reserve adequate land for future requirements.
- To encourage industrial development in selected locations.
- To include historic preservation as a major goal of the Master Plan.
- To coordinate land use for the best functions for the City.

### Historic Preservation

- To promote awareness, education, and appreciation of the City's historic resources.
- To preserve the integrity of Bridgeton's significant historic buildings, structures, districts, sites, and streetscapes which possess exceptional qualities and exemplify the City's cultural, social, economic, and/or architectural history.



- To encourage private reinvestment and preservation of historic resources in order to safeguard the heritage of the City, to maintain and improve property values, and to strengthen the local economy.
- To recognize that Bridgeton’s historic resources are integral elements of the City’s character and identity, important factors in the City’s economy, and contribute to the quality of life in Bridgeton.
- To make preservation of significant historic resources an integral part of planning and decision-making processes at the local level.
- To foster civic beauty and to engage in stewardship of publicly-owned historic resources by stabilizing and restoring these important resources.
- To ensure that new construction, alterations to existing structures, and other exterior features are compatible with the City’s historic, cultural, aesthetic and architectural heritage and are harmonious with adjacent historic buildings.

### **Neighborhood Development and Redevelopment Goals and Objectives**

- To redevelop the City’s brownfield sites.
- To revitalize the Central Business District.
- To provide neighborhood scale retail and service opportunities.

### **Open Space, Recreation and Riverfront Access Goals and Objectives**

- To maintain and improve the City Park which operates as a regional resource.
- To expand educational programs such as Zoo camp in the City Park.
- To develop the downtown with a waterfront park on the Cohansey River.
- To develop a greenway from Bridgeton to Upper Deerfield Township along both sides of the Cohansey River.
- To coordinate neighborhood revitalization with neighborhood recreation and parks.
- To provide a full-range of passive and active recreational opportunities for all of Bridgeton’s residents, including persons of varying ages and abilities.
- To maintain and update existing recreational facilities to provide safe, accessible, and modern amenities.
- To increase the functionality and availability of open space and recreational areas.



*Cohanzick Zoo*

### **Streetscapes and Design Guidelines Goals and Objectives**

- To provide coordinated design concepts for the City’s streetscapes.

## Circulation Goals and Objectives

- To improve and expand existing public transportation, especially for the elderly, poor and handicapped.
- To implement intersection improvements and bridge repairs at designated “hot spots” of Routes 77 and 49, Cohansey River bridges, and the industrial park/prison area of Burlington Road.
- To provide a safe, effective, and attractive circulation system for pedestrians, automobiles, bicyclists, and public transportation.
- To enhance the City’s walkability, by improving pedestrian street crossings, and enhancing the pedestrian environment throughout the City.
- To improve accessibility to sidewalks and commercial uses in the City for persons with physical disabilities, elderly, as well as parents with young children in strollers.
- To encourage the use of alternative modes of transportation, including bus service, car pooling, and bicycle use.
- To improve specialized transit services to meet the needs of the City’s elderly, sick, and disabled populations.
- To develop a capital budgeting plan to finance roadway reconstruction, traffic calming device installation, and maintenance.
- To promote a safe walking environment through adequate maintenance, snow removal, vegetation trimming and lighting.

## Housing and Population



*Twin Oaks by Sherwood Forest Homes*

- To ensure safe, decent, and affordable housing for Bridgeton residents.
- To preserve and promote a variety of housing types offering a range of affordability to meet the diverse needs and preferences of the City’s different age and ethnic groups, income levels, and life styles.
- To satisfy the City’s affordable housing obligations and obtain substantive certification for the Housing Element and Fair Share Plan from the Council on Affordable Housing (COAH).
- To preserve and enhance existing neighborhoods through rehabilitation of any substandard housing units and the encouragement of appropriate infill development where permitted by zoning. Rehabilitation includes both major and minor housing repairs.

- To ensure that new housing development is in character with existing land use patterns and with land use patterns recommended in the Land Use Plan Element.
- To ensure residential stability.
- To revitalize the downtown by adding residential units to the second and higher floors without losing the character of the downtown.
- To provide affordable housing without negatively affecting property values or impacting the desirability of the City as a place to live, work and play.
- To continue to encourage and support home ownership.
- To implement strict enforcement of code standards for residential construction and property maintenance throughout the City.
- To encourage new urbanism and neo-traditional developments that provide a variety of housing opportunities.
- To adhere to residential design guidelines set forth in Land Use Plan Element and establish further design criteria for new construction and residential renovations within existing neighborhoods.

### **Economic Development**

- To expand and diversify the economic profile of the City.
- To increase tax ratables so the City can maintain and improve the quality of services it provides to its residences and businesses.
- To stabilize and rejuvenate the areas in need of redevelopment and rehabilitation and in designated redevelopment areas.
- To create a vibrant downtown with a healthy mix of businesses and attractive storefronts.
- To provide a business friendly environment for existing businesses, which have invested in the City and provide a supportive environment for those wishing to upgrade or renovate.
- To attract new businesses to the City.

## **IV. LAND USE ELEMENT**

### **A. Statutory Requirements**

The Land Use Plan Element is prepared pursuant to N.J.S.A. 40:55D-28(b)(2), which sets forth the following four requirements: (a) a statement relating the Land Use Plan Element to the Master Plan's overall goals and policies to its other elements, as well as natural conditions of the land; (b) the existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes or combination of purposes; and stating the relationship thereof to the existing and any proposed zone plan and zoning ordinance; (c) the existing and proposed location of any airports and the boundaries of any airport safety zones; and (d) an explanation of the population density and development intensity recommended for the municipality.

### **B. Purpose**

The Land Use Plan Element sets the framework for and incorporates the land use implications for all of the other elements of the Master Plan. It establishes policies for the long-term physical development of the municipality and translates the community's vision into a physical pattern that guides the general location of various types of land uses. The Land Use Plan Element also includes goals, policies, and action items that are necessary to achieve the long-term future desired by the community. It is utilized to guide the City's local decision making and will be implemented through the City's Zoning Ordinance and Map, as well as other land development regulations.

As will be seen in other elements of this Master Plan, there are a variety of issues facing the City that range from historic preservation to stimulating economic development and capitalizing on the natural and man made assets of the City. This Plan has been designed so that the City has the framework and the flexibility necessary to address these and other issues.

### **C. Goals**

- To revitalize the Central Business District, creating a safe, vibrant downtown entertainment district.
- To maintain a balanced community that offers a mix of land uses that are appropriate.
- To preserve and enhance the City's distinctive community character and sense of place by providing guidance for renovated and/or new residential and commercial development.
- To encourage an economically and socially vibrant downtown by promoting a mix of entertainment venues, housing, shopping, offices, restaurants, boutiques and civic uses and enhance the City's pedestrian friendly nature.

- To stabilize and revitalize business and residential areas that are in need of redevelopment by enhancing economic vitality and improving the quality of life.
- To preserve the City's diversity of housing stock to protect the character of its residential neighborhoods and to target areas for improvements.
- To improve the scenic quality of Bridgeton's Gateways.
- To concentrate major retail and service activity in the CBD while encouraging neighborhood scale retail and service centers.
- To provide open space, community facilities, and reserve adequate land for future requirements.
- To encourage industrial development in selected locations.
- To include historic preservation as a major goal of the Master Plan.
- To coordinate land use for the best functions for the City.

#### **D. State and Regional Approaches to Land Use Planning**

The following sets forth the State and Regional Smart Growth Policies. It is important to have an understanding of the State's and Region's approaches to land use planning, which set the context for land use planning in Bridgeton.

#### **E. State Planning Policy**

The State Planning Act of 1985 mandated the New Jersey State Development and Redevelopment Plan (SDRP), which establishes State-level planning policy. It advocates Smart Growth planning, by targeting the State's resources and funding in ways that are consistent with well-planned, well-managed growth. Smart Growth is a comprehensive strategy for sustainable development, i.e., development that meets the needs of the present generation without compromising the ability of future generations to meet their needs. Smart Growth emphasizes the following objectives:

- Mixed land uses
- Compact, clustered community design
- Range of housing choice and opportunity
- Walkable neighborhoods
- Distinctive, attractive communities offering a sense of place
- Open space, farmland and scenic resource preservation
- Directing future development to existing communities with infrastructure
- Variety of transportation options
- Predictable, fair and cost-effective development decisions
- Community and stakeholder collaboration in development decision-making

The SDRP is a reaction to the inefficient use of land and infrastructure and lack of a sense of community associated with suburban sprawl. It is intended to provide a balance between growth and conservation by designating planning areas that share

common conditions with regard to development and environmental features. Basically, it seeks to maintain and revitalize existing cities and towns, focus growth into compact mixed-use communities that offer array of choices and options, and protect farmland and natural resources.

The SDRP designates Bridgeton as a Regional Center. The majority of Bridgeton is in the Metropolitan Planning Area (PA1), which encompasses large urban centers and postwar suburbs that are fully or almost fully developed. The City also contains Environmentally Sensitive Areas (PA5) along the Cohansey River as shown on the *Coastal Area Facilities Review Act and Coastal Planning Area Map*. Metropolitan Areas are described in the SDRP as follows.

These communities have many things in common: mature settlement patterns resulting in a diminished supply of vacant land; infrastructure systems that generally are beyond or approaching their reasonable life expectancy; the need to rehabilitate housing to meet ever changing market conditions; the recognition that redevelopment is, or will be in the not-too distant future, the predominant form of growth; and a growing realization of the need to regionalize an increasing number of services and systems in light of growing fiscal constraints. In addition, the wide and often affordable choice of housing in proximity to New York and Philadelphia has attracted significant immigration, resulting in noticeable changes in demographic characteristics over time.

The intent of the Metropolitan Planning Area is to provide for much of the State's future redevelopment; to revitalize existing cities and towns; to promote growth in compact forms, to stabilize older suburbs, to redesign areas of sprawl, and to protect the character of existing stable communities.

## **F. Regional Planning Policy**

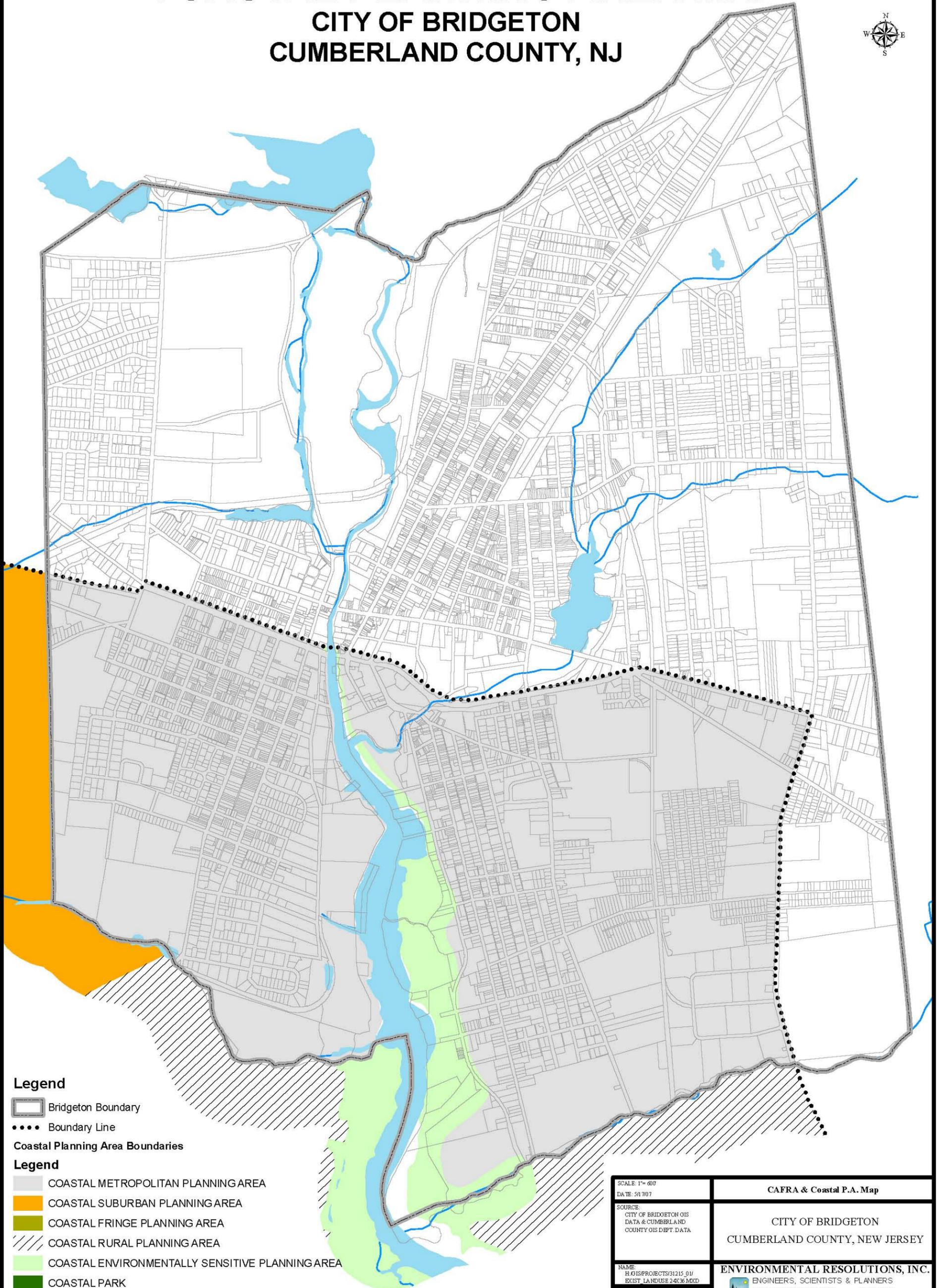
A regional planning approach was taken for Bridgeton and eleven other communities by The Western/Southern Cumberland Region Strategic Plan (WSCRSP) to achieve the goals of addressing existing job needs, infrastructure and economic development; providing balance between economic development and environmental protection, achieving inter-municipal agreement on development goals and strategies, and developing a planning and implementation agenda; and obtain plan endorsement.

The plan includes the strategies for the region in the future, identifies designated centers, and provides regional and municipal planning and implementation agendas. Bridgeton City is the only urban center in Cumberland County, the only fully sewered town and the only municipality in the study area that is entirely within Planning Area 1.

A Planning and Implementation Agenda (PIA) was created for Bridgeton, identifying issues, strategies to deal with the issues, and the targeted outcome. These

# COASTAL AREAS FACILITIES REVIEW ACT & COASTAL PLANNING AREA MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



**Legend**

- Bridgeton Boundary
- Boundary Line

**Coastal Planning Area Boundaries**

**Legend**

- COASTAL METROPOLITAN PLANNING AREA
- COASTAL SUBURBAN PLANNING AREA
- COASTAL FRINGE PLANNING AREA
- COASTAL RURAL PLANNING AREA
- COASTAL ENVIRONMENTALLY SENSITIVE PLANNING AREA
- COASTAL PARK

SCALE: 1" = 600'  
DATE: 5/1/2017

SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME:  
H:\GIS\PROJECTS\31215\_01\  
EXIST LANDUSE 24X36.MXD

CAFRA & Coastal P.A. Map

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

**ENVIRONMENTAL RESOLUTIONS, INC.**  
ENGINEERS, SCIENTISTS & PLANNERS  
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include natural areas, historic and cultural, agriculture, transportation, economy, community facilities and services, housing, land use, and inter-municipal coordination.

## **G. Inventory of Existing Conditions**

### **1. Location**

The City of Bridgeton is located in southern New Jersey on the Cohansey River, which divides the City almost evenly in half. The City's role as a crossing point is the source of its name. Bridgeton is in the Delaware Bay lowlands and several state parks are found nearby. The City is about a one hour drive from Philadelphia to the west and Atlantic City or Cape May to the east. The City has a total area of 6.4 square miles and is bordered by Upper Deerfield Township, Hopewell Township and Fairfield Township.

Bridgeton is predominantly located within the Metropolitan Planning Area 1, with the wetlands and floodplain along the Cohansey River in the Environmentally Sensitive Planning Area 5, as shown on the *Coastal Areas Facilities Review Act and Coastal Planning Area Map*. The *Wetland and Floodplain Map* identifies these environmentally sensitive areas of the City. The New Jersey Department of Environmental Protection regulates proposed development in the southern half of Bridgeton under the Coastal Area Facility Review Act (CAFRA). CAFRA regulates land near coastal waters in the southern part of the state. The CAFRA boundary cuts through Bridgeton, running east-west along Route 49. Bridgeton is designated as a Coastal Regional Center which encourages concentrated development. The Metropolitan Planning Area guides development and redevelopment to ensure efficient land use while capitalizing on public infrastructure and concentrated development patterns. The CAFRA regulations encourage concentrated development by allowing generous impervious covers in centers while severely restricting impervious covers in the other CAFRA regions. The designation of Bridgeton as a Regional Center is vital in promoting economic development in the Central Business District and the Redevelopment Areas, as the designation allows for eighty percent impervious cover versus the three percent allowed in a sensitive area.

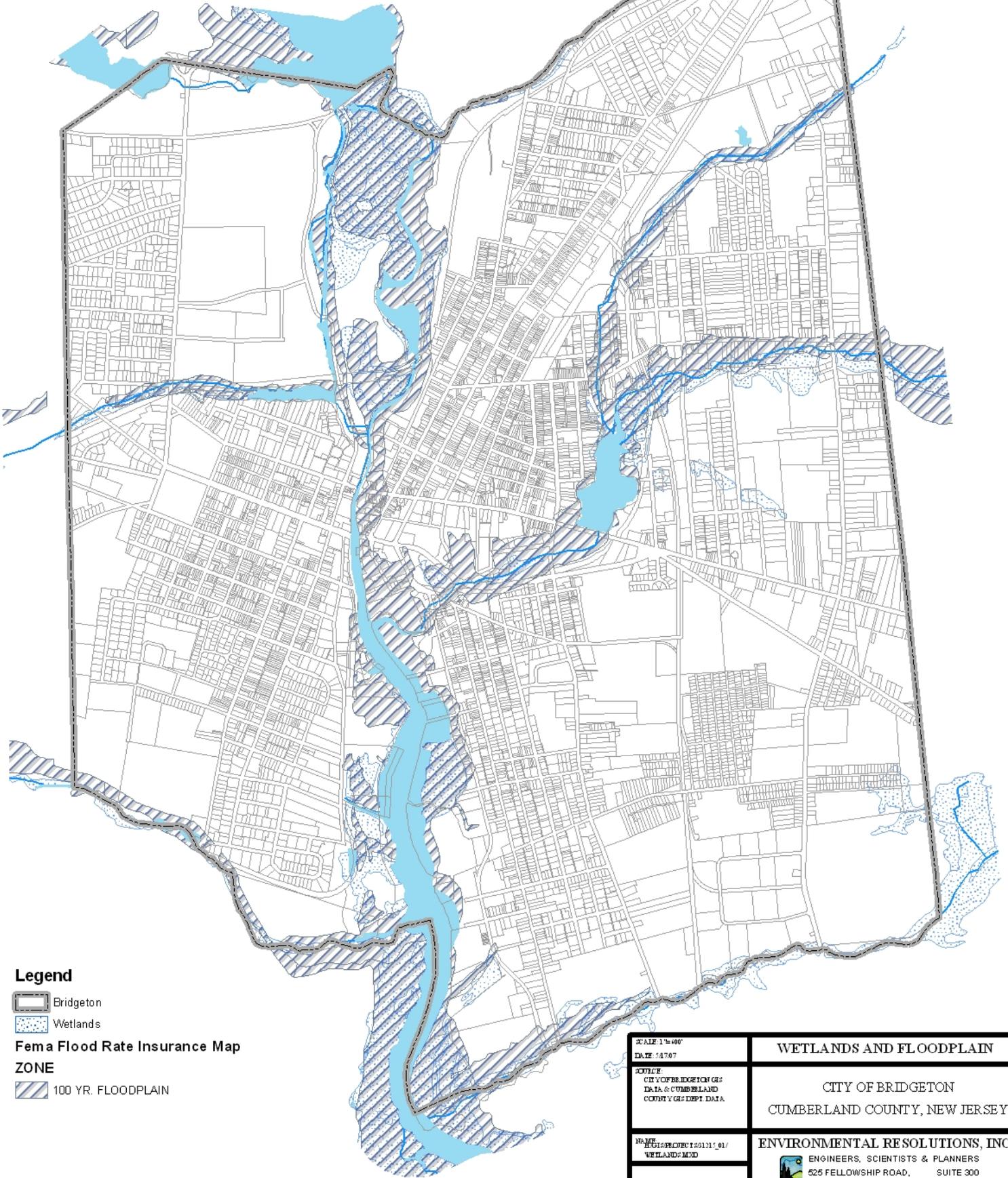
### **2. Physical Features**

Bridgeton contains a number of environmental features shown on the *Topographic Map*. The Cohansey River separates the eastern side of the City from the western side. The Cohansey River is tidally influenced through the City to Sunset Lake. Rocaps Run which forms the City's southeastern boundary is tidally influenced to a point east of South Avenue. The Head of Tide showing the limit of tidal influence is portrayed on the *Head of Tide/Tidal Wetlands Map*. The *Topographic Map* shows Sunset Lake and Mary Elmer Lake in the northwest quadrant of the City. A Raceway leads from the lake south to Eddy Pond and Muddy Run near the railroad line north of Commerce Street. East Lake and Indian Fields Branch are located on the eastern side of the City north of Commerce Street. Island Branch forms the southwestern border of the City and Jackson Run is located in the northwestern quadrant of the community. The *Topographic Map*

# WETLANDS AND FLOODPLAIN

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

-  Bridgeton
-  Wetlands
- Fema Flood Rate Insurance Map**
- ZONE**
-  100 YR. FLOODPLAIN

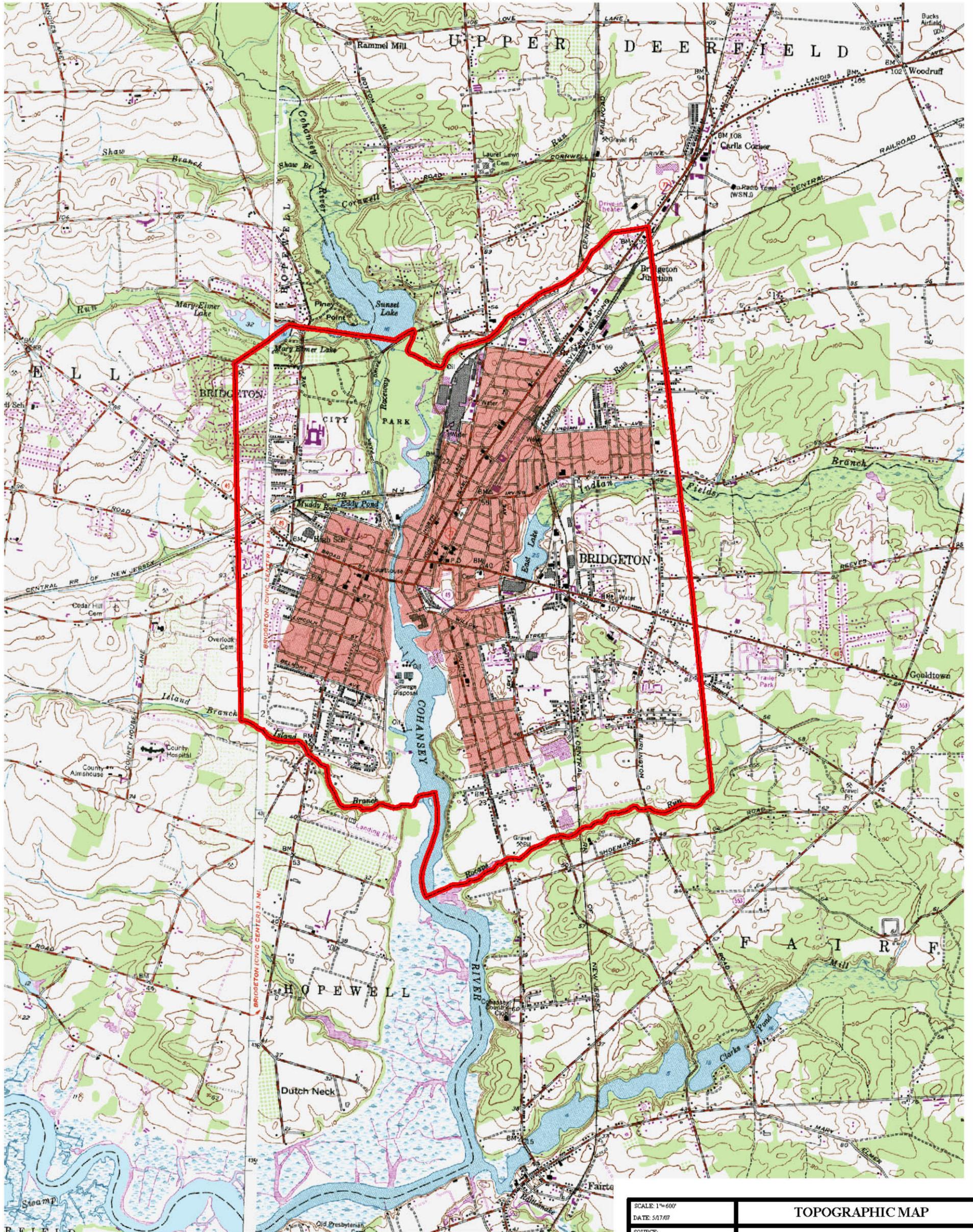
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DATE: 01/07
SOURCE CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA
NO. ME PROJECT: 201111_01/ WETLANDS.MXD

<b>WETLANDS AND FLOODPLAIN</b>
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719



# TOPOGRAPHIC MAP

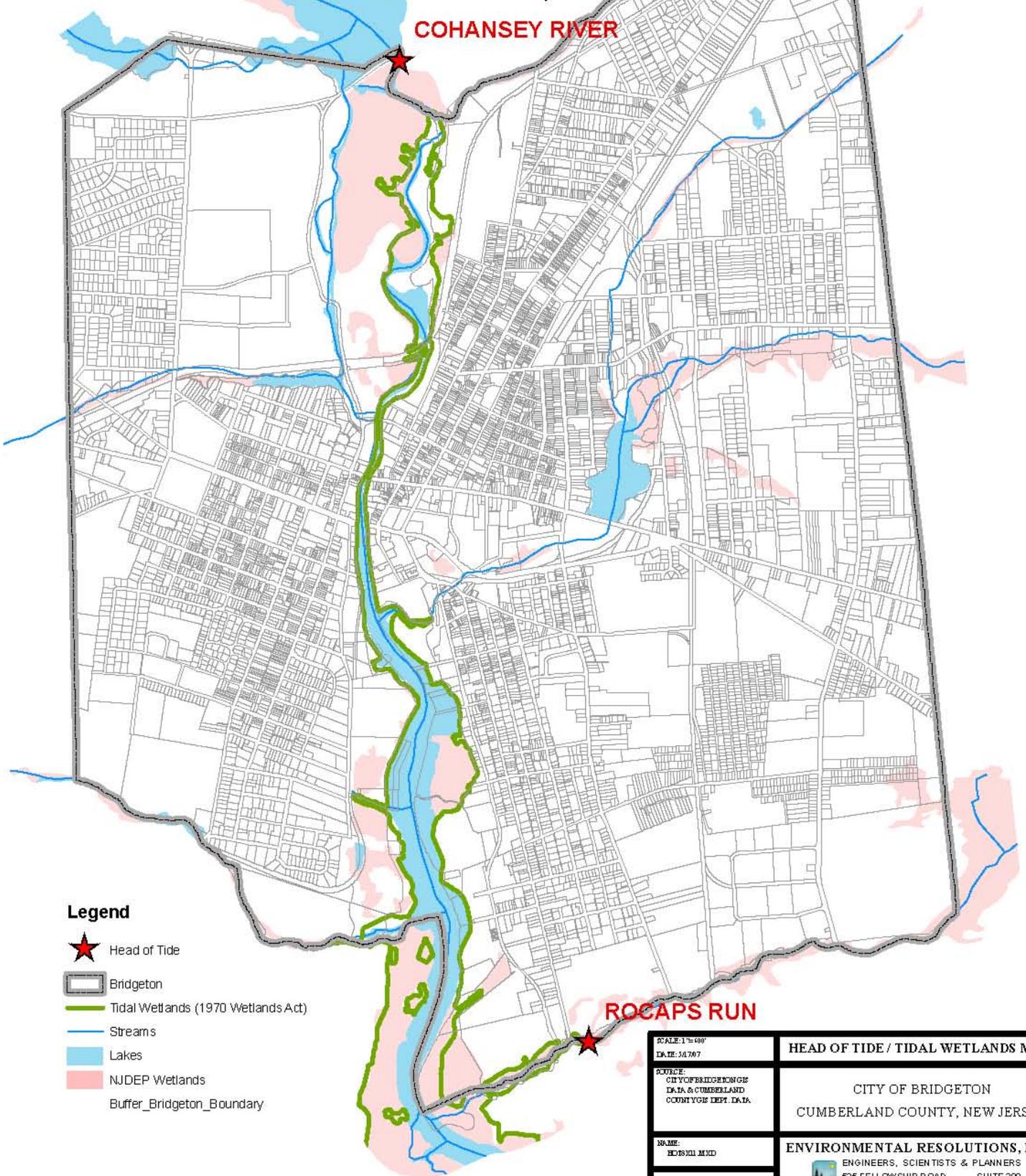
## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



SCALE: 1"=600'	<b>TOPOGRAPHIC MAP</b>
DATE: 5/17/07	
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: HUGHS/PROJECTS/61215_0V TOPOGRAPHIC.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

# HEAD OF TIDE & TIDAL WETLANDS MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



### Legend

-  Head of Tide
-  Bridgeton
-  Tidal Wetlands (1970 Wetlands Act)
-  Streams
-  Lakes
-  NJDEP Wetlands
-  Buffer\_Bridgeton\_Boundary

COHANSEY RIVER

ROCAPS RUN

SCALE: 1" = 600'	<b>HEAD OF TIDE / TIDAL WETLANDS MAP</b>
DATE: 04/2017	
SOURCE: CITY OF BRIDGETON DATA & CUMBERLAND COUNTY GIS DEPT. DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: EDISON MMD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

and 2002 *Aerial Photo Map* show almost the entire City as urban and developed with clusters of wooded areas at City Park and along the wetlands of the river and stream corridors. Tidal wetlands regulated under the 1970 Wetlands Act are shown on the *Head of Tide/Tidal Wetlands Map*.

Bridgeton is situated on primarily Downer Loamy Sand, Downer Sandy Loam and Sassafras Sandy Loam soil types. These soils are located on nearly level to sloping areas. They are well drained soils with slight limitations for development. Wetland areas contain Fallsington Sandy Loam, Muck, Tidal Marsh and Atsion Sand soil types. These soils types are located in tidal flats, very poorly drained or inundated areas and contain severe limitations for development.

### **3. Population**

Bridgeton is part of the Bridgeton-Millville-Vineland Primary Metropolitan Statistical Area and is the County seat of Cumberland County. According to the 2000 Census, the City had a population of 22,771, though over 3,800 persons were prisoners at South Woods State Prison, the largest correctional facility in New Jersey. The population has grown to 24,389 (a 7.1% increase) according to the 2006 Census Bureau estimate. This growth rate is higher than that of the County as a whole (+5.1%) or that of either Millville (+5.0%) or Vineland (+3.6%). The 1980 population was 18,795 persons with 18,942 in 1990. Projected 2015 population is 25,322 according to the South Jersey Transportation Planning Organization (SJTPO). A more detailed description of the characteristics of Bridgeton's population is contained in Section V. Housing Plan Element.

### **4. Existing Land Use**

The *Existing Land Use Map* identifies fourteen categories of land uses in Bridgeton. The land use categories are as follows:

Vacant	Public School
Residential	Other School
Farm Regular (Dwelling House)	Public Property
Farm Qualified (Vacant Farmland)	Churches and Charitable Properties
Commercial	Cemeteries and Graveyards
Industrial	Other Exempt
Apartment	Railroad

A summary of land uses by region in the City is provided below.

#### *West of the Cohansey River:*

The northwest section of Bridgeton, which is bound by Northwest Avenue to the east, Central Avenue to the South, and West Park Drive to the north contains a neighborhood of single family residential homes. East of this neighborhood is the



# 2002 AERIAL MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ

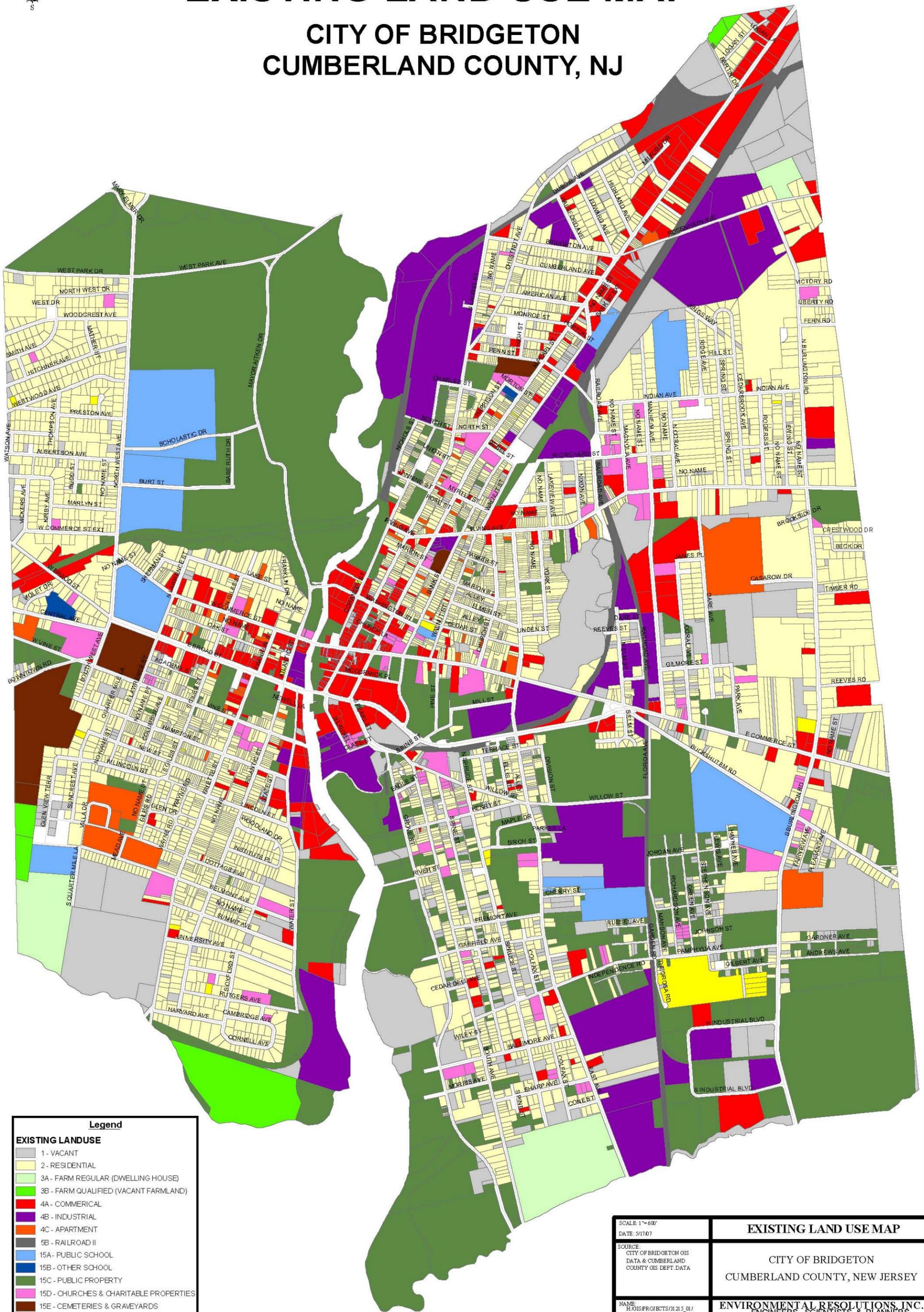


SCALE 1" = 600' DATE: 5/17/07	<b>2002 AERIAL MAP</b>
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: H:\GIS\PROJECTS\81215_01\ AERIAL MAP 24X36.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719



# EXISTING LAND USE MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



Legend	
<b>EXISTING LANDUSE</b>	
[Grey Box]	1 - VACANT
[Yellow Box]	2 - RESIDENTIAL
[Light Green Box]	3A - FARM REGULAR (DWELLING HOUSE)
[Light Green Box]	3B - FARM QUALIFIED (VACANT FARMLAND)
[Red Box]	4A - COMMERCIAL
[Purple Box]	4B - INDUSTRIAL
[Orange Box]	4C - APARTMENT
[Dark Grey Box]	5B - RAILROAD II
[Blue Box]	15A - PUBLIC SCHOOL
[Blue Box]	15B - OTHER SCHOOL
[Green Box]	15C - PUBLIC PROPERTY
[Pink Box]	15D - CHURCHES & CHARITABLE PROPERTIES
[Brown Box]	15E - CEMETERIES & GRAVEYARDS
[Yellow Box]	15F - OTHER EXEMPT

SCALE 1"=600'  
 DATE: 5/1/07  
 SOURCE:  
 CITY OF BRIDGETON GIS  
 DATA & CUMBERLAND  
 COUNTY GIS DEPT. DATA  
 NAME:  
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 EXIST\_LANDUSE 24X36.MXD

<b>EXISTING LAND USE MAP</b>	
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY	
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS	
525 FELLOWSHIP ROAD, MT. LAUREL, NEW JERSEY 08054-1719	SUITE 300

expansive City Park and Zoo, one of the greatest assets of the city. Bridgeton High School is also situated within this region with City Park to the north, east and south. South of the park, north of Vine Street is a mixed-use neighborhood, consisting of single-family residential, commercial, and a public school. South of that is a residential neighborhood comprised of townhouses and multi-family dwellings and apartments, with single family housing at the southern end of this area. The southwestern corner is mostly vacant land and farmland. The land directly west of the Cohansey River and South of South Broad Street is comprised of both commercial and industrial sites.

*East of the Cohansey River:*

The northeast corner of Bridgeton is comprised mainly of highway commercial and industrial uses, but it also contains large tracts of vacant land. The area west of North Pearl Street, north of Penn Street and east of Laurel Street contains single family residences. The area west of Laurel Street between Bridgeton Avenue and North Street and west of Pearl Street between Cedar Street and North Street comprises the Hope VI Redevelopment Area that contains attached, single family homes. To the east of that neighborhood, north of Irving Avenue lies single family detached homes with some neighborhood commercial. Directly east of the southern portion of the Hope VI Redevelopment Area is a multifamily residential neighborhood with vacant land in the floodplain at the eastern section. East of the floodplain is a mixed-use neighborhood comprised of industrial, commercial, and single family residences. The Southeast Gateway neighborhood is located south of Route 49, east of the Cohansey River, and west of Fairfield Township. The western section of the neighborhood is primarily single family residential, with neighborhood retail and churches. The neighborhood is separated from the river by parcels of open space. There are industrial uses in the neighborhood, close to the public school in the center of the area. The easternmost section contains some single family residences. The southeastern corner is comprised of both industrial properties and open space. The Central Business District is located in the center of the City, east of the Cohansey River. It is bound by Washington Avenue to the north, Pine Street to the east, and Glass Street and South Pine Street to the south. This neighborhood connects the east and west sides of the City of Bridgeton with a bridge over the Cohansey at Commerce Street.

The overall land use acreage and percentage of uses in the city are summarized in the table below.

<b>Existing Land Uses in Bridgeton, NJ</b>			
<b>Type</b>	<b>Square Feet</b>	<b>Acres</b>	<b>Percent</b>
Vacant	18,476,093	424.15	12.04%
Residential	47,338,747	1,086.75	30.84%
Farm Regular	2,974,809	68.29	1.94%
Farm Qualified	1,779,865	40.86	1.16%
Commercial	10,022,809	230.09	6.53%
Industrial	12,654,817	290.51	8.25%
Apartment	2,557,641	58.72	1.67%
Railroad	2,757,235	63.30	1.80%
Public School	5,861,776	134.57	3.82%
Other School	152,251	3.50	0.10%
Public Property	42,953,091	986.07	27.99%
Churches/Charitable	3,050,883	70.04	1.99%
Cemeteries/Graveyards	1,891,835	43.43	1.23%
Other Exempt	1,006,908	23.12	0.66%
<b>Total</b>	<b>153,478,760</b>	<b>3,523.39</b>	<b>100.00%</b>

According to the land use inventory, almost 31% of land is used for residential purposes, 28% is public property, 12% is vacant, 8% is industrial, and almost 7% is commercial. This breakdown illustrates the large amounts of land that are either vacant or owned by the City that have the potential for development or redevelopment.

## 5. Vacant Land

Vacant lands within the City present opportunities for development. The *Vacant Parcels Map* shows these lots throughout the City. The *Vacant Parcels By Size Map* further shows vacant parcels by size ranging from less than one acre to greater than 10 acres. This map can be used to easier identify opportunities for development on parcels based on size.

## 6. City Owned Parcels

The *City Owned Parcels & Zoning Map* is presented to show opportunities for City parcels to be developed or sold to private developers for various uses permitted by zoning district.

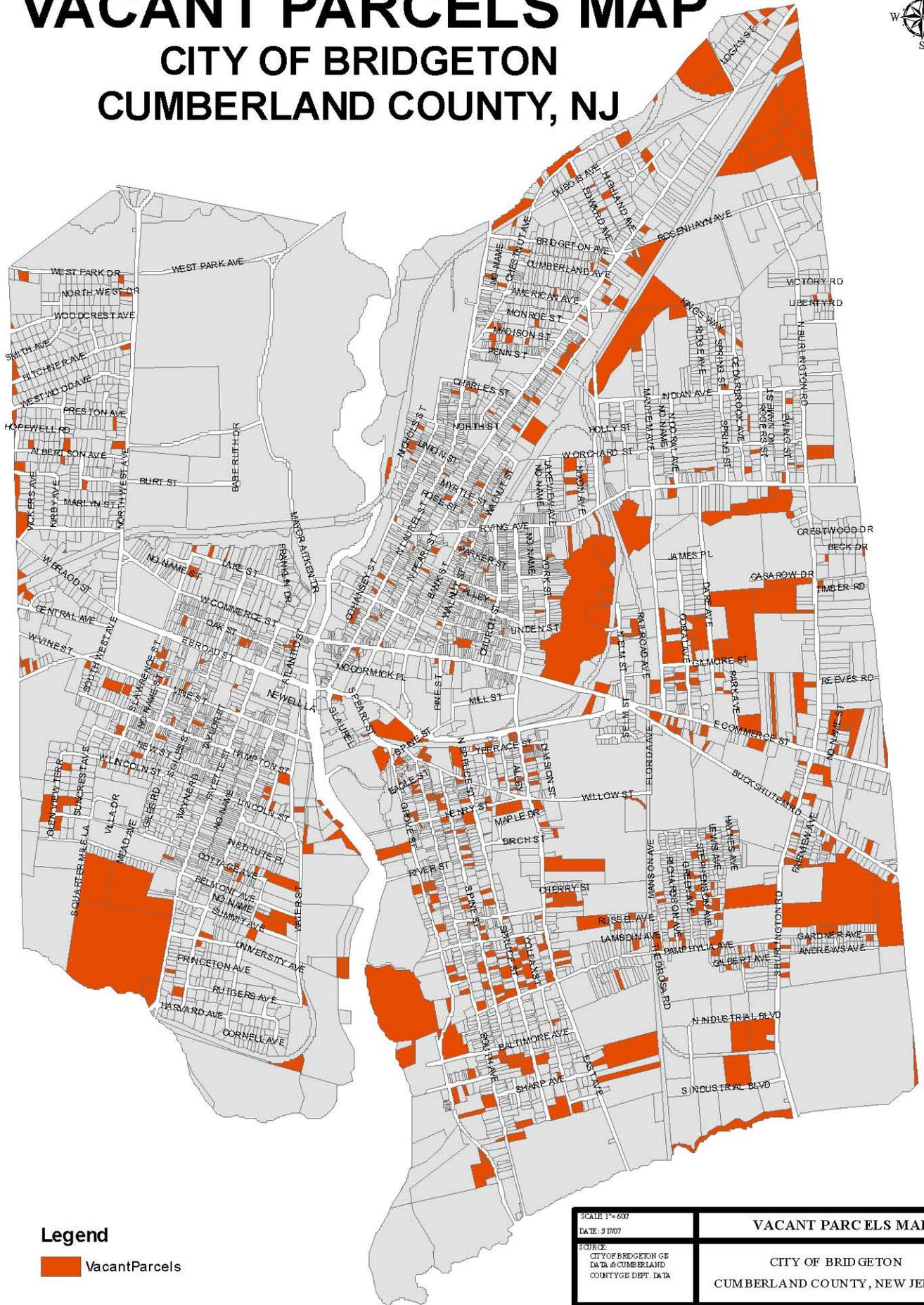
## 7. Brownfields Sites

The City has undertaken an investigation of Brownfields which are known or suspected contaminated sites. Brownfields are any former or current commercial or industrial site, currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant. All of the Brownfields sites have not yet been thoroughly investigated but the *Identified Sites Map* and *Database* identify sites by Low Potential-Significant Environmental Concern; Moderate Potential-

# VACANT PARCELS MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

VacantParcels

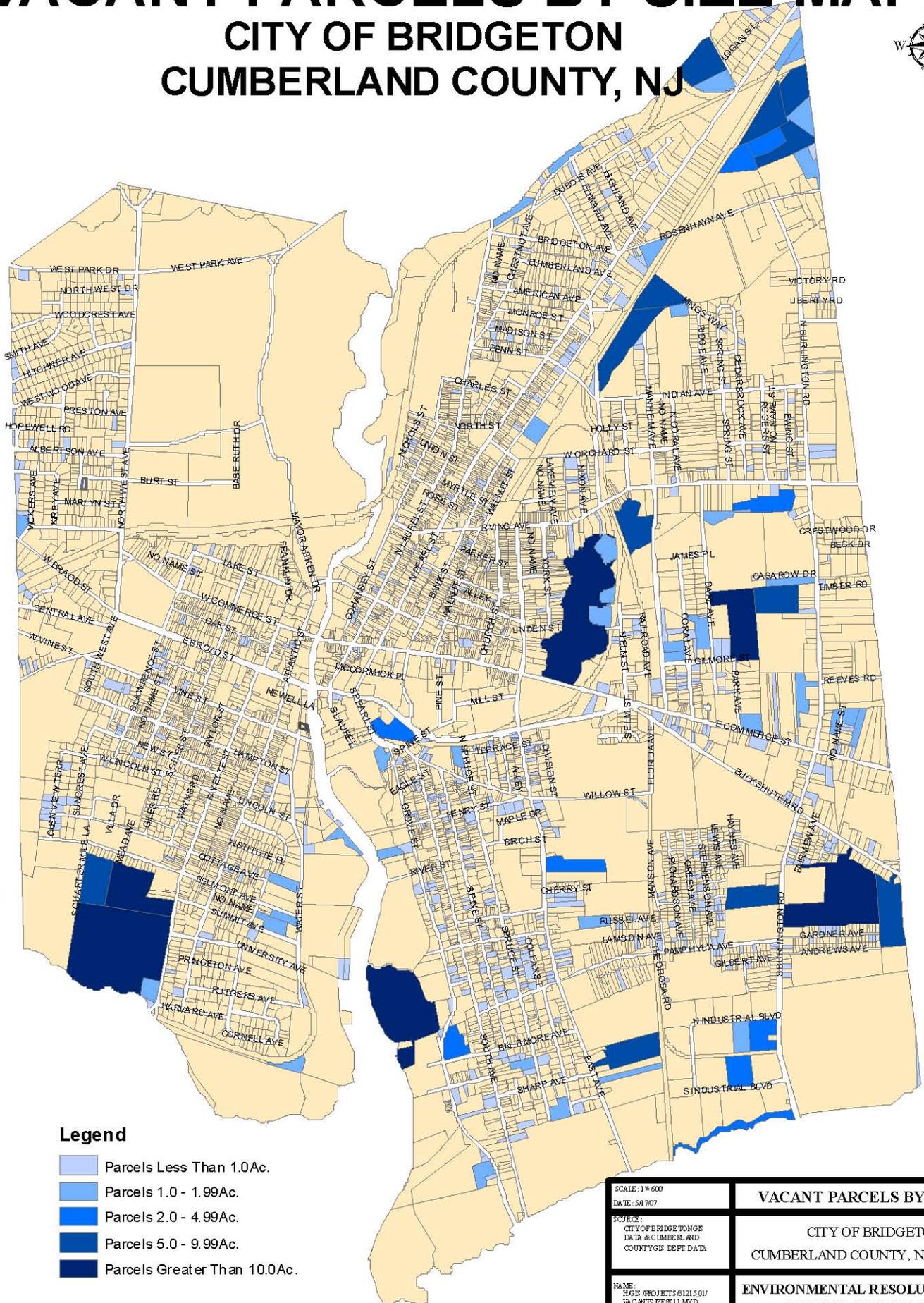
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 COUNTY GIS DEPT. DATA  
 NAME:  
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 EXIST/LANDUSE/24336/MXD

<b>VACANT PARCELS MAP</b>	
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY	
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719	

# VACANT PARCELS BY SIZE MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



**Legend**

- Parcels Less Than 1.0Ac.
- Parcels 1.0 - 1.99Ac.
- Parcels 2.0 - 4.99Ac.
- Parcels 5.0 - 9.99Ac.
- Parcels Greater Than 10.0Ac.

SCALE: 1" = 600'  
 DATE: 5/1/2007

SOURCE:  
 CITY OF BRIDGETON  
 DATA & CUMBERLAND  
 COUNTY GIS DEPT DATA

NAME:  
 HGE /R01R01ETS01215/0/  
 VACANTS EEK111.MXD

**VACANT PARCELS BY SIZE MAP**

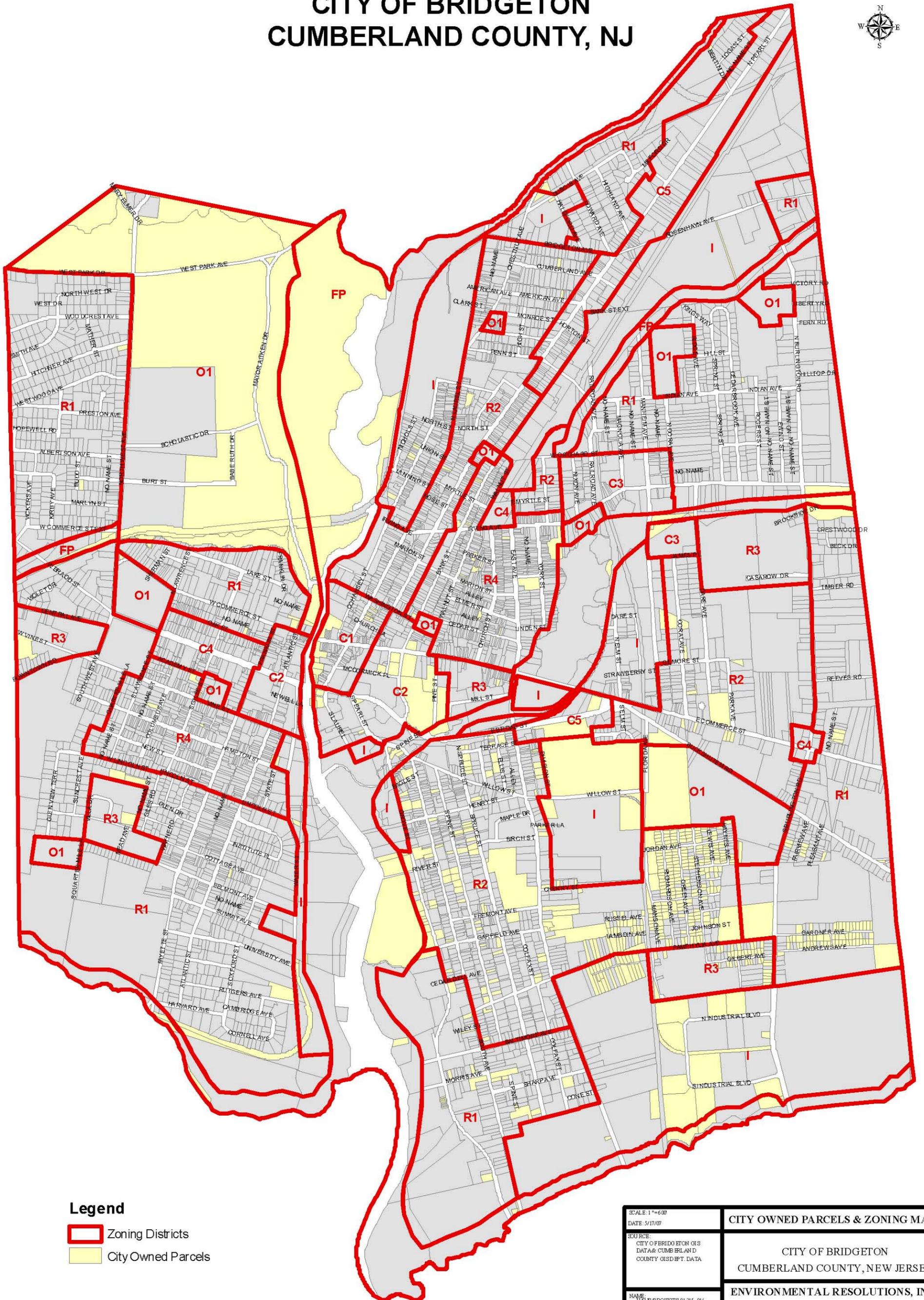
CITY OF BRIDGETON  
 CUMBERLAND COUNTY, NEW JERSEY

**ENVIRONMENTAL RESOLUTIONS, INC.**

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 MT. LAUREL, NEW JERSEY 08054-1719

# CITY OWNED PARCELS & ZONING MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



### Legend

-  Zoning Districts
-  City Owned Parcels

SCALE: 1"=600'

DATE: 5/17/07

SOURCE:

CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME:  
H30 B/PROJECTS/8125\_01/  
EXIST\_LANDUSE 2.43X.MXD

### CITY OWNED PARCELS & ZONING MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

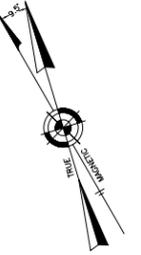
### ENVIRONMENTAL RESOLUTIONS, INC.

ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719



**ENVIRONMENTAL THREAT CONCERN**

- LOW POTENTIAL - SIGNIFICANT ENVIRONMENTAL CONCERN.
- MODERATE POTENTIAL - SIGNIFICANT ENVIRONMENTAL CONCERN, LIKELY REQUIRE SOME REMEDIAL ACTION.
- HIGH POTENTIAL - MAJOR ENVIRONMENTAL CONCERN INCLUDING SIGNIFICANT REMEDIAL ACTION.



**TOWNSHIP OF UPPER DEERFIELD  
COUNTY OF CUMBERLAND**

**TOWNSHIP OF HOPEWELL  
COUNTY OF CUMBERLAND**

**TOWNSHIP OF UPPER DEERFIELD  
COUNTY OF CUMBERLAND**

**TOWNSHIP OF FAIRFIELD  
COUNTY OF CUMBERLAND**

**TOWNSHIP OF HOPEWELL  
COUNTY OF CUMBERLAND**

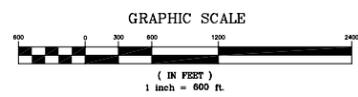
**TOWNSHIP OF HOPEWELL  
COUNTY OF CUMBERLAND**

**TOWNSHIP OF FAIRFIELD  
COUNTY OF CUMBERLAND**

**LEGEND**

- PARCEL IDENTIFICATION (BLOCK-LOT)    2-4
- MUNICIPAL BOUNDARY LINE    - - - - -
- RIGHT-OF-WAY LINE    - - - - -
- WATER DELINEATION    - - - - -

NOTE: THE AERIAL ORTHOPHOTOGRAPHY UTILIZED FOR THE CITY OF BRIDGETON, CUMBERLAND COUNTY WAS ACQUIRED FROM THE NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, GEOGRAPHICAL INFORMATION SYSTEM CD-ROM SERIES 3, VOLUME 9, 1995/1997 COLOR INFRARED DIGITAL IMAGERY, TILES #1512, #1514, #1521, #1523.



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NO.	REVISION	DATE	BY	CHK.	BY
<b>IDENTIFIED SITES</b>					
<b>BROWNFIELDS</b>					
<b>DATABASE AND GIS MAPPING</b>					
CITY OF BRIDGETON, CUMBERLAND COUNTY, NEW JERSEY					
DATE: <b>EDWARD VERNICK</b> PROFESSIONAL ENGINEER L.C. NO. 25881			DATE: <b>TERENCE M. VOGT</b> PROFESSIONAL ENGINEER L.C. NO. 33773		
<b>REMINGTON &amp; VERNICK ENGINEERS</b>					
232 KING'S HIGHWAY EAST HADDONFIELD, N.J. 08033					
(856) 795-9095, FAX (856) 795-1882, WEB SITE ADDRESS: WWW.RVE.COM					
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1" = 600'	3/27/2002	S.Y.	K.R.Z.	T.M.V.	0601001
DWG FILE PATH/NAME				SHEET NO.	
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GRID	BLOCK	LOTS	LOCATION	OWNER	CLASS	ZONE	PROPERTY SIZE	REMARKS	STUDY	ENV COMMENTS
06013-3	3	3	875 NORTH PEARL STREET	RICHARD AND MARGRET GRATZ		C5	1.36		2	AUTO REPAIR/VACANT
06013-6	3	6	851 NORTH PEARL STREET	JOHN AND CHERYL PACE		C5	1		2	FUEL DISTRIBUTOR
06013-15	3	15	703 NORTH PEARL STREET	DONALD AND DORIS CARTER		C5	1		2	AUTO SALES
06013-27	3	27	80 ROSENHAYNE AVENUE	WALTER & MARGARETE LESCHKE		C5	1	ALSO LOT 16, 20, 21	3	METAL WORKS
06014-8	4	8	45 ROSENHAYN AVE	ROSENHAYN L.L.C.		I	29.3	ALSO LOTS 3,5,6,7,9	3	AB. INDUSTRIAL FAC.
06017-7	7	7	794 CHESTNUT AVENUE	MARY ANNE DALESIO		R1	130X204		1	AB RESIDENTIAL
06018-5	8	5	CHESTNUT AVENUE	MAUDE PETERSON		I	0.61		1	VACANT LAND
06018-6	8	6	DUBOIS & EDWARDS AVENUE	WINCHESTER & WESTERN RAILROAD		I	IRRG	255 X 14	2	RAILROAD
06019-4	9	4	71 BRIDGETON AVE	FARMERS & MECHANICS BANK		I	2.5	ALSO LOT 3	3	FORMER INDUSTRIAL FAC.
06014-1	14	1	586 NORTH PEARL STREET	TRI COUNTY OIL CO, INC.		C5	IRRG	62 X 150	2	OLD GAS STATION
06015-1	15	1	ROSENHAYN AVENUE	KENNETH AND JANICE FOX		C5/I	2		1	VACANT LAND
06015-12	15	12	CUMBERLAND AVENUE	LOUIS PICCIONI		C5/I	IRRG	206 X 100 190 X 158, ALSO LOTS 13, 14	1	VACANT LAND
06015-15	15	15	BANK STREET	CITY OF BRIDGETON		I	0.22		1	VACANT LAND
06016-4	16	4	569 -- 571 NORTH PEARL STREET	HELEN HILDRETH		C5	0.28	100 X 125	2	CLEANERS
06016-5	16	5	545 NORTH PEARL STREET	TED SUK & HYUN JUNG LEE		C5	0.59		2	CLEANERS
06016-6	16	6	539 BANK STREET	MILES LERMAN		C5	IRRG	68 X 98	2	AUTO REPAIR
06017-6	17	6	540 N. BURLINGTON	COSSABOON DEVELOPMENT		R1	20.99		1	WOODED
06017-86	17	86	RAILROAD AVENUE	CHARLES THOMPSON		R1	8.4		1	WOODED
06017-88	17	88	46 ROSENHAYN AVENUE	RALPH H. LEARD		I	29.96	ALSO LOT 87	3	FMR. BRIDGETON METALS
060126-4	26	4	445-475 NORTH BURLINGTON ROAD	RONALD WADDELL		R1	5.54	ALSO LOT 5	2	AUTO REPAIR
060133-9	33	9	30 ROGERS STREET	ARCADIO VAQUERO		R1	7	98 X 72 109 X 70	2	AUTO REPAIRS
060140-1	40	1	344 INDIAN AVENUE	WESLEY BYKUC		R1	IRRG	150 X 128	1	AUTO PARTS STORE
060142-2	42	2	PENN STREET SOUTH TO ORCHARD ST.	FARGO AQUITION CORPORATION		R2/R	12.01	ALSO LOT 1,	1	MINOT FOOD PACKERS
060142-3	42	3	PENN STREET			R1/I	7	ALSO LOT 4, BL. 43, LOTS 1 AND 2	2	RAILROAD
060143-3	43	3	PENN STREET	SAMIR BASHAI		I	0.385		1	VACANT LOT
060147-1	47	1	WALNUT STREET	SEIBEL AND STERN		I	1.657		3	FMR. INDUSTRIAL
060147-2	47	2	REAR OF WALNUT STREET	CONSOLIDATED RAILROAD		I	3.04	ALSO LOT 3	2	RAILROAD
040647-4	47	4	REAR OF WALNUT STREET	IU & SRR		I	IRRG		2	RAILROAD
060147-5	47	5	145 -- 147 IRVING AVENUE	BRIDGETON PLAZA ASSOCIATES L.L.C.		C5	2.77		1	SUPERMARKET
060147-6	47	6	155 IRVING AVENUE	CAROL & BOB FORD		C5	IRRG	105 X 165	2	FMR. GAS STATION
060148-29	47	29	180 EAST MYRTLE AVENUE	DELTON T. FOX INC.		R2	IRRG	200 X 140	1	VACANT
060149-17	49	17	IRVING AVENUE	JES CORP		R2			1	VACANT
060150-16	50	16	179-181/183 N. LAUREL ST.	CITY OF BRIDGETON		R2	IRRG		2	FMR. HOTEL
060155-20	55	20	1 LANNING STREET	EDGAR BARNES		R2	IRRG		2	FMR AUTO REPAIR
060155-44	55	44	334-336 COHANSEY STREET	CITY OF BRIDGETON		R2	70X120		1	VACANT LOT
060159-18	59	18	271 N. LAUREL ST.	CITY OF BRIDGETON		R2	107X35		2	FMR BAKERY
060161-26	61	26	73 MYRTLE ST.	DAVE COLE		R4	IRRG		2	AB BUILDING
060162-1	62	1	415 BANK STREET	FARGO AQUITION CORPORATION		I	4.44	ALSO LOTS 2,3,4,01	1	MINOT FOOD PACKING
060162-4	62	4	315-347 BANK STREET	TOYE REALTY COMPANY		I	2.8	ALSO LOT 5	2	FMR FACTORY
060162-6	62	6	280 WALNUT STREET	SEIBEL & STERN		I	1.262		3	FMR FACTORY
060163-53	63	53	382 BANK STREET	JOHN & PATRICIA GESTERLING		R2	IRRG	50 X 14	1	VACANT LAND
060167-14	67	14	HARRISON ST.	OWENS ILLINOIS		R2	0.719	ALSO LOTS 15	1	PARKING LOT
060167-18	67	18	W. LAUREL STREET	CITY OF BRIDGETON		R2	3.24		1	PARKING LOT
060171-1.01	71	1.01	535 BANK STREET	D & L REALTY		I	3.25	ALSO LOT 1	2	AUTO REPAIR
060171-2	71	2	469 BANK STREET	TONY & ERNIE REALTY COMPANY, INC.		I	2	ALSO LOT 3	3	FMR. INDUSTRIAL
060174-9	74	9	494-498 N. PEARL ST.	WARREN NOLAN		C5	120*150		2	FORMER BAR
060175-6	75	6	MADISON STREET	OWENS ILLINOIS		R2	250*118		1	VACANT LOT
060176-13	76	13	405 N. LAUREL	MARY POWELL		R2	0.25		2	AB BUILDING
060176-14	76	14	NORTH LAUREL STREET	COL REALTY L.L.C.		R2	0.45		1	VACANT LOT
060177-4	77	4	450 NORTH LAUREL STREET	COL REALTY L.L.C.		R2	IRRG	147 X 256, 35 X 87	3	FMR INDUSTRIAL
060179-1	79	1	6 WASHINGTON ST.	FRANK MAZZIO		C1	0.45	ALSO LOTS 3, AND 5-9	2	FMR GAS STATION
060179-2	79	2	8 WASHINGTON ST.	DMC TEXTILE, INC.		C1	0.27		2	STORAGE FACILITY
060179-7	79	7	36-68 COHANSEY ST.	ATLANTIC CITY ELECTRIC		C1	3		3	CONNECTIV
060180-6	80	6	14-16 NORTH LAUREL STREET	JC PENNEY COMPANY, INC.		C1	IRRG	57 X 155	1	STOREFRONT
060180-11	80	11	30 N. LAUREL ST.	DAVID SCHWED		C1	0.04		1	STOREFRONT
060181-3	81	3	163 COHANSEY	FRED WAX		R2	0.1		2	AB. BUILDING
060181-16	81	16	128 N. LAUREL STREET	JOHN NAGY CO KOTOK		R2	IRRG	ALSO LOT 17	1	AB. STOREFRONT
060181-31	81	31	66-68 N. LAUREL ST.	PAULINO GHINO & PEDRO MORENO		R2	0.08		1	AB. STOREFRONT
060182-1	82	1	173 NORTH LAUREL STREET	PEET HEIN INC.		R2	0.303		2	GAS STA
060183-22	83	22	89-91 N. LAUREL ST.	DENNIS & HILDA GALLAGHER		R2	IRRG		1	AB STOREFRONT
060185-2	85	2	29 NORTH LAUREL STREET	ANNESE COHAN		C1	IRRG	ALSO LOTS 3 AND 4	1	STOREFRONT
060186-1	86	1	59 N. PEARL ST.	COASTAL MART		C2	IRRG		2	GAS STA
060188-1	88	1	PEARL STREET AND IRVING AVENUE	MARTIN CORP		R2	IRRG	ALSO 2-7 AND 11	3	FMR. INDUSTRIAL
060196-11	96	11	174 CHURCH ST.	SUN NATIONAL BANK		R4	IRRG		1	FMR BANK
060198-10	98	10	73 ELMER ST.	DORIS HECK		R4	IRRG	ALSO LOT 11	1	VACANT
060103-63	103	63	E. COMMERCE ST.	WINCHESTER AND WESTERN RR		I	IRRG	ALSO LOT 85	2	RAILROAD
060103-70	103	70	429 EAST COMMERCE STREET	ABBOTT MANUFACTURING, INC.		I	3.75	ALSO 64 AND 74	3	FMR INDUSTRIAL
060103-75	103	75	100 ELM ST.	HERBERT HEAD		I	IRRG	ALSO LOTS 76-79	1	VAC/RES
060103-82	103	82	115 ELM STREET	CRYSTAL ICE-BRIDGETON L.L.C.		I	2.79		3	INDUSTRIAL
060104-14	104	14	IRVING AVENUE	WINCHESTER AND WESTERN RR		I	IRRG		2	RAILROAD
060104-15	104	15	MANHEIM DRIVE	AGWAY INC.		I	4.75	ALSO LOTS 16 AND 17	3	FMR IND
060104-18	104	18	10 MANHEIM DRIVE	ACS SERVICES, INC.		I	IRRG	ALSO LOTS 19-22	3	FMR IND
060104-23	104	23	517 EAST COMMERCE STREET	JOHN REILLY CO NAT. REFRIGERANT		I	1.69	ALSO BLOCK 105, LOT 7	3	FMR IND
060105-6	105	6	75 ELM STREET	GERTRUDE WALLACE		I	1		3	FMR IND
060106-15	106	15	79 MANHEIM AVENUE	DIANN KIM HEMPLE		I/R2	IRRG	100 X 312	2	WAREHOUSE
060110-58	110	58	689-691 EAST COMMERCE STREET	VIRGINIA VEALE		R2	8.03		1	FMR. APARTMENTS
060114-3	114	3	20 TIMBER ROAD	GIANFRANCO & VALENTIA CHARELLI		R1	IRRG	520 X 165.5	3	FMR. IND
060116-15	116	15	60-62 EAST COMMERCE STREET	RIVERFRONT ASSOCIATES		C1	IRRG	AND LOT 15,01	2	STOREFRONT
060116-25	116	25	32-34 SOUTH LAUREL STREET	DANIEL WILLIAMS		C1	0.334		2	STOREFRONT
060116-26	116	26	42-46 SOUTH LAUREL STREET	SWANSON HARDWARE SUPPLY, INC.		C1	IRRG	90 X 118	1	STOREFRONT
060116-33	116	33	62 SOUTH LAUREL STREET	LEONARD & BETH WASSERMAN		C1	IRRG	31 X 105	1	STOREFRONT
060117-3	117	3	78-82 EAST COMMERCE STREET	D & L REALTY		C1	IRRG	49 X 64	1	STOREFRONT
060117-8	117	8	37 SOUTH LAUREL STREET	SAMUEL & GERALDINE NASUTI		C1	IRRG	34 X 96	1	STOREFRONT
060122-34	122	34	16 S. EAST AVENUE	CHARLES & DOROTHY VEALE		R3	IRRG		1	VACANT LAND
060123-10	123	10	MILL STREET & SOUTH EAST AVENUE	SQID MAC, INC.		I	5.91		3	AB. INDUSTRIAL
060124-4	124	4	SOUTH LAUREL AVENUE	CARPENTER REALTY CORPORATION		C2	IRRG	175 X 313 ALSO LOT 4,01 AND 6	3	FMR. CANNING IND
060125-1	125	1	40 EAST BROAD STREET	ALFIERI-BRIDGETON ASSOCIATES		C2	7.465		1	VACANT LAND
060126-5	126	5	145 SOUTH LAUREL AVENUE	JOHN W. KING		C2	IRRG	ALSO LOTS 4, 6, 7, AND 11	2	SLAUGHTER HOUSE
060126-9	126	9	138 SOUTH PEARL STREET	CARPENTER REALTY CORPORATION		C2	IRRG	ALSO LOTS 10, BL 128 LOT 1	3	INDUSTRIAL FAC
060128-2	128	2	162 S. PEARL ST.	JOHN GARTON		I	1.28		3	AB. INDUSTRIAL FAC.
060128-3	128	3	164-166 S. PEARL	CITY OF BRIDGETON		I	48X86		2	VAC/FMR. IND
060128-4	128	4	GROVE ST.	WINCHESTER AND WESTERN RR		I	IRRG		2	RAILROAD
060129-1	129	1	5 SOUTH AVENUE	SAMUEL ROBERTS		R2	0.4		2	AB BUILDING
060129-2	129	2	13-15 SOUTH AVENUE	GRACE MAY AND JOHN WILSON		R2	IRRG		2	AB BUILDING
060129-3	129	3	5-7 WILLOW ST.	CITY OF BRIDGETON		R2	0.2		2	AB BUILDING
060129-4	129	4	9 WILLOW ST.	VIOLA SCAFE		R2	0.1	ALSO LOT 5	1	VACANT LAND
060129-6	129	6	WILLOW ST.	JAMES EDWARDS		R2	0.17		1	VACANT LAND
060129-7	129	7	19-21 WILLOW ST.	JUAN ALVAREZ		R2	0.05		1	VACANT LAND
060129-8	129	8	WILLOW ST.	APRIL MORRIS BROTHERS		R2	2.41		1	VACANT LAND
060129-14	129	14	29 N. SPRUCE STREET	LENA MAY RAYFIELD		R2	1.1		1	AB. RESIDENCE
060132-1.02	132	1.02	50 GROVE STREET	FOUR STAR PRODUCTS, INC.		I	1.89	FOOD PROCESSING	3	FOOD PROCESSING
060134-1	134	1	17 SOUTH AVENUE	RICHARD BROWN		R2	IRRG		2	AUTO REPAIR
060138-8	138	8	51 ELLIS ST.	ANTHONY TERRIGNO		R2	0.38	ALSO LOT 9	2	GARAGE
060138-9.01	138	9.01	59 ELLIS ST.	ETROY AND OTELIA FLETOHER		R2	0.13		2	GARAGE
060144-19	144	19	S. PINE ST.	CITY OF BRIDGETON		R2	1.71		1	VACANT LOT
060144-21	144	21	SOUTH AVENUE	HOWARD AND EMMA RUSSELL		R2	0.29		2	FMR RETAIL
060144-14	144	14	149-159 SOUTH AVENUE	CITY OF BRIDGETON		R2	0.43		2	AUTO REPAIR
060145-1	145	1	SOUTH AVENUE	CITY OF BRIDGETON		R2	IRRG		1	VACANT LOT
060155-10	155	10	319 SOUTH AVENUE	JAMES A. TODD		R2	0.5	150 X 150	2	FMR GAS
060155-12	155	12	337 SOUTH AVENUE	DMC TEXTILE, INC.		R2	IRRG	100 X 150	3	FMR IND.
060155-13	155	13	355 SOUTH AVENUE	RUDOLPH BARBER, JR.		R2	IRRG	64 X 150	3	FMR IND
060155-14	155	14	371 SOUTH AV							

Significant Environmental Concern Likely Require Some Remedial Action; or High Potential-Major Environmental Concern Including Significant Remedial Action. Development of these identified site will require additional investigation. Many of the properties are privately owned but City owned parcels should be prioritized and remediation funding should be sought for clean-up.

## **8. Historic District**

The *Bridgeton's Historic District Map* shows this portion of the City that has an additional layer of regulations and requirements that must be observed. The *Bridgeton Historic District with Commercial/Industrial Zoning Overlay* shows the areas in which there will be an added layer of regulations for economic development. The majority of the Historic District outside of the commercial district is either Open Space, Residential or limited areas of Industrial lands, particularly around Ferrecute and Owens-Illinois. The Historic District and the historic aspects of the City are further discussed in the Historic Preservation Element.

## **9. Urban Enterprise Zone**

The *Urban Enterprise Zone (UEZ), Empowerment Zone & Commercial and Industrial Zoning Overlay* map shows areas that could benefit from economic development from UEZ programs. Areas in the five Commercial Districts and the Industrial District are shown. The plan also shows that not all commercial and industrially zoned areas are contained within the UEZ boundary. The City should closely review the maps to determine if the UEZ boundaries should be modified to include all commercial and industrially zoned properties.

## **10. Cumberland County Federal Empowerment Zone**

Approximately half of the northeastern side of the City and all of the southeastern side of the City are included in the Cumberland County Federal Empowerment Zone. Areas so designated are eligible for certain loans, bonds and tax incentives, as well as technical assistance and training programs and educational programs. The Empowerment Zone has three basic strategies aimed at improving economic conditions throughout the area. The first is to assist firms that wish to move into or expand in the Empowerment Zone. The second strategy is to establish small businesses, while the third is to renovate and upgrade the areas to make them attractive to businesses and to improve the quality of life for residents. Significant resources will also be allocated to job training, youth services, and transportation.

## **11. Existing Zoning Districts**

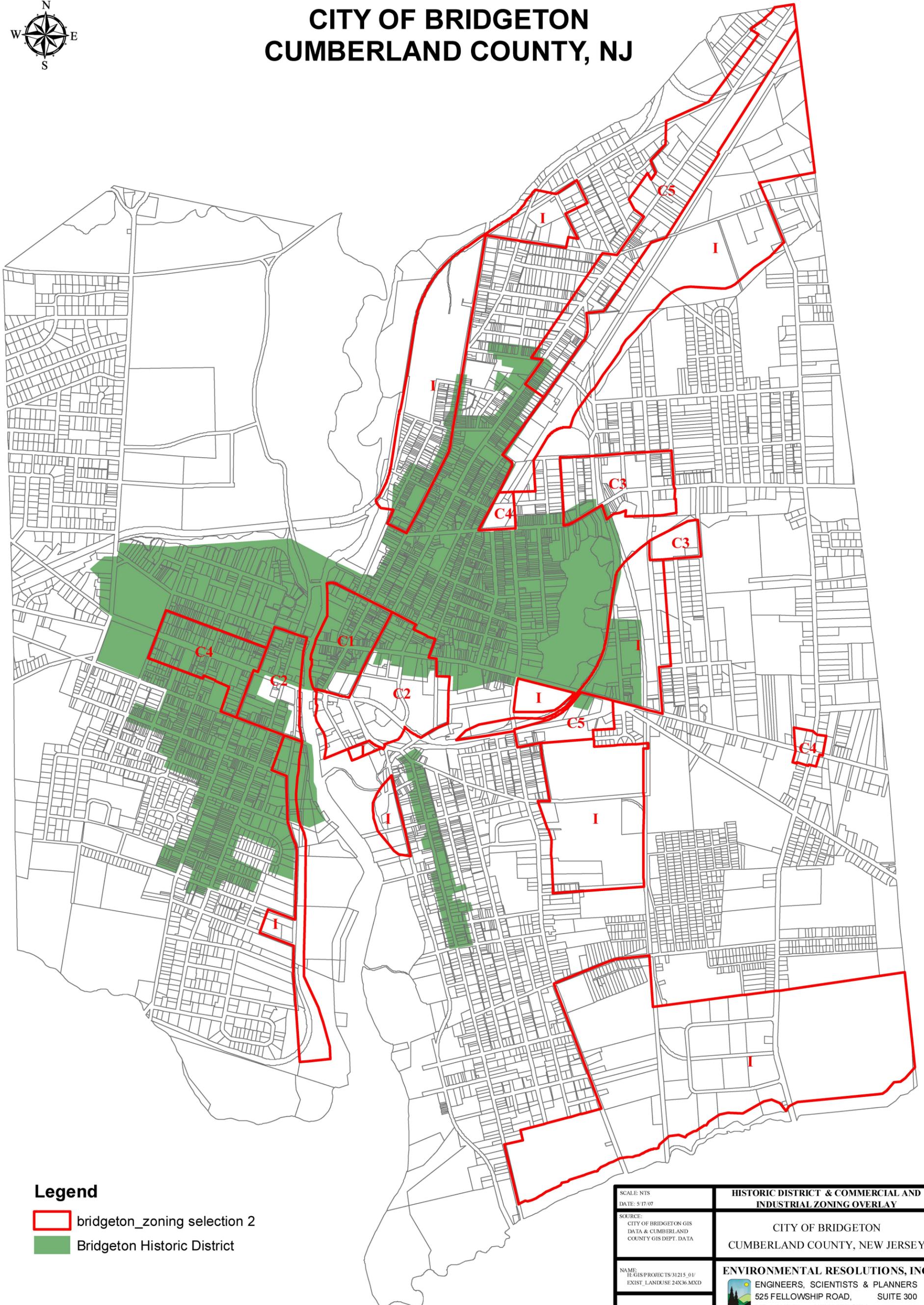
The *Existing Zoning Map* contains the following zoning districts in Bridgeton:



# HISTORIC DISTRICT & COMMERCIAL AND INDUSTRIAL ZONING OVERLAY



CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



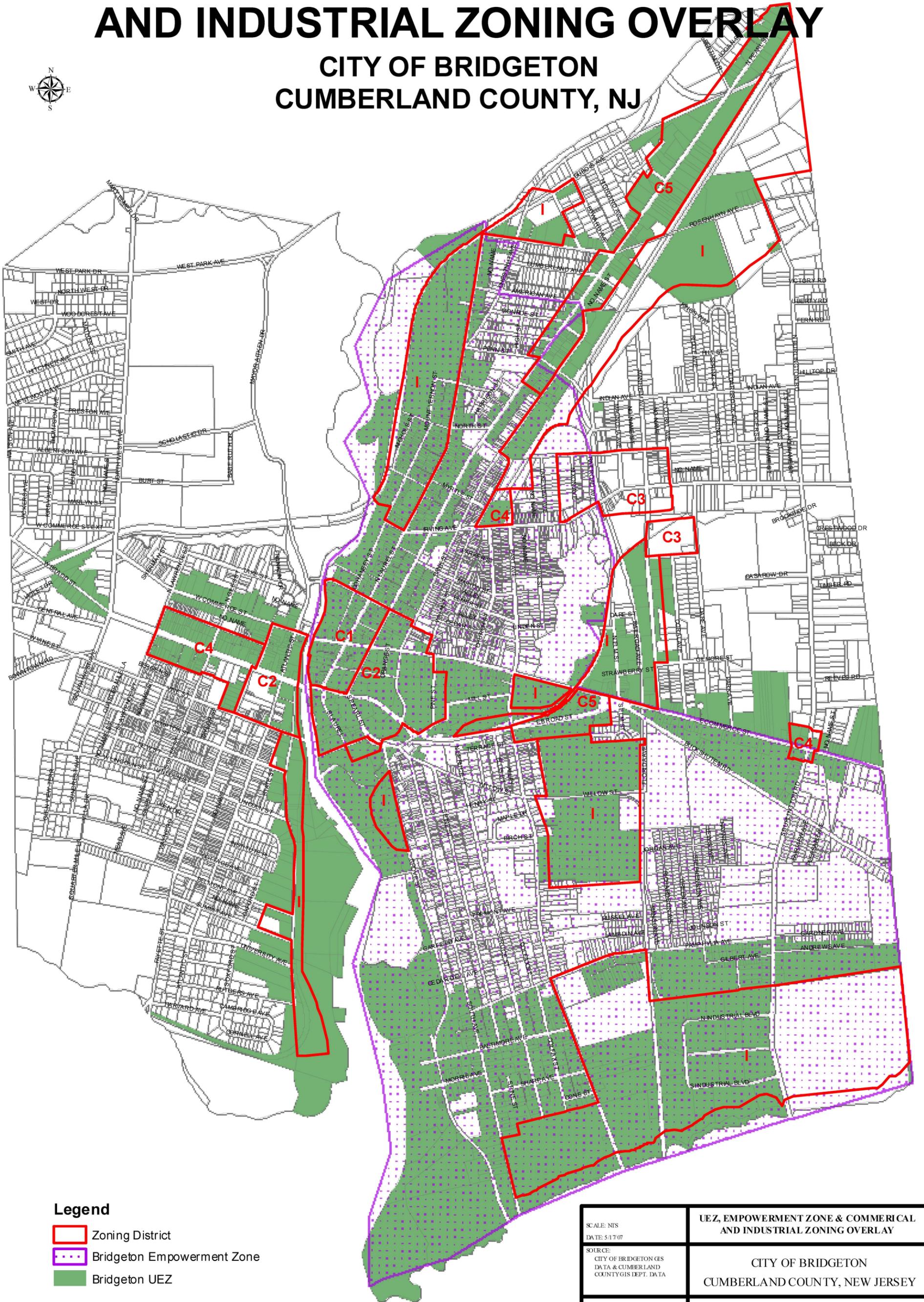
## Legend

-  bridgeton\_zoning selection 2
-  Bridgeton Historic District

SCALE: NTS DATE: 5/17/07	<b>HISTORIC DISTRICT &amp; COMMERCIAL AND INDUSTRIAL ZONING OVERLAY</b>
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: H:\GIS\PROJECTS\31215_01\EXIST_LANDUSE 24X36.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

# UEZ, EMPOWERMENT ZONE & COMMERCIAL AND INDUSTRIAL ZONING OVERLAY

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



## Legend

- Zoning District
- Bridgeton Empowerment Zone
- Bridgeton UEZ

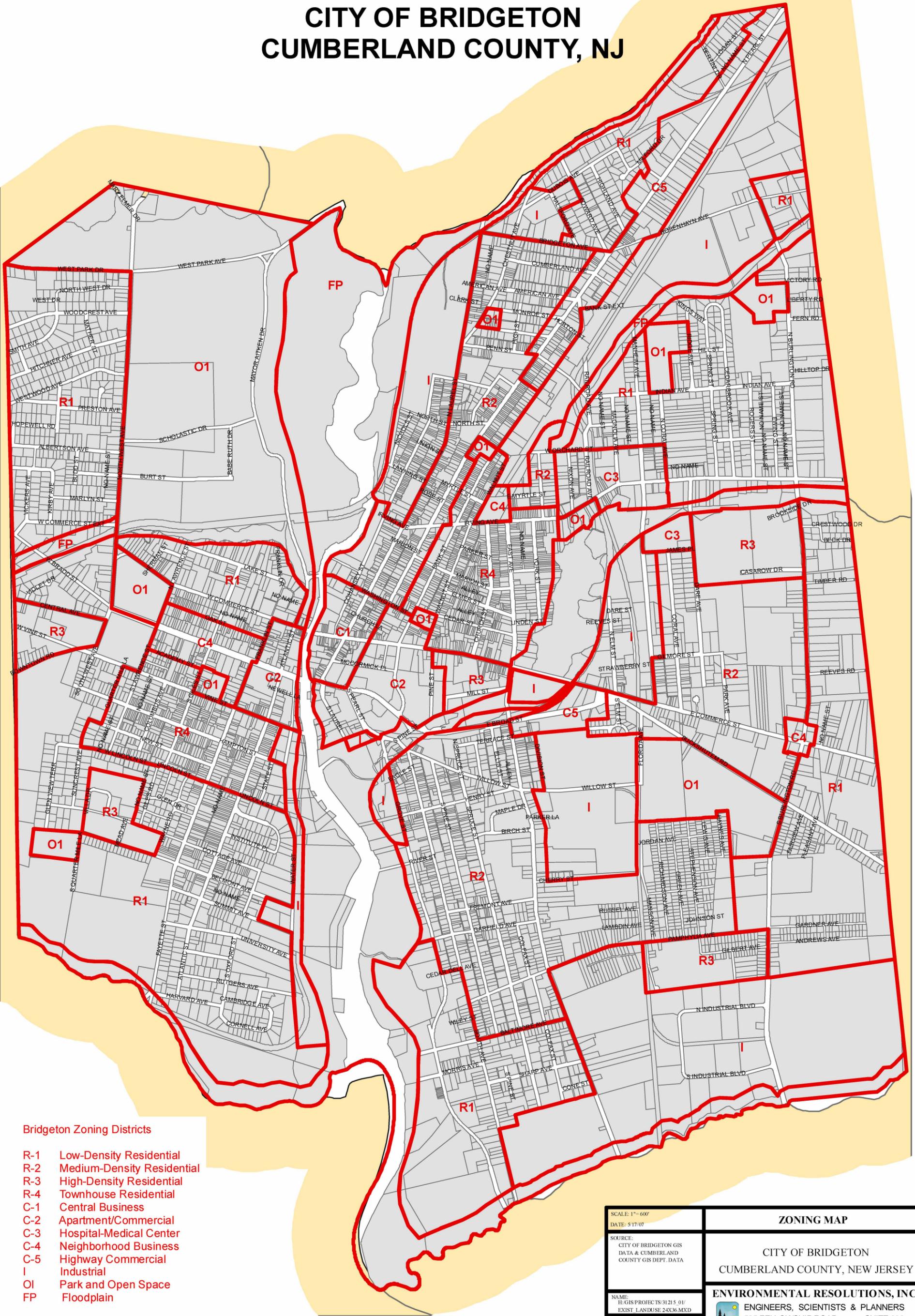
<p>SCALE: NIS DATE: 5/17/07</p>	<p><b>UEZ, EMPOWERMENT ZONE &amp; COMMERCIAL AND INDUSTRIAL ZONING OVERLAY</b></p>
<p>SOURCE: CITY OF BRIDGETON GIS DATA &amp; CUMBERLAND COUNTY GIS DEPT. DATA</p>	<p>CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY</p>
<p>NAME: H:\GIS\PROJECTS\31215_01\EXIST_LANDUSE\24X36.MXD</p>	<p><b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS &amp; PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719</p>



# ZONING MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Bridgeton Zoning Districts

- R-1 Low-Density Residential
- R-2 Medium-Density Residential
- R-3 High-Density Residential
- R-4 Townhouse Residential
- C-1 Central Business
- C-2 Apartment/Commercial
- C-3 Hospital-Medical Center
- C-4 Neighborhood Business
- C-5 Highway Commercial
- I Industrial
- O1 Park and Open Space
- FP Floodplain

SCALE: 1" = 600'  
 DATE: 5/17/07  
 SOURCE:  
 CITY OF BRIDGETON GIS  
 DATA & CUMBERLAND  
 COUNTY GIS DEPT. DATA  
 NAME:  
 H-GIS/PROJECTS/31215\_01/  
 EXIST LANDUSE 24X36.MXD

<b>ZONING MAP</b>	
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY	
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b>	
	ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

### ***Bridgeton Zoning Districts***

R-1	Low-Density Residential
R-2	Medium-Density Residential
R-3	High-Density Residential
R-4	Townhouse Residential
C-1	Central Business
C-2	Apartment/Commercial
C-3	Hospital-Medical Center
C-4	Neighborhood Business
C-5	Highway Commercial
I	Industrial
OI	Park and Open Space
FP	Floodplain

A summary of uses permitted in the various districts is provided below.

The R-1 Low-Density Residential District permits single family detached dwellings and accessory uses. Conditional uses include municipal buildings, churches, public, parochial or private schools and public utilities.

The R-2 Medium Density Residential District permits single family detached dwellings, two family detached dwellings, single family semidetached dwellings and single family attached dwellings (townhouses) and accessory uses. Conditional uses include those permitted in R-1 and general home occupations.

The R-3 High Density Residential Development permits the same primary and accessory uses as R-2 but on smaller lots. The same Conditional uses as in R-2 are also permitted in R-3.

The R-4 Townhouse Residential District permits the same primary and accessory units as in R-43 but on smaller lots and the same Conditional uses with the additional of residential conversions.

The C-1 Central Business district is the retail core of the City and permits those uses essential to the central business district while preventing those detrimental to normal Central Business District functions. The district permits retail sales of goods, prepared food and/or personal services, financial institutions, including banks, municipal uses and buildings, professional and administrative offices, insurance companies and realtors, provided they are on the second floor and/or above and accessory uses. Conditional uses include utility collection offices, lodge halls and fraternal organizations and public parking lots and/or garages.

The C-2 Apartment/Commercial District is a transition zone surrounding the retail core of the City to promote high-intensity development of offices, apartments and retail and service uses which are complimentary and can contribute to the support of the C-1 Central Business District zone. The C-2 District permits retail sale of goods, prepared

foods, personal and business services, automobile parts and services, business machine sales and services, and/or appliance sales and services, financial institutions and banks, professional and administrative offices, insurance and realtor offices, commercial recreation, printing and publishing establishments, mortuaries, utility collection offices, equipment buildings and maintenance shops, community services facilities, municipal uses and buildings, county, state and federal buildings and uses, apartment buildings and accessory uses. Conditional uses include hotels, motels and other public accommodations, public parking lots and/or garages, residential and business conversions, clubs, lodge halls and fraternal organizations and joint occupancy buildings.

The C-3 Hospital/Medical Center District is intended to establish a district devoted primarily to hospital, medical and related residential and commercial uses. Permitted uses include hospitals and convalescent homes, medical and/or dental clinics, commercial uses limited to apothecary shops, drug stores, surgical supply sales, convenience goods stores and restaurants, personal services limited to beauty and barber shops, cleaning and laundry pickup facilities and banking services except drive-in banks, medical schools and accessory uses. Conditional uses include professional conversion, medical and pharmaceutical laboratories and research centers, special home occupations, public accommodations limited to hotels, motels and tourist homes, joint occupancy buildings, residential conversion, apartment buildings and/or townhouses, and parking lots and/or garages.

The C-4 Neighborhood Commercial District is intended to establish commercial districts to serve the every day shopping needs of the City's residents at locations which are convenient to established residential neighborhoods. Permitted uses include retail sale of goods, prepared foods and/or personal services including Laundromats, professional offices, banking facilities including drive-in banks, insurance and realty offices, outdoor theaters and accessory uses. Conditional uses include gasoline service stations, business conversions and public parking lots.

The C-5 Highway Commercial District is intended to confine highway-oriented commercial uses to very specific locations so that the uses which are generally non-compatible with and can readily have a blighting effect on sound residential development do not spread haphazardly throughout the City and to better control ingress and egress to the City's major roadways. Permitted uses include gasoline service stations, automobile repair garages including paint and body shops, retail sale of automobile parts, factory authorized automobiles sales and service, used car sales, car wash, heavy equipment and farm machinery sales and services, storage and distribution facilities, drive in facilities for the sale of goods, prepared foods and/or services, commercial recreation facilities, including drive-in theaters and accessory uses. Conditional uses include business conversions, clubs, lodges and fraternal organizations and motels.

The I-Industrial District is intended to provide sufficient spaces in appropriate locations; to meet the anticipated future needs for industrial activity with due allowance for the needs for a range in choices in sites; to insure that land most suitable for industrial and related activities will be available by prohibiting the use of such land for new

residential development; to protect residences by separating them from such activities; to protect industry against congestion by limiting the bulk of buildings in relation to the land around them and to one another and by providing sufficient off-street parking and loading for such facilities; to promote the most desirable use of land and direction of building development in accordance with good planning; to promote stable industry; to strengthen the economic base; to protect the character of particular industrial areas and their peculiar suitability to particular uses; to conserve the value of land and buildings and to protect local tax revenues; and to encourage industrial development which is free from offensive noise, vibration, smoke, odor, glare, hazards of fire and other objectionable effects.

The I-Industrial District allows administrative offices, any activity involving cleaning, distribution, processing, production, repair, storage or testing of materials, goods and/or products, building materials sales yards, including timber, plumbing and heating, roofing and similar materials, contractor equipment storage yard or building or rental of equipment, municipal uses and buildings, research and experimental laboratories, wholesale activities, bonded storage warehouses, utility installations and alternative power producers and accessory uses. Commercial excavation is permitted as a Conditional use.

Two Open Development Districts exist to provide sufficient space for public and semipublic recreation and conservation; to provide sufficient space for the expansion of existing public facilities; to protect the natural environment from ill-conceived development; to protect public health, safety and welfare from certain natural disasters; and to permit and encourage the retention of open land uses located and designated to constitute harmonious and appropriate physical development in the City.

The first Open Development District is the O-1 Park and Open Space District which is intended to establish a district specifically for recreation, conservation of natural amenities, public education facilities and certain semipublic uses which require vast amounts of open land. The O-1 District permits public parks, playgrounds, playfields or reservation, recreation buildings, beaches, pools, commercial recreation, zoos, aviaries, aquariums, conservatories, arboretums, botanical gardens, wildlife refuges, public schools, libraries, museums and similar public education facilities, cemeteries, mausoleums, crematoriums and related religious buildings and municipal uses and buildings and accessory uses. Conditional uses include churches and public utilities.

The second Open Development District is the FP Floodplain District which is intended to establish controls for floodplains and wetlands and to protect areas subject to and necessary for floodwaters and tidewaters. Permitted uses include cultivation including reforestation and harvesting of crops according to recognized soil conservation practices, pasture, grazing land, and outdoor plant nursery or orchard.

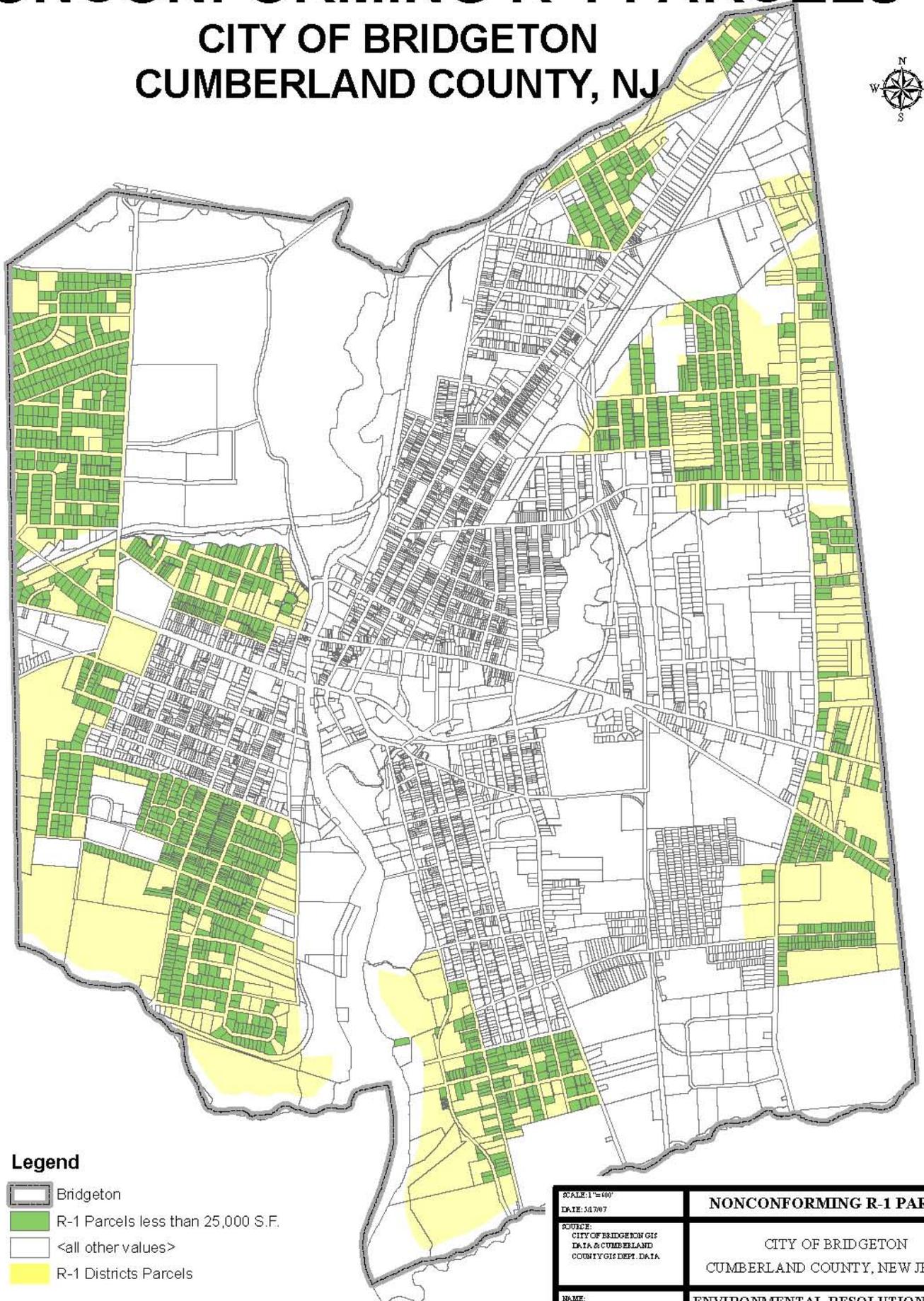
## H. Land Use Plan

The Land Use Plan evaluates the major land use issues facing the City, articulates design guidelines for new and infill development in the community, and makes recommendations for future changes to the City's development regulations and maps relating to land use. The Bridgeton Master Plan, however, contains a number of other elements that describe land use issues, present guidelines for new development and rehabilitations and recommends changes to land use. Recommendations for general land use and zoning changes are presented below.

- Renew the Central Business District and expand the list of permitted uses to include entertainment related uses, boutiques, outdoor cafes/bistros, niche retailers, specialty retailers, indoor ethnic marketplace and multicultural center with offices and meeting rooms.
- Prioritize redevelopment areas, starting with the Central Business District and revise Redevelopment Plans if they are not consistent with present land use goals. Promote parcels, seek developers, and begin redevelopment.
- Improve streetscapes, particularly at gateways to the City and in the Central Business District. Institute a litter patrol and enforce fines. Way finding signs, banners, street lighting, patterned cross-walks and planters will also encourage a pedestrian friendly, walkable and welcoming environment to residents and visitors. Survey signalized intersections such as Laurel and Commerce to insure pedestrians and vehicles are accommodated.
- Conduct a parking survey to determine the need for and capacity required for additional parking in the downtown.
- Replace the Flood Plain zone with a Waterfront District that would permit recreation/ecotourism type uses along the City's waterways. Environmental concerns are already regulated by NJDEP and this district would permit a greater variety of uses while respecting the environment with the regulations already in place with CAFRA, Flood Hazard Area, Waterfront Development, Tidal Wetlands and Non-Tidal Wetlands.
- Transition neighborhood businesses that are currently in the Central Business District to neighborhood locations and attract new Central Business District related businesses to the CBD. Identify key intersections within residential districts where neighborhood commercial locations are appropriate.
- Amend the C-3 Hospital-Medical Center District to allow for broader uses such as various educational and medical/occupational training facilities.

# NONCONFORMING R-1 PARCELS

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



## Legend

-  Bridgeton
-  R-1 Parcels less than 25,000 S.F.
-  <all other values>
-  R-1 Districts Parcels

SCALE: 1"=600'  
DATE: 06/2007  
SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA  
NAME:  
E.GIS/PROJ/061601211\_01/  
R1ZEMXD

**NONCONFORMING R-1 PARCELS**  
  
CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY  
  
ENVIRONMENTAL RESOLUTIONS, INC.  
ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719

- Reduce the size of R-1 Density Low Residential lots to reduce the number of undersized lots that exist in the District. The *Non Conforming R-1 Parcels* map shows the wide spread extent of non conforming lots.
- Review R-2, R-3 and R-4 standards and districts in terms of housing needs.
- Review the impact of the Planned Mixed Use Commercial Residential District (PMUCRD) on neighborhood residential and retail districts.
- Eliminate or amend abandoned property regulations.
- Amend C-5 Highway Commercial District to allow additional retail and restaurants.
- Amend C-1 Central Business District to permit second and higher story living.
- Create an additional C-4 Neighborhood Business District in the Pamphylia and South East Avenue area.
- Review the Industrial zoning uses and boundary limits to insure industrial viability of standards to current potential users.
- Reduce the C-4 boundary along Oak Street between Lawrence and Franklin Streets by moving it south toward Broad Street and review the need to adjust district boundaries for similar situations in the City.
- Discourage conversion of large existing homes to apartments or rentals.
- Review sign ordinance to reduce the amount of window signage.
- Review the Property Maintenance code to make sure it's consistent with the Zoning Ordinance.
- Amend ordinance to require on site parking for change in use or increase in intensity of use for residential and non-residential properties.
- Use parking permit program to limit on street parking as needed to alleviate excessive parking density and intensity.
- Require conversions of single family units to multi-family to accommodate parking and Minor Site Plan approval.

## V. HOUSING PLAN ELEMENT

### A. Inventory of Municipal Housing Stock

#### 1. Age of Housing Stock

Bridgeton City has a relatively old housing stock as shown in Table 1. Approximately 70 percent of the City's housing stock was constructed before 1960 as opposed to approximately 35 percent for the County in the same period. Only 14.7 percent of the City's housing was constructed since 1970 as opposed to 49.3 percent for the County. In the City, housing construction was most prevalent prior to 1959 with a dramatic decrease after 1959. For the County, housing construction remained relatively constant in the 1960's, 1970's and 1980's with a decline after 1990. There was a significant decline in housing construction in the County in the 1940's which the City did not experience. In the City, however, there was a significant decline in construction after 1979.

To prevent the gradual decline in the quality of housing, the City should continue to pursue enforcement of the existing Property Maintenance Code.

**TABLE 1  
AGE OF HOUSING STOCK**

#### Bridgeton City and Cumberland County

Decade	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Pre 1939	2,479	36.5	12,280	24.0
1940-1959	2,350	34.6	5,411	10.6
1960-1969	966	14.2	8,215	16.1
1970-1979	719	10.6	8,841	17.3
1980-1989	160	2.4	8,761	17.1
After 1990*	121	1.7	7,608	14.9
Total	6,795	100.0	51,116	100.0

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

*\*Bridgeton City from 1990-March 2000, Cumberland County from 1990 to 2005*

## 2. Owner Occupied Housing Values

The median housing value for the City was \$71,500 in 2000. County housing values are almost twice that of the City, with a median value of \$133,000 in 2000. The predominant housing value in the City is in the \$50,000 to \$99,999 range, with just over 60% percent of the owner occupied units in this category, as shown in Table 2. Another 23.7 percent of the homes are valued less than \$50,000. Only 15 percent of the units are valued above \$100,000 and only 2.5% are valued above \$150,000. In the County, just over 70 percent of units are valued over \$100,000 and over 40 percent are valued above \$150,000. This data shows a significant disparity of housing values in the City as opposed to County housing stock.

**TABLE 2**  
**OWNER OCCUPIED HOUSING VALUES**  
**Bridgeton City and Cumberland County, NJ**

Value	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Less than \$50,000	657	23.7	1,979	5.8
\$50,000 to \$99,999	1,702	61.3	8,270	24.1
\$100,000 to \$149,999	348	12.5	10,134	29.6
\$150,000 to \$199,999	45	1.6	7,151	20.9
\$200,000 to \$299,999	10	0.4	4,791	14.0
\$300,000 to \$499,999	15	0.5	1,466	4.3
\$500,000 to \$999,999	0	0.0	463	1.3
\$1,000,000 or more	0	0.0	0	0.0
Median (Dollars)	\$71,500	100.0	\$133,000	100.0

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

### 3. Mortgage Status and Selected Monthly Owner Costs

Table 3 indicates mortgage status and selected monthly owner costs. In the City, the median mortgage is \$923 as opposed to \$1,204 in the County. The percentage of City residents with a mortgage (56 percent) is lower than the percentage of the County (67.6 percent). The City has a greater number of properties without a mortgage (44 percent) than the County (32.4 percent) and the monthly costs in the City were lower than Countywide monthly costs. In the County, those with mortgages and monthly costs of \$1,500 or more (25.7%) are more than three times the percent of City residents with mortgage and monthly costs of this amount (8.5%).

**TABLE 3**  
**MORTGAGE STATUS AND SELECTED MONTHLY OWNER COSTS**  
**Bridgeton City and Cumberland County, NJ**

Value	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
With a Mortgage	1,556	56.0	23,203	67.6
Less than \$300	6	0.4	378	1.6
\$300 to \$499	66	4.2	323	1.4
\$500 to \$699	225	14.5	1,031	4.4
\$700 to \$999	658	42.3	4,679	20.2
\$1,000 to \$1,499	469	30.1	10,807	46.6
\$1,500 to \$1,999	98	6.3	4,350	18.7
\$2,000 or More	34	2.2	1,635	7.0
Median (Dollars)	\$923		\$1,204	
Not Mortgaged	1,221	44.0	11,141	32.4
Median (Dollars)	\$386		\$495	

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

#### 4. Monthly Owner Costs

Table 4 indicates Selected Monthly Owner Costs as a percentage of Household Income in 1999. In the City, the greatest percentage (43.9 percent) of households spend less than 20.0 percent of their income on owner costs. The greatest percentage of County households, (35.8 percent) also spend less than 20.0 percent on owner costs. Interestingly, the second largest number of City and County households spend 35 percent or more of household income on owner costs. The figures indicate that generally, City residents spend approximately the same amount of their household income on owner costs as County residents.

**TABLE 4  
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF  
HOUSEHOLD INCOME IN 1999**

**Bridgeton City and Cumberland County, NJ**

Percentage	Bridgeton City*		Cumberland County**	
	Number	Percent	Number	Percent
Less than 20.0 Percent	1,220	43.9	8,314	35.8
20.0 to 24.9 Percent	353	12.7	3,735	16.1
25.0 to 29.9 Percent	322	11.6	3,154	13.6
30.0 to 34.9 Percent	186	6.7	2,092	9.0
35.0 Percent or More	667	24.0	5,776	24.9
Not Computed	29	1.0	132	0.6

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

*\* City data does not specify with or without a mortgage.*

*\*\*County data is with a mortgage.*

## 5. Gross Rent

Table 5 shows Gross Rent for Bridgeton City and Cumberland County residents. Median rent for City residents is \$602 as opposed to \$715 for the County. The greatest percentage of City residents (39 percent) pay between \$500 and \$749 for rent. The greatest percentage of County residents pay either \$500 to \$749 (25.3 percent) or between \$750 and \$999 (26.4 percent). The figures also indicate that there are less City residents (2.9 percent) paying no cash rent as opposed to County residents in this category (4.3 percent). In the City, almost three quarters of the renters (72.7%) spend \$749 or less on monthly rent whereas only slightly more than half of County residents (54.9%) spend less than \$749 on monthly rent.

**TABLE 5  
GROSS RENT**

**Bridgeton City and Cumberland County, NJ**

Gross Rent	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Less than \$200	347	10.9	1,664	10.7
\$200 to \$299	230	7.2	1,262	8.1
\$300 to \$499	498	15.6	1,676	10.8
\$500 to \$749	1,243	39.0	3,937	25.3
\$750 to \$999	629	19.7	4,109	26.4
\$1,000 to \$1,499	132	4.1	2,179	14.0
\$1,500 or More	15	0.5	75	0.5
No Cash Rent	93	2.9	668	4.3
Median (Dollars)	\$602		\$715	

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 6. Gross Rent and Household Income

Table 6 compares Gross Rent as a percentage of household income for City and County residents. In the City, 37 percent of renters spend 35 percent or more on rent as compared to 42.3 percent of County renters spending this amount. This chart compared to Table 4 Selected Monthly Owner Costs as a Percentage of Household Income in 1999, shows that in the City and County, the greatest percent of renters pay more than 35% of their household income on rent whereas the greatest percentage of owners spend less than 20% of their household income on owner costs.

**TABLE 6**  
**GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME**  
**IN 1999**

**Bridgeton City and Cumberland County, NJ**

Value	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Less than 15.0 Percent	538	16.9	1,775	11.4
15.0 to 19.9 Percent	327	10.3	1,195	7.7
20.0 to 24.9 Percent	310	9.7	2,271	14.6
25.0 to 29.9 Percent	353	11.1	1,555	10.0
30.0 to 34.9 Percent	276	8.7	1,301	8.4
35.0 Percent or More	1,180	37.0	6,581	42.3
Not Computed	203	6.4	892	5.7

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 7. Housing Tenure

Housing tenure is shown in Table 7. The data indicates that 48.4 percent of occupied units in the City are owner occupied and approximately 51.6 percent are renter occupied. In the County, a much higher percentage of the units are owner occupied (68.9 percent) and only 31.1 percent are renter occupied. Table 7 also indicates that average household size of owner units is similar in the City and County and renter household size is significantly greater in the City than in the County.

**TABLE 7**  
**OCCUPIED UNITS HOUSING TENURE**  
**Bridgeton City and Cumberland County, NJ**

Unit Type	Bridgeton City			Cumberland County		
	Number of Units	Percent	Average Household Size	Number of Units	Percent	Average Household Size
Owner Occupied	2,993	48.4	2.72	34,344	68.9	3.00
Renter Occupied	3,189	51.6	3.19	15,570	31.1	2.37
Total Units	6,182	100.0		49,914	100.0	

Source: US Bureau of the Census, Census 2000. Profile of General Demographic Characteristics  
Bridgeton City and Cumberland County, NJ.

Table 7A illustrates the percentage of owner-occupied housing versus renter-occupied units for each of the City's Census Tracts. The *Census Map* shows the six Census Tracts that comprise the City. Overall, the number of owner-occupied units has decreased by 14.6 percent since 1990, while the number of renter-occupied units has only decreased by 1 percent. Home ownership losses are greatest in census tracts 203 and 205.01. Census Tract 204 saw the smallest reduction in owner occupied units.

**TABLE 7A**  
**OCCUPIED UNITS HOUSING TENURE BY CENSUS TRACT**  
**Bridgeton City, NJ**

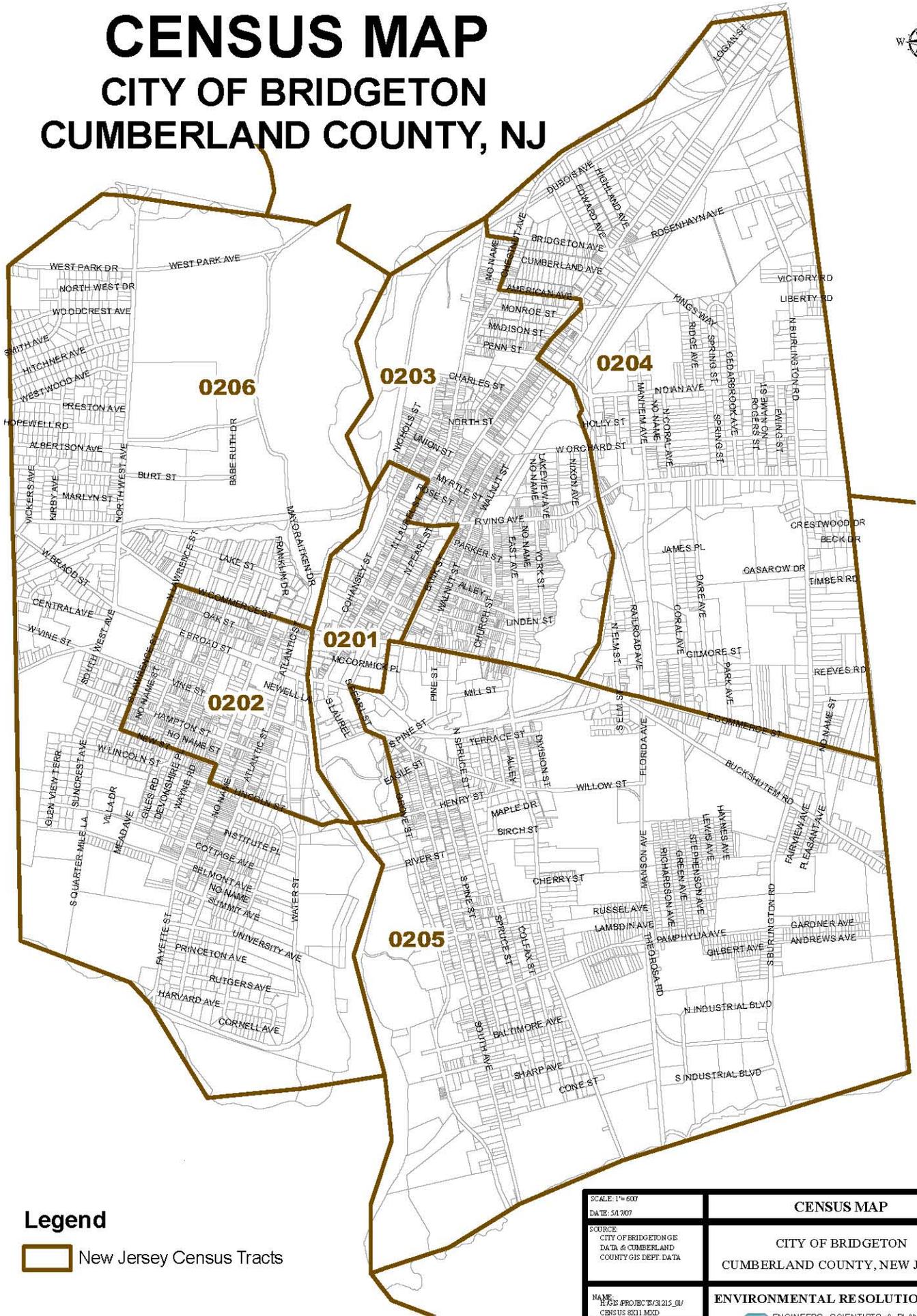
Census Tract	Owner Occupied Units			Renter-Occupied Units		
	1990	2000	% Change	1990	2000	% Change
201	68	59	-13.2%	347	327	-5.8%
202	311	276	-11.3%	377	410	8.7%
203	702	537	-23.5%	805	810	0.6%
204	702	671	-4.40%	390	419	7.4%
205.01	595	478	-19.6%	708	645	-8.9%
206	1,126	972	-13.7%	594	578	-2.7%
City	3,504	2993	-14.6%	3,221	3189	-1.0%

Source: US Census Bureau

# CENSUS MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

 New Jersey Census Tracts

SCALE: 1" = 600'
DATE: 5/1/2017
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA
NAME: HGS PROJ. 15/3/215/DJ CENSUS 2011 MCD

<b>CENSUS MAP</b>	
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY	
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b>	
 ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719	

## 8. Units in Structure

One-unit detached units comprise the largest percentage of housing types in both Bridgeton City (44.0 percent) and Cumberland County (64.9 percent) as shown in Figure H-8. One-unit attached housing is the second largest category the City (23 percent).

**TABLE 8  
UNITS IN STRUCTURE**

**Bridgeton City and Cumberland County, NJ**

Unit Type	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
1-Unit, Detached	2,988	44.0	35,197	64.9
1-Unit, Attached	1,566	23.0	3,490	6.4
2 Units	722	10.6	3,699	6.8
3 or 4 Units	423	6.2	2,104	3.9
5 to 9 Units	461	6.8	1,933	3.6
10 to 19 Units	183	2.7	2,531	4.7
20 or More Units	444	6.5	2,324	4.3
Mobile Home	8	0.1	2,914	5.4
Boat, RV, Van, Etc.	0	0.0	0	0.0
<b>Total Units</b>	<b>6,795</b>	<b>100.0</b>	<b>54,192</b>	<b>100.0</b>

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 9. Occupants Per Room

Table 9 reflects that in both the City (89.2 percent) and County (97.9 percent), the majority of the occupied units contain 1.0 person or less per room. In the City, however, 5.3 percent of the rooms have 1.01 to 1.50 persons as opposed to 2.0 percent for the County and in the City, 5.4 percent of the rooms have 1.51 or more occupants while that number is only 0.1 percent for the County.

**TABLE 9  
OCCUPANTS PER ROOM**

**Bridgeton City and Cumberland County, NJ**

Occupants Per Room	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
1.00 or Less	5,517	89.2	48,866	97.9
1.01 to 1.50	330	5.3	1,019	2.0
1.51 or More	335	5.4	29	0.1
Occupied Housing Units	6,182	100.0	49,914	100.0

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 10. Number of Rooms

The median number of rooms in City and County housing units is approximately 5.5 (Table 10). The greatest percent of units in the City contain five or six rooms, which is also the case in the County.

**TABLE 10  
NUMBER OF ROOMS**

**Bridgeton City and Cumberland County, NJ**

Rooms	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
1	147	2.2	0	0.0
2	337	5.0	1,472	2.7
3	763	11.2	4,539	8.4
4	957	14.1	7,572	14.0
5	1,476	21.7	12,301	22.7
6	1,249	18.4	13,127	24.2
7	924	13.6	7,802	14.4
8	516	7.6	4,226	7.8
9 or More	426	6.3	3,153	5.8
Median	5.3	100.0	5.6	100.0

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 11. Home Heating Fuel

Information available from the Bureau of the Census indicates that in the City, fuel oil and kerosene is the predominant fuel choice, with 54.2 percent of units heated by that source, followed by 34.8 percent with utility gas. In the County, 48.7 percent of units utilize utility gas, followed by 36.9 percent heated by fuel oil or kerosene, as illustrated in Table 11.

**TABLE 11  
HOUSE HEATING FUEL**

**Bridgeton City and Cumberland County, NJ**

Fuel Type	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Utility Gas	2,151	34.8	24,316	48.7
Bottled, Tank or LP Gas	184	3.0	1,555	3.1
Electricity	379	6.1	4,922	9.9
Fuel Oil, Kerosene, etc.	3,350	54.2	18,402	36.9
Coal or Coke	0	0.0	13	0.0
Wood	25	0.4	219	0.4
Solar Energy	0	0.0	161	0.3
Other Fuel	61	1.0	106	0.2
No Fuel Used	32	0.5	220	0.4

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics, Bridgeton City and Cumberland County, NJ.*

## 12. Selected Characteristics

Figures Tables 11 and 12 show selected housing characteristics that can describe substandard conditions. These include lack of plumbing, lack of kitchen facilities and lack of fuel. In the City, 32 units (0.5 percent) lack a heating source, 35 units (0.6 percent) lack complete plumbing facilities and 56 units (0.9 percent) lack complete kitchen facilities. The percentage of households without telephone service in the City is comparable to that of the County. The County reports 220 units (0.4 percent) without a heating source, 122 (0.2 percent) lacking complete plumbing facilities, and 106 (0.2 percent) lacking complete kitchen facilities.

**TABLE 12  
SELECTED CHARACTERISTICS**

**Bridgeton City and Cumberland County, NJ**

Selected Characteristic	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Lacking Complete Plumbing Facilities	35	0.6	122	0.2
Lacking Complete Kitchen Facilities	56	0.9	106	0.2
No Telephone Service	343	5.5	2,662	5.3

*Source: US Bureau of the Census, Census 2000. Profile of Selected Housing Characteristics  
Bridgeton City and Cumberland County, NJ.*

**B. PROJECTED MUNICIPAL HOUSING STOCK**

**1. Construction Permits Issued**

Table 13 identifies the number of construction permits issued for new residential construction as reported by the New Jersey Department of Labor for the period 1980 to 2005. A review of the permit information indicates that between 1980 and 2005, all permits were issued for single family units, with the exception of two two-family units in 1990. For the ten year period from 1994 to 2003, the City experienced an average increase of 2.5 units per year. The largest housing increase has been recent, with 213 units in 2004 and 167 in 2005.

**TABLE 13  
CONSTRUCTION PERMITS ISSUED  
Bridgeton City, NJ**

<b>Year</b>	<b>Number of Permits</b>	<b>Year</b>	<b>Number of Permits</b>
1980	2	1993	0
1981	2	1994	2
1982	2	1995	2
1983	1	1996	1
1984	12	1997	3
1985	9	1998	0
1986	2	1999	3
1987	2	2000	1
1988	2	2001	3
1989	1	2002	9
1990	5	2003	1
1991	0	2004	213
1992	0	2005	167

*Source: New Jersey Department of Labor, 2005.*

**2. Projected Housing**

Projected residential housing in Bridgeton is mainly limited to scattered infill housing units or in designated redevelopment areas, such as the Hope VI and Phoenix Redevelopment Areas.

## C. DEMOGRAPHIC CHARACTERISTICS

### 1. Household Income

Household size, income level, age, and type are principal characteristics of the population that relate to housing. Table 14 shows household income for City and County residents as reported in the 2000 Census. Median household income for the City is \$26,923 as opposed to \$46,064 for the County. Almost 30 percent of City households earn between \$35,000 and \$74,999 per year. Over 60 percent of residents earn less than \$35,000 in comparison to 9.8 percent earning \$75,000 or greater. County data indicates approximately 35 percent of the households earn between \$35,000 and \$74,999, 39.7 percent earn less than \$35,000 and 24.5 percent earn over \$75,000 per year. The 2000 Census Summary Information indicates that in the City, 967 families (22.7%) and 4,880 individuals (26.6%) were below the poverty level in 1999. In the County, only 12.6 percent of families and 12.6 percent of individuals were below the poverty level.

**TABLE 14  
HOUSEHOLD INCOME**

**Bridgeton City and Cumberland County, NJ**

Income	Bridgeton City*		Cumberland County**	
	Number of Households	Percent	Number of Households	Percent
Less than \$10,000	1162	18.8	4,551	9.1
\$10,000-14,999	572	9.3	3,468	6.9
\$15,000-24,999	1151	18.6	5,931	11.9
\$25,000-34,999	849	13.8	5,877	11.8
\$35,000-49,999	840	13.6	7,496	15.0
\$50,000-74,999	992	16.1	10,377	20.8
\$75,000-99,999	329	5.3	5,021	10.1
\$100,000-149,999	217	3.5	4,608	9.2
\$150,000-199,999	16	0.3	1,747	3.5
\$200,000 or More	45	0.7	838	1.7
Median Income	\$26,923		\$46,064	
Total Households	6,173	100.0	49,914	100.0

Source: US Bureau of the Census, Census 2000. Profile of Selected Economic Characteristics, Bridgeton City and Cumberland County, NJ.

\* Reported in Income in 1999.

\*\* Reported in 2005 Inflation-Adjusted Dollars.

Table 14A lists median household income, median family income, and per capita income for each census tract and the City for 1990 and 2000. Census tracts 201 and 203 experienced the greatest increase in median household income. Census tracts 203 and 204 had the greatest growth in median family income followed by Census tract 201. Census tract 201 experienced the most significant increase in per capita income, with an 84% change. At the same time, per capita income decreased in Census tracts 202 and 204.

**TABLE 14A  
HOUSEHOLD, FAMILY AND PER CAPITA INCOME  
BY CENSUS TRACT  
Bridgeton City, NJ**

<b>Income Comparisons by Census Tract</b>			
<b>Census Tract</b>	<b>Median Household Income</b>		
	<b>1989</b>	<b>2000</b>	<b>% Change</b>
<b>201</b>	\$13,342	\$20,302	34.3%
<b>202</b>	\$27,077	\$27,796	2.6%
<b>203</b>	\$18,577	\$28,149	34.0%
<b>204</b>	\$28,561	\$36,010	20.7%
<b>205.01</b>	\$14,946	\$18,564	19.5%
<b>206</b>	\$30,487	\$34,120	10.6%
<b>City</b>	\$21,897	\$26,923	18.7%

<b>Census Tract</b>	<b>Median Family Income</b>		
	<b>1989</b>	<b>2000</b>	<b>% Change</b>
<b>201</b>	\$19,712	\$24,149	22.5%
<b>202</b>	\$27,105	\$28,295	4.4%
<b>203</b>	\$20,104	\$29,119	44.8%
<b>204</b>	\$35,774	\$46,339	29.5%
<b>205.01</b>	\$18,343	\$18,720	2.1%
<b>206</b>	\$36,827	\$43,458	18.0%
<b>City</b>	\$26,243	\$30,502	16.2%

<b>Census Tract</b>	<b>Per Capita Income</b>		
	<b>1989</b>	<b>2000</b>	<b>% Change</b>
<b>201</b>	\$6,458	\$11,895	84.2%
<b>202</b>	\$11,242	\$10,068	-10.4%
<b>203</b>	\$7,281	\$9,068	24.5%
<b>204</b>	\$17,294	\$16,164	-6.5%
<b>205.01</b>	\$6,489	\$6,547	1.0%
<b>206</b>	\$13,818	\$17,633	27.6%
<b>City</b>	\$10,346	\$10,917	5.5%

*Source: US Census Bureau*

## 2. Persons By Age

A review of the age distribution of the population can give insight into future demands on services, schools and housing trends. In the City, the median age is 31.5 compared to 36.0 for the County, indicating a somewhat younger population in the City. In the group 19 and under, 28.9 percent of the City population is in this category which is very similar to the 29.8 percent for the County. The largest group of City and County residents is within the 25 to 54 age category. Almost half of the City residents (45.7 percent) and County residents (41.0%) fall within this category. In the retirement age group of 60 and older category, 13.8 percent of City residents and 16.9 percent of County residents are within these ages.

**TABLE 15  
PERSONS BY AGE**

**Bridgeton City and Cumberland County, NJ**

Age Group	Bridgeton City		Cumberland County	
	Number of Persons	Percent	Number of Persons	Percent
Less than 5	1,658	7.3	10,814	7.7
5 to 9	1,736	7.6	9,435	6.7
10 to 14	1,586	7.0	11,145	8.0
15 to 19	1,601	7.0	10,318	7.4
20 to 24	1,886	8.3	8,619	6.2
25 to 34	4,521	19.9	18,165	13.0
35 to 44	3,669	16.1	20,600	14.7
45 to 54	2,213	9.7	18,587	13.3
55 to 59	766	3.4	8,621	6.2
60 to 64	650	2.9	6,109	4.4
65 to 74	1,193	5.2	8,865	6.3
75 to 84	950	4.2	6,761	4.8
85+	342	1.5	1,929	1.4
Median	31.5		36.0	
Total	22,771		139,968	
Male	12,899	56.6	68,013	48.6
Female	9,872	43.4	71,955	51.4

*Source: US Bureau of the Census, Census 2000. Profile of Selected Demographic Characteristics, Bridgeton City and Cumberland County, NJ*

### 3. Population Trends

Table 16 shows population trends for the City from 1930 to 2000 and a 2015 population projection from the South Jersey Transportation Planning Organization. Consistent growth of approximately 12% is shown from 1950 to 1970. Then there was a decline in population from 1970 to 1990. Between 1990 and 2000 the population grew by 3,929 residents or 16.82%. The population projection is for another 2,551 residents or a 10% increase by 2015.

**TABLE 16  
POPULATION TRENDS**

**Bridgeton City, NJ**

<b>Year</b>	<b>Population</b>	<b>Change</b>	<b>% Change</b>
1930	15,699	0	0.00%
1940	15,992	293	1.83%
1950	18,378	2,386	12.98%
1960	20,966	2,588	12.34%
1970	20,435	-531	-2.60%
1980	18,795	-1,640	-8.73%
1990	18,942	147	0.78%
2000	22,771	3,829	16.82%
2015	25,322	2,551	10.07%

*Source: US Bureau of the Census.*

*2015 Population Project from SJTPO Population Projections*

Table 16A shows population growth for each census tract in Bridgeton for 1990 and 2000 and breaks this down into institutionalized people and non-institutionalized residents. While Bridgeton's population grew by almost 3,000 people, much of this growth was due to the construction of the South Woods State prison in southeastern Bridgeton, Census Tract 205.01. This neighborhood actually lost 17.2% of its non-institutionalized population. The largest growth of 20% is reported in census tract 201, which is comprised mainly of the downtown.

**TABLE 16A  
POPULATION TRENDS BY CENSUS TRACTS  
Bridgeton City, NJ**

Population Growth by Census Tract								
Census Tract	Total		Institutionalized			Total Minus Institutionalized		
	1990	2000	1990	2000	% Change	1990	2000	% Change
<b>201</b>	988	1,235	0	0	0.0%	988	1,235	25.0%
<b>202</b>	2,240	2,560	432	517	19.6%	1,820	2,043	12.2%
<b>203</b>	4,621	5,245	0	4	100.0%	4,621	5,241	13.4%
<b>204</b>	2,739	2,922	214	335	56.5%	2,739	2,587	-5.5%
<b>205.01</b>	4,159	6,973	8	3,528	4,400.0%	4,159	3,445	-17.2%
<b>206</b>	4,195	3,836	0	76	100.0%	4,195	3,760	-19.4%
<b>City</b>	18,942	22,771	654	4,460	518.9%	18,522	18,311	-1.1%

Source: US Bureau of the Census

Table 16B illustrates the changing demographics of each census tract. Overall, the white population is declining significantly, by 14.6% overall, with the largest loss in Census Tract 201 (Downtown) and 202 (West of the Cohansey). The gain in population in southeastern Bridgeton (205.01) is most likely due to the prison population. The black population gained at 36.2% overall, and most significantly in Tract 204 (Northeastern section) and 206 (Western half of the city). The “Other” group, most likely comprised of the Latino and Hispanic population, has grown very significantly, with the largest increases in Tracts 201, 202, 203, 204, and 205.01.

**TABLE 16B  
RACE BY CENSUS TRACT  
Bridgeton, NJ**

Census Tract	White			Black		
	1990	2000	% Change	1990	2000	% Change
<b>201</b>	563	349	-38.0%	298	381	27.9%
<b>202</b>	1,397	1,001	-28.3%	632	968	53.2%
<b>203</b>	2,717	2,188	-19.5%	1245	1,350	8.4%
<b>204</b>	2187	1,873	-14.4%	352	637	80.9%
<b>205.01</b>	224	976	335.7%	3,792	5,133	35.4%
<b>206</b>	3,277	2,467	-24.7%	677	1,059	56.4%
<b>City</b>	10,365	8,854	-14.6%	6,996	9,528	36.2%

**FIGURE H-16B**  
*Continued*  
**RACE BY CENSUS TRACT**  
**Bridgeton, NJ**

Census Tract	American Indian			Asian or Pacific Islander		
	1990	2000	% Change	1990	2000	% Change
<b>201</b>	8	15	81.5%	2	24	110.0%
<b>202</b>	21	18	-14.3%	13	12	-7.7%
<b>203</b>	70	81	15.7%	21	21	0.0%
<b>204</b>	48	46	-4.2%	85	74	-12.9%
<b>205.01</b>	76	65	-14.5%	8	12	50.0%
<b>206</b>	31	46	48.4%	24	36	50.0%
<b>City</b>	254	271	6.7%	153	179	16.9%

Other			
Census Tract	1990	2000	% Change
<b>201</b>	117	466	298.2%
<b>202</b>	177	561	216.9%
<b>203</b>	568	1,605	182.6%
<b>204</b>	67	292	335.8%
<b>205.01</b>	59	787	123.3%
<b>206</b>	186	228	22.6%
<b>City</b>	1,174	3,939	235.5%

#### 4. Households By Type

Household by type information is useful in understanding the family and non-family composition of the City and relative household size. In the City, family households comprise 67.6 percent of all households and non-family households comprise 32.4 percent of the total, which is almost identical to the county percentages of 67.8 for families and 32.2 for non-families. Average household size in the City is 2.96 persons and average family size is 3.49 persons. Approximately 43.1 percent of City households contain individuals under 18 years of age and 28.1 percent of the households contain individuals 65 years and over. The County reports 36.1 percent of households containing individuals 18 and under and 24.7 percent of households with individuals 65 and over. In the City there are more households with individuals less than 18 years of age and slightly more in the age group over 65 years than in the County. Average household and family size are similar for the City and the County.

**TABLE 17  
HOUSEHOLDS BY TYPE**

**Bridgeton City and Cumberland County, New Jersey**

Status	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Family Households	4,181	67.6	33,864	67.8
With own children under 18 years	2,234	36.1	15,271	30.6
Married-couple family	2,185	35.3	22,828	45.7
With own children under 18 years	1,036	16.8	8,900	17.8
Female Householder, no husband present	1,625	26.3	8,169	16.4
With own children under 18 years	1,017	16.5	4,860	9.7
Nonfamily Households	2,001	32.4	16,050	32.2
Householder living alone	1,691	27.4	12,969	26.0
Householder 65 years and over	812	13.1	5,365	10.7
Households with individuals under 18 years	2,665	43.1	17,996	36.1
Households with individuals 65 years and over	1,735	28.1	12,304	24.7
Average Household Size	2.96		2.80	
Average Family Size	3.49		3.42	
Total Households	6,182	100.0	49,914	100.0

Source: US Bureau of the Census, Census 2000. Profile of General Demographic Characteristics, Bridgeton City and Cumberland County, NJ.

## 5. Households and Housing Units

The change in both number of households and number of housing units is illustrated in Table 18. All Census Tracts experienced a loss of the number of households, with Tract 205.01 with the greatest loss. All census tracts also lost housing units, with 205.01 again experiencing the greatest loss. Only tract 202 experienced a 5% growth in housing units.

**TABLE 18  
HOUSEHOLDS AND HOUSING UNITS BY CENSUS TRACT**

Census Tract	# of Households			# of Housing Units		
	1990	2000	% Change	1990	2000	% Change
<b>201</b>	415	386	-6.9%	459	450	-2.0%
<b>202</b>	688	686	-0.3%	729	767	5.0%
<b>203</b>	1507	1347	-10.6%	1637	1526	-6.7%
<b>204</b>	1092	1090	-0.2%	1164	1159	-0.4%
<b>205.01</b>	1303	1123	-13.8%	1399	1276	-8.8%
<b>206</b>	1720	1550	-9.9%	1754	1617	-0.1%
<b>City</b>	6725	6182	-8.1%	7142	6795	-4.9%

## D. EMPLOYMENT CHARACTERISTICS

### 1. Employment Characteristics

Table 18 is a summary of Employment Characteristics of Bridgeton City and Cumberland County residents by type of industry. In the City and County, the top three industries were educational, health and social services, manufacturing and retail trade. The fourth greatest percentage of City and County residents are employed in public administration.

**TABLE 18**  
**EMPLOYMENT CHARACTERISTICS**

**Bridgeton City and Cumberland County, New Jersey**

Industry	Bridgeton City		Cumberland County	
	Number	Percent	Number	Percent
Agriculture, forestry, fishing, hunting, mining	285	4.2	1,988	3.2
Construction	290	4.3	3,939	6.4
Manufacturing	1,194	17.6	8,262	13.4
Wholesale trade	189	2.8	1,997	3.2
Retail trade	747	11.0	7,382	11.9
Transportation and warehousing, utilities	360	5.3	3,875	6.3
Information	69	1.0	544	0.9
Finance, insurance, real estate, rental, leasing	247	3.6	2,371	3.8
Professional, scientific, management, administrative, waste management services	492	7.2	3,654	5.9
Educational, health, social services	1,569	23.1	18,034	29.1
Arts, entertainment, recreation, accommodation, food services	538	7.9	3,420	5.5
Other services (except public administration)	269	4.0	1,782	2.9
Public administration	545	8.0	4,622	7.5

Source: US Bureau of the Census, Census 2000. Profile of Selected Economic Characteristics, Bridgeton City and Cumberland County, NJ

## 2. Labor Force Estimates

The New Jersey Department of Labor reports annual average labor force estimates in Table 19. The data indicates that in the 1990 to 2004 period, the unemployment rate reached a high of 12.4 in 1992 and steadily declined to 5.1 in 2000. An increase in unemployment again occurred in 2001 to 2003.

**TABLE 19**  
**ANNUAL AVERAGE LABOR FORCE ESTIMATES**

### Bridgeton City, New Jersey

Year	Labor Force	Employed	Unemployed	Unemployment Rate
1990	8,187	7,163	824	10.1
1991	8,390	7,269	1,221	13.4
1992	8,381	7,037	1,344	16.0
1993	8,070	6,867	1,209	15.0
1994	8,131	7,000	1,131	13.9
1995	8,198	7,129	1,069	13.0
1996	8,269	7,180	1,089	13.2
1997	8,323	7,372	953	11.4
1998	8,276	1,790	986	11.9
1999	8,306	7,367	939	11.3
2000	7,806	7,119	687	8.8
2001	7,793	7,022	770	9.9
2002	8,028	7,114	914	11.4
2003	8,090	7,130	960	11.9
2004	8,262	7,432	831	10.1
2005	8,464	7,749	715	8.4
2006	8,500	7,101	799	9.4

*Source: New Jersey Department of Labor, Bridgeton City, NJ*

## E. FAIR SHARE HOUSING PLAN AND COAH REGULATION

Bridgeton's efforts to provide affordable housing are partially addressed in the Neighborhood Development and Redevelopment Concepts section of this Master Plan. In addition to the Community Development Block Grant Programs and HOME programs, the Bridgeton Housing Authority provides housing for low and moderate income through its public housing programs. The Housing Authority manages 352 units of which 100 are

family units. The senior housing high rise at Pearl and Commerce Streets accommodates 100 residents. The remaining 152 units are seniors and/or disabled. All the units are rentals. There are also 293 units in HOPE VI of which 9 were for sale and were sold. Within the 293 units are 96 public housing units for very low income.

The City has not participated in the Council on Affordable Housing (COAH) programs to date but, as summarized in Section II. Bridgeton's Planning History, the Draft 1989 Master Plan Housing Plan Element and Fair Share Plan described Bridgeton's housing obligations, units constructed or rehabilitated, and projected credits during the Second Round of COAH regulations. In summary, the City anticipated a credit of 260 units for the method of calculating need and credits at the time.

COAH recently published their adopted Third Round Rules on June 2, 2008 which became effective on that date and subsequently published proposed amendments on June 16, 2008. It is anticipated that these amendments will be challenged. COAH will have to respond to comments from the June 16, 2008 proposal and adopt the regulations in time for municipalities to submit their Fair Share Plan by December 31, 2008, a date COAH stands committed to require plans be submitted by. On May 28, 2008, COAH issued a guidance letter to Mayors. Highlights of that letter are provided below.

On May 6, 2008, the New Jersey Council on Affordable Housing (COAH) adopted revised third round affordable housing regulations. The new regulations were in response to the Appellate Division's January 2007 decision which remanded certain aspects of COAH's 2004 third round regulations for further analysis and rulemaking. The revised regulations meet the court's requirements while continuing the growth share approach, wherein municipalities provide for affordable housing in proportion to market-rate residential and non-residential growth in their communities.

COAH proposed additional amendments to the regulations in response to the nearly 5,000 comments received from over 600 individuals and organizations. These amendments address changes needed to resolve issues brought to light during the comment period, for example, the treatment of affordable housing developments approved after 2004 under the previous affordable ratios (1 among 9 units and 1 for every 25 jobs).

The proposed amendments were published in the June 16, 2008 NJ Register, and are open for public comment until August 15, 2008.

COAH anticipates voting on these amendments in September, 2008. The proposed amendment to the regulations establishes a new deadline of December 31, 2008 for all municipalities to submit revised third round affordable housing plans.

To help municipalities with the cost of preparing a Housing Element and Fair Share Plan, COAH recently voted to permit municipalities to spend Affordable Housing Trust Fund monies, not to exceed the 20 percent allowed for administrative costs, on the actual cost of plan preparation. A model municipal resolution was attached to the letter.

Under the adopted regulations, municipal growth share obligations are based on residential and non-residential growth from 2004 through 2018. One affordable unit must be provided among every five residential units and one affordable housing unit must be provided for every 16 jobs created. The statewide prospective need is 115,000 affordable housing units.

Highlights of the proposed amendments are provided below:

- Municipal level household and employment growth projections have been updated to reflect new DEP Water Quality Management rules, municipal zoning data for municipalities in the Highlands region, and actual growth through 2006 for each municipality.
- Municipalities may apply for an adjustment to their household and employment growth projections based on a lack of available vacant land, including environmental and infrastructure constraints.
- COAH's vacant land analysis was revised to incorporate new DEP spatial data to expand the definition of C-1 streams, remove environmentally sensitive lands from current sewer service areas and re-compute the development capacity of lands supported by septic systems pursuant to the new DEP Water Quality Management rules.
- To encourage ongoing municipal participation in COAH and to recognize those municipalities that pursued affordable housing opportunities, municipalities that approved affordable housing projects between December 20, 2004 and June 2, 2008 will receive a one-for one bonus for each affordable housing unit approved.
- To promote development in smart growth and redevelopment areas, municipalities that include affordable housing units in smart growth areas near transit or those that include affordable housing units in redevelopment areas will receive a one-third bonus for every affordable unit approved.
- Municipalities may subtract demolitions of occupied non-residential buildings from the calculation of net growth in the

municipality. Additionally, municipalities no longer need to measure vacancy levels of nonresidential space.

- COAH has established presumptive densities and affordable housing set-asides for inclusionary developments based on the State Development and Redevelopment Plan. Higher density standards are established in Planning Area 1, 2 and Centers and lower densities outside of these growth areas.
- Inclusionary developments in workforce housing census tracts will have a 15 percent affordable housing set-aside requirement to recognize potential economic feasibility issues with these projects and encourage the production of rental housing. In Bridgeton this applies to 5 of the 6 census tracts in the City.
- A new regional provision has been added to permit municipalities to work with regional entities such as the New Jersey Meadowlands Commission and Fort Monmouth to address regional obligations.
- More flexibility has been added to the provision granting credit for affordable housing in redevelopment areas.
- Municipalities may continue to receive age-restricted credits, credits addressing the rental requirement and RCA credits included in a previously certified second round plan or judgment of compliance, if the particular compliance mechanism used continues to present a realistic opportunity.
- Replacement square footage of hospitals and nursing homes relocating within the same COAH region will be exempt from a growth share obligation.
- The number of jobs generated by warehouse construction was reduced from 1.5 to 1 job per 1,000 square feet.
- COAH is planning a series of informational seminars and technical trainings over the summer to help municipal officials, planners, attorneys, and members of the public to understand the new rules and to start the planning process. Additionally, COAH is working on a new application which will make it easier for municipalities to petition for substantive certification and will expedite approval of municipal affordable housing plans.
- COAH's new rules include a flexible array of options for municipalities to meet affordable housing obligations, including

inclusionary zoning, redevelopment, municipally-sponsored 100 percent affordable developments, the market-to-affordable program which allows a buying down of existing market-rate units, reconstruction (gut rehabilitation) of existing units, accessory apartment programs, and the affordable housing partnership program which permits a municipality to cooperate with another municipality(ies) and/or redevelopment authorities, non profit organizations and regional planning commissions to build low and moderate income housing. Additionally, municipalities may propose other innovative programs or mechanisms to provide affordable housing.

At the same time as COAH regulations are under consideration, Assembly Bill “A500” proposes the following:

- Assembly Bill “A500” with substituted language if approved as written, would eliminate the Regional Contribution Agreement from the Fair Housing Act. The bill will also rename the “Neighborhood Preservation Nonlapsing Revolving Fund” to the “New Jersey Affordable Housing Trust Fund” and create the “Urban Housing Assistance Fund”. The bill would also create a “State Housing Commission” and create a new position in the Department of Community Affairs to be known as the “Senior Deputy Commissioner for Housing”.
- “A500” and its companion bill in the Senate “S1783” establish a new “Statewide Non-Residential Development Fee” to be charged to all municipalities upon non-residential construction or improvements. The fee will be based on a rate of two and one-half percent of the equalized assessed value.

Specific calculations and projections for Bridgeton are summarized below. The new regulations project growth in each municipality without having to self calculate the growth based on past certificates of occupancy. Regardless of the projection, however, municipalities will be responsible for the actual growth that occurs. COAH regulations remain a work in progress and most municipalities are taking a “wait and see approach” before commencing preparation of their plans and petitioning COAH for certification.

Under the adopted regulations, municipal growth share obligations are based on residential and non-residential growth from 2004 through 2018. One affordable unit must be provided among every five residential units and one affordable housing unit must be provided for every 16 jobs created. The statewide prospective need is 115,000 affordable housing units.

- In 2002 Bridgeton had 6,735 housing units and in 2004 there was a decrease of 35 units for a total of 6,700 housing units. The projected growth of housing

units for Bridgeton by 2018 is expected to be 7,053 units; an overall expected increase of 353 units.

- In 2002 Bridgeton had 9,419 job opportunities and in 2004 there was a decrease of 358 jobs for a total of 9,061. The projected growth of job opportunities for Bridgeton by 2018 is expected to be 11,645 jobs; an overall expected increase of 2,148.
- Bridgeton is in Region 6 where the “Payment in Lieu” required subsidy is \$182,859 per unit for one full unit. Each portion of a unit is equal to \$36,571.80. In addition, for every 1,000 square feet of warehouse built or for every job created the “Payment in Lieu of “ subsidy will be \$11,428.69.

## **VI. PEDESTRIAN AND VEHICULAR CIRCULATION ELEMENT**

### **A. Overview**

The Pedestrian and Vehicular Circulation Element describes the movement of people and goods within and through the City. It examines the street network, sidewalks, and pathways that provide mobility for residents, commuters, and business owners. This element describes the street networks, public transportation, railroads, pedestrian and bicycle networks, as well as recommendations for new connections and a Downtown and City Park Walking Tour.

### **B. Existing Conditions**

#### **1. Vehicular Circulation**

The present street system is representative of a modified gridiron pattern in that the streets in most neighborhoods run parallel or perpendicular to each other, either north-south or east-west. The *Circulation Plan* show local, county and state roadways through the City. Road classifications are shown on the *Arterial and Collector Road Map*. The major east-west arterial road is N.J. Route 49 (Broad Street), which connects Bridgeton to Salem to the west and Millville and coastal resort communities to the east. The major north-south arterial road is NJ Route 77 (Pearl Street) which connects Bridgeton with communities to the north as well as the Philadelphia metropolitan area. NJ Routes 49 and 77 have limited rights-of-way and are heavily traveled with local and through traffic. The Route 49 bridge is currently under construction to replace the structurally deficient and functionally obsolete Route 49 Bridge over the Cohansey River. The new bridge will be a low-level, fixed bridge on the same alignment that will maintain the existing navigational clearance. The bridge cross-section will be made wider on each side; converting the existing 10-foot travel lanes to 11 feet and widening the outer lanes to 15 feet. The project will maintain the existing number of travel lanes. Additionally, the project proposes to eliminate existing substandard geometric deficiencies, upgrade intersection signalization to improve vehicular and pedestrian circulation, and to incorporate safety measures intended to mitigate a high accident rate within the project limits.

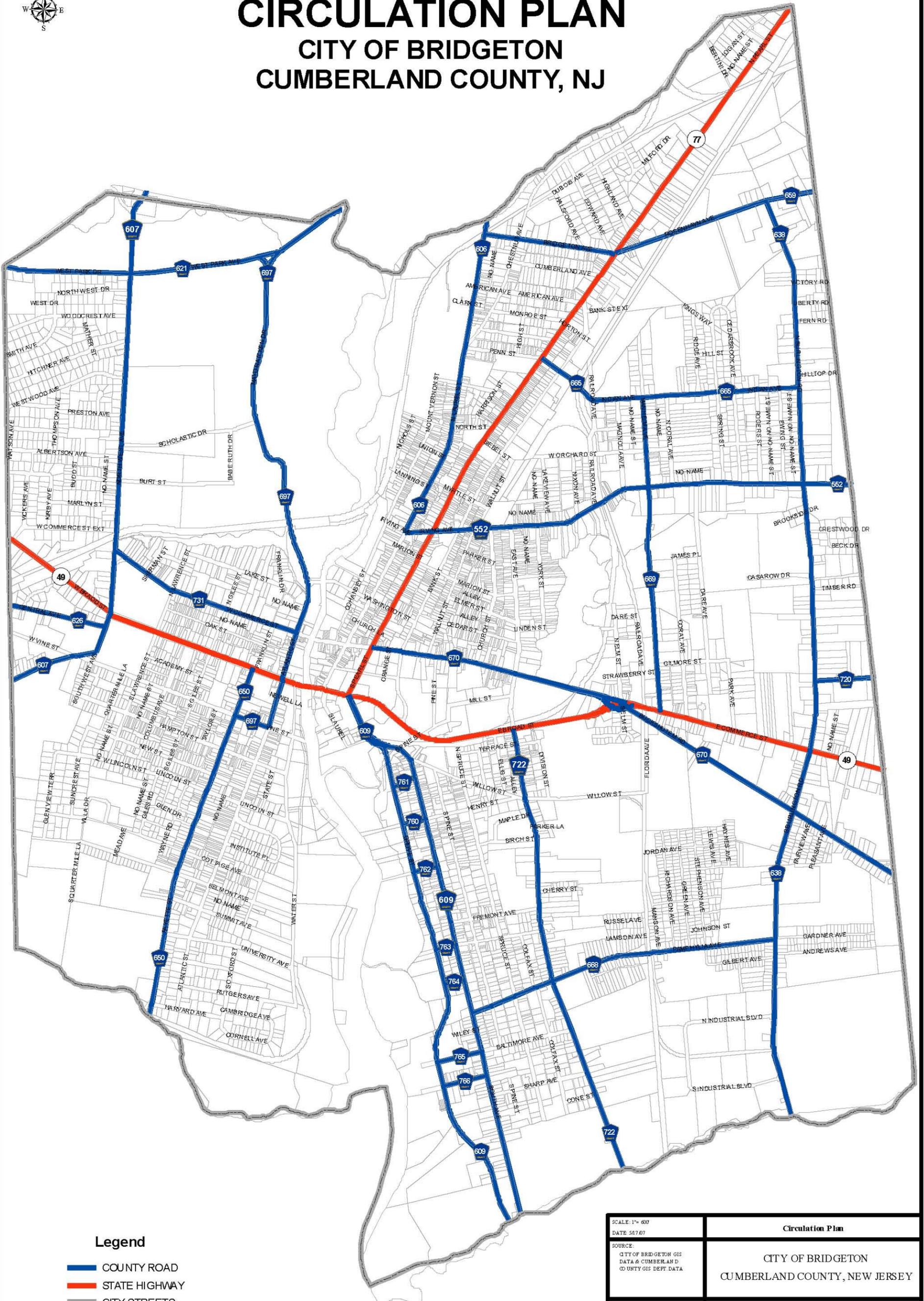
There are several county routes that direct traffic to Bridgeton. Route 626 connects traffic from the west, Route 606 from the north, Routes 650 and 609 from the south, and Routes 670 (Commerce Street), 552, and 665 from the east. The main collector roads within the city are Laurel Street (County Route 606), Pearl Street (State Highway Route 77), Rosenhayn Avenue (County Route 659), Irving Avenue (County Route 552), Commerce Street (State Highway Route 49), Buckshutem Road (County Route 670), Burlington Road (County Route 638), East Avenue (southern portion County Route 722), South Avenue and Grove Street (County Route 609), Fayette Street (County Route 650), and West Park Avenue (County Route 621).



# CIRCULATION PLAN

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

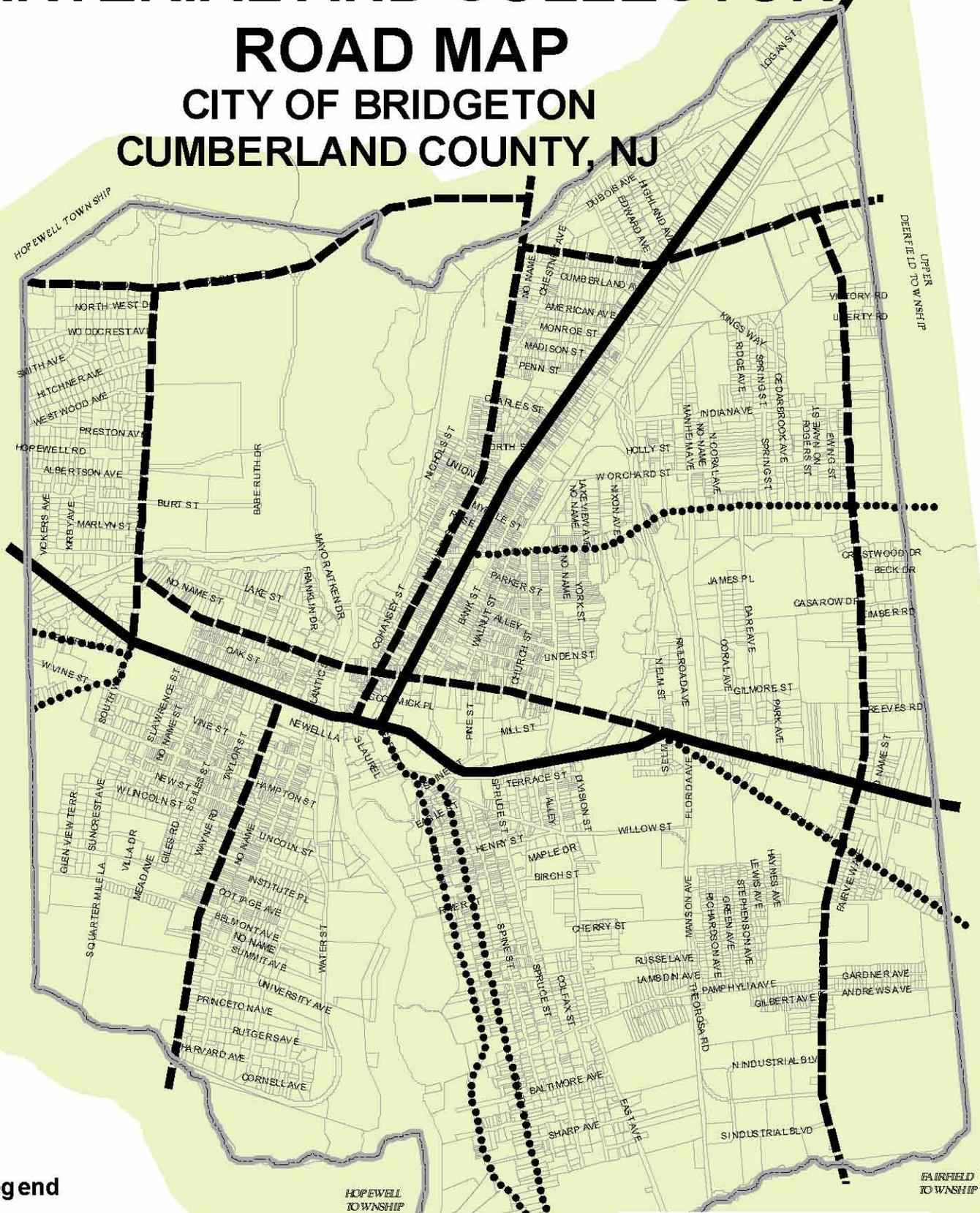
- COUNTY ROAD
- STATE HIGHWAY
- CITY STREETS

SCALE: 1" = 600' DATE: 5/7/07	<b>Circulation Plan</b>
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: H:\GIS\PROJECTS\215_01\EXIST_LAN_DWG\24236.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

# ARTERIAL AND COLLECTOR ROAD MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

#### TRAFFIC PATTERNS TYPE

- COLLECTOR
- MINOR ARTERIAL
- PRINCIPAL ARTERIAL

SCALE: 1" = 600'
DATE: 5/17/07
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT DATA
NAME: H:\GIS\PROJECTS\52125_01\ARTRIAL.DWG

ARTERIAL AND COLLECTOR ROAD MAP
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
ENVIRONMENTAL RESOLUTIONS, INC. ENGINEERS, SCIENTISTS & PLANNERS 625 FELLOWSHIP ROAD, SUITE 300 MT LAUREL, NEW JERSEY 08054-1719

Local roads, shown on the Circulation Plan as City Streets, provide connections to and from various neighborhoods leading to arterial and collector roads. Priority should be given for improvements to local streets through the downtown including Commerce and Laurel Streets to encourage a walkable, pedestrian friendly environment. While these streets are important, all City streets and sidewalks should be inventoried and a program instituted to maintain and provide safe City streets and sidewalks.

The Cumberland County Cross-Acceptance Report for the New Jersey State Development and Redevelopment Plan, dated February, 2005 recommended several improvements for Bridgeton that should be adopted as part of this Master Plan. The report recognized Bridgeton's disadvantage because of the state of roads connecting it to Route 55. The County would like to see, as part of the State Plan's commitment to equity for all parts of the State, DOT priority funding given to cartway improvements, intersection upgrades, bypasses through villages and signal improvements on Routes 49 and 77 and on County roads.

The report also discussed implementing intersection improvements and bridge repairs at designated "hot spots" at the Route 77 and 49 intersection, the two Cohansey River bridges and at the Industrial Park/prison area on Burlington Road. Recommendations were made to include traffic studies in new planning projects, and to work with the SJTPO (South Jersey Transportation Planning Organization), and the County to secure NJDOT funds for state road intersections and bridge improvements.

The Western/Southern Cumberland Strategic Plan also identified a need for regional transportation projects as the highest priority. Better access to the west was listed by SJTPO as a transportation improvement that could facilitate economic growth. Access to Route 55 is particularly important with a possible limited access spur from Vineland to Bridgeton that should be explored. Another possibility is to implement improvements to County Route 552.

## **2. Public Transportation**

Historically, Bridgeton was the focal point of an extensive rail and trolley system throughout western Cumberland County that does not presently exist. Over twenty years ago, the County initiated a county-wide caller-response bus system that has been successful among the elderly and disabled but does not meet the standard commuter's needs. New Jersey Transit provides two bus routes that run through Bridgeton as shown on the *NJ Transit Route Map*. Route 410 runs from Bridgeton to Philadelphia and Route 553 runs from Upper Deerfield Township through Bridgeton to Atlantic City. Route 410 runs only sixteen times daily on weekdays with a reduced schedule on weekends and is not an effective commuter route. Route 553 runs over 35 trips on weekdays, connecting Bridgeton, Millville, Vineland, and Atlantic City. The bus route is accessible along Route 49 with a scheduled stop at Bank Street and flag stops at Burlington Road and other points near the South Bridgeton neighborhood. The City should petition New Jersey Transit to provide greater connections including express service to Atlantic City.

There are several other public transit options within the City. There is limited taxi service and a County van service provided for neighborhood residents commuting to

# NJ TRANSIT ROUTE MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ

To Philadelphia  
 To Upper Deerfield  
 To Atlantic City




**Legend**  
 NJ Transit Bus Route

Route No.

410

553

NJ Transit Transfer Point

SCALE 1"=400'  
 DATE 04/07  
 SOURCE  
 CITY OF BRIDGETON GIS  
 DATA AND CUMBERLAND  
 COUNTY DEPT. DATA

**NJ TRANSIT ROUTE MAP**

CITY OF BRIDGETON  
 CUMBERLAND COUNTY, NEW JERSEY

DATE  
 PROJECT OFFICE # 61111-01/  
 BEST JANUARY 24 2008 MD

**ENVIRONMENTAL RESOLUTIONS, INC.**

ENGINEERS, SCIENTISTS & PLANNERS  
 525 FELLOWSHIP ROAD, SUITE 300  
 MT. LAUREL, NEW JERSEY 08054-1719

410 - McCormick Place & Orange St. to Philadelphia, PA  
 553 - Upper Deerfield to Atlantic City, NJ

work through the county. The Office of Employment and Training provides weekday shuttle service from the Southeast Bridgeton neighborhood to the food processing industries at Seabrook. The CATS bus (Cumberland Area Transit System) offered through the County Office on Aging provides work related service to residents who can demonstrate transit dependency. There is a need for general transportation for community residents and youth.

The Cross Acceptance Report stated a need to expand existing public transportation, especially for the elderly, poor and handicapped. Strategic revitalization programming should include action on expanded inter and intra-City public transportation. The Western/Southern Cumberland Strategic Plan discusses the challenge of the lack of transit options for lower income farm workers, many of whom are immigrants and travel from Bridgeton to outlying farms. A flexible carpool or vanpool service is recommended for consideration to address these needs.

### **3. Railroads**

Bridgeton's industrial transportation needs are served by the Winchester & Western Railroad, which operates throughout Cumberland County. In 1986, the Winchester & Western Railroad purchased the Winslow Industrial Track from Norma to Bridgeton, the Mauricetown Branch from Bridgeton to Mauricetown, and the Bridgeton Secondary Track at Bridgeton, which are now known as the Cumberland and Maurice River Branch. These rail lines were in danger of abandonment by Conrail and the NJ Department of Transportation had been prepared to purchase the lines as the buyer of last resort, in order to preserve commerce to shippers in Cumberland County dependent upon rail services. In January 1987, Winchester & Western took over operation on the Deerfield Branch from the Jersey Southern Railroad (now defunct). The current lines extend to Upper Deerfield to the north, Deerfield to the east, Commercial Township to the south, and Maurice River Township to the southeast. Routes through the City are shown on the *Railroad Route Map*.



*Railroad Line at Rosenhayn Avenue*

# RAILROAD ROUTE MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



### Legend

#### Railroad Routes

- Active Railroad Lines
- Abandoned Line

SCALE 1"=600'  
DATE 5/17/07

SOURCE  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME  
FILES:PROJECTS\61215\_01\  
EXIST\_LANDUSE.MX36.MXD

#### RAILROAD ROUTE MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

#### ENVIRONMENTAL RESOLUTIONS, INC.



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Mr. Fred Winkler, Winchester & Western Railroad, was contacted regarding the current status of the rail lines in Bridgeton. Mr. Winkler stated that any rail lines that appear on a map of the western portion of the City are abandoned. The line that appears in the southwest quadrant of the City and the line that enters near West Broad Street and runs south of the park, and terminates at a trestle over the river, have been abandoned for some time. On the eastern side of the City, the line that runs the length of the City north to south is active and is used five and sometimes six days a week. There are sidings for the industrial park that do not show on maps. The part of the line that runs through the Owens-Illinois site is active and available all the way to a trestle across the river at a point south of Lanning Street.

A spur from the main north-south line splits off to the southwest about half way between Irving and Commerce Streets, following the general contour of the lake. The line passes the Ferrecute site, curves south of the lake past the current car dealership site, crosses Broad and Willow Streets and terminates at Glass Street. Though the tracks have been paved over at the street crossings, Mr. Winkler indicated that these crossings could be restored and service offered to the riverfront sites. Mr. Winkler also mentioned that this was the line that had been suggested for light rail passenger service.

The Cumberland County Cross Acceptance Report stated that it views its abandoned and extant railroad rights-of-way as having potential for revitalization. State Plan policies on rail traffic, while geared to industrialized areas, encourage this view. The County would like to see policies promoting investment in freight rail infrastructure for the existing industry still tied to rail. This would help some of Bridgeton's vacant or underutilized industrial buildings with rail access.

The Port Authority Transit Corporation (PATCO), a subsidiary of The Delaware River Port Authority (DRPA), is currently evaluating the need and potential for expanded rapid transit service to Gloucester, Camden Cumberland and portions of Atlantic and Salem counties. The current study is a continuation of the previous 2005 feasibility study which endorsed the need to provide increased rail transit options. The current alternatives show a number of routes, none of which go west to Bridgeton. The alternatives currently show north to south access from the Camden stations to Vineland and Millville in Cumberland County but not west to Bridgeton. The PATCO Project Schedule indicates alternatives will be evaluated third quarter 2008 to first quarter 2009.

#### **4. Bicycle Circulation**

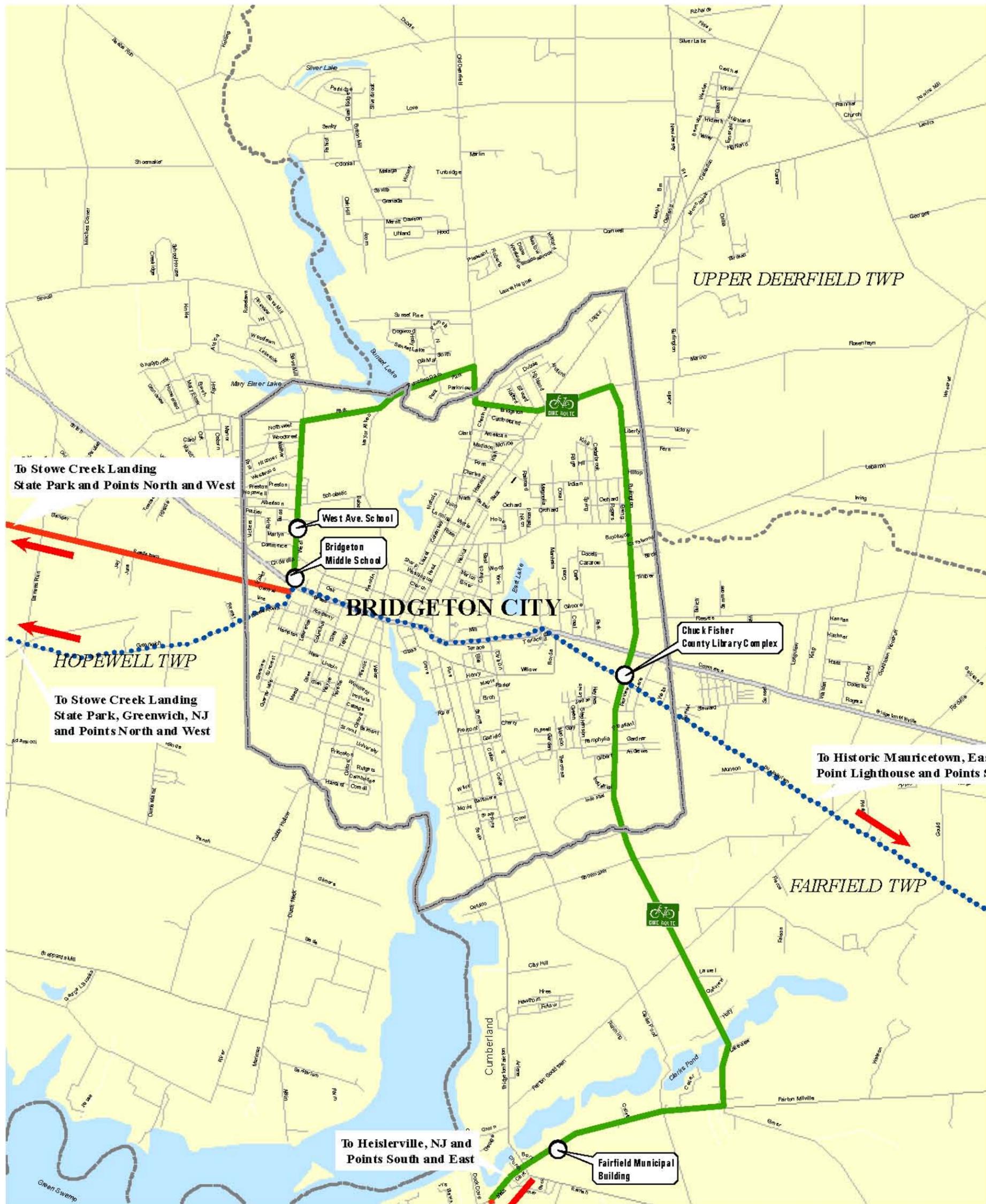
The *Bike Route Map* that follows shows a number of existing bike routes including the South Jersey Wheelmen Bike Route/NJ Coastal Heritage Trail Route that enters the City on the west on County Route 607 and continues north to Route 49 and east to County Route 670. To the west, the bike route continues to Stowe Creek Landing State Park, in Greenwich and Points North. To the east, the bike route continues to Historic Mauricetown, East Point Lighthouse and Points South. Another bike route and lane enters the City from Stowe Creek Landing State Park and Points North to the west



# BIKE ROUTE MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



#### Legend

#### Bike Lane/Route

-  Existing Bike Lane
-  Existing Bike Route
-  South Jersey Wheelmen Bike Route/  
NJ Coastal Heritage Trail Route
-  Public Buildings (Parking Available)

SCALE: 1"=100'

DATE: 03/2017

SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME:  
RUGBY PROJECT 5012.15.01 /  
EDIT: LAND USE 24 X 34 M X D

#### BIKE ROUTE MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

ENVIRONMENTAL RESOLUTIONS, INC.  
ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
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on Route 49 and continues north on Route 607, east on Route 621, south on Route 606, east on Route 659 and south on Route 638 to Heislerville and Points South.

The Cumberland County Bike Trail Study, completed in 2000, included a Published Bike Routes plan, a Proposed County Bike Routes plan and a Roadway Bicycle Compatibility plan. The study also recommended ways to integrate bicycling into two other County planning efforts which were the County Ecotourism Plan and the Traffic and Transportation Plan: Update 2001.

The County Bike Trail Study identified that much of the County is ideal for bicycling due to its flat terrain and the wide, smooth shoulders on County roadways; many of the roadways lacking shoulders have low traffic volumes, and are therefore also suitable for bicycling. The area contains natural beauty – tidal marshes, pristine rivers and pineland forests – which provides an attractive backdrop for all bicycling activities. Due to the attractive surroundings, recreational bicycling in particular has potential for growth in Cumberland County. The Bike Trail Study analysis concluded that the majority of County routes are compatible for bikeways but most of the recommendations were for more scenic routes through Greenwich, Maurice River, Dividing Creek and Port Norris.

The Study contained recommendations for off-road facilities and recommended investigating the ownership and conditions of several abandoned rail corridors for conversion into a bike trail. The Pennsylvania-Reading Seashore Line (Bridgeton Secondary) branch from Bridgeton to Glassboro, which could be developed as part of an extensive east-west network across southern New Jersey, was identified as a potential trail. Recommendations were also made for bicycle traffic on Routes 49 and 77 through Bridgeton which are under NJDOT jurisdiction.

The County recommended short and long term actions that could positively affect Bridgeton which should be incorporated into the Master Plan to increase use of bicycles and bicycle routes:

### ***Short Term***

#### Promotion

- Form a bicycle advisory committee;
- Promote the county as a biking area in bicycling magazines, and through clubs;
- Link biking with other events, such as birding and historic tours;
- Identify local routes to tie into the NJDOT High Point to Cape May route;
- Urge Bridgeton, Vineland and Millville to prepare bicycle master plans.

#### Physical Improvements

- Establish a county wide numbered bike route system;
- Produce a county wide bicycle signage plan;
- Install signs and markers along selected bike routes;
- Adapt standards for bike racks and install them at public facilities.

## *Long Term*

### Promotion

- Establish a bike safety curriculum at elementary, middle and high schools;
- Distribute safety literature to all populations;

### Physical Improvements

- Include the construction of new bike routes and rail-trail projects;
- Install bicycle friendly stormwater grates and other improvements on roadways.

## **5. Parking**

The demand for downtown parking increases with the addition of government offices and services as well as private businesses. The City of Bridgeton completed a parking study in 1997. The study found that the overall parking supply in the Central Business District was adequate to meet the demand; however there were problems with on-street parking turnover and off-street parking utilization. The underutilization of off-street parking along with the lack of availability of on-street parking due to long-term usage of these spaces creates a shortage of short-term parking use and underutilized parking lots. The study also found that parking demand will increase with the revitalization and reuse of vacant retail and the development of new retail and offices. The study finds that the redevelopment of the Val-Mode property and other waterfront redevelopment sites will cause an increase in parking demand, but most of these properties can meet this demand on-site or through existing facilities.

The study addressed the on-street truck loading in that it created double parking and lowered visibility for pedestrians and vehicles. It was suggested that trucks be designated for specific on-street loading zones. With Bridgeton as the county seat, the county courthouse complex and related offices creates a large demand for employee parking that competes with the visitor parking demand. Security in downtown parking areas also causes a problem in terms of both the vehicles and safe pedestrian walkways from parking lots to the destinations.

A recommendation of this Master Plan is that an updated Parking Survey be prepared to determine the adequacy of existing parking and that anticipated by land use and zoning recommendations in the downtown.

## **6. Pedestrian Circulation**

Bridgeton's 1976 Master Plan discussed pedestrian circulation and the need for an adequate system of walkways and sidewalks for pedestrians. Sidewalks and walkways should be provided throughout the City to encourage pedestrian use. The 1977 Master Plan created a pedestrian walkway plan for the city that utilizes not only the roadway

systems but also rear building sites and open space. This plan was realized in the riverfront promenade but a complete pedestrian network was never completed.

The Riverfront Urban Design Plan contained a number of recommendations for streetscape and design standards that are included in Section XI. Streetscapes and Urban Design Guidelines. Efforts should be made to improve the downtown and riverfront appearance according to those guidelines and to promote tourist activity. The City currently has a Walking Tour list of sites on the web site. A copy of the *Historic Bridgeton Walking Tour Brochure*, prepared by the Bridgeton-Cumberland Tourist Association is included in this Master Plan. The brochure indicates that “A Walk Through Time” audiocassette was available at the Tourist Center. This no longer appears to be the case and the Walking Tour Map is also not readily available. It was only recently that a copy of the Walking Tour Map was located in the Tourist Center. A new *Walking Tour Locations Map* with existing and proposed sites is provided in this section. The Existing Walking Tour includes the following destinations.

### **Existing Bridgeton Walking Tour Destinations**

#### **1 Tourist Information Center, 50 E. Broad Street**

Home of the Pennsylvania Reading and Seashore Lines in the late 1800's, this converted passenger railroad station is now the home of the Bridgeton-Cumberland Tourist Association.

#### **2 Mayor Aitken Drive, Bridgeton Nail House Museum**

The office of the Cumberland Nail and Iron Company, built in 1815. The Bridgeton Antiquarian League now manages a museum here. The Cumberland County Nail & Iron Company Museum offers many special events and displays a collection of artifacts that includes those from early Industrial Revolution days.

#### **3 Mayor Aitken Drive, New Sweden Farmstead Museum**

This 17th century farmstead/museum represents the type built by early Swedish colonists. Tour guides escort visitors through the farmstead that includes a bath/smokehouse, a stable, a cow & goat barn, threshing barn, storehouse, blacksmith shop, and a main residence.

#### **4 Mayor Aitken Drive**

Darne Howell taught preschool children in this building during the first half of the 19th century. It was moved to this location from Pine Street.

#### **5 31 W. Commerce Street**

Built by David Sheppard as a residence in 1791, became a boarding school for girls in 1860 and a nursing home in 1918.

#### **6 6 Atlantic Street**

Built in 1810 by Dr. Francis Gilbert Brewster who also established the first Drug Store in Bridgeton directly across the street.

## WELCOME!

Take a walk through time in New Jersey's largest historic district and visit over 300 years of American history. This complimentary walking tour map is the key to your excursion into Colonial, Federalist, and Victorian history.

This Historic Bridgeton walking tour features a wealth of historic attractions that will appeal to the entire family. For those who wish a deeper view of our heritage, "A Walk Thru Time" audiocassettes that coordinate with this guide may be rented for a small fee at the Tourist Information Center.

Our history formally began in 1686 when Richard Hancock built a sawmill and workman's houses near where Pine Street meets the Broad Street bypass. In fact, today "Potter's Tavern" and Ebenezer Miller's house still remain from Pre-revolutionary times.

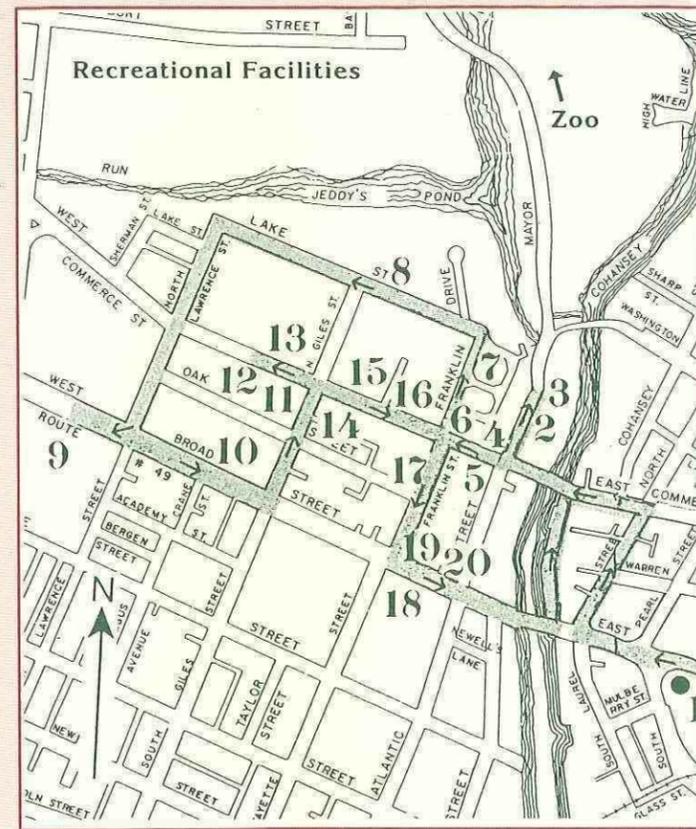
In 1716 a bridge was built across the Cohansey River and in 1749 the Cohansey Bridge became the county seat. By the time of the revolution, Bridgetown, as it was then called, had about two hundred inhabitants.

Bridgeton began to grow. Its population had increased from 400 in 1800 to 2,387 in 1838. There were now 475 buildings in the town. Among them were four churches, twelve schools, six blacksmith shops, a nail and iron factory, a woolen mill and much more.

By this time Bridgeton was quite self-sufficient, and few things needed to be imported. However, thirty cargo-carrying schooners and sloops were based in Bridgeton. The prosperous business and professional men built elegant and pretentious homes. The latest American architectural styles were used: Federal, Greek Revival, etc.

Bridgeton became more of an industrial center in the latter half of the 1800's and the fine Victorian homes of this era reveal this prosperity. Atlantic Street and Commerce Street have the greatest concentration of the remaining Victorian houses.

Today, you will meet a city committed to restoring its heritage. We invite you to experience our quaint Victorian downtown ambiance, satisfy your palate at one of our fine eateries, and enjoy our special events and recreation facilities.



## HISTORIC TOUR

### While In Bridgeton Visit

The Cohanzyck Zoo  
Southern New Jersey All Sports  
Museum and Hall of Fame  
George Woodruff Indian Museum  
New Sweden Farmstead Museum  
Potter's Tavern  
Downtown Shopping District  
Nail House Museum  
City Park

### Compliments of the BRIDGETON-CUMBERLAND TOURIST ASSOCIATION

[www.historicbridgeton.com](http://www.historicbridgeton.com)

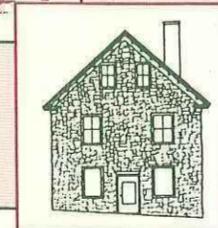
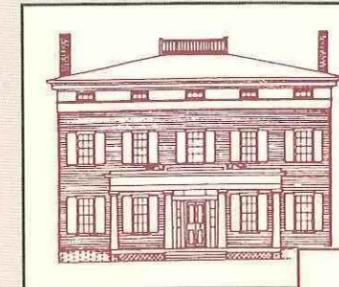
Phone:  
1-800-319-3379  
or  
856-451-9208



Funded by  
BRIDGETON URBAN ENTERPRISE ZONE



## HISTORIC BRIDGETON NEW JERSEY WALKING TOUR



# THE TOUR

● **Tourist Information Center, 50 E. Broad St.**

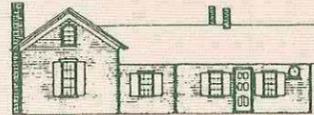
Home of the Pennsylvania Reading Seashore Lines in the late 1800's, this converted passenger railroad station is now the home of the Cumberland County Empowerment Zone.



1

**Mayor Aitken Drive**

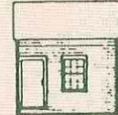
The office of the Cumberland Nail and Iron Company, built in 1815. The Bridgeton Antiquarian League now manages a museum here.



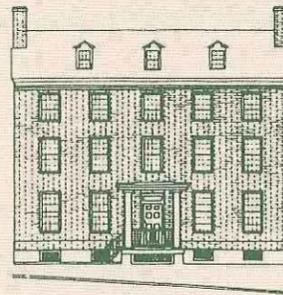
2

**Mayor Aitken Drive**

Dame Howell taught preschool children in this building during the first half of the 19th century. It was moved to this location from Pine Street.



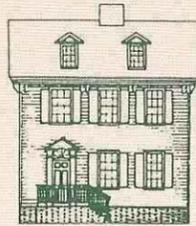
3



**31 W. Commerce Street**

Built by David Sheppard as a residence in 1791, became a boarding school for girls in 1860 and a nursing home in 1918.

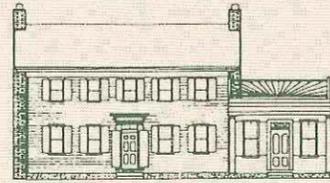
4



**6 Atlantic Street**

Built in 1810 by Dr. Francis Gilbert Brewster who also established the first drug store in Bridgeton directly across the street.

5

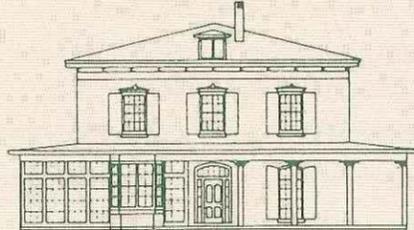


**55 W. Commerce St.**  
Built for Jonathan J. Hann about 1829.

6

**Franklin Drive**

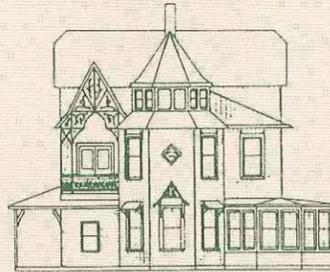
An Italianate house built by the owner of the Cumberland Nail and Iron Company about 1850. The main stairway is of iron.



7

**25 Lake Street**

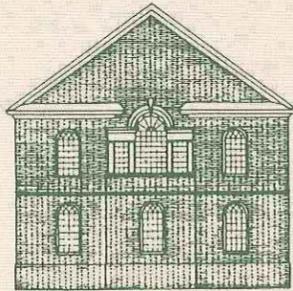
Known as "Seven Gables," this Gothic Revival house built in 1872 has been a residence, a private school, and a maternity hospital.



8

**W. Broad Street**

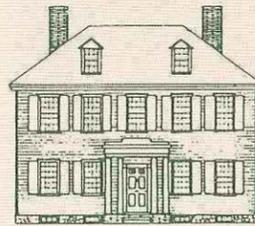
The construction of the First Presbyterian Church (Old Broad St. Church) was started in 1792 and finished in 1795. When the builders ran out of money before the church was completed, \$2,000 was raised by means of a lottery.



9

**143 W. Broad Street**

When General James Giles built this Georgian house in 1792, Bridgeton had 300 inhabitants.



10



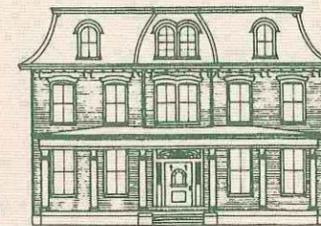
**134 W. Commerce Street**  
This house, built in 1869, was one of several built and sold by Margaret Read on farmland given to her by her father.

11



**154 W. Commerce Street**  
This Mansard Victorian house was built in 1873 by Martin Anderson.

12



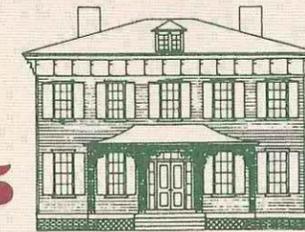
**137 W. Commerce St.**  
An eclectic Victorian house built in the 1870's. The roof appears second empire, the windows are Italianate, the doorway is Colonial Revival, and the porch is Greek Revival.

13



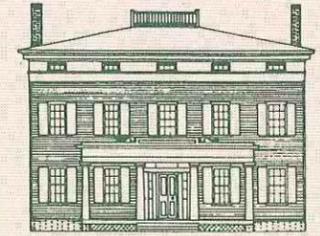
**114 W. Commerce Street**  
Built in 1862, this house has some Greek Revival features.

14



**81 W. Commerce Street**  
Built about 1851 for William G. Nixon.

15



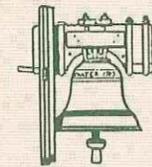
**65 W. Commerce St.**  
Built in the Greek Revival style as the home of Dr. William Elmer about 1834.

16



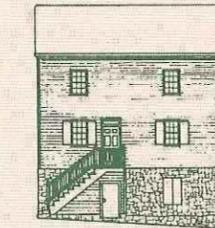
**24 Franklin Street**  
Built in 1818 by Deborah Bowen Carmen, this house is typical of many dwellings in Bridgeton at that time.

17



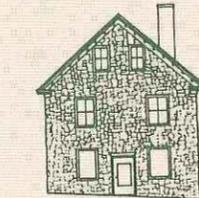
**Liberty Bell**  
Housed in the Cumberland County Courthouse, this celebrated bell rang out the news of the signing of the Declaration of Independence on July 7, 1776.

18



**49-51 W. Broad Street**  
"Potter's Tavern," built about 1767, was a tavern until about 1788. The first copy of the "Plain Dealer," a manuscript broadside, was posted here on Christmas Day, 1775.

19



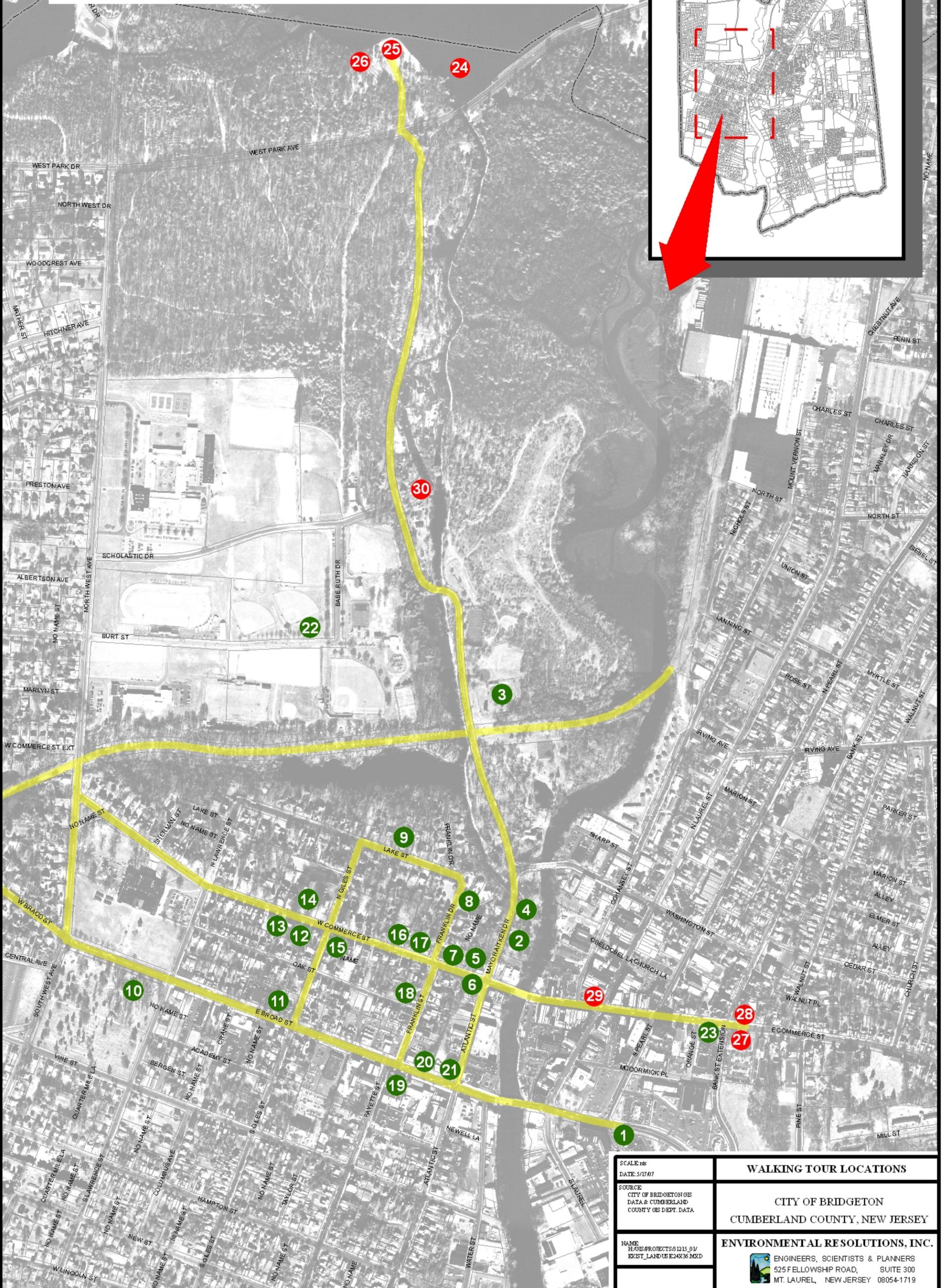
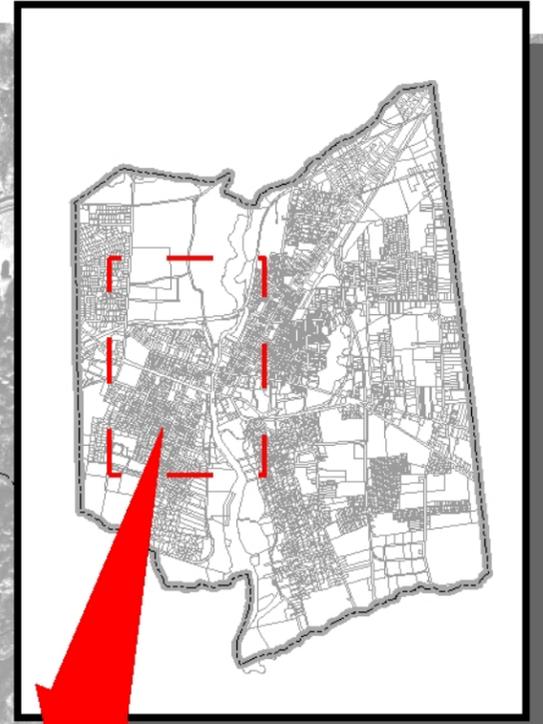
**W. Broad & Atlantic Streets**  
After George Burgin built this storehouse in 1799 he campaigned vigorously but unsuccessfully to have a bridge across the Cohansey built at the foot of Broad Street hill.

20

Architectural drawings courtesy of Robert S. Watson and the Cumberland County Department of Planning and Economic Development

# WALKING TOUR LOCATIONS

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



<p>SCALE: as shown DATE: 5/17/07</p>	<p><b>WALKING TOUR LOCATIONS</b></p>
<p>SOURCE: CITY OF BRIDGETON GIS DATA &amp; CUMBERLAND COUNTY GIS DEPT. DATA</p>	<p>CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY</p>
<p>NAME: ELGIS/PROJECTS/81215_01V/EXIST_LANDUSE/24X36_MXD</p>	<p><b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS &amp; PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719</p>

# WALKING TOUR LOCATIONS

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ

### Bridgeton Walking Tour Destinations

1. **Tourist Information Center, 50 E. Broad Street**  
Home of the Pennsylvania Reading and Seashore Lines in the late 1800's, this converted passenger railroad station is now the home of the Bridgeton-Cumberland Tourist Association.
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The office of the Cumberland Nail and Iron Company, built in 1815. The Bridgeton Antiquarian League now manages a museum here. The Cumberland County Nail & Iron Company Museum offers many special events and displays a collection of artifacts that includes those from early Industrial Revolution days.
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This 17th century farmstead/museum represents the type built by early Swedish colonists. Tour guides escort visitors through the farmstead that includes a bath/smokehouse, a stable, a cow & goat barn, threshing barn, storehouse, blacksmith shop, and a main residence.
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Dame Howell taught preschool children in this building during the first half of the 19th century. It was moved to this location from Pine Street.
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Built for Jonathan J. Hann about 1829.
8. **Franklin Drive**  
An Italianate house built by the owner of the Cumberland Nail and Iron Company about 1850. The main stairway is of iron.
9. **25 Lake Street**  
Known as "Seven Gables" this Gothic Revival house built in 1872 has been a residence, a private school, and a maternity hospital.
10. **W. Broad Street**  
The construction of the First Presbyterian Church (Old Broad St. Church) was started in 1772 and finished in 1775. When the builders ran out of money before the church was completed, \$2,000 was raised by means of a lottery.
11. **143 W. Broad Street**  
When General James Giles built this Georgian house in 1792, Bridgeton had 300 inhabitants.
12. **134 W. Commerce Street**  
This house, built in 1869, was once of several built and sold by Margaret Read on farmland given to her by her father.
13. **154 W. Commerce Street**  
This Mansard Victorian house was built in 1873 by Martin Anderson.
14. **137 W. Commerce Street**  
An eclectic Victorian house built in the 1870's. The roof appears second empire, the windows are Italianate, the doorway is Colonial Revival, the porch is Greek Revival.
15. **114 W. Commerce Street**  
Built in 1862, this house has some Greek Revival features.
16. **81 W. Commerce Street**  
Built about 1851 for William G. Nixon.
17. **65 W. Commerce Street**  
Built in the Greek Revival style as the home of Dr. William Elmer about 1834.
18. **24 Franklin Street**  
Built in 1818 by Deborah Bowen Carmen, this house is typical of many dwellings in Bridgeton at that time.
19. **Liberty Bell**  
Housed in the Cumberland County Courthouse, this celebrated bell rang out the news of the signing of the Declaration of Independence on July 7, 1776.
20. **49-51 W. Broad Street**  
"Potter's Tavern" built about 1767, was a tavern until about 1788. The first copy of the "Plain Dealer" a manuscript broadside, was posted here on Christmas Day, 1775. This historic landmark is the home of New Jersey's first newspaper, The Plain Dealer. The once popular retreat of citizens who called for independence from England has been carefully restored to its 1776 appearance.
21. **W Broad & Atlantic Streets**  
After George Burgin built this storehouse in 1799 he campaigned vigorously but unsuccessfully to have a bridge across the Cohansey river built at the foot of Broad Street hill.
22. **Southern New Jersey All Sports Museum and Hall of Fame, Burt Street & Babe Ruth Drive**  
This museum is dedicated to the teams and individuals of all sports in New Jersey. Memorabilia of many famous professional and amateur athletes are permanent exhibits. Some of these exhibits include: Willie Mays' Golden Glove; a bat collection of the Cincinnati Reds; the uniform of the first professional female umpire - Bernice Gera; area football legend Harvey Johnson; King of Softball, Eddie Feigner and much more.
23. **Woodruff Museum of Indian Artifacts, 150 E. Commerce St., Public Library**  
This exhibit contains over 20,000 artifacts related to the Lenni-Lenape Tribe that inhabited this region for many centuries, making it one of the largest and finest collections of its type in the state of New Jersey.
24. **Sunset Lake**
25. **Sunset Lake Beach**
26. **Aphitheater**
27. **City hall**
28. **City Hall Annex**
29. **Central Business District Shopping**
30. **Cohanzyck Zoo**

SCALE: n/a DATE: 5/17/07	<b>HISTORIC DISTRICT &amp; WALKING TOUR LOCATIONS</b>
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: H:\GIS\PROJECTS\31215_01\ EXIST_LANDUSE24X36.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b>  ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

- 7 55 W. Commerce Street**  
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This exhibit contains over 20,000 artifacts related to the Lenni-Lenape Tribe that inhabited this region for many centuries, making it one of the largest and finest collections of its type in the state of New Jersey.

Proposed new sites to add to the tour include:

**Proposed Bridgeton Walking Tour Destinations**

- 24** Sunset Lake
- 25** Sunset Lake Beach
- 26** Amphitheater
- 27** City Hall
- 28** City Hall Annex
- 29** Central Business District Shopping
- 30** Cohanzick Zoo

Bridgeton should develop a City wide goal to improve pedestrian and bicycle access. Access in the downtown to the Zoo and Park are poor. A river walk with improved connections should be constructed. Residents of the Southeast Gateway area also mentioned the need for more sidewalks and crossing lights to destinations, particularly shopping areas.

Cross walks and walk indicator lights like those near the hospital are needed at busier intersections such as Buckshutem Road, and Commerce Street intersections with Burlington Road. A pedestrian crossing indicator light may also be needed at the prison if there continues to be significant pedestrian traffic due to parking on the west side of Burlington Road.

### **C. Circulation Strategies**

Immediate, Medium Term and Long Term recommendations for circulation are provided below.

#### ***Immediate Measures***

- Conduct updated parking study in light of the updated CBD revitalization plans and goals. Consider fees and rates or free. Consider shopping parking (one to two hours) and resident parking (overnight), as well as short-term parking.
- Identify key sites for off-street parking, preferably city-owned, county-owned or vacant lots.
- Monitor port and rail activity in south Jersey; identify and actively market sites with rail access for distribution operations – stress proximity, not distance, to Route 55.
- Assess parking and traffic situation at industrial park and prison.

#### ***Medium Term Measures (One to Two Years)***

- Develop pedestrian network tying CBD together (across the river), and tying CBD to neighborhoods, Zoo and Riverfront walkways.
- Place/replace street signs in neighborhoods.
- Develop and implement walking tour with brochures, maps, guides and audiocassette; publicize the tour.
- Identify employment nodes (inside and outside the City) and low income resident nodes to develop vanpool service(s) and identify whether there is enough market for a private service to select locations.
- Determine potential for service to Vineland and other locations for training programs.
- Work with NJDOT to develop and implement improvements to the Broad Street/Commerce Street intersection.

#### ***Long Term Measures (Three to Five Years)***

- Develop plans for better access to Route 55, whether through improvements to Route 56 or to Route 552 – the latter is a bit shorter and provides access to Bridgeton as opposed to Upper Deerfield and also meshes better with destinations to Millville or Vineland.
- Continue to monitor rail and port activity in the region.
- Monitor development to the south of the current CBD; as uses change make sure that safe, well-signed pedestrian linkages are installed.

## VII. NEIGHBORHOOD DEVELOPMENT AND REDEVELOPMENT ELEMENT

### A. Introduction

The City of Bridgeton's extensive planning history has resulted in a number of plans for development and redevelopment in various neighborhoods. The Planning History section of this Master Plan identifies and describes some of these plans. This section provides a summary and status of the progress of development in the areas. Redevelopment areas are shown on the *Redevelopment Map*. Recommendations for future redevelopment areas are also provided.

### B. Urban Renewal #1, Urban Renewal #2 and Urban Renewal #2 Addition

The *Redevelopment Map* identifies these three Urban Renewal areas in the downtown. No plans were found in the City's files for the areas other than their identification on a map. Urban Renewal #1 has been developed with a riverfront promenade and parking lots. Urban Renewal #2 Addition has been developed with a variety of retail stores.

The City has recently issued a Request for Proposals (FRP) for a part of Urban Renewal #2 for a Hotel and Business Center. The RFP was issued for 168 East Commerce Street (Block 121 Lot 1) which is the current City Hall building.

### C. Central Business Redevelopment Area

The Central Business Redevelopment Area is located along Pearl Street, Laurel Street and Bank Street between East Broad Street and Irving Avenue. No Determination of Need or Redevelopment Plans were found in the City's files, however, it is believed that the area was found to be an Area in Need of Redevelopment but a Redevelopment Plan was never prepared. It is recommended that a Redevelopment Plan be prepared and approved to execute proposed concepts for the Central Business Redevelopment Area that are discussed in other sections of this Master Plan. The plan is for an entertainment district and a Redevelopment Plan can provide mechanisms to deal with issues such as parking which may require City action.

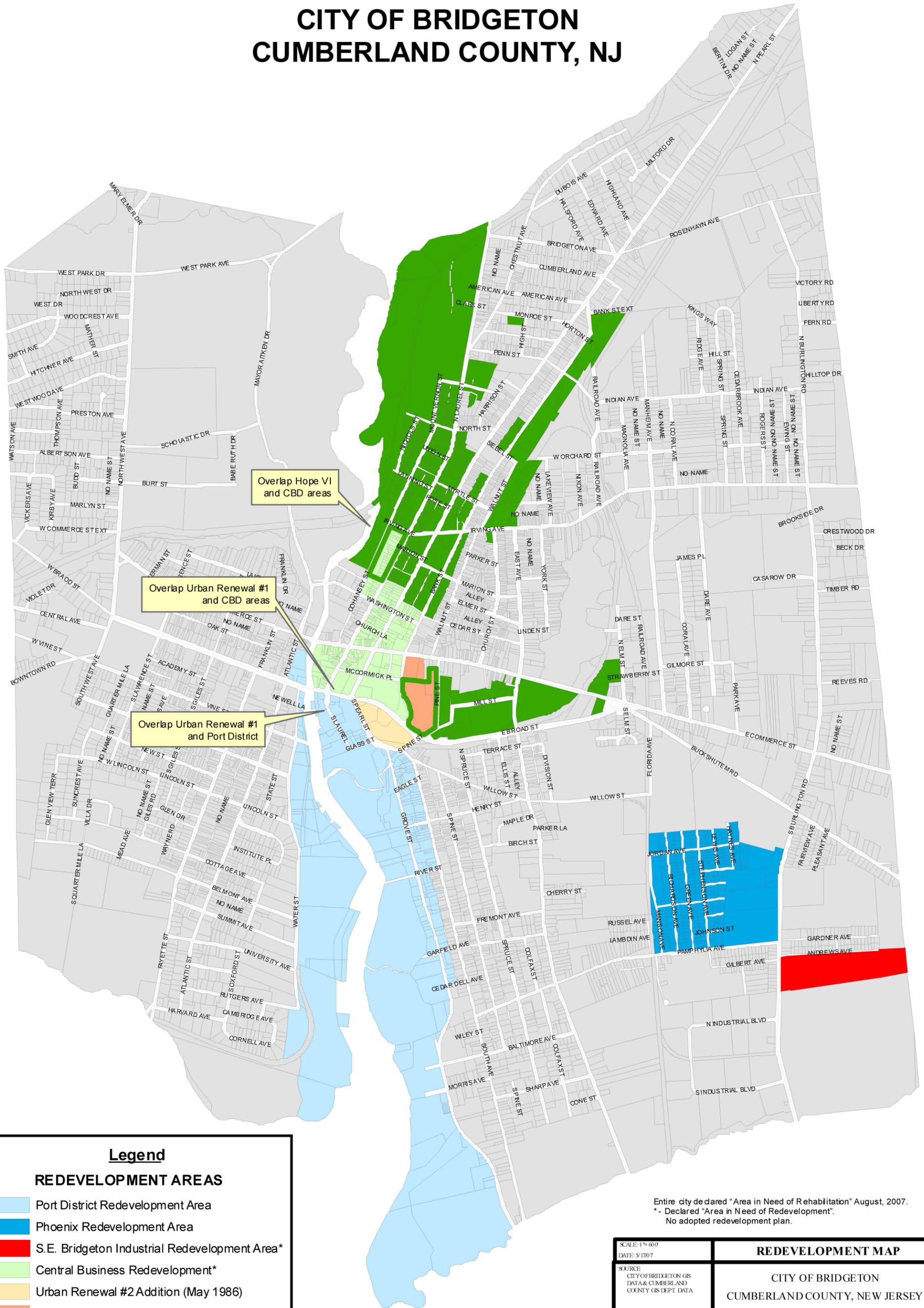
A current project under redevelopment in the Central Business Redevelopment Area is the Laurel Theater on Laurel Street in downtown Bridgeton. Plans for the Laurel Theater include renovating the existing building and connecting it with the BridgeWater Pub in order to expand the Pub to cater weddings and other large banquets. A garden environment is proposed in order to hold outdoor events.





# REDEVELOPMENT MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



### Legend

#### REDEVELOPMENT AREAS

- Port District Redevelopment Area
- Phoenix Redevelopment Area
- S.E. Bridgeton Industrial Redevelopment Area\*
- Central Business Redevelopment\*
- Urban Renewal #2 Addition (May 1986)
- Urban Renewal #2
- Hope VI Redevelopment Area

Entire city declared "Area in Need of Rehabilitation" August, 2007.  
 \*- Declared "Area in Need of Redevelopment".  
 No adopted redevelopment plan.

SCALE: 1"=600'  
 DATE: 5/17/07  
 SOURCE:  
 CITY OF BRIDGETON GIS  
 DATA & CUMBERLAND  
 COUNTY GIS DEPT. DATA  
 NAME:  
 HGIS/PROJECTS/312\_15\_01/  
 redevelopment.MXD

### REDEVELOPMENT MAP

CITY OF BRIDGETON  
 CUMBERLAND COUNTY, NEW JERSEY

**ENVIRONMENTAL RESOLUTIONS, INC.**  
 ENGINEERS, SCIENTISTS & PLANNERS  
 525 FELLOWSHIP ROAD, SUITE 300  
 MT. LAUREL, NEW JERSEY 08054-1719

## D. Hope VI Redevelopment Area

The City adopted the Hope VI Redevelopment Plan as an ordinance in 2001. The area is in the northern and central areas of Bridgeton east of the Cohansey Rive and includes part of Blocks 47, 49-63, 66, 67, 71, 75, 77, 81-83, 87-90, 96, 103, 121-123, and 168. Much of the Hope VI Redevelopment Area has been completed, specifically the areas west of Laurel Street. A large parcel of land south of Commerce and north of Broad Street, remains vacant as well as the auto mall and Ferrecute site and parcels on the western side of the intersection.

The Hope VI plan included physical improvements to the neighborhood, including infill housing and rehabilitations, as well as social and economic improvements due to the creation of a mixed-income neighborhood. The Plan provided design guidelines for the architecture of the new homes and streetscape improvements, as well as goals to improve the neighborhood for residents. The Redevelopment Plan stated that it would supersede all provisions of the Bridgeton Zoning Ordinance that are specifically addressed in the Plan. Any zoning related question not addressed shall refer to the Bridgeton Zoning Ordinance for clarification. The Planning Board alone shall have the authority to grant deviations from the requirements of the Plan. Upon final adoption of the Plan by the Municipal Council of Bridgeton, the Bridgeton Zoning Map shall be amended to rezone the area covered by this Plan as Bridgeton Hope VI Redevelopment Area and all underlying zoning will be voided.



A recent Request For Proposals (RFP) was issued for 155 Irving Avenue, a former gas station located on Block 47 Lot 6. The RFP is to reuse the parcel for retail, commercial, professional space.

A second site to be redeveloped in the HOPE VI Redevelopment Area is the Ferracute Machine Company located on Elm Street and East Commerce Street. The site is located in the Industrial District and contains 3.77 acres on Lot 65, 70 and 74. The site is of national significance, listed on the State and National Registers of Historic Places, for its association with Oberlin Smith, one of the country's leading industrialists and inventors of the late nineteenth and early twentieth centuries, and as of the site of Smith's manufacturing operations and of his many inventions, including the magnetic recording



of sound. The Machine Company was also the home of the company that perfected the operation of presses for cutting, punching, bending, drawing, stamping and coining of sheet metal and supplied these presses for many companies that Industrialized the United States. The historic nature of the property presents challenges to redevelopment but the first step is remediation of any hazardous materials. After remediation, a Request for Proposals can be issued for development of the long vacant property.

**E. Southeast Bridgeton Industrial Redevelopment Area**



The Southeast Redevelopment Area is located east of South Burlington Road, south of Andrews Avenue and immediately north of South Woods State Prison. No Determination of Need or Redevelopment Plans were found in the City’s files, however, it is believed that, like the Central Business Redevelopment Area, the area was found to be an Area in Need of Redevelopment but a Redevelopment Plan

was never prepared. A Redevelopment Plan should either be prepared for this area or the area be abandoned as a Redevelopment Area. The site is currently in the Residential-1 Zoning District and is largely vacant with woods. There are a few houses along the two streets in the area.

**F. Port District Redevelopment Area**

The Port District Redevelopment Plan is located along the eastern and western sides of the Cohansy River. Riverwalk South, located on the western side of the Cohansy River between East Commerce Street and Broad Street has been completed. This development includes senior apartment units and a riverfront walkway. On the western side of the Cohansy, the City boat ramp and floating dock have been constructed south of Broad Street.



The redevelopment area includes an extensive area that has not yet benefited from redevelopment opportunities due to a variety of

environmental and legal issues. At the present time the City has received UEZ funding to acquire the port and resell it. Negotiations are pending on a final selling price. Redevelopment will include continued commercial revitalization of the downtown riverfront area, upgrades to the South Avenue Historic District, provision of continuous recreation opportunities along the riverfront and provision for orderly growth of a new residential neighborhood on the Cohansey River.

The Resolution for this Redevelopment Area stated that zoning ordinance standards bulk and area requirements for the C-2 District are superseded by the Redevelopment Plan. Specific uses are identified in the Redevelopment Plan for parcels within the Port District.

### **G. Phoenix Redevelopment Area**



The Phoenix Redevelopment Area is located between Burlington Road and the Winchester & Western Railroad line in the southeastern portion of the City. The Redevelopment Area is 64.85 acres in size. The goals for the Phoenix Redevelopment Plan include revitalizing an underutilized and mostly vacant area of the City into a vital, productive and coordinated mixed use area with standards which promote a variety of development options including a coordinated mix of commercial and suitable industrial uses and/or commercial-residential development.

The City has recently issued a Request for Proposals for partial development of Phoenix on Burlington Avenue for senior housing, mixed use, and possibly a Training Center.

### **H. Southeast Gateway Neighborhood Strategic Plan**

The Southeast Gateway Plan is a neighborhood study located at the southern terminus of NJ Route 77, south of Route 49. Goals of the neighborhood include enhancing the wealth of the neighborhood, enhancing the physical condition of the neighborhood and expanding the available services and facilities. The City has current plans to develop a strip mall at the corner of South East Avenue and Pamphyllia Avenue, through a special purpose EDI grant. The City applied for the grant which was awarded to Tri-County for the development of this center. This development will provide a much needed shopping venue for the neighborhood and further the City's efforts to develop neighborhood retail outlets.

### **I. Central Business District Neighborhood (CBD)**

The Central Business District (CBD) has been the subject of several planning studies. The CBD was a vibrant center for the city in the first half of the twentieth

century. Many business owners or managers lived above their stores, which created a constant presence. Bridgeton was a market center for western Cumberland County as well as a small processing center for agricultural products. With the decline of manufacturing and the diversion of retail to highway corridors and shopping malls in the second half of the twentieth century, the CBD has experienced decline.



Bridgeton City has made an effort to beautify the downtown since the 1980's, with the installation of brick sidewalks, benches, lampposts, and a riverfront promenade. The Main Street program works to revitalize the downtown through a four point approach: design, promotion, economic restructuring, and organization. The downtown is part of the Urban Enterprise Zone, which allows it to charge half of the current rate of sales tax for the state in order to encourage business.

Recreation programs provide events that attract visitors and residents to the downtown, including festivals and concerts. The Bridgeton Farmer's Market open on Fridays from June to September, also attracts consumers to the downtown. Obstacles to the successful revitalization of the CBD include the local unemployment rate, store vacancies, destruction of buildings by fire and neglect, outdated features, and high insurance rates. The competition from nearby shopping centers and malls along with the lack of variety of stores also negatively affect the success of the downtown.

The Central Business District was first targeted for rehabilitation in the Riverfront Urban Design Plan. The plan proposed historic renovations to downtown businesses, including both the front and rear facades. Renovating the rear facades and the creation of rear entrances into the Riverfront parking lot connects the businesses with the riverfront promenade while creating a more attractive setting for the riverfront area. The creation of a boat launch site and new restaurant on the river would help to increase recreational opportunities and tourism in the CBD. The riverfront promenade would help to connect the City Park and Zoo to the CBD. The plaza at Commerce Street and the Cohansy River includes a fountain and seating areas. The plan suggested the use of second and third floors for residential use to provide a captive market for the downtown shops and services. All of these improvements to the riverfront complement the Central Business District.



The designation from the State of New Jersey of Bridgeton as a Regional Center is an asset to the efforts to revitalize the CBD. The Regional Center Petition and Addendum highlight the benefits of the designation as well as the obstacles that must be

overcome for Bridgeton to be a successful regional center for the western part of Cumberland County.



The CBD is the focal point for City revitalization efforts. The City's Department of Community Development and Planning wishes to create an entertainment district drawing its market from neighboring municipalities as well as the tourists and travelers to the southern New Jersey Coast and attractions in Millville and Vineland. This strategy is intended to capitalize

upon the ethnic diversity of Bridgeton, the support of the Rutgers Food Innovation Center, and its location along well traveled routes. The strategy will differentiate the City from other locations in the region. Development of hotels will complement this strategy and give the City an additional advantage in securing the tourist market. The successful development of the proposed culinary school will buttress the restaurant/entertainment strategy and build upon the presence of the Rutgers facility.

#### **J. General Housing and Rehabilitation Programs/Neighborhood Preservation**



The City's housing and neighborhood preservation goals focus on rehabilitation and redevelopment within the largely built out neighborhoods and promotion of home ownership, but with one major obstacle: the size and condition of most units within the Historic District. The Thomas Committa Study recognized that one of the major areas of emphasis for the Master Plan should be to classify the Historic District into three (3) tiers, ranging from the most historic core to the lesser historic places. This evaluation would then be paired with the neighborhood

preservation goals and strategies and help to clarify the strategies that rehabilitation and revitalization plans can realistically address. In addition, this reevaluation may permit greater flexibility for redevelopment in areas deemed to be not as significant; and may present opportunities to encourage new residential development and offset the City's need for market rate housing. The Historic Commission undertook the task of prioritizing neighborhoods and their efforts resulted in delineating seven districts within the Historic District that are discussed further in the Historic Element of this Master Plan.

## **K. City Wide Area in Need of Rehabilitation**

The City recently declared the entire City an Area in Need of Rehabilitation. The Planning Board and Governing Body found that the condition of infrastructure, structures therein, the pattern of vacancy, abandonment or underutilization of properties within the City are in need of rehabilitation. The implications to this finding are Long Term Tax Exemptions and Five Year Tax Abatements which should assist with rehabilitation of properties.

## **L. 265 Irving Avenue School**

Redevelopment of the Irving Avenue School has recently been advertised for Requests for Proposals. This property is outside of a designated Redevelopment Area. The location for this site is a historic two story brick structure located on Irving Avenue. The structure dates back to the early 1900's and was used as an elementary school before utilization as an accessory services building for Bridgeton Hospital and most recently as an Early Childcare Center. Currently the structure is vacant and owned by the City of Bridgeton. This structure is situated on Irving Avenue which is a main artery in the City. The Request for Proposals for Block 45 Lot 1 is for use as a Culinary Arts School or Vocational Training Center.

## **M. Rutgers Food Innovation Center**

The 23,000 square foot Rutgers Food Innovation Center, currently under construction in the Florida Avenue Industrial Park is scheduled for completion in the summer of 2008. The state-of-the-art facility will enable the design, development, marketing, analysis, commercialization and ongoing manufacture of products for sale to retail and foodservice markets. The Food Innovation Center is a unique business incubation and economic development accelerator program that provides business and technology expertise to small and mid-sized food companies in the State and utilizes its outreach capacity to reach food and agribusiness throughout the Nation. The Center has projected approximately 1,000 net new jobs and over \$200 million in cumulative new revenue by year 2012.

## **N. Rutgers Institute of Marine and Coastal Sciences**

Rutgers Institute of Marine and Coastal Sciences is in the process of renovating the Sheppard House for use as a satellite center for regional programs and services. The Institute, through its management of the Jacques Cousteau National Estuarine Research Reserve (JC NERR) provides a vehicle for delivering services throughout the state. It is anticipated that the presence of a JC NERR satellite coastal resource center will be an invaluable resource for future waterfront redevelopment in the City and could help to leverage potential industry partners such as PSE & G and the Delaware River Basin Authority. Redevelopment of the David Sheppard house as a coastal resource center would also facilitate water quality restoration and environmental education relative to the Cohansy River. Delivering the distance learning programs, workshops, courses and in-

services of the coastal resource center through the Sheppard House will bring participants to downtown Bridgeton where they will visit shops and restaurants and utilize other local services and attractions.

Rutgers Institute of Marine and Coastal Sciences anticipates that their programs will help to:

- Position Bridgeton at the forefront in delivering regional continuing education.
- Serve the needs of educators and coastal decision makers in southern New Jersey.
- Enrich learning throughout the regional educational system at all levels
- Create a sustainable community through enhancing coastal management in the Bridgeton region.
- Support and enhance the City's goals for redevelopment of its downtown to attract visitors as well as commercial enterprises and economic investment.
- Assist in creating jobs, training employees, stimulating economic development.
- Preserve the economic and environmental interests associated with Bridgeton's coastal resources.

Formal education programs will include:

- On site and distance learning seminars, workshops, and formal courses
- Research and career experiences
- Residential programs
- Whole school immersion programs
- Development of internet-based instructional modules
- Access to advanced oceanographic samplers, sensors and geographic information systems

Informal programs directed at environmental stakeholders, coastal decision-makers, and families are planned to:

1. Enhance coastal decision-making and provide periodic scientific updates through forums such as Coastal Decision-Maker Workshops.
2. Provide field demonstrations of innovative techniques, methods, and practices to improve the capabilities of coastal planning efforts at the local level.

These will include:

- Interactive exhibits, programs, and activities
- Coastal decision-maker workshops

- Field demonstrations of innovative techniques to improve coastal planning efforts at the local level
- Continuing education courses
- Recreational opportunities
- Family science and environmental programs

## **O. Housing and Community Development Efforts in The Consolidated Plan**

### **1. The Purpose and Plan**

The purpose of The Consolidated Plan is to identify housing and community development needs and to develop specific goals and objectives to address these needs over a five-year period. The Consolidated Plan allows the City of Bridgeton and the HOME Consortium to continue to receive federal housing and community development funds. The Consolidated Planning Period FY2005-2009 Fourth Program Year Action Plan was reviewed for this portion of the Master Plan. This Consolidated Plan covers the period of July 1, 2005, until June 30, 2010 and informs the Housing and Urban Development's Community Development Block Grant (CDBG) and HOME Programs on how the City intends to use federal and non-federal resources to meet community needs. Triad Associates, Inc. is the City's consultant for these programs.

As an entitlement community and a participant in a HOME Consortium, Bridgeton receives an annual share of federal CDBG and HOME funds. The funds are intended to provide lower and moderate-income households with viable communities, including decent housing, a suitable living environment, and expanded economic opportunities. Eligible activities include community facilities and improvements, housing rehabilitation and preservation, development activities, public services, economic development, planning, and administration.

The City and Consortium have identified the following priority needs for its CDBG and HOME Programs.

### **2. Housing Needs**

- To increase homeownership of low and moderate income households through first time homebuyer assistance, new construction and single family housing rehabilitation, along with homeownership counseling.
- To improve the condition of existing affordable housing in residential neighborhoods, including the reduction of lead-based paint hazards
- To maintain the good condition of public



housing and increase types of resident services and participation leading to self-sufficiency

- To rehabilitate and preserve safe, affordable rental housing.

### **3. Non-Housing Community Development Priorities**

- To increase the level and types of supportive services provided to special needs populations and public service organizations.
- To support the operation of neighborhood centers and neighborhood revitalization planning.
- To increase recreational opportunities available in lower income neighborhoods.



### **4. Homeless**

- To provide short term emergency assistance (utilities, food, rent, etc.).
- To prevent homelessness through counseling, services and long term case management, job and basic skills training and educational training.

### **5. Economic Development**

- To undertake job creation and building improvements through financial assistance to small and minority-owned businesses.

### **6. Public and Assisted Housing Needs**

- To support the work of the Bridgeton Housing Authority and to make programs and services available to the entire City public housing residents.

In regard to homeless and special needs housing priorities the City is accomplishing its goal of helping low-income families avoid homelessness through its homeowner assistance programs. Limited resources have made it difficult for the Consortium to implement programs to aid specifically homeless and special needs populations. The City has had to rely on federal, state and county funded agencies/organizations to provide the bulk of services to homeless and special needs residents. As available funding has remained stagnant, there is little expectation that this situation will change in the near future.

In the area of non-housing priority needs, the City continually funds public service organizations that provide services to meet the needs of specific populations in their communities. The City has undertaken infrastructure and public safety improvement projects that have benefited the general population as well as special need residents.

The Consolidated Plan includes a description of the federal, state and local programs available to fulfill the Plan's goals and objectives.

## **7. Program Objectives**

There are several areas of specific need which emerge from the analyses of the community, its needs, as well as market conditions. These needs translate into the following objectives:

- Stabilization and improvement of neighborhoods.
- Maintenance and improvement of the existing housing stock.
- Continued support of programs for the homeless, especially in the areas of prevention and of transitioning to independent living.
- Continued support for provision of services to those individuals and groups with special needs, such as the elderly, the disabled and those with HIV.
- Continued support of key public service programs, the improvement of public facilities and infrastructure, and assistance in providing public safety improvements.
- Implementation of Economic Development Initiatives in support of and in coordination with city, county and state programs and entities.
- Execution of anti-poverty efforts that support and build on existing programs, relate to economic development efforts, and integrate job training and placement, welfare to work initiatives, and other programs aimed at improving opportunities for economic self-sufficiency.

Each priority is accompanied by specific objectives, many of which have performance indicators. The Five-Year Strategic Plan for the City of Bridgeton and the Vineland-Millville-Bridgeton-Fairfield HOME Consortium will result in the following accomplishments by 2010:

- A continuation of the lead-based paint hazard removal program for low-income households in compliance with new HUD regulations.
- Rehabilitation of 125 housing units for low-income homeowners by Year 5.
- 15 low-income first-time homebuyers by Year 5.
- Continuation of Code Enforcement Activities.
- Continuation of social services for youth, children, the elderly and the disabled.
- 6 new public works projects by Year 5.
- A housing counseling program for first-time homebuyers by Year 3.
- A home modification program for frail elderly and physically-disabled renters by Year 3.
- Fewer incidences of housing discrimination, particularly against families with children.
- Planning studies.

**8. Year 2008 Action Plan**

The proposed 2008 Action Plan reflects the City's efforts to select projects where the greatest impact for the community can be realized, particularly in projects where program funds can leverage other public/private investments. Public Facility and Neighborhood Development activities will be targeted to Low/Mod areas of the City. These activities account for 32% of the FY 2008 CDBG budget. Proposed activities for 2008 utilize Community Development Block Grant (CDBG) funding and HOME Program funds to meet the goals and objectives of the Consolidated Plan.

**9. Objectives and Outcomes**

The City's CDBG and HOME 2008 Action Plan is shown in the table below:

**Year 2008 Bridgeton Action Plan for CDBG and HOME, by Category**

Category	Funding	
	CDBG	HOME
<b>Owner Occupied Housing Rehabilitation</b>	<b>\$75,000</b>	<b>\$160,162</b>
<b>Public Services</b>		
Recreation Dept Summer / Youth & Rec.	<b>\$9,000</b>	
Teen Library Program	<b>\$10,000</b>	
Youth Services (Youth to Youth)	<b>\$8,000</b>	
<b>Recreational Facility Improvements</b>	<b>\$40,000</b>	
<b>Special Economic Development Project</b>		
Tri-County Southeast Gateway Plaza	<b>\$50,000</b>	
<b>Public Facilities</b>		
Bank Street Repaving	<b>\$100,000</b>	
<b>Public Facility Improvements</b>	<b>\$32,638</b>	
<b>CHDO Projects</b>		<b>\$32,033</b>
<b>Administration &amp; Planning</b>	<b>\$81,159</b>	<b>\$21,355</b>
<b>Total</b>	<b>\$405,797</b>	<b>\$213,550</b>

**10. Affordable Housing Strategies**

The following housing programs and projects are to be coordinated primarily to benefit low, very low, and extremely low income residents.

*Strategy One – Assistance to Homebuyers*

The City's strategy entails assisting in the acquisition, rehabilitation, or construction of housing units for resale to low- or very low-income households over the five year plan period.

*Strategy Two – Rehabilitation of the Existing Housing Stock to Increase the Supply of Affordable Housing*

The City’s strategy includes providing rehabilitation assistance in the form of systems grants, or moderate rehabilitation loans and/or grants to 60 owner-occupied housing units in the FY 2008 program year. These funds will be for conventional rehabilitation work as well as for addressing the lead hazard where necessary. The City is completing a Regional Contribution Agreement with Somers Point and Brigantine Beach in Atlantic County which will add \$1,540,000 over the next three years to the City’s rehabilitation funds. This will enable the City to allocate more funds to individual projects. This is a significant benefit because many of the City’s homes are very old and require extensive work to bring them up to standard.

*Strategy Three – Increase the Supply of Affordable Housing through the Construction of Infill Units*

There are an estimated 500 vacant city owned lots scattered throughout the City. Many of these lots have a negative effect upon the surrounding neighborhood by their presence and neglect. A strategy of constructing affordable owner-occupied housing on vacant lots assists those households seeking to purchase a home, improves the neighborhoods where these units are built, and enhances the city’s tax base by returning vacant lots to the tax rolls.

The Plan indicates that the City will attempt to create new affordable units each year and preference will be given to projects targeting the construction of moderate-sized units for small family households in the low-income categories. This program is proposed Citywide for low-income households.

*Strategy Four – Provide Support Services to New and Existing Homeowners*

Support services will be provided to low-income potential homebuyers in Bridgeton. Services include purchase assistance, financial education, and counseling programs. In conjunction with the community college, the school system, financial institutions and other organizations the City will provide home ownership training, financial counseling and education classes and seminars for 350 low-income potential home buyers over the five year period.

*Strategy Five – Acquire Vacant and Boarded-up Structures*



The City will utilize tax foreclosure proceedings each year, supplemented with Regional Contribution Agreement funds to acquire vacant, boarded-up, and abandoned properties in low/mod neighborhoods. The City has many such dilapidated structures, which are not only an eyesore, but are health and safety hazards. Properties acquired in this program will be donated by the City to not-for-profit organizations, such as Habitat for Humanity, for rehabilitation and occupancy by eligible families.

## 11. Community Development

The Consolidated Plan indicates that the City's primary objective of non-housing community development activities is the provision of a suitable living environment and the expansion of economic opportunity for low and moderate income persons. This definition includes a wide range of programs and activities.

Non-housing Community Development needs, priorities and objectives were identified through an extensive public participation process. These objectives are:

- To provide high quality public facilities, such as parks and community centers to low and moderate income persons and to provide adequate public improvements, such as streets, sidewalks and sewer and water system upgrades, in low and moderate income neighborhoods.
- To provide a wide range of quality services, including transportation, health care, day care and youth and senior activities, to low and moderate income persons, especially the disabled and the elderly.
- To promote economic development activities as a means to provide job opportunities and economic growth, and to reverse economic decline, especially for low and moderate income households.
- To conserve and renew older neighborhoods and to improve citizens living environment, including security and safety.
- To promote increased private investment and activity in community development activities.

The Plan indicates that specific projects will change from year to year in response to changing needs and completion of projects, however, the following activities are proposed.

### *Public Facilities and Improvements*

- Improvements to Park Facilities
- Sidewalk Replacement and Construction of New Sidewalks
- Public Water System Replacement

### *Public Services*

- Youth Services and Community Recreation Programs
- Neighborhood Improvements and Programs
- Improve Area Transportation Infrastructure
- Crime Prevention Programs

### *Economic Development Activities*

- Central Business District Improvements
- Business Retention and Attraction
- Job Training Initiatives

Limited funding precludes support for many of these activities. The primary focus of CDBG Community Development funding has been upon assisting with Public Service programs. Since 1975, the City has been providing financial assistance through direct grants as well as technical and advisory assistance to non-profits and community agencies that administer a wide variety of programs for lower income residents. These programs have an immediate impact on primary needs of the low-income population and the causes of poverty. CDBG provides the core funding for critical basic needs including health, childcare, housing, and transportation.

Housing rehabilitation assistance is provided as a coordinated effort to preserve and produce affordable housing. This type of assistance is provided to assist people from becoming trapped in the cycle of poverty and to ameliorate housing problems and costs.

The Bridgeton Public Housing Authority, the provider of affordable housing, is aware of the programs available for residents and makes appropriate referrals, as well as providing some training programs on site. Specific coordination is through the Department of Human Services. The Housing Authority has developed a Family Self-Sufficiency Program. The focus of this program is to encourage public housing residents to achieve economic sufficiency in order to achieve independence from government subsidies. There are various educational programs available to implement this program.

These efforts, and the support of the economic development and job creation efforts of the Federal Empowerment Zone and the Economic Development District, complement the housing programs administered through the City's CDBG and HOME programs. In summary, the programs currently operated represent coordinated efforts to address housing and economic issues that surround the homeless and lower income households.

The City recognizes that the need for assistance far exceeds current level of available resources and will continue to seek applicable state and federal funding in support of these housing and community development programs. In addition the City works with not-for-profit organizations to identify and obtain additional sources of funds.

The City continues to implement a variety of economic development programs and initiatives in order to create new and better job opportunities for residents.

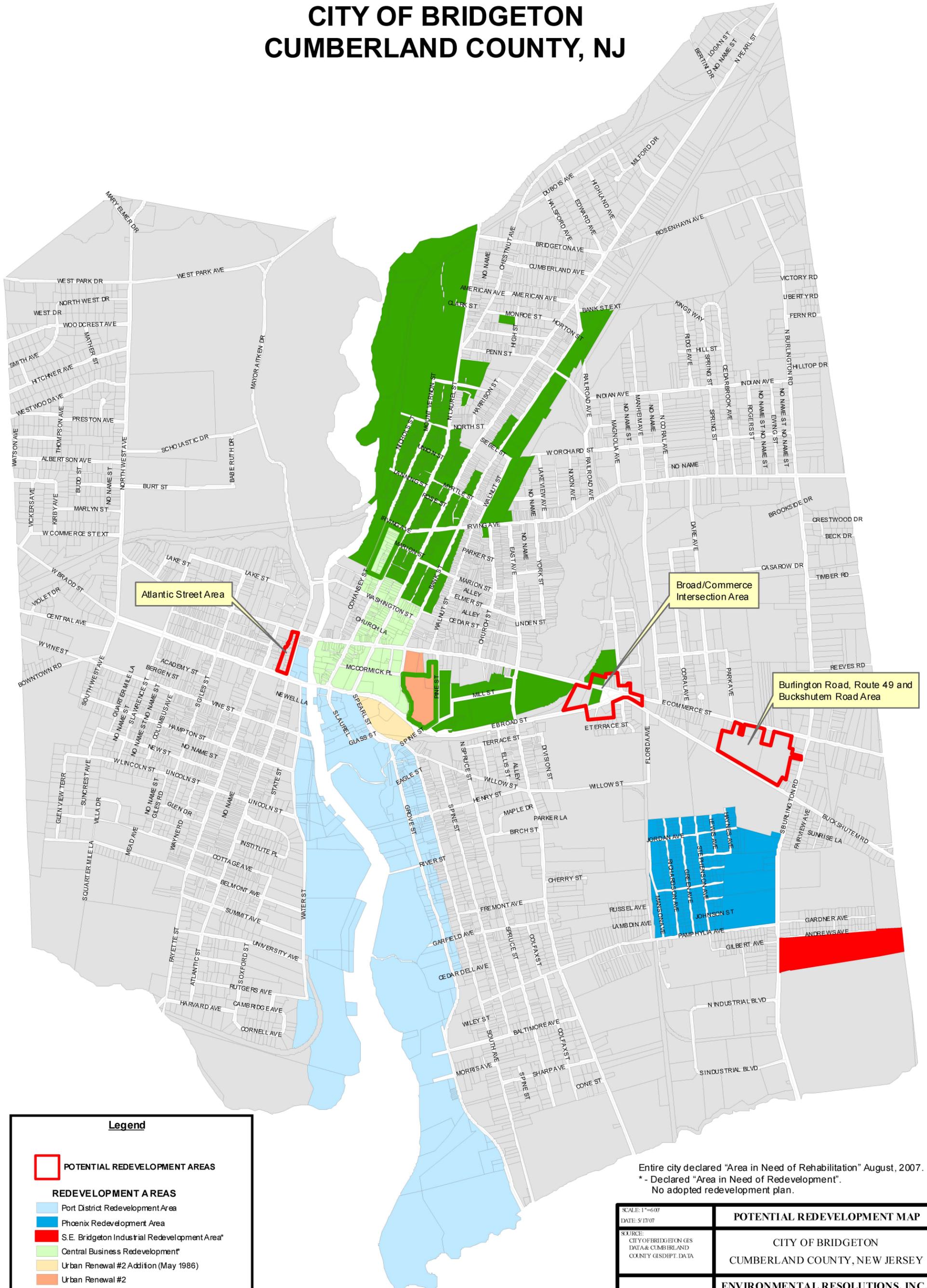
#### **P. Potential Redevelopment Areas**

The City has much of its land in designated Redevelopment Areas. It is recommended that the City prioritize and develop existing sites before it designates numerous additional sites. This said, the following areas should be considered to be Determined in Need of Redevelopment and if so found, Redevelopment Plans should be prepared. These areas are shown on the *Potential Redevelopment Map*.



# POTENTIAL REDEVELOPMENT MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



Atlantic Street Area

Broad/Commerce Intersection Area

Burlington Road, Route 49 and Buckshutem Road Area

### Legend

POTENTIAL REDEVELOPMENT AREAS

#### REDEVELOPMENT AREAS

- Port District Redevelopment Area
- Phoenix Redevelopment Area
- S.E. Bridgeton Industrial Redevelopment Area\*
- Central Business Redevelopment\*
- Urban Renewal #2 Addition (May 1986)
- Urban Renewal #2
- Hope VI Redevelopment Area

Entire city declared "Area in Need of Rehabilitation" August, 2007.  
\* - Declared "Area in Need of Redevelopment".  
- No adopted redevelopment plan.

SCALE: 1"=600'

DATE: 5/17/07

SOURCE:

CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA

NAME: HGIS/PROJECTS/1215\_00/ EXIST\_LANDUSE\_24936.MXD

### POTENTIAL REDEVELOPMENT MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

### ENVIRONMENTAL RESOLUTIONS, INC.

ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719

1. Burlington Road, Route 49 and Buckshutem Road Area, Block 172 Lots 22, 23, 37 and 37.02. This site is about 15 acres in size that has the potential for use as a hotel site or other ratable for the City.



2. Atlantic Street, western side, Block 266 between Commerce and Broad Streets. The parcels are near the courthouse and downtown and could possibly be redeveloped with state-of-the-art law offices or other use. The eastern side of Atlantic Street is within the Port District Redevelopment Area and is developed.

3. Broad/Commerce Street Intersection Area. Block 168, Lots 4, 5, 6; Block 170 Lots 9, 10, 10.1, Block 103, Lots 64-69; Block 172, Lot 1, and Block



104 Lots 24-26. This area is adjacent to the Rutgers Food Innovation Center and proposed office industrial uses and could be served with related facilities in an office park and retail setting. Necessary improvements to circulation on Broad and Commerce Street could be incorporated into the

design. It should be noted that part of this area is already within the Hope VI Redevelopment Area.

## VIII. OPEN SPACE AND RECREATION ELEMENT

### A. National Recreation and Park Association Park Classifications

The National Recreation and Park Association's (NRPA), "Park, Recreation, Open Space and Greenway Guidelines" describe a system for park classification. The individual park types that typically make up a park system are also described. Using these park types as a benchmark, NRPA standards can then be reviewed and used as a basis for establishing standards for park development within a municipality. The inclusion of pathway facilities reflects the desirability of connecting otherwise disparate open spaces to lay the foundation to connect parks and other features or attractions and to encourage pedestrian and other alternative modes of travel within the City.

While NRPA determined that there was no "national standard" for park development, the study recommends that each community is unique, and that standards which reflect the local "uniqueness" should be established.

The NRPA report proposes a series of parks of various size and function. The park types are as follows:

#### 1. Park and Open Space Classifications

**Mini Parks** are the smallest park type and are used to address limited, isolated or unique recreational needs. The service areas vary and may be for an isolated residential area, a public space in an industrial park or a play area or sitting area in a downtown shopping district. The mini park is typically less than to one acre in size and usually offers a playground, and/or seating area. Mini parks are typically provided by local governments. Accessibility is by way of interconnecting trails, sidewalks, or low-volume residential streets. The service area of a mini park is  $\frac{1}{4}$  mile radius and requires 0.5 acres per 1,000 residents.



*Mini Park at Pearl and Commerce Streets*

**Neighborhood Parks** remain the basic unit of the park system and serves as the recreational and social focus of the neighborhood. The focus of this park is on informal active and passive recreation. The neighborhood park ranges in size from 5 to 10 acres and serves a population within a  $\frac{1}{4}$  to  $\frac{1}{2}$  mile radius. Park size is 2 acres per 1,000 persons and typical facilities include playground, court games, informal play field, volleyball, trails/walkways, picnic tables with grills, benches and seven to ten parking spaces.

**School Parks**, depending on circumstances, when combined with city parks can fulfill the space requirements for other classes of parks such as neighborhood, community, sports complex, and special use. The service area, desirable size and typical facilities vary for a school park depending on the variety of activities accommodated.

**Community Parks** serve a broader purpose than neighborhood parks. They focus on meeting community-based recreation needs as well as preserving unique landscapes and open spaces. Community parks are determined by the quality and suitability of the site and usually serve two or more neighborhoods and a ½ to 3 mile radius. They are usually 20 to 50 acres in size and are serviced by arterial and collector streets to be easily accessible from the service area by way of interconnecting trails.

**Large Urban Parks** serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. The focus is on meeting community based recreational needs as well as preserving unique landscapes and open space. The location is determined by the quality and suitability of the site to serve the entire community. Large urban parks are usually a minimum of 50 acres.

**Natural Resource Areas** are lands that are set aside for preservation of significant natural resources, remnant landscapes, open space and visual aesthetics or buffering. Examples of these parcels are areas with steep slopes and natural vegetation

**Athletic/Sports Complex** consolidates heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community. The sports complex may be associated with a community park. The sports complex is usually a minimum of 25 acres, with 40-80 acres preferred.

**Special Use** covers a broad range of parks and recreation facilities oriented toward single-purpose use. Special use parks may include some historic, cultural or educational opportunities such as an arboretum, historic site or performing arts venue.



**Private Park/Recreation Facilities** are parks and recreation facilities that are privately owned yet contribute to the public park and recreation system.

**Greenways** effectively tie park system components together to form a continuous park environment.

## 2. Pathway Facilities

**Park Trail** is a multipurpose trail located within greenways, parks and natural resource areas. The focus is on the recreational value and harmony with the environment.

There are three types of trails: Type I Separate/single purpose hard surfaced trails for pedestrians or bicyclists, Type II Multipurpose hard surfaced trails for pedestrians and bicyclists and Type III Nature trails for pedestrians that may be hard or soft surfaced.

**Connector Trails** are multipurpose trails that emphasize safe travel for pedestrians to and from parks and around the community. The focus is as much on transportation as it is on recreation. There are three types of connector trails. Type I Separate/single purpose hard surfaced trails for pedestrians or bicyclists located in independent right of way (old railroad bed) Type II Separate/single purpose hard surfaced trails for pedestrians or bicyclists, typically located in the road right of way.



**Bikeways** are paved segments of roadways or separate paths that serve as a means to safely separate bicyclists from vehicular traffic. A Class I Bike Path provides a completely separated right of way for the exclusive use of bicycles and pedestrians with cross-flow minimized. A Class II Bike Lane provides a striped lane for one way bike travel on a roadway and a Class III Bike Route provides for shared use with pedestrian or motor vehicle traffic.

**All-Terrain Bike Trail** is an off road trail for all terrain (mountain) bikes. This is a single purpose loop trail usually located in larger parks and natural resource areas.

**Cross Country Ski Trail** is a trail developed for traditional and skate-style cross-country skiing. It is a loop trail usually located in larger parks and natural resource areas.

**Jogging/Walking Trail** are trails used for fitness and may have options for various distances.

**Equestrian Trail** is a trail developed for horseback riding, usually a loop trail in larger parks and natural resource areas.

## **B. Existing Recreation and Open Space Areas**



Bridgeton has a tremendous asset in its City Park along the Cohansey River. The Bridgeton's City Park is the largest parcel of open space in the City, with over 351 acres. The park contains an outdoor amphitheater, a guarded swimming beach, guided nature trails, walk and wood trails at Piney Point Woods, Mary Elmer Woods and Sunset Lake, several playgrounds, tennis courts, canoe rentals and the Cohanzick Zoo. Cohanzick Zoo is a rare and valuable asset to the City. South Jersey Magazine recently listed the Zoo as the Best Kept Day Trip Destination Secret. The Zoo

is New Jersey's first zoo and a division of the City's Department of Recreation and Public Affairs. City Park also includes picnic areas at Berkowitz Picnic Grove (behind Alden Field with stage, picnic tables and comfort station), Piney Point (picnic pavilions with comfort station), Mary Elmer Woods (pavilions, barbeque grills, open air tables, horseshoe pits and state stocked fishing lake), Sunset Lake (picnic tables, barbeque grills, comfort station and beach), zoo pavilion area (pavilions, comfort station) and Veterans' Park (pavilion, picnic tables located on Mayor Aitken Drive across from the Park Office).



There is a twenty station fitness trail in the wooded area located between West Park and Scholastic Drives, and Mayor Aitken and West Park Drives. There is also an inactive historic reconstruction of a pre-colonial Swedish settler's village. Playgrounds are located on Recreation Hill (Babe Ruth Drive), Boykin Tot Lot (Eagle Street) and Johnson Reeves (East Avenue) The downtown contains a free boat-launching facility, a riverfront promenade and a riverfront plaza with a fountain. The City offers summer recreational and sports programs in tennis, field hockey, golf, and track that are open to Bridgeton residents as well as regional residents. Organized sports leagues for Bridgeton's residents include Babe Ruth League, Little League Baseball, Church League Softball, Midget League Football, Soccer League, and Girls Basketball. Many of these are located on Recreation Hill where there are three softball fields, four baseball fields, two soccer fields, four tennis courts, two basketball courts and a midget football field.



Despite the numerous amenities of City Park, there is a segment of Bridgeton that feels there are insufficient neighborhood recreation areas. Existing neighborhood parks include Johnson Reeves Playground, a mini-park at Washington and Bank St., and a small park in Southeast Bridgeton. Bridgeton sponsors special recreation events each year that draw residents and visitors to City Park and the downtown. Festivals include the Bridgeton Music Festival at the

Sunset Lake Amphitheater, the Bridgeton King Pig BBQ Contest, and the Bridgeton Invitational Baseball Tournament. The Cohanzick Zoo offers a summer zoo camp annually for regional children. Bridgeton is also home to Gallery 50 art gallery, historic Potter's Tavern, Southern New Jersey All Sports Museum and Hall of Fame, Bridgeton Nail House Museum, and the Woodruff Museum of Indian Artifacts.



On a City and regional scale, Bridgeton is located along the New Jersey Coastal Heritage Trail

Route, designated the South Jersey Wheelmen Bicycle Route, that begins in Pennsville and goes south on Route 632 to Greenwich, Route 607 and 626 lead to Route 77 in Bridgeton. The trail route then continues on Route 670 through Bridgeton to Mauricetown, Leesburg, Cape May Bird Observatory and south to Cape May ending at the Garden State Parkway.

### C. Green Acres Recreation and Open Space Inventory

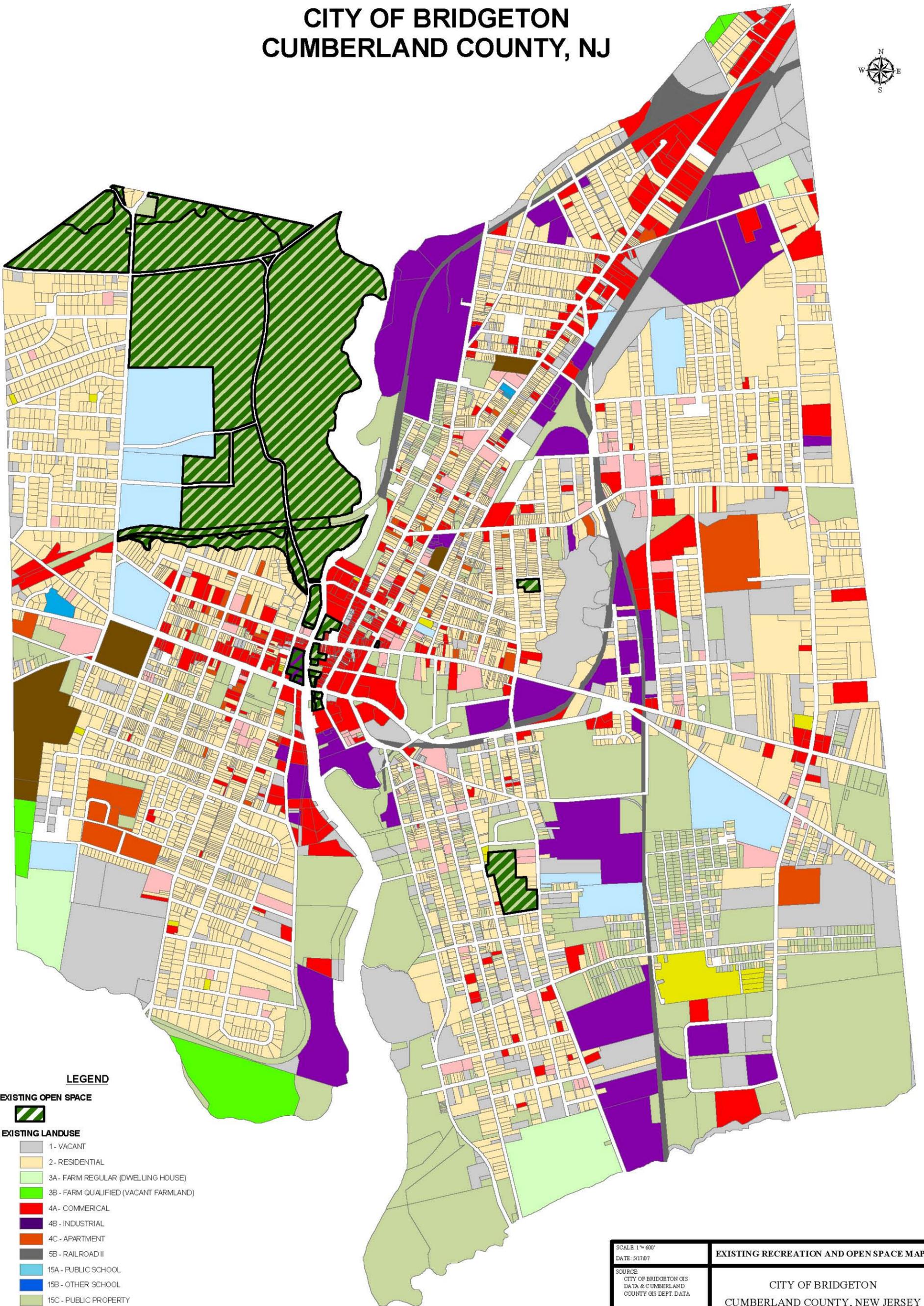
The New Jersey Department of Environmental Protection Green Acres Program maintains an open space and recreation inventory for the City of Bridgeton. This inventory reveals the vast amount of acreage, 350.81 acres dedicated to City Park. The Cohansey Riverfront Boat Ramp includes 0.86 acres with an additional 2.85 acres along the river and the Water Works/Memorial Park contains 14.05 acres. Promenade parking accounts for 1.92 acres of the total with an additional 1.1 acre parking lot near Fountain Plaza. Southeast Bridgeton Park is 13.7 acres and John Reeves Playground is 1.22 acres. Outside of City Park, there are 36.69 acres of parks or parking related to parks. Recreation and open space parcels listed below are located on the *Existing Recreation and Open Space Map*.

#### Bridgeton City NJDEP Open Space Database\* Recreation and Open Space Inventory (ROSI)

Block	Lot	Facility Name	Interest	Type	Funded?	Acreage
87	22	Mini Park Washington & Bank Streets	ET/FE	M	N	0.17
86	20	Commerce & Pearl, Mini Park	ET/FE	M	N	0.01
86	19	Commerce & Pearl, Mini Park	ET/FE	M	N	0.08
79	9	Fountain Plaza, Parking Lot	ET/FE	M	N	1.11
79	21	Fountain Plaza	ET/FE	M	Y	w/Lot 19
79	20	Fountain Plaza	ET/FE	M	N	w/lot 19
79	19	Fountain Plaza	ET/FE	M	N	0.27
305	3	Bridgeton City Park	ET/FE	M	Y	0.45
304	3	Bridgeton City Park	ET/FE	M	Y	23.80
304	2	Bridgeton City Park	ET/FE	M	Y	6.60
285	3	Bridgeton City Park	ET/FE	M	Y	5.82
285	2	Bridgeton City Park	ET/FE	M	Y	28.86
284	3	Bridgeton City Park	ET/FE	M	Y	7.83
283	1	Bridgeton City Park	ET/FE	M	Y	78.72
282	3	Bridgeton City Park	ET/FE	M	Y	13.76
282	2	Bridgeton City Park	ET/FE	M	Y	43.45
281	1	Bridgeton City Park	ET/FE	M	Y	0.20
280	1	Bridgeton City Park	ET/FE	M	Y	128.48
279	3.01	Water Works Park, Memorial Park	ET/FE	M	Y	1.91
279	1	Water Works Park, Memorial Park	ET/FE	M	Y	12.14
278	2	Bridgeton City Park	ET/FE	M	Y	0.24
278	1	Bridgeton City Park	ET/FE	M	Y	2.25
277	69	Bridgeton City Park	ET/FE	M	Y	1.89

# EXISTING RECREATION AND OPEN SPACE MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



### LEGEND

#### EXISTING OPEN SPACE



#### EXISTING LANDUSE

- 1 - VACANT
- 2 - RESIDENTIAL
- 3A - FARM REGULAR (DWELLING HOUSE)
- 3B - FARM QUALIFIED (VACANT FARMLAND)
- 4A - COMMERCIAL
- 4B - INDUSTRIAL
- 4C - APARTMENT
- 5B - RAILROAD II
- 15A - PUBLIC SCHOOL
- 15B - OTHER SCHOOL
- 15C - PUBLIC PROPERTY
- 15D - CHURCHES & CHARITABLE PROPERTIES
- 15E - CEMETERIES & GRAVEYARDS
- 15F - OTHER EXEMPT

SCALE: 1" = 600'  
DATE: 5/17/07

SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA

NAME:  
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EXIST\_LANDUSE 24X36.MXD

#### EXISTING RECREATION AND OPEN SPACE MAP

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

ENVIRONMENTAL RESOLUTIONS, INC.  
ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719



277	68	Bridgeton City Park	ET/FE	M	Y	5.53
277	67	Bridgeton City Park	ET/FE	M	Y	0.07
277	15	Bridgeton City Park	ET/FE	M	Y	2.86
265	15	Cohansey Riverfront. Riverwalk South	ET/FE	M	N	0.86
265	12	Cohansey Riverfront	ET/FE	M	N	0.72
265	11	Cohansey Riverfront	ET/FE	M	N	1.27
142	11	Southeast Bridgeton	ET/FE	M	N	13.7
124	2.01	Cohansey Riverfront, Boat Ramp	ET/FE	M	Y	0.19
124	2	Cohansey Riverfront, Boat Ramp	ET/FE	M	Y	0.36
124	1.01	Cohansey Riverfront, Boat Ramp	ET/FE	M	Y	0.10
124	1	Cohansey Riverfront, Boat Ramp	ET/FE	M	Y	0.21
116	36.01	Promenade Parking	ET/FE	M	N	0.23
116	36	Promenade Parking	ET/FE	M	Y	0.39
116	27	Promenade Parking	ET/FE	M	Y	0.30
116	25.01	Promenade Parking	ET/FE	M	Y	0.18
116	1	Promenade Parking	ET/FE	M	Y	0.82
101	1	Johnson Reeves Playground	ET/FE	M	N	1.22
<b>Total</b>						<b>387.05</b>

**\*ROSI with revisions as per Melissa Hemple, Bridgeton Recreation Director.**

**Facility Name:** If followed by - DIV = parcel was entirely diverted; if followed by - P/DIV = parcel was partially diverted; and if followed by - COMP = parcel was a compensation piece for previous diversion.

**Interest:** ET/FE - Entire Taking/Fee Simple; PT/FE - Partial Taking/Fee Simple; LEASE - Leased Land; ET/CE - Entire Taking/Conservation Easement; PT/CE - Partial Taking/Conservation Easement

**Type:** M - Municipal; C - County; N - Non Profit

**Funded?:** Y - Park received Green Acres funding; N - Park did not receive Green Acres funding; L: funded under the Federal Land and Water Conservation Fund only

#### **D. National Standards and Bridgeton Facilities**

The table below identifies national standards of facility type, the number of facilities of each type recommended per 1,000 residents and the actual number Bridgeton currently provides. There are a number of recent trends for which widely accepted municipal standards have not yet been established. These include facilities where dogs and their owners can interact in an access controlled facility. Another trend is a growing interest in skate parks, which provide obstacles and ramps that are commonly used in conjunction with bicycles, in-line rollerblades, and skateboards.

## NATIONAL STANDARDS AND BRIDGETON FACILITIES

*Adjusted Bridgeton 2005 Population= 19,772\**

Facility Type	Standard	Recommended Minimum	Number Provided	Location
Full Basketball Courts	1 per 5,000	4	2 2 1	Babe Ruth Drive-City Park SE Rec Ctr- Freemont Ave Johnson Reeves playground- East Ave.& Wood St.
Senior Baseball	1 per 5,000  1 per 30,000 lighted	4  1	  2	  Babe Ruth Drive- City Park Burt St & Babe Ruth Dr- City Park
Little League	1 per 5,000  1 per 30,000 lighted	4  1	  2	  Burt St.- City Park (1 lighted)
Football Fields w/ Uprights	1 per 20,000	1	1 2	18 Burt St.- City Park High School
Multi-Purpose Court	1 per 10,000	2	3	Baseball/Soccer/Practice Fields at Schools
¼ Mile Running Track	1 per 20,000	1	0	
Youth Soccer Facilities	1 per 10,000	2	0	
General Softball	1 per 5,000	4	3	Burt St- City Park Scholastic Dr (2)
Tennis	1 per 2,000	10	4	Burt St & Babe Ruth Dr- City Park, 6 at Schools
Volley Ball	1 per 5,000	4	0	
Practice Tennis Wall	1 per 22,000	1	1	Burt St & Babe Ruth Dr- City Park
Horseshoe Pits	1 per 15,000	2	2	Burt St.& Babe Ruth Dr- City Park
Shuffleboard Courts	1 per 20,000	1	0	

*\*Population adjusted from the 2005 population by 3,800 estimated Prison and Jail Population*

### **E. Bridgeton City Park Needs Assessment**

There are several methodologies that have been developed to assess the adequacy of a municipality's recreation system. One method to assess the amount of parks and recreation areas a community needs is through the core system standard. This method was developed by the National Recreation and Park Association (NRPA). The core system standard is used to estimate need based on existing and projected population. The NRPA standards, published in *Recreation, Park and Open Space Standards and*

*Guidelines* established by the NRPA provide guidance for developing a core system of public parks for local close to home recreation uses. The standards suggest that neighborhood and community public park and recreation areas be provided to local residents at the ratio of 6.25 to 10.5 acres of parkland per 1,000 people. However, there has been a trend away from such an approach, to increasing community self-direction where the number of acres for park and recreation land is based on what the citizens determine is best for themselves.

Applying the rigid standard of 6.25 to 10.5 acres/1,000 persons indicates that Bridgeton is currently within the recommended parameters for satisfying its current recreational needs and still meets the standard into 2015.

### **Core System Calculation**

**Standard = 6.25 to 10.50 Acres of local park space per 1,000 people**

<b>Year</b>	<b>Population</b>	<b>Adjusted Population*</b>	<b>Calculated Need</b>
2000	22,771	18,971	118 to 199
2005 <sup>1</sup>	23,572	19,772	124 to 208
2015 <sup>1</sup>	25,654	21,854	137 to 229

Green Acres also recommends a desirable goal of 8 to 10 acres of land per 1,000 persons for conservation, passive and active recreation land be reserved. Using this data, the City has a 2005 need for 158 to 198 acres and 2015 need for 175 to 219 acres of parks, recreation and open space. The City’s park acreage greatly exceeds this standard. Green Acres guidelines also suggest that a minimum of 3 percent of the municipal land area be set aside for all types of open space. Bridgeton currently has approximately 9.6 percent in open space and recreation. By both these broad measures, the City meets the minimum suggested guidelines established at the state level.

### **F. Proposed Recreation and Open Space**

The Bridgeton Hope VI Redevelopment Plan as well as the Southeast Gateway Neighborhood Strategic Plan both provided recommendations to increase the number of neighborhood parks. One of the redevelopment objectives of the Hope VI plan is “To develop a recreational green edge along the Cohansey River eastern riverfront designed to improve pedestrian circulation, act as a catalyst for residential development, improve valuable and desirable vistas, and as a link to the Central Business District”.

The Southeast Gateway plan proposed a waterfront park in the southwestern corner of the neighborhood. This would provide access to the river and serve as a gateway for the City. It could offer fishing, walking, picnicking, and outdoor festivals. The plan also calls for upgrades to community parks, facilities, and playgrounds. Recommendations were made to upgrade the Pauline Boykin Playground and Tot Lot and

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<sup>1</sup> Population projection from The South Jersey Transportation Planning Authority, Inc. (SJTPA)  
\*Estimated 3,800 prison and jail population subtracted from total.

to create a new playground at Spruce and Willow Streets. The plan also proposed the creation of neighborhood pocket parks and the development of a rollerblade course and outdoor sports facilities at the Old “Tin Can” site. The new Cherry Street School facilities create the opportunity for new playgrounds and recreational facilities that the community could benefit from. The neighborhood is not densely developed, so there are opportunities for hiking and biking trails. A proposed gateway pocket park at the entrance to the neighborhood would provide a defined streetscape as well as another area of open space for the community.

The Western/Southern Cumberland Region Strategic Plan shows Bridgeton City as an Historic Tourist Site with the New Jersey Coastal Heritage Trail Route traversing Bridgeton. The plan discussed development of an intermunicipal Cohansey River



*Park on Fremont Avenue*

Greenway Plan that would assist in the planning, implementation and management of a greenway system or multipurpose path to provide access and recreational opportunities along the river. The greenway would serve the region and be an ecotourism destination with links to the Bayshore bicycle trail and the New Jersey Coastal Heritage trail. Sections of the Cohansey River corridor are publicly owned and other areas may require acquisition or easements to link the public areas. The potential exists for special techniques such as elevated boardwalks to

traverse sensitive areas such as wetlands with Green Acres Trust Funds for planning and implementation of the greenway system. A 2000 Cumberland County Bike Trail Study discussed proposed bike routes and recommendations for off-road facilities. The study recommends investigating off-road facilities and ownership and conditions of several abandoned rail corridors for conversion to a bike trail. One promising route is the Pennsylvania-Reading Seashore Line (Bridgeton Secondary) branch from Bridgeton to Glassboro, which could be developed as part of an extensive east-west network across southern New Jersey. This bike trail would certainly enhance the bikeways available through the City and into other areas of the State.

The Cumberland County Ecotourism Plan: “Birding, Biking and Hiking: Passive Recreation” study recommended expanding regional advertising in bike shops and accommodations, and in publications for bike clubs and other outdoor activity organizations. The study recommends improvements for bicycle traffic on many State routes including Route 49 and 77. Bridgeton should insist on the State providing such improvements to increase their bicycle routes. One of the recommendations in the Cumberland County Bike Trail Study was that the County urge Bridgeton, Vineland and Millville to prepare bicycle master plans. Part of the County goals and improvements are to link biking with other events such as birding and historic tours, to promote the county as a biking area, to establish a county wide numbered bike route system, to produce a

county wide bicycle signage plan, to install signs and markers along selected bike routes and to adapt standards for bike racks and install them at public facilities. Long term commitments include physical improvements such as the construction of new bike routes and rail-trail projects and installing bicycle friendly stormwater grates and other improvements on roadways.

The 2005 Cumberland County Cross-Acceptance Report for the New Jersey State Development and Redevelopment Plan stated a need for the City to maintain and improve the City Park which operates as a regional resource, to expand educational programs such as Zoo camp in the Park, to develop the Cohansey River as a waterfront park in downtown and as a greenway from Bridgeton to Upper Deerfield, to maintain historic structures of significance and to coordinate neighborhood revitalization with neighborhood recreation and parks.

The Port Redevelopment Plan contained specific recommendations for public access and recreation that are similar to the 1976 Master Plan. Public access was proposed for almost a continuous area of the downtown along the Cohansey River. Six access points were planned. Along the western riverbank, access is proposed at Bridgeton Plumbing Supply commercial redevelopment, the Lupton Canal area and along the dike south of Bridgeton Marine Terminal. On the eastern side of the river, access is proposed at the present Bridgeton boat launch area, south of the Port Industrial Park through the marina plan, and as part of a component of the Planned Residential Development District at the southern end of Grove Street. The proposed access points would allow the public to have almost continuous access to the Cohansey River from the downtown to the natural settings of the lower river area of the City. Both passive and active recreation should be accommodated.

The Rutgers Institute of Marine and Coastal Sciences anticipates programs at the Sheppard House that will include recreational opportunities, interactive exhibits, programs and activities, coastal decision-maker workshops, field demonstrations and innovative techniques to improve coastal planning efforts, continuing education courses, and family science and environmental programs. An August 1, 2008 Open House is scheduled for the facility.

### **G. Summary of Recommendations**

Recommendations for the City's Open Space and Recreation Programs include the following:

- Continue a program of upgrading and maintaining existing recreational facilities to provide safe, accessible and modern amenities.
- Seek grant funding to support upgrade and maintenance measures.



- Acquire land or utilize existing City-owned vacant land for mini neighborhood park and playground facilities in those sections of the City where such facilities are lacking.
- Explore opportunities for recreation centers/community centers and social programs, educational programs and life skills programs for youth.
- Make recreational facilities more accessible and meet the requirements of the ADA.
- Expand the Cohansey greenway.
- Provide a full-range of passive and active recreational opportunities for all of the City's residents, including persons of varying ages and abilities.

## **IX. HISTORIC PRESERVATION ELEMENT**

### **A. Introduction**

McCabe & Associates, Inc. prepared the Historic Preservation Element of the Bridgeton City Master Plan. The Historic Preservation Element was prepared pursuant to N.J.S.A. 40:55D-28b(10) for three primary purposes: (1) To indicate the location and significance of historically and architecturally significant buildings, structures, and historic districts; (2) To identify the standards used to assess the worthiness of historic sites or district designations; and, (3) To analyze the impact of each component and element of the municipal master plan on the preservation of historic sites and districts. The term “historic site” includes buildings, structures, sites, and objects. Historic transportation corridors that may be considered include roads, bridges, and railroad routes.

The City has deemed it critical to identify and take the necessary actions to preserve the historic and architectural resources of the community by including these identified sites in the City Master Plan. This Master Plan Element consolidates information about Bridgeton’s past and past efforts regarding historic preservation. It also includes suggestions for additional appropriate methods for the protection and conservation of Bridgeton’s resources, consistent with the requirements of the New Jersey Municipal Land Use Law.

### **B. Recommendations**

The Historic Preservation Element concludes with the following recommendations listed in order of priority.

Based upon the information previously set forth in this section of the Master Plan, the following is a summary of the recommendations for action to be taking severally and jointly by the Historic Preservation Commission and the City of Bridgeton:

1. The City Historic Preservation Commission should review the existing municipal Historic Preservation ordinance and revise it to reflect the language required by the State of New Jersey for participation in the Certified Local Government program. The ordinance should also be revised to reflect any changes that have taken place in the New Jersey Municipal Land Use Law in the last 10 to 15 years, and also reflect changes in the philosophy of historic preservation that have evolved during that same time period. The revised ordinance should also take into account the different types of new materials that are available and potentially approvable by the Commission for renovation, restoration and rehabilitation projects that require a Certificate of Appropriateness.
2. The Historic Preservation Commission, once the local historic preservation ordinance has been appropriately revised, petition the State Historic Preservation Office for designation as a participant in the Certified Local Government

program. Inclusion in this program will afford the Commission access to technical assistance through the State Historic Preservation Office, and inclusion as a “partner” with the State Historic Preservation Office in the review of any Section 106 (under the National Historic Preservation Act of 1966) applications being made for projects within the City. Further, inclusion in this program permits the City and Commission to apply to the State Historic Preservation Office for grant funds to help develop special studies or reports pertaining to the history of the City or the historic district, undertake an intensive historic site inventory, development of a comprehensive educational program and numerous other outreach programs that could be sponsored by the Commission. During the last three years, the grants through this program did not require any matching funds. In 2008, approximately \$60,000 was available for C.L.G. program participants, and for the 2009 grant round approximately \$80,000 was available.

3. The Historic Preservation Commission should conduct a full intensive level inventory of all of the buildings and structures within the designated historic district. This will permit the Commission and the City of determine:
  - What buildings and structures remain from the 1982 historic site inventory.
  - What condition these structures and buildings are in.
  - What new intrusions have been constructed during the intervening 26 year period.
  - What classification all of the buildings and structures should be given based upon this new information.
  - A determination could also be made if there is any justifiable need for an adjustment to the boundaries of the locally designated historic district.
  - Special notation should be made for those properties which were included in the group of thirty structures that were rehabilitated in the 1990's through a Community Development Block Grant.
  
4. The Commission should conduct an intensive level historic site inventory of the remainder of the City of Bridgeton. Such an inventory would provide the Commission and the other City agencies with:
  - What buildings, structures, sites or districts in the area of the city (outside of the locally designated historic district) would qualify for designation as having architectural and/or historic significance

- Determine if any of those buildings, structures, site or districts were immediately adjacent to the existing historic district and if those should then be incorporated into that district.
  - Special notation should be made for those properties which were included in the group of thirty structures that were rehabilitated in the 1990's through a Community Development Block Grant.
5. Based upon the information obtained from the new intensive level inventory of the neighborhoods within the existing historic district, it is recommended that the Historic Preservation Commission develop a tier system for the review of rehabilitation, restoration and renovation projects proposed within these areas.

The establishment of a tier system would accomplish a number of objectives. First, in neighborhoods that have experienced the physical decline of buildings and structures, a less restrictive rating in a lower tier category would permit property owners to allocate limited available resources into compliance efforts in a cost effective manner.

With a tier system in place, tier standards could factor in, where declining neighborhoods find themselves at present, the use of carefully applied, but less restrictive standards, that would ultimately help bring that area into a higher or more restrictive category. Any tier system could have a 'sunset' clause, possibly of five years, which would require a full reassessment and the possibility of the application of new tiers as improvements are made.

The least restrictive tier would be designated as "Tier 3" and employ the least restrictive standards. "Tier 2: would have moderately restrictive standards, while "Tier1" would be the most restrictive using current and updated standards. Obviously, all efforts would go to ultimately have all neighborhoods in the historic district brought up to a "Tier 1" classification.

An additional component to a "tier system" would also include a tier rating for specific buildings or structures within a given classification. For example, there may be a building or structure in a Tier 3 neighborhood that would be designated as a, "anchor" or "key" property because of the historic or architectural importance and/or physical condition. This would ensure that special such special buildings or structures would receive appropriate treatments regardless of where they are located in the community. These buildings or structures could serve as an "anchor" within a given neighborhood or tier.

Further, the tier system could be used to address issues pertaining to demolition or redevelopment in the most critical or needy neighborhoods. Obviously, a Tier 1 neighborhood or section, as well as "anchor" or "key" buildings or structures, would maintain the same standards when considering demolition that currently exist. However, a Tier 2 classification would contain slightly modified

requirements, while a Tier 3 rating would have still further modifications to the existing requirements.

The tier system should also be closely coordinated with the development and implementation of any design guidelines that might be developed for the historic district by the City or the Commission.

6. The City Historic Preservation Commission should become involved and familiar with the strategies for implementation of code enforcement as it relates to the existing housing stock within the historic district. This will be a critical matter, especially when the Commission is going through the development of the new tier system ordinance, as outlined in recommendation item 5 above.
7. The Historic Preservation Commission should also reach out to the City Planning Board and become a partner with that Board for the development and implementation of specific strategies for the redevelopment and enhancement of the Central Business District. This would include the development of specific signage guidelines and requirements, improvements to commercial facades, residential units above shops for the store owners, etc.
8. It is recommended that the Historic Preservation Commission develop a comprehensive educational outreach program within the City. Education of the community about the need to preserve the rich and diverse cultural heritage that still exists here is critical to the future of Bridgeton.

Here, separate outreach components could be developed to target students in each of the different schools. Additionally, a component should be developed to work with the Bridgeton Main Street program and the business community in general. Yet another outreach component that is very critical is to address the informational needs of the individual home owners. This last component does not necessarily have to be confined to only those home owners within the six neighborhoods of the existing historic district. Rather, it should be more broadly based to reach all owners of homes that were built from just after World War II and earlier.

These outreach programs should include, but not be limited to: published fliers geared to each of the targeted population; illustrated lectures; hands-on demonstrations and seminars on the numerous preservation, rehabilitation and restoration techniques that would help home and commercial property owners alike. These seminars can also showcase some of the new and ever expanding number of materials that can be used on a historic building, while still maintaining the proper appearance of the structure.

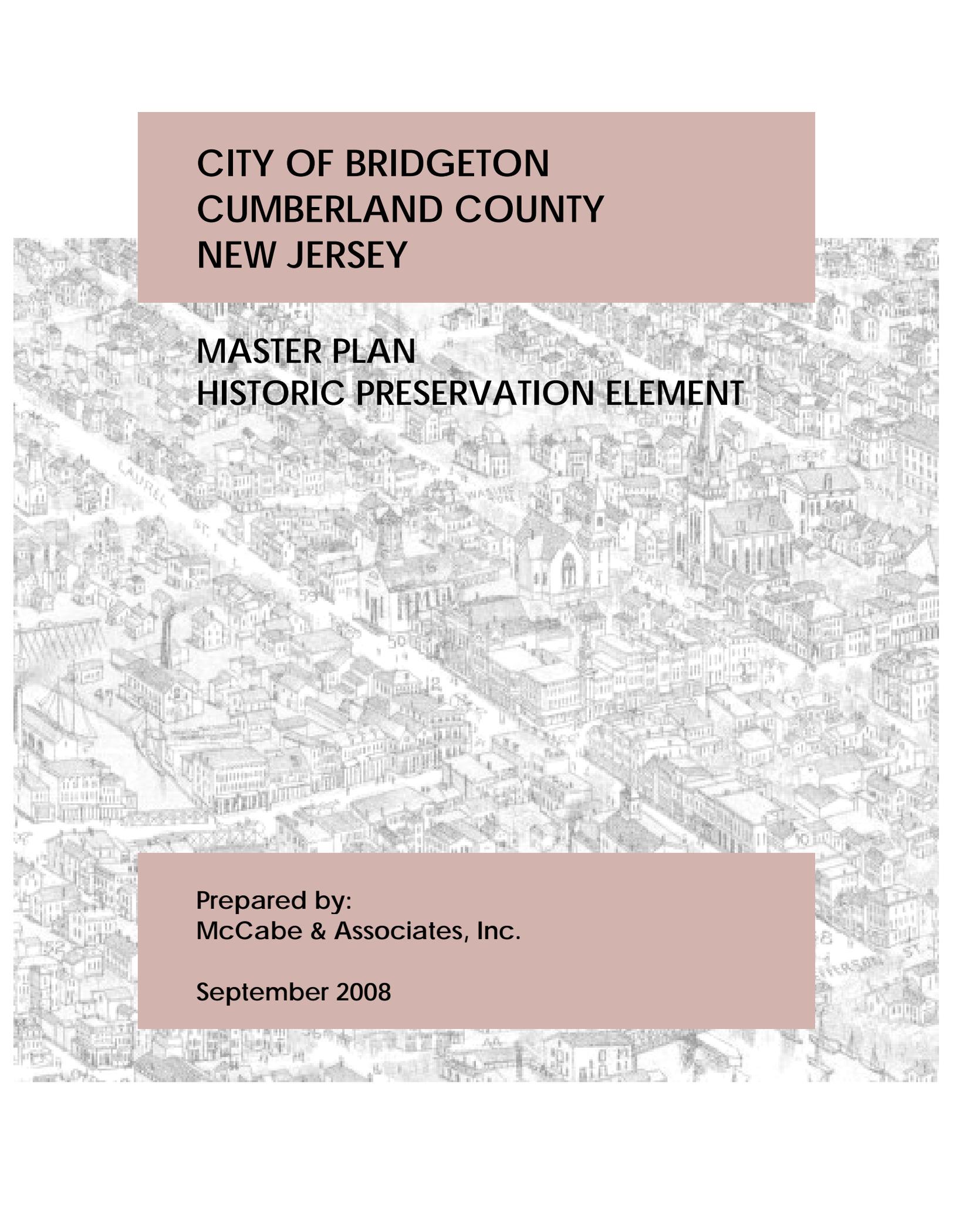
Yet another part of a comprehensive outreach program could be to develop a series of articles that could run in the local newspapers. These articles could address a wide variety of historical facts about Bridgeton, including historic

images. Historical information could also be placed in the official newsletters that the City sends to property owners. The Commission should explore as many avenues as possible for disseminating information that will help educate the public and taxpayers of the City about the importance of saving and restoring the historic buildings and structures that are the tangible remains of Bridgeton's historic past.

9. The City Historic Preservation Commission should become involved and familiar with the efforts made to promote the city as a point of destination for purposes of tourism. This also should directly tie in with the Commission's efforts at developing a comprehensive education program – only this aspect would be directed toward people from outside of the city, county or region. These efforts would be undertaken in conjunction with the municipal Tourism Office.

The promotion of tourism should include, but not be limited to: the Nail House; the Woodruff; the Swedish Farmstead Museum; the Cohanzick Zoo; the Bridgeton City Park; the Old Broad Street Presbyterian Church Graveyard (burial site of six U.S. Congressmen and a New Jersey governor,) and the historic district itself, which is the largest historic district in the State of New Jersey and is dominated by a very rich and diverse spectrum of architectural styles spanning over 250 years.

Additionally, the Historic Preservation Commission should be working in conjunction with the Bridgeton Renaissance League, the Bridgeton Main Street Association, the Bridgeton Chamber of Commerce, and the City's Economic Development offices in a collective effort to promote tourism as a significant benefit for the City.



**CITY OF BRIDGETON  
CUMBERLAND COUNTY  
NEW JERSEY**

**MASTER PLAN  
HISTORIC PRESERVATION ELEMENT**

**Prepared by:  
McCabe & Associates, Inc.**

**September 2008**

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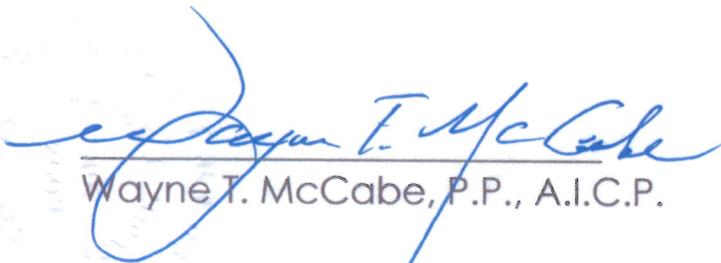
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**HISTORIC PRESERVATION ELEMENT FOR THE MASTER  
PLAN**

**CITY OF BRIDGETON, CUMBERLAND COUNTY, NEW JERSEY**

**PREPARED FOR:  
ENVIRONMENTAL RESOLUTION, INC.  
525 FELLOWSHIP ROAD, SUITE 300  
MOUNT LAUREL, NEW JERSEY 08054**

**SEPTEMBER  
2008**



Wayne T. McCabe, P.P., A.I.C.P.

The original copy of this report has been signed and sealed by Wayne T. McCabe, Professional Planner (N.J. Lic. No. 2009), American Institute of Certified Planners, in accordance with N.J.A.C. 13:41-1.3 pertaining to sealing of documents and instruments.

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## **APPENDICES**

### **Appendix A:**

Table of Previously Identified and Register Listed Historic Sites

### **APPENDIX B:**

Table of Historic Bridges Surveyed in 1994

### **APPENDIX C:**

Table of Cultural Resource Reports

### **APPENDIX D:**

Map of Bridgeton Historic District

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## INTRODUCTION

The Historic Preservation Element of the Bridgeton City Master Plan has been prepared pursuant to N.J.S.A. 40:55D-28b(10) for three primary purposes: (1) To indicate the location and significance of historically and architecturally significant buildings, structures, and historic districts; (2) To identify the standards used to assess the worthiness of historic sites or district designations; and, (3) To analyze the impact of each component and element of the municipal master plan on the preservation of historic sites and districts. The term "historic site" includes buildings, structures, sites, and objects. Historic transportation corridors that may be considered include roads, bridges, and railroad routes.

Bridgeton City has a very rich cultural heritage based on with its extensive history and the ensuing years of preservation efforts. The City's historic resources range from pre-historic sites and historic industrial sites to architect designed buildings and the state's largest designated historic district. The Bridgeton Historic District includes approximately 2,200 residential, commercial, ecclesiastic, and municipal properties. The district, listed in the Cumberland County, New Jersey, and National Registers of Historic Places was previously identified in a cultural resource inventory conducted in 1979 by the professional firm of Hugh J. McCauley Associates.

The 1979 Historic Sites Survey included: an introduction; the criteria used for determining inclusion; a history of the City; a summary listing of the properties; historical maps and maps depicting the location of the inventoried properties; and the actual inventory forms. By reference, the 1979 Historic Sites Survey is included and made a part of this Master Plan Element.

In the years since the 1979 Survey was conducted, several additional determinations of eligibility have been made by the State Historic Preservation Office. These opinions have been added to the list of all Previously Identified Historic Sites in Appendix A.

Bridgeton's bridges were surveyed as part of New Jersey's 1994 state-wide survey of roadway bridges. The surveyed bridges are included in a table in Appendix B. An individually eligible spillway--West Park Drive over the Sunset Lake outlet-- is included in this formal listing of Previously Identified Historic Sites.

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Many cultural resource reports have been written as part of the planning for various projects. These are listed in a table in Appendix C. Appendix D includes a map of the Bridgeton Historic District boundaries and Appendix E includes the resumes of the key staff members of McCabe & Associates, Inc.

When judging eligibility of historic sites, the criteria set forth by the National Register of Historic Places are used. The National Register was expanded by Congress in 1966 to identify and protect buildings and sites of local, state, and national importance. The Register lists places of significance to our history, architectural history, archaeology, engineering, and culture. It includes buildings, structures (such as bridges), sites, districts, and large objects (such as ships and monuments). Properties are eligible for listing on the Register if they meet one or more of the following criteria:

- A.)The property is associated with events that contribute to the broad patterns of our history.
- B.) The property is associated with the lives of individuals significant to our past.
- C.)The property is distinctive because it embodies the distinctive characteristics of a type, period or method of construction, it represents the work of a master architect, engineer, landscape architect or builder, it possesses high artistic values, or it represents a significant and distinguishable entity (for example, properties in a historic district) whose components may lack individual distinction.
- D.)The property has yielded or may be likely to yield important information in history or prehistory (for example, an archaeological site).

In addition to meeting these criteria, a property must retain its “integrity of location, design, setting, materials, workmanship, feeling and association” in order to be eligible for the National Register. Prior to a property being listed on the National Register, it may first be listed on the New Jersey Register of Historic Places. The criteria for listing on the New Jersey Register are the same as for the National Register.

The designation of a property as an historic site in the City acknowledges its historic, cultural or architectural significance as an historic landmark or an integral component within an historic district. Inclusion of a site on either the

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State or National Registers of Historic Places has relatively no direct effect on actions that are privately financed by the property owner, but does provide a measure of protection from projects that are publicly funded and that may have an adverse impact on that site. The private owner of a building on either of the Registers can sell, alter or demolish an historic structure. Additionally, they are under no obligation to permit the public access to their property. Privately owned historic properties can be regulated through a local historic preservation ordinance.

Forty-five sites are included in the Cumberland County Register of Historic Sites. This register is predominantly honorific although the determination of eligibility is based on the provision of documentation that substantiates each site's historic importance.

The City has deemed it critical to identify and take the necessary actions to preserve the historic and architectural resources of the community by including these identified sites in the City Master Plan. This Master Plan Element consolidates information about Bridgeton's past and past efforts regarding historic preservation. It also includes suggestions for additional appropriate methods for the protection and conservation of Bridgeton's resources, consistent with the requirements of the New Jersey Municipal Land Use Law.

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**Previously identified resources that are individually eligible for listing in the National Register of Historic Places** *(Also included in the list in Appendix A)*

The following is a listing of those various resources that have already been identified as being eligible for inclusion on the National Register of Historic Places:

Angie's Bridgeton Grille; 2 East Broad Street (B 116 / L 36.01) --SHPO Opinion.

Cumberland Nail and Iron Works Archaeological Site; Mayor Aitken Drive in the City Park --SHPO Opinion.

Cumberland National Bank; 59-61 East Commerce Street (B 80 / L 3)—1979 Survey.

Dr. William Elmer House; 65 West Commerce Street (B 275 / L 12)—1979 Survey.

First Baptist Church; 138 East Commerce Street (B 119 / L 13)--SHPO Opinion.

General Giles House; 143 West Broad Street (B 270 / L 24)--On NR & SR.

Jeremiah Buck House; 297 East Commerce Street (B 100 / L14) --On NR & SR.

House at 9 Manheim Avenue; (B 107 / L 10) --SHPO Opinion.

William Mulford Property; 138 Atlantic Street (B 239 / L 27) -- SHPO Opinion.

Nailmaster's House; 31 Franklin Drive (B 276 / L 1)—1979 Survey.

"Nellie & Mary" Schooner; 9 Atlantic Street (in dry dock) --SHPO Opinion. (Stolen)

Old Broad Street Presbyterian Church and Cemetery; --Broad and Lawrence Streets (B 253 / L 1)--On NR & SR.

Old Cumberland Bank Building 154 East Commerce Street at Bank Street (B 80 / L 3)--SHPO Opinion.

Potter's Tavern; 49-51 West Broad Street (B 266 / L 14)--On NR & SR.

Samuel Seeley House; 274 East Commerce Street (B 122)--On NR & SR.

West Park Drive Spillway West Park Drive over the Cohansey River; 1938 Box culvert spillway --SHPO Opinion.

West Presbyterian Church; 101 West Commerce Street at Giles Street (B 275/ L 8)--1979 Survey.

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William G. Nixon House; 81 West Commerce Street (B 275 /L 11) –1979 Survey.

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**Previously identified Historic Districts (Also listed in Appendix A)**

The following is a list of those historic districts that have already been included on both the State and National Registers of Historic Places, or that have a formal opinion rendered by the New Jersey State Historic Preservation Office regarding their respective eligibility to those registers:

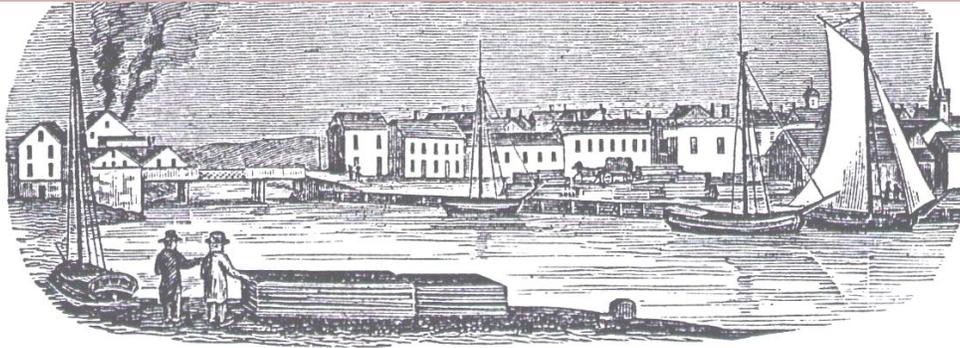
Bridgeton Historic District -On NR & SR

South Avenue Historic District

East Commerce Street Historic District –SHPO Opinion

North Pearl Street (NJ Rt. 77) North of Irving Street to Carils Comer –SHPO Opinion

## BACKGROUND HISTORY



Bridgeton, 1844 —*The above view was taken on the western bank of the river, about 40 rods below the bridge which connects the two portions of the village. On the left are seen the extensive ironworks of Messrs. Reeves & Whitaker, which at times employs over 100 hands. On the right is seen a small portion of the village on the eastern side of the river.*

--John W. Barber and Henry Howe<sup>1</sup>

### **History of Municipal Boundaries:**

On January 19, 1748, Cumberland County was formed from the eastern part of Salem County and divided into six precincts. One of those precincts was Deerfield and a second neighboring precinct was Hopewell. Fifty years after their formation in 1798, both were incorporated as townships. In 1845, a small part of Deerfield Township on the east side of the Cohansey River became Bridgeton Township. In 1848, a small part of Hopewell Township on the west side of the river was renamed Cohansey Township. By an Act of the New Jersey Legislature, both Bridgeton Township and Cohansey Township were combined to become Bridgeton City on March 1, 1865.<sup>2</sup>

### **Bridgeton City History and Architectural History:**

The City of Bridgeton is a community with an evident heritage reaching back over thousands of years. The Lenape Indians inhabited the region long before the European settlers arrived. The indigenous people became the neighbors of the small settlement around the first mill, which was established in 1686. Bridgeton continues to be the home for Lenape Indians who are now known as the Nanticoke Lenape. A Lenape cultural center is located at 18 East Commerce Street (*right*). In 1990, artifacts from the original inhabitants



<sup>1</sup> John W. Barber and Henry Howe, *Historic Collections of the State of New Jersey*. Newark, NJ: Benjamin Olds, 1844; p. 137.

<sup>2</sup> John P. Snyder, *The Story of New Jersey's Civil Boundaries: 1606-1968*, (Bureau of Geology and Topography; Trenton, New Jersey; 1969); p. 119.

were discovered as part of the proposed Bulk Handling Facility at the port of Bridgeton on the Cohansey River.<sup>3</sup> The City logo (*below left*) proudly features a Lenape.



According to Lucius Elmer who wrote about the early history of Cumberland County in 1869, the Indians in Bridgeton did not appear to have been numerous and consisted mostly of wandering tribes. At the place still called “Indian Fields,” about a mile northeast of the center of Bridgeton, an Indian settlement was established before 1697. There was also a settlement on the west side of the Cohansey River just above Bridgeton, on the property that belonged to the iron and nail works.<sup>4</sup>

### 17<sup>th</sup> Century:

Centuries before the area encompassed by the City of Bridgeton was given that official title in 1865, sparse development of the area had begun. The first recorded European settler in the 1680s is Richard Hancock. He erected a sawmill and workmen's houses near the point where today's Pine Street crosses East Broad Street. Power for the mill was provided by the stream which today flows from East Lake. Even though Hancock's mill is not known to have continued in operation after his death, the location is one of Bridgeton's recognized historic sites.<sup>5</sup> The industry during the remainder of the Colonial period consisted of the work of the village artisans who served the surrounding agricultural region.

### 18<sup>th</sup> Century:

The first bridge over the Cohansey River was erected at Commerce Street in 1716. It was a low structure supported by log pens.<sup>6</sup> The village was noted as “Cohansey Bridge” and is indicated as such on many 18<sup>th</sup> century maps. This important river crossing was part of King's Highway, (now Broad Street) an important colonial route linking Trenton, Burlington, Haddonfield, Salem, Greenwich, Bridgeton, and Cape May.



William Faden. *Province of New Jersey*, 1777. The arrow indicates the location of the bridge over the Cohansey Creek.

<sup>3</sup> R. Alan Mournier, “*Stage II Archeological Survey of the Proposed Bulk Handling Facility, Port of Bridgeton*,” 1990. On file at the State Historic Preservation Office, Trenton.

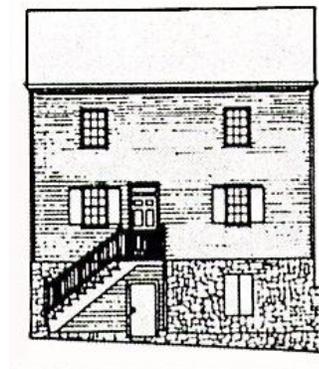
<sup>4</sup> Lucius Q. C. *History of the Early Progress of Cumberland County, New Jersey and of the Currency of this and the Adjoining Colonies*. Bridgeton, N. J.: George P. Nixon, 1869; p. 6.

<sup>5</sup> Arthur Adams. “Richard Hancock and the founding of Bridgeton, New Jersey,” an address delivered at the Newark Historical Society in 1936; p. 6.

<sup>6</sup> Sharron Morita, “Bridgeton Impressions: 1686-1986,” Bridgeton Tricentennial Committee, 1986; p. 6.

The earliest taverns at Cohansey Bridge were in operation in or before the 1730s. As the colonial community's best meeting places, two of the town's taverns hosted the County courts for a few years after the County was founded.<sup>7</sup> One year after Cumberland County was established in 1748, Cohansey Bridge became the county seat and has remained so to the present day. In 1752, the first county court house was built in Cohansey Bridge.<sup>8</sup> By 1750, the population of the small village was estimated at 50 individuals.<sup>9</sup> Around 1765, the citizens of Cohansey Bridge purchased a bell for the Court House by public subscription. In 1776, the bell tolled calling the citizenry to hear the Declaration of Independence and to witness the burning of the King of England's Coat of Arms. This same "Liberty Bell" has been preserved and has been installed in the lobby of the Court House.<sup>10</sup> This bell is included in the Cumberland County Register of Historic Places.

At the outset of the American Revolution, most of the local citizens were in favor of breaking away from the British and voiced this opinion in the *Plain Dealer* (the first New Jersey newspaper), which was written and posted in Potter's Tavern on Broad Street. Matthew Potter, a Scotch-Irish immigrant, operated a tavern on West Broad Street toward the end of the Colonial era.<sup>11</sup> This historic tavern and meeting place (*below left*) has been restored to its 1776 appearance by the Bridgeton Historical Commission.



Colonial architecture is made up of many building types based on European building traditions. Colonial architecture reflects the notions of comfort, protection, and privacy. These ideas are manifested in a dwelling's characteristic one, one and one-half, or two-story massing, utilitarian hall and parlor plans, relatively small windows, and use of sturdy materials. The basic rectangular or square plans of these buildings supported either a side gambrel or side gable roof that was covered with wood shingles. The main entryway and front rooms were positioned on the façade facing south to take advantage of the sun.

By 1792, the population in the towns on both sides of the Cohansey had grown to 300. The flowering of American architecture inspired by classic European design in the late 1700s and the early 1800s can be seen in several examples in

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<sup>7</sup> William C. Mulford. *Historical Tales of Cumberland County*. Bridgeton, NJ: The Evening News, 1941; p. 21.

<sup>8</sup> Ellis R. Meeker, *New Jersey: A Historical, Commercial and Industrial Review*. Elizabeth, N.J.: Commonwealth Publishing Company, 1906; p. 235.

<sup>9</sup> Sharron Morita "Bridgeton Impressions;" p. 10

<sup>10</sup> City of Bridgeton web site [www.cityofbridgeton.com/History.htm](http://www.cityofbridgeton.com/History.htm)

<sup>11</sup> Morita, "Bridgeton Impressions," p. 13.

Bridgeton. The Georgian Style (named for King George of England) is the most elaborate style built while the U.S. was still a colony of Great Britain. Built of brick and wood, the buildings were quite ambitious in scale. The style is characterized by hipped roofs and symmetrical composition with formal arrangements of parts. A façade is often enriched with classical details such as a pedimented projecting pavilion with pilasters or columns and a Palladian window. Sliding sash windows had small panes held in by thick muntins in each sash. One of the best Georgian style buildings in Bridgeton is the General Giles house (*below left*).



*General Giles House,  
143 West Broad Street*



*Samuel W. Seeley House  
274 East Commerce Street*



*Jeremiah Buck House  
297 East Commerce Street*

After 1776, the Federal style was the first American style to evolve from earlier European based styles. Federal Style houses, often seen side by side as rowhouses in cities, are simple and refined in character. They typically have side gable roofs and restrained decoration, derived somewhat from ancient Roman examples, which was used to emphasize the front door. Slender in proportion and delicate in detail, houses of brick or of frame construction with shuttered, multi-paned, wood sash windows makes the Federal style a familiar city sight. The Samuel W. Seeley House (*above center*) on East Commerce Street and the house built at 297 East Commerce Street by Jeremiah Buck (*above right*) in 1808 are very good examples. These three houses are listed in the Cumberland County, New Jersey, and National Registers of Historic Places.

Like the Old Broad Street Presbyterian Church (*next page on left*), Georgian and Federal style churches resembled meeting halls or large houses. This would change after English architects Christopher Wren and James Gibbs designed churches with designs that were widely disseminated through their publications. The buildings had a front gable with a centered square tower with the main entryway on the first floor and windows and a belfry on the upper stages. The design of the Pearl Street Baptist Church is a Wren-Gibbs design (*next page on right*). This became a new standard plan for American church architecture.



*Old Broad Street Church,  
Broad and Lawrence Streets*



*Pearl Street Baptist Church  
1816, with later modifications*

After the Revolutionary War, Americans could once again invest in rebuilding efforts. As communities became wealthier, they erected churches. Bridgeton would become known for its many distinctive churches.

The village of Cohansey Bridge in the 18<sup>th</sup> century was a fairly typical settlement. It would soon grow from a few scattered houses to a county seat and port of entry. The municipal, commercial, industrial, and residential activities started during this time established the foundations for a thriving city in the years that would follow. Lands were subdivided and roads in a grid pattern were laid; small industries were started; commerce with Philadelphia was established; and newspapers, schools, churches, and fraternal organizations were founded.<sup>12</sup>

A list of buildings that were built before 1800 and which were still extant in 1979 was compiled during the comprehensive survey of historic sites. This list includes:

- Bank Street Academy.
- House built by Joseph Buck on Irving Avenue facing Bank Street—was Leake's Hotel.
- Eden Marseilles Storehouses at the southeast corner of Commerce and Laurel Streets.
- Three houses on the north side of Broad Street between Atlantic and Franklin Streets.
- Potter's Tavern on the northwest corner of Broad and Franklin Streets.
- General Giles house built on West Broad Street in 1792.
- Two or three houses between Potter's tavern and General Giles house.
- Two or three houses to the other side of General Giles's house.
- Ebenezer Miller brick house.
- Five or six houses on Vine Street.

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<sup>12</sup> Hugh McCauley. National Register Nomination for the Bridgeton Historic District, 1979. p. III-8

- Old Broad Street Church.<sup>13</sup>

These buildings constitute a treasured collection of colonial buildings and are one of Bridgeton significant historic resources. In Bridgeton, as elsewhere throughout New Jersey, most of the buildings from the early Colonial period have been destroyed during the waves of construction that would take place in subsequent centuries.

### 19<sup>th</sup> Century:

Cohansey Bridge became known as “Bridge Town” about 1765 and carried this name until 1816. The first bank opened in 1816 and inadvertently spelled the name “Bridgeton” on its letterhead. Tradition says it was less expensive to change the name of the community rather than pay for new printing.<sup>14</sup> By the time Thomas Gordon compiled his *Gazetteer of the State of New Jersey* in 1834, the name “Bridgeton” had become official. Gordon described Bridgeton as containing:

*A courthouse of brick, and on the west bank of the creek a prison of stone, and public offices, and on the east bank a Presbyterian, a Baptist, and a Methodist Church; a bank; a public library; a Masonic lodge; an academy; a woolen manufactory; a grist mill; a foundry; and a nail factory.*<sup>15</sup>



*Dr. William Elmer House  
65 West Commerce Street*



*Early House of Worship (First Church of Christ,  
Scientist), 40 Bank Street*

The early 19<sup>th</sup> century saw the birth of the first continent-wide architectural style—the Greek Revival. Varying from grand mansions to small farmhouses, Greek Revival style buildings have distinctive characteristics inspired by the archaeological discoveries of classical Greek architecture. American buildings of wood and brick incorporated the use of stark white color with classical Greek

<sup>13</sup> From the 1979 Historic Sites Survey conducted by Hugh McCauley Associates.

<sup>14</sup> City of Bridgeton web site [www.cityofbridgeton.com/History.htm](http://www.cityofbridgeton.com/History.htm)

<sup>15</sup> Thomas Gordon. *A Gazetteer of the State of New Jersey Comprehending a General View of its Physical and Moral Condition...* (Philadelphia, PA: Daniel Fenton, 1834); p. 108.

details. The façades would often have a "temple front" with columned porticos and triangular pediments or gables (seen in the church pictured on the previous page). The deeply-set front doorways were often decorated with pilasters and were typically surrounded by small rectangular windows (side lights and transoms), to illuminate the front hall. Often, tall pilasters are set at the corners. Some Greek Revival houses were built with the gable end facing the street to suggest a pediment. Versions with flat or side gable roofs also found in urban areas usually have a distinctive band of small windows set into a wide frieze in the upper story of the façade. The Dr. William Elmer House on West Commerce Street (*previous page on left*), has several Greek Revival traits. This house is thought to have been designed by William Strickland, the architect who designed the Second Bank of the United States in 1818 and the United States Mint (1829-1833; demolished, 1907) both in Philadelphia. For this reason, as part of the 1979 Survey, the Dr. Elmer House was recommended to be individually eligible for listing in the Registers. It is also included in the Cumberland County Register of Historic Places.

A raceway to power the water wheels of the Cumberland Nail and Iron Works was dug in 1814. The nail mill was one of South Jersey's largest industries until it closed in the 1890s because the wire nail displaced the wrought iron cut nail. Wisely, the city fathers purchased the extensive wooded property with its lakes and streams and it became Bridgeton's city park. The Nail House Museum in the park contains many artifacts from the early industry. Both the raceway (*below left*) and the Museum are listed in the Cumberland County Register of Historic Places.



*Raceway, City Park*



*St. Augustine A.M.E. Zion Church,  
49 Pine Street South*

By the 1840s, Americans were looking for new ideas in architectural design. The Gothic Revival style from England was the earliest of the "romantic" revival styles from Europe to become an influence. The 19<sup>th</sup> century's romantic styles are generally known as Victorian styles because they arose during the long reign of Queen Victoria (1837-1904). Earlier Medieval cathedrals were a source of inspiration and were particularly appropriate for churches. However, the style

can also be seen in domestic architecture. In contrast to replication of Greek antiquities, a Gothic Revival building is richly picturesque and homelike. Often referred to also as "Carpenter Gothic," buildings are characterized by steep gabled roofs, pointed arch lancet windows, gingerbread trim, and board and batten siding. Decorated porches, bay windows, and gabled dormers are also common. The emphasis on the vertical, typical of all Gothic architecture including cathedrals, can be seen in these buildings. A good example in Bridgeton is the St. Augustine A.M.E. Church built circa 1855 on Pine Street South (*previous page right*). This important and historic church should be included in the Cumberland County Register of Historic Places as Bridgeton's first African American church.

By 1850, Bridgeton's population was counted at 3,500 residents living in 670 dwellings.<sup>16</sup> Fueling Bridgeton's 19<sup>th</sup>-century building boom was the wealth generated by the glass industry, which began in 1834 with the establishment of Stratton and Buck Company. The industry would grow and glassworks would be one of Bridgeton's most important products for a century. By 1889, there were twenty glass factories that made everything from canning jars and bottles to laboratory related containers and window glass. In 1880, the largest plant was the Cohansey Glass Works on South Pearl, Glass, and Mill Streets but it was surpassed in size by the Cumberland Glass Company the following year. The national company, Owens-Illinois Glass Company would become Bridgeton's largest glass manufacturer during the first half of the 20<sup>th</sup> century.<sup>17</sup>



*First Baptist Church  
138 East Commerce Street*



*William G. Nixon House  
81 West Commerce Street*



*McGear Brothers Dry Goods  
Mennies Building*

Two popular Victorian styles that arose during the middle of the 19<sup>th</sup> century are the Italianate and Italian Renaissance Revival styles. These styles were inspired by villas in the Italian countryside and the Renaissance palaces of royalty,

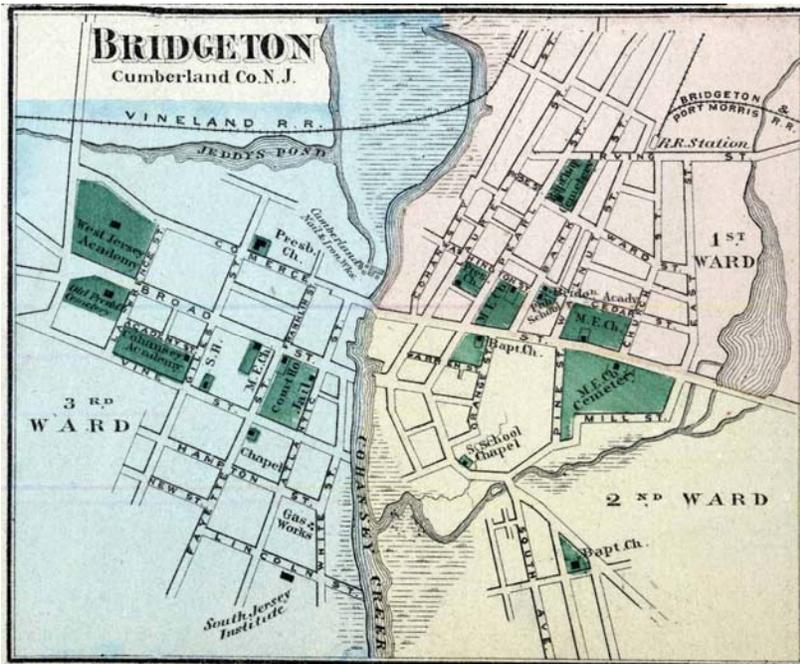
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<sup>16</sup> Morita, "Bridgeton Impressions," p. 31

<sup>17</sup> Morita, "Bridgeton Impressions," p. 21, 36-37

merchants, and bankers. They provided an ideal model for the wealthy beneficiaries of America's booming industrial might. Italianate buildings of all sizes exhibit stately elegance. Houses built in the Italianate style, such as the William G. Nixon House (*previous page center*), are characterized by balanced compositions, low pitched roofs, overhanging eaves with heavy brackets, rounded or segmental arches, square towers, cupolas, and window and door crowns or hoods. The same traits are seen in churches such as the First Baptist Church on East Commerce Street (*previous page on left*) and in commercial buildings such as the McGear Brothers Dry Goods Building on the corner of Laurel Street and Commerce Street (*previous page on right*).

In 2001, the First Baptist Church received an opinion from the State Historic Preservation Office that it was individually eligible for listing in the National Register of Historic Places and it is a key building in the Historic District. The McGear Brothers Dry Goods commercial building was designed by Addison Hutton of Philadelphia and the William Nixon House was designed by Philadelphia architect Thomas U. Walter. Walter also may have been responsible for the design of the Nailmaster's House at 31 Franklin Drive (pictured in the Table of Previously Identified Register Listed Historic Sites). For this reason, both the Nixon House and Nailmaster's House were recommended to be individually eligible for listing in the Registers of Historic Places as part of the 1979 Survey. All four Italianate buildings are included in the Cumberland County Register of Historic Places.



1872 Map of Bridgeton included in the Atlas of the State of New Jersey by F. W. Beers

Bridgeton was incorporated as a city in 1865, with a Mayor and Common Council, and was divided into three wards. These are indicated on the 1872

New Jersey Atlas map (*previous page*). The number of inhabitants at the time of incorporation was 7,500 people.<sup>18</sup> In the decades following the Civil War, Bridgeton continued to grow. Agriculture, canning, railroads, shipbuilding, shipping, and factories produced cloth, paper, and lumber and together created a premier center of broad based manufacturing in southern New Jersey.<sup>19</sup> This wealth supported the ability to commission Philadelphia's architects and as a result several significant buildings were built in Bridgeton. One of the leading Philadelphia-based architects and architecture book authors of the mid-19<sup>th</sup> century, Samuel Sloan, designed the West Presbyterian Church in 1868 (*below left*). For this reason, the church was recommended to be individually eligible for listing in the National Register of Historic Places as part of the 1979 Survey.



*West Presbyterian Church, 1868  
101 West Commerce Street*



*Second Empire style house  
127 West Commerce Street*

Between the years 1850 and 1875, buildings took on a French look with the addition of the mansard roof. Developed earlier in the 17<sup>th</sup> century by French architect Francois Mansart, mansard roofs became popular in Paris during the reign of Napoleon III (1852-1870). Similar in form and detail to the Italianate style, the Second Empire style is defined primarily by the steeply pitched concave, convex, or straight mansard roof of the top story with regularly spaced dormers. Often the mansard roof is made fancier with the use of slate or shaped shingles and cast iron roof cresting. Second Empire houses have bracketed cornices, bold arched window hoods, and ornate verandahs. The house at 127 West Commerce Street (*above right*) is a very good example among many of the Second Empire style in Bridgeton.

Retail establishments, churches, schools, and individual houses reflecting the fashionable styles of the day were built at such a pace that by 1880, Bridgeton's population had reached 9,000 residents living in 3,000 houses.<sup>20</sup> By far, the

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<sup>18</sup> Elmer. *History of Early Settlement and Progress of Cumberland County* p. 71

<sup>19</sup> Morita, "Bridgeton Impressions," p. 38

<sup>20</sup> Morita, "Bridgeton Impressions," p. 33

majority of the 3,000 were constructed by anonymous local builders. They reflect the local tradition of building free-standing houses, many doubled, on tree-lined streets. The signature, architect-designed structures influenced these builders, who constructed the majority of Bridgeton's numerous houses, commercial buildings, and factories, in the vernacular interpretation of the many concurrent styles such as Era Cawman's House (Carpenter Gothic style) at 239 Fayette Street pictured below.<sup>21</sup> A very good example of Bridgeton's many half-double houses is the More Brothers House (Queen Anne style) at 212-214 North Pearl Street (*below right*).



*Era Cawman's House, 239 Fayette Street*



*Half-double house-More Brothers House  
212-214 North Pearl Street*



*Seven Gables, 27 Lake Street*



*School Administration Building, Bank Street*

All the romantic revival styles have representative examples in Bridgeton. A very good local example of Stick style is the Seven Gables at 27 Lake Street (*above left*). The Stick style is a variation of the Carpenter Gothic. It is also a revival of Europe's rustic country architecture such as England's half-timbered cottages. A Stick style building is highlighted by decorative applied "stick work" that suggests the interior structural components of house construction. The Seven Gables built in 1872 is listed in the Cumberland County Register of Historic Places.

<sup>21</sup> McCauley, Hugh. 1979 Survey Final Report: p. IV - 3

Early medieval period buildings inspired Henry Hobson Richardson, who in the late 1870s, began designing private dwellings and large commercial buildings based on twelfth and thirteenth century architectural designs of western Europe. Echoing Roman and Byzantine elements, this style is typically characterized by large round-headed arches (often supported on short columns), recessed doorways, and massive masonry walls, typically rough-faced on the ground floor. This style is represented by the School Administration Building on Bank Street (*previous page lower right*).

The last of the Victorian styles, the Queen Anne style was another example of picturesque design and very popular in the last two decades of the 19<sup>th</sup> century. The eclectic style was brought from Queen Victoria's England and introduced to America at the Philadelphia Centennial Exposition in 1876. Queen Anne style characteristics include complex asymmetrical compositions with turrets, bay windows, stained glass, wrap-around porches, a variety of surface textures including clapboard, shingles, and board trim. A good example is the house at 40 Giles Street (*below left*). Queen Anne style commercial buildings were as exuberant and complex as dwellings. Buildings such as the Cumberland Bank Building, which was designed by the well-known Philadelphian architectural firm of Hazelhurst & Huckel, share the same complex asymmetrical arrangement of elements, but in brick rather than wood. This outstanding example of a Queen Anne commercial building (*below right*) was recommended to be individually eligible for listing in the Registers as part of the 1979 Survey.



*Queen Anne style house at 40 Giles Street*



*Cumberland Bank Building  
59-61 East Commerce Street*

In Bridgeton, There were 24 churches constructed by 1895 with fifteen of them built between 1860 and 1895.<sup>22</sup> Private and public schools were constructed including the public school on Irving Avenue with its separate entrances for boys and girls built in 1894 (*pictured on the next page*). Bridgeton's first hospital

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<sup>22</sup> Morita, "Bridgeton Impressions," p. 38.

opened on Irving Avenue in 1899 after Bridgeton society women conducted a fund-raising drive for it.<sup>23</sup> Ivy Hall was located in a 1791 building also known as the Sheppard House at 31 West Commerce Street. It is listed on the three Registers.



*Irving Avenue School, 1894*



*Former Erie Railroad Train Station, 1891  
South Pearl Street at East Broad Street*

In 1886, the city received the attention of O.H. Bailey, an itinerant artist who skillfully rendered the city in great detail on his aerial view map. A large border surrounding the map is made up of individual building portraits of the houses of the captains of industry and prominent businesses (*see next page*). The Getzinger Glass Manufacturing Company was featured in the map's border. By 1889, there were twenty glass factories that made everything from canning jars and bottles to laboratory related containers and window glass. The compact city continued to grow as streets were expanded to the north and east. In one year alone, 1888, more than 200 building permits were issued.<sup>24</sup>

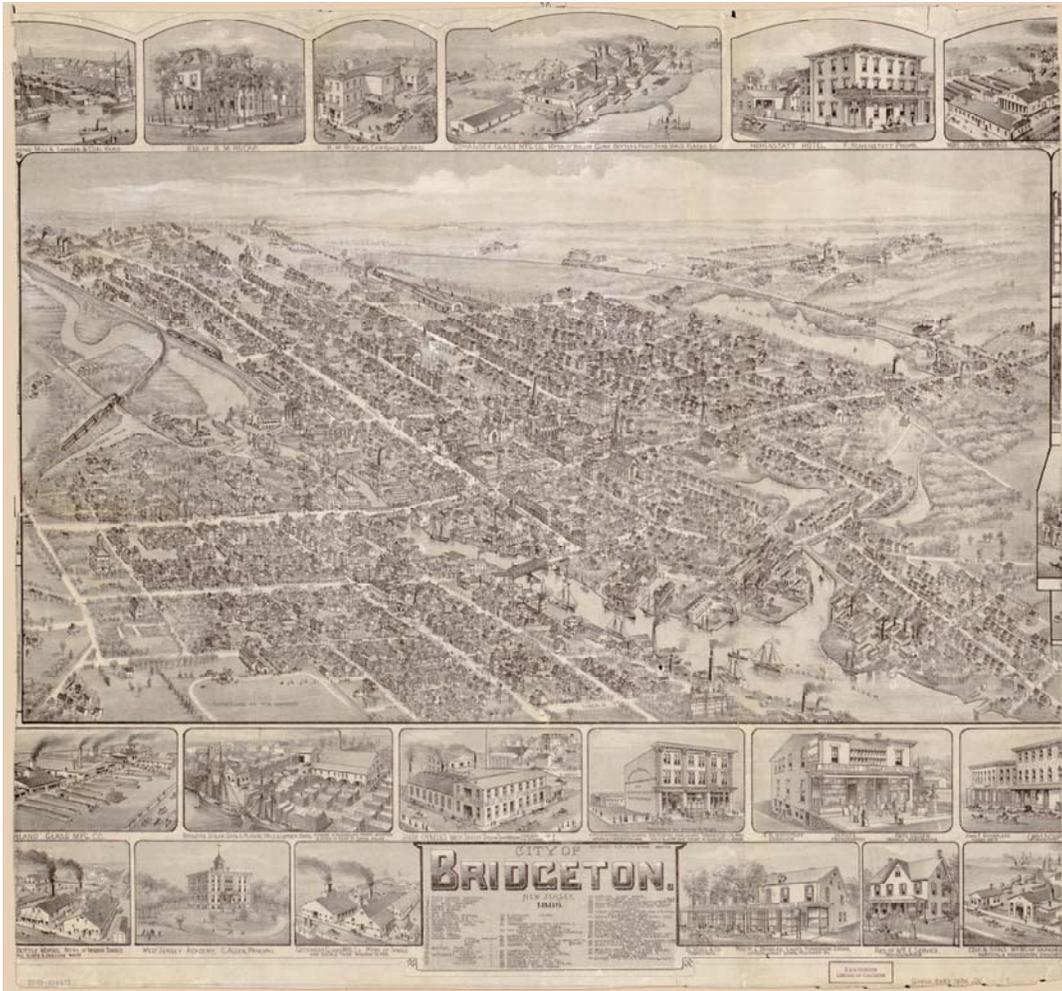
Toward the end of the 19<sup>th</sup> century, the Pennsylvania Railroad had taken over the established rail lines and in 1891, the company architect designed a new Bridgeton station. This odd building nevertheless is a great example of adaptive reuse due to the fact that by 1986, it had been converted into a tourist information center (*above right*).



*Ferracute Maching Company Office and Factory, East Commerce Street at North Elm*

<sup>23</sup> Morita, "Bridgeton Impressions," p. 44.

<sup>24</sup> McCauley, Hugh. 1979 Survey Final Report: p. III-14



*City of Bridgeton, New Jersey. O.H. Bailey & Co. Lithographers & Publishers, Boston, Mass., 1886. From the collection of the Library of Congress, Washington, D.C.*

The new century would see changes to businesses established in the 19<sup>th</sup> century. For example, after a devastating fire, which destroyed the wood frame buildings of the Ferracute Machine Company in 1903, new office building (*previous page*) and factory would be built keeping this important manufacturer in Bridgeton until it closed for good in 1968.

## 20<sup>th</sup> Century



*Sun National Bank, S. Laurel Street*



*Bridgeton City Hall Annex, East Commerce St.*

By the turn of the 20<sup>th</sup> century, tastes in architecture had changed again. Houses and commercial buildings took on different shapes and had different details. Beaux Arts architecture became a noticeable style. This can be attributed to the fact that many American architects had received training at the influential School of Fine Arts (*École des Beaux Arts*) in Paris. The modern style features a classical design vocabulary expressed in the use of rich indigenous materials. Columns, pilasters, quoins, round-headed windows, festoons, keystones, and balustrades around the roofline's perimeter in materials such as limestone, granite, and brick mark each Beaux Arts building as one of substance and solidity. Bankers particularly appreciated this architectural style. In the first decades of the 20<sup>th</sup> century, many a town across the country could boast that their most elegant building was a bank on a prominent corner. This style is best represented in Bridgeton by the Sun National Bank on South Laurel Street (*above left*). The City Hall Annex (*above right*) on East Commerce Street constructed in 1908 also exhibits many Beaux Art qualities.

The United States centennial in 1876 had produced an intense interest in and regard toward the colonial heritage for American housing. Beginning in the 1880s, houses were built that were virtually identical in form and massing to earlier Georgian and Federal era dwellings. Characteristics include side gable or hipped roofs, symmetrical and balanced facades with Palladian windows, and ornamental details primarily around the front door. Dutch Colonial Revival styles include gambrel rooflines and plainer facades. The Irving Avenue School is a good example of Georgian Revival architecture for public buildings. This school building (*on page 13*) is listed in the Cumberland County Register of Historic Places.

In 1914, the house at 35 Lake Street, the Hannan House, was built by an influential businessman in Bridgeton society. Attributed to a well-known Philadelphia architect, Wilson Eyre, it is considered one of the finest examples of Scottish influenced Dutch Colonial style in the nation. Budding architects from all over the country have studied the home's proportions and unique use of windows (*pictured below left*).<sup>25</sup>

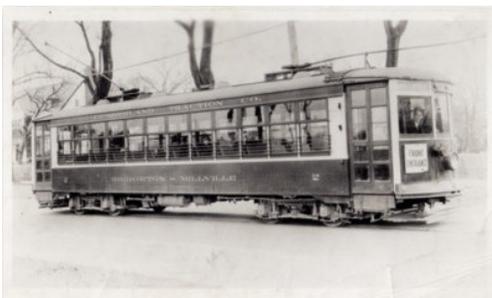


*Hannan House 35 Lake Street*



*87 East Commerce Street  
2<sup>nd</sup> & 3<sup>rd</sup> floors*

According to US Census statistics, by 1900 Bridgeton's population had risen to 13,913 people and ten years later stood at 14,209. The city was served by electric trolley lines, by steamboats on the Cohansey Creek, and by the railways including the Erie, West Jersey & Sea Shore, and the Central of New Jersey. It was noted as an attractive residential city with a 650 acre park, a fine public library, and of Ivy Hall, a school for girls. In the new century, it continued to be an important market town and distributing center for a rich agricultural region. Among its manufactured goods were glass, machinery, clothing, and canned fruits and vegetables.<sup>26</sup>



*Cumerland Traction Co., Bridgeton-Millville  
Trolley ran from 1894 until around 1930*



*Sylvan Dell Steamer on the Cohansey*

The first two decades of the 20<sup>th</sup> century recorded another shift in architectural taste. Modern materials and building methods allowed for unprecedented

<sup>25</sup> The Bridgeton Renaissance League web site: [www.bridgetonrenaissanceleague.org](http://www.bridgetonrenaissanceleague.org)

<sup>26</sup> *The Encyclopædia Britannica A Dictionary of Arts, Sciences, Literature, and General Information*, Eleventh Edition. London, England: Cambridge University Press, 1911.

experimentation. Art Deco was the first widely popular modern architectural style in the United States that was not based on historic precedents like earlier revival styles. The name of the style comes from a 1925 Exposition held in Paris, which celebrated living in the modern world. Decorative surface motifs such as low relief geometrical designs, often in the form of parallel straight lines, zigzags, chevrons, and stylized floral motifs were seen primarily in commercial architecture. Designers also used new materials such as ceramic tile and structural glass. As well as constructing new buildings, new facades were imposed upon old buildings in many American cities. There is a fine example of an Art Deco façade at 87 East Commerce Street (*previous page top right*).

**From US Census Bureau: Bridgeton's population statistics 1930 to 2000**

1930.....15,699	1940.....15,992	1950.....18,378	1960..... 20,966
1970..... 20,435	1980.....18,795	1990.....18,942	2000.....22,771

With a growing population throughout most of the 20<sup>th</sup> century, the housing market responded with a very large number of modest-sized and comfortable houses built in towns across the country. Many architects designed simple house plans based on Craftsman, Colonial Revival, and romantic revival precedents. These plans were widely advertised in the national trade and home magazines and sold in planbooks. Local builders became experts at constructing particular models. Also, companies such as Sears, Roebuck & Company, Alladin, and Radford Architectural Co. manufactured kit houses for do-it-yourself builders.



*Bunglaow at 180 Fayette Street*



*Foursquare at 204 Hampton Street*

Building types included L-plan houses, bungalows, Foursquares, cottages, and Cape Cods. Many good examples of these building types can be found in Bridgeton. Bungalows, such as the one pictured above left, are typically one and one-half story in height and have a porch incorporated into the façade. Foursquares are cubic in form and have a characteristic pyramidal roof, often, but not always with a dormer in front. A good example of a Foursquare is

located at 204 Hampton Street (*previous page right*). L-plan dwellings such as the one at 215 Irving Avenue (*below left*) typically are 2½-stories tall and have a gable front and a gabled side wing.

Tudor Revival style houses, such as the one at 39 Franklin Street (*below center*) also became the rage during the 1920s. Derived primarily from English buildings of the 16th and 17th centuries, Tudor houses mimic humble medieval cottages. Characteristics include steeply pitched roofs and the use of rugged materials such as slate, timbers, and stucco. This style was very popular in the suburbs, where only the Colonial Revival rivaled it in popularity.



215 Irving Avenue  
L-plan house



39 Franklin Street  
Tudor Revival



105 N. East Avenue  
Dutch Colonial Revival

During the 1930s' Depression, the Works Progress Administration sponsored the creation of state tourist guides. Written by otherwise unemployed writers, the *WPA Guide to 1930s New Jersey* detailed Bridgeton's condition then:

*Bridgeton is an interesting small city, where past and present are mingled with a New England atmosphere. Shady, well-paved streets are lined by neat houses, mostly new, with an occasional old vine covered brick residence. A large glass factory has replaced the 20 smaller glass factories whose interests were merged when automatic machinery came into use. All through the night, in the growing season, loaded wagons and trucks bring vegetables and fruit to the canneries, the town's main industrial concern.<sup>27</sup>*

This 1930s guide also noted the historic buildings including the Broad Street Church, General Giles House, and the "Liberty Bell" in the County Courthouse—three historic sites mentioned in this report. The Guide doesn't mention stopping for a bite to eat at the diner on East Broad Street at the Cohansey, but it should have. Now named Angie's, this 1936 Silk City model diner (*next page right*) has recently received an opinion of individual eligibility from the State Historic Preservation Office. It is an intact representative example of a distinctive type of

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<sup>27</sup> *WPA Guide to 1930s New Jersey*. Reprint edition. New Brunswick, N.J.: Rutgers University Press, 1989: p. 635.

architecture and one of the earliest known examples of this type of diner in New Jersey. Diners are an important part of the 20<sup>th</sup> century car-dominated culture.

In addition to the identified prehistoric and historic archeological sites and a multitude of historic architectural treasures, there are also several historic structures in Bridgeton. One is an innovative poured concrete spillway (*below left*) was constructed in 1938 to carry West Park Drive over the outlet of Sunset Lake, which was created by the damming the Cohansey Creek. This unusual example of a bridge and a dam that also has an inverted siphon spillway was determined to be a structure that is individually eligible for listing in the National Register of Historic Places during a survey of New Jersey's historic bridges in 1994. The State Historic Preservation Office concurred with this determination.



*1938 Poured concrete spillway,  
West Park Drive*



*Angie's Bridgeton Grill, 1936 "Silk City" Diner*

Other 20<sup>th</sup> century styles represented in Bridgeton include the Prairie Style created by Frank Lloyd Wright. A fine example of the low, horizontal architecture with banks of ribbon windows and broad overhanging eaves is the house at 91 West Commerce Street pictured below.



*Prairie Style house at 91 West Commerce Street*

The positive economic climate that had sustained Bridgeton for two centuries changed in the last half of the 20<sup>th</sup> century. Companies merged and closed local factories. Between 1963 and 1983, Bridgeton lost 4,000 jobs. During that

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same period, 2,000 people moved out of town. Racial conflicts erupted in 1971 and the city was in need of a revival. In 1979, a thorough Historic Sites Survey of Bridgeton was conducted by Hugh J. McCauley Associates of Philadelphia. The survey revealed an historic architectural treasure trove. The background history concluded that Bridgeton was typical among small industrial cities of the Middle-Atlantic States. It started out in a favorable location and grew as a market town and county seat, prospering from the 1700s through the mid-1900s. Bridgeton suffered in the post-industrial age of the later part of the 20<sup>th</sup> century and in 1979 it remained to be seen what means the town would take to revive itself.

New city leaders in the late 1970s were determined to institute programs that would showcase Bridgeton's architectural splendor. Historic preservation was one of the key components. The efforts that have taken place since that time are listed in the next section.



## 20<sup>th</sup> & 21<sup>st</sup> Century Historic Preservation and Educational Efforts

The following is a chronological listing of the numerous historic preservation and educational efforts that have been undertaken either by the City of Bridgeton, other governmental agencies, private organizations and individuals:

- Efforts to rehabilitate Potter's Tavern as an historic museum had begun in 1962. The building is nominated for and listed in the New Jersey and National Registers in 1971. By 1981, the on-going rehabilitation project is accomplished. In 1996, the Tavern is turned over to Cumberland County.
- In the early 1970s, several other historic sites in Bridgeton are listed in the New Jersey and National Registers. They include: the General Giles Homestead; Old Broad Street Church; Samuel Seeley House; and the Jeremiah Buck House.
- The Cumberland County Register of Historic Structures & Sites was initiated in April 1976. The Historical Register was originally published in September, 1981 and is maintained by The Cumberland County Planning Board. Largely with honorary meaning only, sites are listed with the property owners' consent. By 2007, there are 45 historic sites in Bridgeton listed.
- The Nail Mill Office in the City Park is leased to the Bridgeton Antiquarian League. They operate a small museum within the building. They also maintain Dame Howell's School building located on the same lot. In 1975, the school had been saved from demolition by its relocation to the Park.
- In 1979, the Historic Sites Survey of Bridgeton looked at 6,000 buildings and documented approximately 2,200 historic buildings encompassed within the boundaries of Bridgeton's Historic District. Based on the comprehensive survey, the District was nominated and accepted for listing in the New Jersey and National Registers of Historic Places in 1982.
- In 1980, the Bridgeton Planning Board established a design review process in the Historic Conservation Zone for the 100 plus buildings in the central Business District. The Department of Housing prepares a small set of design guidelines titled "Bridgeton Rediscovered: A Handbook for Rehabilitation."
- 1980 and 1981; downtown streetscape improvements including new brick sidewalks, Victorian lamps, benches, and shade trees placed along Commerce and Laurel Streets.
- A Riverfront Urban Design Plan was created in 1982. By 1983, Phase I of

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the Cohansey Riverfront Redevelopment Project linked the central business district to the City Park.

- In 1982, the Cumberland County Planning Board created a pictorial guide to the historic buildings of Bridgeton. This popular brochure is reprinted in 1996.
- In 1984, the local Historic Preservation ordinance was adopted. This ordinance established the Bridgeton Historic District Commission and it calls for Commission review of proposed alterations to buildings within the Historic District.
- In the early 1980s the city revised its housing code and formed a housing development corporation. This group offered incentives for owners to buy old houses fix them up, and live in them. The Homestead Program lottery offered houses for as little as one hundred dollars.<sup>28</sup> The Rental Rehab Program was instituted to assist landlords with rehabilitations that will enhance the historic character of each house.
- In 1984 Bridgeton became an Urban Enterprise Zone (UEZ). This program is designed to stimulate business growth, increase employment, and attract new businesses.
- Bridgeton was designated a Main Street community in 1984. One of the Main Street projects was to create a detailed survey of the commercial core of the city. This report compiled information about the previous historic preservation efforts in Bridgeton, many of which are listed above.<sup>29</sup> The program also offered façade rehabilitation loans.
- A Port District Redevelopment Plan was created in 1987 by Professional Planner Louis C. Joyce. This area includes several blocks of the Historic District on both sides of the Cohansey south of Broad Street, the Val Mode Site between Atlantic Avenue and West Broad and West Commerce Streets, and the western edge of the South Avenue Historic District. The plan was subsequently amended to include guidelines for compatible development at the Val Mode site.
- In 1987, the New Sweden Farmstead Museum was built in City Park to commemorate the 350<sup>th</sup> anniversary of the arrival of the colonists in 1638. The recreated buildings were dedicated by the King and Queen of

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<sup>28</sup> Morita, "Bridgeton Impressions," p. 69.

<sup>29</sup> Bridgeton Main Street Project, Final Report. Department of Planning, Bridgeton, N.J. July 1984-August 1985.

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Sweden.

- A Property Improvement Program with an emphasis on preservation was instituted. In 1988, the City of Bridgeton was the recipient of a National Historic Preservation Award recognized by the National Advisory Council for Historic Places for this successful program.
- In 1990, the Bridgeton Historic District Commission and the City of Bridgeton's Office of Community Development created Design Guidelines for Historic District and Sites. In addition to other design suggestions, the Guidelines include specific treatments for Bridgeton's half-double houses.
- During the 1990s, there were over thirty rehabilitations sponsored by a Community Development Block Grant.
- In 1994, the Historic District Investigative Committee was established by City Council. Their charge was to review the then ten year old Historic District ordinance, the Design Guidelines, the Historic Preservation Commission, and the City staff. Their report was issued in 1996 and gave positive evaluations of all the historic preservation efforts.
- In 2000, the Ferracute Machinery Company buildings are listed on New Jersey's ten most endangered list by Preservation New Jersey.
- In 2000, the NJ Historic Trust funded the restoration of the cupola and clock tower of the Cumberland County Courthouse through a \$260,127 Garden State Historic Preservation Trust Fund Level II Capital Preservation Grant. The work was completed in 2002.
- The 2001 State Development and Redevelopment Plan states that Bridgeton is a proposed Regional Center.
- 2001: Bridgeton Hope VI Redevelopment Needs Analysis Plan was created by Robert D. Cotter, PP of Lindemon Winckelmann Deupree Martin & Associates for the Bridgeton Housing Authority and the City of Bridgeton. This Hope VI plan covers an area that includes several blocks of the Historic District including North Pearl Street, North Laurel Street, Bank Street, Irving Avenue, Marion Street, Rose Street, and Myrtle Street.

The plan includes design guidelines specifically for redevelopment in the sections that fall within the historic district.

- The first NJ Historic Trust grant to the Old Broad Street Church was received in 2002. It was for \$47,632 Historic Site Management Grant to fund the

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preparation of a Historic Structure Report.

- In 2002, the New Jersey Department of Community Affairs awards \$250,000 to the Courthouse Hill Neighborhood Preservation Program.
- In 2003, several unsafe dilapidated buildings were photographed and researched as a required mitigation before their demolition. This was part of the Rural/Urban Unsafe Buildings program.
- The Bridgeton Renaissance League is formed in September 2003. The League is a community based non-profit organization formed to promote the arts, history, and beautification of the historic City of Bridgeton.
- In 2004, a \$593,739 New Jersey Historic Trust grant was granted for the rehabilitation of all the frame windows and replacement of the deteriorated roofs at the Cumberland County Courthouse. The Trust also provided a \$15,000 grant to the South Jersey Economic Development District. They produced a preservation plan for the Ferracute Machine Company that made recommendations for the stabilization and preservation of its key historic features.
- For the City of Bridgeton in 2004, the Geraldine Dodge Foundation funded a report written by Watson & Henry Associates analyzing the potential for reintroducing upstairs living in the downtown Central Business District. Recommendations from this report include showcasing the City's architectural heritage, visually defining the downtown, and sponsoring rehabilitation of the downtown areas to make it more appealing for residential usage.
- In 2005, the State Historic Preservation Office rendered an Opinion that the period of significance for the Bridgeton Historic District runs from 1700 to 1940. This extends the period both to an earlier time and a later date compared to the period established by the 1979 Survey.
- A 2005 Cultural Plan for Cumberland County recommended that tours of Bridgeton's architectural treasures be created and promoted.
- In 2005, Bridgeton is designated a "Distressed City" by the New Jersey Department of Community Affairs. The Distressed Cities Program is intended to assist communities by providing fiscal oversight and technical support.
- In 2005, the New Jersey Historic Trust awarded a \$483,896 Capital Preservation Grant, Level II grant to help restore the David Sheppard

House. The City is planning on leasing the building to Rutgers University for a marine sciences educational facility, which would be a welcome institution in Bridgeton. Another grant from the Trust went to St. Andrew's Episcopal Church for \$14,972. This Historic Site Management Grant will assist the preparation of a structural analysis and structural condition assessment of the church and tower.

- In May 2006, Bridgeton hired Thomas Comita Associates, Inc. to provide a Systems & Programs Analysis in preparation of the new Master Plan. Their analysis of the Historic District and related regulations is that both are seen as burdens that are hindering redevelopment and revitalization. They recommend a prioritization of the most important historic resources and consideration for creating three tiers of regulatory activity.<sup>30</sup>
- The Old Broad Street Church in 2006 was awarded a \$100,000 Capital Preservation Grant, Level II grant from the Garden State Historic Preservation Trust Fund to help fund significant structural roof framing repairs and reinforcement.
- The American Institute of Architects awarded a Housing Award in 2007 to Architects Torti Gallas and Partners for new houses in the Hope VI redevelopment area. The houses reflect the historic fabric of the Bridgeton Historic District and blend into the neighborhood filling formerly vacant lots.



*Bridgeton (New Jersey) Hope VI Houses, by Torti Gallas and Partners.  
Photo: Hedrich Blessing*

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<sup>30</sup> Thomas Comitta Associates, Inc., *Systems & Programs: Inventory and Analysis*, West Chester, PA, 2006.

## Recommendations

Based upon the information previously set forth in this section of the Master Plan, the following is a summary of the recommendations, listed in order of priority, for action to be taking severally and jointly by the Historic Preservation Commission and the City of Bridgeton:

1. The City Historic Preservation Commission should review the existing municipal Historic Preservation ordinance and revise it to reflect the language required by the State of New Jersey for participation in the Certified Local Government program. The ordinance should also be revised to reflect any changes that have taken place in the New Jersey Municipal Land Use Law in the last 10 to 15 years, and also reflect changes in the philosophy of historic preservation that have evolved during that same time period. The revised ordinance should also take into account the different types of new materials that are available and potentially approvable by the Commission for renovation, restoration and rehabilitation projects that require a Certificate of Appropriateness.
2. The Historic Preservation Commission, once the local historic preservation ordinance has been appropriately revised, petition the State Historic Preservation Office for designation as a participant in the Certified Local Government program. Inclusion in this program will afford the Commission access to technical assistance through the State Historic Preservation Office, and inclusion as a “partner” with the State Historic Preservation Office in the review of any Section 106 (under the National Historic Preservation Act of 1966) applications being made for projects within the City. Further, inclusion in this program permits the City and Commission to apply to the State Historic Preservation Office for grant funds to help develop special studies or reports pertaining to the history of the City or the historic district, undertake an intensive historic site inventory, development of a comprehensive educational program and numerous other outreach programs that could be sponsored by the Commission. During the last three years, the grants through this program did not require any matching funds. In 2008, approximately \$60,000 was available for C.L.G. program participants, and for the 2009 grant round approximately \$80,000 was available.
3. The Historic Preservation Commission should conduct a full intensive level inventory of all of the buildings and structures within the designated historic district. This will permit the Commission and the City of determine:

- What buildings and structures remain from the 1982 historic site inventory.
  - What condition these structures and buildings are in.
  - What new intrusions have been constructed during the intervening 26 year period.
  - What classification all of the buildings and structures should be given based upon this new information.
  - A determination could also be made if there is any justifiable need for an adjustment to the boundaries of the locally designated historic district.
  - Special notation should be made for those properties which were included in the group of thirty structures that were rehabilitated in the 1990's through a Community Development Block Grant.
4. The Commission should conduct an intensive level historic site inventory of the remainder of the City of Bridgeton. Such an inventory would provide the Commission and the other City agencies with:
- What buildings, structures, sites or districts in the area of the city (outside of the locally designated historic district) would qualify for designation as having architectural and/or historic significance
  - Determine if any of those buildings, structures, site or districts were immediately adjacent to the existing historic district and if those should then be incorporated into that district.
  - Special notation should be made for those properties which were included in the group of thirty structures that were rehabilitated in the 1990's through a Community Development Block Grant.
5. Based upon the information obtained from the new intensive level inventory of the six neighborhoods within the existing historic district, it is recommended that the Historic Preservation Commission develop a tier system for the review of rehabilitation, restoration and renovation projects proposed within these areas.

The establishment of a tier system would accomplish a number of objectives. First, in neighborhoods that have experienced the physical decline of buildings and structures, a less restrictive rating in a lower tier

category would permit property owners to allocate limited available resources into compliance efforts in a cost effective manner.

With a tier system in place, tier standards could factor in, where declining neighborhoods find themselves at present, the use of carefully applied, but less restrictive standards, that would ultimately help bring that area into a higher or more restrictive category. Any tier system could have a 'sunset' clause, possibly of five years, which would require a full reassessment and the possibility of the application of new tiers as improvements are made.

The least restrictive tier would be designated as "Tier 3" and employ the least restrictive standards. "Tier 2: would have moderately restrictive standards, while "Tier1" would be the most restrictive using current and updated standards. Obviously, all efforts would go to ultimately have all neighborhoods in the historic district brought up to a "Tier 1" classification.

An additional component to a "tier system" would also include a tier rating for specific buildings or structures within a given classification. For example, there may be a building or structure in a Tier 3 neighborhood that would be designated as a, "anchor" or "key" property because of the historic or architectural importance and/or physical condition. This would ensure that special such special buildings or structures would receive appropriate treatments regardless of where they are located in the community. These buildings or structures could serve as an "anchor" within a given neighborhood or tier.

Further, the tier system could be used to address issues pertaining to demolition or redevelopment in the most critical or needy neighborhoods. Obviously, a Tier 1 neighborhood or section, as well as "anchor" or "key" buildings or structures, would maintain the same standards when considering demolition that currently exist. However, a Tier 2 classification would contain slightly modified requirements, while a Tier 3 rating would have still further modifications to the existing requirements.

The tier system should also be closely coordinated with the development and implementation of any design guidelines that might be developed for the historic district by the City or the Commission.

6. The City Historic Preservation Commission should become involved and familiar with the strategies for implementation of code enforcement as it relates to the existing housing stock within the historic district. This will be a critical matter, especially when the Commission is going through the development of the new tier system ordinance, as outlined in recommendation no. 5 above.

7. The Historic Preservation Commission should also reach out to the City Planning Board and become a partner with that Board for the development and implementation of specific strategies for the redevelopment and enhancement of the Central Business District. This would include the development of specific signage guidelines and requirements, improvements to commercial facades, residential units above shops for the store owners, etc.
  
8. It is recommended that the Historic Preservation Commission develop a comprehensive educational outreach program within the City. Education of the community about the need to preserve the rich and diverse cultural heritage that still exists here is critical to the future of Bridgeton.

Here, separate outreach components could be developed to target students in each of the different schools. Additionally, a component should be developed to work with the Bridgeton Main Street program and the business community in general. Yet another outreach component that is very critical is to address the informational needs of the individual home owners. This last component does not necessarily have to be confined to only those home owners within the six neighborhoods of the existing historic district. Rather, it should be more broadly based to reach all owners of homes that were built from just after World War II and earlier.

These outreach programs should include, but not be limited to: published fliers geared to each of the targeted population; illustrated lectures; hands-on demonstrations and seminars on the numerous preservation, rehabilitation and restoration techniques that would help home and commercial property owners alike. These seminars can also showcase some of the new and ever expanding number of materials that can be used on a historic building, while still maintaining the proper appearance of the structure.

Yet another part of a comprehensive outreach program could be to develop a series of articles that could run in the local newspapers. These articles could address a wide variety of historical facts about Bridgeton, including historic images. Historical information could also be placed in the official newsletters that the City sends to property owners. The Commission should explore as many avenues as possible for disseminating information that will help educate the public and taxpayers of the City about the importance of saving and restoring the historic buildings and structures that are the tangible remains of Bridgeton's historic past.

9. The City Historic Preservation Commission should become involved and familiar with the efforts made to promote the city as a point of destination for purposes of tourism. This also should directly tie in with the Commission's efforts at developing a comprehensive education program – only this aspect would be directed toward people from outside of the city, county or region. These efforts would be undertaken in conjunction with the municipal Tourism Office.

The promotion of tourism should include, but not be limited to: the Nail House; the Woodruff; the Swedish Farmstead Museum; the Cohanzick Zoo; the Bridgeton City Park; the Old Broad Street Presbyterian Church Graveyard (burial site of six U.S. Congressmen and a New Jersey governor,) and the historic district itself, which is the largest historic district in the State of New Jersey and is dominated by a very rich and diverse spectrum of architectural styles spanning over 250 years.

Additionally, the Historic Preservation Commission should be working in conjunction with the Bridgeton Renaissance League, the Bridgeton Main Street Association, the Bridgeton Chamber of Commerce, and the City's Economic Development offices in a collective effort to promote tourism as a significant benefit for the City.

*“How will we know it's us without our past?”*

John Steinbeck – “The Grapes of Wrath”

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Historic postcards from the collection of the Cumberland County Historical Society from [www.digilib.clueslibs.org](http://www.digilib.clueslibs.org)

## **WEB SITES**

[www.nanticoke-lenape.org](http://www.nanticoke-lenape.org)

[www.bridgetonrenaissanceleague.org](http://www.bridgetonrenaissanceleague.org)

[www.cityofbridgeton.com/History.htm](http://www.cityofbridgeton.com/History.htm)

[www.co.cumberland.nj.us/facts/history/register](http://www.co.cumberland.nj.us/facts/history/register)

[www.digilib.clueslibs.org](http://www.digilib.clueslibs.org)

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# Appendix A

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Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

**APPENDIX A:** Previously Identified and Register Listed Historic Sites

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	"Nellie & Mary" Schooner	9 Atlantic Street (in dry dock-stolen)					6/18/1990 Individually eligible	
	"Seven Gables"	25 Lake Street B 277 / L 40	1872	Included				
	9 Manheim Avenue	9 Manheim Avenue B 107 / L 10					2/24/1993 Individually eligible	
	Angie's Bridgeton Grille	2 East Broad Street B 116 / L 36.01	1937				6/10/2005 Individually eligible and Key building in H.D.	

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Bridgeton City Hall Annex	East Commerce and Bank Streets B 91 / L 13	1908	Included				
	Bridgeton Fire House (The "New" Engine House)	Orange Street B 121.01 / L 2	1898	Included				
	Bridgeton Free Public Library (former Cumberland National Bank)	150 East Commerce Street B 121.01 / L 1	1816	Included			6/25/1981 (Previous SHPO Opinion 2/21/79)	
	Bridgeton Historic District	Irregular boundaries	1700-1940 (1/5/2005 SHPO Opinion)	Included	2/22/1982	10/29/1982		
	Central United Methodist Episcopal Church	147 East Commerce Street B 86 / L 13	1889	Included				

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Cohansey No. 1 Fire Engine House	11 Washington Street B 81 / L 33	1877	Included				
	Cumberland Nail and Iron Works Archaeological Site	Mayor Aitken Drive in the City Park					4/18/1980 (Previous SHPO Opinion 11/30/77)	
	Cumberland National Bank	59-61 East Commerce Street B 80 / L 3	1886	Included				Hazelhurst & Huckel, architects
	Dame Howell's School	Mayor Aiken Drive in City Park B 278 / L 1	1830	Included				

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Dr. Francis G. Brewster House	SW corner of Atlantic and West Commerce Streets B 266 / L 35	1810	Included				
	Dr. William Elmer House	65 West Commerce Street B 275 / L 2	1812	Included				William Strickland, architect
	Early House of Worship	40 Bank Street B 86 / L 7	1830s	Included				
	East Commerce Street Historic District	East Commerce Street					6/25/1981	

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Ebenezer Miller-Andrew Hunter School	92 West Broad Street B 259 / L 7	1759	Included				
	Ferracute Office Building	East Commerce and North Elm Streets B 103 / L 70	1904	Included			4/29/2004 Contributing Building in H.D.	
	First Baptist Church	138 East Commerce Street B 119 / L 13					5/18/2001 Key Building in H.D.	
	General James Giles Homestead	143 West Broad Street B 270 / L 24	1791	Included	12/19/1977	3/8/1978		

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	George Burgin Storehouse	25 West Broad at Atlantic Street B 266 / L 19	1799	Included				
	Henry Hann Tavern (Hillcrest Tavern and Coach Room)	59 West Broad Street at Franklin Street B 266 / L 13	1782	Included				
	Indian Fields House	545 North Burlington Avenue B 24 / L 1	1786	Included				
	Ireland's Mill	1 Beebe Run Road B 282 / L 1	1856	Included				
	Irving Avenue Public School	Irving Avenue Between Nixon & Railroad Avenue B 45 / L 14	1894	Included				

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Isaac Nichols - William Mulford House	138 Atlantic Street B 239 / L 27	1861	Included			11/30/1977	
	Jeremiah Buck House/ Jonathan Elmer House	297 East Commerce Street B 100 / L 15	1808	Included	10/17/1975	12/30/1975		
	Jeremiah Buck Tenant House	29 East Avenue B 103 / L 52	Circa 1810	Included				
	Liberty Bell	Cumberland County Court House-West Broad Street	1763	Included				

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Lott-Chamberlain House	99 West Commerce Street B 275 / L 9	1861	Included				
	McGear Brothers Dry Goods Store/Mennies Building	SW corner of Commerce and Laurel Streets B 116 / L 15	1871	Included				
	More Brothers Houses	212-214 North Pearl Street B 50 / L 27, 28	1890	Included				
	Nail Mill Office Museum	1 Mayor Aiken Drive, City Park B 278 / L 1	1815	Included				

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Nailmaster's House	31 Franklin Drive (in circle) B 276 / L 1	Circa 1850	Included				Thomas Walter or Samuel Sloan, architect
	North Pearl Street (NJ Route 77)	North of Irving Avenue to Carlis Corner					11/30/1977	
	Old Brearley Lodge (Masonic)	Bank and Cedar Streets B 91 / L 1	Circa 1795	Included				
	Old Broad Street Presbyterian Church & Cemetery	Broad And Lawrence Streets B 253 / L 1	1792	Included	12/27/1973	12/2/1974		

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Pearl Street Baptist Church	North Pearl and Marion Streets B 88 / L 9, 10	1816	Included				
	Pennsylvania Railroad Station	South Broad Street and South Pearl Street B 127 / L 1	1891	Included				
	Potter's Tavern	49-51 West Broad Street B 266 / L 14	Circa 1740	Included	5/6/1971	9/10/1971		
	Raceway	Bridgeton City Park B 280 / L 1	1814	Included				

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Saint Andrew's Episcopal Church	186 East Commerce Street B 121 / L 2					4/26/2004 Contributing building in the H.D.	
	Samuel W. Seeley House/Robert McGee House	274 East Commerce Street B 122 / L	1799	Included	11/18/1975	5/13/1976		
	Sheppard House/Ivy Hall	31 West Commerce Street B 277 / L 63	1791	Included				
	Site of East Lake Pottery	Northeast Corner of East Commerce Street and East Avenue  B 103 / L 58, 59	1835	Included				

Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	Site of Richard Hancock's Sawmill	East Broad Street at the Mill Creek (east of Pine Street)	1686	Included				
	Site of Stratton and Buck Glass Company	South Laurel and Glass Streets B 128 / L 1	1836	Included				
	Site of the Giles Street Public School	Southwest Corner of Giles and Academy Streets B 258 / L 6	Circa 1792	Included				
	The Crooked End House	249-251 East Commerce Street B 92 / L 22, 23	1792	Included				
	West Park Drive Box Culvert Spillway	West Park Drive (CR 607) over the Cohansey River B 280 / L 1	1938				6/30/1995 Individually eligible -- SHPO agreed with 1994 Bridge Survey	

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

PHOTOGRAPH	RESOURCE NAME	ADDRESS AND BLOCK / LOT	DATE OF CONSTRUCTION	CUMBERLAND COUNTY REGISTER	NEW JERSEY REGISTER	NATIONAL REGISTER	SHPO OPINION OR CERTIFICATE OF ELIGIBILITY	1979 HISTORIC SITES SURVEY REASON
	West Presbyterian Church -now First Presbyterian	West Commerce and Giles Streets B 275 / L 8	1868	Included				Samuel Sloan, architect
	William G. Nixon House	81 West Commerce Street B 275 / L 11	1851	Included				Thomas U. Walter, architect
	William S. DuBois House	69 North East Avenue B 101 / L 12	1862	Included				

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# Appendix B

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Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

**Table of Historic Bridges surveyed as part of the New Jersey Historic Bridge Survey, 1994, A.G. Lichtenstein & Associates, Inc. for the NJ Department of Transportation**

Bridge Name	Location	Type	Construction Date	Determination of Eligibility
Washington Street Bridge	Washington Street over the Cohansey River	Rigid frame reinforced concrete	1941	Not eligible
West Park Drive Bridge	West Park Drive over Sunset Lake Raceway	Steel stringer	1935	Not eligible
West Park Drive Spillway	West Park Drive over the Cohansey River	Box culvert spillway— inverted siphons	1938	Individually eligible as technologically significant
West Avenue Bridge	West Avenue over Irelands Mill Run	Reinforced concrete arch bridge	1923	Not eligible
East Avenue Bridge	East Avenue over Mill Creek	Reinforced concrete culvert	1936	Not eligible
Mayor Aiken Drive Bridge	Mayor Aiken Drive over Sunset Lake Raceway	Reinforced concrete arch bridge	1923	Not eligible

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# Appendix C

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Bridgeton, New Jersey  
Historic Preservation Element of the Master Plan 2008

**Historic Sites Surveys and Reports on file at the State Historic Preservation Office (SHPO). (Listed in chronological order)**

Survey or Report Name	Author	Area Surveyed	Date of Survey	Eligibility
Phase I Archaeological Assessment	Environmental Assessment Council, Inc.	Proposed water improvement project area	1976-77	No significant resources found
Cultural Resource Investigation	Bureau of Environmental Analysis for NJDOT	Bank Street Extension	1977-78	No significant resources found
Historic Sites Survey	Hugh J. McCauley Associates	Bridgeton City	1979	Established the Bridgeton Historic District boundaries
Cultural Resource Assessment	John Milner Associates	City Park	1979	No significant resources found
Cultural Resource Review for New Jersey Housing Finance Agency	David N. Poinsett	Urban renewal area	1981	No significant resources found
Phase I Archaeological Survey	R. Alan Mournier	Mayor Aiken Drive between Washington and Commerce Streets	1982	No significant resources found
Bridgeton Main Street Project	Bridgeton Department of Planning	Central business district	1984-1985	All within the Bridgeton H.D.
Port District Redevelopment Plan	Louis C. Joyce, P.P.	South Avenue at Grove Street	1987	Concurs with boundary of the South Avenue H.D.
Stage II Archaeological Survey	R. Alan Mournier	Bulk handling facility at Port of Bridgeton	1990	Eligible archaeological site discovered
Historical and Archaeological Investigation	Cultural Resource Group—Louis Berger & Associates	Jonathan Elmer House property	1993	No significant resources found
Report of the Historic District Investigative Committee	Historic District Investigative Committee	Historic District	1996	Reaffirmed the importance of the local regulations to protecting the Historic District
Phase I Archaeological Survey	John Milner Associates	23 Bergen Street	1997	No significant resources found

Bridgeton, New Jersey  
 Historic Preservation Element of the Master Plan 2008

Survey or Report Name	Author	Area Surveyed	Date of Survey	Eligibility
Women's Historic Sites Survey	Preservation Partner	Ella Reeve Bloor House --108 West Commerce Street	2001	Not individually eligible, but contributes to H.D.
Cultural Resource Survey for Mill Street Housing Apartment Complex	Arch2, Inc.	Mill Street	2002	No significant resources found
Phase I Archaeological Survey and Intensive Level Architectural Survey	Michael Baker Jr., Inc.	Route 49 Bridge over the Cohansey River and West Broad , South Laurel, and Atlantic Streets	2005	One resource determined to be key building to the H.D. --Angie's Grille

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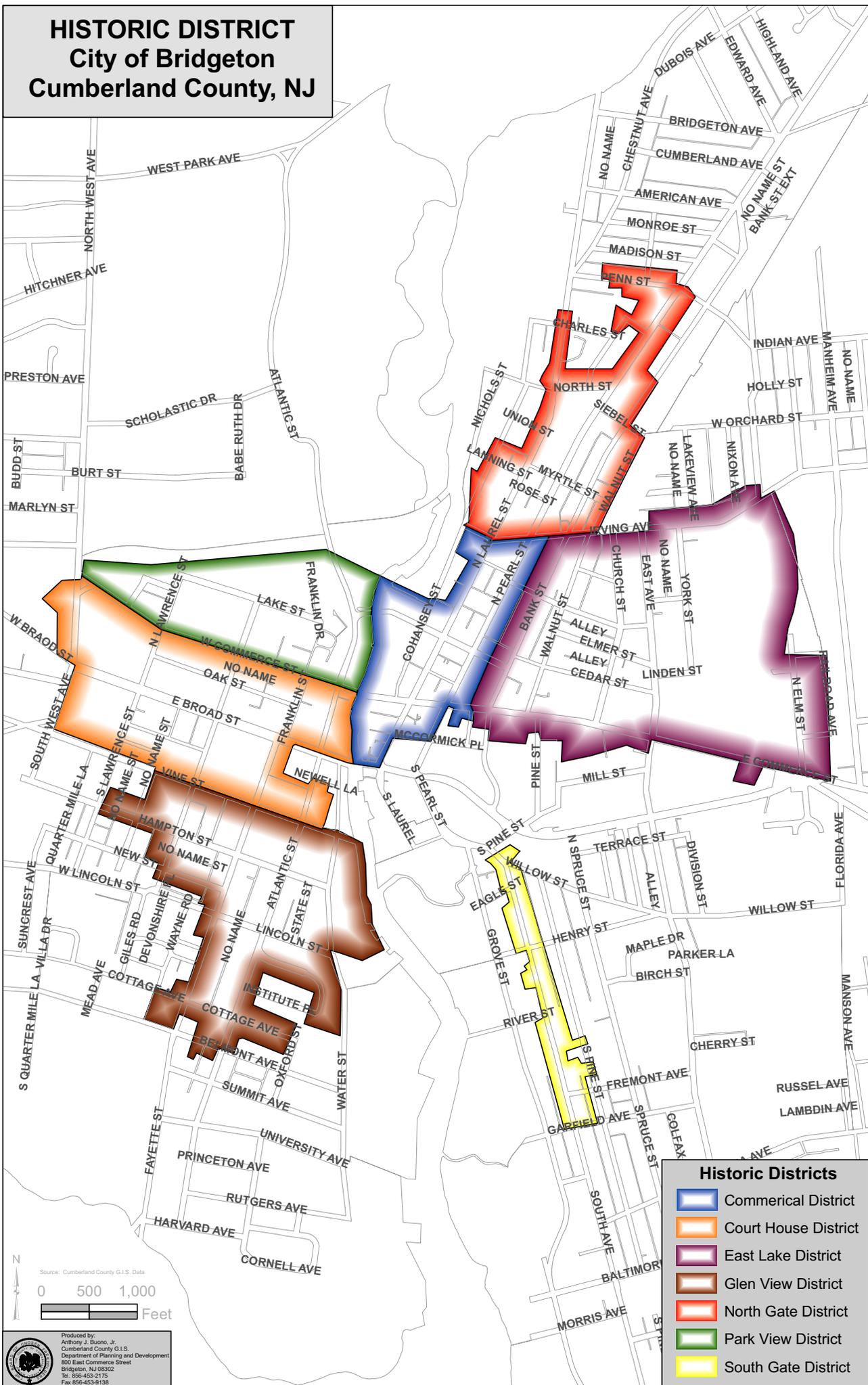
# Appendix D

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# HISTORIC DISTRICT

## City of Bridgeton

### Cumberland County, NJ



**Historic Districts**

- Commercial District
- Court House District
- East Lake District
- Glen View District
- North Gate District
- Park View District
- South Gate District

Source: Cumberland County G.I.S. Data

0 500 1,000 Feet

## **X. RIVERFRONT ACCESS ELEMENT**

### **A. Overview of Riverfront Planning**

The Cohansey River has been identified in numerous prior planning studies as one of the most valuable assets of the City of Bridgeton. The importance of the river to the City is likewise stressed in this 2008 Master Plan. The river has been the focal point of many development and redevelopment plans from the Riverfront Urban Design Plan in 1982 to the Comprehensive Riverfront Planning study in 2003. It is also included in the Southeastern Gateway plan, the Hope VI Redevelopment Plan, the Cumberland County Ecotourism Plan, and the Port District Redevelopment Plan.

In 2003, a Comprehensive Riverfront Planning document entitled, Riverfront Redevelopment and Open Space Strategy (RROSS) was prepared for the City through a grant from the Association of New Jersey Environmental Commissions (ANJEC) and a 2002 Smart Growth Assistance Grant. The RROSS study reviewed all of the plans for the riverfront to create one overall plan for the 3.5 miles of river running through Bridgeton. The goal of the RROSS was derived from the Bridgeton Master Plan (BMP) and from the Planning Implementation Agenda (PIA) which the Office of State Planning accepted as part of the City's Regional Center designation. There are seven inter-related goals that were identified. The report indicated that priorities and strategies for the riverfront should be based on the following previously accepted goals and information collated from past planning experiences. The goals and their sources are:



*Riverfront Walk and Pavilion*

1. Provide increased access to the Cohansey River for active and passive recreation (New Jersey State Development and Redevelopment Plan);
2. Provide opportunities for river related development, including commercial, residential and recreational (Bridgeton Master Plan);
3. Develop a greenway along the Cohansey River with maximum pedestrian access extending from south of Bridgeton throughout the City to Bostwick Lake on the border of Salem County (PIA);
4. Protect the environment and the City's history (PIA);
5. Minimize deleterious impacts on the Cohansey River (BMP);
6. Coordinate the planning effort regionally (PIA and BMP);
7. Provide for funding for maintenance and improvements (BMP).

The RROSS sectioned the City's waterfront into four distinctive areas: The City Park on the west bank of the river north of Washington Street, Hope VI Redevelopment Area on the eastern side of the river, the Central Business District which includes the three vehicular bridge crossings, bounded on the north by Washington Street and on the South by Broad Street, and the areas South of Broad Street.

### **1. City Park**

City Park includes Sunset Lake which is the most heavily used waterfront area in the City. The lake provides recreation for fishermen, picnickers, swimmers and canoeists. There are fishing contests and outdoor concerns and theatre shows at the lake. To the south are the City Zoo and ultimately the Central Business District. South of Sunset Lake, the river is mostly inaccessible to the public as it winds its way behind the zoo. Due to this disconnect, the success of the park does not draw visitors to the Central Business District. This weak link could be improved. The study indicated that the City Park is a regional asset which draws visitors from the surrounding municipalities and counties and from even farther for special events but that the Park is also a financial drain on the City with relatively high maintenance costs, especially in the summer.

### **2. Hope VI Redevelopment Area**

Hope VI Redevelopment Area is situated on the eastern side of the Cohansey River north of the Central Business District. On this side of the river, there is a narrow floodplain behind which rises twenty foot bluffs. The marshy floodplain is transected by an old railroad right of way which crosses the river via an existing timber bridge. The railroad bridge is reported to be slated for reconstruction as part of a NJDOT grant. In the Hope VI plan, dilapidated public housing on the river was to be demolished and the area was to become part of City Park, increasing public access to the river and connecting the Central Business District to the park through a riverfront promenade extension.

Objectives for riverfront access in the Hope VI Redevelopment Plan:

- Improve riverfront access
- Develop a recreational green edge along the East bank of the Cohansey
- Encourage increased housing density closer to the river in mixed income neighborhoods.

### **3. Central Business District**

In downtown Bridgeton, the river is channeled using bulkheads, and there are three bridges that cross the river within 1,500 feet of each other. The bridges are at Commerce Street, Washington Street, and Broad Street. The river is contained by a mix of old



*Fountain at Riverfront Plaza*

and new bulkheads which channel the waterway through the City. In the 1980's, the riverfront promenade and parking lot were constructed on the east side of the river. This has increased visitation to the river, but most retail customers do not utilize the promenade because the rear of the stores face the river. Because the retail stores on the east side of the river face away from the river, pedestrian and vehicular traffic bypasses the riverfront. The City has attempted to improve rear facades of the retail stores to the



*Riverfront Plaza*

Plaza and continued efforts should be made. The Riverfront Plaza was envisioned to be a promenade to draw visitors to the edge of the river but the walkway is separated from retail stores by a parking lot. The over-utilization of the riverfront for parking creates an obstacle to riverfront access and increases riparian pollution. Senior housing, offices and retail were planned to face the river and provide a walkway on the west bank.

#### **4. South of Broad Street**

The Cohansey River south of Broad Street is tidal, navigable and poorly utilized. This area contains some of the largest parcels of land but they are underutilized due to topography, soils and wetlands. The banks on both sides of the river were developed in the past for water related industries but the area now contains abandoned piers and plants with intermittent use. The Port Authority purchased six parcels on the east bank in 1985 but little has been done with these sites. The entire eastern shoreline to Pearl Street and a block to the east on the northern end are within the Port District Redevelopment Area. A boat launch ramp and parking for trailers and dock are located on the eastern side of the river at Broad and South Laurel Street. The north western side of the river is partially within the Port District Redevelopment Area but the remainder of the waterfront retains an industrial character with the Cumberland County Utilities Authority plant situated midway between the City boundary and Broad Street.

#### **B. Riverfront Redevelopment and Open Space Strategy Summary**

The Riverfront Redevelopment and Open Space Strategy (RROSS) provides a review of all the prior planning documents prepared in the City to summarize riverfront related planning efforts. This includes a review of the 1976 Master Plan, Hope VI Redevelopment Plan, Riverfront Urban Design Plan, Port District Redevelopment Plan, Bridgeton Land Use Ordinance, Lower Cohansey River Management Plan, Cumberland County Delaware Estuary Study, and Cumberland County Ecotourism Plan. Many of these documents have been reviewed in the Planning History section of this Master Plan but a more detailed discussion is provided in this section. Relevant aspects to future riverfront planning are provided below and in the Strategies to Market the Waterfront section of this summary of the RROSS.

## 1. Central Business District Plans

Riverfront planning for the Central Business District dates to the 1970's when the Riverfront Urban Design Plan (RUDP) was prepared by the City. The RUDP is referenced in the Riverfront Redevelopment and Open Space Strategy in reference to how it sought to capitalize on the urban riverfront and the City's Historic District. The RUDP limits its focus to the Central Business District portion of the riverfront. Even though the study is dated, the plan remains relevant and important to riverfront development for the Central Business District. The RROSS updated this study's recommendations and prioritized them into Immediate, Medium Term and Long Term as described later in this section.

## 2. Port District Redevelopment Plan

The Port District Redevelopment Plan addressed four broad land use categories: waterfront recreation, commercial, industrial, and mixed use residential. In order for the Port District plan to function as proposed, two primary factors must be provided. First, the river must be dredged on a regular basis to allow barge traffic to proceed and second, there has to be sufficient barge-reliant industry to make the shipping economically viable. These factors may be unlikely to be feasible but some of the recommendations of the plan are pertinent. Recommendations for traffic studies and the provision of open space are valid goals for the Port District Redevelopment.



*Port District Redevelopment Waterfront*

## 3. Land Use Ordinance

The Bridgeton Land Use Ordinance includes a Floodplain District that was recommended to be created in the 1976 Master Plan. The ordinance defines the floodplain on soil characteristics and flood data. The ordinance includes a 50 foot line perpendicular to the center line of each side of every stream bed in the City as floodplain, and a 100 foot buffer area adjacent to the floodplain. Development is limited to farming and recreation uses and minimum lot size is 3 acres. The majority of the river frontage outside the floodplain district is zoned industrial based on historic land use. The study indicated that the traditional need for industry to locate on the river is no longer a requirement and no longer good planning.

#### **4. Lower Cohansey River**

The Lower Cohansey River Management Plan which assessed the environment of the lower river of four communities was reviewed in the RROSS. The plan had two stated objectives: to use consensus to coordinate development, conservation and land use in the study area and to promote awareness of the Cohansey as a shared resource affected by land use decisions. A substantial amount of data for the Lower Cohansey River Management Plan was obtained from the Cumberland County Delaware Estuary Study Land Use Recommendation Plan. The Estuary study contained three recommendations that continue to be valid:

- Use Ecotourism as a method to revitalize the waterfront in Bridgeton
- Permit appropriately scaled industrial uses of the river
- Encouraging increased public access to the County's rivers, particularly to prevent illegal use of private property and to protect sensitive access routes from degradation

#### **5. Cumberland County Ecotourism Plan**

In 1996, Cumberland County produced the Cumberland County Ecotourism Plan which focused on the rural areas of the County but touched upon the possibilities of three cities receiving some spin-off from rural oriented ecotourism. Bridgeton could receive a wide range of river experiences including boating, picnicking, bird watching, fishing and river sight seeing. A comprehensive marketing plan with additional access points to the river would be required.

#### **C. Strategies to Market the Waterfront**

The proposed strategy for Comprehensive Riverfront Planning is to capitalize on the current assets related to the river, to investigate funding sources, and to gather support for medium and long term projects that promote the river and riverfront planning goals. The City should also pursue Brownfields remediation funding to make the riverfront parcels more attractive and provide continuous public access to the waterfront.

##### ***Immediate Marketing Measures***

- Provide new directional and informative riverfront signage based on a river logo to be utilized extensively throughout the City. The signs will emphasize the river as central to the City. Signs should be coordinated with one logo throughout.
- Work with Rutgers Institute of Marine and Coastal Sciences through their facility at the Sheppard House to promote the riverfront through educational and environmental programs.
- Change ordinances to encourage river oriented usage on river frontage.
- Provide boat rides down the river as part of any City event.

- Promote Eco-tourism, especially in the South of Broad Street area. Identify and participate in regional efforts in this direction.
- Start a Rhododendron Festival in the Park.
- Promote bird and turtle watching tours on the river.
- Conduct a river clean up.
- Heighten policing, maintenance, and landscaping at Riverfront Plaza to encourage visitation.
- Realign benches to promote group seating.
- Provide movable tables with umbrellas that can be set out weather permitting.
- Provide better connections between the fountain and Plaza.
- Establish seasonal kayak, canoe or tubing rental operation on the river.
- Require bike paths in any new riverfront parks or developments.



*Boat Ramp and Floating Dock*

### ***Medium Term Marketing Measures (One to Two Years)***

Expand the Role of the River with:

- A bridge/walkway connection among the Riverfront Plaza and Boat Ramp on the eastern side of the river and the Riverwalk Development on the western side of the river. This has been addressed with the new Route 49 bridge which will accommodate pedestrians, bicycles and vehicles.
- Upgrade alleys from Laurel to Riverfront Plaza with plantings, lighting, and wall murals.
- Ordinance changes/tax incentives to encourage CBD owners on or at the riverfront to improve rear facades to a coordinated, approved standard.
- River and logo oriented sculpture and wall signs at riverfront entrances and gateways.
- Provide boat rides down the river as part of any City event.

### ***Long Term Marketing Measures (Three to Five Years)***

- Establish and maintain a Riverfront Community Center.
- Seek to establish a Freshwater Tidal Marsh Center (a regional resource with State participation) in conjunction with other nature tourism venues and activities such as Rutgers Institute of Marine and Coastal Sciences. Tie this to walking trail and canoe rental programs.
- Establish and maintain Welcome Kiosks at various riverfront access points to help orient visitors and advertise the river (the Boat Ramp, Sunset Lake, Zoo).

- Investigate the potential of and funding sources for mini-parks along the Cohansey River bluffs south of Broad Street.
- Consider acquiring access to the west bank of the Cohansey at the southern end of Water Street in order to open up the river to the neighborhoods on the west side of the river.
- Encourage private investment in the riverfront including a marina, restaurant and retail and commercial uses to broaden the City's tourism base.
- Commit to promoting and maintaining the river as a resource.
- Change ordinances to encourage river oriented usage on river frontage.
- Require bike paths in any new riverfront parks or developments.

## **XI. STREETSAPES AND DESIGN GUIDELINES**

### **A. Introduction**

The architecture of New Jersey has varied widely over the more than three centuries since settlers first came to the colony. These buildings represent the history of New Jersey from colony to state. It is this wealth of history contained in the architecture that should be preserved. Familiar buildings, especially within a traditional commercial district, create a continuity of place for the inhabitants of the town as well as frequent visitors. A community's identity is often expressed in the buildings of its downtown areas. Preservation of a community's architectural heritage, therefore, is a preservation of its identity. In addition, preservation provides tangible benefits. Rejuvenating downtown areas brings economic viability back to the towns. When the commercial centers are made attractive and easy to navigate without vacant buildings or lots, they become more inviting to community members for shopping, eating, and other activities. Rehabilitation of existing buildings can often be less expensive than new construction, while creating more jobs in the community. Rehabilitation instead of demolition also has the environmental benefit of the reduction of waste in landfills.

Bridgeton has established itself as one of New Jersey's most attractive small communities. Set in an agricultural area outside the large urban centers, Bridgeton is still within driving distance to major cities like Philadelphia, Atlantic City and Wilmington, while also located close to the bay and ocean coasts.

Bridgeton's charm mainly lies within its large historic district with Victorian, Federal, Colonial and Craftsman styled structures. State and Federal government has recognized Bridgeton's architectural history by including their historical district in the State and National Registers of Historic Places. The Historic District, including over 2,200 structures is the largest in the state. These structures collectively contribute to the aesthetic and architectural character that distinguishes Bridgeton's Historic District from others. Another valuable area within the City is the Cohansey Riverfront that provides pedestrian circulation and a copious amount of residential and commercial amenities.

Through a conscientious maintenance program, a building's integrity and architecture can be kept intact for years in the future. However, many property owners face the challenges of insensitive alterations from the past and necessary improvements for the present. These challenges are not insurmountable; buildings can be successfully restored; and, new and old construction can compatibly coexist. The goal in rehabilitation is to preserve the character of the building while addressing its problems. When undertaking any project, the owner should consider how it will affect the distinctive features of the building and whether the change will improve the quality of the streetscape. For new construction, respect for the existing character of the streetscape is essential. When undertaking either rehabilitation or new construction along an historic streetscape, respect for the character of the streetscapes and individual buildings should not be confused with architectural themes, such as making all buildings look "Colonial" or "Victorian." These themes create a false sense of history and visual boredom. The

street's history should be revealed through its buildings' character and diversity and the area will be a visually stimulating and architecturally interesting environment.

Design Guidelines can make a significant contribution to the preservation of Bridgeton's valuable architectural resources. These Design Guidelines have been prepared and are included in this section to assist property owners, residents, designers and developers throughout the City of Bridgeton in maintaining and improving the exterior appearance and integrity of their buildings and/or streetscapes.

# Streetscape Design Guidelines



**City of Bridgeton  
Cumberland County, New Jersey**

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## Secretary of the Interior's Standards of Rehabilitation'

The Secretary of the U.S. Department of the Interior, in response to federal legislation providing financial incentives to stimulate the revitalization of historic communities, developed a series of recommendations for the rehabilitation of older structures. These standards are now commonly used at all governmental levels to determine the appropriateness of proposed work on historic buildings and provide a sound guide for all sensitive rehabilitation. The Standards (Department of Interior Regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards, printed verbatim below, are the foundation for the design guidelines in the following sections. The Standards should be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

### *Standards from the Secretary of the Interior's Standards for the Treatment of Historic Properties 1995*

1. A property will be used as it was historically or be give a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale, and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

### **General Guidelines**

*City of Bridgeton Design Guidelines*

## General Guidelines

On a streetscape filled with traditional buildings and storefronts, a new structure can easily result in a loss of visual continuity and cohesiveness. New buildings must be designed to fit into the context of their site and streetscape. An historic architectural consultant familiar with the intricacies of infill building design should be consulted, and the following design factors considered:

### *Massing*

The three-dimensional form of a building and its roof shapes should be similar to those of other buildings in the area. The new building should have the same relative placement on the lot as the older structures and the setback distance from the street should be equal. The building should be within a few feet in height of the neighboring structures. The height of the neighboring cornice lines, window heads and sills, and first floor elevation above the ground should all be carried through.

### *Proportion*

The building's proportions of height to width of the façade and its components should be consistent with adjacent buildings.

### *Rhythm*

Buildings along a streetscape create a rhythm in their placement and the location of their entries. Furthermore, each façade has a rhythm created by solid walls punctuated with windows and doors. New construction should respect the established rhythms.

### *Materials*

The appeal of older buildings is often in their use of quality materials and detailing. New construction should continue the use of established neighborhood materials.

### *Scale*

The standard size and shape of most building elements are generally known: an existing doorway is known to be about 3 feet wide by about 7 feet tall; a typical brick is about 2½" tall by 8" long. A new building with a 10 foot tall door or 8" by 16" blocks would be out of scale with the other buildings. It is also important to maintain other comparable elements, such as floor-to-floor heights and cornice lines.

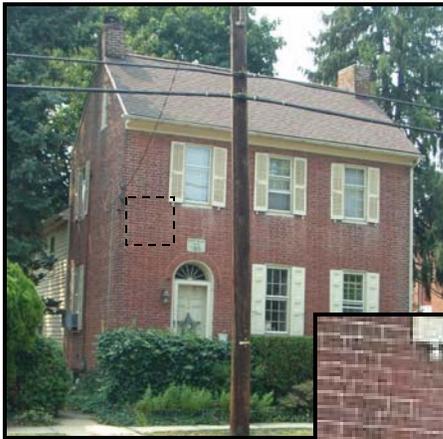


## **General Guidelines**

## Rehabilitation of Existing Structures

Rehabilitation of existing buildings may affect any element of the exterior envelope. Exterior cladding is designed to protect or provide the structure of the building's walls. With the roof, it establishes the building envelope. This enclosure must be kept intact to prevent the structure's progressive deterioration. Identified below are common elements and materials. The Secretary of the Interior publishes specific guidelines for applying the Standards for preservation projects to individual elements, which are summarized below, together with additional recommendations and information.

### *Masonry Walls*



bricks and softer construction. The use can damage older, from thermal expansion. The pointing should be slightly recessed from the face of the brick for the same reason. Many building owners unknowingly overreact to moisture problems and sometimes exacerbate them by applying paint, stucco, or a water repellent coating or sealant to brick. These remedies can often create further problems by trapping moisture in the brick that may later freeze and expand causing the brickface to pop off.

Brick walls are historically a remarkably durable exterior cladding material requiring only periodic inspection and maintenance. Often, perceived moisture penetration of a brick wall is really a roof or gutter leak. The brick and mortar should be retained without the application of surface treatment. Only mortar joints with evidence of moisture problems or where sufficient mortar is missing to allow water to stand in the joints should be repointed. The new mortar should match the old in composition, color, texture, hardness, and workmanship. Buildings built before World War II will typically have both softer mortar than are used in modern of a modern, hard Portland cement mortar softer brick as the two elements expand and contract differently. The pointing should be slightly recessed from the face of the brick for the same reason. Many building owners unknowingly overreact to moisture problems and sometimes exacerbate them by applying paint, stucco, or a water repellent coating or sealant to brick. These remedies can often create further problems by trapping moisture in the brick that may later freeze and expand causing the brickface to pop off.

The newly exposed softer inside of the brick is more absorbent than the harder face, exacerbating the moisture problem. If inspection for another source of a moisture problem (i.e., roof leak) and/or repointing fail to resolve the problem, the owners should consult a professional before assuming a coating will be a positive step. As with brick, other types of masonry should be maintained by periodic inspection and pointing maintenance. Coatings should be avoided. Stucco should be patched with a mixture that duplicates the original as closely as possible in composition, color, texture, hardness, and type of finish (smooth, troweled, etc.). Masonry buildings should not be re-surfaced with historically inappropriate new materials such as artificial stone, brick veneer, artificial siding, or asphalt shingles. Individual bricks or stones should, if necessary, be replaced in-kind. Masonry buildings should be cleaned only when necessary to halt deterioration. Only gentle methods, such as low-pressure water and natural bristle brushes should be

### *Rehabilitation of Existing Structures*

used. Any abrasive method, such as sandblasting, erodes the surface and accelerates deterioration. High-pressure water may penetrate the surface of some materials where it may freeze and expand, causing damage, or may cause efflorescence on the interior. It may also penetrate around openings, causing water damage to plaster. If chemical cleaners are used, avoid using products that may have an adverse reaction with the masonry (i.e., do not use acid on limestone or marble).

### ***Wood***



siding has two major moisture, accelerating frame structure beneath insect infestation. Covering over the siding also often means removing many architectural elements and creating a flat appearance by bringing the siding out flush with the window and door casings.

Wood siding includes clapboard, shingles, and board-and-batten siding. Wood siding is an essential part of a building's character and appearance. It is easily repaired by patching with new wood where deteriorated. If properly prepared and painted on a regular maintenance schedule (usually between five and ten years depending on environmental conditions), wood siding will last hundreds of years. It is not appropriate to strip and stain siding that was painted historically. Covering over wood siding with vinyl or aluminum disadvantages. The new material traps deterioration of the siding and the wood and creating an inviting environment for

### ***Metal***

Some architectural elements are executed in metal, including cast iron, steel, pressed tin, aluminum, and zinc. These architectural features contribute to the building's character and should not be removed. Cast iron and steel can usually be cleaned by mechanical methods, including sandblasting, while pressed tin, zinc, and aluminum should be cleaned by the gentlest method possible.

### ***Flashing***

Flashing on commercial buildings has typically been metal. It is found at intersections of roof planes and around penetrations to divert water toward the gutters. Leaks in a roof, particularly slate, may sometimes be due to the failure of the flashing rather than the roofing material itself. Like gutters, flashing can be repaired with patches of similar metal and entire strips of flashing can be replaced in-kind without impact on the integrity of the historic fabric.

## ***Rehabilitation of Existing Structures***

## *Roofing Shingles and Dormers*



character should  
These features  
(slate, metal),  
weather vanes.

inappropriate to the style and period of the building, such as using asphalt shingles on a nineteenth-century building for replacement or non-matching materials for repairs. In addition, the defining architectural features should not be removed or covered over with inappropriate materials such as vinyl or aluminum.

Common roof types found on existing historic structures in the Historic District might include gable, shed, mansard or flat roofs. Common materials for roofing range from standing seam metal to slate to bituminous or rubber membranes. The existing roof shape should not be altered.

Deteriorated roofing materials should be patched with new material, where possible, that matches the old as closely as possible. When it is necessary to replace a roof, the architectural features that give the roof its might include the cornice, brackets, the roof materials dormer windows, chimneys, cupola, cresting, or

Owners should avoid installing roof materials that are

## *Decorative Details*



wood. This variety  
in the streetscape  
retained and  
in-kind. It is sometimes possible to find substitute materials that are compatible with the original material when the original is no longer available or is prohibitively expensive. Substitute materials should be similar to the original in composition, size, shape, texture, and color.

The decorative details applied to buildings, including cornices, brackets, pilasters, balustrades, cornerboards, turned work, terra-cotta panels, window and door casings, and shutters help to indicate a building's style and period. On commercial buildings it is more common to see these elements executed in brick, stone, terra-cotta, cast iron, or sheet metal, than one would see on a house. As on a house these elements may be executed in of materials makes each building unique. These elements should be repaired or, if necessary, replaced

## *Rehabilitation of Existing Structures*

### ***Gutters and Downspouts***



Systems found on commercial and residential buildings may include pole gutters, box gutters, hang gutters, or through-wall scuppers. Gutters are usually designed according to the type of roof on a building and should be repaired, maintained, or replaced in-kind rather than replaced with another type of gutter. The replacement of pole or box gutters



with hang gutters is historically inappropriate and usually visually intrusive, hiding the cornice, which is often one of the most architecturally significant features on commercial buildings. Repairs should be made with the same material as the original, as galvanic action can occur between dissimilar metals, causing corrosion.

### ***Windows and Doors***



The fenestration pattern is often an integral part of a building's style. Existing openings, including window sash, glass, lintels, sills, architraves, shutters, pediments, hoods, steps, and hardware should be preserved. The size of the panes or sash should not be altered; such changes destroy the scale and proportion of the building. If replacement of any window part is necessary due to the deterioration, material and non-operable shutters are historically and aesthetically inappropriate.

### ***Porches***



Porches are not common to commercial buildings, but some Historic Districts contain residences that have been changed to commercial uses. The features of a porch should be retained and maintained if present. Where features have been lost or are severely deteriorated, they should be replicated if possible or replaced with compatible elements of the same size and proportion if components matching the original cannot be obtained. Porches should not be enclosed with opaque walls or materials. If the porch has become part of the storefront, it should be glassed in.

## ***Rehabilitation of Existing Structures***

## *Storefronts*



If the historic storefront still exists, it should be retained and maintained. If the storefront has been altered but still retains some original features or fabric, new work on the storefront should focus on reversing inappropriate alterations. If a storefront has been completely replaced, new construction should be designed in relation to the building as a whole. If historic photographs are available, they should guide the design of the new storefront. In the absence of documentation, the storefront should be compatible with the rest of the building in materials, style and detailing. It should contain the basic elements of a typical historic storefront, including, from the bottom, paneled bulkheads, bulk windows, a centered, usually recessed entrance with transom, side piers, a signage band, and a cornice or entablature. Modern features without historical basis should not be incorporated into new storefronts or added to existing ones. Storefronts should not be enclosed for residential use as these buildings then detract from the commercial streetscape and the buildings are prevented from being utilized to their highest and best use.



## *Commercial Signage*

Commercial signage is primarily informational and should be clear and simple. Original and creative designs are encouraged, but the key is for sign to fit the building's style and the district's character. Extraneous signage should be eliminated as it detracts from primary advertising. Signage should be placed to enhance and respect the storefront's design. For example, signage can be architecturally centered above the storefront bays in the "signband" area of the storefront's cornice entablature. Hanging signs may be acceptable but they may be obscured to the pedestrian by awnings and other signs. Simple identification signage can also be placed on the valence of an awning. A line of signage painted along the base of the shop window will effectively identify the products sold therein. Wood or metal signs are appropriate in a sign band; plastic signs and internally lighted signs are not historically or aesthetically appropriate.



## *Awnings*

Awnings should be canvas material over retractable metal frames. They can run the full width of the building or be centered over doors and/or windows. Fixed plastic or metal awnings are historically inappropriate and visually intrusive, as are curved quarter-round shapes and should not be added to buildings on an historic streetscape. An awning can often also serve as a location for primary signage on the valence (or hanging flap), as well as to provide shade and solar control.

## *Rehabilitation of Existing Structures*

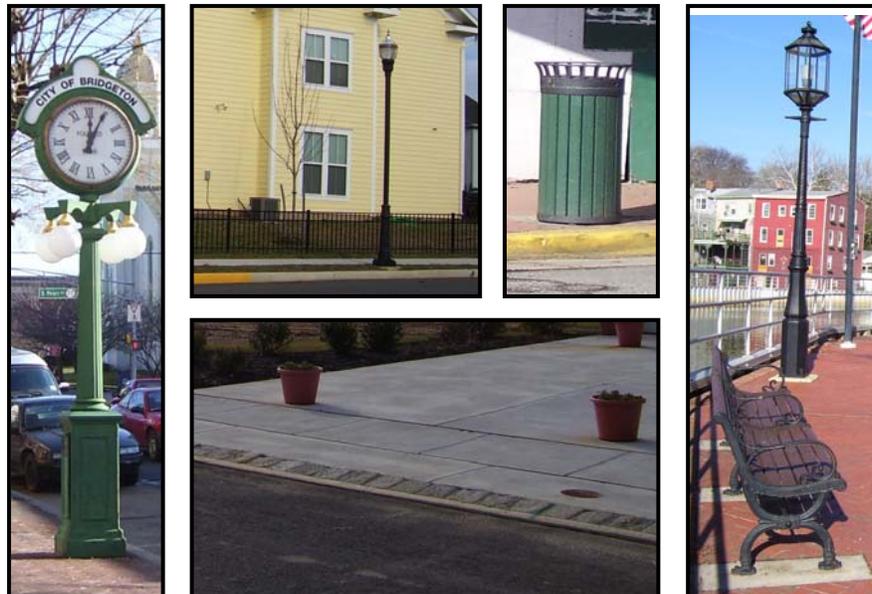
## ***Paint***

Paint can be removed by several methods. Handscraping or sanding, which should be done wet to keep dust down, is the preferred method of removal. Electric hot air guns may also be used to remove paint. The paint should only be removed to a sound substrate. It is not necessary to strip it completely. The paint chips and runoff water should be collected and properly disposed if the paint contains lead, as most paint applied before 1978 does. Chemical strippers are also useful. Any type of burning or heat method, however, is discouraged due to the very real danger of fire and the destruction of the building. New paint schemes should match the original, if known, or should be appropriate to the period of the building.

For ferrous metals such as cast and wrought iron, scrape and wire brush deteriorated paint and rust from the metal before priming and repainting with paints made for metalwork (not house paint).

## ***Site Elements***

While most urban commercial buildings typically stand shoulder to shoulder or with only narrow alleys between, some historic site elements may be encountered, including fencing (usually wrought or cast iron), benches, and decorative paving (tiles or other elements set into walks). These elements should be repaired and maintained, since they connect the building to its surroundings, and new site elements should be in compatible materials and style.



## Maintenance and Inspection of Existing Structures

### *Masonry Walls*

Check for moist areas, cracks, crumbling material, and efflorescence (white discoloration). Determine where moisture is entering masonry and repair any leaks in roofing, cornice, flashing, downspouts, and joints between masonry and other materials. Replace flashing or recaulk leaking joints as required. If significant cracks, movement, surface spalling, or material deterioration is found, review condition of masonry with registered architect or professional engineer experienced in methods of evaluating brick and masonry. Make repairs as necessary in accordance with professional recommendations. Check for loose units of masonry and missing or deteriorated mortar. Repoint joints that have loose or crumbling mortar using mortar that matched original in color, texture, constituent composition, and workmanship. Mortar should not have high Portland cement content and should be no harder than surrounding brick or masonry or original mortar. Conduct the following procedure: remove deteriorated or loose mortar with hand tools to a minimum depth of 2.5 times joint width; clean joints; apply fresh mortar to wetted joints in layers not thicker than one quarter inch. Joints should be slightly recessed to maintain original width and tooled to match original finish. If the masonry is heavily soiled, clean only with materials and techniques that will not damage the masonry. Scrubbing with natural bristle brush wetted with natural detergent in water is usually sufficient to remove dirt and grime.



Sandblasting, wire brushes, grinders, sanding discs, or other abrasive methods should not be used. Nor should any harsh chemical that weakens the masonry be applied. Any chemical cleaner, if required, should be chemically neutralized and thoroughly rinsed off in order to remove residues that could damage masonry or finishes. Pressure water washings, if necessary, should be low pressure (not exceeding 600 psi pressure at the nozzle or 4 gpm volume). Never clean masonry when there is any possibility of frost, as the absorbed moisture will freeze within the wall causing severe damage. Snow removal materials that might damage masonry, such as salt, should not be used on masonry steps or adjacent to stone foundations or brick walls.

Where necessary, stone work should be patched to match the original in color and texture using a low Portland cement content patching material.

### *Stucco and Concrete Walls*

Check for moist areas, cracks, loose chunks, or crumbling stucco and concrete. Repair using stucco or concrete patching material with the composition, color, texture, and finish of the existing material, not Portland cement. Adequately bond patches to substrate and reinforce large patches with fiberglass mesh or galvanized metal lath. Reflash and/or recaulk cracks and leaking joints as required.

## ***Maintenance and Inspection of Existing Structures***

### ***Roofing Shingles and Dormers***

Check for worn, loose, or missing shingles. Repair leaks, weak areas, loose attachments. Replace missing shingles to match.



### ***Flashing***

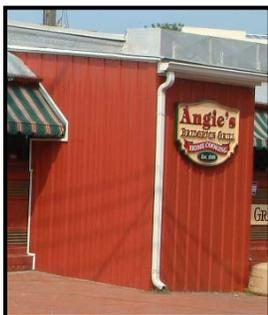
Check for cracks, warps, distortions, or weak areas, loose or damaged seams, loose attachments. Check for loose, damaged or missing sections. Check substrate underneath for moisture damage, especially at attachment points. Replace damaged or missing sections to match existing sections. Repair leaks and weak areas. Reattach to repaired masonry or wood substrate. Paint colors for flashing should match adjacent construction.

### ***Structural Inspections***

Check exposed exterior and interior surfaces of walls and foundations, with particular attention to areas of stairways, floor openings, wall openings, and changes in wall masonry material. Check for cracks and collapsing, leaning or bulging areas or other signs of uneven settlement, movement, or structural deterioration.

### ***Gutters and Downspouts***

Look for leaks or blocked sections of gutters and downspouts during a heavy rainstorm. Clean system of any blockages and repair leaks. Check for any loose gutters and downspouts. Reattach as necessary.



### ***Maintenance and Inspection of Existing Structures***

## ***Caulking***

Check caulk for brittle, cracked or missing pieces. Remove any damaged areas, clean, prime or seal according to manufacturer's specifications, provide backer rods and bond-breaker tape as required, and replace caulk. Sealant should be a factory-mixed color to match adjacent construction or should be paintable. Caulking compound typically has to be replaced about every six years.



### ***Windows and Doors***

Check for moisture damage, warping, splitting and unsound joints in window and door frames. If wood is decayed, determine source of moisture, stop leaks, and replace decayed wood. Repair unsound joints. In natural finish woodwork, repair holes and damaged areas using wood that matches the existing in species, grain, pattern, and color. In painted woodwork, seal fine cracks with wood filler. Check putty for cracks or missing pieces. Reglaze where necessary. Coat all bare wood with preservative and refinish. Prime and paint any new flashing, putty, or other glazing materials. Check for loose attachments of hardware. Reattach as necessary. Lubricate moving parts, such as door and shutter hinges with non-running grease or silicone. Open and close shutters, if present, to prevent rusting of hinges.



### ***Storm or Screen Windows***

Remove debris; unclog any drainage slots in frames. Check for loose joints, deteriorated paint, corrosion, holes, moisture damage, and wear. Repair any loose joints or attachments. When paint finish deteriorates, prepare surface and repaint a color to match adjoining window.



### ***Glass***

Check for cracked or broken panes of glass. Where cracked glass is modern, replace; where cracked glass is historic (distinguishable by surface imperfections), check the pane for tightness and, if loose, replace. Replace all broken glass, matching decorative pieces.

### ***Window Wells***

Remove leaves and debris. Check whether standing water is collecting. The bottom of the window well should be covered with gravel (not concrete) to allow water to percolate through the soil. Check condition of basement window trim. Repair and / or paint as necessary.

## ***Maintenance and Inspection of Existing Structures***

### ***Paint***

Check for bare spots, blistering, peeling and mildew. Check where moisture is entering wood and stop leaks. Wash mildew with fungicide. Split blisters, scrape peeling areas, remove rust and sand rough spots. Bare wood should be coated with a preservative. Prime and paint wood with two coats of exterior house paint, using materials compatible with the preservative. Typically, paint has to be replaced every 5 to 8 years.

### ***Varnish***

Check for cracking, white water stains, and discoloration of varnish. Restore varnished finish as follows: first, try to restore existing varnish by softening with methylene chloride, taking appropriate safety precautions while using this solvent, and buffing with fine steel wool and a finishing oil to a new smooth finish. If that procedure is unworkable, remove existing varnish using materials and methods that will not damage wood. Apply a non-staining preservative or water repellent, such as a proportional mix of three cups exterior varnish, one ounce melted paraffin wax, and enough mineral spirits, paint thinner, or turpentine to make one gallon. If wood has been stained, re-stain to original color. Revarnish.

### ***Metal Railings***



Check for deteriorated paint, rust, moisture damage, and wear. Repair any loose joints, attachments, or hardware. Remove rust, using materials and methods which will not accelerate pitting and corrosion of the metal. Prime and paint.

### ***Exterior Lighting***

Check for deteriorated paint, rust, corrosion, moisture damage, and wear. Repair any loose joints, weak links, attachments of hardware, and wiring conditions as necessary. When metal finish deteriorates, restore to match original. Replace broken glass to match original.

Check interior wall surfaces at upper levels, with particular attention to joints between side and front and rear walls, joints between floors and end walls, and joints between partitions and ceilings. Check for cracks, crumbled plaster, gaps between finishes or other signs of movement. Check exposed roof framing members for rotted, split, or cracked timbers. Check exposed masonry where timbers bear on walls for crumbling or gaps which might indicate wall movement.

If structural members have deteriorated, significant cracks or other signs of movement are observed, review structural condition of building with an engineer qualified to evaluate its condition and repair in accordance with engineer's recommendations.

## ***Maintenance and Inspection of Existing Structures***

### ***Insect Infestations***

Inspect building for termites and other wood-damaging insects. Note evidence of insect activity: small holes in the wood, small piles of sawdust, clay tubes, or actual insects. Annually or bi-annually this inspection should be undertaken by a professional exterminator. Treat as necessary.

### ***Chimneys***



Check fireplace box floors for signs of brick deterioration (brick dust and/or pieces of brick or mortar) or animal activity (nesting materials, droppings, etc.). When these signs are present, consult a professional and treat accordingly. Have a professional inspect and clean any working fireplace flues annually. From the ground, check the exterior of the chimney where it projects above the roof for the signs of movement. Remove television antennas that are no longer in use. Rebuild leaning chimneys, matching the material, color, design, and detailing of the original.

### ***Landscaping***

Check grading to assure proper drainage of rainwater away from building. Prune trees as necessary to promote health and to prevent branches from rubbing the building's roof or walls. Trim or relocate any bushes and remove any seedlings or weeds, growing within two feet of the porch or building foundation walls. Remove any vines growing on the building walls.

## New Construction

### *Masonry*

Brick walls are historically a remarkably durable exterior cladding material requiring only periodic inspection and maintenance. Mortar should attempt to match the historic types in composition, color, texture, hardness, and workmanship. The pointing should be slightly recessed from the face of the brick. Artificial stone, brick veneer, artificial siding, asphalt shingles and masonry coatings should be avoided.



### *Stucco*

Stucco should be constructed with a mixture that duplicates the historical examples as closely as possible in composition, color, texture, hardness, and type of finish (smooth, troweled, etc.).

### *Wood*

Wood siding includes clapboard, shingles and board-and-batten siding. Wood siding is an essential part of a building's character and appearance. If properly prepared and painted on a regular maintenance schedule (usually between five and ten years depending on environmental conditions), wood siding will last hundreds of years.



### *Roofs*

Common roof types found in the Historic District might include gable, shed, mansard or flat roofs. Common materials for roofing range from standing seam metal to slate to bituminous or rubber membranes. Historic features related to the roof may include the cornice, brackets, the roof materials (slate, metal), dormer windows, chimneys, cupola, cresting, or weather vanes.



Avoid installing roof materials that are inappropriate to the intended style and period of the building. Dormers, skylights, solar collectors and mechanical or service equipment installed on the roof should be installed so that it is not visible from the street if possible.



## *New Construction*

### ***Half Double Structures***

There are a number of residential structures with two side by side living units known as half doubles. These homes very commonly constructed in the Victorian era. Infill structures in areas where half double dominate the streetscape may propose construction of a half double structure.

Half doubles should be designed as a complete unit in so much as the architectural features, paint colors, landscaping etc. are a cohesive unit compatible with the style of the adjacent streetscape. The paint color scheme shall be consistent throughout the entire structure. Surface treatments, siding, cornices, trim, window placement, etc. shall be incorporated into the design considerations.



### ***Flashing***

Flashing on commercial buildings is typically metal. It is found at intersections of roof planes and around penetrations to divert water toward the gutters.

### ***Gutters and Downspouts***

Gutter and downspout systems provide a path for water to flow from the roof to the ground without damaging or penetrating the building. Systems found on historic commercial buildings may include pole gutters, box gutters, hang gutters, or through-wall scuppers. Gutters are usually designed according to the type of roof on a building.

Gutters shall include discharge leaders that lead to splash blocks or directly tie-in to an underground City storm system, if permitted.

### ***Cornices and Trim***

The decorative details applied to buildings, including cornices, brackets, pilasters, balustrades, cornerboards, turned work, terra-cotta panels, window and door casings, and shutters help to indicate the intent of a building's style and period. On commercial buildings it is



more common to see these elements executed in brick, stone, terra-cotta, cast iron, or sheet metal, than one would see on a house. As on a house these elements may be executed in wood. This variety of materials makes each building in the streetscape unique.



### ***New Construction***

*City of Bridgeton Design Guidelines*

## ***Metal***

Some architectural elements have historically been constructed in metal, including cast iron, steel, pressed tin, aluminum, and zinc. These architectural features contribute to the building's character and may be specified where appropriate to the historic character of the structure.

## ***Paint***

Paint schemes should be appropriate to the period of the building. Do not use any type of lead based paint. Trim colors should be used to highlight architectural features of a structure wherever possible.

## ***Windows and Doors***

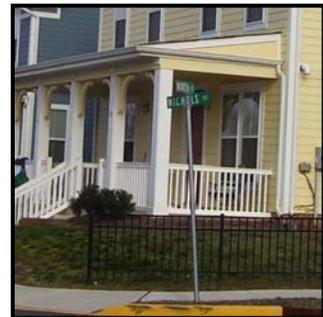


The fenestration pattern is often an integral part of a building's style. Openings, including window sash, pane sizes, glass, lintels, sills, architraves, shutters, pediments, hoods, steps and hardware dictate the scale and proportion of the building which should be appropriate to that located on the adjacent streetscape. To the extent possible, upper story windows shall be vertically aligned with first floor doors and windows. Plastic awnings and vinyl or aluminum non-operable shutters are historically and aesthetically inappropriate.

## ***Entryways and Porches***

Porches are not common to commercial buildings. They have been historically associated with residential structures. All residential structures shall be designed to have a porch, stoop or decorated street entrance.

Where proposed for a residential structure, entryways and porches should be comparable in style to those along the adjacent streetscape. The size, shape and location of entryways should be proportional to the structure. Where appropriate, historical features including door styles, fanlights, sidelights, pilasters, entablatures, hardware, columns, balustrades, etc. should be included in the overall design.



The bottom rail of porch or railing balustrades should be fastened to the plinths at the base of posts in order to maintain a clear height off of the porch floor. Ornamental balusters should be used that are compatible with the style of tradition Bridgeton homes.

## ***New Construction***

*City of Bridgeton Design Guidelines*

Entryways on commercial facades shall be inset in depth the width of the proposed entrance door. For example, a 36 inch wide entrance door shall be recessed 36 inches into the building façade.

### ***Awnings***

Awnings should be canvas material over retractable metal frames. They can run the full width of the building or be centered over doors and/or windows. Fixed plastic or metal awnings are historically inappropriate and visually intrusive, as are curved quarter-round shapes. An awning can often also serve as a location for primary signage on the valence (or hanging flap), as well as to provide shade and solar control.

### ***Storefronts and Signage***



Storefronts should be designed in relation to the building as a whole. If historic photographs are available of the streetscape, they should guide the design of the new storefront. In the absence of documentation, the storefront should be compatible with the rest of the streetscape in materials, style and detailing. It should contain the basic elements of a typical historic storefront, including, from the bottom, paneled bulkheads, bulk windows, a centered, usually recessed entrance with transom, side piers, a signage band, and a cornice or entablature. Modern features without historical basis should not be incorporated into new storefronts.

Commercial signage is primarily informational and should be clear and simple. Original and creative designs are encouraged, but the key is for sign to fit the building's style and the district's character. Extraneous signage should be eliminated as it detracts from primary advertising. Signage should be placed to enhance and respect the storefront's design. For example, signage can be architecturally centered above the storefront bays in the "signband" area of the storefront's cornice entablature. Hanging signs may be acceptable but they may be obscured to the pedestrian by awnings and other signs. Simple identification signage can also be placed on the valence of an awning. A line of signage painted along the base of the shop window will effectively identify the products sold. Wood or metal signs are appropriate in a sign band; plastic signs and internally lighted signs are not historically or aesthetically appropriate.

Signage in general should be painted wood with raised letters. This best represents the 19<sup>th</sup> Century architecture found in Bridgeton. Other acceptable materials include metal and/or plywood, prepared and painted. Lettered signs painted on window glass in storefronts are acceptable.

### ***New Construction***

### ***Commercial Signage***

Development signage should be ground mounted and should not exceed 36 square feet. These signs should be setback a minimum of 15 feet from any roadway and be 10 feet clear of entrance drives. Signs shall not be placed in a sight triangle under any circumstances.

### ***Commercial Security Grating***

Solid roll-down security grates are a significant visual intrusion that contributes to an impression of an undesirable neighborhood. Furthermore, solid grates prevent passersby (including the police) from seeing intruders who have entered the store from the top or rear. In most cases, alarm systems provide sufficient protection from isolated incidents of broken windows. If a grate is absolutely necessary, open mesh grates instead of solid are visually preferable and should be installed inside the storefront windows to reduce their visual intrusion.

Security measures including grates, bars, etc. are not permitted to be mounted on the exterior of any structure.

### ***Site***

The setback, orientation, size and scale of proposed structures should be consistent with those on the adjacent streetscape. Generally, principal elevations should face the street and the front façade at consistent setbacks and shall be parallel to the roadway.

Bulk requirements contained in the Zoning Ordinance will dictate building setbacks, structure heights, lot sizes, lot coverage and other relevant requirements.

While most urban commercial buildings typically stand shoulder to shoulder or with only narrow alleys between, some historic site elements may be encountered, including fencing (usually wrought or cast iron), benches, and decorative paving (tiles or other elements set into walks). New site elements should be in compatible materials and style to that of the adjacent streetscape.

### ***Utilities***

All utility distribution lines and service connections should be constructed underground, where possible. Meters for utility service shall be located either inside or behind the structure they serve and shall not be visible from the street. Remote readers are permitted to be located on the exterior of structures, provided it does not negatively impact the streetscape.

### ***New Construction***

## ***Vehicle Circulation***



A typical residential street shall have a 50 foot right of way where on street parking is permitted on both sides. The street shall be designed for 25 mph. Depending on the existing streetscape, if present, the setback line of existing buildings shall be maintained. If no structures are currently present, then a minimum 10 foot setback is required.

Layout of proposed roadways shall be consistent with the existing traffic pattern in that area of the City. For example, where a block type layout is typical, the same type of roadway layout shall be maintained for new roads.

A system of vehicular and pedestrian directional and informational signage should be developed or provided that conforms to the design intention and style and is constructed of suitable materials as approved by the City of Bridgeton.

## ***Residential Parking***

Detached garages should be constructed behind the main structure and to the side allowing access. The garage should be compatible in scale and material with the principal structure. Shared driveways or alley vehicle access to garages is permitted.

Where detached garages are not permitted or appropriate, driveways, alley access to garages and/or on-street parking should be proposed. Parking shall not be permitted between the street ROW and the building setback.

Residential alleys may be constructed where appropriate to the architectural theme of an area. Alleys shall have a 20 foot right of way and have a 12 feet wide cart way and contain a minimum 4 foot utility or planting buffer between paving and the property line. Garages with alley access shall be set back 4 feet from the cart way and are favorable to enhancing the streetscape. Garages located in alleys shall have lighting constructed on the garage illuminated to provide lighting in the alley.

Where possible, parking shall be placed in the rear of all retail, office or commercial building complexes. Parking lots visible from the street or sidewalk or from adjacent use shall be screened with a minimum landscaped buffer of 10'.

## ***New Construction***

### ***Sidewalks***

Sidewalks and walkways should be constructed to match the existing streetscape. Where bluestone, slate or other historic types of walkways are present, like materials should be constructed. Concrete curbs and sidewalks should be installed, only where present on adjacent properties, to match colors and textures of adjacent areas.



New sidewalks and walkways should be designed using materials appropriate to the architectural history of the area and be appropriate to the style of structure being constructed. Minimum 5 foot wide sidewalks are to be constructed on every new road with a park strip between the road and the sidewalk.

### ***Lighting***



Storefronts were historically not illuminated. Gooseneck lamps or shadowbox lighting is visually preferable to any other methods of lighting in historic commercial areas.

Where otherwise proposed, lighting shall be consistent with the architectural style of the complex and the adjacent streetscapes. Lighting in parking lots shall be shielded so as to not ‘spill’ over onto adjacent properties. Lighting shall be designed to illuminate the area evenly.

Residential street lighting may use overhead style lighting, however, sidewalks, walkways and parking areas shall use pedestrian scale lighting to supplement overhead street lighting.

### ***Fencing***

Zoning regulations for fences is mandated by the City of Bridgeton’s Zoning Ordinance. Proposed fences or enclosures may be constructed of wrought iron, solid steel, painted picket fencing, low hedges or low retaining walls or other approved materials. Barbed, razor or vinyl coated chain link fences are not historically or aesthetically appropriate and should not be used.



The maximum height for front yard fencing is 4 feet. The maximum height for side or back yard fencing is 6 feet. No fence shall have opacity greater than 60%.

### ***New Construction***

## ***Landscaping***

All open areas not proposed to have a structure or parking area shall be landscaped in accordance with an approved landscaping plan. The plan should include a mixture of deciduous and evergreen species, including trees, shrubs and permanent ground cover. Landscaping must be mechanically irrigated. A minimum of 10% of every lot shall be landscaped with living vegetative material, which shall provide more than 90% coverage. Mulch is not considered living vegetative material.



Pedestrian walkways, plazas and other impervious services shall be architecturally compatible using like materials, colors and designs.

Where new streets and parking lot driveways are proposed, shade trees of at least 3” caliper and 12’ in planting height shall be constructed every 50 feet.

## ***Plazas, Common Areas and Parks***

Plazas, Common Areas and Parks shall be of a distinct geometric shape and shall be spatially enclosed by the buildings that front upon the streets bounding the area in order to serve as an active gathering place for all residents of the community.

Plazas, Common Areas and Parks shall include elements such as gardens, walkways, monuments, statues, gazebos, fountains, park benches and pedestrian scale lamp posts. Pedestrian connections shall also be provided to and from open space areas and abutting commercial sites.

Open spaces shall be landscaped such that a minimum of 75% of the area is covered with trees, shrubs, lawn and groundcover.

## ***Streetscape Plan***

A streetscape plan is required for all developments and must be submitted to and approved by the City of Bridgeton. The plan should identify sidewalk material and texture, tree guards and/or grates, benches, trash receptacles and any other street furniture, signage, lighting, etc. The quantity and placement of all streetscape improvements should be detailed on the plan.

## ***New Construction***

## Glossary

**Apron** A decorative, horizontal trim piece on the lower portion of an architectural element.

**Ashlar** A wall constructed of quarried stone building blocks that have been squared and finished with a smooth surface; beginning in the 19th century, the term indicates facing backed by rubble or brick walls.

**Backpriming** The coating of unexposed surfaces of exterior wooden members with primer paint to protect against deterioration.

**Balconette** A small, projecting, decorative balcony.

**Baluster** One of a number of closely-spaced, short vertical pieces providing support for the railing of a balustrade.

**Bargeboard** A decorative board attached under the projecting portion of a gable roof.

**Batten Door** A door formed of full height boards glued edge to edge with horizontal and vertical battens applied to give the appearance of paneling; a rough door formed of full height boards attached edge to edge by horizontal boards nailed to the verticals.

**Bay** The portion of a facade between columns or piers providing regular divisions and usually marked by windows.

**Bay Window** A window (or windows) which projects from the vertical plane of a facade.

**Bead** A continuous convex shape at the edge of molded woodwork.

**Belt Course** A horizontal band usually marking the floor levels on the exterior facade of a building.

**Blind Arch** A curved, recessed area above a window or door opening which is infilled in wood or stuccoed rather than glazed.

**Bolection Molding** On exterior doors, a decorative molding which runs around the panels, overlapping and projecting beyond the rails and stiles.

**Bond** A term to describe the various patterns in which brick (or stone) is laid such as “common bond” or “Flemish bond.”

**Box Cornice** A hollow, projecting cornice consisting of soffit board, fascia board, and decorative wooden moldings. This type of cornice sometimes includes a built-in gutter.

**Bracket** A projecting wooden or tin element that spans between vertical and horizontal surfaces as a decorative support.

**Built-In-Gutter** A sloped channel in the top of the cornice, open to the roof, that serves to collect and direct rainwater to the downspouts.

**Bulkhead Doors** The paired, sloping or flat doors that provide exterior access to a basement.

**Came** The metal strip, usually of lead, which divides the pieces of glass in a stained glass window. (Caming)

## *Glossary*

**Cant** An architectural member that forms an angle with a vertical wall, most commonly used to describe the piece of wood which diverts water at the upper face of a chimney on the downward slope of a roof.

**Capital** The top element of a column or pilaster.

**Casement Window** A window with one or two sashes which are hinged at the sides and usually open outward.

**Caulking** The non-hardening putty-like material used to seal the joints between dissimilar exterior materials, such as where wood window trim abuts a brick wall.

**Cheek Walls** The pair of low, often angled, support walls that flank masonry steps or bulkhead doors.

**Clapboards** Horizontal wooden boards, thinner at the top edge, which are overlapped to provide a weatherproof exterior wall surface.

**Classical Style** Architecture inspired by the buildings of ancient Greece and Rome, especially in the designs of columns.

**Clipped Gable** A gable roof where the end of the ridge is terminated in a small, diagonal roof surface.

**CMU** Concrete masonry unit; a hollow, structural concrete block frequently used for building foundations and porch piers.

**Column** A vertical structural member, usually slender and circular or square in cross-section, with a decorative cap and base. (Classical Orders are often used where appropriate.)

**Common Bond** A brickwork pattern where most courses are laid flat, with the long “stretcher” edge exposed, but every sixth to eighth course is laid perpendicularly, with the small “header” end exposed, to structurally tie the wall together.

**Console** A decorative vertical element, usually of pressed tin, which ends cornice.

**Corbelling** Successive brick courses projecting beyond the face of the wall to form a decorative bracket or cornice.

**Cornerboard** A vertical strip of wood placed at the edges of a frame building.

**Cornice** A continuous, projecting, horizontal element that provides the transition between building wall and roof, or between storefront and upper stories.

**Cresting** A decorative row, usually of metal, ornamenting the top edge of a roof.

**Cross-Gable** A secondary gable roof which meets the primary roof at right angles.

**Cupola** A small, roofed structure crowning a ridge or turret, originally domed, sitting on a circular or polygonal base.

**Dentils** A row of small, projecting blocks articulating a molding.

**Diamond Shingles** A decorative pattern of wall shingles laid in staggered horizontal rows where the corners of the wooden shingles have been cut off at the bottom to create a diamond shape.

## ***Glossary***

**Door Hood** A decorative and functional projecting pediment above the door. **Doric** One of the five classical orders of architecture, predominantly used to describe tapering columns with molded capitals and bases.

**Dormer** A projecting vertical structure on the slope of a roof which provides light and headroom to the interior space.

**Double-Hung** A window consisting of two sashes, one above the other, both of which slide vertically on separate tracks.

**Downspout** A hollow, vertical element, circular or rectangular in cross-section, which carries rainwater down from the roof to the ground.

**Dutchman** A patch spliced into wooden members (where damaged or deteriorated) to match the original construction.

**Eave** The underside edge of a roof where it projects beyond the wall.

**Efflorescence** The deposit of soluble salts on the face of masonry, brought from within by water entering the wall.

**Elephantine** A term to describe very squat, disproportionately heavy columns.

**Elevation** Each of the vertical exterior walls of a building, also called facade.

**End Chimney** A fireplace flue placed on the outside wall of one of the short sides of a rectangular building.

**Entablature** The decorative and structural horizontal element at the top of a storefront, a Classical Revival doorway, or spanning atop columns in classical architecture.

**Entasis** The diminishing taper of the upper two-thirds of a column.

**Facade** The front or primary vertical exterior wall of a building.

**Fanlight** An arching, semi-circular or elliptical transom window above a doorway.

**Fascia** The vertical surface of the horizontal element that encloses a box cornice or covers the outer edge of a porch floor structure.

**Feathered Edge** A diminishing thickness at the edge of a new material where it adjoins old, used to minimize the appearance of the joint (in wood) or transition (in paint).

**Fenestration Pattern** The placement and rhythm of window and door openings on a building's facade.

**Finial** A projecting decorative element, usually of metal, at the top of a roof turret or gable.

**Fishscale Shingles** A decorative pattern of wall shingles composed of staggered horizontal rows of wooden shingles with half-round ends.

**Fixed** A building element that does not move, such as an inoperable window or an artificial shutter.

**Flared Eave** The eave of a roof that gently curves out, extending the slope at the edge of the roof.

**Flashing** Thin metal sheets used to prevent moisture infiltration at joints of roof planes and between the roof and the vertical surfaces of roof penetrations or abutting walls.

## ***Glossary***

**Flat Seam** On porch roofs, the joint between the vertical metal roofing strips which are folded together and laid flush to the surface to prevent moisture infiltration at the seam.

**Flemish Bond** A brickwork pattern where the long “stretcher” edge of the brick is alternated with the small “header” end for decorative as well as structural effectiveness.

**Flute** One of a series of decorative concave vertical grooves cut into the surface of a column or pilaster.

**Foliated** Decorative, carved moldings resembling flowers and leaves.

**Foundation** The lowest exposed portion of the building wall, which supports the structure above.

**Frieze** The middle portion of a classical cornice; also, applied decorative elements on an entablature or parapet wall.

**Gable End** The triangular portion of the vertical end wall beneath the slopes of a roof.

**Gable Roof** A pitched roof with one downward slope on either side of a central, horizontal ridge.

**Gambrel Roof** A pitched roof with two different slopes on either side of a central, horizontal ridge.

**Glazed Header** The exposed small end of a brick placed close to the heat source during firing to produce a darkened, glossy surface.

**Half-Timbering** A decorative treatment on stucco-covered buildings where vertical, diagonal, and horizontal wooden members divide the stucco into panels. Originating in England during the Elizabethan period when the wooden members were actually structural, this treatment characterizes houses of the Tudor Revival style of architecture.

**Hang Gutter** The horizontal, gently-sloping element suspended from the bottom of a roof slope to direct rainwater to the downspout.

**Head** The top, horizontal member of a door or window frame.

**Hipped Roof** A roof which slopes towards all walls.

**Impost Block** The element at either side of an arch, from which it springs.

**Ionic** One of the five classical orders of architecture, used to describe decorative scroll capitals.

**Infill** New construction where there had been an opening before, such as a new building between two older structures, or block infill between porch piers or in an original window opening.

**Jambs** The upright sides of a window or door opening, perpendicular to the wall, also called reveals.

**Jetty** A projecting upper story of a building. **Jigsaw Bracket** A decorative bracket cut from a flat board with a jigsaw.

**Keystone** The uppermost wedge-shaped element at the center of an arch.

**Knee Brace** An oversized bracket supporting a cantilevered or projecting element.

**Lattice** An open grille of interlacing, thin wood strips used as a screening between the piers of a porch.

## ***Glossary***

**Leaded Glass** Glass, whether clear or stained, set in lead comes.

**Lintel** A short, horizontal member spanning the top of an opening in a wall.

**Louvered Shutter** A vertical wooden element, hinged to close over a window or door opening, composed of sloping horizontal slats held in a framework of rails and stiles. Louvered shutters are designed to admit air but not rain.

**Lunette Window** An arched, elliptical window.

**Mansard Roof** A roof with two slopes on each side, the lower of which is very steep and usually covered with slate. This roof form characterizes houses of the Second Empire Style.

**Masonry** Brick or stone construction.

**Massing** The three-dimensional form of a building.

**Meeting Rail** The horizontal member where the lower and upper sashes of a double-hung window overlap.

**Modillion** One of a series of scroll-shaped brackets supporting the projection of a cornice.

**Mortar** A mixture of sand, lime, cement, and water used as a binding agent in masonry construction.

**Mullion** A heavy vertical divider between windows or doors.

**Multi-light Window** A window sash composed of more than one pane of glass.

**Muntins** Thin strips of wood which divide and hold the panes of glass in a multi-light window.

**Newel** A post at the top or bottom of a set of steps which terminates the stair railing.

**Oriel Window** A bay window (or windows) which projects above the ground floor level.

**Paired Columns** On a porch, two columns supported by one pier.

**Palladian Window** A tripartite opening with central arched-head window flanked by smaller square-head windows that share the same sill.

**Paneled Door** A door composed of solid panels (whether raised or recessed) held within a framework of rails and stiles.

**Paneled Shutter** A vertical wooden element, hinged to close over a window or door opening, composed of solid panels held within a framework of rails and stiles. Paneled shutters are designed to provide additional security at a ground-level opening.

**Parapet** A low, horizontal wall at the edge of a roof.

**Pavilion** A subsidiary portion of a monumental building, distinguished from the main mass by decoration or height.

**Pediment** A crowning triangular element at the face of a roof gable or above a door opening.

**Pendant** A hanging, ornamental architectural feature, especially when elaborately sculpted.

**Pent Roof** A continuous, horizontal shed roof projecting from the wall between the first and second floor windows. **Pier** A square or rectangular masonry or wood post projecting less than a story above the ground that carries the weight of a structure down to the foundation.

## ***Glossary***

**Pilaster** A shallow engaged column or pier.

**Pitch** The degree of a roof's slope.

**Plinth** The block at the bottom of a column base.

**Pointing** The exposed jointwork of masonry construction, decoratively finished (or "tooled") to be recessed behind the face of the masonry.

**Pole Gutter** A gradually-sloping horizontal channel of metal-covered wood mounted on the lower portion of a roof to direct rainwater to the downspouts.

**Portico** A columned porch, especially at the main entrance to a Classical Revival style building.

**Portland Cement** A strong, inflexible hydraulic cement used to bind mortar. Mortar or patching materials with a high Portland cement content should not be used on old buildings. (The Portland cement is harder than the masonry, thereby causing serious damage over annual freeze – thaw cycles.)

**Post** A vertical structural member, usually slender and either round or circular in cross section, often with ornamental treatments such as fluting, turnings, chamfers, etc., and sometimes with a simple capital and base.

**Preservation** The act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property.

**Pressed Tin** Decorative, as well as functional, metalwork made of molded thin and used to sheath roofs, bays, and cornices.

**Primer** A base coat of paint; typically has more binder and less pigment than topcoat paint.

**Purlin** A horizontal beam in a roof structure that supports the common rafters that typically spans between the principal rafters or parallel roof trusses.

**Quoins** A vertical row of stones, wooden blocks, or brick pattern at the corners of a building.

**Rail** A horizontal framing member of a paneled door or shutter.

**Raised Panel** A square or rectangular board of wood which is beveled at the edges and held within a framework of a door, shutter, etc.

**Recessed Panel** A flat, square, or rectangular board of wood which is set back within the framework of a door, shutter, etc.

**Reconstruction** The act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

**Rehabilitation** The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

**Restoration** The process of accurately taking a building's appearance back to a specific period of time by removing later work and by replacing missing earlier features to match the original.

**Ridge** The top horizontal member of a roof where the sloping surfaces meet.

## ***Glossary***

**Riser** The vertical face of a step.

**Rising Damp** Moisture absorbed by masonry walls through capillary action from the soil below.

**Rusticated** Roughening of stonework or CMU's to give greater articulation to each block.

**Sash** The frame of a window, into which glass is set.

**Sash Door** A door with glazing.

**Sawtooth Shingles** A decorative pattern of wall shingles alternating long and short rectangular pieces of wood in staggered horizontal rows.

**Scored Stucco** Stucco that has been tooled with shallow grooves before drying to simulate blocks of stone.

**Sheathing** Boards or other surfacing applied to a structural frame to facilitate weatherproofing and the installation of the finished surface.

**Shed Roof** A shallow, single-sloped roof.

**Shingle Exposure** The portion of a wall or roof shingle that can be seen after it is installed.

**Shoring** Temporary structural supports to prevent the collapse of a building element during renovation.

**Sidelight** A vertical, narrow window with fixed glass flanking a door.

**Signage Band** A continuous, flat, horizontal area above the first floor designed to receive advertising on commercial buildings. This area is usually incorporated into the storefront cornice's entablature.

**Sill** The horizontal member at the bottom of a door or window opening.

**Six-over-six Window** A double-hung window with six panes of glass in each sash. When the top sash is fixed, the six-over-six window is single-hung.

**Soffit** The exposed underside of a cornice, eave, or other spanning element.

**Spalling** The delamination of a masonry surface from the effects of moisture infiltration and changing temperatures.

**Spandrel Panel** The vertical area located between the head of the first floor window and the sill of the second floor window.

**Spindle** A term for a turned baluster and other decorative, thin wooden elements cut on a lathe.

**Splash Block** A stone or cast concrete block at the base of a downspout that directs rainwater away from the base of a building.

**Standing Seam** On porch roofs, the joint between the vertical metal roofing strips which are folded together and left upright to prevent moisture infiltration at the seam.

**Stile** A vertical framing member of a paneled door or shutter.

**String Course** A projecting, horizontal molding separating parts of a wall surface, especially in masonry construction.

## ***Glossary***

**Surround** The decorative trim around a door or window opening.

**Swag** A curved, foliated garland or draping cloth design used as an applied decorative treatment on flat vertical surfaces.

**Terrace** A raised area or walkway adjacent to a house.

**Threshold** The sill of an entrance door.

**Tooling** Decorative grooves on wood or stone, or in mortar joints.

**Tracery** Thin, intersecting lines of wood or metal creating a decorative pattern. Tracery is most commonly found on transom windows and fanlights.

**Transom** A horizontal window above a door or window, usually rectangular in shape although an arched fanlight is also a form of transom.

**Tread** The horizontal surface of a step.

**Trim** The decorative as well as functional woodwork edging openings and covering joints of a finished facade.

**Turned woodwork** Wooden elements cut on a lathe.

**Turret** A small tower with a steep pointed roof, usually found at one corner of Queen Anne Style buildings.

**Tuscan** One of the five classical orders of architecture, predominantly used to describe heavy, tapering columns with molded capitals but not bases.

**Two-over-two Window** A double-hung window with two panes of glass in each sash.

**Valley** The internal angle formed by the junction of two sloping sides of a roof.

**Veranda** Another term for porch; a veranda typically extends along an entire side wall.

**Vernacular** A regional adaptation of an architectural style or styles.

**Wash** A slight slope of mortar on the top surface of a brick chimney or other masonry construction designed to shed water.

**Water Table** The projecting decorative molding of a masonry wall at the point where the wall thickens, often just below the first floor joists.

**Weather-stripping** Interlocking strips of material, usually metal, that help prevent the infiltration of air around an exterior opening.

**Widow's Walk** A decorative balustrade at the top of a hipped roof.

**Wrap-Around Porch** A front porch which turns one or both of the building's corners to continue along the side.

**Wrought Iron** Decorative metalwork that is hammered, bent, and twisted into shapes (rather than poured into molds as in "cast iron"). Historically used for fencing and basement window grilles.

## ***Glossary***

## **References**

‘Design Guidelines, Main Street New Jersey,’ A Program of the New Jersey Department of Community Affairs

‘Design Guidelines for the Historic District,’ City of Bridgeton, 1989

‘Plan for the Phoenix Redevelopment Area,’ City of Bridgeton, November 2007

‘Bridgeton Hope VI Redevelopment Plan,’ Lindemon Winckelmann Deupree Martin & Associates, PC, June 2001

## **XII. ECONOMIC DEVELOPMENT PLAN ELEMENT**

### **A. Introduction**

The following section describes the economic conditions in the City of Bridgeton, assesses the strengths, weaknesses and opportunities that the City possesses, and outlines an economic development strategy. The consultant team gathered data from the Census Bureau, the State of New Jersey's Labor Market Information Website, interviews with local officials and community leaders, private data sources including Dun and Bradstreet and ERSI Business Information Solutions, and from visits to the City.

Bridgeton is the County Seat of Cumberland County and is a designated Regional Center, which affords a number of advantages to the City with respect to the State's planning and redevelopment efforts.

The first settlement in what is now Bridgeton occurred in the late eighteenth century and the industry and commerce developed in the early nineteenth century. The City was incorporated in 1865, combining Bridgeton Township and Cohansey Township. The City became an agricultural and food processing center in the late nineteenth century and industries supportive of food processing grew as well, capitalizing upon the supply of labor, proximity to the crops and the availability of natural resources, such as sand for glass-making. The City prospered in the early twentieth century, a legacy now marked by the presence of numerous large Victorian houses and, in terms of the number of designated properties, the largest historic district of any municipality in New Jersey. The loss of manufacturing jobs starting in the 1970s severely impacted the City very dramatically and very rapidly. The loss of jobs and employers left the City with significant amounts of vacant or underutilized land, a high unemployment rate, and a stagnant economy. In the past decade the population has begun to increase with the arrival of Hispanic immigrants, many from Mexico, though the City's economy has not recovered. The City has significant challenges that must be addressed in order to affect a solid and sustainable economic turnaround.

Still, Bridgeton has a range of assets from which to build. The City remains the regional center and the primary employment center for western Cumberland County. Considerable farm-related industry continues, and Cumberland County has become a tree and plant nursery capital. It has a culturally diverse population that includes an active Native American tribal presence. In addition to a riverfront in the heart of the city, its historic district, the largest historic in the state, includes homes and commercial structures that represent many styles of the 18<sup>th</sup>, 19<sup>th</sup>, and early 20<sup>th</sup> century architecture; it has an 1100-acre municipal park system and a City zoo, the first in the State.

The City is home to County offices, the County Library, the County Courthouse, and other public institutions and structures; there is a large, available workforce; the City is on a major route to New Jersey shore areas, possesses a significant freight rail system, is on a state-designated "Byway" between Cape May and the Delaware Memorial Bridge,

and in addition to having a large, available workforce, the City contains many sites for redevelopment.

The Master Plan for the City was last prepared in 1976. Though the City has completed many development studies, neighborhood plans, and Plan reexaminations over the intervening years, there has been no comprehensive city-wide planning effort for over thirty years. The City completed a “systems Inventory and Program Analysis” in 2006. One of the important recommendations of that study, which coincided with widespread public and official sentiment, was that the City needed to review its Master Plan, update its goals and objectives, and orient the Master Plan with the current situation, community needs, and community priorities. While all elements of the Master Plan needed to undergo review, analysis and updating, the Economic Element was felt to be of special importance as a driver or catalyst for improving the City’s situation and for change in other aspects of the City’s life.

## **B. Legal Basis and Purpose**

The New Jersey Municipal Land Use Law states that a Comprehensive Master Plan must contain “a statement of objectives, principles, assumptions, policies and standards upon which the constituency proposals for the physical, economic, and social development of the municipality are based,” a related land use plan, and a Housing Element. The Economic Plan Element, though not required as such, is an important element in many municipalities. When included, it should consider “all aspects of economic development and sustained economic vitality, including (a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas,” and “(b) an analysis of the stability and diversity of the economic development to be promoted.”<sup>1</sup> In short, the Economic Plan Element should show a clear connection between the municipality’s labor pool, resources and assets, and economic situation, and the economic development activity and programs that the municipality wishes to implement.

The purpose of this Economic Plan Element is to 1) describe the economy and economic situation of the City of Bridgeton in the regional and state context, 2) to identify and describe the City’s strengths, weaknesses, opportunities, and trends, 3) to state the City’s economic goals, objectives, and priorities, and 4) to outline the policies and programs the City intends to use to achieve those goals and objectives.

## **C. Overview of the City**

The City of Bridgeton is located in southern New Jersey on the Cohansey River, which divides the City almost evenly in half. The City’s role as a crossing point is the source of the City’s name. Bridgeton is in the Delaware Bay lowlands and several state parks are found nearby. The City is about a one hour drive from Philadelphia to the west and Atlantic City or Cape May to the east. The City has a total area of 6.4 square miles and is bordered by Upper Deerfield Township, Hopewell Township and Fairfield Township. (See *City and Region Location Map, Section I*)

Bridgeton is part of the Bridgeton-Millville-Vineland Primary Metropolitan Statistical Area and is the County seat of Cumberland County. According to the 2000 Census, the City had a population of 22,771, though over 3,000 persons were prisoners at South Woods State Prison, the largest correctional facility in New Jersey. The population has grown to 24,389 (a 7.1% increase) according to the 2006 Census Bureau estimate.<sup>2</sup> This growth rate is higher than that of the County as a whole (+5.1%) or that of either Millville (+5.0%) or Vineland (+3.6%).

#### **D. Demographic Profile**

The population of Bridgeton has increased from 22,771 in 2000 to an estimated 24,389 in 2006, as noted a 7.1 percent increase, a figure well in excess of those of the state, the county, and neighboring municipalities. Population growth is expected to continue for the foreseeable future both from natural growth and from immigration. Bridgeton accounts for approximately 15.6 percent of the County population, and though population projections are not available at the municipal level, applying this percentage to the projected County figure for 2025, would indicate a Bridgeton population of 26,317 in that year.<sup>3</sup>

The City's growth is reflected in another set of statistics as well. The table below shows that almost 50 percent of the City's 2000 population had moved into the City within the preceding five years. Forty percent of the population had moved to Bridgeton from somewhere else in the state and almost five percent had moved from abroad.<sup>4</sup> The table below presents these figures.

#### **Residence in 1995**

<b>Residence</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
Same House	51.0	59.8	54.1
Moved, Same County	28.7	20.7	24.9
Moved, Same State	11.4	8.7	9.7
Moved Different State	4.0	6.8	8.4
Moved from elsewhere	4.9	4.0	2.9

*Source: US Census Bureau, 2000 Census*

The median age for the City is very low and the table below shows the population by age cohort in comparison to state and national percentages.<sup>5</sup>

**Age by Cohort – 2000 Census**

<b>Cohort</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
<5	7.3	6.7	6.8
5-9	7.6	7.2	7.3
10-14	7.0	7.0	7.3
15-19	7.0	6.2	7.2
20-24	8.3	5.7	6.7
25-34	19.9	14.1	14.2
35-44	16.1	17.1	16.0
45-54	9.7	13.8	13.4
55-59	3.4	5.0	4.8
60-64	2.9	3.9	3.8
65-74	5.2	6.8	6.5
75-84	4.2	4.8	4.4
85+	1.5	1.6	1.5
% 18 +	74.0	75.2	74.3
% 21 +	69.6	71.7	70.0
% 65+	10.9	13.2	12.4
Median Age	31.5	36.7	35.3

*Source: US Census Bureau, 2000 Census*

The City has a very young population and the pre-school and school-age cohorts are especially strong. The significant numbers of young adults may reflect the prison population to some degree, but clearly the percentages in the older cohorts are at or below state and national figures. The large numbers of younger persons provides a significant, emerging labor pool, though it does place strains upon the educational and social service systems.

The City's population shows strong racial and ethnic diversity. According to the 2000 Census, those calling themselves White constituted less than 40 percent of the population while those calling themselves Black represented almost 42 percent of the population. The Native American population is 1.2 percent, a figure higher than the national average, and the Hispanic population is almost one-quarter of the total. Also notable are the Other and Two or More Races percentages, both of which are well above national norms.<sup>6</sup>

These figures may be skewed to some degree by the prison population, but even dismissing those numbers, the population is very diverse. The table below compares Bridgeton percentages to those of the state and the nation.

**Population by Race**

<b>Race</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
White	38.9	72.6	75.1
African-American	41.8	13.6	12.3
Native American	1.2	0.2	0.9
Asian	0.7	5.7	3.6
Pacific Islander	0.1	0.0	0.1
Other	13.7	5.4	5.5
Two or More Races	3.6	2.5	2.4
Hispanic	24.5	13.3	12.5

*Source: US Census Bureau, 2000 Census*

New Jersey has one of the highest national rates of growth due to immigration, and Bridgeton reflects this as well. The percentage of foreign-born persons is not as high as that of the state, but is above the national percentage. What is notable is the concentration of foreign-born persons coming from Latin America and the relatively high percentage of persons who entered the United States in the preceding decade and the percentage of persons who do not speak English at home.<sup>7</sup> The table below presents these figures.

**Nativity**

<b>Place of Birth</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
Born in US	87.6	82.5	88.9
Foreign Born	12.4	17.5	11.1
Entered US 1990 - 2000	8.5	7.3	4.7
Foreign Born – Region of Birth			
Europe	4.8	23.9	15.8
Asia	3.0	27.8	26.4
Africa	0.3	4.1	2.8
Oceania	0.0	0.2	0.5
Latin America	91.9	43.0	51.7
North America	0.0	1.1	2.7
Language Spoken at Home <b>NOT</b> English	24.2	25.5	17.9

*Source: US Census Bureau, 2000 Census*

Anecdotal information suggests that the pace of immigration has increased since the 2000 census.

The number of new immigrants suggests a growing labor pool, but also indicates the likelihood of a need for language training and other workforce education programs.

The presence of a **prison population** has a marked influence on the demographic and economic statistics of a community. This population, whether male or female, skews a wide range of factors: the male/female ratio often appears radically oriented toward male, median age of the population appears very low, racial composition is often strongly biased and educational attainment levels tend to be depressed. Also, labor force participation rates will be depressed, though occupational and industry figures are not impacted. Income and earnings figures are not affected as these are calculated for households and thus exclude persons in group quarters (prisoners, students in dormitories and those living in other group situations).

The structure of the population is positive for economic development. There is a pool of available labor in the working-age cohorts, in terms of gross numbers, labor force participation rates, and unemployment figures (as will be discussed below). Further, the number of youth, pre-school and elementary school, is significant, and represents the future of the City. If these children can be educated and induced to remain in Bridgeton, they represent an important means to attract new business and industry.

However, from an economic development perspective the City faces challenges. The workforce contains a high percentage of new immigrants, who may require education, specific job training and the acquisition of language skills. The educational system will require an emphasis upon language training, as well as education in technology-related fields, to provide a well-trained workforce for the future.

Also, in order to present an accurate picture of the community it is necessary to factor out the prison population to the extent possible. The presence of the approximately 3,800 male inmates does have an impact on a number of factors, some of which are important to firms seeking a new location. Figures for the prison population distort the age and gender figures, but more important, distort the educational attainment figures, reducing the levels of education significantly.

### **E. Employment and Income**

The Census reported that Bridgeton had a population of 17,607 persons aged 16 or over, which is the definition of the labor force. However, deducting the approximate 3,800 persons in jails and prisons yields a labor force of 13,807 and a labor force participation rate of 56.9 percent. This percentage is over four percentage points below the US average in 2000.<sup>8</sup> This indicates that there may be additional potential workers, perhaps as many as 550, among those not currently participating in the workforce.

The unemployment rate in Bridgeton remains stubbornly high. The monthly average for 2005 was 8.5 percent (compared to 6.4 percent for the County) and for 2006 the average was 9.4 percent (compared to 6.9 percent for Cumberland County). Municipal figures for 2007 are not available, but anecdotal information indicates that the situation has not improved.<sup>9</sup> The upshot of the unemployment percentage is that on average there are 800 persons seeking employment each month in Bridgeton. Add to this

approximately 550 other persons of working age, but not in the workforce, and the City has the potential to provide 1,350 workers.

It should be noted that there are few persons who work at home (1.8 % in Bridgeton, 3.3 % nationally), and the commute time for workers in Bridgeton is 24.8 minutes, slightly below the national figure of 25.5 minutes and well below the New Jersey's 30 minutes.<sup>10</sup> Thus, it appears that most workers are employed locally.

The employment pattern, based upon an examination of both Census and Dun and Bradstreet data, shows the City's strong emphasis upon 1) production and transportation jobs, 2) service occupations, and 3) farming. In the case of farming Bridgeton's 5.0 percent of occupations well exceeds the national 0.7 percent and the production and transportation occupation percentage is ten points above the national figure.<sup>11</sup> However, there is a significant weakness in management and professional occupations and in sales and office occupations. Thus, the local economy is stronger in the types of jobs requiring less educated or less highly trained workers.

### **Occupations and Industries**

<b>Occupation</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
Management/Prof	19.1	38.0	33.6
Service	23.7	13.6	14.9
Sales and Office	21.6	28.5	26.7
Farming, etc.	5.0	0.2	0.7
Construction	6.4	7.8	9.4
Production, Transport	24.2	12.0	14.6
<b>Industry</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
Agriculture	4.2	0.3	1.9
Construction	4.3	5.6	6.8
Manufacturing	17.6	12.0	14.1
Wholesale	2.8	4.4	3.6
Retail	11.0	11.3	11.7
Transportation	5.3	5.9	5.2
Information	1.0	4.4	3.1
FIRE	3.6	8.9	6.9
Professional & Management	7.2	11.5	9.3
Education and Health	23.1	19.8	19.9
Arts, Entertainment and Recreation	7.9	7.9	7.9
Other Services	4.0	4.4	4.9
Public Admin.	8.0	4.5	4.8

*Source: US Census Bureau, 2000 Census*

In terms of industries in the City, agriculture, manufacturing, and education and health are very significant, and public administration is also high, reflecting the presence of County, as well as local government. Retail, transportation and arts and recreation employment are at or slightly below national percentages, but employment in the higher skill industries such as information, finance and insurance, and professional services lag national figures. The low construction employment figure reflects the relative lack of development or redevelopment in the immediate area, and the figures pre-date the development of the Millville Motorsports Park.

Dun and Bradstreet data show that there are 1,663 business establishments in Bridgeton, employing 11,152 persons and generating annual sales of \$992.1 million.<sup>12</sup> The table below shows the top ten categories of two-digit Standard Industrial Classification code ranked by employment:

<b>SIC Group</b>	<b># Establishment /Agencies</b>	<b># Employees</b>	<b>Sales (\$ Millions)</b>
Professional Services	47	1,122	89.3
Health Services	86	982	47.4
Educational Services	25	771	42.4
Social Services	44	594	41.5
Eating and Drinking Establishments	68	563	12.6
Agricultural Production	61	434	24.0
Local Transportation	6	426	10.3
Misc. Retail	80	385	25.7
Justice & Public Safety	15	370	N/A
Business Services	65	363	12.8

*Source: Dun & Bradstreet, zapdata*

The Professional Services category appears as the leading employer because South Jersey Hospital chose to describe themselves as “Management Services” (a sub-set of Professional Services) for D&B, as opposed to Health Services, thus inflating the Professional Services category. Health Services itself is significant because over 400 persons are employed in nursing or long-term facilities and there are a number of smaller physician practices, clinics, and other health care providers.

The economy is strongly oriented toward service providers, whether it is health care, education, or social services. The Justice and Public Safety figures reflect the prison. These industries are relatively recession-proof, but their presence in these numbers is indicative of a lack of diversity in the economy.

Data from the Urban Enterprise Zone show a range of businesses operating in the City, several of them food-related. The largest employer is a glass packaging manufacturer, while three firms are involved in food processing, one in manufacturing medical garments, one in event services, and one in fuel distribution.

The educational attainment levels for the City’s population are biased because of the prison population, but even considering this factor, the levels are low. The table below shows that over 40 percent of the population lacks a high school diploma, and relatively few persons hold more than a high school diploma.<sup>13</sup> The need for education and job training programs is significant; the low levels of attainment are an impediment to attracting new businesses and to keeping younger workers in the City. Additional resources, both state and local, are necessary to develop a solid and viable labor pool.

**Educational Attainment**

<b>Level of Attainment</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
< 9 <sup>th</sup> Grade	14.6	6.6	7.5
9 <sup>th</sup> to 12 <sup>th</sup> , no diploma	27.8	11.3	12.1
HS graduate	34.8	29.4	28.6
Some college, no degree	12.8	17.7	21.0
Associate degree	2.7	5.3	6.3
Bachelor’s degree	4.7	18.8	15.5
Graduate or professional degree	2.6	11.0	8.9
% HS or higher	57.6	82.1	80.4
% Bachelor’s degree or higher	7.3	29.8	24.4

*Source: US Census Bureau, 2000 Census*

The State Department of Labor projections for 2008 indicate that modest growth, primarily in the retail sector, was anticipated in Cumberland County. Much of the recent growth, also in the retail sector, had been in Vineland. Construction employment is expected to increase because of the Motorsports complex construction in Millville. The leisure and hospitality sector is anticipated to see growth in the near future as a result of the completion of the first phase of the new complex.<sup>14</sup>

Projections for longer-term employment, which are available only at the County level, do not bode well for a revitalized or dynamic Bridgeton. According to these state projections, the greatest job growth in Cumberland County between 2004 and 2014 appears to be in relatively low-paying, non-professional positions. Though many of the jobs are registered nurses, and teachers or teaching assistants, many more are retail salespersons, home health aides, janitors, tellers, and fast food workers, positions that historically have not paid well nor offered career advancement opportunities. Also, new

job growth, according to the figures prepared by the Department of Labor and Workforce Development, will be modest – one-half to two-thirds of these jobs will be replacement of existing workers, not new jobs.<sup>15</sup>

The table on the page below shows the occupations with the largest employment in 2004 and the projections for employment in 2014. While some of these positions are good-paying, career positions, many are not, and, as noted above, most jobs are the result of replacement, not growth.

**Cumberland County  
Occupations with the Largest Employment, 2004**

Soc Code	Occupation	2004		2014		Change: 2004-2014		Annual Average Job Openings		
		Number	Percent	Number	Percent	Number	Percent	Total*	Growth*	Replacements
33-3012	Correctional Officers and Jailers	2,200	3.3	2,050	2.9	-150	-7.2	50	0	50
43-9061	Office Clerks, General	1,800	2.7	1,900	2.6	50	3.9	50	10	40
41-2011	Cashiers	1,750	2.7	1,800	2.5	50	1.7	90	0	90
41-2031	Retail Salespersons	1,650	2.5	1,950	2.7	300	18.6	90	30	60
29-1111	Registered Nurses	1,450	2.2	1,750	2.5	300	20.9	60	30	30
25-2021	Elementary School Teachers, Except Special Education	1,400	2.1	1,650	2.3	250	18.1	60	30	30
53-3032	Truck Drivers, Heavy and Tractor-Trailer	1,400	2.1	1,550	2.1	150	9.7	40	10	20
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1,200	1.8	1,250	1.7	0	0.5	40	0	40
53-7064	Packers and Packagers, Hand	1,200	1.8	1,200	1.7	0	-0.8	20	0	20
25-9041	Teacher Assistants	1,200	1.8	1,450	2.0	250	22.6	50	30	20
43-3031	Bookkeeping, Accounting, and Auditing Clerks	1,150	1.7	1,200	1.7	50	5.5	30	10	20
31-1012	Nursing Aides, Orderlies, and Attendants	1,100	1.7	1,200	1.7	100	9.7	30	10	20
43-6014	Secretaries, Except Legal, Medical, and Executive	1,000	1.5	950	1.4	-50	-4.9	20	0	20
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	1,000	1.5	1,200	1.7	200	18.2	60	20	40
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	950	1.5	1,100	1.6	150	16.7	30	20	20
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	900	1.3	1,000	1.4	150	16.1	40	10	30
21-1093	Social and Human Service Assistants	850	1.3	900	1.3	100	9.5	20	10	20
39-9011	Child Care Workers	850	1.3	950	1.4	150	15.9	40	10	20
43-5081	Stock Clerks and Order Fillers	800	1.2	700	1.0	-100	-11.9	30	0	30
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	750	1.1	800	1.1	50	5.2	20	0	10

*Source: NJ DLW, Labor Market and Demographic Research, February, 2007*

While there will always be a need for retail clerks, cashiers and janitors, the current economic and employment base of the County and, more particularly, the City, does not lend itself to growing prosperity and affluence. Indeed, the anticipated trend of modest growth concentrated in low-paying positions limits the potential for an economic revitalization in Bridgeton.

It must be remembered, however, that these figures are projections, and trends can be changed with appropriate policies, programs, and actions.

### **F. Income, Wages and Consumer Spending**

Income figures for the City are appreciably lower than those of the state or the nation. The percentage of households with incomes less than \$10,000 is 18.8%, which is double that of the national figure. Median household income is 64.1 percent of the national figure and per capita income at the time of the 2000 census was 50 percent of the national figure of \$21,587. The percentage of persons in poverty was 26.6 percent, three times that of the state number and twice that of the nation.<sup>16</sup> The New Jersey Poverty Research Institute calculated that the income required to support one adult and one infant was \$33,538 in 2005.<sup>17</sup> Though it is difficult to apply this measure to the census statistics, it would appear that over 40 percent of households in Bridgeton are not self-sufficient.

The table below presents the full data set from the 2000 Census figures.

#### **Income**

<b>HH Income</b>	<b>Bridgeton %</b>	<b>NJ %</b>	<b>US %</b>
<\$10,000	18.8	7.0	9.5
\$10,000-14,999	9.3	4.7	6.3
\$15,000-24,999	18.6	9.4	12.8
\$25,000-34,999	13.8	10.0	12.8
\$35,000-49,999	13.6	14.3	16.5
\$50,000-74,999	16.1	19.8	19.5
\$75,000-99,999	5.3	13.5	10.2
\$100,000-149,999	3.5	12.8	7.7
\$150,000-199,999	0.3	4.3	2.2
\$200,000 or more	0.7	4.3	2.4
Median HH Income	\$26,923	\$55,146	\$41,994
Per Capita Income	\$10,917	\$27,006	\$21,587
% Persons < Poverty	26.6	8.5	12.4

*Source: US Census Bureau, 2000 Census*

Income projections from ESRI Business Information Solutions, an established data provider, indicate that income levels are projected to rise over the coming decade

and the percentages of households in the lowest income ranges are expected to decline. However, the projected increase in average household income does not keep pace with inflation over the period.<sup>18</sup> Thus, households are relatively less well off despite an increase in income.

An analysis of wage data is difficult because 1) the state converted from the older Standard Industrial Classification system to the North American Industrial Classification System in 2000, 2) county-level data, but not municipal, is available for 2000 through 2002, and 3) municipal, but not county-level, data is available for 2003.

The table below shows 2002 county wages in key industry categories compared to 2003 Bridgeton wages in those same categories. Some industries (e.g., Management of Companies) are not included because they are not located in Bridgeton.<sup>19</sup>

Industry	Cumberland County, 2002	Bridgeton, 2003	Difference
Agriculture	\$22,007	\$20,099	(\$1,908)
Construction	\$43,448	\$32,325	(\$11,123)
Manufacturing	\$37,851	\$40,503	\$2,652
Wholesale	\$38,004	\$26,842	(\$11,162)
Retail	\$22,520	\$25,210	\$2,690
Transportation	\$33,943	\$24,161	(\$9,782)
Information	\$35,252	-	
Finance	\$40,998	\$36,644	(\$4,354)
Real Estate	\$24,758	\$27,576	\$2,818
Professional Services	\$36,672	\$29,956	(\$6,716)
Education	\$23,075	\$21,153	(\$1,922)
Health Care	\$34,113	\$37,325	\$3,212
Arts and Entertainment	\$14,848	\$10,445	(\$4,403)
Food Services and Accommodations	\$10,918	\$9,757	(\$1,161)
Other Services	\$20,760	\$18,847	(\$1,913)

*Source: LWD, Wage and Employment Data*

This table demonstrates that wages in most industries are lower in Bridgeton than in the County as a whole. Adjusting the County figures for inflation would diminish the advantage where the City is ahead and increase the difference where the City was behind. On the one hand this disparity offers a competitive advantage in attracting new businesses, but it does not help in terms of stimulating local spending and growth.

In order to identify spending patterns and amounts and retail opportunities for the City, the consulting team obtained this information from ESRI Business Information Solutions (ESRIBIS), an established data service. ESRIBIS uses government data and proprietary survey information to develop detailed market profiles and spending pattern reports. In order to thoroughly assess the market potential we obtained three sets of data:

the first was for the City itself. The second data set was for a market area that stretched almost to Millville on the east, almost to Olivet to the north, halfway to Salem to the west and to the shore on the south. Millville was excluded because it was felt that persons residing there could obtain most of the goods and services they needed without traveling to Bridgeton. The third data set focused on Upper Deerfield and Hopewell Townships, the rationale being that these municipalities were growing, had higher income levels and were likely to seek goods and services in Bridgeton before going further a field.<sup>20</sup>

As might be expected the figures for Bridgeton itself were not promising. ESRIBIS analyzes the socio-economic structure of the nation and has developed a system of 65 classifications of population types to describe the various combinations of life styles found across the nation. The largest population type in Bridgeton in this system is called the “City Dimension” group, which is characterized by ethnic diversity, single persons or single parent households, low incomes, unskilled jobs, low education levels, local employment, and careful spending.

The second largest group within the City is called “Simple Living” and this group includes many older residents with limited education or job skills and modest incomes. Though the group includes many retirees, those who do work, typically work close to home. Since budgets are tight, spending is done carefully and this group does not own much in the way of computers, cell phones or DVD players.

A third group, “Rustbelt Retirees” represents an additional 13.6 percent of the population and, as the name suggests, these residents are older, but slightly more affluent than the other two groups. Still, they are careful spenders.

Together these three groups constitute three-quarters of the city’s population. The median age, according to ESRIBIS is 31.9 and the median household income is \$31,805 in 2007.

These profiles are borne out in the actual spending data. On an index in which 100 represents the national norm for spending in a category, the residents of Bridgeton are well below this norm, with an average index figure of 59. Even in the area of health care spending the Bridgeton figure is 59, and the highest figure on the index is 68, for spending on education. Spending for food, at home and away from home is 63, but expenditures for travel weigh in at 57 and for household furnishings at 55.

In short, the local market is weak and revitalization will be dependent upon attracting spending from outside the City.

The larger market area, including Hopewell, Upper Deerfield and the coastal areas shows a stronger economy and a wider range of household types. In this area the City Dimensions, Rustbelt Retirees, and Simple Living Group are numerous, but the largest number of persons fall into the “Cozy and Comfortable” group, which consists of married households with an above average income, younger children. They have discretionary funds for investment, home improvements, and leisure activities including

travel, golf, vacations, and attending sporting events. Other more affluent groups reside in the area and together, they boost the median household income to \$45,883, a figure almost fifty percent greater than that of the City itself.

Though spending for the overall region is stronger than that of the City, it is still below national norms. For example, health care spending for the area is 82, spending on education is 81, travel is 78 and for household furnishing is 75. Spending on investments is 86 for this market area.

In light of the marked difference between the spending of the City and the larger market area, it is useful to determine the economic strength of the area outside the City to ascertain what sorts of activity might be developed within the City to attract these outside dollars.

A review of the demographic make-up of the area reveals that the Cozy and Comfortable group constitutes 35.1 percent of the population, and Rustbelt Retirees constitute another 19.7 percent. However, the addition of two new groups, “Green Acres”, and “Exurbanites” significantly affect the spending power of the area. These households include established, married couples with older children. Median household income is in the range of \$61,000 and many are self-employed. These households spend money on home improvements and tools and equipment to make those improvements. The “Exurbanites” represent yet a more affluent group. Empty nesters living in larger homes on large lots, they are college educated, hold professional or managerial positions, have incomes in excess of \$80,000 per year and derive additional income from investments. They spend money on home improvements, but often hire contractors to do the work. They spend money on clothing, leisure activities and vacations, use the services of investment advisors, and are volunteers for community activities.

The spending patterns for this area are very close to national norms in all categories and the area has an index of 112 in terms of investment spending. At the same time residents of this area spend well over the national norm for insurance, pets, dining out, home entertainment, and a range of other items that could be obtained through a specialty store. This area is an important target for revitalization efforts in the City with the notion of bringing people in for specific goods and services (specialty foods, pet grooming, financial services, cooking utensils, CDs/DVDs), encouraging them to stay for a meal and additional shopping.

Thus, in terms of consumer spending, Bridgeton itself is far behind national norms in every category. Local spending will not serve as the means to create a more vibrant economy, but the regional market provides one avenue to attract additional dollars to the City.

## **G. Housing**

The housing stock of Bridgeton is atypical in a number of respects. While the percentage of one-unit structures is only slightly higher than the national percentage

(67% for Bridgeton and 65.9% nationally), Bridgeton has few large apartment complexes (5 or more units) and very few mobile homes. At the same time though, 51.6 percent of housing units are renter-occupied, compared to 33.8 percent nationally and 34.4 percent statewide. The percentage of vacant structures is on a par with the national figure of 9.0 percent.<sup>21</sup> What this means is that many single-family homes are rental units and in the case of some of the larger older homes these structures have been divided, legally or illegally, into multiple units. The demand for rental units has created a market in which rents are high and complaints about the “livability” of rental units, even more expensive ones, were expressed in meetings and interviews.

Aside from the recent construction of the Hope VI project, which is not reflected in the 2000 census figures, there has been very little new home construction in Bridgeton in the past twenty-five years. Over one-third of housing units were constructed before 1939, another one-third between 1940 and 1960. Thus, two-thirds of the housing stock is at least 45 years old and the median age of a housing unit in Bridgeton is approximately 1949.<sup>22</sup> This has a range of implications from an economic development perspective, not the least of which is that these older units lack the electrical, heating, and plumbing systems that would make them attractive to persons who desire to renovate older structures.

Housing is undeniably a bargain in Bridgeton relative to other areas of New Jersey in particular. The 2000 median home value according to census figures was \$71,500 and the median mortgage payment was \$923. These figures compare to \$119,600 nationally and \$170,800 in New Jersey.<sup>23</sup> Even though the housing market has stalled out nationally and in the state, Bridgeton remains very affordable relative to those broader markets, and the Victorian style structures maintain their appeal to some home seekers. Indeed, one ancillary economic development strategy described below is to market these older homes to empty nester or young professional households who have the interest and ability to restore these houses.

What is important to note, however, is the percentage of persons who are cost burdened (spending more than 30% of their income for shelter). Among home owners in Bridgeton, 24.0 percent are cost burdened compared to 15.8 percent nationally and 20.5 percent in New Jersey.<sup>24</sup> An interruption in income because of illness or layoff can create a very difficult situation for these households.

Despite low rents in Bridgeton relative to national figures, rental rates in the City create a burden for a substantial number of households. The 2000 census data show that the median rent is \$602 and almost eleven percent of renters pay less than \$200 per month. This figure compares to the national rent of \$602 and the New Jersey rent of \$751. However, the percentage of cost burdened renters is even higher than that of owners. Thirty-seven percent of Bridgeton renters pay 35 percent or greater of their incomes for shelter.<sup>25</sup> As noted earlier, anecdotal information gathered at public meetings and in interviews indicates that rents are high and rental units in short supply.

Despite the low cost of housing, the low income levels in Bridgeton create an affordability gap. The result is that many households cannot take on the expense of purchasing a home and some that do find themselves cost burdened. The tables below show the gap in terms of both cost of acquisition and monthly payment.<sup>26</sup>

Median HH Income - \$26,923  
Median Housing Value - \$71,500  
Median Mortgage Payment - \$923

- Rule of thumb for housing affordability (2.5 X income) - \$67,308  
- Median Housing Value in Bridgeton City - \$71,500

**→Gap - \$4,192**

- Mortgage payment at 30% of Monthly Income –  
(.3 X [\$26,923/12]) = \$673

- Median Mortgage Payment in Bridgeton, \$923

**→Gap - \$250**

## **H. Summary of Demographic and Economic Data**

The impact of the prison population must be considered when assessing most demographic and many aspects of the financial and economic data for the City. The prison population of approximately 4,000 and the presence of the County jail with an additional 500 inmates constitute almost 20 percent of the reported census population. Though this population is broken out as “group quarters” and does not count in the household statistics, the impact is seen in many areas such as median age, educational attainment levels and racial composition. Efforts should be made to separate the inmate demographics from those of the City proper and to publicize the “adjusted” figures as the more accurate portrait of the City.

After making allowance for the prison population, it appears that the City overall has a young population, a significant number of youth and a high percentage of foreign-born persons. The population is growing, and anecdotal information indicates a growth rate beyond the modest rate projected by the New Jersey Labor Market Information and US Census Bureau analysts. Unemployment figures show about 800 persons per month on average are seeking employment, while the labor force participation rate would indicate that an estimated 500 other persons might be available for employment if Bridgeton’s participation rate matched that of the nation. Though there are no figures, it is surmised from discussions that there is a significant number of undocumented persons in the City, employed on day labor or undocumented arrangements.

Statistical data indicate that the population overall is not well educated. In addition, anecdotal information indicates that the percentage of persons not speaking English is high. Thus, education and workforce training become important aspects of any economic development effort. Complicating the education effort is the fact that anecdotal information indicates that many persons do not have appropriate documents

and thus may not be eligible for, or even receptive to, participation in educational or training programs. This is a significant issue because a young and trainable labor force could be one of the City's assets.

The economic structure of the City reflects the relatively low educational attainment levels. Agriculture ranks very high among the City's industries and many of the City's workers apparently are employed working the fields in the area's farms. There is a strong concentration of health, social and educational service employment; indeed, aside from eating and drinking establishments these services represent approximately 30 percent of the City's employment (3,000 out of approximately 10,000 jobs per D&B). There is a relatively small number of professional, management, finance and information firms in the City.

Income levels in the City are low, the percentage of persons living in poverty is high, and data from market sources (discussed below) indicate that household incomes are not keeping pace with inflation.

## **I. Infrastructure**

As an older City with an industrial past, Bridgeton is fortunate to have an existing infrastructure that will support economic development and redevelopment. Many of the topics discussed here are dealt with in other elements of the Master Plan, and this section will focus on the economic development aspects of each.

### **1. Highways, Streets, and Traffic Counts**

As noted in the Circulation Element, Bridgeton is served by two State Highways and a number of County Roads. Overall the highways and roads are in good repair and serve the City well. Major improvements are being made to the bridges crossing the Cohansey River, and this construction will improve both traffic flow and safety. Local streets are also generally in good repair, though a program of street resurfacing in some of the neighborhoods and industrial areas is, or will soon be, necessary.

An understanding of the traffic volumes along the major routes into Bridgeton provides some insight and ideas for development opportunities and a measure of the number of visitors to the City.<sup>27</sup> The Average Annual Daily Traffic Count on Route 49 at a location in Hopewell Township just west of the City showed the count to be 8,869 per day in both directions with 83 more cars westbound than eastbound. However, on Route 49 in the eastern part of the City, the count was 13,006 in both directions with 67 more westbound than eastbound. Thus, the volume of traffic between Millville and Bridgeton was significantly higher than the flows west of the City. It is also important to note that traffic on Route 77 (Pearl Street) is greater than that of Route 49; the count at a location just north of Washington Street was 13,331 with the northbound traffic exceeding the southbound by over 500 cars per day. These counts are substantial and offer an opportunity for City merchants. By way of comparison though it should be noted that a 2005 count on Route 55 north of Vineland recorded a two-way count of 25,918 vehicles a

figure double that of either Route 49 or 77. These traffic counts also emphasize the need to enhance and maintain the City's gateways as the visitor's first impression of the City. (See *Circulation Plan Map, Section VI*)

These traffic volumes can be expected to increase as the Millville Motorsports Complex opens. Visitors to this complex will require a range of services and attractions, and Bridgeton is positioned to provide them.

## **2. Parking in the Central Business District**

Recent studies indicate that parking in the CBD is not a concern at present. However, the present level of business activity is relatively low, and it appears that a large portion of the current business activity is based upon foot traffic from the nearby neighborhoods. A significant increase in overall activity accompanied by an increase in vehicular traffic could pose a problem for downtown merchants.

## **3. Rail Service**

The City has freight rail service through the industrial areas in the eastern portion of the City through the Winchester and Western Railroad. Service areas include the former Owens-Illinois site along the river, possible service as far as the river through the former Ferrecute site, and the current main line of service that goes from north to south past the Industrial Park. There are a number of existing buildings that could make use of this service, as well as several industrial sites that could be developed for rail-related uses. The rail operator indicated in an interview that he felt that there were significant opportunities for the City to make better use of this asset. (See *Railroad Route Map, Section VI*)

## **4. Water and Sewer**

Bridgeton has a public water system that is adequate for current use. The City does have a concern about water treatment to remove excessive levels of radium from the drinking water, but this is being addressed. The City intends to explore expanding its capacity to provide water for its use as well as for adjacent communities to capitalize upon the existing system.

The City's sewer system serves the entire City. Sewage treatment is handled by the County, and the system will permit expanded capacity for Bridgeton.

Both the water and sewer systems are older and a program of systematic replacement and upgrade is being examined.

## **5. Sites for Development**

Though the core of the City is built out, Bridgeton does offer many opportunities for commercial and industrial development and redevelopment. Within the City core

there are a number of vacant parcels and available buildings. In some case land assembly might be required for larger projects.

In addition to the industrial park and the Florida Avenue site, there is a significant number of industrial and some commercially-zoned property across the City. Some sites are City-owned, and much of the privately-held property is located in redevelopment areas.

In the Central Business District there are a number of viable, vacant buildings, as well as a number of vacant lots. Though many of these sites are on small lots, the potential for site assembly or building redevelopment is good. The City owns a number of the parcels and is marketing these through the Urban Enterprise Zone as indicated on the *City Owned Parcel Map*.

Neighborhood commercial development is possible through the location of appropriate zones and shopping areas in the neighborhoods. A new shopping facility is under development in the Southeast neighborhood. Additional neighborhood shopping could be created through the use of current zones, the rehabilitation of former neighborhood stores, and the creation of new zoning areas if necessary. This would provide shopping and services closer to the neighborhood populations, especially persons without automobiles.

Industrial and commercial development is possible in most areas of the City. In addition to a number of sites and buildings in private hands, the City owns a number of parcels in various locations, and there are redevelopment areas throughout the City as shown on the *Redevelopment Map*. In addition, the entire City has been declared an “Area in Need of Rehabilitation”, which provides potential incentives to spur private investment and development. The City is actively marketing the Industrial Park on the Burlington Road and the industrial area on Florida Avenue is being developed for the Food Innovation Center and a plumbing supply firm.

## **J. Programmatic Support**

There are a number of programs, resources, and regulatory mechanisms in place to support and assist economic development efforts in Bridgeton. A brief summary of each follows.

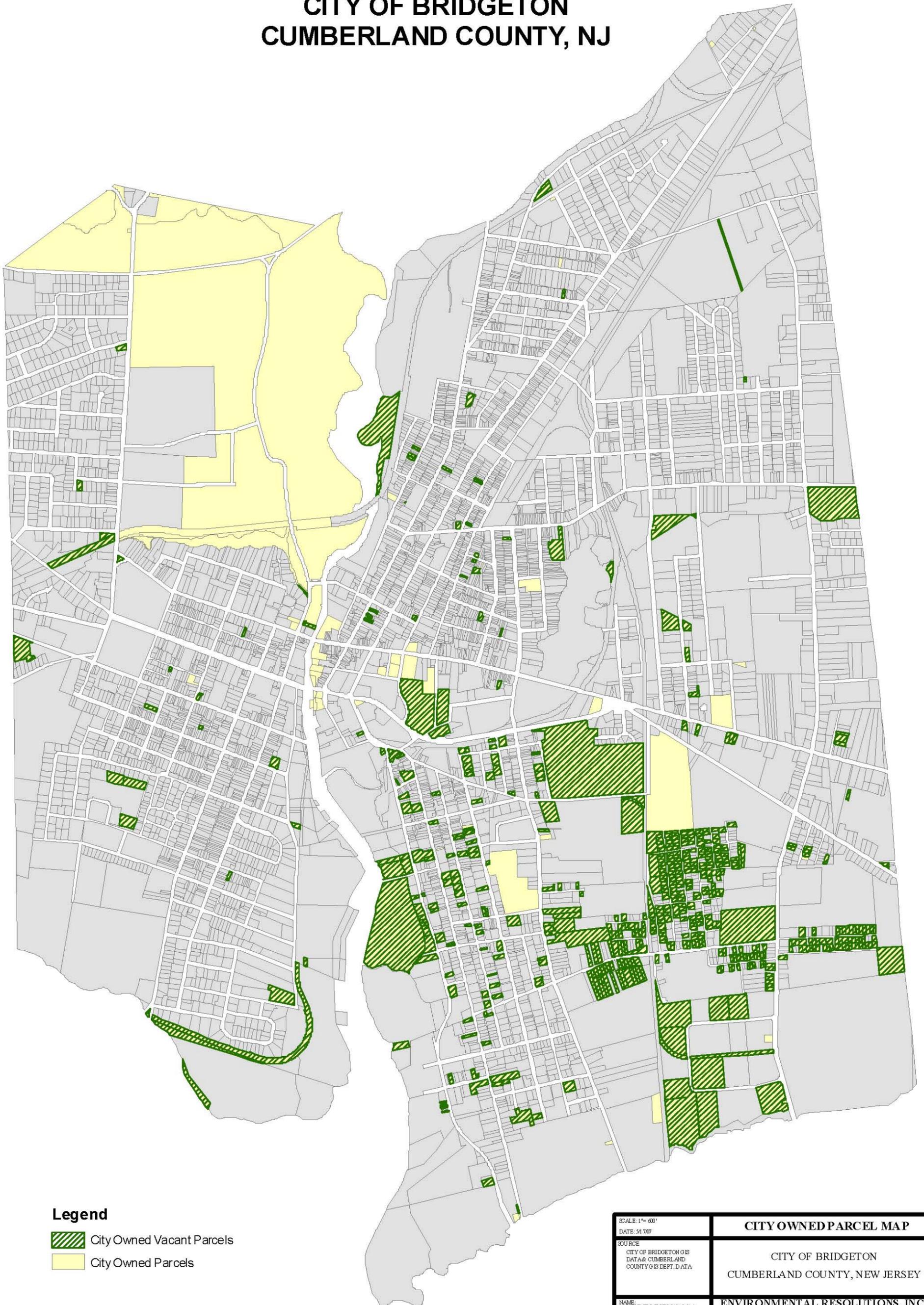
### **1. The Urban Enterprise Zone (UEZ)**

Bridgeton is one of 32 UEZs in the state. Businesses located within the defined zone area charge only 50 percent of the New Jersey sales tax rate on certain items, receive tax exemptions on many office and business-related purchases, and are eligible for a number of tax credits, tax exemptions, and in some cases priority financial assistance. The Bridgeton UEZ was one of the first in the state and has been expanded on several occasions to include more business areas of the City. The program now has about 75 members and is actively recruiting additional businesses.



# CITY OWNED PARCEL MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



### Legend

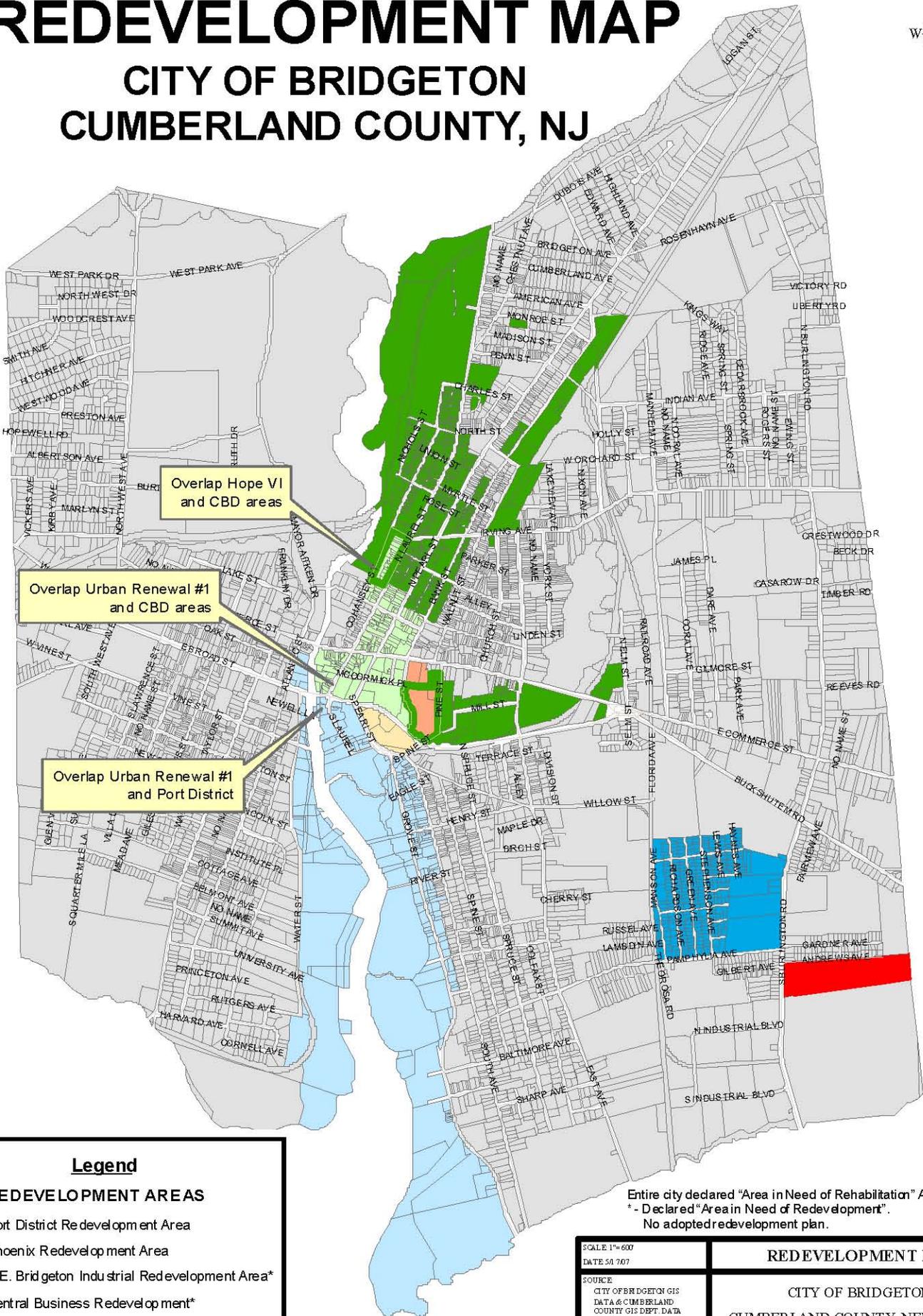
-  City Owned Vacant Parcels
-  City Owned Parcels

SCALE: 1" = 600'  
DATE: 5/17/07  
SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA  
NAME:  
HGIS/PROJECTS/31215\_01/  
EXIST\_LANDUSE\_24C6MXD

**CITY OWNED PARCEL MAP**  
  
CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY  
  
ENVIRONMENTAL RESOLUTIONS, INC.  
ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719

# REDEVELOPMENT MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



Overlap Hope VI and CBD areas

Overlap Urban Renewal #1 and CBD areas

Overlap Urban Renewal #1 and Port District

Legend	
<b>REDEVELOPMENT AREAS</b>	
	Port District Redevelopment Area
	Phoenix Redevelopment Area
	S.E. Bridgeton Industrial Redevelopment Area*
	Central Business Redevelopment*
	Urban Renewal #2 Addition (May 1986)
	Urban Renewal #2
	Hope VI Redevelopment Area

Entire city declared "Area in Need of Rehabilitation" August, 2007.  
\* - Declared "Area in Need of Redevelopment".  
No adopted redevelopment plan.

SCALE: 1" = 600' DATE: 5/1/2007 SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA	<b>REDEVELOPMENT MAP</b>  CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: PROJECT: 31215_01 development 8d1.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

## **2. The Main Street Program**

The Bridgeton Main Street Association is a not-for-profit organization that uses the Main Street Four Point Approach to develop and implement programs to revitalize the City's downtown and commercial corridors. The organization has over 100 members and has implemented a number of programs in the past several years. The group is planning a Farmer's Market for the summer of 2008 and developing a downtown beautification program.

## **3. Cumberland Empowerment Zone**

Cumberland County is one of only fifteen communities nationwide to be a federally-designated Empowerment Zone. This designation is intended to spur the redevelopment of communities in the Zone by directing significant grant and loan funding to the communities over a ten-year period. The Empowerment Zone was scheduled to receive \$100 million in grants, and an additional \$130 million in tax incentives and bonding power. The Empowerment Zone has three basic strategies aimed at improving economic conditions throughout the area. The first is to assist firms that wish to move into or expand in the Empowerment Zone. The second strategy is to establish small businesses, while the third is to renovate and upgrade the areas to make them attractive to businesses and to improve the quality of life for residents. Significant resources will also be allocated to job training, youth services, and transportation.

Portions of the City of Bridgeton are within the designated Cumberland County Federal Empowerment Zone, and are thus eligible for certain loans, bonds and tax incentives, as well as technical assistance and training programs and educational programs. The Cumberland Empowerment Zone Corporation, which implements programs, has approved over 130 projects and loans in the past eight years, including a recent loan for a project in Bridgeton. The Cumberland Empowerment Zone has been ranked as one of the top three Round II Empowerment Zones in the nation.

The maps below show the *City of Bridgeton UEZ*, the *Main Street Program Area* and the *Bridgeton Empowerment Zone* areas within the City.

Cumberland County itself has an active Department of Economic Development that works closely with officials in Bridgeton and the county's other communities. The county programs are intended to support existing firms, and to attract new businesses to the county.

## **4. The Bridgeton Office of Development and Planning**

The City Office of Development and Planning has a wide range of responsibilities including managing the UEZ, overseeing the City's planning efforts and coordinating with the Planning Board, and directing the City's economic development and redevelopment programs. This work entails knowledge of state and federal programs and resources, as well as a detailed knowledge of the local economy and businesses.

# URBAN ENTERPRISE ZONE

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



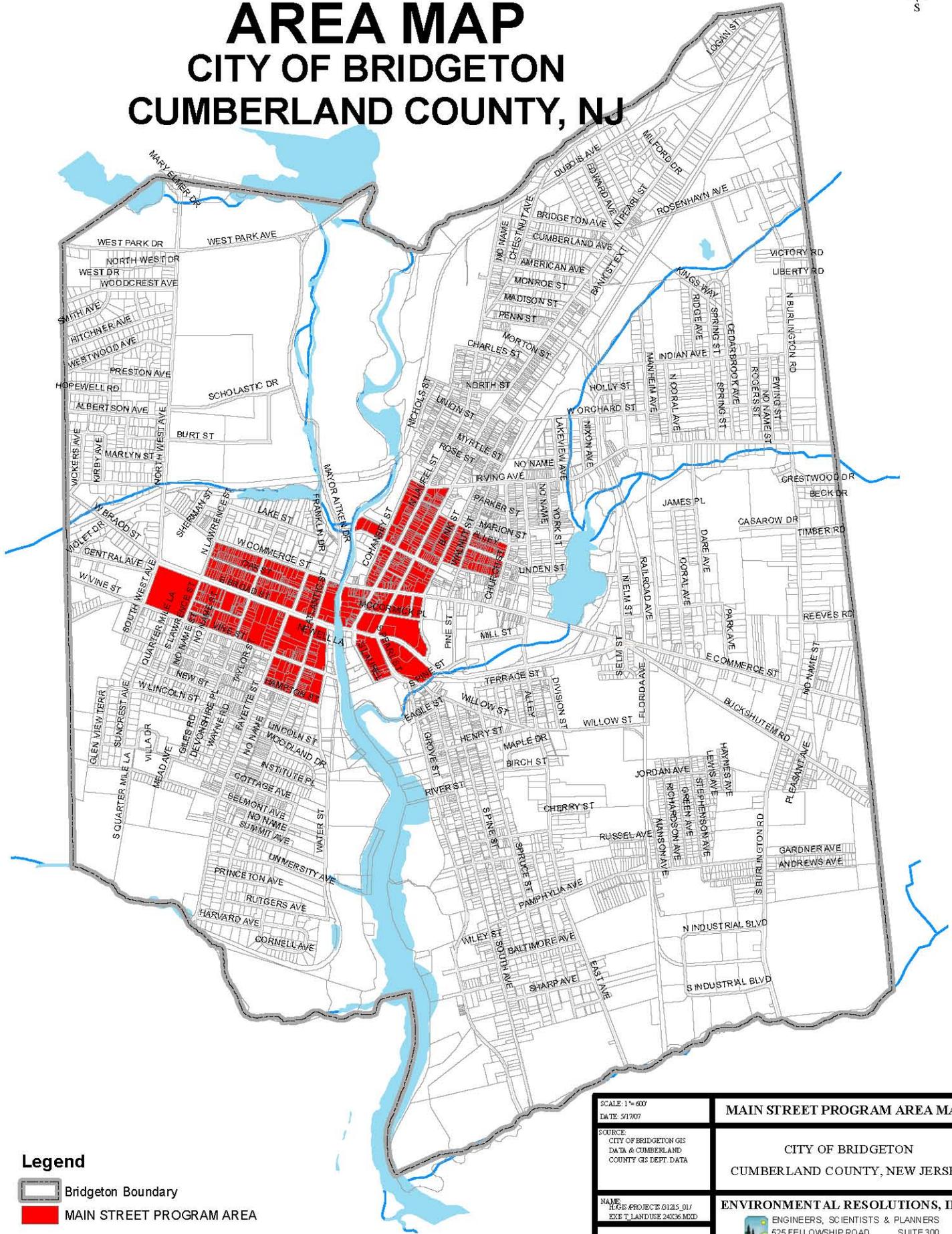
### Legend

-  Bridgeton Boundary
-  Bridgeton\_UEZ

SCALE: 1"=600'
DATE: 5/1/07
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT DATA
NAME: HGIS / PROJECTS/01215_01 EXCIT.LANDUSE24X36.MXD

<b>URBAN ENTERPRISE ZONE</b>
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

# MAIN STREET PROGRAM AREA MAP CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



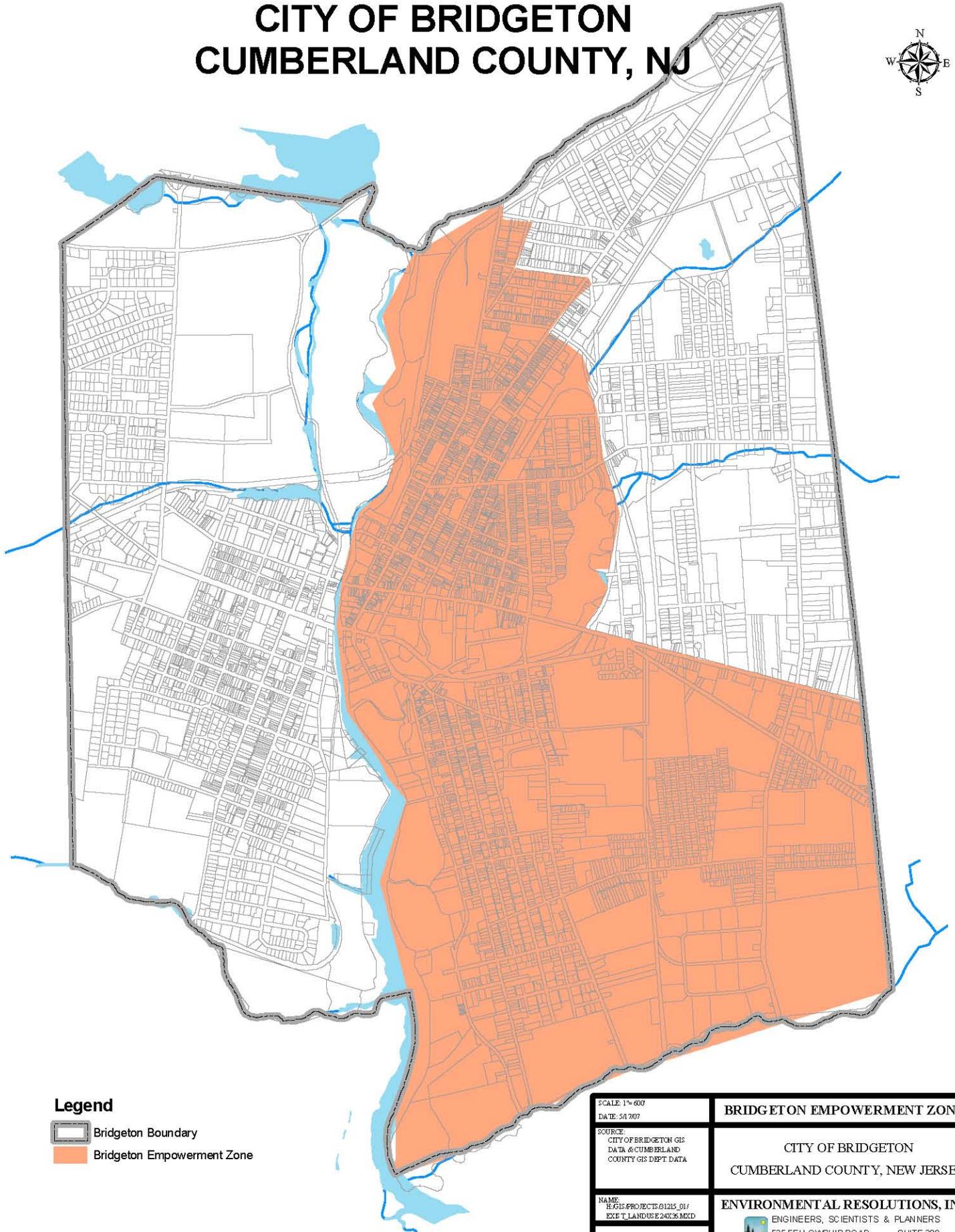
### Legend

-  Bridgeton Boundary
-  MAIN STREET PROGRAM AREA

SCALE: 1" = 600' DATE: 5/1/2017	<b>MAIN STREET PROGRAM AREA MAP</b>
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA	CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
NAME: H.G.S. PROJECTS 8125_01/ EXE T LANDUSE 24036.MXD	<b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

# BRIDGETON EMPOWERMENT ZONE

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NJ



## Legend

-  Bridgeton Boundary
-  Bridgeton Empowerment Zone

SCALE: 1" = 600'  
DATE: 5/17/07  
SOURCE:  
CITY OF BRIDGETON GIS  
DATA & CUMBERLAND  
COUNTY GIS DEPT. DATA  
NAME:  
H:\GIS\PROJECTS\01215\_01\  
EXT\_LANDUSE24036.MXD

**BRIDGETON EMPOWERMENT ZONE**  
  
CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY  
  
**ENVIRONMENTAL RESOLUTIONS, INC.**  
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## **5. Other Development Partners or Allies**

The City has a significant number of other partners or allies in the area of economic development. The resources of most of these entities are already being called upon to one degree or another. These organizations include the Bridgeton Area Chamber of Commerce, the Hispanic Chamber of Commerce, the Tri-County Community Action Partnership, the US Small Business Administration, the New Jersey Economic Development Authority, and the New Jersey Commerce and Economic Growth Commission. Regional organizations include the South Jersey Economic Development District and the Southern New Jersey Development Corporation.

Cumberland County and the City of Bridgeton are part of the South Jersey Economic Development District (SJEDD). As such they are included in the district's Comprehensive Economic Development Strategy (CEDS) document, and benefit from projects funded by the US Economic Development Administration (USEDA).

The CEDS document is a comprehensive analysis of the area economy, including that of City of Bridgeton, and a strategy for the continued growth prosperity and economic strength of the district, which includes Atlantic, Cape May, Cumberland, and Salem Counties. The strategy includes projects and programs concerned with:

- Developable land
- Skilled labor force
- Financial resources
- New and expanding markets
- Transportation
- Quality of Life
- Technology oriented industrial development

The CEDS Committee monitors economic activity in the region and recommends program and project activities, as well as nominating projects for grant funding each year. Cumberland County is a member of the CEDS Committee, and participates in its regular meetings.

## **6. Economic Development Effort**

The primary focus of recent economic development efforts is upon the revitalization of the Central Business District with an emphasis upon the creation of an entertainment district, which will complement the redevelopment in nearby communities and distinguish Bridgeton in the economic development marketplace. The development of hotel with meeting and event capabilities is also a key development item.

Business recruitment efforts are a secondary focal point. The City has several significant manufacturing operations in food processing, containers, and food processing machinery. However, there are few other manufacturing operations to use as a base for recruiting new firms to the City to develop a "cluster". Though the Health Care sector is

strong, there are relatively few engineering, research, or management firms around on which to build an industry attraction campaign. The proposed ethanol plant represents a good opportunity to call upon the City's ability to provide an excellent site and the required rail service to that site.

The City should develop its own objectives and "brand" and find a focal point for any industry recruitment program it might undertake.

However, the City should be aware of the efforts of state and regional recruitment and expansion efforts and seek to capitalize upon them. The South Jersey Economic Development District does not have a roster of "targets" as such, but a review of recent projects suggests some areas of interest and focus.<sup>28</sup> Many of the projects are funded by the US Economic Development Administration, and relate to infrastructure improvements, but there is a distinct focus on technology related projects. The Southern New Jersey Development Corporation likewise does not have targets, but does stress technology and health care related projects.<sup>29</sup>

Since the City must focus upon outside sources to generate additional spending and growth, the City's position as a potential tourist destination is an important aspect of development planning. The City is along one of the State-designated Byways, is close to a number of state wildlife management areas and parks, on a significant route to southern New Jersey Shore points, and is close to the new Millville Motorsports Complex. All of these attractions offer the opportunity to attract visitors. The development of an entertainment district and a good hotel or hotels, are key ways to tap into this market.

The new track can benefit Bridgeton. It should be noted that information provided via the Motorsports Complex Website indicates that the intended audience for the facility consists of professional and managerial occupations (57% of survey respondents), with 65 percent of those surveyed having a college or advanced degree, and the group's median household income was reported at \$98,500.

As noted earlier, the area offers attractions for a range of persons interested in outdoor and water activities, and the City's diversity of cultures creates opportunities for entertainment and dining venues and attractions.

## **7. Public Safety**

The issue of safety cannot be ignored, especially if the focus of revitalization efforts is upon the CBD. The numbers of serious crimes in Bridgeton has declined overall in the past two years. Still, the crime index for the City of Bridgeton as presented on the Website City-data.com shows that the City's overall index is twice that of the nation, and the perception remains that Bridgeton is a high crime area. Both the reality of the situation and this perception must be addressed if the City is to be successful in attracting new businesses, especially to the downtown area.

The recent addition of a bicycle patrol of the downtown, and other visible measures to create a safe environment should be noted frequently. The types of crime, as well as the successes in decreasing the number of incidents should be well publicized.

## **8. Education and Training**

In light of these important and comprehensive programs, already in place and working aggressively to enhance the county and area economies, the City of Bridgeton has opted to actively support these efforts wherever possible, and to coordinate local efforts and programs with these initiatives and programs.

It is essential to provide the basic skills, training, and education necessary to make a person employable in today's competitive job market. The City works with the Board of Education to assist persons obtain high school diplomas or the GED certificate. The City facilitates and supports programs to coordinate training programs provided by public institutions with the needs of employers.

However, other education and training programs contribute to achieving the objective of reducing poverty. Examples of these include job training and job placement activities sponsored by the Workforce Investment Board and the Board of Social Services, the Welfare to Work Program, day care funding throughout the city, long-term employment opportunities for severely disabled adults, and life skills development programs. The Vo-tech school, the Cumberland County College, and the Continuing Education Program also provide important training and educational opportunities for local residents.

Employment programs reach only a part of the poverty population. Many of the people in living in poverty are not employable and thus the City works cooperatively with numerous public, social, and civic service organizations to develop and implement direct assistance and service delivery programs to improve the quality of life of these persons. This first step in providing health and social services is necessary to enable an unemployed person to become employable.

The City also supports programs and activities that promote a stable and growing economy. Business assistance loans and guarantees are available to firms that wish to expand. In return for below market rate loans and support these firms pledge to create jobs for low and moderate income persons. Many of these loans are to small and very small firms that offer growth potential for the community and the region.

## **K. Summary**

A review of the City's demographics presents an unclear picture for economic development in Bridgeton. The City has a large labor force and a young population, which are positive factors. However, worker skills appear as a concern, given the relatively low levels of educational attainment. Low income levels and high percentages of persons who are cost burdened for housing are not positives to firms looking to

relocate, though low housing prices are attractive, especially for those interested in renovation. The City does have a range of cultural activities and amenities.

A review of the spending patterns for the City itself does not present any concepts that would support a revitalization effort in terms of a retail sales or service establishments. In general the population does not have the discretionary income for spending on non-essential items. The current set of establishments serves the existing population well – there are a number of retail outlets in the downtown that meet many of the needs for goods and services as well as neighborhood stores in parts of the City.

The market area defined for this study offers more opportunities for retail development, but the numbers were adversely impacted by the inclusion of the City data. An analysis of the non-City part of the market area revealed that the growing and more affluent “suburban” area affords opportunities for retail and service development within the City. While Bridgeton cannot compete against the big box retailers and the emerging shopping areas in Vineland near Route 55, there are opportunities to capture key parts of the growing and more affluent market in Hopewell and Upper Deerfield. This will entail identifying the specific types of businesses that will draw these customers, creating the right atmosphere for them, and capitalizing upon the City’s other assets.

Despite lack of a major highway or direct access to one, there is significant traffic on the routes through the City and the development of the race facility in Millville will very likely add to that volume for events both national and regional in scale. Indeed, the development of an entertainment focused CBD and the addition of one or more first-class hotel facilities will capitalize on the development of the raceway and the City’s location in relation to a range of historic, scenic, and natural environments and venues.

Crime and the perception of it must be addressed as a part of any marketing campaign, especially for the development of the downtown area.

The City does not have a distinct identity or image in the economic development marketplace. This presents the opportunity for the City to define itself and its goals, and to identify and seize opportunities that regional development has created.

The City does possess sites and buildings for commercial and industrial development and redevelopment, as well as a range of programs, organizations, and resources to assist in this process.

#### **L. Strengths, Weaknesses, and Opportunities**

After a careful review of the empirical data, existing studies and plans, and discussions with civic and business leaders in the City, the consulting team identified a number of assets, challenges and opportunities. The following pages outline those items, based upon them makes a number of recommendations to take advantage of strengths and opportunities and to address those challenges.

### STRENGTHS/ASSETS

- A large pool of labor – unemployed persons and those not in the labor force
- A younger population – trainable and flexible
- Cultural diversity – Mexican, African-American and Native American cultures
- Available sites for industrial and commercial development – Florida Street, Route 49 and Buckshutem area, former Owens site, Ferrecute site
- Active rail freight service – reaches several points in the City
- Route 49 traffic to shore points and Millville raceway – modest traffic counts now, but possible larger counts in the future
- The River and City parks and Zoo – unique regional assets
- Historic structures and neighborhoods – a potential tourist asset
- The Urban Enterprise Zone – source of business generation
- Seat of County Government – source of employment and potential customers as well as source of some visitor traffic
- Numerous Recent Studies and Reports – analyses on a wide range of topics, providing background, ideas, and data

### CHALLENGES

- Safety concerns – not perceived as a safe location
- Low educational level of the workforce – limits types of firms that can be recruited
- Need for more, new, and better-paying jobs to support economic revitalization
- Parking – a moderate concern at present, which will be exacerbated with development of new businesses in the CBD



- Historic structures – preservation is perceived to add to business costs; is a factor in neighborhood redevelopment
- Lack of highway access – Route 49 does not carry the same high volumes of traffic as Route 55 and Route 55 is perceived as distant
- Absentee landlords – typically have less interest in their properties than resident landlords or owners, contributing to deteriorated appearance.
- Large number of immigrants lacking proper documentation – inhibits the ability of workers to find better jobs, start businesses, or to receive training to prepare for better jobs
- Lack of integration of Hispanic community – distrust because of lack of proper documentation and cultural differences cause a social divide as well as missed opportunities for the City and the Hispanic community
- Lack of consistent business practices in the CBD, such as common store hours
- Lack of coordination with or participation in County, regional, and state economic development efforts
- Need to make the downtown more attractive

### OPPORTUNITIES

- Growth in neighboring Townships – Hopewell and Upper Deerfield in particular have seen an influx of wealthier residents for whom Bridgeton is well positioned geographically to provide select goods and services
- Growth in Millville and Vineland; the development of the Motorsports complex – Bridgeton is well positioned to gain from the race track, and should explore ways to capitalize upon the successes of the two neighboring communities
- The Rutgers Food Innovation Center – a solid commitment to the economic development effort and a possible source for the creation of new businesses and the generation of visitor traffic
- The Rutgers Marine Center – renovation of the David Sheppard House will provide an additional source of business and visitors



- Bayshore Scenic & Heritage Byway Designation - offers opportunities and incentives to take advantage of traveler needs
- Existence of defined Redevelopment Areas and Area in Need of Rehabilitation designation can both facilitate revitalization efforts
- Available City-owned sites

### THREATS

- Indecision and hesitation about adopting a strategy and staying with it
- Reluctance or resistance to recognizing market trends and opportunities

## **M. Development Concepts**

After a review of the City's assets, weaknesses and opportunities, several development concepts emerged. Many of them are related, directly or indirectly, and for the most part support one another.

### **1. CONCEPT-Augment & Capitalize on Millville/Vineland Successes**

*The growth and success of Vineland and Millville (especially the Motorsports facility) offer opportunities for Bridgeton businesses to provide goods and services to augment and capitalize upon those successes.* Rather than view Millville and Vineland as competitors, Bridgeton businesses should look for goods and services that they can offer to fill gaps or supplement the offerings in those cities. For example, the Motorsports facility will require more hotel rooms than Millville currently has, and the City is well positioned to offer accommodations. In addition, the City can create and fill the role of the area's entertainment and dining center by developing an entertainment venue for tourists and travelers in general and race fans in particular. As noted earlier, Bridgeton can offer the Zoo, its parks, the river, and tours of its historic districts as compliments to attractions and events in the other two communities. The creation of an entertainment district, emphasizing movies, restaurants, and concerts, would have an appeal for a wide range of visitors to the south Jersey area, as well as residents of the City, its environs, and the region. To the extent that Bridgeton can and wants to differentiate itself, the presence of a large Hispanic population, and significant Black, and Native American populations, offers the chance to provide a range of cultural dining, goods, and experiences not available in the other places.

### REQUIREMENTS

- Close examination of Millville/Vineland offerings and identification of niches or different products

- Prompt action to develop hotels and restaurants to ensure market position; create entertainment district to differentiate Bridgeton
- Participation of the Hispanic, Black and Native American communities in this effort to capitalize upon cultural heritage in particular
- Publicity about City attractions and venues; coordination with Millville, Vineland, County, and regional tourism efforts
- Address public safety issues and perceptions, especially in the downtown

## **2. CONCEPT-Capitalize on Downtown, History, Diversity, Market Location**

*The revitalization of the downtown affords the City an opportunity to attract outside spending to the community while capitalizing upon the historic nature of the area, the City’s cultural diversity, and proximity to the more affluent “suburban” market.* The downtown offers an attractive venue to offer a mix of services (financial, travel, professional, language schools, cooking schools), specialty shopping (antiques, crafts, ethnic goods, specialty foods) and dining (coffee shops, ethnic restaurants) in a pleasant and safe environment. The City can offer the river, its parks and the Zoo, as well as tours of its historic districts as added amenities. In addition to the nearby residents, the City could attract some portion of the beach traffic, Byway traffic, and, integrating its efforts with and building from the success of Millville and Vineland, create an opportunity for visitors to extend their stay in the area by offering a variety of dining and entertainment venues.



### **REQUIREMENTS**

- Address public safety issues and perceptions
- Develop programs to address the higher cost of historic preservation for downtown structures
- Decide upon the upstairs living issue
- Begin now to address parking concerns
- Recruit desired businesses; capitalize upon presence of Hispanic/Mexican, Lenni Lenape and African-American populations for stores and eating establishments
- Continue efforts to develop the riverfront; create attractions (e.g., a small marina) and events to draw visitors
- Support development of bed and breakfast facilities in appropriate neighborhoods in terms of both development and zoning

## **3. CONCEPT-Review Existing Redevelopment Plans and Update as Necessary**

*As the City is deciding upon development programs and priorities, it should undertake a careful review of the existing Redevelopment Plans, updating and amending them to fit the current situation. Resources should be identified to*

*implement the key redevelopment plans.* Over the past thirty years the City has identified a number of areas as those in need of redevelopment or rehabilitation, and so designated those areas. (See *Redevelopment Map* in Section XII I). Little or no action has taken place in many of these areas for a wide range of reasons, and some of these plans are now dated. The City, through a coordinated effort of the Planning Board, the Economic Development Office, the UEZ, and other entities such as the Main Street program and the Historic Commission, should assess these plans, identify those that can be used to implement the City's immediate priorities, and amend them as necessary to ensure a coordinated development effort. At the same time the City should seek the means to gain control of these sites so that Requests for Proposals for developers can be issued, and development activity initiated.

#### REQUIREMENTS

- Coordinated review and assessment of existing Redevelopment Plans
- Identification of high priority areas and sites in consonance with City development objectives
- Acquisition and assembly of sites

#### **4. CONCEPT-Food Innovation Center as Cornerstone**

*Use the Food Innovation Center as a cornerstone for the development of the Florida Street site in particular and as a key part of workforce training efforts.* The Center offers the opportunity to capitalize upon the City and region's strength in agriculture. Though it appears that many of the businesses assisted by the Center will be relatively small-scale operations, these firms will create jobs and require a variety of support services (equipment repair, packaging, package design and printing, as well as accounting, legal services and financing). These could be housed in part by the development of office and perhaps retail space at the Florida Street site.

Perhaps generating more employment is the fact that the Center is a high profile project which has already drawn national and international attention. The Center will likely require hotel, exposition and meeting space and the City can use this as a selling point for development of such projects. Such development would also capitalize upon the anticipated demand for hotel space created by the racetrack.

The Center also may serve as an important workforce training venue, preparing workers for higher skilled and better paying jobs in the food processing and food service industries. Trained and skilled workers could obtain employment as chefs, kitchen assistants and the like in the larger vacation/recreation centers such as Atlantic City and the Cape May area. This idea also integrates with the development of specialty food stores and cooking schools, whether downtown or elsewhere in the City.

#### REQUIREMENTS

- Implementation of the Center's programs

- Identification and recruitment of support industries and services
- Developing appropriate training and certification programs
- Recruitment of persons for these training programs

## **5. CONCEPT-Capitalize on Freight Rail Service**

*The City should capitalize upon the existing freight rail service and seek to establish itself as a regional distribution center.* A range of non-perishable goods and commodities, such as building materials, aggregates and the like, could be delivered to sites in Bridgeton for distribution to firms across the southern portion of the state. Rail service was an important consideration in the decision to locate the ethanol plant in Bridgeton and is an important consideration for other types of operations. Efforts to identify and recruit such firms should be continued. One regional development objective is the creation of a transloading facility,<sup>30</sup> and Bridgeton should participate in any effort to locate such a facility, as well as monitoring the development of port facilities in Paulsboro and Salem.

### REQUIREMENTS

- Maintain contact with regional rail operators
- Monitor port related developments and transloading facility planning

## **N. Economic Development Objectives, Strategies, and Priorities**

Based upon the preceding analysis of economic conditions, demographics, strengths and weaknesses, and development concepts, the consulting team identified the following set of four key Development Objectives. Based upon our review of comments, suggestions and expressed needs, the team then developed a set of priorities, strategies and plans to achieve these objectives.

The basic objectives and a brief commentary on each follow:

### ***1. Create more, new, and better paying jobs for City residents to reduce poverty and increase the City's tax base.***

One comment heard several times was that the City needed jobs, any kind of jobs, to get out of the current economic doldrums. While the creation of a range of job types is crucial, a focus on better paying career oriented jobs offers the best opportunity to achieve sustainable growth.

### ***2. Promote education and job training programs to meet the current and future needs of the 21<sup>st</sup> century economy.***

The creation of new and better paying jobs will require a better trained workforce. A range of efforts to improve worker skills and better prepare current students should be undertaken. Take advantage of multi-lingual

population. Develop programs to encourage higher levels of educational attainment.

**3. *Capitalize upon local and regional, opportunities and assets.***

As noted, the City has a wide variety of assets and emerging opportunities upon which to capitalize. Identifying, ranking, and developing them will require careful planning, concerted effort, a long-term commitment, and, most important and perhaps most difficult, funding.

**4. *Create a better focused, more responsive, and coordinated Economic Development and Redevelopment program.***

The City has maintained a solid economic and development program. Moving to the next level and aggressively addressing development issues will require a more concerted and focused effort to support existing businesses and expand the tax base.

**5. *Define City objectives and image and build a marketing and implementation program to obtain those objectives and that image.***

The City lacks an identity and position in the economic development marketplace, as well as specific objectives and goals. The City should identify its objectives and image and build a marketing campaign based on those objectives.

***OBJECTIVE:***

***Create more, new, and better paying jobs for City residents to reduce poverty and increase the City's tax base.***

**Strategy: Revitalize downtown businesses:**

- Focus on the River and other local amenities
- Create attractions and events to draw visitors
- Educate businesses about historic preservation guidelines
- Enforce codes consistently
- Develop and enforce appropriate signage ordinances
- Conduct clean-up and beautification programs, using UEZ and Main Street resources and programs
- Develop consistent business practices (common hours and days of operation, e.g.) and shared marketing efforts and programs (directory, maps, co-op advertising and events)
- Develop and reinforce public safety image for downtown
- Focus on residential living for upstairs space
- Examine and plan for parking

- Recruit desired businesses (e.g., restaurants, financial services, stores with ethnic/cultural focus)

**Strategy: Seize the opportunity to become the hospitality/entertainment center of the region**

- Focus on hospitality/entertainment as cornerstone of development, including hotel development, bed and breakfast facilities, boutique retail and weekend recreation
- Identify key areas and assemble sites where possible
- Inform/recruit appropriate developers
- Recruit appropriate shops and businesses
- Seek participation of local Hispanic, African-American, and Native American communities
- Coordinate established City effort with other communities and regional tourism programs

**Strategy: Expand and diversify economic base**

- Use the Rutgers Food Innovation Center to leverage new food related businesses as well as the hospitality industry – e.g., restaurant/food service training, food processing
- Capitalize upon the Rutgers Marine Center to advance eco-tourism and marketing for hotel/entertainment venues
- Monitor port and rail developments to capitalize upon rail served sites; emphasize availability of buildings and proximity to Route 55
- Identify potential industry targets and coordinate recruitment with state and regional economic development organizations
- Support efforts to attract telecommuters and home-office professionals; encourage housing renovation as development tool
- Develop information package for new and existing and prospective business, explaining codes, preservation, etc.

**Strategy: Maintain and expand existing business base**

- Expand business retention and UEZ programs
- Create and promote financial and other incentives for redevelopment in commercial areas
- Support focused neighborhood commercial development
- Encourage existing business establishments to expand and remain within the City
- Ensure that zoning for the commercial area along Route 77 supports a range of uses and increased development

**OBJECTIVE:**

*Promote education and job training programs to meet the current and future needs of the 21<sup>st</sup> century economy.*

**Strategy: Work for local training programs and support**

- Seek local Workforce Investment Board office
- Develop training programs through Food Innovation Center and other Rutgers programs
- Continue and expand bilingual education and English as second Language programs

**Strategy: Better prepare high school students and adults for the workforce**

- Develop workforce preparedness programs in conjunction with the school system
- Develop intern and apprentice programs for high school students
- Implement programs to widely teach Spanish as a second language
- Implement night and/or adult schools to teach English to Spanish speaking residents and business persons

**OBJECTIVE:**

*Capitalize upon local and regional, opportunities and assets.*

**Strategy: Use the Waterfront as one cornerstone of redevelopment**

- Promote Waterfront hospitality and commercial development
- Link Waterfront, historic neighborhoods and parks via trails, walkways, and bikeways
- Develop river oriented attractions and events (e.g., marina, canoeing, bird watching, festivals, tubing)
- Explore possibility of developing Freshwater Tidal Marsh Center on River south of the CBD, tied to downtown by riverwalk

**Strategy: Position neighborhoods and Victorian homes as attractions**

- Begin walking tours of neighborhoods again
- Evaluate historic preservation guidelines; focus on key neighborhoods and structures
- Evaluate impact of using housing as an economic development tool
- Facilitate and promote the development of bed and breakfast facilities in appropriate houses and neighborhoods with the proper zoning controls
- Integrate historic and cultural venues into the Historic District Walking Tour

**Strategy: Encourage businesses and organizations that demonstrate the cultural diversity of Bridgeton**

- As noted above, support ethnic restaurants, craft boutiques, and imported goods stores, especially in the entertainment district

**Strategy: Encourage businesses that relate to regional parks, wildlife management areas, and outdoor activities**

**Strategy: Develop Farmer’s Market with emphasis upon gardening/nursery aspect to capitalize upon regional strength**

**OBJECTIVE:**

*Create a better focused, more responsive, and coordinated Economic Development and Redevelopment program.*

**Strategy: Focus Economic Development Efforts**

- Create a separate Economic Development Office
- Maintain an active UEZ
- Enhance coordination with County, regional and county ED efforts
- Harmonize UEZ, Main Street and Zoning to maximize benefits to all eligible businesses

**Strategy: Improve range and level of services**

- Expand business retention/expansion efforts
- Develop one-stop permitting and information center

**Strategy: Focus redevelopment efforts**

- Identify priority sites in accord with City development and economic growth plans – define and focus on “catalyst projects”
- Assemble sites in support of plans and seek developers
- Revisit and amend redevelopment plans as necessary

**Strategy: Enhance efforts to obtain funding for economic development and tourism/historic/cultural venues**

**OBJECTIVE:**

*Define City objectives and image and build a marketing and implementation program to obtain those objectives and that image.*

**Strategy: Address public perception of the City**

- Focus on public safety concerns, especially in the downtown
- Focus on clean-up and beautification (noted above)
- Address vacant storefronts and vacant lots

**Strategy: Implement image or “branding” campaign**

- Decide upon an image or “brand” for the City, and develop appropriate logo and marketing materials
- Implement focused or targeted marketing campaign
- Develop logo or motif and use consistently throughout the City
- Improve signage and wayfinding in neighborhoods and at gateways

- UEZ and Main Street program should develop coordinated business
- Programs among merchants – common hours, parking programs
- Work with NJDOT to have Bridgeton noted at all exits from Route 55 and have directions to Bridgeton noted after each exit

## FOOTNOTES

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- <sup>1</sup> New Jersey Municipal Land Use Law, Article 3, Section 40:55D-28(a).
- <sup>2</sup> NJ Department of Labor and Workforce Development (LWD), Demographics, Municipal Population Estimates, 2006.
- <sup>3</sup> LWD, Demographics, Population and Labor Force Projections, 2007, and US Census Bureau, Population Estimates, 2006.
- <sup>4</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-1.
- <sup>5</sup> Ibid.
- <sup>6</sup> Ibid.
- <sup>7</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-2.
- <sup>8</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-3.
- <sup>9</sup> LWD, Employment and Wages, Unemployment Rates and Labor Force Estimates, 2007.
- <sup>10</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-3.
- <sup>11</sup> Ibid.
- <sup>12</sup> Dun and Bradstreet, zapdata.com, Industry Breakdown Report, Bridgeton, NJ, March, 2008.
- <sup>13</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-2.
- <sup>14</sup> LWD, "Employment and the Economy," Annual Review and Outlook, January, 2008; and Southern New Jersey Regional Developments, September, 2007.
- <sup>15</sup> LWD, Labor Market and Demographic Research, Occupational and Demographic Research, Cumberland County Occupations with Greatest Employment Growth, 2004-2014, and Occupations with Largest Employment, 2004.
- <sup>16</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-3.
- <sup>17</sup> Legal Services of New Jersey, Poverty Research Institute, "The Real Cost of Living in 2005: The Self-Sufficiency for New Jersey," Cumberland County data.
- <sup>18</sup> ESRI Business Information Solutions, Market Profile, Bridgeton, NJ, 2007 data; US Bureau of Labor Statistics Inflation Calculator; ERSI analysis.
- <sup>19</sup> LWD, Employment and Wages, Quarterly Census of Employment and Wages, Cumberland County, 2002 and Bridgeton, 2003.
- <sup>20</sup> ESRI Business Information Solutions, Data for the three market areas as defined – acquired June and September, 2007
- <sup>21</sup> US Census Bureau, 2000 Census, Demographic Profile, DP-4.
- <sup>22</sup> Ibid.
- <sup>23</sup> Ibid.
- <sup>24</sup> Ibid.
- <sup>25</sup> Ibid. See also National Low Income Housing Coalition, "Out of Reach 2006," Bridgeton-Millville-Vineland MSA, 2006 data.
- <sup>26</sup> Census data; ESRI calculations.
- <sup>27</sup> NJ Department of Transportation, Division of Traffic Engineering and Safety, Bureau of Transportation Data Development, Traffic Volume Reports (selected Bridgeton area locations), 2005 and 2006.
- <sup>28</sup> South Jersey Economic Development District, Summary Report, January 2008.
- <sup>29</sup> Southern New Jersey Development Council, Online Publications, "the Chronicle," and "2008-2010 Regional Development Plan."
- <sup>30</sup> Southern New Jersey Development Council, "The Short List Expanded", Fall, 2007.

### **XIII. ZONING PLAN AND CODE RECOMMENDATIONS**

The Zoning Ordinance will be amended to reflect the following recommendations made in the Land Use Element.

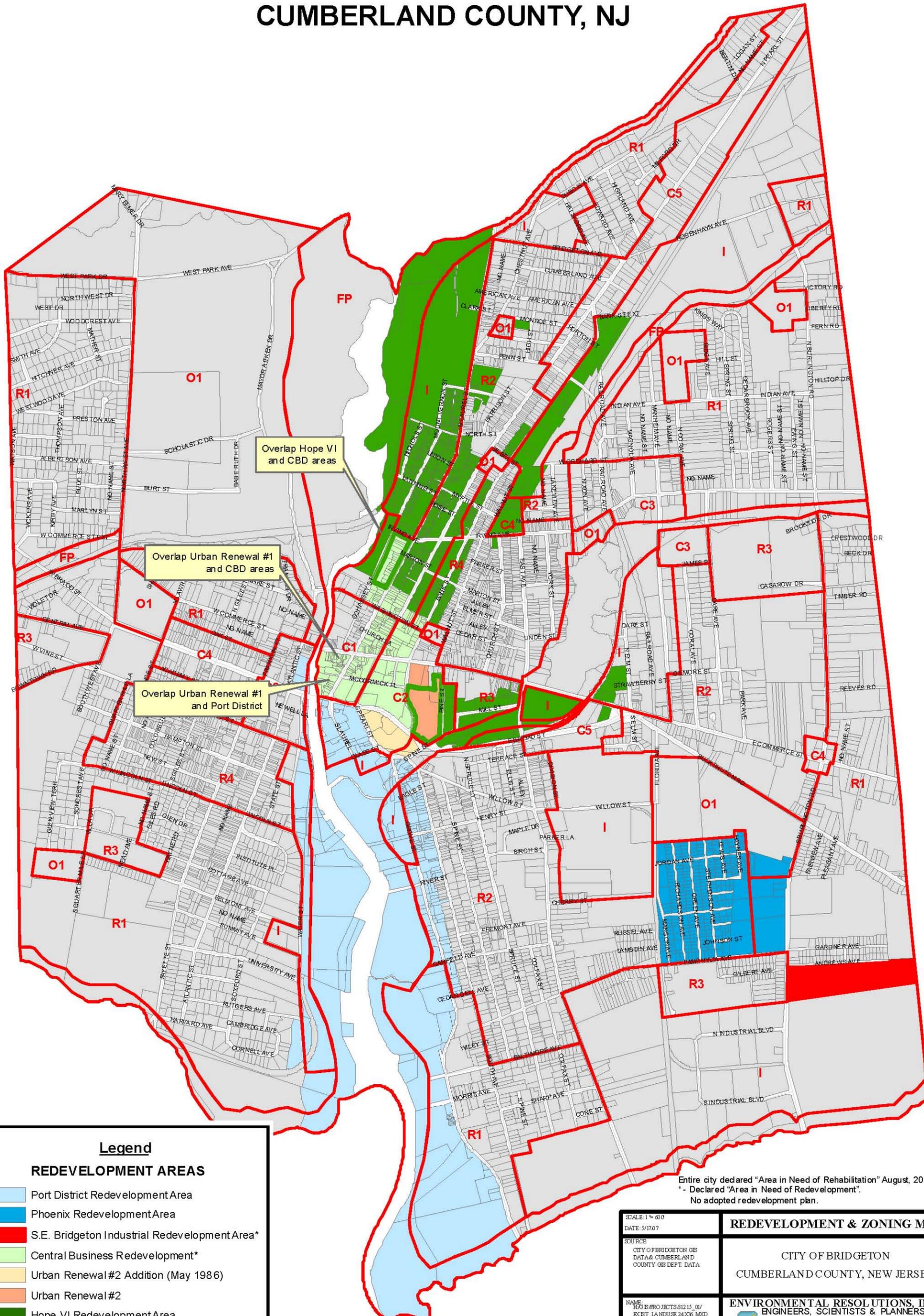
- Expand the list of permitted uses in the Central Business District to include entertainment related uses, boutiques, outdoor cafes/bistros, niche retailers, specialty retailers, indoor ethnic marketplace and multicultural center with offices and meeting rooms.
- Replace the Flood Plain zone with a Waterfront District that would permit recreation/ecotourism type uses along the City's waterways. Environmental concerns are already regulated by NJDEP and this district would permit a greater variety of uses while respecting the environment with the regulations already in place with CAFRA, Flood Hazard Area, Waterfront Development, Tidal Wetlands and Non-Tidal Wetlands.
- Identify key intersections within residential districts where neighborhood commercial locations are appropriate and rezone them to C-4. One such area is in the Pamphylia and South East Avenue area of the City.
- Amend the C-3 Hospital-Medical Center District to allow for broader uses such as various educational and medical/occupational training facilities.
- Reduce the minimum lot size in the R-1 Density Low Residential District to reduce the number of undersized lots that currently exist.
- Review R-2, R-3 and R-4 standards and districts in terms of housing needs.
- Review the impact of the Planned Mixed Use Commercial Residential District (PMUCRD) on neighborhood residential and retail districts.
- Eliminate or amend abandoned property regulations.
- Amend C-5 Highway Commercial District to allow additional retail and restaurants.
- Amend C-1 Central Business District to permit second and higher story living.
- Review the Industrial zoning uses and boundary limits to insure industrial viability of standards to current potential users.
- Reduce the C-4 boundary along Oak Street between Lawrence and Franklin Streets by moving it south toward Broad Street and review the need to adjust district boundaries for similar situations in the City.

- Discourage conversion of large existing homes to apartments or rentals.
- Require conversions of single family units to multi-family to accommodate parking and Minor Site Plan approval.
- Review sign ordinance to reduce the amount of window signage.
- Review the Property Maintenance Code to make sure it's consistent with the Zoning Ordinance.
- Amend the Zoning Ordinance to require on site parking for change in use or increase in intensity of use for residential and non-residential properties.
- Investigate parking permit program to limit on street parking.
- Revise Redevelopment Plans if they are not consistent with present land use or zoning goals or prepare Redevelopment Plans for those Redevelopment Areas that do not have Plans.
- Revise the Zoning Map to clearly show *Redevelopment Areas and Zoning Districts* discussed in this Master Plan.
- Allow for bed and breakfast/tourist uses in appropriate locations with appropriate controls and review processes.



# REDEVELOPMENT & ZONING MAP

## CITY OF BRIDGETON CUMBERLAND COUNTY, NJ



Overlap Hope VI and CBD areas

Overlap Urban Renewal #1 and CBD areas

Overlap Urban Renewal #1 and Port District

**Legend**

**REDEVELOPMENT AREAS**

- Port District Redevelopment Area
- Phoenix Redevelopment Area
- S.E. Bridgeton Industrial Redevelopment Area\*
- Central Business Redevelopment\*
- Urban Renewal #2 Addition (May 1986)
- Urban Renewal #2
- Hope VI Redevelopment Area

Entire city declared "Area in Need of Rehabilitation" August, 2007.  
\* - Declared "Area in Need of Redevelopment".  
No adopted redevelopment plan.

SCALE: 1" = 600'  
DATE: 5/17/07  
SOURCE:  
CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT DATA  
NAME:  
H39 B/PROJECTS/81215\_01/  
EXT: LANDUSE 243X6.MXD

**REDEVELOPMENT & ZONING MAP**

CITY OF BRIDGETON  
CUMBERLAND COUNTY, NEW JERSEY

**ENVIRONMENTAL RESOLUTIONS, INC.**  
ENGINEERS, SCIENTISTS & PLANNERS  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054-1719

## **XIV. INTERRELATIONSHIPS OF PLAN TO MUNICIPAL, COUNTY, STATE PLANS**

### **A. Introduction**

Bridgeton's Master Plan and Zoning were reviewed in relationship to adjoining municipalities that include Upper Deerfield Township to the north and northeast, Fairfield Township to the southeast and south, and Hopewell Township to the south and west. Adjacent zoning is shown on the *Regional Zoning Map*.

### **B. Upper Deerfield Township**

In Upper Deerfield, along the northern boundary with Bridgeton, Residential Districts are located adjacent to Bridgeton's Floodplain and Residential Districts and Business Districts are adjacent to Bridgeton's Highway Commercial District. On the eastern side the G-I General Industry District is adjacent to Bridgeton's Industrial District. The G-1 District permits a variety of uses from public buildings to banks, gasoline stations, lumberyards, manufacturing, distribution and assembly so these uses appear compatible with Bridgeton's zoning. Upper Deerfield's R-1, R-2 and R-3 Residential Districts are compatible with Bridgeton's adjacent R-1 District.

Upper Deerfield's latest Master Plan Reexamination Report is dated July 21, 2003, adopted September 8, 2003. Recommendations in the Reexamination included enlarging lot size for R-1, R-2 and R-3 districts, all of which abut Bridgeton. The plan also recommended eliminating apartments and townhouses as a use by right in the R-3 district and reducing density and height. Gasoline service stations and new and used motor vehicle sales and service were also recommended to be eliminated in the G-I district which abuts Bridgeton. The recommendations appear to have a beneficial impact to the City.

### **C. Fairfield Township**

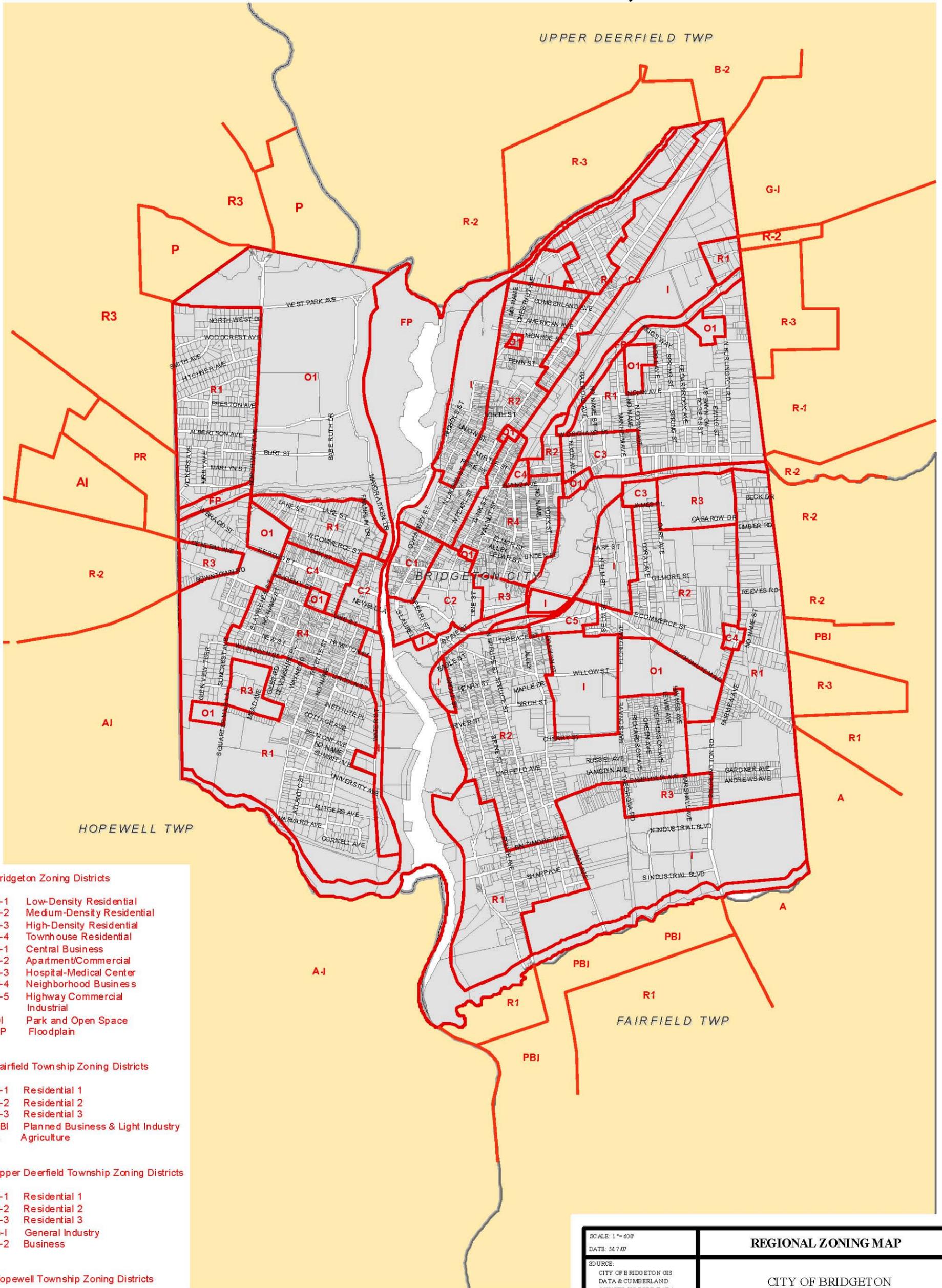
On the eastern side of Bridgeton in Fairfield Township, residential districts for the most part abut residential districts with the exception of a minor section of PBI-Planned Business-Light Industry adjacent to Bridgeton's R-1 Residential District north of Commerce Street. Continuing south, Bridgeton's R-1 District abuts Fairfield's A-Agricultural District to Recaps Run. At that point west to the Township line, Bridgeton's Flood Plain District abuts Fairfield's Planned Business-Light Industry District and R-1 Residential District. The entire southern boundary of Bridgeton is zoned Flood Plain which provides a buffer to adjacent land uses to the south.

Fairfield Township's last Master Plan Reexamination is dated 1997. Fairfield Township is predominantly a rural agricultural community. The Township is concerned with strip commercial development along Bridgeton-Fairton Road and Route 49 in the area designated Planned Business Industrial Zoning District (PBI). Recommendations

# REGIONAL ZONING MAP

## CITY OF BRIDGETON

### CUMBERLAND COUNTY, NJ



**Bridgeton Zoning Districts**

- R-1 Low-Density Residential
- R-2 Medium-Density Residential
- R-3 High-Density Residential
- R-4 Townhouse Residential
- C-1 Central Business
- C-2 Apartment/Commercial
- C-3 Hospital-Medical Center
- C-4 Neighborhood Business
- C-5 Highway Commercial
- I Industrial
- O1 Park and Open Space
- FP Floodplain

**Fairfield Township Zoning Districts**

- R-1 Residential 1
- R-2 Residential 2
- R-3 Residential 3
- PBI Planned Business & Light Industry
- A Agriculture

**Upper Deerfield Township Zoning Districts**

- R-1 Residential 1
- R-2 Residential 2
- R-3 Residential 3
- G-1 General Industry
- B-2 Business

**Hopewell Township Zoning Districts**

- AI Agriculture-Industry
- PR Professional Retail
- P Parkland
- R2 Residential 2
- R3 Residential 3

SCALE: 1"=60'
DATE: 5/17/07
SOURCE: CITY OF BRIDGETON GIS DATA & CUMBERLAND COUNTY GIS DEPT. DATA
NAME: H:\GIS\PROJECTS\81215_01\ EXIST LAND USE 24X36.MXD

<b>REGIONAL ZONING MAP</b>
CITY OF BRIDGETON CUMBERLAND COUNTY, NEW JERSEY
<b>ENVIRONMENTAL RESOLUTIONS, INC.</b>
 <b>ENGINEERS, SCIENTISTS &amp; PLANNERS</b> 525 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1719

include establishing specific named uses that would be permitted in the Planned Business Industrial Zoning District.

The Township recognizes the importance of centers designation. The Gouldtown Center Designation is proposed to follow the general area submitted and conceptually approved under the CAFRA Center Designation Program. The Gouldtown Center is adjacent to Bridgeton and the plan states the Center was supposed to become part of the Bridgeton Regional Center Designation but was omitted when Bridgeton revised their application to the limits of the City boundaries. The Township also proposes designation of a Fairton Village Center that abuts the City along the southern boundary. The Fairton Village Center would initiate at the Cohansey River/Recaps Run intersection and extend along the Fairton Municipal Boundary Line with Bridgeton to the centerline of Burlington Road and then turn in a southerly direction. This appears to be the area currently zoned PBI.

#### **D. Hopewell Township**

The entire southern side of Bridgeton Flood Plain zoning district is adjacent to Hopewell's Agricultural District. The Island Branch and its floodplain act as a buffer to potential incompatible uses in Hopewell Township. Along the southwestern border, Bridgeton's R-1 district is again adjacent to Agricultural zones and R-2 residential district. An area adjacent to Broad Street in Hopewell is designated PR-Professional Retail whereas in Bridgeton the zoning is R-1 Residential. The northwestern and northern portions of Bridgeton are zoned R-1 Residential and O-1 Parks and Open Space and in Hopewell, compatible zoning of R-3 Residential and P-Parkland are shown on the zoning map.

Hopewell Township's Master Plan Draft is dated February, 2007. The Master Plan recommends a Planned Village District-Age Restricted along the western and a portion of the southern Bridgeton City boundary. This would be a new age restricted residential zoning district in a receiving area for Transfer Development Rights (TDR). The proposed density is three units per acre. A Professional Retail District is shown along both sides of Route 49. The entire boundary of Hopewell Township with Bridgeton and significant lands to the west are shown in the Bridgeton Regional Center.

#### **E. State, Regional and County Plans**

Bridgeton's compatibility with the State Development and Redevelopment Plan, Regional and County plans was previously discussed in various sections of this Master Plan. The City is currently preparing for Plan Endorsement which will further insure the City's compatibility with State and Regional plans.

## **XV. CAPITAL IMPROVEMENT PLAN THROUGH 2013**

The Capital Improvement Plan describes the governmental acquisition of real property or major construction projects. The governmental body may authorize the Planning Board to prepare a program of municipal capital improvement projects projected over a period of at least six years. Such programs may encompass major projects being undertaken with Federal, State, county or other public funds, and the first year of the Capital Improvement Plan, once adopted by the governing body, becomes the capital budget of the municipality.

The program shall be based upon existing information in the possession of municipal departments and agencies, and shall take into account the public facility needs indicated by the prospective development shown in the Master Plan. The Planning Board shall confer with the Mayor, Chief Fiscal Officer, other municipal officials and agencies, and the school board or boards in the preparation of the plan.

The City last developed a Capital Improvement Plan in 1976. The elements included in the following Capital Improvement Plan were developed from discussions with City staff and from the recommendations made in the course of developing the updated Master Plan.

The table below presents the suggested projects by department or function.

<b>PROJECT</b>	<b>2009 Request</b>	<b>2010 Request</b>	<b>2011 Request</b>	<b>2012 Request</b>	<b>2013 Request</b>	<b>2014 Request</b>	<b>TOTAL REQUEST</b>
<b>ADMINISTRATION</b>							
<i>Relocation of City Hall</i>							
Building Improvements/Changes	\$150,000						\$150,000
New Office Equipment	\$120,000						\$120,000
Moving Expense	\$50,000						\$50,000
<i>Combined Municipal Facility</i>							
Design						\$50,000	\$50,000
Construction							\$0
Equipment							\$0
Relocation							\$0
<b>PUBLIC WORKS</b>							
<i>Infrastructure Replacement</i>							
Water Line Replacement							\$0
New Water Tower		\$1,500,000					\$1,500,000
Water Resource Expansion				\$50,000			\$50,000
Second Radium Treatment Facility		\$2,300,000					\$2,300,000
Sewer Line Replacement			\$50,000	\$50,000	\$50,000	\$50,000	\$200,000
<i>Streets and Roads</i>							
Street Resurfacing	\$120,000	\$100,000	\$100,000	\$100,000	\$150,000	\$150,000	\$720,000
Gutters and Curbs/Curb Cuts							\$0
Neighborhood Street Signs	\$10,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Banners - Neighborhood and CBD							\$0
Street Cleaning Equipment		\$175,000				\$175,000	\$350,000
CBD Streetscaping							\$0
Downtown Parking Site Acquisition and Development			\$500,000	\$500,000	\$500,000	\$500,000	\$2,000,000
<i>Facilities/Equipment</i>							
Facilities Repair	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$300,000
Equipment Repair/Replacement							\$0

<b>PROJECT</b>	<b>2009 Request</b>	<b>2010 Request</b>	<b>2011 Request</b>	<b>2012 Request</b>	<b>2013 Request</b>	<b>2014 Request</b>	<b>TOTAL REQUEST</b>
<b>FIRE DEPARTMENT</b>							
Equipment - New/Replacement		\$400,000		\$800,000			\$1,200,000
Equipment - Repair/Upgrade			\$50,000		\$50,000	\$50,000	\$150,000
Facility Repair		\$30,000			\$50,000	\$50,000	\$130,000
<b>PUBLIC SAFETY DEPARTMENT</b>							
Equipment - New/Replacement			\$65,000				\$65,000
Equipment - Repair/Upgrade							\$0
Facility Repair	\$30,000		\$50,000		\$50,000	\$50,000	\$180,000
<b>EMERGENCY MEDICAL SERVICES</b>							
New/Replacement Equipment			\$325,000			\$325,000	\$650,000
Facility Repairs							\$0
<b>ANIMAL CONTROL</b>							
New/Replacement Equipment		\$30,000					\$30,000
Facility Repairs	\$50,000						\$50,000
<b>MUNICIPAL COURT</b>							
Equipment	\$30,000						\$30,000
<b>LIBRARY</b>							
Equipment			\$75,000				\$75,000
Facility Repair		\$250,000					\$250,000

PROJECT	2009 Request	2010 Request	2011 Request	2012 Request	2013 Request	2014 Request	TOTAL REQUEST
<b>PARKS AND RECREATION</b>							
<i>Cohanzick Zoo</i>							
Facility Repair	\$20,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$220,000
New/Replacement Equipment							
<i>Facilities/Parks</i>							
Equipment		\$20,000			\$20,000		\$40,000
Repair and Upgrades	\$20,000	\$20,000		\$10,000		\$10,000	\$60,000
Acquisition							\$0
<i>Riverfront Walkway Extension</i>							\$0
Design	\$0	\$25,000	\$0	\$0	\$0	\$0	\$25,000
Construction							\$0
<b>TOTAL</b>	\$650,000	\$4,950,000	\$1,310,000	\$1,605,000	\$965,000	\$1,505,000	\$10,985,000

## **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>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, Historic Commission
	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
	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>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>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			Community Development & Planning and UEZ
	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
<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

	<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>
	Expand Cohansey Greenway		XX	→	Recreation, Community Development
	Provide a full range of recreational activities for all residents	XX	→	→	Recreation
	<b>Historic Preservation</b>				
	Update Historical Preservation Ordinance	XX			Historic Commission
	Petition to participate in Certified Local Government Program	XX			Historic Commission
	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 neighborhoods identified		XX		Historic Commission
	Historic Commission Education and involvement with Code Enforcement		XX	→	Historic Commission, Code Enforcement Offices
	Historic Commission involvement with Planning Board to develop strategies for redevelopment		XX	→	Historic Commission, Planning Board
	Develop a comprehensive educational outreach program		XX	→	Historic Commission, Main Street, Tourism Office, Board of Education
	Promotion of the City as destination		XX	→	Historic Commission, Renaissance League, Main Street, Chamber, EDA
	<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

	<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>
	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
	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

	<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>
	Implement/continue clean-up and beautification programs	XX		→	Community Development and Planning, UEZ, Main Street
	Coordinate tourism efforts with Main Street program, 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
	Continue and expand training programs - Food Innovation Center, English as Second Language	XX		→	UEZ, Community Development, School Board, Food Innovation Center, Workforce Investment Board
	Implement programs through the school system to promote teaching Spanish as a second language, capitalizing upon the City's large Spanish speaking population	XX		→	School Board, City Council
	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
	Publicize and promote historic and cultural attractions in the City, integrating them into the Historic District Walking Tour		XX		Historic Commission, Tourism Office
	Ensure that zoning and regulations for the Historic District permit and foster the development of Bed and Breakfast facilities		XX		Historic Commission, Community Development and Planning, Code Enforcement Offices

	<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>
	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. Promote ethnic and cultural diversity, especially stressing Lenni Lenape, Hispanic and Afro-American venues and events as part of downtown revitalization.	XX		→	Community Development and Planning, Historic Commission, Hispanic Community, Lenni Lenape, Afro-American Community
	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, UEZ, Main Street
	Develop one-stop permitting and information center		XX		Community Development, Planning Board
	Identify priority sites and projects	XX			Community Development
	Revisit and amend redevelopment plans	XX			Community Development, Planning Board, City Council
	Enhance efforts to obtain additional ED funding		XX		Community Development, Administration
	Seek funding to better and more widely publicize City historic and cultural activities.		XX	→	Community Development, Historic Commission, Tourism Office
	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

	<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>
	Identify and rezone key areas to support neighborhood retail growth	XX			Community Development, Planning Board, City Council
	Ensure zoning for commercial area along Route 77 supports a range of uses and increased development.	XX			Community Development, Planning Board, City Council
<b>Zoning Plan and Code</b>					
	Revise Zoning Ordinances	XX			Community Development, City Council