

## **F. Hunter Street Development**

The Hunter Street Development consists of 55 housing units for seniors and handicapped residents. Although, traditionally considered a component of the Housing Element of the Master Plan, such a housing development in the West Broadway District of the City is also an important component of the Economic/Strategic Element for the following reasons:

- The implementation of the process resulted in the clearance of the old mill site as well as adjoining properties, which were inconsistent land uses with the surrounding residential area.
- Clearance of the site paves the way for a project that can result in 55 dwelling units targeting intergenerational occupants.
- These units can provide relocation resources for other programs targeted to reduce housing density in specific areas, and provide land for parking and similar projects.
- Part of the Hunter Street site affords an opportunity to provide community facilities in what is otherwise a dense residential neighborhood. Upgrading an adjacent lot and evaluating the position of the site from Division Street to Jersey Avenue along 7th Street for potential uses as a community facility benefits the entire surrounding neighborhoods.

As a Strategic Plan project, the Hunter Street Development represents an opportunity to provide affordable housing to residents of the community who may otherwise not be able to afford it.

Equally important, however, is the relocation flexibility that such housing affords as the community proceeds to redevelop the West Broadway District. Invariably, relocation resources will be necessary as part of the redevelopment process and the Hunter Street Development can serve to fill that need for eligible residents. As such, the availability of relocation resources serves to support the City's overall economic redevelopment program, where invariably, the reconfiguration of land uses will require relocation activity.

## **V. IMPLEMENTING THE STRATEGIC PLANS**

### **A. Introduction**

Implementing the Strategic Plans detailed in this Element represents one of the more important components of the Master Plan. Without proper implementation, it would be unlikely that Gloucester City could reap the benefits of the Strategic Plans.

To understand the implementation process, this section will describe the following subjects:

- The Land Use Plan and Implementation Matrix;
- The Tools of Implementation;
- Comprehensive Grants Processing;
- The Process for Initiating Implementation of the City's Master Plan and Strategic Plan Components.

Collectively, these elements provide the strategy and methods for implementing the Strategic Plans.

### **B. Land Use Plan and Implementation Matrix**

The Comprehensive Land Use Plan, illustrated in Figure E-27, is a map that identifies the location of the strategic plan recommendations. In turn, the recommendations highlighted in the Land Use Plan are reflected on the Implementation Matrix, as shown in Figure E-28.

The map and matrix set forth the land use relationships in the City and identify the individual Strategic Plans that form the foundation of the Master Plan implementation process. Simultaneous with the implementation of the Strategic Plans, there are recommendations for programs to implement the Comprehensive Plan elements in the areas of housing, code enforcement, recreational facilities improvements, traffic and circulation improvements, and infrastructure improvements. Collectively, these efforts are mutually reinforcing and will ensure that the redevelopment of Gloucester City will proceed in accordance with the Comprehensive Plan.

This coordinated approach is critical in this era of limited resources at the national, state, and local levels. Gloucester City must prove to its public and private partners that the policies established by the governing body are mutually reinforcing and designed to maximize the economic benefit derived to the community in an efficient and environmentally sensitive manner. Comprehensive land use policies that are reinforced by appropriate zoning and redevelopment strategies will assure the private sector that its investments are guaranteed long-term protection.

By creating a climate that is understood by federal, state, and county agencies, as well as the private investment community, historic organizations, and environmental groups, the City can market its assets as part of a wide range of comprehensive redevelopment processes.