

GLOUCESTER CITY MASTER PLAN
LAND USE PLAN ELEMENT

Peter P. Karabashian Associates, Inc., Professional Planners
December 1995
Revised January 1996

LAND USE PLAN ELEMENT

I. INTRODUCTION

The land use plan is a tool used by the decision makers of the community to establish land use policies which are ultimately reflected in a map or plan that allocates land areas for a variety of uses permitted in the community.

Fundamentally, the Land Use Plan is a document governing the development in the community and should be referred to by both the Planning Board and the Zoning Board of Adjustment in their respective review of development proposals. In addition, the Land Use Plan serves as the basis for formulating the zoning districts in Gloucester City. Thus, the zoning map is a refinement of the Land Use Plan, translated into precise zoning districts. This document enables the Planning Board, Zoning Board of Adjustment and the City Council to comprehensively understand the allocation of land for residential, commercial, industrial and open space uses within the community.

II. RELATIONSHIP TO THE GOALS AND OBJECTIVES AND OTHER ELEMENTS OF THE MASTER PLAN

The Land Use Plan is one of the tools used by the Planning Board to implement the Statement of Goals and Objectives of the Master Plan. The uses and intensities incorporated on the Land Use Plan directly relate to the applicable land use policy recommendations set forth in the Goals and Objectives. Once adopted, the Land Use Plan serves as the basis for the Zoning Map, which translates the broad based recommendations of the Land Use Plan into precise districts and uses.

The Statement of Goals and Objectives summarizes the land use, financial and administrative recommendations of all the other elements of this Master Plan. These elements include:

- Historic Preservation Plan
- Economic/Strategic Plan
- Housing Plan
- Circulation Plan
- Community Facilities Plan
- Recreation Plan
- Utilities Plan
- Conservation Plan
- Recycling Plan

Thus, the adoption of the Land Use Plan not only implements the Statement of Goals and Objectives but it also serves to implement the recommendations of the other elements of this Master Plan.

III. PROPOSED FUTURE LAND USES

As noted previously, the Land Use Plan serves as the basis for formulating specific zoning district and land use regulations. In 1995, Gloucester City's Land Use Plan establishes the general categories of uses identified on Figure LU-1, entitled "Strategic Plan - Land Use Plan"¹. Many of the land use categories are compatible with the existing uses allowed in the Gloucester City Land Use Regulations. The Plan does depart from the existing pattern of uses in key areas that are essential to the revitalization of Gloucester City. The Land Use categories recommended on the Strategic Plan - Land Use Plan consist of:

- Port / Industrial - this designation focuses on the area around the existing Holt facilities. Port, industrial, and compatible commercial uses are recommended;
- Riverfront Recreation Area - focuses on the core of the Delaware River waterfront and include the former Coast Guard Station Property, the Gloucestertowne apartments (senior citizens complex) Proprietors Park and adjacent land on the east side of King Street. Public/private recreation and commercial development are recommended in this area;
- Port/Industrial Redevelopment Area - this designation encompasses the Gloucester Point area (bounded by Proprietors Park, Jersey Avenue and Little Timber Creek). This area is proposed for redevelopment as port, industrial, and compatible commercial use;
- Highway Commercial - Located along US Route 130, this area is propose for traditional highway oriented commercial uses;
- Retail Commercial - This category includes the Broadway Corridor Redevelopment Area which is the heart of the traditional downtown commercial district. Retail commercial uses compatible with the existing character of the area are recommended;
- Starlight Theater Redevelopment Area - This is a subarea of the Highway Commercial designation that focused around a former drive in theater. The redevelopment options for this area include highway commercial, lifecare and public use;

¹Figure LU-1 is a 300ft. scale aerial photograph of Gloucester City on which the Land Use Plan recommendations are superimposed.

- Residential Moderate Density - this area encompasses the West Broadway neighborhood and recommends a general reduction in density to achieve a moderate intensity of residential development (8-15 du/ac);
- Hunter Street Redevelopment Area - A subarea of the Residential Moderate Intensity area that is currently proposed to be developed as a 55 unit intergenerational housing development. Recommended as a moderate-high density residential area (8-24 du/ac);
- Historic District - This area, which is designated by ordinance, is a subarea of the Residential Moderate Intensity area and is recommended for a moderate intensity of residential development (8-15 du/ac);
- Low Density Residential - This area encompasses the balance of the residential area East Broadway to the eastern boundary of the City and recommends maintaining a pattern of low density residential development(4-8 du/ac);
- Newton Creek Greenbelt/ Recreation Complex - This area encompasses the existing park and recreation facilities long the south shore of Newton Creek. An increase in the recreation opportunities;
- Newton Creek Greenbelt Expansion - Expands the public open space to the area on the north shore of Newton Creek as an natural area with interpretive trails;
- Educational Facilities - Existing public and private elementary and high schools;
- Public Land To Be Evaluated for Future Public-Private Use - This area consists of unused school lands located on Little Timber Creek. The future use of this area is to be determined based on surrounding land uses and future school needs.

IV. STATEMENT OF THE STANDARDS OF POPULATION DENSITY AND DEVELOPMENT INTENSITY

As is pointed out throughout this Master Plan, Gloucester City is a community with a long history. The Historic Preservation Plan points out that much of the West Broadway area could qualify for inclusion on the National/State Historic Registers with a "theme" of Late 19th Century Industrial City. Unfortunately this development pattern now results in cars, trucks and busses using a street system designed for horse and buggy and pedestrian traffic resulting in a state of congestion.

A consistent theme throughout this document is the need to take appropriate steps to reduce congestion. The Housing Plan specifically identifies the need to reduce densities in the area west of Broadway and to improve the quality of housing stock throughout the city. Accordingly, the densities recommended in the Land Use Plan for the West Broadway area (8-15 du/ac) have been established to advance the objective of reducing density and congestion while maintaining the character of the area.

Much of the East Broadway area was developed at lower densities than West Broadway. Accordingly, the densities recommended in this area are lower (4-8 du/ac).