

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**II. LAND USE ELEMENT INTRODUCTION**

The Gloucester City Master Plan was prepared in 1996 and was an extensive document dealing with a full spectrum of Master Plan issues. The core document, which identified target projects, conditions and issues throughout the City is entitled *The Gloucester City Master Plan*.

*The Strategic Plan and Land Use Map, City of Gloucester City, New Jersey*, was compiled as a base document from aerial photographs of the City overlaid with eleven Planning Areas. For the Reexamination, *The Strategic Plan and Land Use Map, City of Gloucester City, New Jersey* was updated and incorporated into our Geographic Information System (GIS). The new map is entitled *Gloucester City, New Jersey, Reexamination Report, Land Use Element*. It is enclosed in this report as Exhibit A and has also been provided in large color format (22x34) for display and use.

The extent to which major objectives identified in the Master Plan have been achieved or new recommendations and assumptions made regarding these Planning Areas will be addressed in this report. The format has not been changed and each Planning Area is listed below. Items N through P have been added to evaluate more recent issues and to give them line item status. They are:

- A. The Holt Complex;
- B. Market and Monmouth Streets Enhancement - "Mini" Corridor Project;
- C. West Broadway;
- D. Riverfront Recreational Redevelopment Area;
- E. West Broadway District;
- F. Gloucester Point Redevelopment Area;
- G. Hunter Street Residential Development
- H. Broadway Avenue Corridor Redevelopment Area;
- I. Newton Creek West;
- J. Newton Creek Community Complex;
- K. East Broadway District;
- L. Starlight Theater District;
- M. Assess vacant Board of Education properties;
- N. Evaluate parking plan to support Broadway Corridor commercial uses;
- O. Evaluate Rt. 130 Corridor; and
- P. Evaluate West Broadway neighborhood and coordinate with the school construction plans for that area.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

Each of these areas will be discussed on the following pages to assess the current status of the planning recommendations made at the passage of the last Master Plan.

The Reexamination Report contained herein represents a recap of the checklist of items defined when the last Master Plan was prepared. These planning issues need to be evaluated every six (6) years in order to validate their applicability to the community's goals and visions for the next six years. Thus, the Reexamination Report enables the Board to "test its vision" for the future by:

- A. Defining the major development issues that existed at the passage of the original Master Plan;
- B. These are to include the land development objectives that existed at that time and any changes in those land use objectives reflected by problems that required correction;
- C. The changes in land development objectives are reflected herein, as well as the accomplishments that have been achieved since the passage of the original plan;
- D. An evaluation of any significant changes in Master Plan assumptions since the passage of the Master Plan on January 24, 1996;
- E. Any significant changes in development regulations, assumptions, policies and objectives since that time;
- F. The changes recommended to the Master Plan or the need for a new one;
- G. Changes recommended to the Development Regulations, if any, and
- H. Any recommendations concerning the incorporation of official redevelopment plans into the Land Use Plan Element and Development Ordinance.

These elements have been considered in the identification of evaluation of the subject planning areas previously discussed and are reflected in the commentary relating to each of these planning areas.

This document is not a Master Plan and, therefore, does not require a public hearing. Any Reexamination Report is simply adopted by Resolution of the Planning Board with any modifications it wishes to make to the document prepared by its consultant. Following adoption, copies of the Reexamination Report are shared with the County Planning Board and adjoining municipalities in order to coordinate the planning initiatives that are reflected herein.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**III. LAND USE**

The following is a list of Land Use Reexamination Areas and their issues.

**A. HOLT COMPLEX**

1. Direct access via regional highway linkages.

**Commentary:**

Direct access via regional highway linkages to the Holt Complex from the areas of the Walt Whitman Bridge has not been completed. This was included in the original Master Plan, however coordination with New Jersey DOT and the Delaware Valley Regional Planning Commission and the Delaware River Port Authority needs to be improved to provide a better regional highway access linkage to the entire complex.

2. Infrastructure improvements.

**Commentary:**

The bridge on Broadway between Camden and Gloucester City has been rebuilt. This bridge crosses Newton Creek and was reopened in 1998. The County will improve King Street and Broadway intersection. It will pull the railroad tracks and repave Broadway from Camden to Essex Avenue. A new water connection is provided from the Walt Whitman Bridge to the Camden border to provide inter-municipal connection and service.

3. Provide noise and visual barriers around Holt Complex via:

- A system of landscaped berm setbacks.
- Spatial setbacks.
- Fencing.

**Commentary:**

These tasks have not been accomplished. It remains necessary to continue to advocate implementation as per original Master Plan Recommendations.

4. Separate edges of industrial port facilities from residential streets by developing a comprehensive buffering system.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**Commentary:**

It is recommended that Eller Street, King Street from Mercer to Linden, and Passaic from Broadway to the railroad be enhanced with:

- New planting.
- Industrial-height, soundproof and view-proof fences, minimum 8-10 ft. tall.
- Ornamental lighting being accomplished from Jersey Avenue to Essex and the balance of the area from Essex to Broadway for similar beautification. It is recommended that a Lighting Plan be developed for the entire neighborhood.

5. Provide noise barriers.

6. Visual barriers

- Fencing
- Berms
- Landscaping
- Lighting

**Commentary:**

The issue of separating the industrial edges of the port facilities from residential streets has been an ongoing process. This matter continues to require a comprehensive plan, with attention to utilizing the elements above. It is recommended that during the next planning stage for the Broadway West Area that the borders between the Holt Complex and residential areas be carefully analyzed for inclusion to specific systems utilizing state-of-the-art "highway type" fencing, landscaping, berming, lighting, etc., which will create a "friendly" residential atmosphere for adjoining residences and separate the Holt Complex from these areas, both visually and acoustically.

7. Identify access routes to the port facility via non-residential streets.

**Commentary:**

Continue to support this work with the Special Improvement District. Establish truck routes and disseminate the information through local businesses as well as the creation of a truck route directory, which can be distributed to trucking companies, police department and other enforcement agencies. Establish guidelines for diesel operation and idling while trucks are being loaded and unloaded. Adhere to State policies requiring diesels not to idle more than 2 minutes while

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

standing still. Coordinate such activities with the Police Department as an enforcement arm to be able to provide warnings and education to drivers and, as a last resort, citations as required.

8. Provide a comprehensive system of signage.

**Commentary:**

Develop a signage plan that will guide trucks in and out of the Holt Complex without compromising residential streets. Emphasize the utilization of Morgan Blvd. Redirect truck traffic to access the Holt Complex via that interchange.

9. Area designated for expansion port support facilities.

**Commentary:**

Coordinate access to the Holt Complex on either side of Broadway north of the Walt Whitman Bridge. This project should be dealt with as a single project. Define routes and work with New Jersey DOT and County to provide access for trucks and railroad facilities. Consider modifying railroad tracks to eliminate bifurcation of the site east of Broadway. Also evaluate the ability to link these sites without impacting Broadway. These matters must be discussed on State and County-wide levels to bring this under-utilized land into the ratable base of the community.

10. Proposed direct access to the Holt Complex from Collins Avenue.

**Commentary:**

This element of the Master Plan has now been accomplished as part of a County project.

**B. MARKET AND MONMOUTH STREETS ENHANCEMENT "MINI" CORRIDOR PROJECT.**

1. The original Master Plan called for:
  - a. Ornamental Lighting and Street Trees;
  - b. Banners;
  - c. Interpretive Historic Signage; and
  - d. Upgrade area around Monmouth and Broadway Streets.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**Commentary:**

It is recommended that this effort continue and be expanded to include street trees, the implementation of the Master Plan recommendations along Market and Broadway, which include the enhancement of the current monument. Such action would enhance the opportunity for upgrading the historic tavern at the corner of Broadway and Cumberland Streets. It is critical that this be coordinated at a municipal and SID level. Continue the program of ornamental lighting and street trees and installation of urban design elements along Atlantic to Sussex. This area has been the subject of a special legislative grant for implementation of such elements. Continue the program for the balance of Monmouth Street from Sussex to King.

On Market Street, which has been designated as a redevelopment area, continue with the Master Plan Goals and Objectives of urban beautification utilizing the elements previously described in the Master Plan.

It is recommended that lands be acquired for off-street parking to enhance two-way traffic along Market Street.

Consider from Rt. 130 west to Broadway, one side of the street parking plan, installation of lighting, banners and landscaping to enhance that portion of the corridor along Market Street.

**C. WEST BROADWAY**

**1. Historic District Action Items**

- a. Formalize certified community status.

**Commentary:**

This has been achieved. Gloucester City is now a CLG (Certified Local Government) and the appropriate documentation is available in the City Clerk's Office.

- b. Initiate interpretive program.

**Commentary:**

An application has been submitted for funding to implement interpretive historic program.

- c. Murals (map of City with historic features).

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

- c. Murals (map of City with historic features).

**Commentary:**

An Ordinance has been prepared to define a murals program. This Ordinance needs to be adopted. An implementation plan should be established to go forward with a murals program perhaps extolling the historic assets of the City. SID funds would be a good source for such a comprehensive program to give identity to the business district. Action to be taken to identify possible mural walls, the material that should be painted, the availability of artists and the available budget and a timeline to complete the project over a two (2) year period.

- d. Individual interpretive signage program.

**Commentary:**

Create an SID sign program to retire obsolete signs and encourage new and individual signage plan on a block by block basis for commercial vendors. The signage program must be themed in accordance with an overall design package to achieve a consistency of sign types.

- e. Develop a historic design manual, which would enable fast tract restoration.

**Commentary:**

Continue to coordinate with the Historic Commission and Planning Board the development of a design manual to deal with the most common problems incurred by the Historic Commission when viewing renovations and new building construction within the historic district. Consider strategies that would benefit from such a design manual, such as quicker approval or, in fact, pre-approval if an applicant uses the recommendations encountered in the design manual. Evaluate the availability of funding for the development of such a design manual from the funding consultants for the City, Triad Associates.

2. Action Items

- a. Housing for commercial development consistent with riverfront recreational uses;

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**Commentary:**

A continuous effort has been established and implemented, which has resulted in the rehabilitation of housing and/or commercial development and redevelopment in the Riverfront Recreational Area. The City should continue its rehabilitation and redevelopment efforts along the King Street Corridor as well as internal sections of the historic area. A more defined program, 5-year plan with an appropriate budget, should be developed utilizing existing success stories to encourage developer interest in the community.

- b. Rehab of existing Mill Block Townhouses

**Commentary:**

This project has been completed and is a very successful component of the original Master Plan.

- c. New townhouses as expansion of Mill Block Townhouses.

**Commentary:**

This project has been completed.

- d. Park playground next to new firehouse.

**Commentary:**

This project was not undertaken. Instead, a revision was made to the original concept. It is now a parking lot designed to support new businesses as part of the redevelopment plan along North King Street.

- e. Existing firehouse.

**Commentary:**

The existing firehouse has been rebuilt.

- f. Evaluate the potential for redevelopment as commercial, residential or mixed commercial residential use.

**Commentary:**

Study this area to define other potential redevelopment scenarios such as, but not limited to, a row of townhouses designed to have rear yards facing toward the Holt Complex container stacking areas, providing that the latter has

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

appropriate buffers, landscaping, etc. Develop the appropriate feasibility analysis for such a venture. Continue and expand with the Burlington Street Redevelopment project for commercial restoration. Improve Burlington Street from Market to Broadway with new sewer and water. Define areas to enhance with future trees and light. Evaluate this area for street beautification program and factor it into an overall long-range capital improvement project.

- g. Evaluate the feasibility of conversion of multi-occupancy buildings back to original single-family or initiate a one for two conversion concept which rehabilitates two attached rowhouses into one. Coordinate such areas of high density reduction with community parks, parking lots and similar urban design elements to enhance core neighborhoods.

**Commentary:**

In the West Broadway neighborhood, Gloucester City has a substantial number of high density areas comprised of rowhouses that are obsolete in today's market. By lowering density through combining these units in a "two for one" ratio, densities are lowered and neighborhoods are enhanced.

- h. Evaluate the potential along Monmouth Avenue target study area to define the land uses on a building by building basis to evaluate for combined professional office and residential units. Evaluations should consider the type of professional uses, impact on parking, the ability to restore buildings in a historically authentic manner, providing owner-occupancy controls to encourage owner occupancy of such units and a program to implement it through public/private partnerships.

**Commentary:**

Monmouth Avenue is a unique corridor in the City, which hosts a variety of land uses, particularly near the Broadway Corridor area. The feasibility of carrying out the above recommendations should be evaluated for this area.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**D. RIVERFRONT RECREATIONAL REDEVELOPMENT AREA**

1. Coast Guard Station Redevelopment Area - marina rack boat storage and riverfront restaurant.

**Commentary:**

The Coast Guard Station redevelopment area has been partially completed with the renovation of the Coast Guard Station as the Holt Complex Office Headquarters. The marina rack boat storage concept originally considered in the Master Plan is recommended for deletion based upon the successful redevelopment taking place along King Street of a residential and commercial nature, which would conflict with the inclusion of a rack boat storage facility. A feasibility analysis should be conducted to expand this facility toward the existing Holt Complex (north) behind the old synagogue, which has been converted into a commercial entity. This land area should be assessed to be included as a subset of the original redevelopment area.

2. Waterfront promenade linking riverfront restaurant with Proprietor's Park.

**Commentary:**

The concept of improving the waterfront promenade originally designed in the Master Plan should continue with an emphasis upon enhancing the properties along King Street as well as the waterfront itself. Expand the riverfront recreational district. Use Holt Complex lands on Ellis Avenue from Monmouth to King to the River. Explore the conceptual use of this land for townhouses as a transitional use separating container areas from adjacent residential areas. Special design considerations must be given to those townhouses to be able to cope with container stacking along their rear property line. Reference is made herein to other sections dealing with providing visual barriers to the Holt Complex operations along residential areas (see Holt Complex , Section 6. cited as part of this report).

3. Proposed new marina at Proprietor's Park, dredge and build boat slips.

**Commentary:**

This marina has been completed as part of a Green Acres Grant. Consideration should be given to expanding the facility as part of a Phase 2 and 3 operation to accommodate more boats. An evaluation should be made as to its potential expansion capacity for this area.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

4. Replace ball park with:

- a. Marina Parking
- b. Swim Club

**Commentary:**

The concept of a Swim Club should be deleted and the concept of Marina Parking should be explored consistent with the potential expansion of the marina contiguous to this site.

5. Expansion of riverfront recreational district.

**Commentary:**

The riverfront recreational district accounts for a small portion of the land area along the Delaware River designed for recreational facilities to serve the population of Gloucester City. The expansion of riverfront recreational options should be considered as part of any planning strategies undertaken during this round of evaluation.

**E. WEST BROADWAY DISTRICT**

1. Lower Residential Densities by:

- a. Demolition of structurally deteriorated buildings.

**Commentary:**

Continue with this policy.

- b. Acquisition of multiple occupancy units and converting back to single family ownership units.

**Commentary:**

Create a prototype density reduction by converting two smaller units into one larger unit and offer for resale.

- c. Investigate the legality of amortization of non-conforming uses and converting back to original use.

**Commentary:**

Amortization of non-conforming uses has had little success. Instead consider establishing a redevelopment program to deal with the acquisition of non-conforming uses, decommissioning them and

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

offering them back into conforming uses within designated neighborhoods.

2. Code Enforcement Program:

- a. Conduct "target area" inspections of housing.

**Commentary:**

Continue with on-going inspection programs.

- b. Provide grants and loan programs to assist homeowners to meet code standards.

**Commentary:**

Evaluate the grants and loan programs and define the amount of "dollars necessary" to completely cover the geographic area of the City in a 5-year program.

- c. Direct community funds into target areas for:

- (1) Street beautification
- (2) Multi-Purpose Community Facilities
- (3) Code Enforcement

**Commentary:**

Continue with this program and coordinate it with b. above. By defining the areas within the community in a pattern to completely cover the community within a 5-year period.

3. Action Items

- a. Infill sales housing on selected vacant sites.

**Commentary:**

Evaluate the availability of vacant sites and the feasibility of developing housing on such sites for resale purposes.

- b. Selected demolition of structurally deteriorated buildings.

**Commentary:**

Develop an inventory of target properties scheduled for demolition and carry out demolition as part of the infill sales housing program.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

- c. Assemble sites for multi-purpose neighborhood community space, i.e. parking, tot lots, community gardens or combinations of above.

**Commentary:**

Define such action as part of an overall planning effort within individual neighborhoods.

4. General Comments - West Broadway District:

Develop a database of housing by condition, owner, occupancy and type to serve as a basis for continued neighborhood preservation. Continue with the West Broadway target objectives as previously defined.

Provide additional focus to coordinate neighborhood parking with adjacent commercial parking, applying shared parking concepts.

Investigate community open space and pocket parks to serve as centers of activity and support for infill and new housing development.

Define Monmouth Avenue from Broadway to King Street as a special study area to evaluate ownership patterns, options for buy-back of existing multi-family units to define possible conversion to professional and/or residential units.

Define a vision for the Monmouth Avenue Corridor including but not limited to professional offices with apartments. Evaluate the impact of on-street parking and the need for neighborhood off-street parking facilities. Document the potential and feasibility of historic restoration and similar strategies.

Incorporate planning and preservation strategies in the approved TCDI Grant Proposal. Integrate the West Broadway District into the Neighborhood School Concept and coordinate any planning initiatives with the Board of Education's school development program. Include in that concept the dual utilization of school facilities as community facilities for the West Broadway District.

CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002

LAND USE ELEMENT

F. GLOUCESTER POINT REDEVELOPMENT AREA

1. Area Designed for:

- a. Water oriented and water dependent uses - port related industrial land uses that capitalize upon the activity of the Camden-Philadelphia port facilities.

**Commentary:**

Continue with the concept of developing the port to accommodate manufacturing, industrial and similar uses identified in the original Master Plan and memorialized in the current Zoning Ordinance of the City.

- b. Creation of space for container cargo transfer, warehousing, manufacturing, assembly of imported parts, etc., in variable sized sites.

**Commentary:**

Continue with the concept of encouraging these elements as part of any redevelopment strategies for the Gloucester Point Redevelopment Area, now known as Southport Redevelopment Area.

2. Area Needs:

- a. Infrastructure improvements.

**Commentary:**

Continue to support infrastructure improvements necessary to utilize redevelopment areas and to encourage port development.

- b. Expand water and sewer capacity.

**Commentary:**

Continue to expand water and sewer capacity to service the Gloucester Point Redevelopment Area.

- 3. Land consolidation and resubdivision and rehabilitation redevelopment implementation strategies.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

- a. Establish preliminary implementation strategy with NJ State, Camden County Improvement Authority, Gloucester City Officials and Delaware River Port Authority.

**Commentary:**

The Southport Redevelopment Area has been evaluated by a series of reports establishing marketability and implementation strategies. What needs to be accomplished now is to define end users. Investigation should also be made in terms of receiving fill material from adjacent riverfront communities, i.e. Philadelphia, Chester, etc., that are going through redevelopment projects resulting in demolition material that can be used to cap ground filled sites. Such action could result in substantial monetary incentives for the community to increase the height of Southport Redevelopment Area as a precursor to actual development.

- b. Target properties to be acquired and those not to be acquired.

**Commentary:**

Continue with the redevelopment process to identify properties vital to the redevelopment effort.

- c. Establish redevelopment projects within the target area.

**Commentary:**

The City has been progressively dealing with establishing redevelopment projects within the target area. Currently, brownfields evaluation is ongoing, which will undoubtedly have a bearing on which properties are redeveloped and offered for resale and those that are retired. Coordinate the activities between the brownfields studies and the redevelopment actions to be undertaken by the community.

- d. Market project area in conjunction with the Camden-Philadelphia Port, private sector commercial developers and the Economic Development Administration.

**Commentary:**

As originally noted, the Gloucester Point Redevelopment Area (now called the Southport Redevelopment Area), has been evaluated, feasibility studies have been prepared by the Florio Group and market studies prepared by Triad Associates. Currently this area is being evaluated for brownfields restoration and should be eligible

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

for substantial cash influx to bring this estimated 190-acre tract into the market place.

Creative strategies should be explored regarding the potential filling portions of the river to the pier line with "clean fill" from Philadelphia, Chester and parts of Delaware. An initial consultation should be held with the Army Corps of Engineers to determine the feasibility of a limited intrusion into the established watercourse, which could potentially add another 42 acres to the site area. Serious consideration should be given to defining this area as a feeding area for certified fill material in order to develop the finances to undertake the extensive infrastructure and brownfields remediation necessary to bring this site to the market place.

Evaluation should be made for "edge" locations contiguous to the Gloucester Point Redevelopment Areas such as, but not limited to, the consolidation of Blocks 126.01, 126 and 125 for a potential supermarket site by reconfiguring New Jersey Avenue and Stinsman to enable the consolidation, yet provide access to the Southport Redevelopment Area.

Coordination with the Port of New York to define schedules and commitments to plan necessary space for intermodal transfer of goods via barge to trucks is recommended.

Evaluate co-generation plants as a new land use option to support energy needs of potential users within the area.

Give strong consideration to the access of Gloucester Point, both from within Gloucester City and from the region. Coordinate the issue of access to Gloucester Point via the regional highway system to enable access to the site via existing transportation routes. Such coordination should be made with the Delaware Valley Port Authority and New Jersey Department of Transportation. Particular emphasis should be given to the raising of the height of the railroad bridge in Brooklawn, which currently impedes the passage of tractor-trailers to the Southport Redevelopment Area from the south.

Attention should also be given to the modification of the New Jersey Avenue area leading off of Broadway. This area should be evaluated for major intersection improvements leading to the Southport Redevelopment area. The streets in question are New

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

Jersey Avenue, Collen and Stinsman. Consideration should be given to evaluating the realignment of New Jersey Avenue to provide better access to this core area.

Redefine the land use plan for this area as required, identifying the potential new uses which may be included in this area.

**G. HUNTER STREET RESIDENTIAL DEVELOPMENT**

1. Neighborhood Building

**Commentary:**

The Hunter Street site is under a continuous EPA evaluation. The site contains thorium (a radioactive material) resulting from gas mantle production. Accordingly, it is under federal evaluation and not available for development at this point.

However, the City continues to actively monitor the process and future availability of the site once remediation has taken place. Accordingly, action on this site is deferred at this point in time.

**H. BROADWAY AVENUE CORRIDOR REDEVELOPMENT AREA**

1. Designate Broadway Avenue Corridor for area in need of redevelopment or rehabilitation.
2. Upgrade area around Broadway Avenue School as prototype redevelopment area.
3. Upgrade area around municipal building at Broadway Avenue and Monmouth Street as prototype area.
4. Upgrade shopping area.
5. General Comments for the Broadway Avenue Corridor Redevelopment Area.

Broadway Avenue Corridor Redevelopment Area will be the subject of a special analysis as part of a TCDI Grant. The Analysis will evaluate the corridor, its function, and improvement strategies. Such strategies will include the use of redevelopment as a tool, a budget for the Special Improvement District, and focus upon specific projects beginning with the provision of parking enhancement of access and

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

similar issues confronting commercial corridors along Broadway Avenue.

Consideration will also be given to the residential components of Broadway Avenue Corridor as part of this evaluation. The original Master Plan will be supplemented by this strategic plan whose focus will be to establish implementation strategies to enhance the Corridor.

**I. NEWTON CREEK WEST**

1. Develop greenbelt along creek.
2. Provide neighborhood community recreational facilities.
3. General Comments:

The greenbelt along Newton Creek has been enhanced as a park since the adoption of the original Master Plan. Two (2) new playgrounds have been established as well as two (2) new softball fields. The Little League facility has also been improved. It is recommended that nature trails and working with the Newton Trail Conservancy be initiated to create natural areas to establish a more park-like environment.

**J. NEWTON CREEK COMMUNITY COMPLEX**

1. Upgrade facilities to support community-wide recreational activities.
  - a. Pavilions;
  - b. Parking;
  - c. Access Road;
  - d. Fishing Piers;
  - e. Footbridge to west side of creek;
  - f. Jogging Path;
  - g. Fresh water wetlands mitigation sites; and
  - h. Miniature Golf.

2. General comments:

The evaluation of upgraded community facilities for the Newton Creek Community Complex should be evaluated and redefined. A meeting

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

should be held with the City's recreation groups to identify and prioritize the needs for the Newton Creek Community Complex.

**K. EAST BROADWAY DISTRICT**

1. Utilize Brown Street School as a neighborhood support facility

**Commentary:**

The Brown Street School is now a PAL facility and the location of the PEG (Public Education and Government) Access Station.

2. Maintain code enforcement activity.

**Commentary:**

Code enforcement activity is an on-going effort on the part of the City.

3. Designate residential streets as truck free.

**Commentary:**

A signage program should be developed to identify and designate truck free routes in this area. Appropriate ordinances should be enforced if they are not, in fact, in existence.

4. Increase size of "No Truck Traffic" sign at Highland and Johnson Avenues.

**Commentary:**

This has been completed.

**L. STARLIGHT THEATER TRACT**

1. Options
  - a. Commercial Development
  - b. Senior Citizen / Lifecare Facility
  - c. Public Works / Recreation

**Commentary:**

This site has been vacant for many years and one should question why a commercially viable site with as much available acreage is not on the market. Therefore, prior to initiating any feasibility analysis with regard to options a., b., and c., the City should pursue an evaluation regarding

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

a potential brownfields site. Prior to that action, discussion should be conducted with the landowners regarding the status of the site and its marketability. If, in fact, the site is marketable, the City should consider initiating a redevelopment process to work either with existing owners or future developers to encourage development coordinated with a focus on one of the three options listed previously. This area will be studied under the Rt. 130 Corridor Analysis underwritten by the TCDI Grant as part of its "Vacant Land Analysis".

**M. ASSESS VACANT BOARD OF EDUCATION PROPERTIES**

1. The Board of Education has undeveloped lands near the existing school complex adjacent to Big Timber Creek

**Commentary:**

Such lands, estimated to be 11 to 12 acres, should be evaluated to establish a Natural Conditions Analysis to determine whether or not these lands are regulated wetlands or are environmentally sensitive in any capacity. The evaluation should determine whether or not wetlands mitigation areas could be created, if, in fact, these are marginal wetlands areas.

In the alternative, the land should be evaluated for development if the lands are determined to be developable. The analysis should define the status of the parcel. In addition, any other parcels of land owned by the Board of Education should be evaluated for adaptive reuse if parcels remain with unoccupied structures.

The entire process should be coordinated with the Board of Education and Planning Board so that the City's decision-making process can be made in an informed environment.

**N. EVALUATE PARKING PLAN TO SUPPORT BROADWAY CORRIDOR COMMERCIAL USES**

1. Broadway Corridor hosts the commercial core of the municipality. As such, the area has continuously suffered from the lack of a coordinated parking plan that could be developed to serve the existing commercial entities.

**Commentary:**

An opportunity exists to develop a parking plan to create shared parking for residents as well as commercial uses if such facilities can

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

be located close to the commercial edge to stimulate “shared parking opportunities”.

2. Coordinate the promotion of parking district concepts and the development of pocket parking facilities as public/private ventures with the newly formed SID. Target parking sites based upon the need defined by the volume of commercial space and orientation of commercial buildings along the Broadway Corridor.
3. The reconfiguration of parking areas contiguous to the library has been accomplished as part of the previous Master Plan commitment.

**O. EVALUATE RT. 130 CORRIDOR**

1. The Rt. 130 Corridor exists as an important commercial spine and arterial through the community.

**Commentary:**

This Corridor needs to be evaluated to define existing land uses and establish a vision for its redevelopment. The land along the Rt. 130 Corridor is under-developed and under-utilized. Parcels exist which could be enhanced and raise their values from an economic development perspective. The Rt. 130 Corridor has been designated as part of the TCDI Grant Proposal, which should be pursued as part of a Special Planning District potentially incorporating redevelopment strategies to make necessary improvements.

2. The Rt. 130 Corridor should also be incorporated as part of the SID improvement strategies dealing with modification of signage, banners, flags, landscaping, wherever practical given the existing land use conditions.

**Commentary:**

The Rt. 130 Corridor will be evaluated as part of the TCDI Grant process, which will take two (2) years to complete. It is a study which is important to the community so that the land uses along the Rt. 130 Corridor can be substantially enhanced.

**P. EVALUATE WEST BROADWAY NEIGHBORHOOD AND COORDINATE WITH THE SCHOOL CONSTRUCTION PLANS FOR THAT AREA**

1. The West Broadway area is an area that has been previously referenced in terms of individual projects carried out within this district. However, this section references the entire district, which should be

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

made subject to an urban design evaluation in order to coordinate neighborhood redevelopment efforts with school redevelopment planning currently ongoing.

**Commentary:**

The West Broadway area hosts the highest density in the community and warrants special attention. Under the proposed combined TCDI Grant and the Smart Planning Grant from the State of New Jersey, this area will be studied in an effort to develop a Neighborhood Plan that will coordinate neighborhood redevelopment with school redevelopment objectives. Strategic analysis of this district will incorporate an evaluation, design concepts and redevelopment strategies in order to provide the decision-makers of the community with a series of action items to implement strategies that will capitalize upon private initiatives, currently upgrading the neighborhood.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

**IV. CONCLUSION**

The major land development problems that existed when the 1996 Gloucester City Master Plan was prepared have been partially addressed and dealt with in identification of the individual planning districts identified in this report. This Reexamination Report identifies the land development objectives as they occur in a map entitled, "Strategic Plan and Land Use Map" prepared by Peter P. Karabashian Associates, which was adopted as part of the Master Plan on January 24, 1996.

In addition to that map, three (3) categories have been added for continued evaluation. They are:

- N. Evaluate parking plan to support Broadway Corridor commercial uses;
- O. Evaluate Rt. 130 Corridor; and
- P. Evaluate West Broadway neighborhood and coordinate with the school construction plans for that area.

We recommend that these three (3) new issues be added to the list and should be studied in the future. In addition to these categories, commentary in the text dealing with the remaining planning areas provide minor changes to redirect and position some of those land use issues.

None of the issues covered here represent any significant changes in the Master Plan assumptions and policies since the adoption of the PPK plan.

Similarly, there are no significant changes in the Redevelopment Regulations, Assumptions or Policies since the adoption of that plan.

Based on this analysis, there is no recommendation for a new Master Plan. However, it is recommended that under the TCDI Grant and the State's Smart Planning Grant, specific neighborhood revitalization plans be initiated. They include three (3) areas within the City. They are:

- A. West Broadway Corridor;
- B. West Broadway Neighborhood; and
- C. U. S. 130 Corridor.

The specific recommendations and analysis to be initiated under the revitalization plan are adopted in the Reexamination Report by reference to the TCDI and the New Jersey State Smart Planning Grant applications.

**CITY OF GLOUCESTER CITY  
MASTER PLAN REEXAMINATION REPORT  
SEPTEMBER 2002**

**LAND USE ELEMENT**

Changes recommended to the Development Regulations will develop as part of the reevaluation of design and land use considerations evolving from the revitalization plans previously cited.

Lastly, recommendations concerning the incorporation of official redevelopment plans into the Land Use Plan Element and Development Ordinances will be dealt with as follows:

- A. The City has a history of redevelopment initiatives which are recorded in its current Zoning Map. These elements have been incorporated into the Land Use Element and Development Ordinances of the community by virtue of being recorded on the Zoning Map.
- B. Any future redevelopment initiatives will follow the same procedural requirement for adoption.

The completion of this Reexamination Report reflects the Planning Board's purposeful attention to the requirement of using a Master Plan as a guide to reflect the vision of the community, while, at the same time, testing that vision and incorporating whatever directional changes are required to assure adequate implementation and revitalization of the community. Given the fact that Gloucester City is a built up community with a high density of established population, it becomes crucial that the planning process be well coordinated in the revitalization of the City. Thus, the vision in the 1996 Master Plan is reexamined and found to be significantly consistent with the original document. In those areas where minor changes are being recommended, they are simply part of the process of planning to evaluate and guide changing forces that effect the community.