

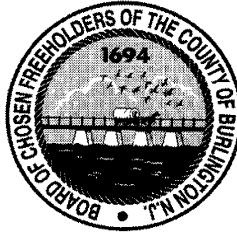
BURLINGTON COUNTY, NEW JERSEY

DRAFT

**ROUTE 130/DELAWARE RIVER CORRIDOR
STRATEGIC PLAN**

PART ONE: CONSTRAINTS AND OPPORTUNITIES ANALYSIS

EXECUTIVE SUMMARY



INITIATED BY:

BURLINGTON COUNTY BOARD OF CHOSEN FREEHOLDERS

PREPARED BY:

ROUTE 130/DELAWARE RIVER CORRIDOR STEERING COMMITTEE

WITH ASSISTANCE FROM:

BURLINGTON COUNTY OFFICE OF LAND USE PLANNING

DECEMBER 1997

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INTRODUCTION

A. PURPOSE

Burlington County is proud of its heritage and protective of its natural and manmade resources. Such pride is reflected in local and county efforts made to preserve farmland, open space and historic sites and neighborhoods. Providing a decent place in which to live, work and raise a family is paramount to the residents of Burlington County. Attracting new jobs to the county and improving the quality of education in the county are major goals. Burlington County strives to maintain a balance between preservation and progress without jeopardizing quality of life.

Although Burlington County grew significantly during the past thirty years, the communities located along Route 130 and the Delaware River experienced a slow, but steady, decline. The Burlington County Board of Chosen Freeholders (Freeholders) became concerned that if efforts to stop and reverse this decline were not made, the quality of life in these communities would be jeopardized. Based on this concern, the Freeholders identified the need to develop a blueprint for revitalizing the Route 130 and riverfront communities. To be effective, the blueprint must create a vision for the communities and recommend policies, actions and strategies to be implemented by local, county, state and federal governments and the private sector in order to achieve that vision. The vision and recommendations set forth in the blueprint must be based upon the communities' input and decisions reached by consensus, or, in other words, what the communities collectively believe will benefit their future.

To that end, in 1995 the Freeholders initiated the process for preparing a strategic plan, which is the blueprint for revitalizing the Route 130 and riverfront communities, which, collectively, are identified as the Route 130/Delaware River Corridor (Corridor). The strategic plan set forth in the subsequent text is a product of the twelve Corridor communities working together to plan for a better future. The county's role in the planning process, also known as "consensus planning," was to facilitate the process, coordinate the communities and provide technical assistance in the preparation of the strategic plan.

B. GOALS

In initiating the planning process, the Freeholders set forth the following goals upon which the strategic plan is based:

1. Improve quality of life in the Corridor.
2. Initiate positive change and improvement in the Corridor.
3. Encourage development and redevelopment in the Corridor, with a sensitivity toward the environment and aesthetics.
4. Educate Corridor municipalities about consensus planning, the need for a Strategic Plan and the benefits of regional planning.
5. Involve various county departments in the consensus planning effort, drawing upon their respective areas of expertise.
6. Encourage participation of and cooperation among Corridor municipalities in the consensus planning process to develop a better understanding of the Corridor to plan for a better future.
7. Foster the development of public/private partnerships directed toward improving the

Corridor.

8. Coordinate Corridor planning efforts with outside agencies, entities and authorities, i.e., NJ Office of State Planning, NJDOT, NJ Transit, NJDEP, County entities, public utilities, and others.
9. Prepare a strategic plan for the Corridor based on the consensus findings and recommendations of Corridor municipalities.
10. Explore avenues to provide improved economics in the Corridor, i.e., grants, no and low cost loans, tax abatement, etc.
11. Encourage the implementation of the Strategic Plan through the adoption of state, regional, county and local master plans, capital improvement plans and economic development plans, municipal zoning ordinances and other governmental services and programs.
12. Provide mechanisms for continued reexamination and implementation of the strategic plan and the consensus planning process based on an ongoing dialogue with Corridor municipalities.

C. BACKGROUND

Before examining the findings and discussing the recommendations of the strategic plan, it is necessary to develop a general understanding of the development of Burlington County and the Corridor. The following background information presents a generalized overview of the transformations the county and Corridor have undergone; by no means is the overview intended to be a comprehensive accounting of the county's history.

Geographically, Burlington County is the largest county in the State of New Jersey, covering approximately 819 square miles or 524,000 acres of land (Map 1). The county is located in the south-central portion of the state. Burlington County extends from the shores of the Delaware River southeastward to the Great Bay on the Atlantic coast.

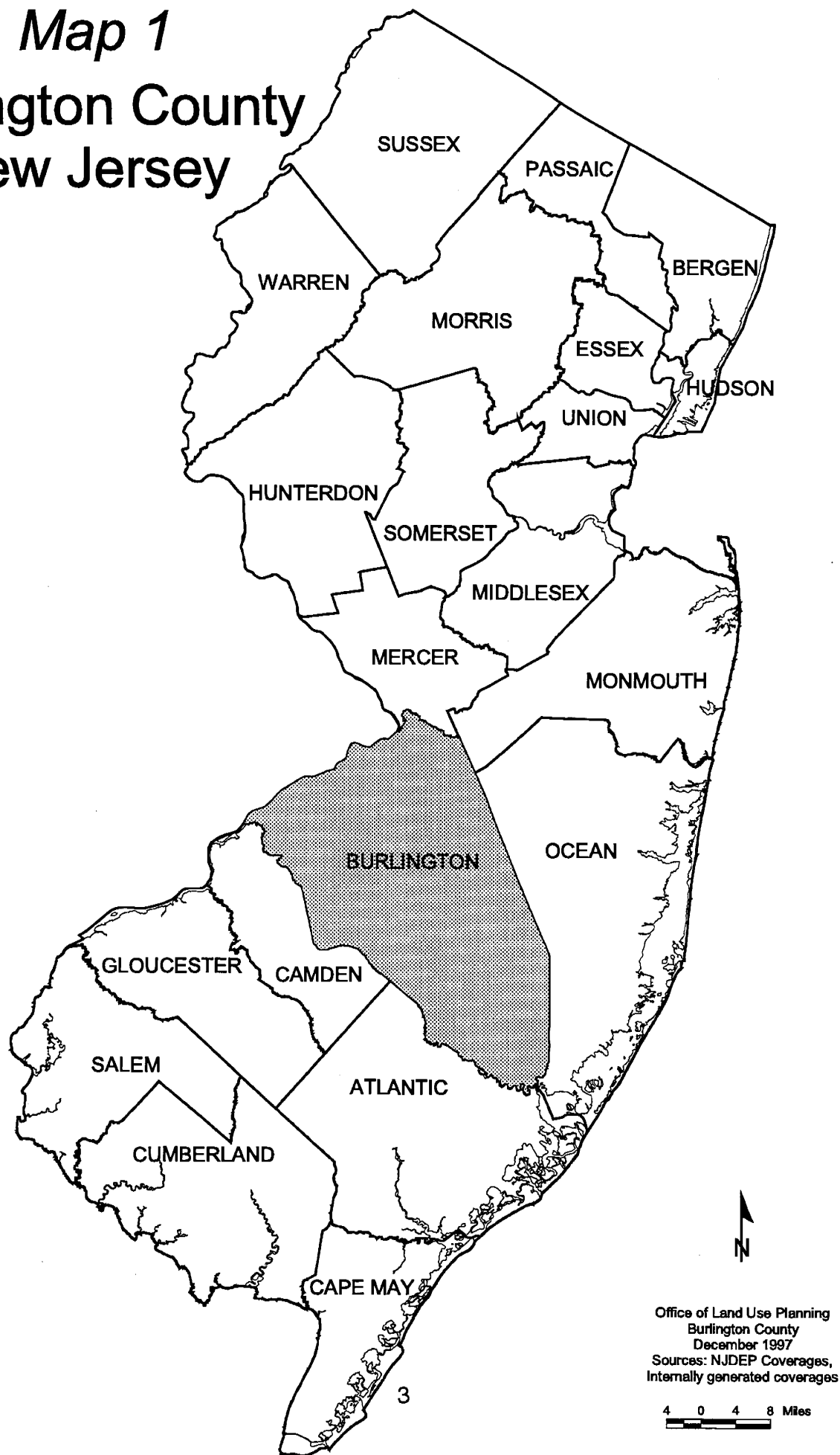
Burlington County's landscape is diverse, consisting of rural, suburban and urban settings (Map 2). The New Jersey Pinelands, which is the country's first national reserve managed by the New Jersey Pinelands Commission, covers the central and eastern two-thirds of Burlington County. Agriculture remains an important industry in the northern, central and eastern portions of the county. The majority of suburban and urban communities occupy the remaining one-third of Burlington County. In many instances, the established communities have retained their small town character.

Changes in transportation played a key role in transforming Burlington County's landscape. Many of the county's earliest settlements, i.e., Burlington City served as the Capital of England's Province of West New Jersey from 1702 to 1776, were established along the Delaware River and Rancocas Creek, when river navigation was a major mode of transportation. Steamboats appeared on the Delaware River in 1788, providing service from Philadelphia to Burlington City. Although the early steamboats failed from competition with stages and ferries, regular steamboat service was provided on the Delaware from 1809 to 1921 (Griscom 18).

Over the terrain, stage coaches and wagons linked communities together. The staging era began in 1706 with a "stage-waggon" operating from Burlington City to Perth Amboy (18). By the early 1800's, communities such as Mount Holly, Moorestown, Marlton and Medford were served by daily stages (18).

Map 1

Burlington County New Jersey



In 1834 the Camden and Amboy Railroad, one of the country's earliest railroads, ushered in the next period of growth and development which occurred in the riverfront communities. Centers of commerce and industry grew up along the rails as the railroad expanded eastward into the county. Earlier colonial communities, i.e., Mount Holly, Bordentown City, Burlington City and Moorestown, and newer nineteenth century communities, i.e., Riverside, Palmyra, Beverly, Riverton and Pemberton Borough, grew and flourished during the nineteenth and early twentieth centuries.

After the conclusion of World War II, the county's landscape underwent another transformation. With automobile usage on the rise, Burlington County experienced rapid suburbanization. Early suburbanization occurred in the riverfront communities and communities located along Route 130. Willingboro's current development patterns can be traced back to the 1950s when Levitt and Sons commenced construction of their seven-square mile residential and commercial subdivision. The 1950s and 1960s gave rise to commercial-strip development along Route 130 from Cinnaminson to Burlington City. Willingboro Plaza, a 90-acre open air mall fronting on Route 130, was the center of commercial and social activity for the new suburbanites. Commercial establishments began relocating from the older riverfront communities to Route 130, contributing toward the creation of a commercial corridor. Automobile travel was greatly enhanced when the New Jersey Turnpike was completed in 1952, thus, providing Burlington County residents superhighway access to points north and south in the state.

From the 1960s to the 1980s, a second wave of suburbanization occurred. The Cherry Hill suburbs of Camden County extended into the south-central portion of Burlington County. Large expanses of farmland were converted into tract housing developments. Communities such as Mount Laurel, Medford and Evesham yielded to tremendous development pressures, growing 236 percent, 264 percent and 373 percent respectively from 1960 to 1980. The abundance of vacant land and the construction of Interstate 295 in the 1970s facilitated more growth in the south-central region of the county, attracting more residential, commercial and industrial development. A new commercial corridor began to emerge along Route 73, beginning in the vicinity of the Moorestown Mall and heading south into Mount Laurel and Evesham.

By the early 1990s the south-central region became the new epicenter for commercial activity in Burlington County, displacing the Route 130 commercial corridor. Currently, Eastgate Square, the 950,000-square foot retail center adjacent to Moorestown Mall, is nearing completion. Commercial development and redevelopment continues to take place along Route 73 in Mount Laurel and Evesham, and new commercial development is occurring along Route 70 in Evesham and Medford.

Growth in the south-central region and other areas of the county have caused new centers of economic activity to emerge. One such center of commercial activity recently emerged in Burlington Township along Route 541 in the vicinity of the interchange for Interstate 295. Pressures for commercial development along Route 38 are increasing as Mount Laurel, Hainesport and Lumberton continue to grow. With the recent completion of Interstate 295 in Bordentown, Burlington County and Hamilton, Mercer County, new development pressures are increasing in the northwestern portion of Burlington County. Adding to these pressures is the soon-to-be-under-construction New Jersey Turnpike interchange planned at Route 130 and the Pennsylvania Turnpike extension in Florence. This development pressure is fueling the expansion of the commercial corridor located along Routes 130 and 206 in Bordentown City and Township.

While the south-central region has grown in population, commercial activity and employment over the past 30 years, many of the older communities located along the Corridor experienced a decline. The Corridor communities share the following common characteristics:

1. all of the communities front along the Delaware River and/or the Rancocas Creek;

2. Route 130 serves as a major arterial either through or to the communities;
3. together the communities represent the earliest urban and suburban development in the county;
4. a significant amount of business was lost along Route 130 and in the downtown business districts of the riverfront communities;
5. from 1980 to 1990 all of the communities, except Burlington Township and Florence, lost population; and
6. the communities have deteriorated areas, residential and/or nonresidential, in need of revitalization.

D. DESCRIPTION OF THE CORRIDOR

The Corridor is located in the western portion of Burlington County (Map 2) along Route 130 and the Delaware River and extends approximately sixteen miles from Cinnaminson to Florence. It is comprised of the following twelve municipalities (Map 3):

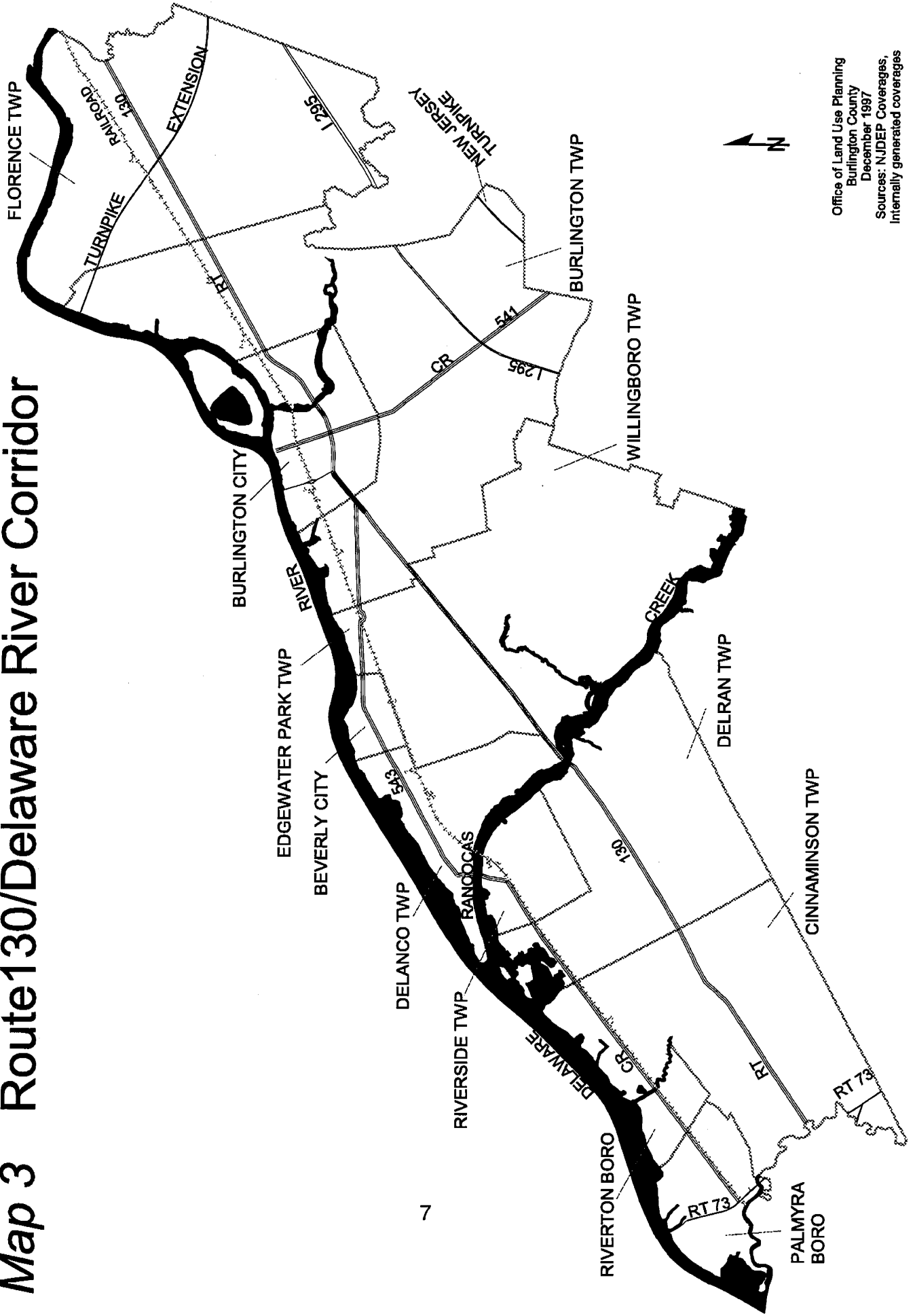
1. Beverly City;
2. Burlington City;
3. Burlington Township;
4. Cinnaminson Township;
5. Delanco Township;
6. Delran Township;
7. Edgewater Park Township;
8. Florence Township;
9. Palmyra Borough;
10. Riverside Township;
11. Riverton Borough; and
12. Willingboro Township.

Combined, the Corridor communities cover 59 square miles, or 37,800 acres, representing 7.2 percent of Burlington County's total land mass (819 square miles). In 1990 the *U. S. Census of Population* indicates that the Corridor communities had a total population of 129,089 persons and Burlington County had 395,066 persons. Based on this data, the Corridor has approximately one-third of the county's population living on less than one-tenth of the county's land area. In comparison, the Corridor has a density of 2,188 persons per square mile, or 3.4 persons per acre, and the county has a density of 482 persons per square mile, or 0.8 persons per acre.

Burlington County's Four Regions



Map 3 Route 130/Delaware River Corridor



Office of Land Use Planning
Burlington County
December 1997
Sources: NJDEP Coverages,
Internally generated coverages

0.5 0 0.5 1 Miles

As previously indicated, the Corridor communities represent some of the earliest urban and suburban development in the county. The Corridor consists of a combination of residential, commercial, industrial, marine, recreational, vacant and farmland uses.

E. CONSENSUS PLANNING PROCESS

The consensus planning process is driven by the participants, the representatives of the twelve Corridor municipalities who provide vital input and make recommendations toward the preparation of a strategic plan for the Corridor. The governing bodies of the Corridor municipalities appointed four representatives to serve on a steering committee. Examples of steering committee members include local businesspersons, elected officials, planning and zoning board of adjustment members, economic development commission members, environmental commission members and concerned citizens.

The consensus planning process is based on the "Conference/Task Group Process Model," which convenes a large group of interested participants (the steering committee), followed by task group work, and later by additional conferences and task group work. Task groups perform detailed work functions, preparing studies and reports which are provided to and discussed by conference participants. At the conference level, issues are discussed and recommendations reached by consensus.

This model can be thought of as a "step-up/step-down" approach, whereby a larger collective body of participants (the steering committee) provides direction and makes decisions and smaller groups of participants (task groups) perform work functions and report to the collective body. Under this approach, progress is made by stepping down to the task group level where highly focused and specific tasks are performed and by stepping up to the conference level to review and discuss task group work and to make decisions by consensus. Movement between levels continues until all tasks are completed and the collective body is satisfied with the task group work in order for the consensus planning process to be concluded.

Figure 1 illustrates the "Conference/Task Group Process Model." The "planning committee" indicated in the figure represents the Freeholders, who are the initiators of the consensus planning effort. The Freeholders charged the county's Office of Land Use Planning with facilitating the process, providing technical assistance and preparing the final strategic plan document which is based on steering committee input and recommendations.

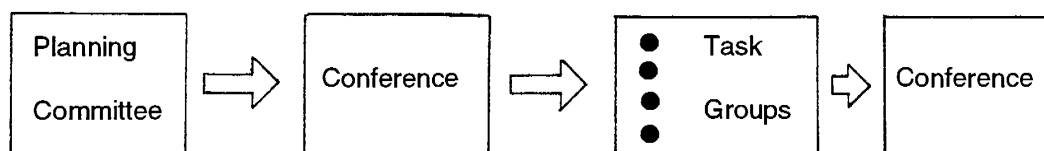


Figure 1 . Conference/Task Group Process Model

F. ORGANIZATION OF STRATEGIC PLAN

The strategic plan is organized into two parts:

1. Analysis of constraints and opportunities for the Corridor, and
2. Recommendations setting forth policies, actions and strategies based on the vision for the Corridor and the methods needed to implement the strategic plan.

1. Constraints and Opportunities Analysis

In order to develop an understanding of the Corridor's constraints and opportunities, the strengths and weaknesses of the Corridor are identified to establish base conditions. The following conditions are analyzed:

1. Regional context and Physical Structure;
2. Physical land development patterns and land use;
3. Population and demographics;
4. Economic overview and market analysis;
5. Business concerns and needs;
6. Housing conditions and needs;
7. Environmentally sensitive areas;
8. Open space and recreational areas and needs;
9. Circulation and transportation;
10. Utilities and infrastructure;
11. Community services and needs; and
12. Summary of Areas Suitable for Development and Redevelopment.

Based on an analysis of the foregoing conditions, constraints and opportunities for revitalizing and improving the Corridor are identified and discussed.

2. Recommended Strategies

Based on the findings of the steering committee, the strategic plan identifies major areas of concern which define quality of life in the Corridor. From these areas of concern, constraints and opportunities for improving the Corridor are identified and analyzed to develop strategies for implementation.

The second section of the strategic plan recommends specific policies, actions and strategies aimed at revitalizing the Corridor and improving quality of life in the Corridor.

PART ONE

ANALYSIS: CONSTRAINTS AND OPPORTUNITIES

I. REGIONAL CONTEXT AND PHYSICAL STRUCTURE

A. Constraints

From a regional perspective the Corridor has few constraints and many opportunities. The following constraints affect the Corridor:

1. Most of the Corridor does not have direct access to Interstate 295. In the southern and central portions of the Corridor the average distance of cross-Corridor roadways connecting Route 130 to I-295 interchanges is four miles. In Burlington and Florence Townships the average distance from Route 130 to an I-295 interchange is two miles. In Burlington's case, I-295 Interchange No. 47 is located in the southeastern end of the township where it intersects County Road 541. I-295 Interchange No. 52 is located just outside Florence in Mansfield Township where it intersects County Road 656.

2. Land development patterns are essentially set for most of the Corridor, thus, limiting development to infill and redevelopment. This constraint is applicable to most of the Corridor, except for Burlington and Florence Townships and parts of Delanco and Delran which still have significant amounts of vacant developable land. The existing residential neighborhoods and residential infill development are not viewed as constraints; rather, they are considered assets upon which the small town character of the Corridor communities is based. Notwithstanding, the predominant single family development patterns limit the types of housing that can be introduced into the Corridor. In addition, existing commercial strips and older industrial facilities, which are vacant or underutilized and are deteriorating, are dominant feature in the landscape and, in many cases, are limited in terms of being obsolete and/or unable to be adaptively reused.

The physical structure constraints for the Corridor are presented by sub-corridor segment and node, including natural and manmade features.

1. Route 130 Sub-Corridor

a. Cinnaminson-Delran Segment

1. Local and regional traffic conflict along Route 130 through this segment. Vehicles traveling at high speeds encounter vehicles slowing to patronize stores and shops and exit the highway.

2. This segment serves as a truck route which provides access to industry located in the segment and to roads connecting Route 130 to interstate highways and the Tacony-Palmyra Bridge. The truck traffic conflicts with local traffic.

3. The numerous curb cuts which provide access to the many small commercial sites situated along Route 130 exacerbate the conflicts between local and regional traffic.

4. The Route 130 concrete barrier curb requires all cross-corridor traffic to be made at a series of jughandles and signalized intersections, some of which are offset, thus, requiring passage through two sets of signalized intersections. At peak hours, usage of some jughandles exceeds their capacity, causing traffic congestion.

5. The concrete barrier curb, a functional necessity, detracts from the segment's image.

6. In certain places along this Route 130 segment there is limited flexibility in modifying the highway right-of-way to accommodate road improvements because of the preponderance of older buildings and improvements located within close proximity to the right-of-way.

7. Sign clutter and a lack of landscaping create an unpleasing, harsh environment along the highway.
8. Implementing new design controls, i.e., setbacks, curb cuts, signage and landscaping, is difficult because the segment is almost entirely developed.
9. The preponderance of small, developed parcels under separate ownership limits the ability to assemble parcels for cohesive, larger-scale development.
10. The presence of outdated buildings and vacant and underutilized commercial facilities detracts from the image of economic health in the segment.
11. The segment lacks a central node of activity, i.e., commercial, which acts a major draw of patrons to the commercial strip along the highway.

b. Delanco-Edgewater Park-Willingboro-Burlington Segment

1. Local and regional traffic conflict along Route 130 through this segment. Vehicles traveling at high speeds encounter vehicles slowing to patronize stores and shops and exit the highway. This latter circumstance is exacerbated through Burlington City where north- and southbound lanes are divided by a central swath of commercial establishments. Vehicles slowing in the left lane, also known as the "fast lane," to make left turns into the commercial establishments conflict with vehicles traveling through the city at cruising speeds. This same circumstance arises for vehicles turning left to travel west or make a "U"-turn to head south on Route 130.
2. This segment serves as a truck route which provides access to industry located in this segment and to roads connecting Route 130 to interstate highways and the Burlington-Bristol Bridge. The truck traffic conflicts with local traffic.
3. The numerous curb cuts which provide access to the many small commercial sites situated along Route 130 exacerbate the conflicts between local and regional traffic. This constraint is particularly concentrated in the Burlington City portion of Route 130.
4. The Route 130 concrete barrier curb located south of Burlington City requires all cross-corridor traffic to be made at a series of jughandles and signalized intersections. At peak hours, usage of some jughandles exceeds their capacity, causing traffic congestion.
5. The concrete barrier curb, a functional necessity, detracts from the segment's image.
6. Traffic patterns required to access the Burlington-Bristol Bridge from Route 130 are confusing.
7. In certain places along this Route 130 segment, particularly in Burlington City, there is limited flexibility in modifying the highway right-of-way to accommodate road improvements because of the preponderance of older buildings and improvements located within close proximity to the right-of-way.
8. Sign clutter and a lack of landscaping create an unpleasing, harsh environment along the highway.
9. Implementing new design controls, i.e., setbacks, curb cuts, signage and landscaping, is difficult because the significant portions of the segment are developed.
10. The preponderance of small, developed parcels under separate ownership limits the ability to assemble parcels for cohesive, larger-scale development in certain portions of segment.

11. The presence of outdated buildings and vacant and underutilized commercial facilities detracts from the image of economic health in the segment.

12. South of Burlington City the segment lacks a central node of activity, i.e., commercial, which acts a major draw of patrons to the commercial strip along the highway.

13. Residential dwellings located immediately along Route 130 in Burlington City conflict with surrounding commercial development and highway traffic.

c. Burlington-Florence Segment

1. Local and regional traffic conflict along Route 130 in this segment. Vehicles traveling at high speeds encounter vehicles slowing to patronize stores and shops and exit the highway, particularly along the southern end of the segment in Burlington Township and in the vicinity of Delaware Avenue in Florence.

2. This segment serves as a truck route which provides access to industry located in the segment and to roads connecting Route 130 to interstate highways and the Pennsylvania Turnpike Extension Bridge. The truck traffic conflicts with local traffic.

3. The numerous curb cuts which provide access to many small commercial sites situated along Route 130 in the southern end of the segment and in the vicinity of Delaware Avenue in Florence exacerbate the conflicts between local and regional traffic.

4. In certain places along this Route 130 segment there is limited flexibility in modifying the highway right-of-way to accommodate road improvements because of the preponderance of older buildings and improvements located within close proximity to the right-of-way.

5. Sign clutter and a lack of landscaping create an unpleasing, harsh environment along the highway in the southern end of the segment and in the vicinity of the Delaware Avenue in Florence.

6. Implementing new design controls, i.e., setbacks, curb cuts, signage and landscaping, is difficult in developed areas.

7. The preponderance of small, developed parcels under separate ownership limits the ability to assemble parcels for cohesive, larger-scale development along Route 130 in the southern end of the segment and in the vicinity of Delaware Avenue in Florence.

8. Some of the small scale commercial development may potentially conflict with the larger-scale commercial and industrial that is contemplated for this area and has begun to emerge in this area.

2. Riverfront Sub-Corridor

a. Palmyra-Riverton Node

1. There is limited land available for new development in the node.

2. County Road 543, also known as Broad Street, acts as a physical and psychological barrier which separates the northwestern portion of the node from the southeastern portion. For the most part the Broad Street is four lanes wide and limits speeds to 35 miles per hour through most of the node. Truck traffic and excessive vehicle speeds add to the negative impact the road has on the commercial districts and dwellings located along Broad Street.

3. Access to the node from Route 130 is gained by using roads that traverse residential areas, where, in many cases, dwellings are a few feet from the rights-of-way.
4. The dependence on the automobile is felt in the node, particularly in the densely developed areas that were built before the age of the automobile dawned. There is a lack of parking in certain residential neighborhoods and in the commercial districts. The conversion of large single family dwellings into apartments has further strained the parking supply.
5. The downtown commercial districts are in need of renovation and refurbishment, i.e., facades, walks, street furniture, lighting and landscaping.
6. Non-retail uses, i.e., offices, compete for first floor commercial space in the downtown districts, thus, diminishing the ability of the downtown areas to become viable centers of commercial activity.
7. Access from westbound Route 73 and the lands north of Route 73 to the commercial establishments located along the south of Route 73 is difficult--a small, undersized jughandle, which is situated before the approach of the Tacony-Palmyra Bridge, must be used to make a "U"-turn and travel east along Route 73. This constrained access to the lands south of Route 73 is a deterrent for further developing the area, including the defunct outdoor movie theater.
8. Development of the lands south of Route 73 is further constrained because of the lack of public sewers available in the area.

b. Cinnaminson-Delran Segment

1. Industrial and local traffic conflict along County Road 543 and Chester Avenue which connects the county road to Route 130. The residential neighborhoods located along Chester Avenue are impacted by the industrial traffic.
2. There is limited land available for new development in this segment. Land which is available for development is constrained by environmental factors, i.e., wetlands and floodplain.
3. Access to the Delaware River is limited because most of the waterfront is privately owned.
4. The presence of outdated buildings and vacant and underutilized industrial buildings detracts from the image of economic health in the segment.
5. The preponderance of small, developed parcels under separate ownership limits the ability to assemble parcels for cohesive, larger-scale development.
6. The close proximity of older housing to industrial and marina development causes conflicts between the residential and non-residential uses.
7. A lack of landscaping creates an unpleasing, harsh environment along County Road 543 and the railroad right-of-way. In many cases, there are unobstructed views into industrial and boat storage yards, thus, creating unsightly conditions.

c. Riverside Node

1. There is limited land available for new development in the node. Land which is available for development is constrained by environmental factors, i.e., wetlands and floodplain.

2. Access to the node from Route 130 is gained by using roads that traverse residential areas, where dwellings are located 10 to 25 feet from the right-of-way.
3. The dependence of the automobile is felt in the node. There is a lack of parking in residential neighborhoods and in the commercial district.
4. Many non-retail uses, i.e., apartments and small and office industrial uses, occupy buildings at the street level in the downtown commercial district, thus, competing for important retail space. In essence, these non-retail uses diminish the ability of the downtown district to perform as a retail center.
5. The downtown commercial district is in need of renovation and refurbishment, i.e., facades, walks, street furniture, lighting and landscaping.
6. The preponderance of outdated, deteriorated industrial buildings and properties, particularly the Watch Case building and surrounding industrial properties, diminish the image of the township as being economically healthy. The Watch Case and surrounding properties are a cornerstone in the downtown area and have a strong influence on the image of downtown.
7. The housing stock in sections of the node is in need of renovation and rehabilitation.
8. The approach to the Riverside-Delanco bridge, Pavilion Avenue, is in need of reconstruction to improve its driving surface and streetscape appearance. The bridge's driving surface and appearance is also in need of improvement.

d. Delanco-Beverly Node

1. Within the node there is limited land available for new development northwest of the railroad tracks. Land available for development northwest of the tracks is constrained by environmental factors, i.e., wetlands, woodlands and floodplain.
2. The dependence on the automobile is felt in the node, particularly in Beverly which developed into compact land use patterns. There is a lack of parking in certain residential neighborhoods and in the Beverly downtown commercial district.
3. The Beverly downtown commercial district is in need of renovation and refurbishment, i.e., facades, walks, street furniture, lighting and landscaping. Delanco lacks a cohesive downtown district, and many of its commercial establishments need renovation and refurbishment.
4. The housing stock in sections of the node is in need of renovation and rehabilitation. Concentrations of deteriorated housing stock exists in Beverly. Highly visible deteriorated housing stock exists along County Road 543 in Delanco.
5. The streetscape of County Road 543 from Rancocas Creek to Cooper Street is in need of renovation and refurbishment. The sharp curve in the county road in the vicinity of Vine and Willow Streets is a hazard to motorists.

e. Edgewater Park-Burlington Segment

1. The horizontal and vertical alignments of the Country Road 543 underpass, which traverses under the railroad bridge, is hazardous to motorists. The horizontal alignment of the underpass is configured as a sharp "dog-leg." The vertical approaches to the underpass are also sharp.

2. The County Road 543 underpass is unsightly because it attracts graffiti and trash.
3. Truck traffic traveling along County Road 543 conflicts with the residential neighborhoods located along the roadway.

f. Burlington Node

1. There is limited land available for new development in the node.
2. The dependence on the automobile is felt in the node. There is a lack of parking in the oldest, most densely developed residential areas of the node.
3. Many buildings in the downtown commercial district are in need of renovation and rehabilitation.
4. The streetscape along Broad Street is in need of renovation and refurbishment, i.e., facades, walks, street furniture, lighting and landscaping.
5. Non-retail uses, i.e., offices, compete for first floor commercial space in the downtown district, thus, diminishing the ability of the downtown area to become a viable center of commercial activity.
6. The housing stock in sections of the node is in need of renovation and rehabilitation.
7. Vacant, deteriorated industrial buildings have a negative impact on the economic of the city. Such industrial buildings located in residential neighborhoods detract from the image of those neighborhoods.
8. The traffic rotaries (circles) located along Route 413 (a.k.a. Keim Boulevard), which is the approach to the Burlington-Bristol Bridge, consume considerable amounts of land, cause confusing traffic patterns and are devoid of any landscaping, thus, creating an unpleasant, harsh environment. This area of the node is essentially a gateway from Pennsylvania to Burlington City, Burlington County and New Jersey; its unpleasant environment sends an uninviting message about the Corridor.
9. Long, slow moving freight trains tend to divide the downtown commercial and residential areas of the city, causing a number of impacts: noise and vibration for nearby dwellings; stopping cross-city traffic; detaining emergency vehicles; and impeding potential patrons and tourists from reaching the waterfront.

g. Burlington-Florence Segment

1. County Road 656 (a.k.a. River Road) is narrow and needs improvements for it to become an industrial road which will serve an emerging employment center.
2. The intersection of County Roads 656 and 658 (a.k.a., Neck Road) which is configured at an acute angle is hazardous to motorists.

h. Florence-Roebling Node

1. There is limited land available for new development in the Roebling portion of the node.
2. Access to the Florence portion of the node from Route 130 is gained by using County Road 656 (a.k.a. Delaware Avenue) which traverses residential areas. Industrial truck and employee traffic passes through these neighborhoods to access industrial facilities located in the Burlington-Florence Segment of the Riverfront Sub-Corridor and the southeastern corner of the Florence portion of the node.

3. Access to the Pennsylvania Turnpike Extension (for traveling west only), which attracts cars and trucks, is gained via County Road 659 which traverses through residential neighborhoods in Florence. The configuration of the County Road 659 bridge and ramp system, which conveys traffic over the railroad to the turnpike extension and industrial facilities in the node, is awkward and unfriendly to large truck traffic because of the difficulty in negotiating its tight turning ramp which makes almost one entire revolution. In addition, earthen embankments for this bridge and ramp system are unsightly because they are difficult to maintain.
4. The rise in the railroad grade crossing at Hornberger Avenue in Roebling is hazardous to motorists.
5. The dependence on the automobile is felt in the Roebling portion of the node where roads are narrow and there is a lack of parking in the residential neighborhoods and downtown commercial district.
6. The landfill located across the Delaware River in Pennsylvania negatively impacts the air quality in the node.
7. The downtown commercial districts in the node are in need of renovation and refurbishment, i.e., facades, walks, street furniture, lighting and landscaping.
8. The housing stock in sections of the node is in need of renovation and rehabilitation.
9. The defunct Roebling steel mill is a dominate feature in Roebling. The former steel mill facility is a hazardous waste site and has severely deteriorated, thus, casting a negative shadow on the Village of Roebling.

3. Route 541 Sub-Corridor

Local and regional traffic conflict along County Road 541 through this segment. The county road links Route 130 with Interstate 295 and the New Jersey Turnpike. The traffic impacts the residential neighborhoods through which the county road traverses in the western portion of the segment.

4. Florence Agricultural and Research Area

This area lacks public sewer and water, limiting research and related industrial development.

B. Opportunities

1. Burlington County is strategically located in the center of the Boston-New York-Philadelphia-Washington Corridor. Further, the county is situated in the southern region of New Jersey which is projected to continue growing at a moderate rate. Although the southern portion and parts of the central portion of the Corridor are not expected to grow at a significant pace, Burlington and Florence Townships are located in the I-295 growth corridor situated in the northwestern portion of the county and are expected to continue to grow at a rapid rate.
2. The Corridor is well served by a regional highway network. U.S. Route 130 provides direct north-south travel through the Corridor. State Route 73 and County Roads 541 and 656 provide cross-Corridor linkages to I-295 which runs north-south. The county's three Delaware River bridge crossings provide direct connections from the Corridor to Pennsylvania. The proposed New Jersey Turnpike interchange at Route 130, which is to be completed in 1999, will enhance east-west interstate travel via the Pennsylvania Turnpike and north-south travel via the New Jersey Turnpike.
3. The active freight rail road line is a major asset of the Corridor for attracting and serving industrial uses.

4. Combined with an excellent road network and freight rail line, the ability to support deep-water port facilities broadens the types of industrial uses that may be attracted to the Corridor.

5. The Delaware River and its tributaries are major assets of the Corridor. They offer unique opportunities for a balance of housing, recreational and commercial development and environmental preservation. One opportunity is to expand and enhance the marinas located along the Delaware River and Rancocas Creek. Another opportunity is to establish a system of greenways along the waterways. New housing opportunities exist along the waterways as infill development.

6. The Corridor offers a variety of community settings which make each municipality distinctive and contributes toward the small town character of the municipalities. Burlington City offers a colonial and nineteenth century urban setting. Beverly, Delanco, parts of Florence, Palmyra, Riverside and Riverton are compact, traditional communities. Cinnaminson, Delran, Edgewater Park, Willingboro and parts of Burlington and Florence Townships have older suburban settings. Semi-rural and newer suburban settings exist in parts of Burlington and Florence Townships.

The physical structure opportunities for the Corridor are presented by sub-corridor segment and node, including natural and manmade features.

1. Route 130 Sub-Corridor

a. Cinnaminson-Delran Segment

1. Opportunities exist for improving cross-Route 130 traffic flow by reconstructing jughandles, realigning roads to eliminate offset intersections, and constructing new feeder roads along the highway.

2. Opportunities exist to create new centers of commercial activity along Route 130 where new and reconstructed intersections and new feeder roads are built.

3. Opportunities exist to capitalize on the segment's strength in retailing and providing services.

4. Opportunities exist for local governments to establish zoning incentives to encourage the consolidation of small commercial properties and their redevelopment into larger, more cohesive commercial and/or mixed use developments along Route 130. Such opportunities may reduce the number of curb cuts along the highway.

5. Opportunities exist to redevelop vacant and underutilized strip shopping centers located along Route 130 into mixed uses developments, i.e., affordable and senior citizen housing and smaller scale commercial/services facilities, and alternate uses, i.e., compatible light industrial uses.

6. Some larger vacant parcels still exist along Route 130 which could be developed into highway oriented uses, i.e., commercial, light industrial, office, residential and mixed use developments.

7. Opportunities exist to improve the appearance of Route 130's highway landscape through the use of new development design controls, i.e., signage, landscaping and lighting, and encouraging community involvement in maintaining public spaces, i.e., jughandle and intersection areas.

8. Opportunities exist to encourage renovation and rehabilitation of outdated buildings through the use of financial and local tax abatement incentives.

9. Opportunities exist to create an open space greenway from the Rancocas Creek through the segment to the Delaware River.

b. Delanco-Edgewater Park-Willingboro-Burlington Segment

1. Opportunities exist for improving cross-Route 130 traffic flow by reconstructing jughandles.
2. Opportunities exist to create new mixed use centers, i.e., combination residential and commercial developments, on vacant and underutilized strip commercial shopping centers located along Route 130.
3. Opportunities exist for local governments to establish zoning incentives to encourage the consolidation of small commercial properties and their redevelopment into larger, more cohesive commercial and/or mixed use developments along Route 130. Such opportunities may reduce the number of curb cuts along the highway.
4. Opportunities exist for local governments to establish zoning incentives to encourage the redevelopment of vacant, underutilized and deteriorated commercial properties located along Route 130 into new commercial developments and mixed use developments.
5. Some larger vacant parcels still exist along Route 130 which could be developed into highway oriented uses, i.e., commercial, light industrial, office, residential and mixed use developments.
6. An opportunity exists for the creation of a town center for Edgewater Park along Cooper Street.
7. Opportunities exist to improve the appearance of Route 130's highway landscape through the use of new development design controls, i.e., signage, landscaping and lighting, and encouraging community involvement in maintaining public spaces, i.e., jughandle and intersection areas.
8. Opportunities exist to encourage renovation and rehabilitation of outdated buildings through the use of financial and local tax abatement incentives.
9. Opportunities exist to develop Burlington City's Route 130 highway frontage into a gateway for the Corridor and points south. The city's highway frontage is unique because its north- and southbound lanes are divided by commercial development and its commercial development occurred during the early 1950s and 1960s--some of the earliest highway commercial development in the county. This stretch of Route 130 could be redeveloped with a theme of early post-World War II highway commercial development, applying period architectural styles and design elements toward today's commercial uses.
10. Opportunities exist to create an open space greenway along the Rancocas Creek, linking the greenway to a network of greenways and open space throughout the segment.

c. Burlington-Florence Segment

1. The opportunity exists to create a major industrial employment center between Route 130 and the Delaware River. This area of the segment has ample vacant land available for industrial development and is in close proximity to the planned Route 130-Pennsylvania Turnpike Extension toll interchange proposed by the New Jersey Turnpike Authority.
2. The opportunity exists to create a combined regional commercial and light industrial strip along Route 130 south of the Pennsylvania Turnpike Extension. This commercial/light industrial strip will serve a growing population southeast, east and northeast of the strip and the emerging industrial employment center west and northwest of the strip.
3. Opportunities exist for local governments to establish zoning incentives to encourage the consolidation of small commercial properties and their redevelopment into larger, more cohesive commercial

3. Opportunities exist for local governments to establish zoning incentives to encourage the consolidation of small commercial properties and their redevelopment into larger, more cohesive commercial developments along Route 130 in the southern and northern parts of the segment.
4. Opportunities exist to encourage renovation and rehabilitation of outdated buildings located along Route 130 in the southern and northern parts of the segment through the use of financial and local tax abatement incentives.
5. The opportunity exists to improve the linkage from Route 130 to Interstate 295 by upgrading County Road 656 to accommodate higher volumes of traffic and improving its intersection with Route 130 to accommodate truck traffic.
6. Opportunities exist to improve cross-Route 130 traffic flow to the emerging industrial employment center and anticipated commercial development by constructing jughandles at strategic locations.
7. The opportunity exists to resist the construction of a concrete barrier curb along Route 130, which would detract from the image of the highway. The highway right-of-way could be widened because a significant amount of the highway frontage is undeveloped.
8. Opportunities exist to improve the appearance of Route 130's highway landscape in the northern and southern sections of the segment through the use of new development design controls, i.e., signage, landscaping, lighting. The new development design standards should also be applied to new development and should include curb cut placement and design.
9. Opportunities exist to create open space greenways throughout the segment.

2. Riverfront Sub-Corridor

The Riverfront Sub-Corridor's strongest asset is the Delaware River. The river provides beautiful setting in which to live and offers many recreational opportunities, both active and passive. The river's waterfront has a diverse ecosystem which makes it valuable to the region.

a. Palmyra-Riverton Node

1. Opportunities exist to build on the node's traditional development patterns which create its small town character. Infill development and rehabilitation of older housing stock further strengthen the node's small town character.
2. Opportunities exist to promote the node's historical setting by changing local zoning ordinances to allow for bed-and-breakfast conversions of large, historic dwellings and buildings in the node.
3. Opportunities exist to promote the Palmyra Cove as a nature preserve, focusing on the migratory bird populations that frequent the cove. Eco-tourist trade could be linked to the bed-and-breakfast facilities and commercial activities in the downtown business districts in the node.
4. Opportunities exist to renovate and refurbish the commercial districts, reflecting a prominent historic period for the node.
5. Opportunities exist to encourage renovation and refurbishment of the commercial districts through the use of financial and local tax abatement incentives.
6. Opportunities exist to establish the commercial districts as historic districts which have specific design

codes for redevelopment, rehabilitation and construction.

7. Opportunities exist to encourage the establishment of uses that attract an unobtrusive nightlife in the downtown areas, i.e., restaurants, cafes, live entertainment, local theater, specialized movie theaters, art studios, adult enrichment and educational facilities, etc.

8. Opportunities exist to redesign and reconstruct County Road 543 so that the county roadway is more pedestrian and downtown friendly in the node.

9. Opportunities exist to redevelop the lands south of Route 73 by extending public sewers and improving access to the area.

10. Opportunities exist to take advantage of the light rail commuter service planned for the Riverfront communities. The downtown areas could be focused toward providing convenient services for light rail commuters. The node could be promoted as a desirable place in which to live with access to the light rail system--the station stops could be reached within a 10-15 minute walk from anywhere in the node. Furthermore, there is an ample supply of older housing stock available for renovation and rehabilitation.

11. Opportunities exist to improve the downtown parking supply, thus, making the downtown areas convenient to shop and visit.

12. Opportunities exist to create open space greenways along the Delaware River, the river's tributaries and other open space areas in the node and linked to adjacent sub-corridor segments.

b. Cinnaminson-Delran Segment

1. Opportunities exist to create open space greenways along the Delaware River, the river's tributaries and other open space areas in the segment and linked to adjacent nodes. Some of the greenways could be created in combination with carefully planned riverfront development.

2. Opportunities exist to renovate and rehabilitate the Village of East Riverton in Cinnaminson and create a neo-traditional village which is an expansion of East Riverton. This neo-traditional village could be oriented toward light rail transit, including a station stop and a small commercial element.

3. Opportunities exist to improve the appearance of the landscape along County Road 543 and the rail road tracks, particularly along the various industrial facilities.

4. Opportunities exist to create local zoning incentives to expand and upgrade industrial facilities in the segment.

5. Opportunities exist to expand and diversify the marina complex by allowing a mix of housing and non-marine commercial uses, i.e., restaurants and nightclubs, to be provided. In addition, the marina complex should be promoted to attract compatible marine based uses, thus, further strengthening the complex.

6. Opportunities exist to promote the segment as an ideal industrial complex well served by freight and commuter rail and a road network linked to Route 130 and interstate highways. Roads serving the industrial areas and respective intersections along Route 130 should be improved to accommodate industrial traffic.

c. Riverside Node

1. Opportunities exist to build on the node's traditional development patterns which create its small town

character. Infill development and rehabilitation of older housing stock further strengthen the node's small town character.

2. Opportunities exist to renovate and refurbish the commercial district, reflecting a prominent historic period for the node.
3. Opportunities exist for local government to establish zoning incentives to encourage the redevelopment of the commercial district and underutilized and deteriorated industrial properties.
4. Opportunities exist to encourage renovation and rehabilitation of outdated and deteriorated buildings through the use of financial and local tax abatement incentives.
5. The opportunity exists for the redevelopment of the Watch Case building and surrounding industrial properties into a diverse mix of housing, office, commercial, light industrial and recreational uses.
6. The opportunity exists for the redevelopment of the former Zurbrugg Hospital into a mix of housing and medical care for the elderly and other medical and social services.
7. Opportunities exist to encourage the establishment of uses that attract an unobtrusive nightlife in the downtown area, i.e., restaurants, cafes, live entertainment, local theater, specialized movie theaters, art studios, and specialized stores and shops.
8. Opportunities exist to improve the downtown parking supply, thus, making the downtown area convenient to shop and visit.
9. Opportunities exist to take advantage of the light rail commuter service planned for the Riverfront communities. The downtown area could be focused toward providing convenient services for light rail commuters. The light rail commuter service could enhance the synergy created among the redevelopment of the downtown area, the Watch Case area and the hospital property. Furthermore, the node could be promoted as a desirable place to live with access to the light rail system--the station stop could be reached within a 10-15 minute walk from anywhere in the node. There is an ample supply of older housing stock available for renovation and rehabilitation.
10. Opportunities exist to create open space greenways along the Rancocas Creek. An opportunity exists to create a formal park along the creek which is an extension of the redevelopment of the Watch Case and surrounding industrial properties.

d. Delanco-Beverly Node

1. Opportunities exist to build on the node's traditional development patterns which create its small town character. Infill development, rehabilitation of older housing stock and redevelopment, i.e., removing deteriorated dwellings and constructing new dwellings in Beverly, further strengthen the node's small town character.
2. Opportunities exist to create a waterfront development consisting of housing and a formal park in the vicinity of Bank Street in Beverly.
3. Opportunities exist to preserve Hawk Island in its natural state and link it to a waterfront greenway in the node.
4. Opportunities exist to create a cohesive downtown commercial district in Delanco limited to the stretch of County Road 543 south of Cooper Street. This portion of the county road could be enhance with new

sidewalks, street lighting, landscaping and furniture. This area is a gateway for Delanco when passing over the Riverside-Delanco Bridge heading north.

5. Opportunities exist to encourage renovation and refurbishment of the commercial district in Beverly through the use of financial and local tax abatement and zoning incentives.

6. Opportunities exist to improve downtown parking supply in Beverly.

7. Opportunities exist to renovate and redevelop older, deteriorated industrial properties located along the railroad tracks in Beverly as mixed use complexes for housing, commercial and light industrial uses.

8. Opportunities exist to take advantage of the light rail commuter service planned for the Riverfront communities. The communities in the node could be promoted a traditional town setting which offers an ample supply of older housing stock available for renovation and rehabilitation and an enhanced transportation mode which accesses jobs and other attractions in the region.

e. Edgewater Park-Burlington Segment

1. Opportunities exist to build on the segment's unique residential character marked by larger estate type homes with mature landscaping by limiting development to that which is compatible in the segment.

2. The opportunity exists to upgrade and improve the safety of the County Road 543 underpass.

f. Burlington Node

1. Opportunities exist to build on the node's traditional development patterns which create its combination of small city and town character. Infill development and rehabilitation of older housing further strengthen the node's character.

2. Opportunities exist to build on the historic character of the node by encouraging the historic renovation and preservation of neighborhoods through the use of financial and local tax abatement incentives.

3. Opportunities exist to capitalize on the node's historic heritage as the former Capital of the Province of West New Jersey and an important colonial city. The node has the potential to become a major attraction for tourism and a cultural center for not only the Corridor but the county and region.

4. Opportunities exist to capitalize on the node's Delaware River waterfront as a attraction for tourism. The city's formal downtown waterfront park could be enhanced, and the downtown commercial district could be extended toward the waterfront. Burlington Island could be redeveloped as a major recreational/commercial development, i.e., hotel/conference center with restaurants, night club entertainment, golf course, boating and other recreational activities.

5. Opportunities exist to encourage renovation and refurbishment of the commercial district through the use of financial and local tax abatement and zoning incentives. Redevelopment, rehabilitation and renovation of the commercial district should occur according to local design codes established for the historic downtown area.

6. Opportunities exist to take advantage of the light rail commuter service planned for the Riverfront communities. The downtown area and Burlington Island could be major attractions served by light rail. Furthermore, the node could be promoted as a desirable place in which to live with access to the light rail system--the station stops could be accessed with a 10-15 minute walk from almost anywhere in the downtown portion of the node.

7. Opportunities exist to attract industrial users in the southern portion of the node by promoting the area as being highly accessible by roads, rail and mass transit.
8. Opportunities exist to redesign and reconstruct the Route 413 approach to the Burlington-Bristol Bridge by making it into a true gateway from Pennsylvania. Road alignments could be changed to create a boulevard effect, enhanced by landscaping.
9. Opportunities exist to redevelop older, deteriorated industrial properties located in residential neighborhoods by readapting them as new housing units.
10. Opportunities exist to create open space greenway linkages along the Delaware River and its tributaries to the downtown waterfront area.

.g. Burlington-Florence Segment

1. Opportunities exist to improve the road network in this segment so that it will adequately serve future industrial growth.
2. Opportunities exist to create open space greenways along the Delaware River, linking it to adjoining nodes and segments.

h. Florence-Roebling Node

1. Opportunities exist to build on the node's traditional development patterns which create its village character. Infill development and rehabilitation of older housing stock further strengthen the node's village character. Roebling's development patterns are unique because they represent an early twentieth century "company town" which remains fully intact, including various types of dwellings and downtown commercial center.
2. Opportunities exist to encourage renovation and rehabilitation of the node's commercial districts through the use of financial and local tax abatement and zoning incentives.
3. The opportunity exists for the redevelopment of the former Roebling Steel Mill site into an industrial and/or commercial use. Although hindered by the fact that it is a hazardous waste site, the former steel mill plant has many advantages for industrial uses, including, but not limited to, excellent access to the interstate highway system, excellent access to the freight rail system, excellent access to water transportation, excellent access to the planned commuter light rail system for potential employees, excellent access to a nearby source of skilled labor and excellent access to a nearby source of water for manufacturing processes. Opportunities exist in pooling financial and technical expertise among various levels of government and the private sector for the cleanup and redevelopment of the Roebling site.
4. Opportunities exist to take advantage of the light rail commuter service planned for the Riverfront communities. A portion of the Roebling commercial district could be focused toward providing convenient services for light rail commuters. Furthermore, the node could be promoted as a desirable place in which to live with access to the light rail system--the station stop could be reached within 10-15 minute walk from anywhere in Roebling. There is an ample supply of older housing stock available for renovation and rehabilitation.
5. Opportunities exist to divert truck traffic through the Village of Florence to Route 130 and through the Burlington-Florence Segment of the Route 130 Sub-Corridor to the riverfront industries in Florence Township.

6. The opportunity exists to improve the Hornberger Avenue railroad grade crossing to safely accommodate automobiles and trucks.
7. Opportunities exist to create open space greenway linkages along the Delaware River and throughout the node.

3. Route 541 Sub-Corridor

1. Opportunities exist to create a major commercial center along Route 541 in the vicinity of the I-295 interchange.
2. Opportunities exist to redevelop older commercial sites and consolidate smaller commercial sites into larger, more cohesive commercial developments, thus, reducing the number of curb cuts along the highway.
3. Opportunities exist to develop the lands surrounding the Interstate 295 interchange with Route 541 into an industrial employment center.

4. Florence Agricultural and Research Area

1. Opportunities exist to create a major research and develop center which focuses on resource recovery. The area could be promoted to encourage the concentration of industries that recycle and process waste materials into reusable products and/or energy sources. The area is well served by the interstate highway system and is in close proximity to freight rail service in Florence. Furthermore, opportunities exist to extend public sewer and water to the area to help attract such specialized industries.
2. Opportunities exist to build on the agricultural industry of the area by encouraging the development of agricultural research and development operations, i.e., the existing Rutgers University research greenhouses. Furthermore, farmland could be preserved around the landfill and resource recovery complex to buffer nearby low density residential development. The agricultural research activities could work in a symbiotic relationship with the products and bi-products of the resource recovery operations.
3. Opportunities exist to improve the County Road 656 linkage from I-295 to Route 130 to serve research and development industrial traffic.

II. PHYSICAL LAND DEVELOPMENT PATTERNS AND LAND USE

A. Constraints

1. The Corridor has a significant amount of vacant commercial space, 1,232,012 square feet or 11.3 percent of the commercial space located along Route 130 and County Roads 541 and 543. Approximately half of the vacant commercial space, 614,193 square feet or 49.9 percent, is located in the central portion of the Corridor, and the likelihood of occupying that vacant commercial space is small because of the competition from new commercial centers emerging along Interstate 295 in and outside the Corridor.

2. The Corridor has several large dilapidated, obsolescent and problematic industrial and commercial buildings and sites which impose difficulties for redevelopment. These troubled buildings and sites are dominant features in the landscape and negatively impact surrounding areas.

For example, in the central portion of the Corridor, large troubled sites and buildings include: Willingboro Plaza - a vacant, dilapidated and obsolescent 340,000-square foot± shopping center fronting along Route 130 in Willingboro; Village Mall - an almost entirely vacant 200,000-square foot± shopping center fronting along Route 130 in Willingboro; and Metro Mall - a marginally used, dilapidated 200,000-square foot± former shopping center and bowling alley located on Route 130 in Edgewater Park. Vacant sites include 20-acre± site of the former Kings Shopping Center located on Route 130 in Edgewater Park and Holiday Lakes, a 50-acre± dilapidated, former swimming and recreational facility located along Route 130 in Delanco. Smaller dilapidated and vacant commercial sites are located along Route 130 from Burlington City to the Rancocas Creek.

The southern portion of the Corridor has dilapidated, obsolescent and problematic commercial buildings and sites. The Clover Shopping Center, a 270,000-square foot facility located at Route 130 and Riverton Road in Cinnaminson, is almost entirely vacant; however, there is interest to relocate the Acme Supermarket from the Cinnaminson Shopping Center located at Route 130 and Cinnaminson Avenue to Clover. Acme's change in locations would render the Cinnaminson Shopping Center almost entirely vacant. Smaller vacant, underutilized and dilapidated commercial establishments exist along Route 130 in Delran and Cinnaminson. In Riverside, the 150,000-square foot± former Keystone Watch Case Company manufacturing facility stands almost entirely vacant, dilapidated and deteriorating. Adjacent to this facility is the 100,000-square foot± former Riverside Metals steel mill building and site. Although the steel mill building appears to be occupied, this building is underutilized and is becoming dilapidated.

3. The developed areas of the Corridor, primarily the southern and central portions, limit opportunities for new development. Pockets of undeveloped land exist in the southern and central portions of the Corridor.

4. Land uses are highly segregated, consisting primarily of large masses of residential areas which flank both sides of Route 130. Route 130 has developed primarily into a linear commercial strip. Pockets of industrial development formed and are continuing to form throughout the Corridor. This land use pattern is not problematic, *per se*; however, because Route 130 acts as a spine for the Corridor, most of the perceptions about the Corridor are formulated from travelling Route 130. Historically, Route 130 developed as a commercial strip, and when the new commercial centers emerged along Interstate 295, the Route 130 commercial strip declined, thus, giving the image that all of the Corridor is economically depressed. The depressed appearance of Route 130, particularly in the far southern end and in the central portion, which must be overcome, is a deterrent for development and redevelopment.

5. Although not located directly on Route 130 or any county roads, the 160-acre former Roebling steel mill in Florence is a major drag on the health and economic welfare of Roebling Village and Florence Township. The steel mill, which is a federal hazardous waste superfund cleanup site, has been abandoned and fallen into total deterioration. The redevelopment of the site cannot proceed until parts or all of the site have

been remediated. At the present, the U.S. Environmental Protection Agency has custody of the site and has plans to clean up the site, but cannot proceed until funding is appropriated by the federal government.

B. Opportunities

1. Approximately half of the Corridor is developed and the other half is a mix of undeveloped and recreational lands and open water. More specifically, 40.9 percent of the Corridor is undeveloped. Opportunities exist to develop the Corridor further and to preserve important tracts of land for open space purposes.

2. Development Opportunities:

a. Northern Portion of Corridor - With regard to development opportunities in the northern portion of the Corridor, Florence and Burlington Township have the greatest potential because of the abundance of undeveloped land located in these communities. In these two communities industrial and commercial development opportunities exist along Route 130 north of Burlington City. If combined together creating large tracts of land of several hundred acres, opportunities exist to create a mixed industrial and commercial complex spanning both sides of Route 130. Such a complex would benefit from excellent road accessibility to Interstate 295 in Florence and Mansfield Townships via Route 130 and County Road 656 and to the proposed New Jersey Turnpike interchange at Route 130 which will be built in Florence and anticipated to be in operation by 1999. The portion of the complex northwest of Route 130 would also benefit from excellent accessibility to the existing railroad for freight service. If rail service was extended across Route 130 to the southeastern portion of the complex, industrial opportunities would be greatly enhanced. In addition, as an employment center, the complex would benefit from centrally locating a light rail station stop to transport employees to their jobs. Light rail passenger transit service, which is to be provided on the existing railroad line, is proposed by New Jersey Transit. Optimistically, such light rail service could be provided in the year 2001.

Industrial development opportunities also exist in Florence in the vicinity of the Interstate 295 interchange and county resource recovery complex in Florence and Mansfield. With excellent access to the interstate, the undeveloped land and the landfill hold potential for future industrial development.

In Florence commercial development opportunities exist along County Road 656 from Route 130 to the county bridge over the New Jersey Turnpike extension. Nodes of commercial development can be created along the county highway to serve future growth in and around the area.

Residential development opportunities exist in the areas located between Route 130 and Interstate 295 in Burlington and Florence Townships. Currently, these areas are semi-rural with agriculture and woodlands and are undergoing transformation to low density residential development. If unchecked, this trend of consuming agricultural and wooded lands will continue. Opportunities exist to provide for creative residential development where dwellings are clustered and open space is preserved.

Mixed commercial and industrial development opportunities exist in the vicinity of Interstate 295 and County Road 541 in Burlington Township. This area enjoys excellent accessibility to the interstate and the New Jersey Turnpike Interchange in neighboring Westampton.

b. Central Portion of Corridor - In the central portion of the Corridor from Burlington City to the Rancocas Creek, development opportunities exist, however, on a lesser scale than the northern portion because less undeveloped land is available. In the Burlington Township section of the

central portion of the Corridor undeveloped land, ranging in size from 70 to 90 acres, exists along Route 130. On the northern side of Route 130 the undeveloped land is surrounded by residential development, thus, suggesting that this undeveloped tract should be developed as residential. The undeveloped land south of Route 130 is surrounded mostly by light industrial uses with residential development, e.g., garden apartments, to the south. Primary access to this land is through industrial development from Route 130 and Campus Drive. To that end, light industrial development appears to be most suitable for this undeveloped land.

Burlington Island, a 300-acre island in the Delaware River, has significant development potential for Burlington City. The island's unique setting in the river, 100-acre lake and 200 acres of open meadows and woods offer recreational and tourist opportunities, i.e., golf course, water-related recreational activities, and hotel/conference center. Major obstacles to overcome are providing access and utilities to the island and addressing wetland and floodplain regulatory issues.

In Edgewater Park approximately 60 acres of undeveloped land fronts along Route 130 and extends northward along Mount Holly and Delanco-Coopertown Roads. Commercial uses exist along Route 130, and residential and community services exist along the two other roads. Since there is a high vacancy rate for commercial uses in this area of the Corridor, more commercial development on this undeveloped land would be inappropriate. Light industrial, residential or mixed residential and commercial development opportunities exist for this area of the Corridor.

Across the highway in Willingboro is an undeveloped parcel of land which contains approximately 40 acres. Commercial uses flank the undeveloped parcel along Route 130. Residential development exists to the south. Again, since there is a preponderance of vacant commercial space in this section of the Corridor, the potential for commercial development on this parcel appears to be slight. Development opportunities for this parcel are similar to that of the undeveloped land across the highway in Edgewater Park.

Delanco holds the greatest potential for development in the central portion of the Corridor because it has a significant amount of undeveloped land. More than 300 acres of undeveloped land currently farmed exists between the Rancocas Creek and Creek Road. Light industry comprised mostly of trucking firms exist along the eastern side of Creek Road. Development opportunities for this area of Delanco are broad--the setting along the Rancocas Creek suggests that this area is highly suitable for residential development with open space with public access to the waterfront; the close proximity to light industry suggests that this area is suitable for more industrial development; and a portion of the area which is in close proximity to Route 130 suggests that this section is suitable for commercial development. New Jersey Transit proposes to locate a light rail transit passenger station stop at the northern end of this area on Coopertown Road. The area also enjoys excellent access to Route 130 and is within a 10-minute drive to the Interstate 295 at the edge of Willingboro and Westampton. Parts of this area are also suited for open space preservation and the creation of a park. Additional analysis of this area is warranted.

The potential for industrial development exists in the southeastern portion of Delanco south of the railroad and north of Creek Road. A tract of land of approximately 100 acres could be assembled between Coopertown Road, the municipal boundary and the railroad. This tract of land enjoys excellent access to the railroad for freight service. Smaller undeveloped parcels, 10 acres or less, exist along the south side of Coopertown Road.

The potential for industrial development also exists north of the railroad, although the amount of undeveloped land is less, containing approximately 45 acres with possible wetland and floodplain restrictions. Like the area south of the railroad, this undeveloped land enjoys excellent access to the railroad for freight service; however, road access is gained via Burlington Avenue which

traverses through the center of the township, representing an undesirable route for truck traffic.

The potential for developing half of Hawk Island, the 100-acre peninsula located at the confluence of the Delaware River and the Rancocas Creek in Delanco, exists. The most appropriate form of development would be residential with a marina and/or other forms of water-related recreation. An alternative to development would be a nature preserve with public access to the water.

c. Southern Portion of Corridor - Development opportunities exist in the southern portion of the Corridor, however, at a lesser degree than the central portion because the southern portion is more heavily developed. A large concentration of undeveloped land comprised of several hundred acres exists in the eastern section of Delran south of Route 130 in the vicinity of Creek Road and the Rancocas Creek. The surrounding residential setting which isolates the undeveloped area from other types of land uses and the limited number of major roads traversing through the undeveloped area strongly suggest that residential development opportunities along with open space preservation exist in this section of Delran.

Within the Hartford Road-Fairview Street area of Route 130, the opportunity to create a commercial node in Delran exists by extending the existing commercial development into the undeveloped land located south of Route 130. This area presents the opportunity to develop a commercial node which covers approximately 70 acres.

Along the northern side of Route 130 at Bridgeboro Street in Delran, a large undeveloped tract of land, which contains approximately 75 acres, has the potential to be developed as a mixed residential and commercial complex or as either an entirely residential or commercial development. This tract of land is surrounded by residential development located to the north.

Development opportunities are limited along Delran's Delaware River waterfront. Within Delran's marina district, residential and recreational development opportunities exist on Amico Island, which is actually a 50-acre peninsula connected to the mainland by a spit of land which is used as an access road from Norman Avenue. Amico Island is still mined for sand and gravel, however, on an infrequent basis. Such development opportunities should capitalize on the location on and view of the river.

Significant development opportunities diminish farther southwest in this portion of the Corridor. Most of the development potential in Cinnaminson is found on larger, undeveloped parcels of land located between the Delaware River and Route 130. One such parcel, which contains approximately 100 acres is located on the Delaware River in the East Riverton section of Cinnaminson. A mix of industrial and older residential development form the southern boundary of the parcel along County Road 543. To the northeast is the Taylor Nature Preserve, and to the south is a mix of undeveloped, the township's sewage treatment plant and commercial development. The parcel has wetlands and is within the 100-year floodplain. The parcel has the potential for residential and commercial development opportunities, including the potential for a marina and a waterfront park.

Other undeveloped parcels exist along the Delaware River in Cinnaminson; however, most of these parcels are encumbered by wetlands or flooding, thus, reducing development potential. Many of these parcels have the potential to provide a waterfront walkway and park system.

The closed landfill located between Taylor's Lane and Union Landing Road holds industrial development potential. The landfill covers more than 100 acres and is surrounded mostly by industrial development.

The Hunter Farm, one of the last remaining farms in Cinnaminson, is located in the northern portion of the township along Union Landing Road. The farm contains approximately 100 acres and is surrounded by a mix of development: residential and industrial to the north; residential and woods along the Pompeston Creek to the west; and industrial development to the south and east. The development potential for the farm has several options, i.e., residential, mixed residential and commercial, or industrial. Another option is to include open space preservation, with or without residential development.

Commercial development potential exists on a 32-acre parcel of land located on the western side of Union Landing Road along Route 130. The parcel's location along Route 130 and Union Landing Road, a road which connects County Road 543 with Route 130, and within the vicinity of residential areas of Cinnaminson and Delran present such opportunities for commercial development.

South of Route 130 exists a cultivated 86-acre parcel of land bounded by Moorestown Riverton Road, Parry Road and New Albany Road in Cinnaminson. The parcel is surrounded by residential development. Residential development opportunities exist on this parcel.

3. Redevelopment Opportunities:

a. Northern Portion of Corridor - There several redevelopment opportunities in the northern portion of the Corridor. In Florence, the Roebling Steel Mill and the Village of Roebling hold many redevelopment opportunities. The steel mill, which is a 160-acre superfund site, has the potential for commercial and industrial redevelopment--freight rail service can be easily restored to the site, a light rail station stop is planned nearby and the site is easily accessible to Route 130 and the proposed New Jersey Turnpike extension interchange. The Village of Roebling has the potential to be rehabilitated as a unique, turn-of-the-century, historic company town.

Along Route 130 from Florence to Burlington Township, there are many opportunities to assemble small parcels of land, some developed and some vacant, and redevelop them as larger commercial and/or industrial facilities. In some instances, the opportunity exists to incorporate such smaller parcels with larger vacant parcels for large-scale highway commercial and/or industrial development.

The stretch of Route 130 north of Burlington City in Burlington Township presents many redevelopment opportunities to provide rehabilitated commercial facilities and mixed residential and commercial uses.

b. Central Portion of Corridor - The redevelopment opportunities vary in the central portion of the Corridor. In Burlington City where Route 130 is separated by commercial development, there are many small-scale commercial developments and sites located along the highway. This stretch of the highway has the potential to be redeveloped as a commercial strip based on an early post-War II (1950s) highway commercial theme. This strip has the potential to be redeveloped with a mix of entertainment, recreational, services and retail uses. This highway commercial theme can be extended farther south into Burlington Township along the stretch of Route 130 where small-scale commercial development exists.

In the downtown area and surrounding neighborhoods of Burlington City, redevelopment opportunities exist in the form of rehabilitating the older, and in many instances, historically significant dwellings and commercial buildings. Many older industrial buildings located in residential neighborhoods have the potential to be redeveloped as housing, i.e., affordable senior citizen housing. Opportunities exist to redevelop the area between the waterfront and the end of High

Street as mixed commercial and residential uses which act as a transition from the downtown area to the Delaware River. Such mixed use development can be built with physical form and architectural style which evokes the eighteenth and nineteenth century character of the city. Redevelopment opportunities exist in transforming the deteriorated and obsolescent buildings and sites located along Route 413, the approach to the Burlington-Bristol Bridge, into a more welcoming gateway into the city, county and state. This area has the potential to be re-landscaped into a boulevard effect with commercial uses that blend into the area. Located immediately southwest of Route 413 between the railroad and the river is the old former depot area. This area has the potential to be developed further as a light industrial and large scale services area. The proposed development of a Y.M.C.A. in this area of the community, which is to have a nearby light rail station stop, has the potential to draw more people to the city.

South of Burlington City to the Rancocas Creek redevelopment opportunities along route 130 take on a larger scale because the highway's landscape becomes more open and existing developments are larger than in the Burlington City area. Dominant sites with redevelopment potential include Willingboro Plaza (55 acres \pm) and the Village Mall (32 acres \pm) in Willingboro and the Metro Mall (13 acres \pm), the former Kings shopping center site (20 acres \pm) in Edgewater Park and Holiday Lakes (50 acres \pm). These sites are served by public utilities (except Holiday Lakes), have direct access to highways and have extensive parking areas. The potential exists to extend public sewers to the Holiday Lakes site. Excluding the Kings site which is vacant, the sites have buildings of varying degrees of obsolescence and dilapidation. The large commercial buildings located on the Metro Mall and the Village Mall sites can be converted into light industrial facilities. The structures situated on the Willingboro Plaza and Holiday Lakes sites should be razed. These sites have the potential to be redeveloped for either mixed residential, commercial, services and recreational uses or light industrial uses or a combination of light industrial and commercial uses. Light industrial and mixed use redevelopment is not limited to the large sites located along the highway. Many smaller sites and buildings are suitable for light industrial conversion and mixed use redevelopment, particularly in Edgewater Park and Willingboro.

Redevelopment opportunities exist south of Burlington City to the Rancocas Creek between Route 130 and the Delaware River. Dilapidated and deteriorated garden apartment complexes located in Edgewater Park have the potential to be rehabilitated. Rehabilitation and redevelopment opportunities exist in the older communities of Beverly and Delanco. A significant portion of the housing stock in Beverly and Delanco is dilapidated and deteriorated, representing opportunity for residential rehabilitation. In Beverly, redevelopment opportunities extend into the city's industrial, commercial and waterfront areas. Light industrial and commercial conversions of older industrial and rehabilitation smaller industrial facilities are possible in Beverly's industrial area along the railroad. The city's downtown business district is another candidate for redevelopment and rehabilitation. Beverly's waterfront has the potential to be redeveloped into a formal waterfront park.

In Delanco, Burlington Avenue has the potential to be redeveloped into a real "Main Street" with a small business district, rehabilitated housing units and an upgraded streetscape. Delanco's Rancocas Creek waterfront has the potential to be redeveloped into a formal waterfront park.

c. Southern Portion of Corridor - Redevelopment opportunities exist south of Rancocas Creek along Route 130 and the Delaware River. Along Route 130 in Cinnaminson and Delran redevelopment opportunities involve primarily dilapidated and deteriorated commercial sites and buildings. The commercial sites vary in size from under an acre to approximately 40 acres. The challenge for redeveloping the smaller sites is to assemble and consolidate them into larger sites, thus, reducing the number of curb cuts along the highway, utilizing valuable highway frontage more efficiently and economically and creating new sites with more positive impact along the highway to accommodate

commercial and alternate uses.

Two large sites located along Route 130 in Cinnaminson are candidates for redevelopment. One site is the former Clover Shopping Center (20 acres \pm), and the other site is the Cinnaminson Shopping Center (40 acres \pm). These two sites have been developed as commercial shopping centers and have the potential to be redeveloped as new commercial facilities, with or without mixed residential components. In Delran the Millside Shopping Center and adjoining commercial facilities (30 acres \pm), which are located along Route 130 between Haines Mill Road and Suburban Boulevard, has the potential to be redeveloped as an improved, more attractive commercial center.

Redevelopment opportunities vary in the Riverfront Sub-Corridor. In Riverside redevelopment opportunities include the revitalization of the downtown business district, the rehabilitation of residential neighborhoods, the redevelopment of the "Golden Triangle," the 20-acre \pm area bounded by Pavilion Avenue, the railroad and the Rancocas Creek, as a mixed commercial, services and residential development, and the rehabilitation of industrial sites. Included in the "Golden Triangle" is the former Zurbrugg Hospital, which presents housing, medical and professional office, services and recreational opportunities.

In Delran the marinas and surrounding area have the potential to be redeveloped into a diverse mix of marine-based and service businesses and river-oriented housing.

The redevelopment opportunities in Cinnaminson are found in the township's East Riverton section, consisting of neighborhood rehabilitation and industrial revitalization. Many of the smaller industrial sites present the opportunity for consolidation into larger industrial facilities or for industrial rehabilitation.

Redevelopment opportunities in Riverton and Palmyra consist of revitalizing the communities' business districts located along Broad Street and housing rehabilitation. The former outdoor movie drive-in and surrounding commercial properties (50 acres \pm) located south of Route 73 in Palmyra have several redevelopment opportunities: industrial; commercial; housing; or commercial and housing mix.

4. Recreation and Open Space Preservation Opportunities:

With 40.9 percent of the Corridor being undeveloped, the Corridor has many recreation and open space preservation opportunities. Associated with the preservation of open space and recreational lands is the opportunity to link such lands together with walkways and pathways. The potential to create a significant linkage exists along the Delaware River, connecting open space, parks and recreational features and providing waterfront access throughout the Corridor.

a. Northern Portion of Corridor - Most of the Corridor's undeveloped land exist in the northern portion of the Corridor. The opportunity exists to integrate open space and recreation lands into new development, particularly in residential projects. The potential for preserving such lands is strong in the semi-rural areas between Route 130 and Interstate 295 in Florence and Burlington Townships.

The redevelopment of the former Roebling steel mill presents opportunities to create a waterfront park and linking it to Roebling Village. The waterfront park can become a part of a waterfront trail which extends throughout the Corridor.

Burlington Island, which is located in the northern section of Burlington City, presents opportunities to create a 300-acre recreational facility with possible golf course, trails, fishing and other active

recreational amenities. Access from the mainland must be provided for use of the island and emergency services to the island.

b. Central Portion of Corridor - There is the potential to route the waterfront trail to Burlington City's waterfront park. There are limited opportunities to run the trail along the river's edge in the southern section of Burlington Township and through Edgewater Park because of the extensive amount of privately held properties along the river in these two communities. As in Burlington City, there is the potential to connect the trail to Beverly's waterfront area which provides public access. Opportunities exist to create a formal waterfront park in Beverly, building upon existing elements which include a seawall with railings and sidewalk, stairs leading to the water's edge and open lawn areas.

In Delanco opportunities exist to route a portion of the waterfront trail along the public streets that parallel the Delaware River. Private properties prohibit access to the water's edge in this community. Open space preservation opportunities exist on Hawk Island and along the Rancocas Creek where lands are currently farmed and on Holiday Lakes a former public swimming and recreational facility, which is currently unused.

The opportunity exists to connect open space along the Rancocas Creek northwest of Route 130 with the recently preserved 105-acre Olympia Lakes parcel in Willingboro. The Olympia Lakes parcel offers many opportunities for creating a nature preserve, fishing in the two onsite lakes, picnicking and other formal and informal recreational opportunities. Willingboro has many parks and recreational facilities throughout the township. Opportunities exist to link these facilities with Olympia Lakes and the waterfront via pedestrian and bicycle pathways.

c. Southern Portion of Corridor - Although the southern portion of the Corridor is heavily developed, it has the potential for developing a linked network of open space and recreational facilities. Many opportunities exist to access the Delaware River in the southern portion. In Riverside, the potential to preserve open space and access the Rancocas Creek comes in several forms. At the "Golden Triangle" between Pavilion Avenue (County Road 543) and the railroad, a formal park on the creek could be created, linking the downtown area of Riverside to the waterfront. South of the "Golden Triangle" the waterfront consists primarily of flood plain and wetlands in which a nature walk could be created and connected to Delran's Rancocas Creek waterfront. Northwest of the "Golden Triangle" access to the creek's waterfront varies due to private ownership of waterfront property; however, opportunities exist for public purchase of such lands for open space purposes. Riveredge Drive which extends into Delran can become part of the Delaware River waterfront trail.

Delran offers many opportunities to create a linked open space network extending from Riveredge Drive, along County Road 543, through the marinas and connecting into Cinnaminson's waterfront. Perpendicular to the river are opportunities to create a linked network connecting into Swedes Lake and Run, and to Route 130 and the southeastern side of the highway where undeveloped lands exist. The potential to create open space areas and waterfront trails along the Rancocas Creek exist in the southeastern portion of the township. Opportunities exist to provide open space, recreational facilities and trails along the Rancocas Creek in this portion of Delran, which could ultimately connect into trails that traverse throughout the county along the creek.

In Cinnaminson opportunities exist to preserve open space and extend a waterfront trail along the Delaware River. Large blocks of undeveloped land, some in excess of 100 acres, still exist along the river. The Taylor Preserve and lands owned by New Jersey and managed by the New Jersey Tidelands Council can be assembled to create a large natural preserve with waterfront trails. The privately held lands south of the Tidelands parcel has the potential to be either acquired by the

public for open space purposes or developed as a residential project with open space and trails provided along the Delaware River. Farther south at the Pompeston Creek, the municipal boundary with Riverton, the riverfront trail could be extended across the creek into Riverton. Trails could be extended along the Pompeston Creek into Riverton and Cinnaminson.

Riverton is almost entirely developed with few vacant parcels remaining. Preserving open space in this community is limited. The opportunity does exist to extend the riverfront trail along Bank Avenue, providing public access to the Delaware River.

The riverfront trail can be extended into Palmyra, through public streets. There is the potential to extend this trail into Palmyra Harbor, the private housing development built on the river; formal agreements are required to facilitate such access to the river through Palmyra Harbor. Alternatives exist to route the trail through public streets to Palmyra Cove, the nature preserve being created by the Burlington County Bridge Commission. Open space preservation opportunities exist on the properties located south of Route 73 and Palmyra Cove. These properties are privately owned and have the potential to be acquired by the public for open space purposes or developed, including the provision of open space and/or trails along the Pennsauken Creek.

III. POPULATION AND DEMOGRAPHICS

A. Constraints

1. The Corridor's population has not grown significantly since 1970 and, as a matter of fact, has declined below the 1970 level from 1980 to 1990. Less persons in the Corridor translates into less patrons of Corridor businesses.
2. The county's population has continued to grow from 1940 to 1990, rapidly during the earlier years and more slowly from 1970 to 1990. Nevertheless, the county has continued to grow, creating a new population concentration in the south-central portion of the county. This shift in population concentration from the Corridor to the south-central portion of the county has attracted new employment and commercial development and contributed toward the commercial stagnation in the Corridor. In essence, other parts of the county represent competition for the Corridor's commercial strip development located along Route 130.
3. The decline in the Corridor's population can be explained by what has occurred within the four general age groups which comprise the Corridor population. Significant declines occurred in the Pre-School and School Age Groups, and a slight decline in the Employment Age Group. These losses translate into fewer children and families with children, which are among the most demanding of consumer goods and services, and, thus, a diminished demand on goods and services for children provided in the Corridor. The gains in the Retirement Age Group were not great enough to offset the declines experienced in the other age groups.
4. Increases in the Retirement Age Group mean that more individuals and households will be living on limited incomes in the Corridor. Many of those retired individuals and households headed by retired individuals may find living in and maintaining their single family residences more financially burdensome and, as a result, may defer or cease maintenance of their residences, thus, possibly contributing toward neighborhood decline.
5. In general, the Corridor's population is not anticipated to grow significantly from 1990 to 2010. Other areas projected to grow more rapidly in the county will attract new commercial and services development, thus, creating more competition for Corridor commercial and services establishments.
6. In general, the Corridor's median household income lags behind the county as a whole. In 1996, half of the Corridor communities exceeded the county median household income of \$52,107. Of the six communities that have lower median household income only Palmyra and Delanco have median household incomes which are relatively close to the county median, \$49,768 and \$49,155, respectively. The Corridor median household income which is lower relative to the rest of the county can be viewed as a deterrent for larger, regional-scale commercial development to occur within the Corridor. In general, such commercial development is attracted to locations where the median income is higher, along with other factors, i.e., healthy population growth, convenient access to major highways, etc. Examples of such locations are East Gate at Routes 38 and 73 and Interstate 295 in Moorestown and Mount Laurel and the emerging commercial complex located along County Road 541 at Interstate 295 in Burlington Township.
7. The concentrations of areas of low income identified in the Corridor (Beverly, Burlington City, Florence and Delanco) indicate that they are areas in which the ability of residents to afford and decent, code-compliant housing is greatly constrained. Further, in view of the concentrations of low income, such constrained municipalities may have difficulties in the ability to raise local taxes.

B. Opportunities

1. The increases experienced in the Retirement Age Group should not be viewed entirely as a constraint; rather, they should be viewed as an opportunity for providing new and different goods and services not currently provided for individuals in this age group in the Corridor.
2. Those communities projected to grow significantly from 1990 to 2010, i.e., Burlington Township, Delran and Florence, have opportunities to increase and strengthen their commercial and services base.
3. Non-growth or slow growth in some of the communities should not necessarily be viewed as a constraint. In those communities that are fully developed and do not have the land available for new development, non-growth or slow growth should be considered as community stabilization, a result which causes demands for community services and related costs, i.e., education of school-age children, to diminish or not to increase significantly. In such communities, opportunities exist to refocus the types of community services, i.e., adult oriented community services, provided to improve quality of life. Examples of this type of community include Beverly, Burlington City, Palmyra, Riverside and Riverton.
4. Opportunities exist in communities expected to grow slowly or not at all from 1990 to 2010. The majority of the housing in the Corridor is in the form of single family housing occupied by aging households and shrinking household sizes. As time moves forward, the aging householders move out of their homes creating opportunities for younger, growing families to move in, thus, continuing the life cycle of their respective communities. After all, suburban communities were built for young, growing families, and the Corridor consists primarily of suburban communities. However, the continuation of the community life cycle, i.e., younger families moving into housing formerly occupied by older householders, takes time to complete. Although not necessarily indicated in the census data, reports of this change over in housing are made for Delanco, Riverside and Palmyra. Communities in which this demographic phenomenon will be occurring over the next ten years include: Burlington City; Cinnaminson; Delanco; Delran; Edgewater Park; Palmyra; Riverside; Riverton; and Willingboro. The types of opportunities identified for these communities are housing opportunities for young and growing families and commercial and services opportunities provided to the new families moving into the Corridor.
5. Based on income levels, opportunities for commercial development are stronger in the southern portion of the Corridor, particularly in Cinnaminson and Delran. Opportunities to create commercial nodes can be found along Route 130 south of the Rancocas Creek. This section of the Corridor can draw upon Delanco, Edgewater Park and Willingboro, as well as Maple Shade, Moorestown and Mount Laurel which are outside the Corridor in the county and Pennsauken in Camden County. Opportunities to improve and enhance commercial, services and residential development are possible in the vicinity of Delran's marina district. Neighboring communities in the southern portion of the Corridor have the potential to capitalize on niche and specialty markets, particularly those tailored to traditional downtown commercial settings, i.e., Palmyra, Riverside and Riverton.

Opportunities for commercial development are strong along County Road 541 and Interstate 295 in Burlington Township. This area of the Corridor has the potential to become a regional commercial center, drawing upon Burlington Township, Willingboro, Edgewater Park and other communities located along Interstate 295 inside and outside the Corridor.

Data indicate that the northern portion of the Corridor, i.e., Florence and parts of Burlington Township, has the potential to develop into a regional commercial strip along Route 130 as the two communities and surrounding area grow. Income levels have been increasing in these two communities.

6. Opportunities exist to establish and implement programs to assist communities which have concentrations of low income, i.e., Beverly, Burlington City, Florence, Delanco and Riverside. Such

programs should include the redevelopment and rehabilitation of housing, community facilities, commercial areas and other areas of need.

IV. ECONOMIC OVERVIEW AND MARKET ANALYSIS

A. Constraints

1. Burlington County has experienced declines in the Manufacturing Sector and is projected to continuing losing jobs in this sector. Constraints in the local economy are created because the loss of these jobs means the loss of high paying jobs which support many other jobs in the county.
2. While growth in services-producing sectors is projected for the county and the Corridor, this growth is not necessarily the harbinger of robust economic times because Retail Sector and certain industries in the Services Sector provide only lower paying jobs. This phenomenon is indicative of the fact that the Corridor, county, state and the nation are shifting from a manufacturing-based economy to a services-based economy.
3. In the county and the Corridor, the Manufacturing Sector still employs large numbers of people. The Primary Metal Industries and Measuring, Analyzing and Controlling Instruments Groups are "basic" industries and still have significant levels of employment. Downturns and/or losses to these industries could have significant negative impacts on the local economy, i.e., direct loss of employment in these industries, losses to businesses that support these manufacturing industries, loss of local business patronage from the industries and employees of the industries.
4. The Depository Institutions Group is projected to have employment declines. This industry is "basic" in the county, and losses in this industry will have a negative impact on the local economy, however, not to the extend of losses in manufacturing.
5. Retail activity is constrained along the Route 130 segment situated between the Rancocas Creek and Burlington City because of the strong competition exerted by the East Gate-Moorestown Mall-Route 73-Route 38 regional commercial center located outside the Corridor and the emerging regional commercial center located along County 541 in the vicinity of the I-295 interchange. These two commercial centers draw patronage away from the segment. This segment is also negatively affected by the drop in population in the Corridor communities located along this segment. The negative impact is further compounded by the fact that the age of population in these communities has increased significantly, thus, changing and decreasing demands for retail trade along the segment.
6. Retail activity is discouraged along Route 130 in the Corridor because of the preponderance of vacant and poorly maintained commercial sites and buildings located along the highway. These deteriorated commercial properties send the message that the Corridor is place of poor economic health and that the Corridor is not a place where one would want to live or do business. No stretch of the highway is exempt from having deteriorated commercial properties, although such properties are concentrated from the Rancocas Creek to Burlington City. Similar conditions exist along Route 73 in Palmyra.
7. Retail activity is constrained in the downtown areas of the riverfront communities because of the competition from the two regional commercial centers identified above. The downtown areas are further constrained by the loss of population and the aging of population in the riverfront communities, which change and decrease demand for retail activity in the downtown areas.
8. Retail activity is discouraged in the downtown areas of the riverfront communities because of the preponderance of vacant and poorly maintained commercial sites and buildings and unpleasant streetscapes. These conditions of the downtown areas send the message that the riverfront communities have poor economic health and that they are not a place where one would want to live or do business. The constraints are exacerbated by the presence of poorly maintained and underutilized or vacant industrial buildings located in or nearby the downtown areas of Riverside, Beverly, Burlington City and Roebling.

9. Economic growth and development in the county and Corridor may be constrained by a shortage of labor force projected to the year 2005. Shortages in labor may facilitate the need for out-of-county workers to commute into the county, thus, stressing the transportation infrastructure and causing congestion.

10. Cross-Corridor circulation along Route 130 is constrained by outdated jughandles operating beyond their capacities, awkward and poorly designed intersections and opposing major feeder roads being offset. Access to the southern side of Route 73 in Palmyra from westbound Route 73 is difficult because it is constrained by an undersized jughandle near the approach to the Tacony-Palmyra Bridge.

11. Public access to the waterfront is limited, thus, constraining tourism and recreational opportunities in the Corridor.

12. The lack of sanitary sewers and water service constrain economic growth and development in parts of Delran, Delanco, Edgewater Park, Burlington Township and Florence.

B. Opportunities

1. While New Jersey has experienced employment growth slower than the United States, Burlington County has experienced employment growth rates on par with the nation. In essence, the data indicate that the county is a bright spot in the state for employment and economic growth. During the recession years of the late 1980s and early 1990s, the county was more resilient than the state in having a lower unemployment rate. In general, the data demonstrate that the county is a place for economic opportunity because of its strength during economic downturns. Further, the data indicate that the county has not experienced a "boom and bust" where the county's economy overheated and then cooled to cause significant economic pain to the county. The county's economy has grown in a strong, steady manner which is the basis for the county's economic stability.

2. From 1983 to 1993 the county's economy shifted from one being heavily reliant upon government employment (31.99%) in 1983 to one that is more heavily based on the private sector (80.72%) in 1993. Reorienting the county's economy toward the private sector places an emphasis on making investments driven by the direction of the market. Carefully directed investments made by the public and private sectors in labor, capital and infrastructure create opportunities in the various growth sectors which find the county advantageous in which to locate and do business.

3. The strength of the county's economy is built upon its "basic" industries, many of which are located in the Corridor. The Corridor's goods- and services-producing "basic" industries include:

Goods-Producing

Printing, Publishing and Allied Industries (SIC 27)

Primary Metals Industries (SIC 33)

Measuring, Analyzing and Controlling Instruments (SIC 38)

Services-Producing

Motor Freight Transportation and Warehousing (SIC 42)

Electric, Gas and Sanitary Services (SIC 49)

Wholesale Trade--Durable Goods (SIC 50)

Wholesale Trade--Nondurable Goods (SIC 51)
General Merchandise (SIC 53)
Food Stores (SIC 54)
Automotive Dealers and Gasoline Service Stations (SIC 55)
Miscellaneous Retail (SIC 59)
Personal Services (SIC 72)
Business Services (SIC 73)
Automotive Repair, Services and Parking (SIC 75)

The top ten private sector industries with the greatest employment growth projected for the state from 1994 to 2005 include the following Corridor "basic" industries:

Business Services (Rank No. 1)
Miscellaneous Retail (Rank No. 7)
Wholesale Trade--Nondurable Goods (Rank No. 8)
Wholesale Trade--Durable Goods (Rank No. 9)

The top ten private sector industries with the greatest percentage growth projected for the state from 1994 to 2005 include the following Corridor "basic" industries:

Business Services (Rank No. 2)
Transportation Services (Rank No. 5)
Automotive Repair, Services and Parking (Rank No. 8)

From 1993 to 2005 the county's employment is projected to increase from 167,630 to 185,831. Most of that growth is expected in the Services Sector, with an increase of 14,907, which will represent more than one-third (34.04%) of the county's economy in 2005. Retail Trade is expected to grow by 3,468 to a total of 35,509, which will be 19.11 percent of the county's economy in 2005. Healthy growth is also expected in the Wholesale Trade Sector which is expected to increase by 1,247 employees or 10.2 percent. The Transportation Sector is expected to growth by 8.3 percent, or 604 employees, to a total of 7,900 in 2005. The Manufacturing Sector is expected to contract by 23.9 percent, or 4,642 employees, to a total of 14,779 in 2005.

Opportunities exist in the Transportation, Wholesale Trade, Retail and Services industrial sectors which are growing in the county. Notwithstanding declines in the Manufacturing Sector, the this sector has bright spots in the Publications and Printing and Instruments and Related Products industries. With regard to the Corridor, opportunities exist in the Wholesale Trade, Trucking, Warehousing and Manufacturing industries because of the Corridor's excellent location to inter- and intra-state highway network and freight rail service. Opportunities exist for attracting Services and Retail industries throughout the Corridor, particularly along Route 130 and in the riverfront communities where both are served by good road networks and access to

public transportation, which may be upgraded with light rail passenger service.

4. Opportunities for wholesaling, trucking, warehousing and manufacturing development exist in Florence, Burlington Township, Edgewater Park and Delanco where vacant developable parcels, which contain 50 acres or more, are suitable for such industrial development and are accessible to highways, i.e., Route 130 and nearby Interstate 295 and the New Jersey Turnpike, and rail, are available.

5. Opportunities to redevelop former industrial sites of various sizes and having access to roads and rail for wholesaling, trucking, warehousing and manufacturing exist in Florence, Beverly, Burlington City, Edgewater Park, Delanco, Riverside and Cinnaminson.

6. Some opportunities to reuse underutilized, vacant and abandoned retail facilities and complexes of various sizes located along Route 130 for wholesaling, warehousing, light and "high-tech" manufacturing, and support services for said industries exist in Burlington Township, Burlington City, Edgewater Park, Willingboro and Cinnaminson.

7. Opportunities in highway and regional retail and personal and business services exist along certain segments of the Corridor's major roads and highways. One promising segment of the Corridor is the section of Route 130 located south of the Rancocas Creek in Delran and Cinnaminson. This section is relatively close to the East Gate-Moorestown Mall-Route 73-Route 38 commercial center, which is the epicenter that draws upon the more heavily populated areas of southwestern and south-central portions of Burlington County and the northwestern and north-central portions of Camden County. The Corridor segment located along the southern section of Route 130 can draw upon the populated areas of the southwestern portion of Burlington County and the northwestern portion of Camden County. Retail and service opportunities in this portion of the Corridor include, but are not limited to, food stores, general merchandise, miscellaneous retail, eating and drinking places, entertainment facilities, automotive dealers, automotive repair and services, and various personal and business services.

The second segment of the Corridor which has potential in highway and regional retail and personal services is the one located along County Road 541 in the vicinity of Interstate 295 in Burlington Township. Because of its proximity to the Interstate 295 interchange, this segment of the Corridor is particularly attractive for large scale retail facilities and complexes, as well as support retail and services, i.e., eating and drinking places, entertainment facilities and various personal services. In essence, this segment of the Corridor has the opportunity to become a commercial epicenter surrounded by a rapidly growing area in Burlington Township and neighboring communities located outside the Corridor.

The third segment of the Corridor which has potential in highway retail and personal services is the section of Route 130 that traverses Burlington City and Burlington Township. This section of the Corridor has the opportunity to reinvent itself as a destination for various forms of commercial retail and entertainment activities, focusing on a 1950s design theme. The highway's frontage is rich in early post-World War II highway commercial buildings, i.e., diner, strip malls, bowling alley, automobile dealerships, restaurants and others, which are in need of renovation or rehabilitation.

The fourth segment of the Corridor which has potential in highway retail and personal and business services is the section of Route 130 in the vicinity of the proposed New Jersey Turnpike interchange in Florence. This segment of the Corridor has the opportunity to capitalize on the influx of employees and businesspersons who will travel to the planned employment center, which is identified as the Food Distribution Center, and the industrial growth anticipated to occur naturally in the southwestern portion of Florence and the northwestern portion of Burlington Township. Further, this segment has the opportunity to capitalize on the growing populations occurring in Florence and the residential growth anticipated between Route 130 and I-295 in Mansfield, which is situated north of Florence and outside the Corridor.

The fifth segment of the Corridor which has potential in highway retail and personal services is the section of Route 73 in Palmyra. This segment of the Corridor, which is uniquely located along Pennsauken Creek and next to the proposed Palmyra Cove nature preserve, has direct access to Pennsylvania via the Tacony-Palmyra Bridge. The underutilized area located between Route 73 and Pennsauken Creek has the opportunity to be developed as either a large retail and entertainment center with support retail and services located along the highway to take advantage of the access to the Pennsylvania market and the high volumes of highway traffic, or a mixed development consisting of housing near the preserve and retail and service establishments along the highway.

8. Opportunities in highway retail and personal services are less robust in the area of the Corridor along Route 130 from the Rancocas Creek to Burlington City. Opportunities exist in creating nodes of such retail and services and redeveloping vacant and underutilized commercial parcels into mixed residential and commercial developments, which serve local patrons. Opportunities in providing entertainment related uses, i.e., movie theatre, indoor recreation and small-scale display/exposition facility, are limited in terms of demand. The area has potential for providing business services which support local industries, i.e., trucking, distribution and automotive sales and service.

9. Opportunities in local, specialized and destination retail and personal services exist in the older downtown areas of the riverfront communities in the Corridor. The development of these communities span from the eighteenth to early twentieth centuries and have a rich collection unique and historic buildings, structures and settings. Opportunities for the development and redevelopment of business districts which range from local, village-type commercial centers to diverse, small city-type commercial center with a regional draw.

One promising downtown area of the Corridor is in Palmyra where the fabric of a small town business district already exists and needs to be upgraded and diversified. Opportunities exist to strengthen the mix of retail and service businesses serving Palmyra and nearby local communities. The Palmyra downtown area can be further strengthened by integrating new destination-oriented retail and service businesses which are not easily duplicated, do not compete with highway commercial businesses and shopping malls and do have a regional draw, i.e., eating and drinking places, entertainment and specialty retail and services, into the everyday and convenience shopping and services provided to local patrons. Opportunities exist to make the downtown area a part of the attraction linked to the Palmyra Cove nature preserve and experiencing a turn-of-the-century riverfront community. The proposed light rail system, which will stop at the Palmyra downtown business district, will link the community to other destinations and attractions in the region.

The Riverton business district is another promising downtown area, which is essentially an extension of Palmyra's downtown to the north. Like Palmyra, Riverton has the opportunity to diversify and strengthen its downtown area by integrating new destination-oriented retail and services with everyday, convenience shopping. Riverton's mid-nineteenth century charm and character remains, representing a valuable resource upon which the local economy can be reoriented toward tourism. Opportunities exist to work together with Palmyra to develop a strategy to attract tourists to the communities and to capitalize on the potential tourism and visitors the Palmyra Cove nature preserve may bring to the area. The proposed light rail system, which will also stop in Riverton, has the potential to enhance the community as a shopping and tourist destination.

The third promising downtown area is in Riverside. From its beginnings as a mid-nineteenth industrial town, Riverside grew as a local economic center along the Delaware River, having a diverse central business district. The physical elements of the central business district along with many surviving businesses remain today. Opportunities exist to strengthen the downtown area by encouraging more everyday and convenience retail and services businesses to locate in Riverside, with attention given to the ethnic groups growing in the community. Riverside has the potential to capitalize on the "Golden Triangle,"

which is the former industrial site bounded by Pavilion Avenue, the railroad and Rancocas Creek by reinventing the area to become a destination consisting of a diverse mixed use development in which residential, commercial, office, light industrial and recreational uses are provided. The commercial component can be focused on destination-type specialty retail and services, eating and drinking places and entertainment. The aging population in the community and Corridor presents opportunities related to providing health and personal services for this age group in various locations in Riverside, including the former Zurbrugg Hospital. The proposed light rail system, which is planned to stop near the "Golden Triangle," the hospital and the downtown area, has the potential to enhance the community as a destination for shopping and health services, as well as a place for employment.

Delanco has the opportunity to create a village-type commercial center along Burlington Avenue (County Road 543). Several local businesses are scattered along this major thoroughfare. The commercial center should focus on serving local populations living in Delanco and neighboring Edgewater Park and Beverly. Everyday convenience-type retail and services have potential in Delanco's commercial center. Opportunities to expand the commercial center exist in the vicinity of the proposed light rail station stop at Cooper Street (County Road 624).

The Beverly business district has undergone many changes from being the local economic for Beverly, Delanco and Edgewater Park before World War II to a collection of businesses, some struggling to survive. The fabric exists for redeveloping Beverly's business district. Everyday convenience-type retail and services for local patronage should be encouraged. Opportunities exist to improve patronage by encouraging the rehabilitation of deteriorated dwellings, the residential conversion of former commercial and industrial buildings and the development of new housing units in and outside the business district. Opportunities exist by encouraging the development of the city's waterfront in the form of new housing and preservation of open space. The proposed light rail system will offer opportunities to attract new residents who want to live in small town set on the Delaware River and work in major employment centers along the rail.

Edgewater Park has the opportunity to create a village-type commercial center along Cooper Street (County Road 630). Several local businesses are located along this major thoroughfare. Everyday convenience-type retail and services for local patronage should be encouraged in this commercial center.

The seventh promising downtown area is in Burlington City. Burlington City's importance as an economic center in the County began in the eighteenth century when the city was the capital of West New Jersey and a place of mercantile commerce and trade on the Delaware River. The city continued as an important trade and manufacturing center after railroads arrived in 1834 and up to World War II. In essence, the city's physical structure and development document the many historic periods of the United States. These historic resources represent many opportunities to make Burlington City into a major attraction for tourism and a destination for specialty retail, personal services, eating and drinking places and entertainment in the region. By further developing and enhancing the city's waterfront, the city's downtown has significant potential for increasing its ability to attract tourists and visitors. Developing Burlington Island and the McNeil mansion as recreational and entertainment facilities further enhances the city's position as a major tourist destination. The city has excellent highway access provided by Route 130, County Road 541 to the New Jersey Turnpike and Interstate 295, and the Burlington-Bristol Bridge to Pennsylvania. Opportunities exist to link the city's highways to the downtown area by creating more appealing and pleasing approaches along these highways into the city--these approaches are the gateways into the city and the Corridor. The city's local economy can be strengthened by encouraging everyday convenience-type retail and services for local residents in the city and neighboring communities. The proposed light rail system, which is planned to have a pedestrian stop in the downtown area, will enhance access to city's attractions and link the city to other attractions and destinations in the region.

The eighth and ninth downtown areas are village-type commercial centers which are supported by local

patronage and are situated in Florence Township. The retail and service establishments located along Broad Street serves the village of Florence; the retail and service establishments along Main Street and Hornberger Avenue serve the village of Roebling. Opportunities exist to upgrade and make the Florence and Roebling commercial centers more attractive for local shopping. These centers can be strengthened by providing a diversified mix of everyday and convenient retail and services. The Roebling center has the opportunity to be enhanced with convenient retail and services in the vicinity of the proposed light rail station stop.

10. In terms of worker earnings structure comparisons, the county and the Corridor offer many competitive advantages. When compared to the New Jersey average which is among the highest in the nation, the county's average earnings per worker is 11.5 percent lower, making the county and the Corridor more attractive to employers. On the other hand, when compared to Camden and Gloucester Counties, Burlington County's average earnings per worker is only 4.8 percent and 7.5 percent higher, respectively, thus, making the county and Corridor more attractive to employees. Annual pay for jobs in Transportation, Wholesale Trade, FIRE and Service industries, which are "basic" in the county, are very competitive when compared to the state and Central New Jersey. Burlington County average annual pay for Transportation and Wholesale Trade jobs are slightly higher than in Camden and Gloucester Counties. This differential in pay may be a result of Burlington County's superior geographical location relative to the New York-Philadelphia region, high accessibility to inter- and intra-state highways and need to attract high quality employees in the two related industries. Further, Burlington County's average annual pay for Manufacturing jobs is 9.2 percent lower than the state average, approximately 17.5 percent lower than Central New Jersey, 2.6 percent lower than Camden County and about even with Gloucester County.

11. Based on county labor availability and employment growth projections to the year 2005, the opportunity to maintain low unemployment is favorable. Growth in county jobs is projected to be higher than the growth in the county 15 to 64 year old age group. This projected imbalance in jobs-to-labor force may create opportunities to attract new residents to the county and Corridor, thus, creating a greater demand for more housing. More residents means more patronage of local businesses.

12. The county and Corridor labor force is diverse. More than 60 percent of the county and Corridor labor force is distributed among managerial, professional, technical, sales and administrative support jobs. The Corridor has higher concentrations of precision production, craft, repair, operators and fabricators than the county. Slightly more than 10 percent of the county and Corridor are employed in services jobs. The county and the Corridor occupational employment has increased in all occupational categories from 1980 to 1990, demonstrating the depth of the labor force.

13. The percent of Corridor persons 25 years and over who have attained high school diplomas, some college with no degree and Associate degrees exceeds the percentages for the entire county and the state. In addition, the Corridor has a slightly higher percentage of such persons who have attained Bachelor and post-graduate degrees than the entire County. In essence, the Corridor offers a skilled and educated work force.

14. The county's commitment to preparing its labor force for the technical demands of the twenty-first century is shown by the provision of a new county educational facility, "Technical Education Center," which offers Associate, Baccalaureate and master's degrees in engineering, computer science and related fields. The Technical Education Center is made possible by a partnership between the Burlington County College and the New Jersey Institute of Technology. The opportunity to attain higher levels of education made available to the county labor force improves the ability of the county and the Corridor to attract high-tech industries and for existing industries to become or remain competitive in a high-tech world.

15. Education, training and business opportunities will be further enhanced by the "Technology Incubator" which is under construction on the campus of the Technology Education Center. The incubator will help

new businesses get a foothold in high technology. Opportunities exist for new businesses that have outgrown the incubator to relocate in the Corridor, i.e., in the abandoned and underutilized commercial centers along Route 130 and in former industrial sites in the older downtown areas of the Corridor.

16. The Corridor has several favorable location factors which provide economic development opportunities. The Corridor's geographical location is well situated between New York City and Philadelphia and in the middle of the Boston-New York-Philadelphia-Washington corridor. The Corridor is linked to these regional markets by the New Jersey Turnpike, Interstate 295, U.S. Highway 130, several other state highways and county roads, and freight railroads. Inter-regional access will be further enhanced by the provision of a light rail transit system proposed through the Corridor and the construction of the proposed New Jersey Turnpike interchange at Route 130 in Florence. Opportunities exist to improve cross-Corridor access, particularly along Route 130, which is needed to industry and commercial activity.

All of the communities in the Corridor are served entirely or partially by water and wastewater systems. In general, the Corridor communities have adequate wastewater treatment capacity. Expansions and upgrades are currently underway in communities where needed. Currently, the Corridor communities have an adequate water supply. There are opportunities to redevelop underutilized and vacant buildings and parcels in areas along Route 130 and the Delaware where utilities already exist. Opportunities exist to extend water and wastewater systems in the Delanco industrial area and to the lands south of Route 73 in Palmyra, the lands along Creek Road in Delran and the planned industrial and commercial lands along Route 130 in Florence and Burlington Townships.

The Corridor is well served by electric, gas and communications utilities. With regard to solid waste disposal, the county provides one of the lowest cost landfills in the state.

The Corridor has many natural features associated with the Delaware River and Rancocas Creek that make the Corridor a unique place in which to live, work and play. Many opportunities for tourism and recreation development exist along the Corridor's waterfront and in the Corridor's riverfront communities.

V. BUSINESS CONCERNS AND NEEDS

A. Constraints

1. Employers of 25 or more employees registered some dissatisfaction with the skills and training of the prospective labor pool. Employers in the manufacturing and construction industries were the least satisfied with the skill and training of their job applicants. This is significant given that the manufacturing and construction industries expect to add employees to their payrolls within the next five years.

2. Businesses cite onerous government regulations as a significant constraint. Employers noted problems with state and federal regulatory agencies, particularly environmental regulators. The state agency with which most employers have encountered problems is the Department of Environmental Protection. Local regulatory constraints were focused on planning and zoning boards, historical commissions and inspectors.

The issue of local regulatory problems was most pronounced in Willingboro. Willingboro businesses cited either an inability to expand or the excessive cost or amount of time required to secure approvals to expand due to restrictive local zoning regulations.

Governmental regulations cited as a significant problem were registered in Burlington City and Delran. The majority of the complaints in these two municipalities were related to local restriction on signs, flags and banners. In Burlington City problems with the local historical commission and police enforcement of parking regulations were cited.

3. Local traffic congestion and/or access along Route 130 were identified as significant constraints. Of the businesses that responded to the survey in Burlington Township, 34 percent noted that local traffic volume or local access to the region's highways is an issue; 21 percent of the businesses in Cinnaminson felt the same. Of all the respondents located directly along Route 130, 30 percent cited traffic congestion as a major concern.

4. The quality or character of the neighborhood surrounding the respondents' businesses was cited as an important issue. This response was most common in Riverside, Edgewater Park and Beverly, where it was noted by 21 percent of the businesses. Respondents identified the following factors contributing to the Corridor's image problem: safety and security; poor property maintenance on surrounding sites, both occupied and vacant; and the quality of local services, i.e., trash collection and snow removal.

5. The lack of available parking was most noted in the Corridor's older riverfront communities, particularly those with traditional downtown areas. The businesses in these areas of the Corridor believe that a lack of available parking makes it difficult to compete with suburban malls and strip developments, which are within a short distance of the Corridor and have abundant parking opportunities.

B. Opportunities

1. Almost 40 percent of the responding businesses plan to add employees over the next five years, particularly those in construction, manufacturing and warehousing industries, thus, suggesting economic growth will continue in the Corridor. Notwithstanding this positive outlook, employers in the manufacturing and construction industries expressed the least satisfaction with the skill and training of their job applicants. Based on the positive employment outlook and the need to improve job applicant skills in the construction and manufacturing industries, there is an opportunity to improve, modify and tailor secondary school vocational and technical training in the county to meet the needs of industry. This process, which has been initiated in the county by the newly formed Workforce Investment Board comprised of public and private sectors, needs to be fast-tracked to maintain the county's and Corridor's competitive edge in its base industries.

2. The respondents of the survey indicated that the primary reasons for locating within the Corridor are general location, cost of available space, accessibility to the region's highway network, size and layout of available space and proximity to customers. The opportunity exists to promote the Corridor a place in which to locate business based on the foregoing reasons.

General Location -- Proximity to Philadelphia, New York and the tri-state area were cited as reasons having to do with location. Companies located in Florence, Burlington City, Cinnaminson and Willingboro were most likely to note their general location as an important locational factor. Retail companies were the most likely sector to note general location as a reason for being in the Corridor. One-third of all FIRE sector businesses cited general location as an important factor in their decision on their location. General location is more significant to small and mid-size firms than to larger businesses.

Cost of Space -- An apparent linkage between cost and location was detected for respondents from Beverly, Edgewater Park and Riverside. Approximately one-third of respondents not located along Route 130 and County Roads 541 and 543 cited cost of space as a reason for their choice of location. Lower cost of space is a positive for attracting new business to the Corridor. Construction and wholesale trade industries were more likely to list cost a primary incentive; both sectors are less dependent on location and visibility and can operate efficiently in location off primary routes as long as they are able to access their customers. Smaller companies employing 10 to 25 people assigned the highest priority to the cost of site.

Access to Highways -- Having good access to major highways is a positive for trucking and warehousing firms which rely heavily on the transportation network. Construction firms also consider good access to the transportation network as important for leaving their home base and accessing work locations in an efficient manner. FIRE companies view access to highways as important for being conveniently accessible by their customers. Larger firms with 25 to 100 employees ranked access as one of their most important location considerations. The Corridor can be promoted as having good access to highways for business.

Size or Layout of Available Space -- Size or layout of available space and the ability to expand into additional space are cited as important factors for transportation companies, i.e., motor freight companies, and wholesale sector establishments. Very large (over 100 employees) and very small (one to five employees) were generally less concerned with available space than mid-size companies. Companies most often found suitable space in Delran, Edgewater Park, Beverly and Burlington Township and were more likely to find suitable space along County Road 543 or elsewhere in the Corridor other than along Route 130. An opportunity exists to develop and/or redevelop sites along Route 130 to provide space for various sectors, particularly for transportation and wholesale trade sectors.

Proximity to Customers -- Proximity to customers is closely related to highway access, visibility and general location. Transportation, construction, FIRE and service sector establishments cited proximity to customers as an important locational factor, with the largest percentages of these companies chose locations in Burlington Township, Edgewater Park and Beverly. The entire Corridor should be promoted as being within close proximity to various local and regional markets.

3. The respondents of the survey recommended several changes the might improve conditions for existing businesses and to attract new businesses to the Corridor. Most common recommendations included: providing county, state and federal tax incentives; streamlining regulations; making transportation improvements; engaging in Corridor-wide marketing initiatives and improving the delivery of local services. These recommendations which represent opportunities for improving business growth and development in the Corridor should be explored.

Many of the respondents supported the redevelopment and re-use of vacant structures and sites as an alternative to new construction, as well as the demolition of vacant and obsolescent structures. Support for waterfront development and growth in the tourism industry was also voiced. Businesses recommended various marketing initiatives, including community or Corridor-wide newsletters, forums and festivals. Many respondents specifically suggested that Burlington County become more involved in marketing the Corridor and its strengths.

4. Opportunities exist to improve local traffic congestion and access along Route 130. The Circulation and Transportation section discusses these constraints and opportunities in detail.

5. The businesses identified the quality or character of neighborhoods as an important factor affecting the Corridor's image problem. Opportunities exist to improve safety and security, enforce adequate property maintenance and provide improved quality of local services, i.e., trash collection and snow removal.

6. Opportunities exist to improve the supply of parking in the Corridor's older riverfront communities. Studies are required to determine need and identify strategic sites for adding parking.

VI. HOUSING CONDITIONS AND NEEDS

A. Constraints

1. Low vacancies are one of the signs for a stable community--a positive. Notwithstanding, it also means that the housing supply available for new residents is constrained, and if the supply is not increased, local economic stagnation may follow. Little change in housing supply is observed for Beverly, Burlington City, Delanco, Edgewater Park, Palmyra, Riverside, Riverton and Willingboro. Conversely, excessive growth may lead to growing pains as experienced in Burlington Township and Florence where school expansion is needed.

2. In terms of housing tenure, the Corridor primarily consists of owner-occupied units (78.98%). Fewer opportunities exist for persons who seeking rental units in the Corridor. Such limited opportunities to rent units exist in Willingboro (6.37% rental units) and Cinnaminson (4.26% rental units). On a local basis, five communities provide more than 30 percent of their total units as rentals, including Burlington Township (39.60%), Edgewater Park (34.86%), Burlington City (33.46%), Beverly (31.35%) and Riverside (30.83%) which provide a total of 5,385 rental units or 57.60 percent of all rentals in the Corridor. Higher percentages of rental units, particularly in the older communities, mean that a significant amount of the communities' older housing has been converted into rental apartments, thus, increasing the propensity for the communities to have more absentee landlords who neglect their rental properties. Concerns are raised for communities to prevent deterioration and neglect of rentals by adopting and enforcing local maintenance and inspection codes for rental units.

3. Impending changes to the HUD rules for federally funded Section 8 housing assistance may reduce the number of housing units reserved for low income households. The proposed rules provide that Section 8 assistance will no longer be attached to a unit, therefore, making formerly designated Section 8 units available to the open market. Such a change will cause households who need housing assistance to compete with households who can afford market rate rents for the former Section 8 units. Section 8 designation of rental units provides a known supply of rental assistance units; removing Section 8 designation from units creates an uncertainty about the supply of units affordable for low income households. This impact will be felt among the public housing authorities in the county which will be undergoing this change in Section 8 assistance: Beverly has 71 public housing authority (PHA) units; Burlington City has 71 PHA units; and Florence has 50 PHA units.

4. More than one-third of the Corridor's housing stock was built before 1940. In general, older housing units require more maintenance and have the potential to slip into disrepair and deteriorate if not adequately maintained. Communities with more than half of their units built before 1940 include Riverton with 70.9 percent, Beverly with 60.5 percent and Riverside with 55.5 percent. Communities with more than 40 percent of their units built before 1940 include Delanco with 46.7 percent, Florence with 45.4 percent, Burlington City with 45.2 percent and Palmyra with 43.2 percent.

In addition to requiring more maintenance and having the potential to deteriorate quickly if not adequately maintained, older housing units have an increased chance of being a lead-based paint hazard. Appropriate and expeditious removal of lead-based paint from pre-1979 houses should be a priority. Pre-1940 housing often present historic preservation issues. Addressing lead-based paint and historic preservation issues may drive up rehabilitation costs.

Willingboro has 98.5 percent of its housing stock built from 1940 to 1979. The housing built in Willingboro is primarily single family units which reflect a housing market which required housing units smaller and with fewer amenities than today's market. Having almost all of a communities housing units built during earlier housing markets may present a problem because the selection of housing types is limited. Exceptions are communities built during the eighteenth and nineteenth centuries that have unique historic qualities. To

that end, Willingboro may have difficulties in competing against communities with a wider variety of housing types and styles.

5. Concentrations of deteriorated housing units create a negative image for residential neighborhoods and, if wide spread, the entire community. Such areas have the potential decline further by discouraging reinvestment in the existing housing stock. Steps must be taken to stop and reverse such decline in the Corridor. Discussions with local officials in the Corridor indicate that the COAH estimates are low and the actual amount of deteriorated units is higher.

6. Substantial housing cost burdens are experienced mostly by extremely low (below 30% of the MFI) and low (31% to 50% MFI) income home owners and renters in the county and the Corridor. Within such income ranges, the following household types are identified as having cost burdens which exceed 30 percent of household income: elderly, small related households, large related households and all other households. Addressing these housing problems are a concern to the Corridor because 37.29 percent of the persons living below the poverty level live in the Corridor, 37.12 percent of the families living below the poverty level live in the Corridor and 40.25 percent of the elder living below the poverty level live in the Corridor. In essence, the Corridor has a greater share of elderly and other extremely low and low income households that experience cost and severe housing cost burdens.

Other low income (51% to 80% MFI) households experienced cost and severe cost housing burdens. Within this income range, the elderly and other household homeowners experienced cost burdens. Other low income elderly, small related household, large related household and other household renters experienced cost burdens.

Cost burdens among these households in the three income ranges are a concern in the Corridor because potential for the housing stock in which they occupy to deteriorate, negatively affecting neighborhoods and communities.

7. The assisted housing provided in the county, e.g., public housing authorities, Section 8 rental assistance and other assisted housing, is fully occupied, indicating that there is a strong demand for such housing facilities and services in the county. All three public housing authorities that exist in the county are located in the Corridor. 61.84 percent of the other assisted housing units and 48.66 percent of the Section 8 housing units are located in the Corridor. Demand for these facilities and services apparently outstrips the supply--without providing additional assisted housing services and facilities Corridor, a lack of adequate housing for the poor will continue.

The same issues and concerns are true for persons and families that are homeless and threatened with homelessness and populations with special needs, other than homeless--there is a need to further address these issues and concerns in the Corridor as well as in the county.

8. Few of the Corridor communities have addressed their affordable housing obligations as identified by COAH. There is a deficit of 854 affordable units in the Corridor, consisting of 297 rehabilitation units and 557 new units. Without formally and officially addressing their COAH obligations, these communities run the risk of being sued under the "builders' remedy," as provided by state law and losing local control of how they want residential development to occur in their communities.

B. Opportunities

1. The county and the Corridor have low vacancy rates relative to the state, thus, indicating stability in the respective residential communities. In 1990 the Corridor's vacancy rate, 3.7 percent, was lower than the county's rate, 4.7 percent. The Corridor's home-owner vacancy rate was 1.2 percent compared to the county's rate of 1.9 percent, and the Corridor's rental vacancy rate was 6.4 percent compared to the

county's rate of 6.5 percent. These low vacancy rates signify potential opportunity to increase the housing supply in the Corridor because demand is strong as most units are occupied. Providing new housing units is possible from several opportunities in the Corridor. One is simply the construction of new units on undeveloped land, with the greatest potential being in Florence, Burlington Township and Delran which have significant amounts of vacant land. Such potential also exists in Cinnaminson between Route 130 and the Delaware River, Delanco along the Rancocas Creek between the railroad and Route 130, and Edgewater Park on isolated parcels located along Route 130 and the township's southwestern section. New development in the form of infill exists throughout the remaining communities on vacant parcels.

The second opportunity to provide new housing is the redevelopment of obsolete, vacant and/or underutilized commercial sites situated along Route 130. Typical residential redevelopment of such sites is in the form of compact, higher density housing which is compatible with surrounding commercial land uses located on a highway. In most cases, the commercial structures are razed and new buildings are constructed. Not all sites are suitable for residential development; candidate sites under consideration should be carefully analyzed in terms of their compatibility with surrounding land uses and environmental impacts, i.e., noise, light, glare from nearby commercial uses and highways. Notwithstanding, several sites in the Corridor are identified as having the potential to be redeveloped with a residential component: Willingboro Plaza in Willingboro (56.0 acres; Block 3, Lot 4.01), Village Mall in Willingboro (32.5 acres; Block 2, Lot 7.01), the former Kings shopping center and drive-in theater in Edgewater Park (32.3 acres; Block 1202, Lots 9 and 4.01), Metro Market in Edgewater Park (21.9 acres; Block 502, Lot 13.01) and Cinnaminson Shopping Center in Cinnaminson (39.5 acres; Block 1407, Lot 29.01). These sites sufficient in size for mixed use development consisting of residential and commercial components.

One commercial site, the former drive-in theater located along the south side of Route 73 in Palmyra (54.9 acres; Block 156, Lot 1), has the potential to be redeveloped as a mixed residential/commercial development.

The third opportunity to provide new housing is the redevelopment of obsolete, vacant and/or underutilized industrial sites. Like the redevelopment of commercial sites, typical residential redevelopment of industrial sites is in the form of compact, higher density housing. Depending upon the feasibility and limitations of reusing the structure, i.e., total deterioration, incompatibility of structure for intended use, contamination of hazardous materials, etc., industrial structures may be converted into and renovated for residential uses. One example of potential adaptive reuse is the Keystone Watch Case factory in Riverside (2.2 acres; Block 602, Lot 2) which converted into apartments with or without a commercial/services component. Although it is not an industrial site, another example of adaptive reuse in Riverside is the conversion of the former Zurbrugg Hospital into residential housing. Many other opportunities to redevelop industrial sites into residential uses exist in the Corridor, however, on smaller sites. Such opportunities exist in older communities which have industrial sites mixed among residential neighborhoods, i.e., Beverly, Burlington City, and Florence. After it has been cleaned up and delisted as a contaminated "super fund" site, the former Roebling steel mill site in Florence (116.7 acres; Block 139, Lot 1) has the potential to be redeveloped as a mixed residential/commercial/industrial project.

The fourth opportunity to increase the housing supply is the rehabilitation of vacant housing units, thereby, returning units to the market. Opportunity No. 4 set forth below speaks to affordability of rehabilitated units.

2. Opportunities to increase the supply of rental units exist in communities which have low percentages of rentals, i.e., Cinnaminson with 4.26 percent and Willingboro with 6.37 percent.

3. While the higher percentages of older housing units could be viewed as a potential constraint, the concentrations of older homes are an asset because they have charm, character and a unique, mature, setting which is difficult, if not impossible, to duplicate. In essence, the Corridor has a small town character which should be promoted. When new development is to occur in the Corridor, provisions should be made

to harmoniously reflect the community's indigenous character as defined by land use patterns, lot layout, densities and architectural style and type.

4. Older, deteriorated housing stock represents opportunities for housing units to be rehabilitated as viable and affordable housing in the Corridor. New residents could be attracted to the Corridor with the promise of obtaining rehabilitated, safe, code-compliant, affordable housing. Local surveys for identifying vacant, deteriorated units should be conducted.

5. The Corridor has a lower median purchase value and rental value for its housing units than the county. This means that housing in the Corridor is more affordable than housing in the county. The Corridor communities that have housing median purchase values greater than the county median, being less affordable, are Riverton, Cinnaminson and Delran. With regard to median rents, four Corridor communities, Delran, Edgewater Park, Palmyra and Willingboro, have median rents higher than the county median, thus, being less affordable than in the rest of the Corridor communities.

Based on COAH requirements, 39.51 percent of the owner-occupied housing units are affordable to low and moderate income households; in contrast, 28.30 percent of the county's owner-occupied housing units are affordable to low and moderate income households. In the Corridor 37.46 percent of the owner-occupied units are affordable to moderate income households, and in the county 26.54 percent of such units are affordable to moderate income households. This data indicates that only 2.05 percent of the owner-occupied units are affordable to low income households and, therefore, suggests that there is an opportunity to provide more owner-occupied housing affordable to low income households to meet the demand.

Corridor communities that offer at least half of their owner-occupied units as affordable to low and moderate income households include Beverly, Burlington City, Riverside and Willingboro. Delanco and Palmyra offer at least 40 percent of such units as affordable to low and moderate income households.

With regard to affordable rental units, 89.11 percent of the Corridor's rental units are affordable to low and moderate income households; 79.89 percent of the county's rental units are affordable to such households. In the Corridor 51.21 percent of the rental units are affordable to low income households, and 37.90 percent of the rentals are affordable to moderate income households. In comparison, 38.11 percent of the county's rental units are affordable to low income households, and 41.78 percent of the county's rentals are affordable to moderate income households. All of the Corridor communities have at least half of their rental units affordable to low and moderate income households.

Since the Corridor has significant amounts of affordable housing units, opportunities exist to create local and county programs to ensure that the affordable housing units, owner-occupied and rental, are safe, wholesome and code-compliant and are retained as affordable.

6. Opportunities exist to provide affordable housing for the low income elderly, small related households, large related households and other households in the Corridor where various services and goods are more easily accessible, i.e., public transportation, personal services, medical services, jobs, etc. Opportunities also exist to provide affordable housing facilities and services for the homeless population and special needs population at strategic locations in the Corridor where similar services and goods are more easily accessible.

7. Opportunities exist to provide 557 new affordable housing units and rehabilitate 297 deteriorated housing units occupied by low and moderate income households. Providing these housing units will help meet a need for affordable units in the Corridor and will stimulate the local construction industry.

VII. ENVIRONMENTALLY SENSITIVE AREAS

A. Constraints

1. Environmentally sensitive areas are viewed as beneficial and detrimental. They are beneficial when viewed from an ecological, preservation, recreational and aesthetic perspective. Environmentally sensitive areas are viewed as a detriment in economic terms because they reduce the potential yield from land. In the Corridor, 4,680 acres, or approximately 28 percent of the undeveloped land, have environmentally sensitive areas that limit development. In some communities, the environmentally sensitive areas are highly restrictive, limiting development on significant percentages of undeveloped land or substantial amounts of land. The following communities have 40 percent or more of their undeveloped land encumbered by environmentally sensitive areas: Riverside, 88 percent; Willingboro, 52 percent; Burlington City, 47 percent; and Palmyra, 45 percent. Communities with 30 to 39 percent of their undeveloped land encumbered by environmentally sensitive areas include Cinnaminson (39%) and Delanco (30%). Municipalities with 500 acres or more of environmentally sensitive areas include: Burlington Township, 1,261 acres; Florence, 969 acres; and Delran, 584 acres.

2. The geographical distribution of environmentally sensitive areas varies throughout the Corridor, having different impacts on development potential. In Burlington Township, Delran and Florence, the environmentally sensitive areas are scattered throughout the communities, creating a patchwork of constraints that cover a broader area than if they were concentrated. The impact of scattered environmentally sensitive areas causes development to be spread out, thus, reducing efficiencies.

Conversely, the environmentally sensitive areas are more concentrated in Beverly, Cinnaminson, Palmyra, Riverton, Riverside and Willingboro. The major limiting factor in these communities is the 100-year flood plain.

The environmentally sensitive areas, primarily flood plains, in Burlington City cover a substantial amount of the city, reducing development potential for undeveloped land and complicating the regulatory approval process for redevelopment efforts.

3. Constraint No. 2 raises the notion of developing in or near environmentally sensitive areas complicates the regulatory approval process. A complicated regulatory approval process equates to delay in approval and increased permitting costs (hiring additional experts and professionals, conducting additional studies and preparing additional plans), thus, reducing the return on developing affected parcels and, in turn, the attractiveness of actually developing such parcels. Such constraints are anticipated when developing parcels in Burlington Township, Delran and Florence where environmentally sensitive areas are scattered. Regulatory burdens may be imposed on developing lands along the Delaware River front in Cinnaminson, lands south of Route 73 and north of the Pennsauken Creek in Palmyra, lands on Amico Island in Delran, lands on Hawk Island in Delanco and Burlington Island in Burlington City.

Similarly, regulatory burdens may occur when redeveloping parcels encumbered by environmentally sensitive parcels in the more developed communities in the Corridor. The developed areas of Beverly, Burlington City, Delanco, Palmyra, Riverside and Riverton are impacted mostly by the 100-year flood plain. Development and redevelopment of the harbor district and surrounding residential neighborhood in Delran are expected to experience regulatory burdens because these areas are impacted by the 100-year flood plain of the Delaware River.

B. Opportunities

1. Environmentally sensitive areas present opportunities to improve and enhance development by setting aside such areas to provide open space, greenways, recreational facilities and preserve natural habitat,

unique site specific features and environments critical to a larger setting, i.e., regional watersheds, etc. Such enhancements can occur as a part of a development or an independently preserved parcel located near or next to development.

The opportunity for enhancing development by setting aside and preserving environmentally sensitive areas exists throughout the Corridor. Most notable for this opportunity are parcels set on the waterfront. Combination housing and open space preservation opportunities exist for the following waterfront locations:

<u>Municipality</u>	<u>Block</u>	<u>Lot(s)</u>	<u>Acres</u>	<u>Setting</u>
Beverly	48	1	1.4	Open lawn overlooking the Delaware River located between Bank, Cooper, Second and Broad Streets
Burlington City	112	1	1.3	Open gravel parking lot overlooking the Delaware River located between Delaware, Pearl and High Streets
	113	1	0.4	
	221	11, 15	50±	Farmland and woodland overlooking Assiscunk Creek and Jacksonville Road
Cinnaminson	201	5	47±	Wooded parcel located between the Delaware River and County Road 543
	307	1, 1.01 & 2.01	110±	Wooded parcel located between the Delaware River and County Road 543
Delanco	21	3	29.8	Farmland located between the Rancocas Creek and Creek Road
	21	8	80.4	Russ Farm -- actively cultivated fields located between the Rancocas Creek and Creek Road

<u>Municipality</u>	<u>Block</u>	<u>Lot(s)</u>	<u>Acres</u>	<u>Setting</u>
Delanco	21	12 & 13	171.3	Pennington Farm -- actively cultivated fields on the Rancocas Creek; abuts the Russ Farm to the south
	22	1 & 2		
	23	1, 3, 4 & 5	54±	Hawk Island -- actually a peninsula which is a dredge spoils site that has been reclaimed by nature located at the confluence of the Delaware River and the Rancocas Creek
Delran	1	6, 7 & 8	50±	Amico Island -- actually a peninsula which is a marginally used sand and gravel borrow pit that has been reclaimed by nature located in the harbor district on the Delaware River
	119	21	130.4	Anderson Farm -- active peach orchard located on the Rancocas Creek
	119	16	37.2	Wooded and cultivated fields southeast of the Anderson Farm overlooking the Rancocas Creek
Palmyra	10	1 & 2	100±	Former drive-in and surrounding parcels -- south of Route 73 backing up to the Pennsauken Creek
Riverside	602	1, 2, 3 2.01, 2.02, 2.03 & 2.04	22±	Golden Triangle -- a combination of vacant and underutilized industrial lands bounded by the Rancocas Creek, the railroad and Pavilion Avenue

Opportunities exist to provide public access to the waterfront with a trail as part of the housing developments, creating a linear open space network throughout the Corridor. The Beverly, Palmyra and Riverside sites and the open gravel parking lot site in Burlington City require redevelopment of former non-residential improvements which have the potential to be transformed into a combination of new housing and public open space. The Cinnaminson, Delanco and Delran sites and the farmland and wooded site

in Burlington City are undeveloped and have the potential to be preserved entirely as open space. In view of these opportunities, zoning ordinances should be modified to require open space preservation as part of housing projects and provide density bonus incentives for preserving open space in excess base minimums.

2. Opportunities exist to redevelop the former Roebling steel mill (Lot 2.01 in Block 126.01 and Lot 1 in Block 139) located in Florence on the Delaware River. Redevelopment could include a multitude of uses, including housing, commercial, industrial and public uses. Views of and access to the river make the site highly desirable for marinas, restaurants, specialty retail and housing development. Open space preservation should be a component of any redevelopment of the site.

3. Many opportunities exist to incorporate open space preservation with new housing development in the undeveloped portions of Burlington Township, Florence and Delran. The environmentally sensitive areas mapped in these portions of the three municipalities are primarily wetlands and flood plains in stream corridors. Many of these environmentally sensitive areas which are wooded provide opportunities for creating attractive, aesthetic settings for housing, thus, becoming a selling point. Zoning ordinances should be modified to require open space preservation as part of housing projects and provide density bonus incentives for preserving open space in excess of base minimums. Clustering provisions should be incorporated into zoning ordinances as a creative technique to preserve open space.

4. The opportunity exists for municipalities to proactively support development and redevelopment projects through the state and federal environmental regulatory approval process, i.e., stream encroachment (development in the 100-year flood plain), wetlands disturbance, etc. Local support is necessary to move realistic and reasonable projects forward to implementation. The private sector reaps the benefit of reduced regulatory burdens which translate into lower costs of doing business in the Corridor. The benefit accrued to a supportive municipality is positive change facilitated by the development or redevelopment project including, but not limited to, physical upgrade and improvement to a neighborhood, new tax ratables, new employment opportunities, etc.

5. With 28 percent of the undeveloped land in the Corridor having environmentally sensitive areas, 72 percent of the undeveloped land is unencumbered by environmental constraints. The combined development potential for Burlington Township, Delanco and Florence is 8,114 acres, which represent 68 percent of the developable land in the Corridor. Among the Corridor communities, Edgewater Park has the greatest ratio of developable land (development potential) to environmentally sensitive areas: 542 to 4 or 136 to 1. Explained in a different manner, 99 percent of Edgewater Park's undeveloped land (542 acres of the total 546 acres are developable) is void of environmentally sensitive areas, thus, suggesting that development in Edgewater Park will have lower regulatory burdens.

Opportunities exist to develop vacant, wooded and agricultural sites of significant size that lack significant amounts of environmentally sensitive areas. Such opportunities exist on the following undeveloped sites which contain 30 acres or more located in the more developed Corridor communities:

<u>Municipality</u>	<u>Block</u>	<u>Lot(s)</u>	<u>Acres</u>	<u>Setting</u>
Cinnaminson	31.06	1.01	86.0	Cultivated field located along Parry Road
	801	2	93.5	Hunter Farm -- active farm operation

<u>Municipality</u>	<u>Block</u>	<u>Lot(s)</u>	<u>Acres</u>	<u>Setting</u>
Delran	65	18 & 21	78.3	Vacant wooded site fronting along Route 130 and Bridgeboro Road
Delanco Edgewater Park	19 502	8 12	46±	Farmland located along CR 624 (Coopertown Road in Delanco and Delanco Road in Edgewater Park)
Edgewater Park	203	2, 3, 3.02 & 4	83.5	Farmland and woodland located along Mount Holly Road (CR 626)
	501	1, 2 & 6	67.1	Active fruit orchard fronting along Route 130, Delanco Road (CR 624) and Mount Holly Road (CR 626)
	502	13	47.4	Open vacant parcel located along Cooper Street (CR 630)
	1202	4.01 & 9	32.3	Open vacant parcels, sites of a demolished store (Lot 9) and an abandoned drive-in (Lot 4.01) located along Route 130 with an access road to Cooper Street (CR 630)
Willingboro	5.01	13	39.7	Open lawn with trees fronting along Route 130

Many development opportunities exist on vacant, wooded and agricultural sites with few environmental constraints located throughout Burlington Township and Florence, particularly in the southeastern portions of the two communities.

VIII. OPEN SPACE AND RECREATIONAL AREAS AND NEEDS

A. Constraints

1. Many municipalities in the southern end of the Corridor are significantly developed, whereby, the remaining land available for potential open space and recreational use is relatively scarce. Within some of these communities this problem is further compounded by a lack of planning for affordable housing, resulting in conflicts between preserving open space and providing COAH mandated affordable housing on the remaining undeveloped land. The remaining undeveloped land in the communities south of Burlington Township, including Burlington City, amounts to approximately 6,786.8 acres or 26.9 percent of total land. The undeveloped land which is developable amounts to about 4,336 acres or 17.2 percent. Much of this undeveloped land is centered around Delran, Delanco and Edgewater Park. Undeveloped land is assumed to be an aggregate of DVRPC's 1990 land use categories - agricultural, vacant and wooded while the developable land is the amount of undeveloped land less open water, steep slopes, wetlands and flood plains.

2. In those northern municipalities (Burlington and Florence Townships) where sufficient vacant land exists to support a comprehensive municipal open space program, the quest for maximizing development, which is sometimes referred to as the ratable chase, can be problematic. This is not to say that development should be minimized or not occur at all. The Burlington County *Open Space Strategic Plan* calls for the preservation of open space in conjunction with development, not at the expense of it. The remaining undeveloped land in Burlington and Florence Townships amounts to approximately 9,802.6 acres or 63.5 percent of their total land. The undeveloped land which is developable amounts to about 7,573 acres or 49 percent.

3. Similar to the constraints discussed in Section II - Physical Land Development Patterns and Land Use, the Corridor has several large extant dilapidated, obsolete and problematic industrial buildings and sites which impose difficulties for ratable development, as well as open space and recreational development.

4. Many municipalities have goals as well as conservation and recreation elements pertaining to the provision of open space and recreational amenities in their Master Plans. However, many land use ordinances adopted to implement local master plans do not provide mechanisms for accomplishing the desired conservation and recreation objectives.

B. Opportunities

1. Within the above constraints are definite opportunities for providing open space and recreational facilities and preserving environmentally sensitive lands. The overall developable land in the Corridor amounts to approximately 11,909 acres or 29.3 percent of the total land. The remaining environmentally sensitive land in the Corridor amounts to about 4,680 acres or 11.5 percent of the total land. From these two categories sufficient land can be set aside, in conjunction with development, to meet and exceed the state's open space and outdoor recreation plan guidelines and contribute to the quality of life.

2. The potential sources of undeveloped land for use as open space and recreation include: vacant land; agricultural land; woodlands; wetlands; flood plains; steep slopes; open water; other environmentally sensitive lands; former (closed) landfills; and historic sites.

3. Development of defunct and abandoned sites (brownfields) also present themselves as opportunities for partial use for open space and recreation. This is particularly applicable to the Roebling site in Florence Township and the under used/abandoned commercial sites primarily along Route 130 in Edgewater Park and Willingboro Townships. Although other under used/abandoned commercial sites may exist in the Corridor, those that are large enough to sustain both development and some type of open space

component are listed above.

4. Lands owned by the state also present opportunities for partial or complete use for open space and recreation. Several sites on the Delaware River (primarily reserved for the receipt of dredge materials to be generated from Delaware River Philadelphia - Trenton maintenance dredging program) are owned by NJDEP and are under the control of the Bureau of Tidelands. These sites offer opportunities for open space and recreational use in Palmyra Borough and Cinnaminson and Delanco Townships.

5. The Municipal Land Use Law (N.J.S. 40:55D-1 et seq.) empowers municipalities to prepare master plans and adopt zoning, development and design ordinances which provide for open space, recreation, historic preservation, etc. Therefore, actual residential development can be a generator of recreational amenities through appropriate development and zoning ordinances that require the provision of specific facilities within the development and/or contributions to regional recreational facilities. This is specifically applicable to the semi-rural portions of Burlington and Florence Townships as well as the major open space parcels in Delran, Delanco and Edgewater Park Townships.

6. The establishment of the Burlington County Open Space, Recreation and Farmland and Historic Preservation Trust Fund in 1997 provides an opportunity for municipalities to obtain up to 37.5 percent cost sharing assistance for the acquisition of open space that meets the requirements of the county's Open Space Preservation Program Strategic Plan and the Rules and Regulations of the Trust Fund and is ranked highly as a viable passive open space project by the county Open Space Advisory Committee. The county's major open space programs focuses on the Corridor and the Rancocas Greenway Project, the award of Trust Fund monies for open space acquisition is most applicable to the Corridor municipalities.

7. Municipal governments (like the county) are also empowered at N.J.S. 40:12-14 et seq. to establish open space, recreation, farmland and historic preservation trust funds for the purposes of land acquisition, recreational facilities development and maintenance, historic preservation purposes and payment of debt service for the purposes specified above. This is accomplished by imposing an annual levy for an amount or rate deemed appropriate by the governing body. The imposition of such a levy must have first been approved by the voters of the municipality in a general or special election.

8. Municipal governments are eligible to apply for funding from the NJDEP's Green Acres program to acquire land for outdoor recreational purposes and/or make recreational improvements to existing recreational lands. The typical Green Acres funding arrangement for land acquisition is a 25 percent grant and 75 percent loan with a 20 year payback at 2 percent interest. Specified distressed communities are eligible for 50/50 funding.

9. In order to respond to a general statewide trend of deterioration of recreational facilities due to the lack of funding for proper maintenance, operation or improvement, municipal governments are empowered at N.J.S. 40:12-20 to enter into agreements with business entities or nonprofit organizations located within or near the municipality to provide for the maintenance, operation or improvement of a park or portion thereof within the municipality, at no cost to the municipality.

10. The development of commercial/private recreational facilities in the form of golf courses, marinas, equestrian centers, swim clubs, theme parks, family centers, amusement centers, etc. are excellent opportunities for municipalities and should be encouraged. In addition to providing recreational facilities for the local and regional population, such recreational facilities are commercial ratable and, moreover, provide employment opportunities.

11. Burlington Island, a 300+ acre island in the Delaware River, has the potential for significant recreational development for both the municipality, the Corridor and the region. However, in as much as this site is listed on the Green Acres Recreation and Open Space Inventory, it is possible that some restrictions might

be placed on the type of recreational development that could take place. Relief from any imposed restrictions would require approval of both the NJDEP Commissioner and the State House Commission.

12. The National Park Service's Delaware River Heritage Trail along the entire Burlington County riverfront from Palmyra to Bordentown will enable communities to promote tourism and the patronage of local historic sites, downtown businesses, commercial recreational facilities and natural sites. The foundation for this pathway already exists, but linkages are needed to connect waterfront parks, promenades, canal towpaths, railroad rights-of-way and dike trails. In addition to planning specific routes for the trail to thread through the Corridor municipalities, there are several nodes that are under consideration for recreational development, including Palmyra Cove, the Cinnaminson riverfront and Hawk Island.

IX. CIRCULATION AND TRANSPORTATION

The Corridor analysis incorporates the document entitled *US 130 Corridor Study, Transportation and Circulation* (T/C Study), which was prepared by the Delaware Valley Regional Planning Commission (DVRPC) and issued in August 1997, as the primary tool for examining and evaluating the constraints and opportunities related to the circulation and transportation component of the Corridor. The T/C Study was prepared pursuant to the consensus planning process promoted in the Corridor initiative, by involving community representatives in a Task Group and representatives from county, state and regional agencies.

The T/C Study covered a geographical area which includes the twelve Corridor municipalities plus four additional communities located north of the Corridor, e.g., Bordentown City, Bordentown Township, Fieldsboro and Mansfield, extending from the northern end of the county to the southern end along Route 130 and the Delaware River. Of the sixteen municipalities that were invited to participate in the T/C Study, two communities, Bordentown City and Fieldsboro, elected not to participate. Representatives from the Burlington County Engineers Department and Office of Land Use Planning (OLUP), the New Jersey Department of Transportation (NJDOT) and DVRPC participated in the consensus planning process. DVRPC's principal role was to investigate existing conditions and concerns, evaluate the collected data and author the T/C Study, utilizing input from the local, county and state participants. NJDOT representatives provided input from a state regulatory perspective and guidance based on a regional view of the circulation network. The representatives of the county Engineers Department added to the regional perspective of the Corridor circulation system by providing a perspective founded in maintaining and improving the county highways and meeting the demands placed upon the county's highway system. The representatives of the county OLUP coordinated and facilitated the process and provided insights based on analyses of and information about the Corridor.

The approach taken by DVRPC in preparing the T/C Study is the "Transportation Investment Strategy" which consists of two components. The first component is the traditional examination of the existing circulation and transportation network, which identifies safety, and/or functional and operational problems and recommends potential solutions to such problems. The T/C Study asserts that the thrust of the "safety/functionality" investment strategies is to provide safer travel conditions and improve the operations of the roadways by correcting deficiencies or substandard designs.

The second component goes beyond traditional transportation planning by building a bridge between recommended physical improvements and potential economic development and providing investment strategies to link transportation improvements with economic development opportunities. The "economic development" investment strategies are intended to:

1. Help create new economic nodes of activity;
2. Help improve existing economic activity;
3. Increase potential patronage of traditional downtown areas;
4. Provide adequate mass transit service to access jobs and purveyors of goods and services;
5. Improve movement of freight via highway and rail; and
6. Help strengthen Corridor and tourist trade.

DVRPC based its evaluations and recommendation for economic development investment strategies on Steering Committee criteria for targeting investment for infrastructure improvements in specific areas within the Corridor, which are identified as "Target Areas." Section XII discusses the Target Areas

in detail.

The T/C Study identifies 44 locations where improvements are needed within the Corridor. Long and short range improvement concepts are presented for the 44 locations. A description of the existing conditions, identified problems and potential improvement scenarios for each location is presented along with schematic figures.

The T/C Study discusses transit opportunities in the Corridor, including the Southern New Jersey Light Rail Transit System (SNJLRTS) proposed by New Jersey Transit and bus routes. The SNJLRTS is proposed to run in the existing Conrail railroad right-of-way which traverses through the Corridor riverfront communities. The entire rail infrastructure, including, but not limited to, rail, crossings, bridges, warning devices, station stops, etc., is to be reconstructed. With the advent of light rail transit (LRT) service, the opportunity exists to re-route buses to serve as feeders to the LRT and to serve new areas in the Corridor.

The Corridor project locations include:

Corridor-Wide	<ul style="list-style-type: none">- Southern New Jersey LRT*- Traffic Signal Contract 16*
Beverly City	<ul style="list-style-type: none">- Warren Street and Cooper Street and Bridge Street- Southern New Jersey LRT Station*
Bordentown City	<ul style="list-style-type: none">- Southern New Jersey LRT Station*
Bordentown Township	<ul style="list-style-type: none">- US 130 and Highbridge Road- US 130 and Farnsworth Avenue- US 130: from Burlington Street to Hedding Kinkora Road- US 206: Old York Road/Rising Sun Road, I-295 to NJ 68*- Southern New Jersey LRT*
Burlington City	<ul style="list-style-type: none">- US 130 and Jacksonville Road/Federal Street*- US 130 and Columbus Road and Jones Road- Southern New Jersey LRT Stations*- Burlington City Transportation Center*
Burlington Township	<ul style="list-style-type: none">- Jacksonville Road and Old York Road*- Mount Holly Avenue, Rancocas Road, Fountain Avenue and 13th Street*- Salem Road: from Mill Street to US 130*- Rancocas Road and Elbow Lane*- Sunset Road and Amherst Drive- Salem Road and Willow Road/Adams Street- Neck Road and River Road- Southern New Jersey LRT Station*
Cinnaminson Township	<ul style="list-style-type: none">- US 130: from Andover Road to Taylor's Lane*- US 130 and Moorestown Riverton Road*- US 130 and Cinnaminson Avenue Complex*- Fork Landing Road over the Pennsauken Creek*- Traffic Signal Contract 16*- Southern New Jersey LRT Station*

* Denotes High Priority Project Location

Delanco Township	<ul style="list-style-type: none"> - Creek Road and DMV Inspection Driveway* - Creek Road/Burlington Avenue Connector - Burlington Avenue and Willow Street - Southern New Jersey LRT Station*
Delran Township	<ul style="list-style-type: none"> - US 130: from Creek Road to Tenby Chase Drive* - US 130 and Fairview Street* - US 130 and Chester Avenue/Haines Mill Road* - Creek Road: from CR 613 to Moorestown Center Road* - Southern New Jersey LRT*
Edgewater Park Township	<ul style="list-style-type: none"> - US 130: from Creek Road to Van Sciver Parkway* - US 130 and Creek Road/Bridgeboro Road* - Warren Street Conrail Underpass - US 130 and Levitt Parkway/Woodlane Road* - US 130 and Cooper Street/Charleston Road* - Cooper Street: US 130 to Green Street* - Delanco Road and Bridgeboro Road - Delanco Road and Perkins Lane - US 130 and Pennypacker Drive/Delanco Road* - Southern New Jersey LRT*
Florence Township	<ul style="list-style-type: none"> - US 130 and Hornberger Avenue* - US 130 and Florence Columbus Road* - Florence Columbus Road: from US 130 to I-295* - US 130 and Florence Bustleton Road/Cedar Lane* - US 130 and Florence Industrial Area* - Southern New Jersey LRT Station*
Mansfield Township	<ul style="list-style-type: none"> - US 130: from Burlington Street to Hedding Kinkora Road - Southern New Jersey LRT*
Palmyra Borough	<ul style="list-style-type: none"> - NJ 73 and Broad Street* - Broad Street: from Market Street to Martha's Road - Traffic Signal Contract 16* - Southern New Jersey LRT Station*
Riverside Township	<ul style="list-style-type: none"> - Lafayette Street and Pavilion Avenue and Franklin Street* - Lafayette Street/Fairview Street and New Jersey Avenue/Fairview Street - St. Mihiel Drive/Chester Avenue and New Jersey Avenue/Chester Avenue - Southern New Jersey LRT Station*
Riverton Borough	<ul style="list-style-type: none"> - Broad Street: from Market Street to Martha's Road - Southern New Jersey LRT*
Willingboro Township	<ul style="list-style-type: none"> - US 130: from Creek Road to Van Sciver Parkway* - US 130 and Creek Road/Bridgeboro Road* - US 130 and Levitt Parkway/Woodlane Road* - Levitt Parkway at Sunset Road, Charleston Road and Salem Road

* Denotes High Priority Project Location

* Denotes High Priority Project Location

In addition to the 44 transportation problem locations, the T/C Study also lists projects in the Corridor which are identified as part of DVRPC's Long Range Plan or are programmed for implementation on DVRPC's FY 1998 to 2002 Transportation Improvement Program. By listing these projects, this improvement plan becomes as comprehensive as possible in identifying the transportation needs of the Corridor.

The suggested improvements to the high priority locations represent a cost in the order of magnitude of approximately \$300 million in capital investment on the highway network, and an additional \$450 million cost is estimated for constructing the improvements and providing the rolling stock for the LRT.

X. UTILITIES AND INFRASTRUCTURE

This section has yet to be completed and will be incorporated into the study upon its completion.

XI. COMMUNITY SERVICES AND NEEDS

This section has yet to be completed and will be incorporated into the study upon its completion.

XII SUMMARY OF AREAS SUITABLE FOR DEVELOPMENT AND REDEVELOPMENT

A. INTRODUCTION

This section provides a summary of the areas suitable for development and redevelopment within the Corridor, based on the foregoing analyses of Sections I through XI. The section identifies target areas for which specific challenges exist for revitalization of the Corridor and target projects, which, if developed and/or redeveloped, would facilitate positive change in the Corridor.

The analysis of constraints and opportunities reveals that the Corridor possesses leverage points upon which the strategic plan for revitalizing the Corridor should be based. These leverage points are viewed as crucial assets of the Corridor upon which each should be capitalized in their own respective way. The leverage points are summarized in Table 1.

TABLE 1 - LEVERAGE POINTS FOR CORRIDOR

WATERFRONT: DELAWARE RIVER, RANCOCAS CREEK AND OTHER STREAMS AND BODIES OF WATER

1. AN ATTRACTION FOR RESIDENTS, EXISTING AND FUTURE
2. AN ATTRACTION FOR ECONOMIC GROWTH AND DEVELOPMENT

TRANSPORTATION LINKS:

1. US ROUTE 130
2. COUNTY ROAD 541
3. COUNTY ROAD 543
4. COUNTY ROAD 656
5. INTERSTATE 295
6. STATE HIGHWAY 73
7. TACONY-PALMYRA BRIDGE
8. BURLINGTON-BRISTOL BRIDGE
9. CONRAIL RAILROAD
10. PROPOSED NEW JERSEY TURNPIKE INTERCHANGE WITH US ROUTE 130

COMMON HISTORY:

1. WATERFRONT COMMUNITIES
 - a. EARLY DEVELOPMENT AS CENTERS OF COMMERCE, TRADE AND RESORTS

b. LATER DEVELOPMENT AS CENTERS OF EMPLOYMENT AND RESIDENTIAL COMMUNITIES

2. ROUTE 130 COMMUNITIES

a. EARLY DEVELOPMENT AS FARMING COMMUNITIES

b. LATER DEVELOPMENT AS PLACES OF EMPLOYMENT AND COMMERCE AND AS RESIDENTIAL COMMUNITIES

RESIDENTIAL COMMUNITIES AND NEIGHBORHOODS:

1. SMALL TOWN CHARACTER HAS BEEN RETAINED
2. CLOSE KNIT NEIGHBORHOODS HAVE BEEN RETAINED

VARIETY OF COMMUNITY SETTINGS:

1. SMALL CITY SETTING -- CORE BUSINESS DISTRICT, NEARBY EMPLOYMENT AND RESIDENTIAL NEIGHBORHOODS
2. TRADITIONAL TOWN SETTING -- CORE BUSINESS AREA AND RESIDENTIAL NEIGHBORHOODS
3. TRADITIONAL VILLAGE SETTING -- SMALL BUSINESS AREA AND RESIDENTIAL NEIGHBORHOODS
4. MATURE SUBURBAN SETTING -- RESIDENTIAL NEIGHBORHOODS AND COMMERCIAL DEVELOPMENT ALONG MAJOR ROADS AND HIGHWAYS
5. EMERGING SUBURBAN SETTING -- RESIDENTIAL NEIGHBORHOODS EXPANDING FROM MATURE SUBURBAN SETTINGS
6. RURAL AND LOW DENSITY SUBURBAN SETTINGS -- SCATTERED RESIDENTIAL DEVELOPMENT AMONG AGRICULTURE, WOODLANDS AND OPEN SPACE

INFRASTRUCTURE AND UTILITIES: [PRELIMINARY FINDINGS]

1. CORRIDOR IS ALMOST ENTIRELY SERVED BY SANITARY SEWERS AND PUBLIC WATER
 - a. THESE UTILITIES ARE READILY AVAILABLE IN LOCATIONS RIPE FOR REDEVELOPMENT
 - b. THESE UTILITIES CAN BE EXTENDED INTO AREAS NOT CURRENTLY SERVED
2. WASTEWATER TREATMENT PLANTS HAVE ADEQUATE CAPACITY OR ARE BEING UPGRADED TO ACCOMMODATE FUTURE CAPACITY DEMANDS
3. PUBLIC WATER SUPPLIES ARE SUFFICIENT TO MEET EXISTING AND FUTURE DEMANDS

B. DEVELOPABLE LAND

1. General

Based on the development potential analysis performed in Section VII Environmentally Sensitive Lands, the Corridor has 11,909 acres of developable vacant land unconstrained by environmental factors. Map 4 graphically portrays the geographic distribution of unconstrained developable vacant land in the Corridor. Almost two-thirds of the unconstrained developable vacant land in the Corridor is located in the northern portion in Burlington Township (4,333 acres), Florence (3,240 acres). In the central portion of the Corridor 1,183 acres of unconstrained developable vacant land are concentrated in Delanco (641 acres) and Edgewater Park (542 acres). Burlington City has 374 acres of developable vacant land, of which most is located on Burlington Island. The bulk of the unconstrained developable vacant land in the southern portion of the Corridor is found in Cinnaminson (747 acres) and Delran (1,339 acres), totaling 2,086 acres.

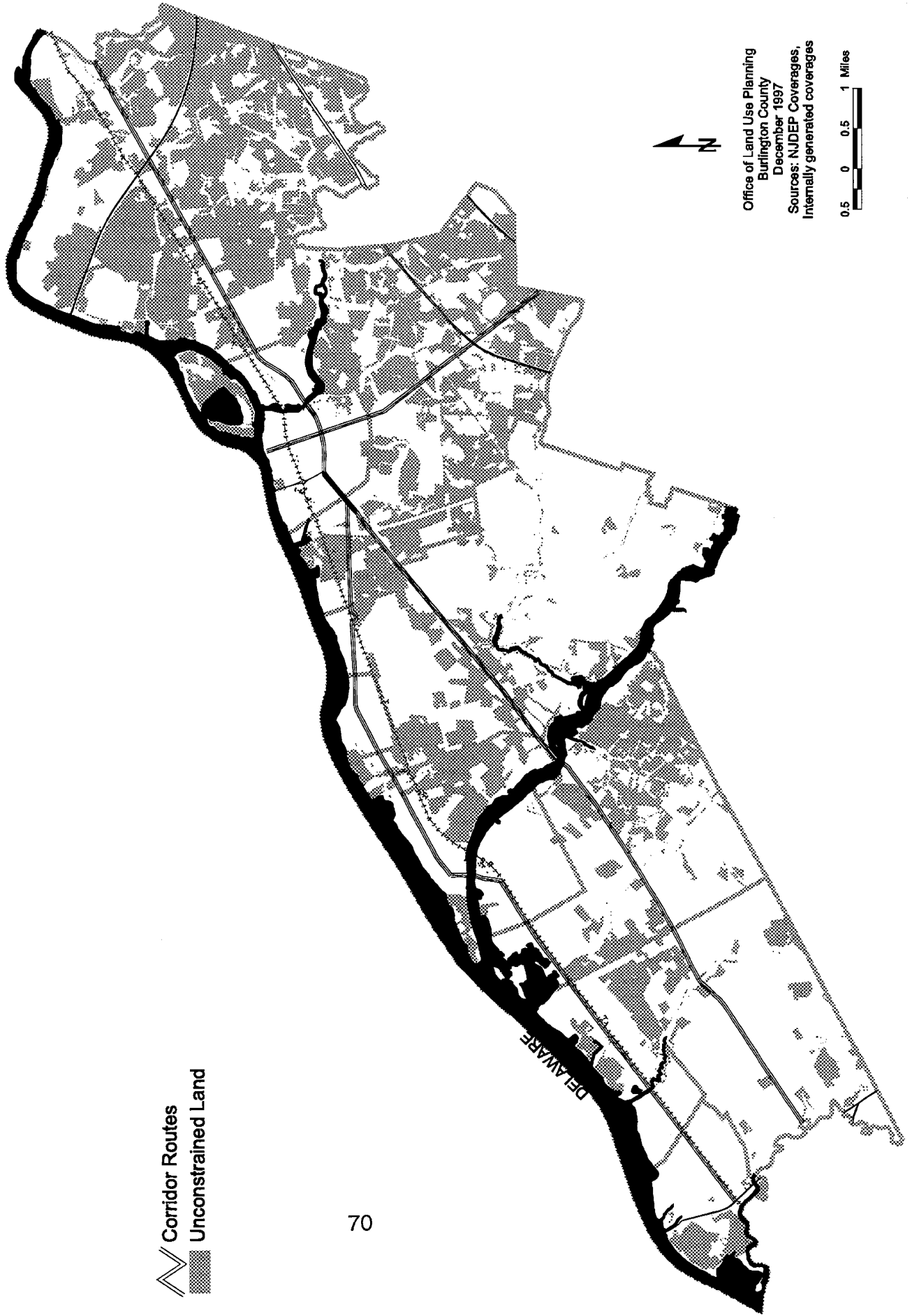
2. Development Suitability

For purposes of the study, development suitability focuses on the development and/or preservation of developable vacant land. Development suitability is divided into seven categories:

1. Residential Growth Area -- This area consists of vacant, developable land upon which the primary use should be residential; depending upon housing needs, infrastructure capacities and environmental considerations, housing densities should vary. Open space preservation should be a planned component of residential development. Local commercial and service uses should be incorporated into Residential Growth Areas.
2. New Commercial Node -- This node consists of vacant, developable land with the potential for incorporating smaller commercial sites to create a new, larger commercial complex, taking advantage of crossroads and highway access.
3. Industrial Complex -- This complex consists of vacant, developable land and existing industrial sites. New industrial development should occur as an expansion of existing industrial land use patterns.
4. Commercial Recreation/Services/Entertainment Complex -- This complex consists of vacant, developable land upon which commercial development oriented toward recreation, services and entertainment should occur.
5. Commercial/Industrial Complex -- This complex consists of vacant, developable land and existing commercial and industrial sites. New commercial and industrial development should occur as an expansion of existing commercial and industrial land use patterns.
6. Resource Recovery, Research and Industrial Complex -- This complex consists of the county's existing resource recovery facility and vacant, developable lands upon which research and industrial facilities related to the recovery, recycling and reuse of solid waste should occur. Adequate buffers consisting primarily of open space and agricultural uses should be provided around the complex.
7. Open Space Preservation Area -- This area consists of environmentally sensitive and unique environmental settings, developable and undevelopable, that should be preserved.

Areas of development suitability in the Corridor are shown on Map 5.

Map 4 Unconstrained Developable Vacant Land



a. Residential Growth Areas

Residential Growth Areas are suitable for locations throughout the Corridor. The most significant areas are located in the northern portion of the Corridor in Burlington and Florence Townships. In Florence, the primary Residential Growth Area is situated between the Resource Recovery, Research and Industrial Complex and Route 130. This area extends into the eastern portion of Burlington north of the Assiscunk Creek. The area which lies between the Assiscunk Creek and CR 541 represents the second area suitable for residential growth in Burlington. These Residential Growth Areas are crossed by freshwater wetlands and flood plains, thus, making these areas suitable for the preservation of such environmentally sensitive lands as well.

In the central portion of the Corridor, Residential Growth Areas are limited because this portion is more highly developed. An area suitable for residential growth exists between Route 130 and CR 543 along the common boundary of Burlington and Edgewater Park. In Delanco, an area located between Creek and Coopertown Roads and the Rancocas Creek is suitable for residential growth.

In the southern portion of the Corridor, Residential Growth Areas are distributed primarily in Cinnaminson, Delran and Palmyra. In Cinnaminson, one area is located between the Delaware River and CR 543. This area is impacted by wetlands and the flood plain of the Delaware River which should be incorporated into an open space plan for the area. The second area suitable for residential growth in Cinnaminson is located along Parry Road on the Cinnaminson-Moorestown border.

Two Residential Growth Areas are identified in Delran. The first area is Amico Island located in the township's harbor district on the Delaware River. The second area is located south of Route 130 in the township's southeast quadrant. Both areas have environmentally sensitive areas which should be incorporated into development plans as open space.

The last Residential Growth Area in the southern portion of the Corridor is located in Palmyra. This area is located between Route 73 and the Pennsauken Creek and backs up to the Palmyra Cove Nature Preserve.

b. New Commercial Nodes

Four New Commercial Nodes are suitable for development in the Corridor. Two are located in Florence: one node is located in the vicinity of Route 130 and Florence-Columbus Road (CR 656); and the other node is located in the vicinity of Route 130 and the proposed New Jersey Turnpike interchange.

The remaining two nodes are located in the southern portion of the Corridor. One is located in Delran on the southern side of Route 130 opposite the Route 130-Fairview Street intersection. Section IX Circulation and Transportation recommends Hartford Road be realigned through this node to meet Fairview Street at Route 130. The second node is located in Cinnaminson in the vicinity of Route 130 and Union Landing Road. Section IX recommends Union Landing Road be realigned to meet Andover Road at Route 130.

c. Industrial Complexes

Industrial Complexes are situated throughout the Corridor, with the largest complex located in the northern portion in Burlington and Florence Townships. The majority of the northern Industrial Complex is displaced by the proposed Food Distribution Center situated between Route 130 and the Delaware River in Burlington and Florence. This complex extends across Route 130 into lands located south of the highway. Commercial development supportive of proposed industrial development and anticipated residential development in the surrounding areas should be incorporated into this Industrial Complex.

Several locations are suitable for industrial development in the central portion of the Corridor. Commerce Square is one designated Industrial Complex in Burlington City. Another location is along the Beverly-Edgewater Park border in the vicinity of Mount Holly (CR 626) and Bridgeboro Roads. The lands located south of the railroad, northeast of Creek Road and extending through Delanco into the western border of Edgewater Park are suitable for industrial development. A smaller parcel of land is suitable for industrial development in northern portion of Delanco between CR 543 and the Delaware River.

In the southern portion of the Corridor, an Industrial Complex is situated in the vicinity of Cinnaminson and Delran between Route 130 and CR 543, extending toward the Pompeston Creek. The preservation of environmentally sensitive lands associated with the creek should be incorporated into industrial development in the complex.

d. Commercial Recreation/Services/Entertainment Complex

The Commercial Recreation/Services/Entertainment Complex is situated on Burlington Island and the mainland entrance (extension of Jones Street) to the island in Burlington City. Access from the mainland to the island and the provision of utilities are crucial components for the successful development of the complex. The rehabilitation of the McNeal mansion and the preservation of environmentally sensitive lands are tantamount to the success of the complex.

e. Commercial/Industrial Complex

The Commercial/Industrial Complex is located in Burlington Township in the vicinity of I-295 and CR 541. It is essentially an expansion of the emerging commercial and industrial development that has occurred at this highway interchange.

f. Resource Recovery, Research and Industrial Complex

The Resource Recovery, Research and Industrial Complex is located in the southern portion of Florence. This complex gains access from I-295 and Route 130 via Florence-Columbus Road (CR 656). A key component to the success of the complex is the provision of agricultural buffers around the complex.

g. Open Space Preservation Areas

Open Space Preservation Areas are distributed throughout the Corridor. The areas shown on Map 26 are not a comprehensive representation of open space areas suitable for preservation; rather, they are significant areas in location and/or size that should be preserved. Such areas are located along Craft's Creek in Florence, the Assiscunk Creek in Burlington City and Township, Mill Creek in Willingboro, Rancocas Creek in Delanco, Delran, Riverside and Willingboro, Swedes Run in Delran, Pompeston Creek in Cinnaminson and Riverton, and Pennsauken Creek in Cinnaminson and Palmyra. Several areas are suitable for preservation along the Delaware River throughout the Corridor.

h. Development Suitability for Vacant Land

Table 2 provides further insight into the development suitability for vacant land located in the Corridor. The list of properties shown in Table 2 is not an exhaustive compilation of developable vacant land in the Corridor; it represents key parcels of vacant land situated in the more developed communities in the Corridor.

TABLE 2 - DEVELOPMENT SUITABILITY FOR VACANT LAND, CORRIDOR

<u>MUNICIPALITY</u>	<u>BLOCK</u>	<u>LOT(S)</u>	<u>ACRES</u>	<u>SETTING</u>	<u>SUITABILITY</u>
BEVERLY	48	1	1.4	OPEN LAWN OVERLOOKING THE DELAWARE RIVER LOCATED BETWEEN BANK, COOPER, SECOND AND BROAD STREETS	PUBLIC PARK
BURLINGTON CITY	112 113	1 1	1.3 0.4	OPEN GRAVEL PARKING LOT OVERLOOKING THE DELAWARE RIVER LOCATED BETWEEN DELAWARE, PEARL AND HIGH STREETS	MIXED USES: RESIDENTIAL, COMMERCIAL & PUBLIC PARK
	221	11, 15	50±	FARMLAND AND WOODLAND OVERLOOKING ASSISCUNK CREEK AND JACKSONVILLE ROAD	RESIDENTIAL WITH OPEN SPACE
CINNAMINSON	31.06	1.01	86.0	CULTIVATED FIELD LOCATED ALONG PARRY ROAD	RESIDENTIAL
	201	5	47±	WOODED PARCEL LOCATED BETWEEN THE DELAWARE RIVER AND CR 543	LIMITED RESI- DENTIAL; OPEN SPACE
	307	1, 1.01	110±	WOODED PARCEL LOCATED BETWEEN THE DELAWARE RIVER AND CR 543	MIXED USES: RESIDENTIAL, COMMERCIAL & PUBLIC PARK
	801	2	93.5	HUNTER FARM--ACTIVE FARM OPERATION LOCATED ON UNION LANDING ROAD	INDUSTRIAL
DELANCO	21	3	29.8	FARMLAND LOCATED BETWEEN THE RANCOCAS CREEK AND CREEK ROAD	RESIDENTIAL WITH OPEN SPACE
	21	8	80.4	RUSS FARM--ACTIVELY CULTIVATED FIELDS LOCATED THE RANCOCAS CREEK AND CREEK ROAD	RESIDENTIAL WITH OPEN SPACE

TABLE 2 CONTINUED

<u>MUNICIPALITY</u>	<u>BLOCK</u>	<u>LOT(S)</u>	<u>ACRES</u>	<u>SETTING</u>	<u>SUITABILITY</u>
DELANCO	21	12 & 13	171.3	PENNINGTON FARM--ACTIVELY CULTIVATED FIELDS ON THE RANCOCAS CREEK; ABUTS THE RUSS FARM TO THE SOUTH	RESIDENTIAL WITH OPEN SPACE; COUNTY IS IN PROCESS OF ACQUIRING PROPERTY FOR OPEN SPACE PURPOSES
	22	1 & 2			
	23	1, 3, 4 & 5	54±	HAWK ISLAND--ACTUALLY A PENINSULA WHICH IS A DREDGE SPOILS SITE THAT HAS BEEN RECLAIMED BY NATURE LOCATED AT THE CONFLUENCE OF THE DELAWARE RIVER AND THE RANCOCAS CREEK	OPEN SPACE
DELRAN	19	8	46±	FARMLAND LOCATED ALONG CR 624 (COOPERTOWN ROAD IN DELANCO AND DELANCO ROAD IN EDGEWATER PARK)	INDUSTRIAL
	1	6, 7 & 8	50±	AMICO ISLAND--ACTUALLY A PENINSULA WHICH IS A marginally USED SAND AND GRAVEL BORROW PIT THAT HAS BEEN RECLAIMED BY NATURE LOCATED IN THE HARBOR DISTRICT ON THE DELAWARE RIVER	RESIDENTIAL WITH OPEN SPACE
	65	18 & 21	78.3	VACANT WOODED SITE FRONTING ALONG ROUTE 130 AND BRIDGEBORO ROAD	MIXED USES: RESIDENTIAL AND COMMERCIAL
	119	21	130.4	ANDERSON FARM--ACTIVE PEACH ORCHARD LOCATED ON THE RANCOCAS CREEK	RESIDENTIAL WITH OPEN SPACE
	119	16	37.2	WOODED AND CULTIVATED FIELDS SOUTH-EAST OF THE ANDERSON FARM OVERLOOKING THE RANCOCAS CREEK	RESIDENTIAL WITH OPEN SPACE

TABLE 2 CONTINUED

<u>MUNICIPALITY</u>	<u>BLOCK</u>	<u>LOTS(S)</u>	<u>ACRES</u>	<u>SETTING</u>	<u>SUITABILITY</u>
EDGEWATER PARK	203	2, 3, 3.02 & 4	83.5	FARMLAND AND WOODLAND LOCATED ALONG MOUNT HOLLY ROAD (CR 626)	RESIDENTIAL OR INDUSTRIAL
	501	1, 2 & 6	67.1	ACTIVE FRUIT ORCHARD FRONTING ALONG ROUTE 130, DELANCO ROAD (CR 624) AND MOUNT HOLLY ROAD (CR 626)	INDUSTRIAL; OR MIXED USES; RESIDENTIAL AND COMMERCIAL
	502	13	47.4	OPEN VACANT PARCEL LOCATED ALONG COOPER STREET (CR 630)	RESIDENTIAL
	1202	4.01 & 9	32.3	OPEN VACANT PARCELS, SITES OF A DEMOLISHED STORE (LOT 9) AND AN ABANDONED DRIVE-IN (LOT 4.01) LOCATED ALONG ROUTE 130 WITH AN ACCESS ROAD TO COOPER STREET (CR 630)	MIXED USES; RESIDENTIAL AND COMMERCIAL
PALMYRA	10	1 & 2	100 ⁺	FORMER DRIVE-IN AND SURROUNDING PARCELS--SOUTH OF ROUTE 73 BACKING UP TO THE PENNSAUKEN CREEK	MIXED USES; RESIDENTIAL, COMMERCIAL & OPEN SPACE
RIVERSIDE	602	1,2,3	22 ⁺	GOLDEN TRIANGLE--A COMBINATION OF VACANT AND UNDERUTILIZED INDUSTRIAL LANDS BOUNDED BY THE RANCOCAS CREEK, THE RAILROAD AND PAVILION AVENUE	MIXED USES; RESIDENTIAL, COMMERCIAL, SERVICES & PUBLIC PARK
WILLINGBORO	5.01	13	39.7	OPEN LAWN WITH TREES FRONTING ALONG ROUTE 130	COMMERCIAL; INDUSTRIAL; OR MIXED USES; RESIDENTIAL & COMMERCIAL

3. Redevelopment Suitability

Redevelopment suitability identifies developed areas ripe for improvement, reuse, redevelopment and/or change in function or use. Exact redevelopment of these areas must be determined at the local level; notwithstanding, guidance for redevelopment is provided in this study. Redevelopment suitability is divided into five categories:

1. Residential Stabilization and Infill Development -- Such areas designated accordingly consist primarily of residential neighborhoods in which prevention of the deterioration housing and neighborhood environs is paramount. In the case of the presence of neighborhood deterioration, the cessation and reversal of such decline must be achieved. Infill development on vacant land scattered among developed areas must be compatible with existing neighborhoods. The provision of local services and open space and recreational facilities should be incorporated into redevelopment activities.
2. Downtown Redevelopment -- Areas designated for Downtown Redevelopment possess a host of problems and concerns. Each area has a traditional downtown, is surrounded by higher density residential areas and may have problematic industrial components. Central to the redevelopment of the downtown areas is the ability to upgrade the physical environment and realign the economic composition of the downtown area to retain viable businesses, to attract patrons, to support new types of commercial and service businesses, and to provide new employment opportunities.
3. Commercial Node Redevelopment -- These nodes require the redevelopment of existing commercial and/or industrial facilities to create new commercial opportunities. They are situated either along a major highway at a crossroad or in an isolated location with access to a highway. The redevelopment of such locations may require the demolition of existing buildings and the construction of new structures, the alteration of existing buildings and structures, or the combination of both activities.
4. Linear Commercial/Services Redevelopment -- This type of redevelopment involves strategies to improve existing commercial and services strip development and to introduce new uses, i.e., residential, for diversifying and strengthening the strip. Such redevelopment should occur along major highways and thoroughfares. Care must be given to the mixing of uses along the strip to ensure compatibility of such uses.
5. Linear Commercial/Services/Industrial/Residential Redevelopment -- This type of redevelopment is similar to the Linear Commercial/Services Redevelopment category, with the flexibility of providing a wider range of uses, i.e., industry. Mixed commercial/services/residential developments are encouraged. Industrial uses must be compatible with surrounding uses, particularly residential, and must have convenient access to the highway network. Such industrial uses should exclude heavy manufacturing and obnoxious, intrusive processing operations. Industrial sites and facilities should accommodate the small and large industrial users and should be integrated into commercial and services facilities.

Areas designated for redevelopment are shown on Map 5.

a. Residential Stabilization and Infill Development

Residential Stabilization and Infill Development is designated in every Corridor community. Essentially, such redevelopment activities are suitable for every existing residential neighborhood in the Corridor. Since problems and concerns vary in each neighborhood and municipality, precise strategies for stabilizing the neighborhoods and encouraging infill development must be tailored to each locale by each

community.

b. Downtown Redevelopment

Downtown Redevelopment is designated for six locations. In the northern portion of the Corridor, Downtown Redevelopment is designated for the Villages of Roebling and Florence in Florence Township. In the central portion of the Corridor, such redevelopment is designated for the Cities of Beverly and Burlington. In the southern portion, Downtown Redevelopment is designated for Riverside and for the combined municipalities of Palmyra and Riverton.

c. Commercial Node Redevelopment

One location for Commercial Node Redevelopment is designated in each of the three portions of the Corridor. In the northern portion, the former Roebling steel mill is designated for Commercial Node Redevelopment. The Roebling plant is isolated but has direct access to Route 130 via Hornberger Avenue. In the central portion, the vicinity of intersection of Route 130, Cooper Street (Edgewater Park) and Charleston Road (Willingboro) is designated for such redevelopment. The vicinity of Route 130, Church Street, Branch Pike and Cinnaminson Avenue represent the Commercial Node Redevelopment in the southern portion of the Corridor.

d. Linear Commercial/Services Redevelopment

Linear Commercial/Services Redevelopment is designated along Route 130 from Craft's Creek to the New Jersey Turnpike Extension in Florence. In the central portion of the Corridor, two strips are designated for Linear Commercial/Services Redevelopment: one is along Route 130 in Burlington City and Township; and the other is located along a section of CR 541 in Burlington City and Township. The third strip designated for Linear Commercial/Services Redevelopment extends from the Pennsauken Creek in Cinnaminson to vicinity of the Rancocas Creek in Delran.

e. Linear Commercial/Services/Industrial/Residential Redevelopment

This flexible type of redevelopment is designated for the central portion of the Corridor along Route 130 in Burlington Township, Edgewater Park and Willingboro. Detailed analysis of the mixture of residential and nonresidential uses at the local level is required to ensure compatibility within the strip.

C. TARGET AREAS AND PROJECTS

1. General

Target Areas are physical geographical locations delineated by identifying a specific arrangement of land uses and development patterns which share common functional relationships found within the delineated area and have common constraints and opportunities defined as challenges for revitalization. Target Areas are linear, i.e., a strip of land development following a roadway or stream, or nodal, i.e., land development concentrated and centered around a core of land uses. The boundaries delineated for Target Areas are imprecise and dictated by the extent to which land uses and development patterns cover an area and the configuration of natural and/or manmade features which create significant changes in or transitions between common land use functions. Target Areas change as the arrangement of land uses and development patterns change, by expanding or contracting, and as the common functional relationships of the area change.

As dominant features in the landscape Target Areas significantly influence economic, social, cultural and visual qualities of surrounding areas. Target Areas in the Corridor are categorized as having local or

corridor-wide significance. Locally significant Target Areas affect the immediate surrounding area within a community. In addition to affecting the immediate surrounding area, Corridor-wide significant Target Areas affect the adjoining communities.

2. Target Areas

The study has identified ten Target Areas having Corridor-wide significance and four Target Areas having local-significance. The two following subsections list these Target Areas and provide a summary of the challenges facing the redevelopment and revitalization of the Target Areas. Map 6 shows the general geographic location of the Target Areas.

a. Corridor-Wide Significance

Target Area-1 (TA-1) Roebling Village and Steel Mill Site--Florence

Challenges:

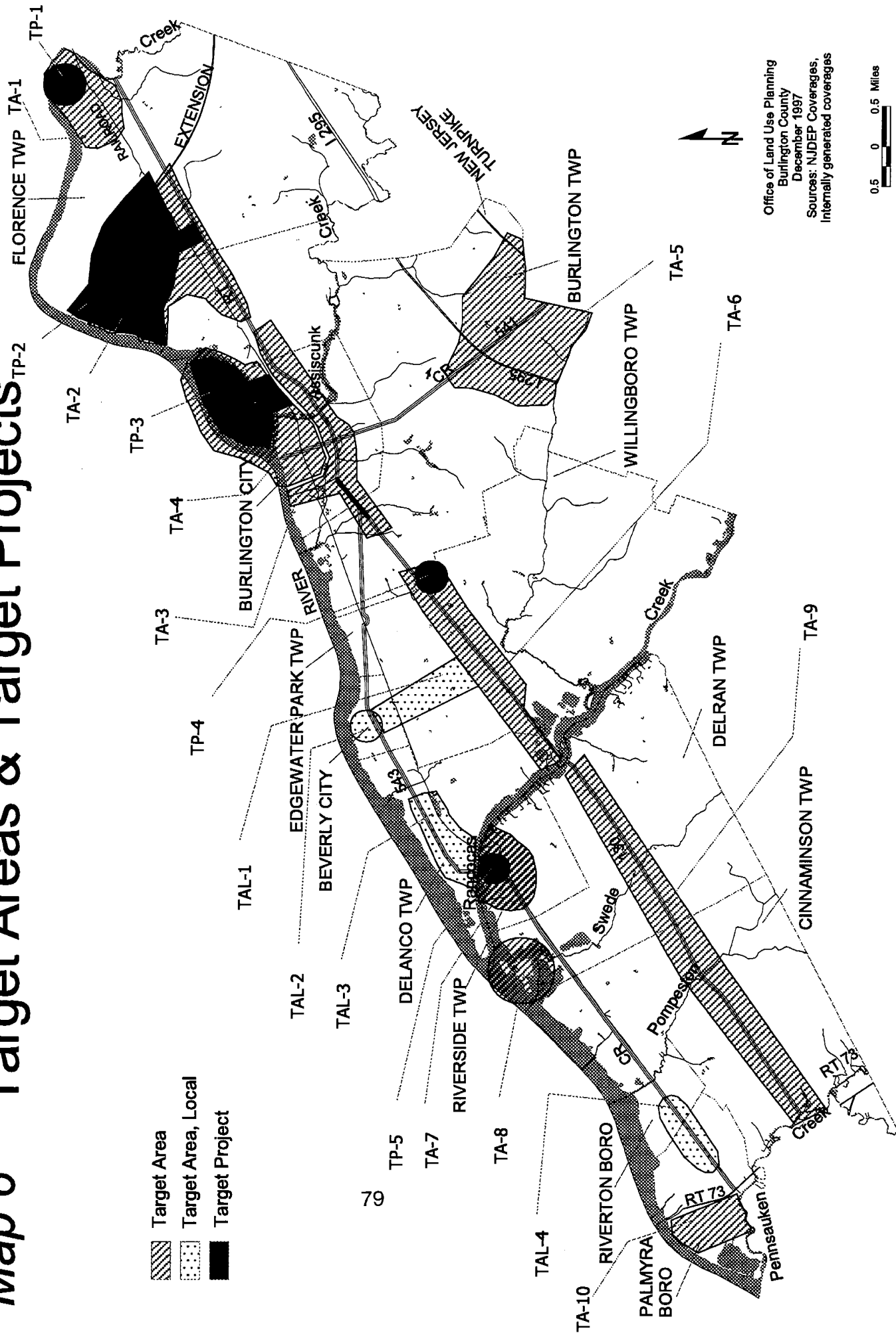
- Preservation of Roebling's unique turn-of-the-century, historic company town character and heritage
- Cessation and reversal of the decline of Roebling's housing stock
- Cleanup and redevelopment of the Roebling Steel Mill superfund site
- Improvement of access into Roebling, i.e., from Route 130 and by public transportation
- Removal and/or redevelopment of dilapidated and obsolescent industrial and commercial buildings and structures in the village
- Provision of public access to and enhancement of Roebling's waterfront--Delaware River and Craft's Creek

TA-2 Food Distribution Center Site and Route 130 Area--Florence and Burlington Township

Challenges:

- Assurance of future development along Route 130 is compatible with and complements the Food Distribution Center, a planned major industrial employment center
- Provision of an ample supply of developable land zoned commercial and industrial along Route 130--need to capitalize on the area's potential as an employment center
- Creation of a new commercial node and commercial support facilities on Route 130 for the employment center and residential population growing in surrounding areas
- Removal and/or redevelopment of dilapidated and obsolescent industrial and commercial buildings and structures along Route 130
- Provision of an adequate transportation network designed to accommodate an increase of commuters and commercial traffic, i.e., trucking, into the area
- Avoidance of excessive curb cuts serving new businesses anticipated to locate along

Map 6 Target Areas & Target Projects



Route 130

- Avoidance of the degradation of the highway's aesthetics due to anticipated business growth

TA-3 Route 130 Highway Commercial Area and Route 413 Link to the Burlington-Bristol Bridge--Burlington City and Burlington Township

Challenges:

- Cessation and reversal of the decline of the businesses located along Routes 130 and 413
- Removal and/or redevelopment of dilapidated and obsolescent commercial buildings located along Routes 130 and 413
- Reduction in the number of curb cuts along Route 130
- Enhancement of the visual quality of Routes 130 and 413
- Improvement of the circulation patterns and functionality of the road system along Routes 130 and 413
- Elimination of incompatible businesses and uses along Route 130, i.e., storage yards, unscreened automotive repair facilities, residential uses located among commercial uses, etc.
- Restoration and revitalization of the area as a highway commercial, retail and services destination
- Integration of the highway area as a gateway to the southern part of the Corridor and to the historic downtown area of Burlington City--At present the highway area is unpleasant and unappealing and sends a message that the Corridor is not a place in which to do business
- Capitalizing on the anticipated tourist trade to the downtown historic area of Burlington City by providing goods and services that serve the tourist trade and by becoming, in part, a destination for tourists and entertainment

TA-4 Waterfront and Downtown Business District--Burlington City

Challenges:

- Continued preservation of the city's historic downtown areas, including commercial and residential structures
- Full realization of the downtown area's potential to become commercial and tourist attraction
- Further enhancement of the city's waterfront to become an improved recreational and tourist attraction

- Further improvement of the downtown area and waterfront aesthetics
- Cessation and reversal of the decline of the city's housing stock
- Enhanced alternate forms of transportation into the city
- Provision of adequate parking in strategic locations to accommodate commercial and tourist activities
- Full realization of Burlington Island's potential to become a recreational and tourist attraction, including the McNeil Mansion and surrounding lands
- Enhancement of aesthetics of Route 130 frontage which is the gateway into the city's historic downtown area and waterfront

TA-5 CR 541 and I-295 Interchange Area--Burlington Township

Challenges:

- Assurance of future commercial and retail development within the interchange area is compatible and complementary
- Removal and/or redevelopment of dilapidated and obsolescent commercial and industrial buildings and structures in the interchange area
- Provision of an adequate transportation network designed to accommodate an increase of shoppers, commuters and commercial traffic, i.e., trucking, into the area
- Avoidance of excessive curb cuts serving new businesses anticipated to locate along CR 541
- Avoidance of the degradation of the county road's aesthetics due to anticipated business growth

TA-6 Route 130 Highway Frontage--Edgewater Park, Delanco and Willingboro

Challenges:

- Removal of the stigmatism that this section of the Corridor is economically depressed
- Revitalization of this section of the Corridor by reinventing its economic purpose--Formerly, it was a regional retail and services center; now, it has a preponderance of vacant commercial/retail space. Its future as a regional retail/services center is weak.
- Removal and/or redevelopment of dilapidated and obsolescent commercial buildings located along Route 130
- Reduction in the number of curb cuts along Route 130
- Enhancement of the visual quality of Route 130
- Rehabilitation of deteriorated multifamily housing complexes located along and near

Route 130

- Improvement of the circulation patterns and functionality of Route 130 and its crossroads
- Enhancement of the visual quality of Route 130
- Revitalization of a commercial node in the vicinity of Route 130-Cooper Street-Charleston Road.

TA-7 Waterfront and Downtown Business District--Riverside

Challenges:

- Preservation of Riverside's historic character and heritage as a mid-nineteenth and early-twentieth century industrial town, including its downtown business district and various neighborhoods
- Cessation and reversal of the decline of Riverside's housing stock
- Revitalization of Riverside's downtown business district
- Redevelopment of the "Golden Triangle," which is the area bounded by Pavilion Avenue, the railroad and Rancocas Creek--The Golden Triangle was a former heavy industry site containing businesses which employed the residents of the township. It is a dominant feature in Riverside economic and physical landscapes. A new economic purpose must be found for the Golden Triangle in order for revitalization of the community to occur.
- Retain viable industry in the township, and attract new, clean industry to the township
- Enhancement of the visual quality of the downtown area
- Improvement of the circulation patterns and parking supply in the downtown area
- Removal and/or redevelopment of dilapidated and obsolescent residential, commercial and industrial buildings in the downtown area and in the vicinity of the Golden Triangle
- Provision of public access to and enhancement of Riverside's waterfront along the Rancocas Creek

TA-8 Marina District--Delran

Challenges:

- Maintaining the functionality of the marina district with respect to the siltation effects caused by the Delaware River
- Creation of a stronger, unified identity for the marina district
- Enhancement of the visual quality of the marina district
- Provision of public access to and enhancement of the marina district's waterfront

- Strengthening the marina district's economic position through the expansion and diversification of marine oriented, support and complementary uses, goods and services offered in the district
- Improvement of the circulation patterns and parking in the marina district
- Increasing the compatibility of the marina district with the adjacent residential neighborhood

TA-9 Route 130 Frontage--Delran and Cinnaminson

Challenges:

- Restoration and revitalization of the highway frontage as a commercial, retail and services destination
- Removal and/or redevelopment of dilapidated and obsolescent commercial buildings located along Route 130
- Elimination of incompatible businesses and uses along Route 130, i.e., vehicle and equipment storage yards, single family dwellings on the highway, etc.
- Reduction in the number of curb cuts along the highway
- Assemblage and redevelopment of multiple, small scale commercial properties as single, larger scale planned commercial developments
- Enhancement of the visual quality of Route 130
- Improvement of the circulation patterns and functionality of Route 130, its intersecting roads and its crossroads
- Strengthening this segment of Route 130 through the introduction of alternate uses which are compatible with commercial uses, i.e., light industrial and higher density housing
- Creation of new commercial nodes, i.e., Route 130-Fairview Street-Hartford Road and Route 130-Andover Road-Union Landing Road, and revitalization of existing commercial nodes, i.e., Route 130-Church Street-Branch Pike-Cinnaminson Avenue

TA-10 Route 73 Frontage and Link to Tacony-Palmyra Bridge--Palmyra

Challenges:

- Creation of a unified identity and purpose for this segment of Route 73
- Removal and/or redevelopment of dilapidated and obsolescent commercial buildings located along Route 73
- Redevelopment of the defunct drive-in movie theater which is a dominant feature along the highway segment
- Extension of sanitary sewers to the properties located south of Route 73, in order to

improve development potential for the area

- Enhancement of aesthetics of Route 73 which is a gateway from Pennsylvania to Palmyra, the Corridor, the county and the state.
- Improvement of the circulation patterns and functionality of Route 73, its intersecting roads and access to the southern side of Route 73

b. Local Significance

Target Area, Local-1 (TAL-1) Cooper Street--Edgewater Park and Beverly

Challenges:

- Creation of a local downtown business center along Cooper Street in Edgewater Park--this center would be an extension of the Beverly downtown center located along Cooper Street
- Redevelopment of dilapidated and obsolescent residential and commercial buildings and structures along Cooper Street
- Reduction in the number and size of curb cuts along Cooper Street in Edgewater Park
- Enhancement of the visual quality of Cooper Street in Edgewater Park and Beverly
- Improvement of the circulation patterns and parking supply along Cooper Street

TAL-2 Waterfront and Business District--Beverly

Challenges:

- Restoration and revitalization of the Beverly business district
- Redevelopment of dilapidated and obsolescent commercial and residential buildings in the business district and in the vicinity of the waterfront
- Improvement of the parking supply in the business district
- Improvement of access to the waterfront and business district, i.e., vehicular and public transit
- Enhancement of the visual quality of the business district and the waterfront
- Linking the business district to the waterfront as a way to attract more potential patrons to Beverly
- Redeveloping Beverly's waterfront as an amenity for residents and an attraction for visitors to the community

TAL-3 Burlington Avenue--Delanco

Challenges:

- Creation of a local downtown business center along Burlington Avenue
- Removal and/or redevelopment of dilapidated and obsolescent commercial and residential buildings located along and in the vicinity of Burlington Avenue
- Enhancement of the visual quality of Burlington Avenue, particularly in the vicinity of the Riverside-Delanco Bridge which is a primary entrance into the community
- Capitalizing on the Rancocas Creek waterfront as an amenity for residents
- Improvement of the circulation functionality of Burlington Avenue and the parking supply along Burlington Avenue

TAL-4 Broad Street--Palmyra and Riverton

Challenges:

- Unification of the downtown business districts in Palmyra and Riverton
- Creating a unified identity and purpose for the two downtown business districts
- Revitalization of the downtown business districts
- Rehabilitation of dilapidated and obsolescent commercial and residential buildings along and in the vicinity of Broad Street
- Enhancement of the visual quality of Broad Street, including the two downtown business districts
- Improvement of the circulation patterns and functionality of Broad Street, with a focus on making Broad Street more downtown friendly
- Improvement of the parking supply in the downtown business districts
- Improvement of access to the downtown business districts, i.e., from Routes 73 and 130 and by public transportation
- Capitalizing on the potential tourist trade from the Palmyra Cove Preservation and on the two communities' unique nineteenth century setting on the Delaware River

D. TARGET PROJECTS

1. General

Target Projects represent key components for the revitalization of the Corridor. If implemented, Target Projects will have a profound positive impact on the Corridor, changing the economic outlook and perception of the Corridor. Further, implementation of the Target Projects will create dynamic economic forces to stimulate additional economic development in the surrounding areas. The study has identified

five Target Projects shown on Map 6 and described below with respective challenges.

2. Target Projects

Target Project-1 (TP-1) Roebling Steel Mill Superfund Site--Florence

Challenges:

- Forge public/private partnership as a catalyst to redevelop site, staging redevelopment
- Cleanup and delist superfund site, staging cleanup
- Arrange for site to be transferred (sold) from USEDA and NJEDA to private sector for redevelopment, staging transfer
- Identify potential forms of redevelopment:
 - (1) Manufacturing
 - (2) Manufacturing/Warehousing/Distribution
 - (3) Manufacturing/Warehousing/Distribution/Commercial
 - (4) Commercial/Residential
- Develop master plan for site; base redevelopment on assets of site, i.e., rail access, nearby labor force, highway access and setting on river
- Improve vehicular access from Route 130 to site via Hornberger Avenue:
 - (1) Straighten Hornberger Avenue
 - (2) Remove "bump" in Hornberger Avenue at railroad
 - (3) Transform Hornberger Avenue into a boulevard
 - (4) Improve geometry of Route 130-Hornberger Avenue intersection to accommodate trucks
- Provide jughandles from north- and southbound lanes of Route 130 to Hornberger Avenue
- Provide light rail station stop next to site
- Preserve historic "gate house" and a portion of the site at Second Avenue, making it into a museum which documents Roebling's heritage as an industrial town

TP-2 Food Distribution Center--Florence and Burlington Township

Challenges:

- Build on existing county initiative and public/private partnership aimed at developing a

large-scale industrial complex by encouraging the establishment of a county improvement authority whose first project is the Food Distribution Center

- Ensure that adequate highway and road access is provided to the center:
 - (1) Strategically locate entrances with jughandles and ramps along route 130 southbound and northbound
 - (2) Improve the geometry of the Route 130-Florence-Columbus Road intersection to accommodate truck traffic to and from I-295
 - (3) Provide direct as possible access from the proposed New Jersey Turnpike-Route 130 interchange to the center
- Provide light rail station stop next to site
- Extend utilities into site to accommodate future industrial usage

TP-3 Burlington Island--Burlington City

Challenges:

- Develop a plan for the creation of a commercial recreation facility, i.e., golf course and related amenities, hotel/convention center with support services for the island and the McNeil mansion
- Provide reliable access from the mainland to the island, i.e., bridge
- Provide utilities to the island
- Rehabilitate McNeil mansion
- Provide light rail station stop next to site
- Provide adequate onsite parking, on either the mainland or the island

TP-4 Willingboro Plaza--Willingboro

Challenges:

- Forge a public/private partnership as a catalyst to encourage the redevelopment of the site
- Raze buildings and clear site
- Identify potential forms of redevelopment:
 - (1) Planned development consisting of mixed uses in the form of a "neo-traditional" village
 - (2) Industrial

(3) Industrial/Commercial

(4) Commercial/Residential

- Integrate onsite roads with surrounding community and improve access from Route 130 to site
- Provide public bus transit to redeveloped site, connecting it to the light transit system

TP-5 "Golden Triangle" (parcels of land bounded by Pavilion Avenue, Rancocas Creek and the railroad)--
Riverside

Challenges:

- Forge a public/private partnership to redevelop the site
- Assemble parcels for redevelopment
- Cleanup any contaminants and/or obtain approvals from NJDEP indicating sites are clean
- Identify potential forms of redevelopment:
 - (1) Variety of housing, i.e., studios, lofts and apartments
 - (2) Commercial services and retail, i.e., open air/farmers market, restaurants, cafes, shoppers fair, craft/artists shops, etc.
 - (3) General and professional offices
 - (4) Waterfront park
 - (5) Assisted living facility and related medical and therapeutic services in former Zurbrugg Hospital
 - (6) Community services facilities
- Provide ample off-street parking
- Improve aesthetics of Pavilion Avenue
- Provide light rail station stop next to site
- Provide public access to Rancocas Creek
- Improve vehicular access to site by strategically locating entrances around site and eliminating parking on Pavilion Avenue and relocating such parking onsite
- Integrate redevelopment of site with the redevelopment of the residential and business area located along Pavilion Avenue
- Preserve historic architectural integrity of the Keystone Watch Cast building and area

