

COMPREHENSIVE MASTER PLAN THE CITY OF WOODBURY Gloucester County, NJ



GG Green Building

**Adopted by the City of Woodbury
Planning Board
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**Prepared by RAGAN DESIGN GROUP
In cooperation with the City of Woodbury Planning Board**

Acknowledgements

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Mayor Leslie Clark
Council President Harry R. Riskie
Councilperson Gwendolyn J. Brown
Councilperson Robert A. Curtis
Councilperson John Belko
Councilperson Bruce P. Grimming
Councilperson Thomas Louis
Councilperson Roberta Schreyer
Councilperson Barry Sloane
Councilperson Heather Tierney

Planning Board Members:

Chairman Kevin Barry
Vice Chairman Steven Kilpatrick
Brian Bosworth
Kate Larkey
Jeffrey Foster
John Pafumi
William Volk
Patricia Bassler
John Carter

Steering Committee Members:

Mayor Leslie Clark
Gerald O'Connor
John Belko
Robert Leather
Thomas Louis
Lynn Stambaugh
Cynthia Trovato
James Watson
Frank Fletcher
Gwen Brown

Mark Shoemaker, Esq., Planning Board Solicitor

Dwight Weir, P.E., Planning Board Engineer

Kathleen O'Connor, Planning Board Secretary

Matthew Miller, Planning Board Planner

Thomas Bowe, RMC, Township Clerk & Administrator

Chief Andrew Bain, Woodbury Fire Department

Chief Reed A. Merinuk, Woodbury Police Department

Brian Uzdavinis, Chairman Historic Preservation Commission

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I. Overview

A. Statement of Purpose

The Master Plan for the City of Woodbury is a blueprint for the City's short and long term future. The Plan is intended to lay the foundations for the realization of the City's vision. The vision is grounded in the City's core values; it embodies the community's ideals and asserts the City's goals for itself. The Plan is the culmination of extensive research, and public participation. The Master Planning process involved citizens, community leaders, elected and appointed officials, business owners, interest group advocates and non-profit organizations. From the public process a picture of what Woodbury is, and what it has the potential to become, has emerged.

The Master Plan action strategy is to maximize the value of the City's many unique assets, to fortify those assets and to forge connections between them so that the fabric of Woodbury's social, economic, cultural, and public life is strong. The Master Plan will point out opportunities to incorporate compatible land uses and designs into the existing City structure that respect the past, but build for the future. The combination of Woodbury's assets presents an unparalleled opportunity to maintain and enhance the kind of community that others are trying to re-create all over the country.

The Assets:

- *Neighborhoods:* In the City of Woodbury the word "neighborhood" means something. It means connection with your neighbor. It means strong sense of community and willingness to volunteer toward community goals.
- *Downtown:* The downtown is a place to shop, socialize and do business. Personalized service and relationships exist that are extinct in more sterile "big box" retail environments. The downtown is a special asset.
- *Institutions:* The presence of 28 places of worship, the Gloucester County seat, arts and cultural organization and the Underwood Hospital contribute to a rich and supportive cultural and public environment.
- *Schools:* Linked to the neighborhoods, Woodbury's schools are more like what neighborhood schools were intended where all children walk to all of the schools.
- *Parks & Lakes:* Improving the experience of the residents of Woodbury.

Planning Principals & Goals

Through the consistent application of our core values to decisions made in every aspect of public life, we will create our destiny. These principles will inform our actions and when necessary be the deciding factor.

1. Pedestrian friendly, active and well maintained street environments.
2. Safe environment – streets and neighborhoods.
3. Maintain and promote the benefits of a economically and socially diverse community.
4. Encourage downtown economic vitality and growth
5. Enhance design features that ensures a safe and pedestrian friendly downtown.
6. Preservation of open spaces.
7. Reinforce historic and cultural heritage.
8. Assist business that will enhance the goals.
9. Maintain extensive promotions that make the City a special place.



Woodbury seeks to enhance these principles to maintain and improve the quality of life in the City of Woodbury. The Planning Board seeks to implement the goals and recommendations of the Master Plan through its review of development applications, and to recommend the adoption of ordinances to further these principles. The Planning Board also aims to encourage and to promote business and City cooperation in the development and planning process with attention to historic detail and an eye to the future.

B. Community Vision Statement

The *Vision Statement* is a broad statement of how the city envisions itself as it moves on into the future. A vision is grounded in the community's values; it embodies the community's ideals and captures its unique qualities; it guides the city's development by proactively asserting the desire to ensure appropriate development. A vision for the future of Woodbury is essential for effective comprehensive planning and implementation of the plan. In order to create a shared vision of the future, the plan development process involved community leaders and citizens in identifying issues, determining the city's assets as well as the challenges it faces, and preparing goals and objectives that will shape and define the future of the City of Woodbury.

The Vision

The vision of the City of Woodbury is a community that provides a desirable place to live, work and play. It is a place with neighborhoods offering cultural and economic diversity and a variety of housing opportunities from single-family on a range of lot sizes to independent senior units. In this environment, a continuum of residents with a range of occupations and incomes, young and old, interact on a daily basis. Individuals and the community as a whole will be enriched by this interaction. Woodbury was founded by Quakers with religious freedom and tolerance to all as a strong core value which continues today.

Woodbury consists of neighborhoods linked to business centers creating a balance between housing and employment that provides choices for people who want to work near home and shorten commuting times. Woodbury has infrastructure that permits workers to car pool, take a bus, walk or bike to work along tree-lined pathways without conflict or danger from automobile traffic.

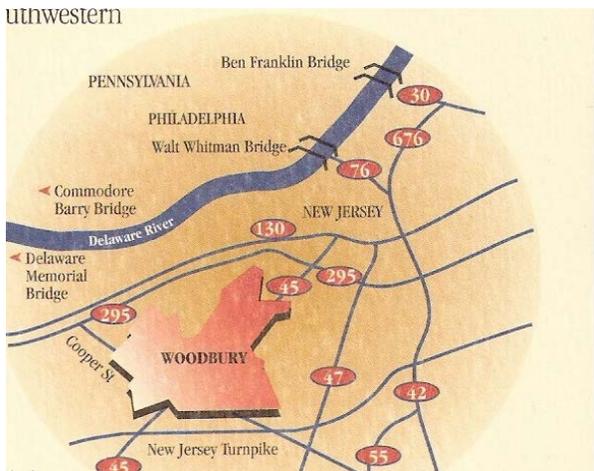
As part of the Master Plan process, the Woodbury Economic Steering Committee was established. This Committee is a collaboration of public and private stakeholders bound by a commitment to foster partnerships and initiate actions that support and mobilize a comprehensive revitalization program resulting in an economically and socially vibrant downtown district in Woodbury. The Steering Committee holds that the strength of the business district comes from its unique history, diversity, and synergy and will use that strength to promote a safe, pedestrian-oriented, sustainable and prosperous downtown that will unify and enhance the community as it continues to evolve.



C. Introduction

The qualities that make a community a desirable place to live, work and play are as varied as the individuals who choose to inhabit it. Some individuals are in search of good schools, safe neighborhoods and abundant shopping. Others look for proximity to work, public transport opportunities, cultural variety and affordable housing. It is a unique and rare environment that offers all of these attributes. The City of Woodbury is such a place!

The City of Woodbury is the largest community in Gloucester County and is the County seat. Over 10,000 professionals travel into Woodbury each day for employment. Gloucester County government facilities employ close to 600 persons. The City's largest employer, Underwood Memorial Hospital with an employment of over 1,700 +/- persons, is an acute-care, non-profit hospital serving Gloucester County and parts of Salem and Camden counties. Strategically located around major arterials leading to Philadelphia, Woodbury's location makes it a community with exceptional economic opportunities.



Woodbury is the bus hub of Gloucester County and has a system of convenient, cost-effective, integrated transportation that provides mobility and supports economic growth for the region. The NJ Transit bus service provides transportation service for commuters wishing to access businesses. Existing railroad tracks make Woodbury a candidate for rail service in the future.

As the downtown to eight neighboring communities and other surrounding townships, the City plays a vital role in providing services to city residents as well as the county and the region. The city's redevelopment and renaissance of the downtown will be the result of specific focus on making Woodbury a better place, day by day. This master plan is an important step in the continued process of the revitalization of the City of Woodbury.

Surrounding the downtown area are architecturally diverse, residential neighborhoods on tree-lined streets linked by bike paths and/or sidewalks to small scale suburban offices, and service centers. Within these urban and suburban neighborhoods, residents vary widely in age, socio-economic and ethnic backgrounds. The viability of the downtown is dependent on its mixed-use character and the compatibility of uses. Residential and office uses, especially in upper floors, are an essential component of the downtown district. Commercial uses must be functional, attractive, and compatible. The master plan will focus on establishing guidelines to minimize impacts pertaining to parking, traffic, noise, illumination, and signage.

Existing neighborhoods should be maintained wherever possible by encouraging renovation and reuse of older buildings and developing new uses for those areas that are underutilized.

These goals are consistent with those advanced by the New Jersey State Development and Redevelopment Plan.

D. Planning Board Mission Statement

The Planning Board of the City of Woodbury seeks to enhance the quality of life in city by implementing the goals and recommendations of the Master Plan through its review of development applications, and to recommend the adoption of ordinances to further these goals. The Planning Board aims to encourage and to promote citizen, business and government cooperation in the development and planning process with attention to present detail and an eye to the future.

As the Board works on planning its neighborhoods, complex issues emerge. They range from smart growth management, providing affordable housing opportunities, encouraging uses and developing strategies that will allow Woodbury to stay competitive in the marketplace, and maintaining the unique physical attributes that contribute to the quality of life and a sense of place in the community.

The City of Woodbury Planning Board preserves and, where possible, enriches the sense of community. The Board promotes a variety of housing, businesses, recreational facilities and open space to meet the diverse needs of its citizens of different ages, ethnicity and income. It preserves and enhances the historical, educational and environmental treasures of the city. In accordance with the above vision, the Planning Board has the following primary responsibilities:

- ◆ Judge land use applications in accordance with state and local regulations and to assure that all permitted development is designed so as to be as harmonious as possible with the surrounding neighborhood.
- ◆ Periodically revise the master plan to balance the changing needs of the community while preserving the community values.
- ◆ Recommend revisions to the land use ordinances to respond to new demands for housing and services for the city and region.
- ◆ Provide community planning information and application services to our citizens in a courteous, responsive manner.
- ◆ Interact with surrounding communities, county and state government on issues that affect Woodbury's well being.
- ◆ Promote dialogue with the citizens on needs and concerns of neighborhoods, as well as the larger community.
- ◆ Engage in ongoing dialogue with the Zoning Official to monitor the number of zoning requests that may indicate a need for a change in zoning or a land use regulation.
- ◆ Engage in ongoing dialogue with adjacent municipalities, as well as county and state government on issues that affect the wellbeing of The City of Woodbury.

E. The Master Plan Process

The development of the Plan was a collaborative process involving the master plan consultant, various city departments, Planning Board members, the Economic Development Steering Committee, and the public. In order to address all issues within the community equitably, a series of public meetings were held to discuss each element of the plan and to identify assets, issues, and opportunities, and to formulate a vision for the future of the City. Participants worked together to identify issues and offer solutions for necessary pedestrian and roadway improvements, community facilities, appropriate types and locations of land uses, and how residential and commercial areas can be designed to improve the overall function and appearance of the community.



The Master Plan outlines a strategy that responds to the challenging issues now facing the city. It is a guide that re-establishes and refines planning and developmental policies set in motion by previous plans. This plan relates to the development and interrelationship of future land uses, housing, circulation, recreation, open space, community facilities and services. It consists of a narrative document and a series of photographs, tables and maps. The narrative document addresses the history and character of the community as they pertain to land use, zoning, circulation, open space and recreation,

economic development and redevelopment, recycling and utilities, community facilities, and community design.

The plan must be periodically re-examined to address changes in the conditions affecting its basic underlying assumptions. Its strength, however, is predicated on the interaction of all components. The acceptance of each element must include the consideration of its impact on the other elements. Only in this manner can modifications be made without undermining the integrity of the plan as a whole.

The plan is a guide for the future development and redevelopment of Woodbury. This plan can serve as a reference document to which regional, state, county, and other public or private agencies can relate their respective planning and development discussions. The master plan reflects the Planning Board's forethought regarding each of the master plan elements.

F. The Master Plan Defined

The Municipal Land Use Law (Chapter 291, Laws of N.J. 1975, amended; N.J.S.A. 40:55D-1 et. seq.) provides for the adoption of a master plan by the Planning Board. The master plan is comprised of a statement of land use, maps and various elements. The Woodbury Master Plan is a comprehensive plan that includes all the elements as defined in the Municipal Land Use Law. The plan presents Woodbury's planning principles, objectives, and policies for the physical, social, and economic development of the community. The master plan contains the following elements: goals and objectives, land use, circulation, recreation, open space and conservation, farmland preservation, housing and population, community facilities, utilities, recycling, economic, and historic preservation.

The last complete master plan for The City of Woodbury was prepared in 1968. Since that time, the Land Use Element was amended in 1978, the Recreation Element was amended in 1982 and a reexamination report was completed in 1982. A Housing Element and Fair Share Plan were drafted in 1987 and second reexamination report was completed in 1988. An amended Housing Element and Fair Share Plan were completed in 1996 and a third reexamination report was completed in 2001.



G. Goals, Objectives, Principles, Policies and Standards

The Municipal Land Use Law requires that the master plan provide a statement of goals, objectives, assumptions, policies and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based. (NJSA 40:55D-28). The goal-setting phase of the master plan process is the foundation upon which the remainder of the master plan is based. In establishing goals and objectives, we are laying the foundation for the future of the City of Woodbury. The overall vision is reflected in each of the elements of the master plan. As part of this process, eight public meetings were held to solicit input from the community. In addition to these meetings, interviews were conducted with directors and staff of all departments within the city government. The goals are general and are intended to provide a framework for directing development and redevelopment while the objectives provide a more specific way to implement the stated goals.

In order to guide the development strategy for Woodbury, specific goals have been recommended by the Planning Board. They are based upon the various master plan proposals for the physical, economic and social development of the City. These goals have been organized into broad categories that correspond to the major elements of the master plan.

Goals and Objectives



The primary goal of the City is to reestablish itself as a major business and commerce center of Gloucester County and continue to maintain a viable and desirable community in which to live, work and recreate in a clean and safe environment. This includes housing, business, industrial, recreation, and open space opportunities to meet the diverse needs of the citizenry's dissimilar ages, ethnic groups, and income

levels. In addition, the Planning Board and the governing body seek to enhance the historical, environmental, and cultural resources of the city. Preservation of these resources is integral to maintaining the character and quality of life that is identified with the community.

Objectives provide specific means to ensure that future development will be compatible with the city's planning goals. In order to achieve the stated goals, objectives need to address several conditions including community roadways, facilities and services, natural features, existing development characteristics and available land. By organizing these objectives into the various plan elements, a clear understanding of the many considerations addressed within the master plan is presented. The objectives found in each of the elements that comprise the master plan are summarized below.

General Master Plan Goals

The City of Woodbury Planning Board embraces the following primary goals:

- ◆ Preserve and protect the character of established residential neighborhoods.
- ◆ Preserve and protect the natural heritage, both environmental and cultural.
- ◆ Balance new development and ratables with the needs of the community.
- ◆ Continue the dialogue among the citizens and businesses regarding the needs and concerns of neighborhoods and the business community.
- ◆ Preserve and improve open space systems.
- ◆ Encourage economic and employment growth specifically in the central business district.
- ◆ Preserve and protect the historic character of the downtown and surrounding areas.
- ◆ Maintain, enhance and further develop a strong “sense of place” in the downtown distinctive to Woodbury.
- ◆ Revise the land use ordinances to insure compatibility with new growth demands for housing, commercial and industrial uses within the community.

Goals & Objectives

Land Use

- Encourage the redevelopment of the downtown business district to insure that it creates a lasting positive contribution to the city of Woodbury.
- Establish a renewed consistency between land use and zoning districts.
- For all commercial and industrial properties, establish design criteria that minimize the impact of parking, traffic, noise, illumination, signage, and smoke odors, etc.
- Encourage redevelopment wherever needed.
- Rezone areas of the city where appropriate, to reflect current uses or uses deemed to be in the long-term best interest of the community.
- Continue to protect and ensure the preservation of the historic character of Woodbury.
- Establish a design criterion and performance standards that enhance and beautify the downtown district.
- Continue to maintain an open dialogue with and involve residents regarding land use issues in their neighborhoods.

Circulation

- Work with the New Jersey Department of Transportation, the Delaware Valley Regional Planning Commission, and the Gloucester County Planning and Highway Departments to conform to Woodbury's goals.
- Reinforce a pedestrian friendly community throughout.
- Provide adequate parking for downtown.
- Coordinate with NJ Transit for improved bus service to the community.
- Promote bike friendly environment.
- Increase capacity at traffic intersections on Broad Street and limit thru traffic to one lane in each direction on Broad Street from Red Bank to Barber.
- Encourage enforcement of pedestrian safety in signed and marked pedestrian zones and crosswalks and recommend the use of contrasting material and texture for sidewalks and crosswalks within the downtown area.
- Encourage rail passenger service to come to Woodbury.

Parks, Recreation & Open Space

- Maintain parks and recreational facilities to meet neighborhood and community need.
- Improve and expand cultural, non-athletic, and recreational opportunities for citizens of all ages within the community.
- Create linkages between existing parks and public recreation areas.
- Promote cross utilization of existing recreation facilities between the City, School Board and all other City recreation associations. The City and School Board should jointly improve open space fields at all school sites. A plan of action should be implemented with contributions from both parties as well as the leagues that utilize the fields.
- Develop a trail system that connects residential neighborhoods to parks, public open space, and commercial centers. Easements through private land should be obtained, when necessary, to provide public access to open space.
- Require that any new residential development provide active recreation space or pay a fee in lieu into a recreation trust fund.
- Preserve environmentally sensitive land along rivers and streams and other areas characterized by the presence of natural features such as wetlands, steep slopes, stream corridors, unique ecology, and prime wildlife habitats.
- Preserve and enhance the tree-lined character of residential streets.

Housing & Population

- Preserve and enhance existing neighborhoods through rehabilitation of any substandard housing units and the encouragement of appropriate infill development where permitted by zoning. Rehabilitation includes both major and minor housing repairs.
- Continue to provide Woodbury's regional fair share of affordable housing for low and moderate income families in keeping with our COAH approval.

- Continue to administer the Section 8 (subsidies from HUD for rental) housing programs to ensure lasting success and affordable housing opportunities.
- Coordinate housing programs that encourage single-family houses by reducing the number of duplex units.
- Ensure that new housing development does not negatively affect the existing natural environment and is in character with existing land use permits.
- Continue to design and implement zoning that promotes a opportunities for young professionals.
- Balance housing needs with other land use goals and policies as defined in the master plan.
- Continue to support home ownership.
- Continue strict enforcement of code standards for residential construction throughout the City of Woodbury.
- Encourage new urbanism and neo-traditional developments that provide a variety of housing opportunities.
- Establish design criteria for residential redevelopment within existing neighborhoods.

Community Facilities

- To provide community facilities and services to meet the needs of the current and future population of Woodbury in sensible locations while maintaining and enhancing community character.
- Sustain the level of volunteerism in the City, which provides many valued services at low cost.
- Explore the benefits of inter-municipal and inter-governmental cooperation and consolidation for the provision of services and facilities.
- Explore expansion of the Community Development offices.
- Explore the expansion or relocation and expansion of the Police Building.

Utility Facilities

- Maintain adequate and reliable infrastructure to service the needs of all City residents and businesses.
- Maintain the integrity of the existing infrastructure and improve facilities to avoid leaks and losses. Improve existing utilities while protecting natural resources. Within redevelopment areas provide for replacements of existing utility systems where required.
- Promote water supply protection and sewer capacity enhancement to make the City attractive to new commercial uses and to sustain existing development.
- Require that all utilities be located underground when redevelopment or reconstruction projects create opportunities.
- Maintain criteria for zero increase in storm water runoff from new developments.
- Encourage the reduction of non-profit source pollution, to the greatest extent possible consistent with the new storm water management requirements.

Economic

- Expand and diversify the economic profile of the City, reestablishing Woodbury as an important economic center in the region.
- Provide a business friendly environment for existing businesses, which have invested in the City and provide a support for those wishing to upgrade or renovate.
- Encourage redevelopment and full occupancy in existing commercial locations.
- Encourage dialogue with property owners of downtown businesses regarding opportunities within the community.
- Promote redevelopment and offer business incentives.

Historic Preservation

- Preserve and enhance the cultural, historical, and archeological resources that reflect the historic significance of Woodbury.
- Discourage the unnecessary demolition of historic structures.
- Promote the understanding and appreciation of the historic value of the city.
- Encourage development patterns adjacent to existing historic structures that complement the character of the historic structures.
- Promote original and/or present use of historic properties in their original location whenever feasible and encourage sympathetic adaptive use when original or present use is no long feasible.
- List by importance those historic properties, sites, buildings, structures, and districts that require protection and recommend appropriate local ordinances to effect that protection.
- Encourage parking design for historic districts that is unobtrusive, minimizing the effect on the historic character of the setting. Parking should be limited to that necessary to serve the proposed use.



II. Master Plan

A. LAND USE ELEMENT

The intent of the Land Use Element of the Comprehensive Plan is to guide all new development and redevelopment within the City to assure its high quality, compatibility with existing development and with environment sensitivity. The Land Use Plan is based on the City's vision, goals, and objectives. The Land Use Element provides the primary direction for following the Master Plan's guiding principals and defines the land use categories throughout the City.

The City of Woodbury is dedicated to providing a comprehensive revitalization program for the downtown business district, a functional transportation network, superior educational facilities, adequate community facilities, safe communities, the preservation of natural resources, and an array of recreational opportunities. This element identifies goals, objectives, and policies that create a foundation upon which good land use decisions can be made. These should influence the pattern of development and redevelopment in the community while recognizing constraints and the desires of residents to have different types of living and working conditions. These policies and objectives are designed to result in harmonious neighborhoods where a high quality of life can be achieved.

Specific Goals and Objectives

The purpose of the Comprehensive Plan is to translate community values and goals into a framework for decision making on growth, land use, the natural environment, traffic circulation, and community resources. It expresses a long-range vision of how a community is to look and function. Land use ordinances, land development proposals, and public spending for facilities and services provide implementation. The Land Use Element is advancing the following goals and objectives:

- Develop a comprehensive plan for the downtown business district that will carefully manage and guide growth in a manner that promotes economic development and redevelopment, integrates current and future transportation systems, and is sensitive to the surrounding residential neighborhoods.
- Maintain the historic character of Woodbury by retaining the present historic buildings, yet integrating responsible new construction that complements the historic fabric of Woodbury.
- Designate the entire downtown area along Broad Street as a Redevelopment Area and oversee the redevelopment of the downtown business district to insure that it creates a positive economic contribution to the City that:
 - Encourages a plan that is pedestrian oriented.
 - Encourages a plan that provides public parking and public transportation.

- Encourages a living/working area and gathering place within the community.
- Reestablish a consistency between land use and zoning districts.

Survey Method & Existing Land Use Classification

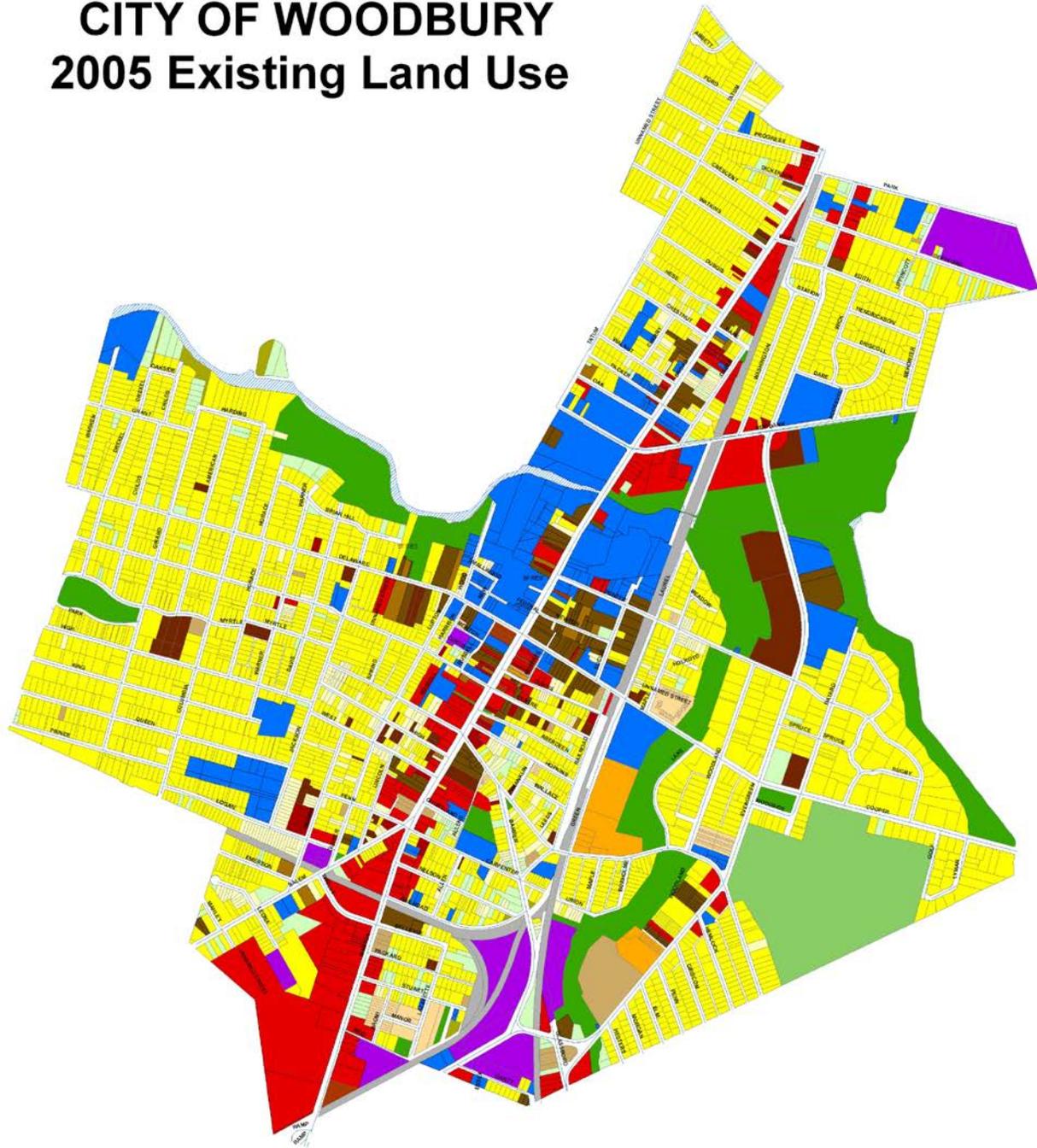
The focus of the land use element is to describe existing land use and to present proposals for future land use in the city. A key component of this process is a current inventory of existing land use. This land use inventory was taken in 2005. Field observations that note current conditions, such as development characteristics, and land use conflicts are analyzed and presented as background for impacts on future land use. The identification and location of existing land use in Woodbury was accomplished with the use of aerial photographs and windshield surveys. Windshield surveys were conducted in June through September of 2005 and included traveling the majority of the streets in the City. Land uses were recorded for each street traveled and compared to the data from the aerial photographs. A field survey is the most accurate method for recording current land use. Additionally, the survey can reveal trends, incompatible uses, new construction, building conditions and age, and traffic conditions. These observations of the dynamics of the city’s development are not evident on a land use map but provide an added dimension to the inventory. Nineteen land use classifications were used to portray the data recorded in the windshield survey and aerial photographs.

Existing Land Use

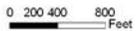
The existing land use classifications are represented by a color-coded legend on a map of the City (**Map A1**). Following are the nineteen land use categories:

- | | |
|---------------------------------------|-----------------------------|
| ◆ Commercial | ◆ Duplex |
| ◆ Mixed Commercial/Office | ◆ Twin [two units attached] |
| ◆ Mixed Commercial/Office/Residential | ◆ Multi-family [apartments] |
| ◆ Mixed Commercial/Residential | ◆ Townhouse/Row house |
| ◆ Mixed Office/Residential | ◆ Senior Residential |
| ◆ Office | ◆ Golf Course |
| ◆ Industrial | ◆ Public Recreation Land |
| ◆ Vacant Building | ◆ Public Vacant Land |
| ◆ Institutional | ◆ Private Vacant Land |
| ◆ Single Family Residential | |

CITY OF WOODBURY 2005 Existing Land Use



LAND USE	
	Roadway
	Commercial
	Mixed-Commercial/Office
	Mixed-Commercial/Office/Residential
	Industrial
	Office
	Mixed-Office/Residential
	Institutional
	Single Family Residential
	Duplex
	Town
	Yearhouse/Ribhouse
	Senior Residential
	Multi-family
	Golf Course
	Private Vacant Land
	Public Recreation
	Public Vacant
	Vacant Building
	Woodbury Lakes



RAGAN DESIGN GROUP
 ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
 SUITE C-3, 30 JACKSON ROAD, MEDFORD, NJ 08055
 PHONE (609) 654-8800 FAX (609) 654-4664
 RICHARD R. RAGAN, NJ License No. A1 05027

Sources:
 Parcel Layers: Gloucester Planning Division
 Lakes: NJ DEP GIS

*This map was developed using files from the Department of Environmental Protection Geographic Information System (Digital Data). The secondary product has not been verified by DEP and is not state endorsed.

Map A1: 2005 Existing Land Use

There are approximately 1,322 acres of land within the City of Woodbury. Based on the 2000 Census, the City has a population of approximately 10,307 persons, which equates to 5,023 persons per square mile or 7.8 persons per acre. The average in the State of New Jersey is 1,165 persons per square mile. Based upon these statistics the City of Woodbury is considered an urbanized community.

According to the 2000 census, there are 4,310 housing units in the city of which fifty-six percent are single-family detached homes. The remaining housing is made up of attached units, the largest percentage (10%) consisting of twins.

These 4,310 housing units represent an average density of 3.2 dwelling units per acre. In comparison, the average density of the county is .44 units per acre.

Table A1 ~ Illustrates the amount of land occupied by each land use category. The majority of land is developed. Over fifty percent is occupied by residential uses, the majority of which is used for single-family detached housing. Commercial use, including offices, restaurants, and retail stores occupy nearly ten percent of the total land area. Less than three percent of the developed land is used for industrial purposes, such as manufacturing and warehousing.



Table A1 City of Woodbury 2005 Existing Land Use		
CLASSIFICATION	ACREAGE	PERCENT
Commercial	92.23	7.00
Mixed Commercial/Office	2.34	0.20
Mixed Commercial/Office/Residential	.25	0.02
Mixed Commercial/Residential	6.21	0.51
Mixed Office/Residential	5.5	0.42
Office	33.06	2.50
Industrial	35.79	2.72
Vacant Building	13.11	0.10
Institutional (County & Hospital)	111.46	8.43
Single Family Residential	595.62	45.76
Duplex	13.68	1.04
Twin	18.45	1.40
Multi-family (Apartments)	25.48	1.93
Townhouse/Row house	9.56	0.72
Senior Residential	11.78	0.89
Golf Course	51	3.86
Public Vacant/Recreation (Parks)	122.27	9.30
Private Vacant Land	31.65	2.40
Railroad & Roadway's	142.56	10.80
TOTAL	1,322.00	100

In review of the above table, several conclusions may be drawn. First, single-family detached residential housing is the most prominent land use. When adding all housing types, housing accounts for over fifty percent of the land use in the city. Second, there remains very little vacant land (2.4%) upon which new development can occur. Therefore, absorbing new development and growth will largely involve redeveloping underutilized parcels and the renovation of existing structures. Lastly, in order for the city to solidify its current tax base and achieve non-residential growth that will increase the tax base, a downtown revitalization plan must be achieved.

Downtown Revitalization

It has been widely documented that America's downtown areas began a long period of decline in the fifties and sixties. The popularity of the automobile changed individual and commercial behavior, and the focus of commercial activity shifted from cities to the suburbs. As a result businesses closed due to population declines which increased the rate at which businesses and visitors left downtown areas.¹ In spite of these trends, a healthy and vibrant downtown will boost the economic health and quality of life for the entire community. A vibrant downtown will create new jobs, incubate businesses, increase property values and symbolizes community pride and history.

In today's market place, successful redevelopment projects are a mixture of retail and entertainment. Developing a strategy to improve the downtown requires that several and sometime conflicting issues must be addressed simultaneously. Taking a comprehensive approach to increasing the value of downtown properties requires not only the revitalization of commercial businesses but also addressing social issues such as anti-crime initiatives, public transit, arts, and employment services. Cooperation of local officials, the private sector, chamber of commerce, and civic organizations is critical in developing strategies for downtown revitalization. To address these issues, Woodbury has established an Economic Development Committee comprised of downtown business owners, government officials, and Main Street Woodbury to assess the strengths and weaknesses of the business district. Through the development of this master plan, the committee seeks to not only develop a plan for the revitalization of downtown Woodbury but develop partnerships with business owners in an attempt to implement the revitalization plan.



Downtown Woodbury is the face of the entire city. Downtown should belong to all citizens of the city as it identifies the larger community culturally, economically, and politically. As the county seat Woodbury is also the face of Gloucester County. Our downtown is inhabited by many retail businesses and Underwood Hospital.

¹ Robertson 1999

The County Government and Underwood Memorial Hospital can significantly contribute to the comprehensive shape of the city. At the moment they are independent elements. The City must organize a way to bring these visitors and employees into staying in the City by offering employment opportunities thereby raising the vitality of the downtown.

The recommendations of this Master Plan entail changes in the way development is planned and built in Woodbury. Design guidelines can encourage a positive relationship between new or rehabilitated buildings and their surroundings and thereby work to enhance the overall aesthetic quality of Woodbury City. The Element also identifies public improvements such as landscaped roadway medians, street trees, and directional and district signage that will help define the City.

A goal of the revitalization effort of the downtown is to develop a set of development guidelines that promote the city's vision of the downtown and act as a baseline for all future redevelopment. The aim of (establishing development guidelines) this document is to promote positive and enriching development in downtown Woodbury by assuring that it aspires to a greater architectural and urban design standard. This document is intended to serve as the basis for the creation of guidelines addressing all who affect downtown. This includes redevelopers, individual property owners wanting to renovate a downtown property, and public sector institutions like the County that are major downtown landowners. Central to this effort is the recognition that we cannot direct downtown development by guidelines alone. There are economic forces that guide development and redevelopment. Private sector investment in the downtown will continue to be driven by the ability to attract capital. If development guidelines stifle this economic principal, redevelopment will fail. It is therefore understood that the free market should play a role in the city's revitalization. Traditional Euclidian zoning often times creates obstacles to the type of flexible approach to land use planning that is so critical for successful redevelopment. Wherever possible, downtown projects should be allowed the flexibility to accomplish the city's goals and incorporate the city's values through their own innovative means.

Guidelines:

1. Enhance a mixed use appropriate for the layout of the city.
2. Reinforce the sense of historical continuity.
3. Create land use diversity with symbiotic results.
4. Develop the public nature of the downtown and reinforce the sense that downtown belongs to everyone.
5. Encourage a diversity of uses, activities and sizes of development.
6. Encourage public and private investment in the future of Woodbury's downtown.
7. Create a safe pedestrian friendly comfortable downtown.
8. Create a hierarchy of transportation which begins with pedestrians.

9. Encourage a vibrant cultural atmosphere.
10. Encourage a sense of place on Broad Street.
11. Encourage an architecture whose design responds to functional needs and reinforces downtown activities.
12. Create an economically vibrant downtown.

The following guidelines are general and apply to the entire downtown boundary that is shown on **Map A-2**. These guidelines are divided into three categories: area-wide, streetscape guidelines, and building guidelines. Area-wide guidelines describe issues which apply generally throughout the area defined as the downtown. Streetscape guidelines affect the pedestrian. This includes all the elements that can make the pedestrian comfortable such as the sidewalk, street trees, street furniture, and the façade of the building. Guidelines for buildings include recommendations for the physical makeup and shape of building renovations or improvements.

Area-Wide Guidelines

Woodbury's downtown district benefits from the presence of the Gloucester County government, Underwood Memorial Hospital, private businesses that support the county and hospital system and other businesses that provide services to the community and region. This commerce combines to form a downtown nucleus bounded by historic inner city neighborhoods interwoven with parks and waterways. As the city redevelops, it is important to create a central core that will contribute to the existing energy and activity, connecting the existing center of activities. The development of this central core can create variety and vitality which will enhance safety result in a walkable downtown where we can live, work, and shop.

Woodbury developed as an early center of commerce for the region. For nearly 300 years Woodbury has evolved into the center of Gloucester County government, the center of commerce. This is evident by the fact that the influx of employees is greater than the number of people who live within the City during the work week. Large numbers of commuters leave the downtown each evening, taking with them the critical population necessary to support businesses that normally thrive during the evening hours or on weekends. Consequently, the City's downtown is suffering from a lack of viable shops that attract this work force to shop in the City. A new influx of diverse businesses is necessary to reinvigorate the downtown. One of the goals of the Economic Development Committee is to determine the proper mix of businesses that will attract consumers both during the weekday and during week nights and weekends.

In addition to the commercial downtown area, existing neighborhoods in close proximity contribute to the overall vitality of Woodbury. They are an important mix that creates an active life in the city. This residential character needs to be considered in the design and planning of adjacent commercial development.

CITY OF WOODBURY 2005 DOWNTOWN AREA



MAP A-2: DOWNTOWN AREA

Conflicts have and will continue to occur through the arrangement of commercial development and private homes. Buffering the neighborhood edges respects their inherent value and serves to integrate them into the fabric of the downtown. The height, setback, scale, massing and detailing of adjacent commercial buildings should respond to existing homes. Vehicular access to new development should minimize impact on neighborhood traffic and avoid disturbing the neighborhood character.



Woodbury's downtown contains buildings from many eras, each creating a piece of history of the city. When observing the difference between buildings of different eras, one can appreciate the sense of continuity created when buildings from many generations combine in one setting. Buildings date the historical development of

the city. Redevelopment of old buildings should be designed in such a way that they do not appear to have been built significantly earlier than they were. This guideline requires consideration of the use of materials, scale, and massing found on older buildings.

The way buildings are built today can easily leave the older building stock appearing out of place, primarily due to the difference in size, or massing. An awkward alignment can also occur when adjacent buildings differ greatly in their sense of scale, and the degree to which they are presented from the street. Redevelopment and reconstruction of buildings within the downtown should respond to adjacent historic buildings and avoid creating awkward or incompatible design solutions. Compatible designs need not be created through historic replication, but should reflect a consideration of the scale, material and massing of the adjacent historic buildings. These may include small setbacks of upper stories so that at street level redeveloped buildings are consistent with the adjacent older buildings.

Existing buildings can provide a sense of continuity through the many memories people have associated with them. As an example, the County building at the corner of Delaware and Broad Street has stood as the symbol of downtown Woodbury since 1787. Keeping buildings can reinforce unique qualities of a place and so may be more valuable than the cost of the materials alone. It is important that even buildings which are not historically significant or historically designated to be preserved and integrated into redevelopment when possible.

Public Streetscape

The comfort of the pedestrian is crucial to the development of an economically viable downtown. They will choose the most comfortable route, avoiding blocks which are less comfortable or which create gaps in the continuity. Existing buildings that are being renovated should provide a pedestrian overhead cover such as an awning where downtown buildings meet the street. Overhead cover at the sidewalk may provide continuous protection without being continuous itself. Owners of existing buildings are encouraged to provide pedestrian cover.

The safety and comfort of people walking on the sidewalk is of greater concern than the convenience of the driver; pedestrians are the primary concern. Every time a car crosses the crosswalk there is a potential danger and inconvenience to the pedestrian. For this reason, pedestrian crossings should be well marked and lighted with proper signage throughout the downtown. As expressed in the Circulation Element of this master plan, it is being recommended that Broad Street be reduced from four lanes to two lanes and that turning lanes be provided at all intersections throughout the downtown. “Bump-outs” at the intersections are also being advanced.

Pedestrian related concerns are a priority in the creation of a successful downtown. The hospital, the County facility and daily business all create pedestrian traffic. Currently, vehicular needs dominate the streetscape at the expense of pedestrians. Major points of interest such as the County building and service oriented facilities like the downtown parking garage need better pedestrian connections. Lack of ‘finding tools’ like signs together with inadequate sidewalk connections discourage walking and appropriately wide sidewalks at all intersections. “Way finding” tools such as larger signs for the parking garage and other graphics should be provided to facilitate pedestrian movement. A new street sign program which unites the downtown should also be considered.

The increased use of public transportation is central to the creation of a viable and sustainable downtown Woodbury. Woodbury should continue to lobby for a train station as an extension to the PATCO line. The location at Barber and the Railroad should be considered for a “Transit Village”. This location could also be included as a bus hub. Currently however, because of the poor image of the bus and the lack of amenities and proper signage at bus stops, only a small percentage of people use public transit. Increasing the use of alternative modes of transportation over the single-occupancy vehicle should be a city-wide goal as the downtown redevelops. There are currently eight transit bus stops located along Broad Street. Only two of these stops however have shelters and all stops are poorly identified. It is recommended that the number of stops be reduced and consolidated within the downtown. The stops should be enhanced and “marked visibly” located near important pedestrian crossings, at bus route transfer stations and at historically important places. Enhancement of the bus stop location may

include legible route number graphics, a city location map, full shelter with benches, bus route map and schedule, and cultural information points of reference. In addition to the increased use of public transportation in the downtown area, the City is investigating the establishment of a redevelopment plan for the southeastern area of the city between South Evergreen Avenue and Barber Avenue for a transit station.

As documented in the Circulation Element, there is a perception that downtown Woodbury lacks sufficient parking. Based on the analysis conducted, approximately one space exists for every three hundred square feet of building; unfortunately the location of this parking is not immediately adjacent to every user. The City has taken and continues to take steps to both alert the public as to the location of the existing parking. Further, the City is purchasing properties within the downtown where additional parking spaces will be constructed. In addition to this effort, the county is proposing the construction of a parking garage at the Justice Complex to ease their parking demands.



Parking in general should occur at interior courts. It should not occur along property lines that are adjacent to a street, at the first or second floor. Where above ground structured parking is located at the perimeter of a building, it should be screened in such a way that cars are not visible from the adjacent buildings or

the street. Lastly, above ground parking should be designed in such a way that neighboring buildings are not affected by headlights.

First floor areas of parking structures should be used for retail or office uses where feasible. Walks from one part of the downtown to another without relief can be daunting for some pedestrians. The walk from the hospital to the courthouse is considered by many to be beyond a reasonable distance. Walks of 300 feet are considered by many as the maximum reasonable distance. Streetscape amenities such as benches, trash enclosures, planters, kiosks, etc. create a pedestrian scale and provide a sense of place on the street. Café tables in strategic locations can also bring activity to the street. It is recommended that consideration be given to the unification of these elements within each block and

from street to street. Design of street furnishings should unify areas with distinct character. Participation by private property owners is encouraged. Unifying the downtown core is an important element for the success of redeveloping Woodbury.

The daily activity at the hospital is significant and will only continue to intensify based on the expansion plans of the facility. Due to the distance between the hospital and the downtown, it is suggested that the city investigate a jitney service between these two points and eventually the train station. The City should pursue funding through Smart Growth, Main Street New Jersey and the New Jersey Department of Transportation at the appropriate time.



Utility equipment along Broad Street is located within in the public right-of-way. This not only results in unsightly sidewalks, but creates conflicts with pedestrian traffic. Utility boxes and traffic signals mounted on low poles at street corners block pedestrian traffic. This is particularly true at the intersection of Delaware Avenue and Broad Street where the traffic light mounting pole is regularly struck by large vehicles trying to maneuver through this intersection. As part of the proposed reconstruction of these intersections, it is recommended that utility connections and support be relocated to avoid conflict with vehicular and pedestrian movements in the right-of-way. Utility lines should ultimately be placed underground. Truck access routes should also be analyzed to determine if Cooper/Delaware should limit the weight of truck vehicles.

Trees improve air quality, reduce storm water runoff, provide cooling effects for the city heat, increase property values, and create urban wildlife habitat. They can also greatly increase the quality of life in the downtown. Unfortunately, the lack of adequate growing conditions for trees contributes to their ultimate decline. The importance of healthy trees will increase as the redevelopment of downtown Woodbury increases. Trees should be provided along the major pedestrian corridor from Red Bank Avenue to Salem Avenue. A minimum area 5.5 feet square should be provided within new or existing sidewalks.

Trees may also be located within the expanded islands being created at the various intersections. The species of the selected trees is important to allow sufficient room for tree canopies to grow without conflict with traffic or buildings as well as the harsh conditions of the built environment. Trees should extend from Red Bank along Broad Street well into West Deptford to minimize the eyesore of the overhead electrical wires that parallel Broad Street.

Light quality can strongly affect the character of a place. Harsh light creates an environment which seems inhuman, while too little light creates an environment which feels unsafe. The size and scale of lights also affect the character of the streetscape. Both the scale of the fixture and type of lighting can easily create the sense that the sidewalks and all of the downtown are the domain of the pedestrian. It is recommended that lighting be provided through the use of pedestrian-scaled pole fixtures, or fixtures attached to the face of the building. The type and size of the pole should be consistent the downtown. The current fixtures are good though some dark spots should be supplemented.

The physical nature of the streetscape should make people walking there as safe as possible, and should make them feel a sense of safety as well. Perhaps the best protection for the sidewalk would be cars parked along the curb which is in existence today. Parking meters would also provide some protection. Curbside parking is being expanded and parking meters are recommended as part of the redesign of Broad Street. In areas where neither exist, barriers from cars such as bollards, planters or in some instances decorative fencing should be provided along Broad Street within the downtown area. The planter hangers are beautifully planted and expertly manicured and provide a wonderful splash of color along Broad Street.

Long windowless walls prohibit visual connection between the inside of the building and the sidewalk. People inside have no knowledge of those on the street and people on the street cannot see inside. Windows not only create a feeling of trust and openness, they also install in people on the street the feeling they could be assisted if in danger. This “eyes on the street”, can help reduce crime by increasing the potential that offenders would be seen. Therefore, the lower two floors of perimeter walls should be primarily windows. Street facing, ground level facades should be highly transparent designed to make uses inside discernible to the passer-by. The use of reflective and highly tinted glass is

discouraged. Police presence all along Broad Street and the side streets is critical to the pedestrian experience. Walking officers, who know the names of people, will greatly enhance the sense of pedestrian well being.

Buildings

The place where the building and the sidewalk meet is the most important spot in the downtown. This is the pedestrian network where the interaction between people on the sidewalk and businesses occurs. Street level restaurants, shops, stores, and businesses are all accessed at that line, and the more continuous it is the greater possibility for success they will all experience.

Buildings, as they meet the ground, also form the space around the city streets. The shape of the streetscape is created by the height and location of the buildings which line the street. The street level of buildings holds the greatest potential for pedestrian use and walk-in commercial activity. People walking on the sidewalk move much slower than cars and their attention is naturally more focused. Buildings should provide street-level, pedestrian oriented uses. Redevelopment of buildings should encourage multi-tenant occupancy at the lower two floors. Architectural controls are also important in creating a harmonious streetscape.

As recommended in the Historic Preservation Element, architectural design guidelines should be implemented that create this inviting, harmonious streetscape and respect Woodbury's history. Further, architectural improvement standards should reflect period architectural elements that compliment the historic architectural fabric of the City.

Implementation of the Guidelines

The design guidelines are essentially a series of design recommendations based upon current conditions and sometime these guidelines might not be relevant to Woodbury's needs beyond the life of this master plan. Additionally, guidelines are experimental and must be tested through actual use. The guidelines as presented herein are preliminary concepts written in a descriptive format. They may be modified or expanded based on the final redevelopment plan for downtown Woodbury. It is the recommendation of the Economic Development Committee that once the Planning Board, as part of this Master Plan, has reviewed the guidelines they direct the planning consultant to draft a series of ordinances to implement the strategy. Some of the guidelines may not be appropriate for codification into the development ordinances of the City and may therefore be more effective as policy. Such guidelines should be adopted as part of the master plan and become policy by the planning board. All adopted guidelines should be consistent with Smart Growth practices and the Woodbury Downtown Redevelopment Plan.

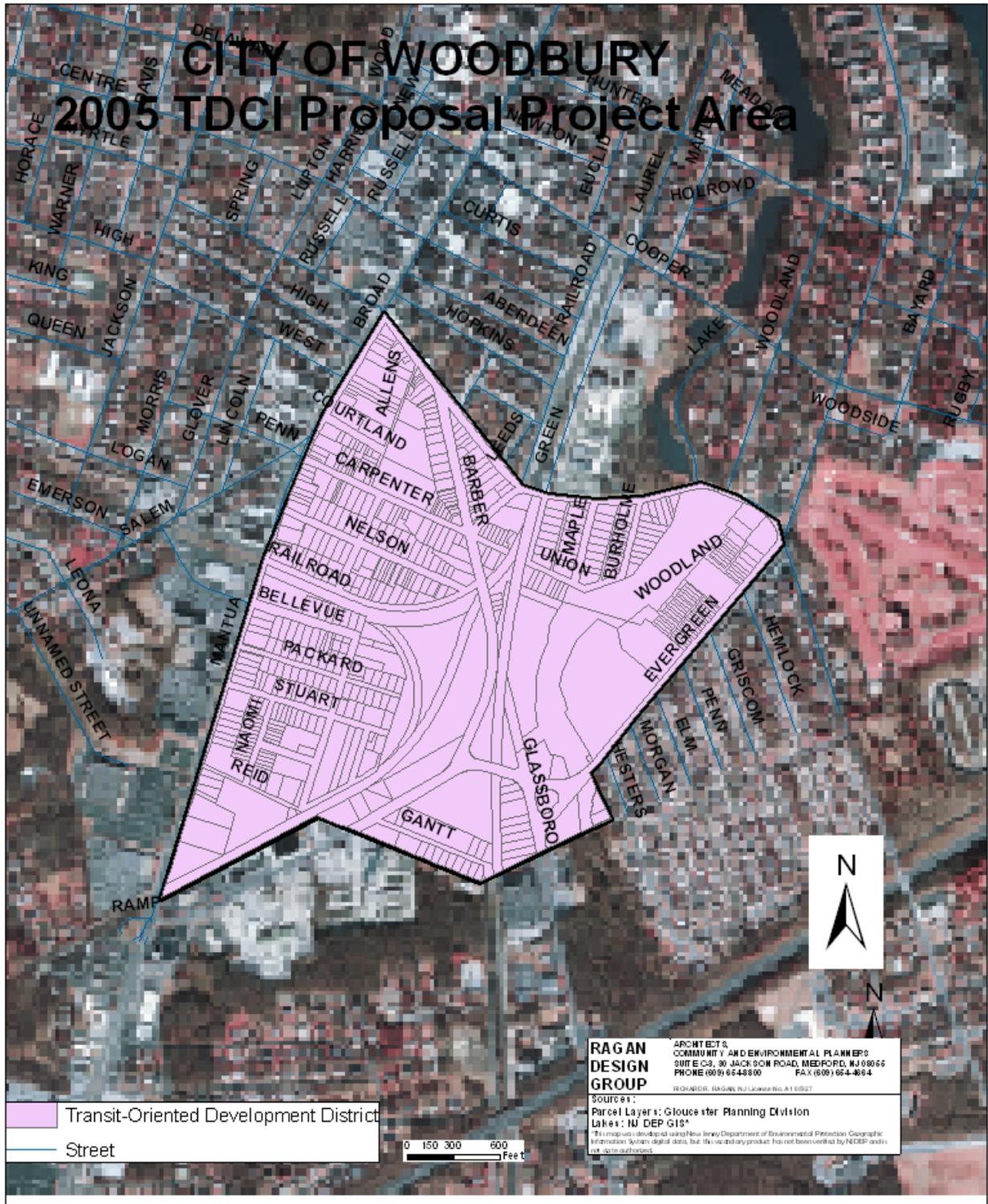
Transit Oriented Redevelopment Area

Gloucester County is located in southern New Jersey across the Delaware River from south Philadelphia. Municipalities in the southern and eastern portions of the County are growing rapidly and Municipalities in the northern and western portions of the County are largely built out and have in recent years exhibited signs of decline. As evidenced by city residents, traffic congestion worsens each year, as there are no fixed transit facilities in Gloucester County. With an area of 2.1 square miles, and a population of over 10,000 persons, Woodbury has the population density (5,023 persons per square mile) and employment opportunities that meet the regional standards as set forth in the State Plan to be designated as a transit village on Transit Oriented Development (TOD).

Woodbury has a mixed-use downtown, but the area around the proposed train station does not currently include sufficient transit supportive development. As part of this master plan, it is recommended that the City of Woodbury create a redevelopment plan for the southeastern area of the city between South Evergreen Avenue and Barber Avenue for a transit station.

The proposed redevelopment area as depicted on **Map A-3** is approximately 43 acres including the surrounding right-of-ways.





Map A-3: Transit Oriented Redevelopment Area

In 1998 the City adopted a redevelopment plan for two areas adjacent to the central business district. The areas total 110 acres (34 of which is right-of-way). The redevelopment plan was intended to compliment the Community Development Block Grant and Neighborhood Preservation Programs in order to address problems of neighborhood deterioration, housing code violations and abandoned buildings. The primary goal was to work with the owners of identified problem properties to eliminate negative conditions. The plan also aimed to foster investment, eliminate tax delinquency, improve aesthetics and rehabilitate residential units. The existing redevelopment area borders the proposed TOD redevelopment area to the northwest.

All of Woodbury, including the proposed redevelopment area, falls within the State Plan's Planning Area 1 (metropolitan planning area). PA-1 is intended to provide for much of the state's future redevelopment, to promote compact growth in revitalizing cities and towns, and to protect the character of existing stable communities. The proposed redevelopment plan will advance each of those goals.



The proposed redevelopment area is primarily zoned for industrial and commercial use. The proposed redevelopment area is dominated by underutilized rail yards, a potato packing plant and a nearly vacant and obsolete shopping center. There remain opportunities for redevelopment and infill development. The dilapidated shopping center along Evergreen Avenue is currently being redeveloped.

As a first step toward revitalization of the area, the City looks to build upon the positive energy that this project has created by

targeting the vacant gas station, potato packing plant and underutilized rail yards as redevelopment opportunities. The redevelopment of these sites will support the transit project. In addition to the center, the existing housing stock within the proposed redevelopment area is varied.

The surrounding areas are somewhat depressed relative to the regional real estate market however; the market in this area is stable. The Consolidated Rail Corporation's land which accounts as the largest parcel under single ownership within the planned area is vacant and barren. The Land within the redevelopment



area has an assessed value of \$2,713,200. Improvements within the redevelopment area are valued at \$1,877,100. Based on these figures, the improvements to land ratio is .69 (for every \$1 in improvement value there is \$1.44 in land value). Therefore there exist economic opportunity and incentives in bringing this redevelopment plan to fruition.

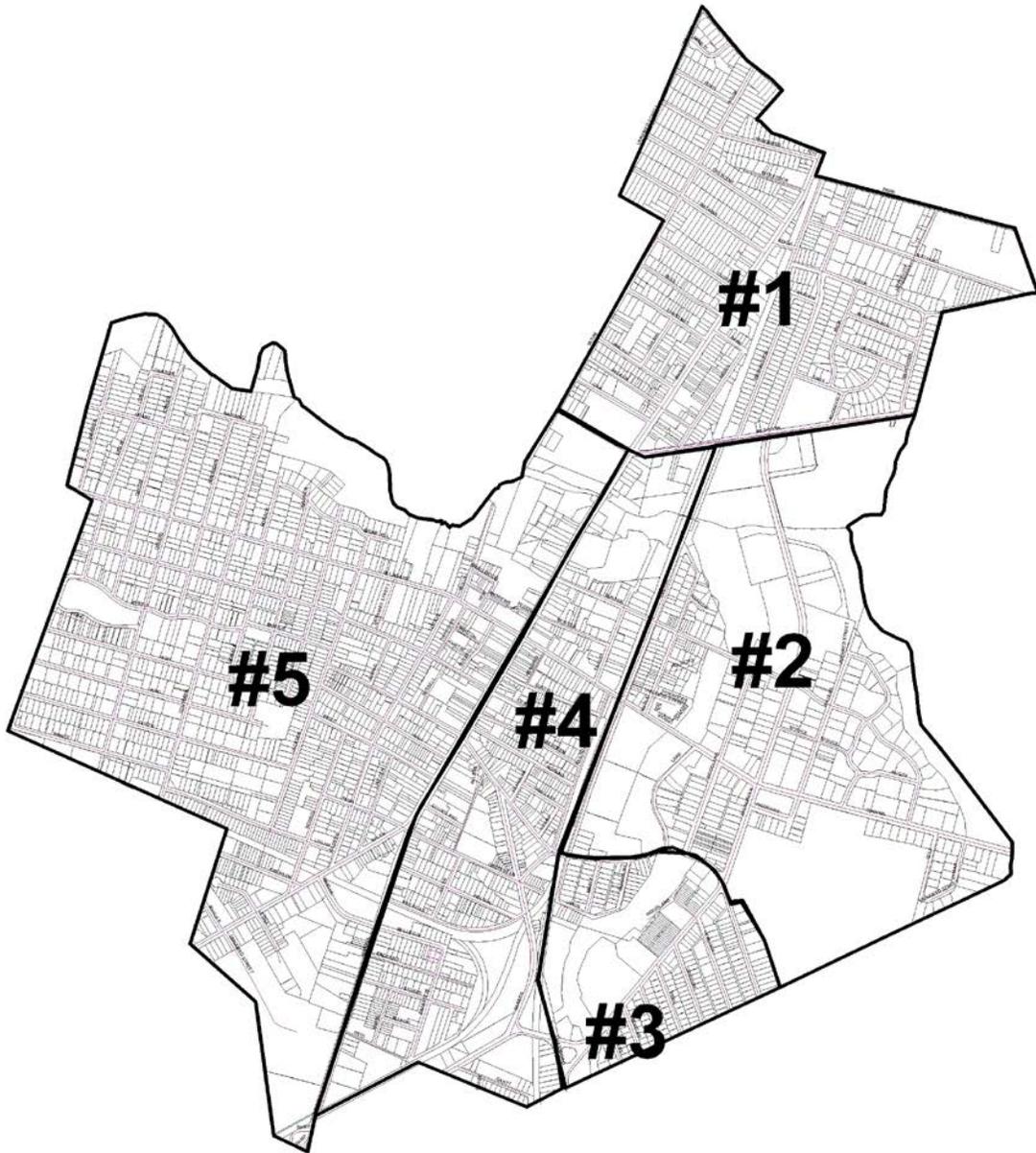
Based on the land use analysis, the plan recommends that the Transit Village redevelopment plan be established and that the following guiding principals be advanced:

- Create the conditions that will demonstrate a willingness to grow in housing, population and jobs to support the development of a commuter rail station.
- Build public spaces/streets that will generate and encourage pedestrianism.
- Maintain and enhance the green infrastructure.
- Provide integrated housing opportunities for various income levels.
- Encourage mixed use without detracting from the existing downtown business district.

Neighborhood Planning Program

For the purpose of an in depth study of the community, the City has been divided into five-land use planning districts (**shown on Map A-4**). The intent of these districts is to analyze the existing land uses on a neighborhood level and provide direction in determining the growth patterns for today and for the future. The objectives of the neighborhood-planning program include building stronger community relationships, defining neighborhood goals and issues, and exploring alternatives for achieving desired neighborhood and City priorities. Additional benefits include tangible physical improvements in the neighborhoods, based on needs identified by both residents and the city elected officials and staff.

CITY OF WOODBURY Neighborhoods



0 250 500 1,000
Feet

**RAGAN
DESIGN
GROUP**
ARCHITECTS,
COMMUNITY AND ENVIRONMENTAL PLANNERS
SUITE C-3, 30 JACKSON ROAD, MEDFORD, NJ 08055
PHONE (609) 654-8800 FAX (609) 654-4664
RICHARD R. RAGAN, NJ License No. A1 06027

Sources:
Parcel Layers: Gloucester Planning Division
Lakes: NJ DEP GIS

The map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data. But this secondary product has not been verified by NDEP and is not state authorized.

Map A-4: Neighborhood Area

Since citizens know the needs of their neighborhood best, an objective of neighborhood-based planning is to encourage citizens to take an active role in solving neighborhood problems, and for the City to provide assistance to ensure success. This type of neighborhood planning process also addresses issues and opportunities at a level that is responsive to the specific neighborhood needs.

Through the neighborhood meetings and participation activities, the following citywide land use issues were identified:

- The need for Woodbury to recreate its identity and revitalize the downtown district. Reduce the speed of traffic in the downtown. Create proper parking opportunities for people to shop in Woodbury.
- Encourage redevelopment of the existing vacant retail shops along Broad Street.
- Encourage the conversion of older duplex homes back to single-family detached homes.
- Promote high quality design and construction of all new development.
- Encourage pedestrian linkages throughout the City. These linkages should consist of sidewalks, bike paths, and stream corridors via a path system.
- Discourage non-residential uses in existing residential areas.

Protecting and enhancing the character of existing neighborhoods, providing community facilities, ensuring pedestrian connections within and between neighborhoods, and providing transitions between neighborhoods and buffers from heavily traveled roads are also concerns to City residents. To achieve a quality living environment, there must be a commitment to identifying and protecting existing neighborhoods, and to allocating public facilities based on community need. These recommendations will provide for a stable population base within established neighborhoods and will encourage commitment and involvement by residents in their communities.

A viable downtown commercial district and viable neighborhoods are the foundations for providing a superior quality of life in the City of Woodbury. The City is committed to establishing land uses, policies, and infrastructure that will protect the vitality of its neighborhoods and its central business district. This can be achieved by creating an environment rich in housing, business and transportation choices, adequate public parks, and by establishing design standards that are people-oriented. Proposed land use recommendations are focused on two primary objectives; maintaining and improving Woodbury's neighborhoods and developing solutions through a comprehensive revitalization effort to revive the city's downtown district as the center of the community and economic activity.

The recommendations of this land use element are intended to complement the Circulation Element by promoting land use patterns that support transportation choice such as public transit. Although most of the residential neighborhoods are located within walking distance of the downtown, many citizens prefer to drive rather than walk or use public transportation. This pattern together with daily visitors to the city results in high levels of car dependence for nearly all trips. The negative social, environmental, and economic consequences of this land use pattern is well documented; congested streets, air pollution, and commuting delays. In light of these negative consequences, proposed land use recommendations encourage the revitalization of the downtown center, advancing transportation choices, and the goal of providing a safe and enjoyable walking experience for our residents.

Woodbury encourages redevelopment of areas that are exhibiting decline (i.e., disproportionate number of vacant, dilapidated and/or substandard structures). Redevelopment should be encouraged throughout the downtown area. Redevelopment incentive programs should be advanced along with land development regulations that contain standards and procedures to encourage redevelopment in zoning districts where such redevelopment is desirable. The Master Plan provides a unique opportunity to create a Redevelopment Plan for the entire downtown area. The redevelopment of the downtown area will be an important component of community life in the City of Woodbury. Achieving this dream will require careful planning.

The Land Use Element is the culmination of other elements to formulate the policies for the next six to ten years. The proposed land use map is the basis for the zoning. This plan identifies land uses in current zones and further makes recommendations for changes where the existing land use is inconsistent with the zoning. The Land Use Element is responsive to changes in land use patterns that have occurred over the several years, thus creating the basis for a zoning update.



Viable neighborhoods are the foundation upon which a superior quality of life is established within the City of Woodbury. The City is committed to establishing land uses, policies, and infrastructure that will protect the vitality of its neighborhoods. This can be

achieved by crafting design standards that are people-oriented and creating an environment rich in housing and transportation choices, adequate public parks, and protected natural areas. Proposed land use recommendations are focused on maintaining and improving the quality of life throughout the neighborhoods of the City and the revitalization of the downtown district.

Protecting and enhancing the character of existing neighborhoods, providing community facilities, ensuring pedestrian connections within and between developments, and providing transitions between neighborhoods and buffers from heavily traveled roads are also concerns to City residents. To achieve a quality living environment, there must be a commitment to identifying and protecting existing neighborhoods, and to allocating public facilities based on community need. These recommendations will provide for a stable population base within new and established neighborhoods and will encourage commitment and involvement by residents in their communities. Following is an analysis of existing land uses for each planning district.

The residential areas of the City have remained consistent with the existing land use patterns. The majority of residentially zoned land is complete. However, one use that could impact future residential growth would be the current site of the Woodbury Country Club. In existence since 1897 the club has a longstanding history with the community. The 18 acre parcel is zoned Residential R-90 which permits lot sizes of 9,000 square feet. The golf course is an important community asset. Zoning should be modified to reflect the asset as well as measures taken to purchase the development rights so this amenity remains.

The commercial sectors of land use include the entire downtown area which extends along Broad Street north to south through the entire city. The major commercial area recommended for an update is the reconfiguration of the zoning district boundaries where these boundaries conflict with individual property lines. In addition, the commercial districts require modification to qualify more succinctly the mixed uses that exist.

The office categories PO-1 and PO-2 are generally consistent with current uses. Many offices within the downtown area are concentrated over retail businesses. Smaller offices are scattered throughout the City on county roads and city streets. In some single-family residential zones, small professional offices can be combined with primary residences as a way to allow limited office activity as an accessory to a residential use.

Residential Neighborhoods

Following are specific issues that were discussed at each of the five neighborhood planning meetings. Recommendations that provide resolution to specific concerns are recommended. Changes to the zone plan are being advanced to provide consistency between the existing land use and zoning.

Neighborhood #1

The boundaries of this neighborhood extend north to Abbott Street, east to the Cities boundary with Deptford, south to Red Bank Avenue and the Woodbury Creek and west to Tatum Street and an unnamed street (**Map A-5**). There exist 592 single-family homes and 243 multi-family homes that equates to a total of 835 housing units or 19% of the housing within the City.

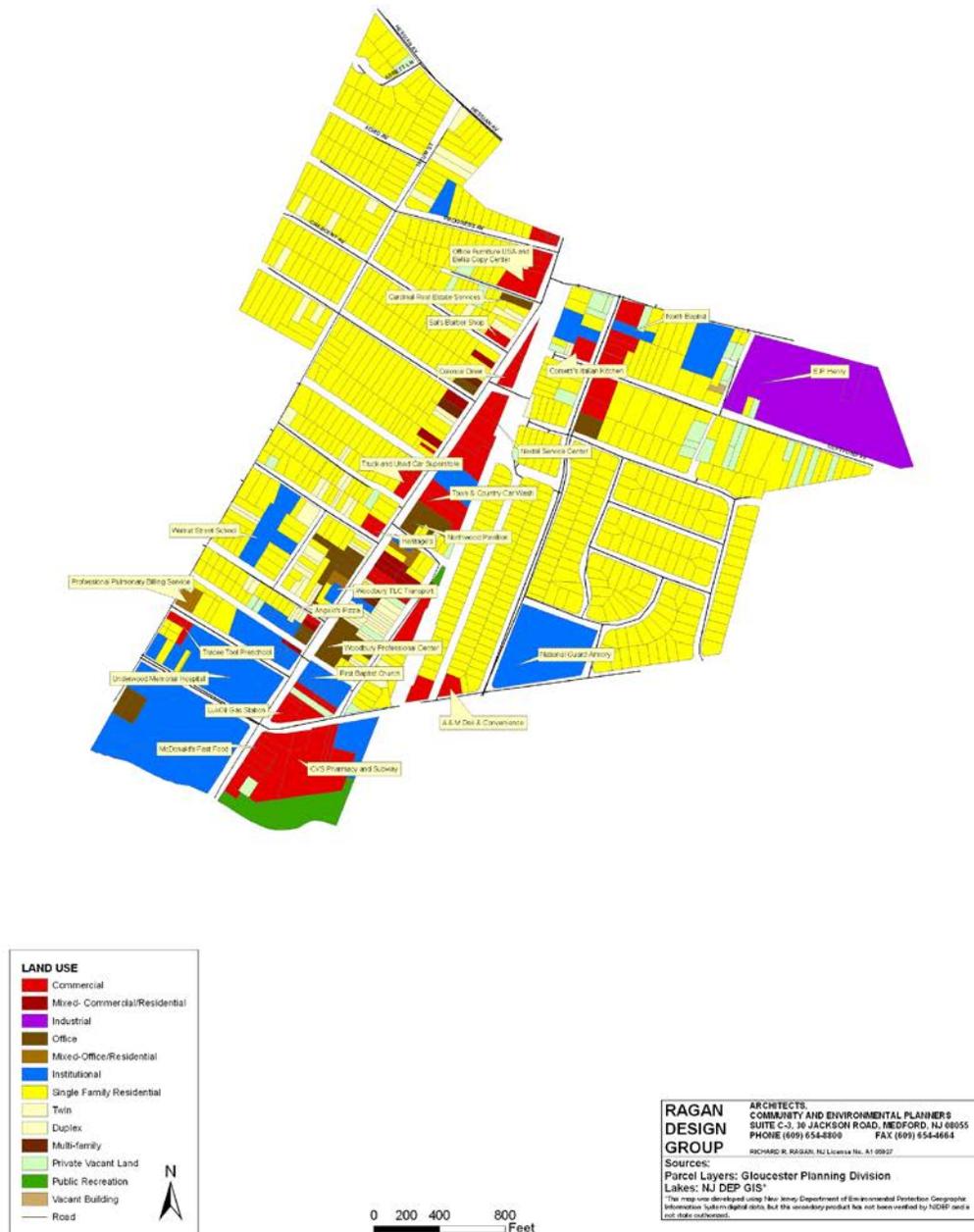
Issues/Solutions

- Power lines running over Conrail taint the appearance of North Broad Street. Parts of Dare Street, Green Street and North Broad Street are in need of residential revitalization. The EP Henry concrete block industrial plant is in conflict with portions of the surrounding residential land uses. EP Henry and the City should discuss measures to resolve the conflict especially on Deptford Avenue. EP Henry has expressed their desire to expand their parking facility slightly to the west along Deptford Avenue. A landscape buffer should be provided between the residential properties and the EP Henry facility.



CITY OF WOODBURY

Area #1: 2005 Existing Land Use



Map A-5: Neighborhood #1

- It is recommended that the city embark upon a streetscape program to enhance the visual appearance of Broad Street particularly when entering the City from the north. New sidewalk, street trees, and secondary evergreens along the rail line are recommended.
- Many homes lack driveways and therefore parking on the street is at a premium. It is recommended that parking pass system be established with the neighborhood residents and that illegal parking activity be enforced.



- Traffic volume on side streets is a concern and speeding is a significant issue particularly along Tatum Street. Stops signs are also needed on this street. Commercial vehicles should be prohibited from using neighborhood streets as a “cut through” to Broad Street. Placing weight limit restrictions on these streets and enforcement of these limits is suggested. As part of the Circulation Element develop a capital improvement program for the installation of traffic calming devises and stop signs at strategic locations along Tatum Street.
- The Hospital is encroaching into residential areas. The city should initiate a dialogue with the hospital administration regarding their long-range expansion goals. Define how these expansion goals will impact the neighborhood and develop a strategy to mitigate these impacts.

- Major intersections lacking pedestrian cross walks. It is recommended that pedestrian cross walks be provided at strategic locations throughout the neighborhood.
- Low water pressure is being experienced throughout this residential neighborhood. As part of the Utility Element it is suggested that a capital improvement plan be provided that develops solutions eliminating the low water pressure in the neighborhood.

Zoning Recommendations

- The properties to the south of the EP Henry plant are currently zoned Residential R-60. The zoning in this area, after consultation with EP Henry and landowners, may want to be changed to Industrial provided EP Henry would purchase the properties for expansion.
- The existing Commercial C-3 zoning district extending from Park Avenue to Edith Avenue should be zoned Commercial C-2 consistent with the existing land uses.
- The entire lots fronting Broad Street should be zoned Commercial C-1 thereby eliminating the existing condition of split lot zoning.
- Hospital related uses have encroached into the residential neighborhood along West Packer Street. It is recommended that this area be rezoned from Residential R-15 to Professional Office PO-2.
- Professional office type uses have encroached into the residential neighborhood between Broad Street and the Railroad line from Packer Avenue to Dare Street. It is recommended that this area be rezoned from Residential R-15 to Professional Office PO-2.

Neighborhood #2

Neighborhood two extends north to Red Bank Avenue, east to the Woodbury Creek; south to the boundary of Deptford Township and Barber Avenue, and west to the rail line/Green Avenue. There exist 228 single-family homes and 745 multi-family homes in this section bringing the total number of residential units in this neighborhood to 973 or 23% of the housing within the City. (A-6).

Issues/Solutions

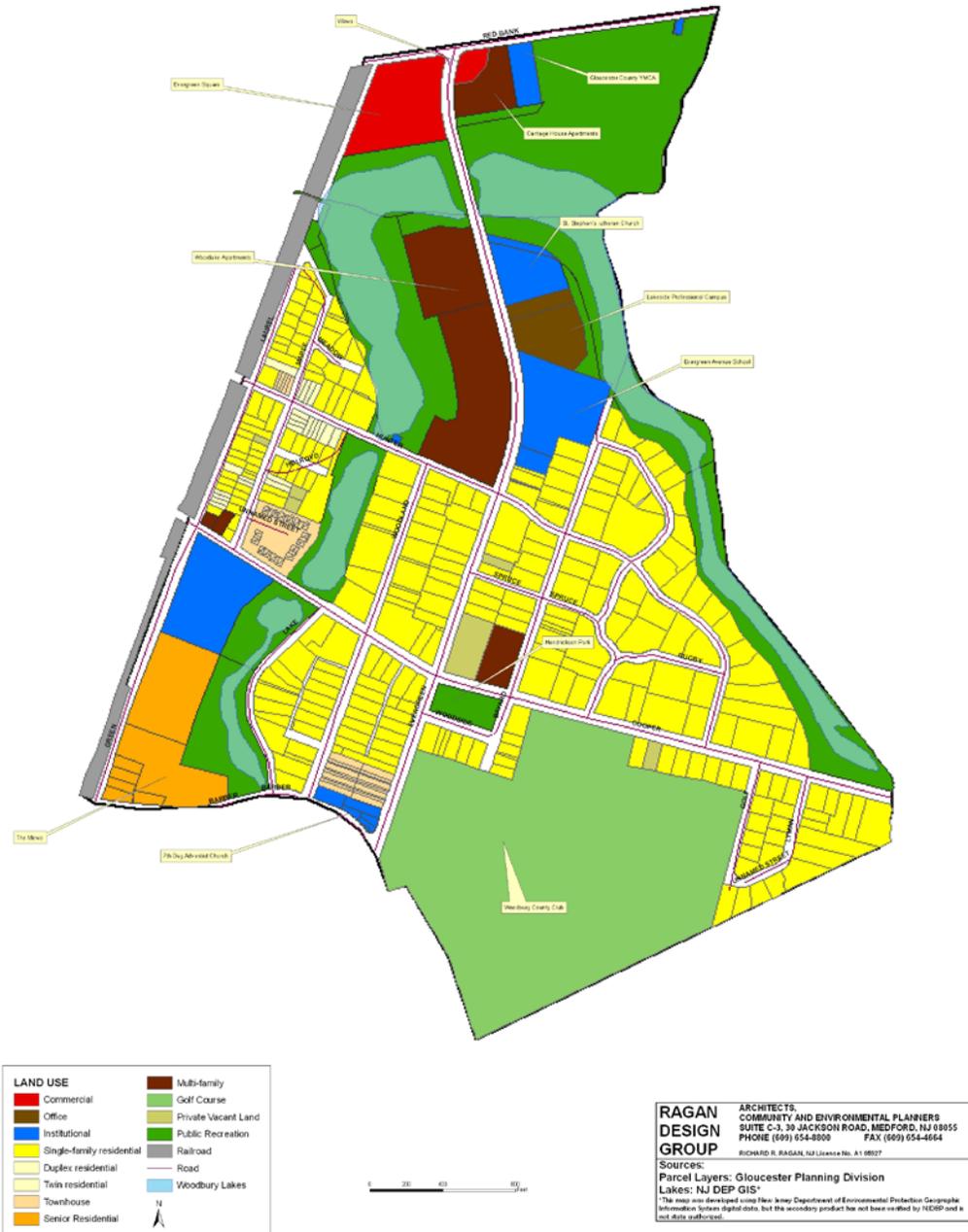
- A walking path is needed around Stewart Park. As part of the Recreation Element it is being suggested that a capital improvement program be developed for the installation of a walking path around Stewart Park.
- Several neighborhood streets are being used as cut-through streets to avoid traffic on Broad including Hunter, Rugby, Woodland, and North Maple Avenues. Residents believe that this situation has a negative impact on housing values within their neighborhood. As part of the Circulation Element it is recommended that a capital improvement program be developed for the installation of traffic calming devices at strategic locations along Hunter, Rugby, Woodland, and North Maple Avenues. Alternatively, traffic could be restricted during certain hours to local traffic only along these roadway segments.



- Tree roots have damaged sidewalks throughout the neighborhood. In addition, to the traffic calming devices, the capital improvement program should also earmark funding for sidewalk repair. Alternatively, seek State funding for sidewalk repair.

CITY OF WOODBURY

Area #2: 2005 Existing Land Use



Map A-6: Neighborhood #2

Zoning Recommendations

- The entire lots fronting Broad Street should be zoned Commercial C-1 thereby eliminating the existing condition of split lot zoning.
- The 18 acre Woodbury Country Club is currently zoned Residential R-90 which permits lot sizes of 9,000 square feet. Given the increased residential impact that this land would have on the community if developed residentially, it is recommended that the minimum lot size of a new zone R-100 be increased to 30,000 square feet to one acre and that a minimum open space requirement of twenty percent be required.
- Modify the lot sizes in R-90 to 15,000 square foot lots.

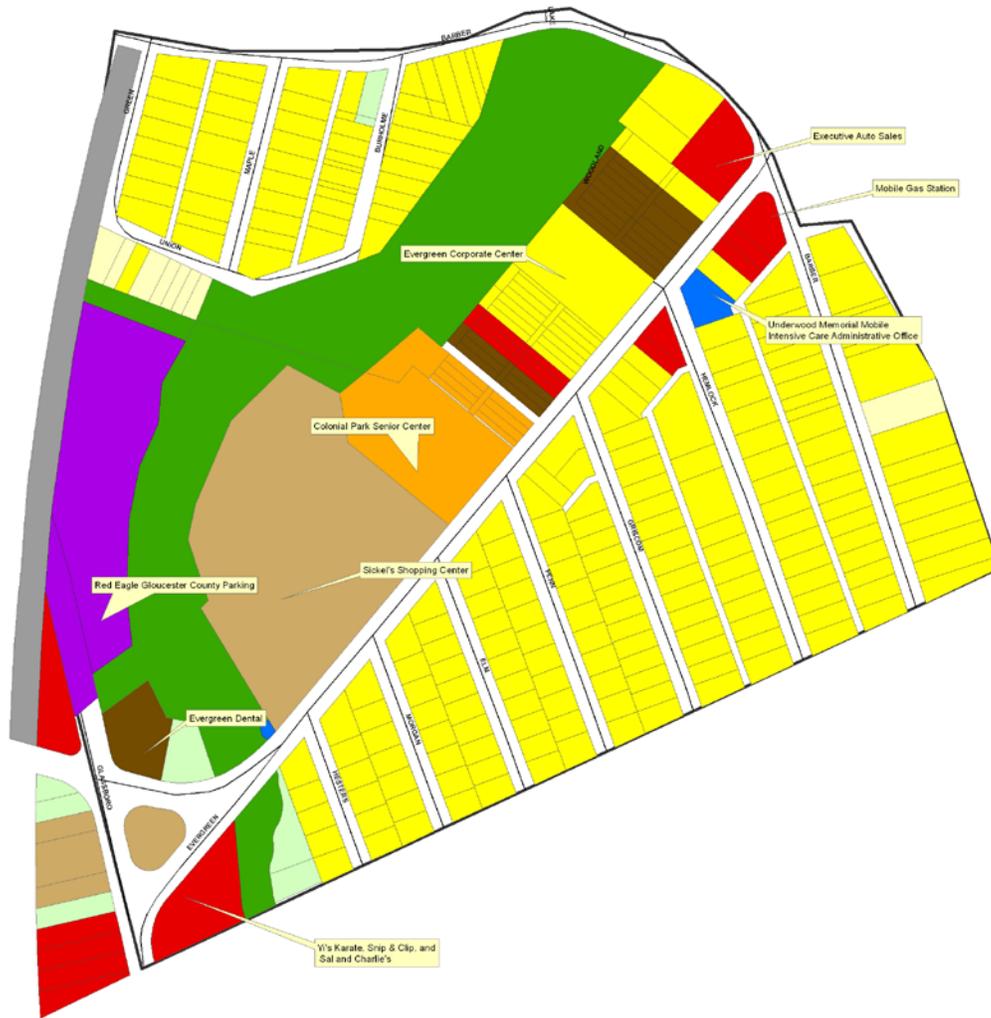
Neighborhood # 3

The boundaries of this neighborhood extend north to Barber Avenue, east to the Woodbury Country Club, south to the boundary of Deptford Township and, west to the rail line/Glassboro Avenue. There are 190 single-family homes and 90 multi-family homes that equates to a total of 280 housing units or 6% of the housing within the City. The area contains a significant number of historic homes and the streetscape is very well maintained (**Map A-7**).



CITY OF WOODBURY

Area #3: 2005 Existing Land Use



LAND USE	
■	Commercial
■	Industrial
■	Office
■	Institutional
■	Single Family Residential
■	Duplex
■	Twin
■	Senior Residential
■	Private Vacant Land
■	Public Recreation
■	Vacant Building
■	Railroad
—	Road



RAGAN DESIGN GROUP
 ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
 SUITE C-1, 30 JACKSON ROAD, MEDFORD, NJ 08055
 PHONE (609) 654-8900 FAX (609) 654-4664
 RICHARD R. RAGAN, NJ License No. A1 65927

Sources:
 Parcel Layers: Gloucester Planning Division
 Lakes: NJ DEP GIS*

*The map was developed using New Jersey Department of Environmental Protection, Geographic Information System digital data, but the secondary product has not been verified by NJDEP and is not state endorsed.

Map A-7: Neighborhood # 3

Issues/Solutions

- The traffic circle located at the intersection of Evergreen and Glassboro Avenues is a significant traffic hazard. It is being suggested that the City seek County and State funding to have the traffic circle eliminated.
- The “Sickles” commercial center is in need of revitalization. This center is currently being redeveloped and should be an asset that will provide service to the surrounding neighborhoods.
- Speeding is a significant issue particularly along Evergreen Avenue. It is recommended that additional speed limit signs be placed at strategic locations along Evergreen Avenue and that speed limits be actively enforced.
- There is a need to provide signage along residential streets to alert the motorist of children playing in the neighborhood. As part of the Circulation Element it is recommended that “children at play” signs be provided along designated streets within the neighborhood.
- The pedestrian circulation pattern through this neighborhood is disjointed due the major roadways and rail lines that separate this neighborhood. It is being recommended that a pedestrian circulation program be established part of the Circulation Element and funding sought through the Capital Improvements program for additional sidewalks and/or bike paths.

Zoning Recommendations

- Commercial C-1 zoning exists in three areas along the north side of Evergreen Avenue between Hester and East Barber Avenues. Given the existing land uses in this area it is recommended that the Commercial C-1 zone be extended pm the north side only along the entire length of Evergreen Avenue between these two streets.
- As part of this master plan, it is being recommended that the City of Woodbury create a redevelopment plan for the southeastern area of the city between South Evergreen Avenue and Barber Avenue for a transit station. A portion of the redevelopment area falls within this neighborhood. Specific zoning criteria will be established in this area as part of the redevelopment plan.

Neighborhood # 4

Neighborhood four extends north to the Woodbury Creek, east to the rail line, south to the boundary with Woodbury Heights, and west to Broad Street. There exist 284 single-family homes and 305 multi-family homes in this section bringing the total number of residential units in this neighborhood to 589 or 14% of the housing within the City (A-8).

Issues/Solutions

- There exists a high degree of mixed uses throughout this neighborhood. Commercial and residential mixed-use buildings are predominantly located along South Broad Street. As part of the Master Plan a redevelopment plan is being recommended for the entire downtown area.



As part of this redevelopment plan specific design criteria will be advanced that will allow for this mixed-use activity by percentage and will require specific parking ratios to adequately serve the needs of the residential and business communities.

- Public parking along Railroad Avenue underutilized. Due to the narrowness of Newton Avenue parking on one side of the street creates a traffic hazard. It is recommended that Newtown Avenue be designated one way from Broad Street to Euclid Street.
- This neighborhood is heavily impacted by the rail line and roadway system. In addition, the Conrail yard is located along South Evergreen and Nelson Avenues. As part of this master plan, it is being recommended that the City of Woodbury create a redevelopment plan for the southeastern area of the city between South Evergreen Avenue and Barber Avenue for a transit station. A portion of the redevelopment area falls within this neighborhood.
- Speeding is a significant issue particularly along Bellevue Avenue. As part of the Circulation Element it is recommended that a capital improvement program be developed for the installation of traffic calming devices at strategic locations along Stuart Street. Alternatively, traffic could be restricted during certain hours to local traffic only along this roadway segment.
- The pedestrian circulation pattern through this neighborhood is disjointed due to the major roadways and rail lines that separate this neighborhood. In addition, senior citizens are limited in their ability to walk to the downtown area due to the lack of safe and proper pedestrian routes. It is being recommended that a shuttle bus/ jitney service be provided to transport residents from various neighborhoods to the downtown area as part of the downtown renaissance at the appropriate time.



A fence is needed along the rail line to protect the health, safety and welfare of the neighborhood residents. It is suggested that the City contact Conrail regarding the installation of a fence along at specific locations to protect the residential neighborhood.

Improved street lighting is needed throughout the neighborhood to improve the

safety of the residential area. As part of the Utility Element it is recommended that a capital improvement program be developed for the installation of street lights at strategic locations throughout the neighborhood.

- Residents expressed a concern of renovated homes that are not consistent with the architectural style of the neighborhood. As defined in the Historic Element architectural standards for renovation of any historic structure and architectural standards for house renovation projects or new residential construction projects is being recommended.

Zoning Recommendations

- The entire lots fronting Broad Street should be zoned Commercial C-1 thereby eliminating the existing condition of split lot zoning.
- As part of this master plan, it is being recommended that the City of Woodbury create a redevelopment plan for the southeastern area of the city between South Evergreen Avenue and Barber Avenue for a transit station. A portion of the redevelopment area falls within this neighborhood. Specific zoning criteria will be established in this area as part of the redevelopment plan.
- North side of East Barber Avenue between Broad Street and Franklin Street should be rezoned from Residential R-15 to Professional Office PO-2.

Neighborhood #5

The boundaries of this neighborhood extend north to the Woodbury Creek, east to Broad Street, south to the boundary of West Deptford Township and west to the boundary of West Deptford Township. There exist 1,131 single-family homes and 502 multi-family homes that equates to a total of 1,633 housing units or 38% of the housing within the City (A-9).

Issues/Solutions

- Traffic volume, speed and noise are a significant issue along Delaware Street. Residents who live on Delaware Street believe that this situation is having a negative impact on housing values. It is recommended that the City find a solution. The speed limit should be enforced at 25 mph. The City may impose a lower weight restriction for truck traffic on Delaware Avenue.
- Jackson Street is being used as cut-through street to avoid traffic on Broad Street. It is recommended that a capital improvement program be developed for the installation of traffic calming devices at strategic locations along Jackson Street.

- A number of existing single-family homes have been converted into duplexes or multifamily apartments. The City has initiated an incentive for homeowners to convert duplexes back to single-family dwellings. This program should be encouraged.



- Due to the narrowness of Queen and Jackson Streets parking creates a traffic hazard. It is recommended that the City restrict parking only along one side of Queen and Jackson Streets. In addition, it is recommended that parking passes be issued for neighborhood residents and that illegal parking activity be enforced.
- A landscape beautification program is needed along Broad Street. The City should pursue grant opportunities from Main Street New Jersey for the development of a streetscape plan for the downtown area. Develop a capital improvement program for the installation of this plan. Coordination with West Deptford to continue this concept into West Deptford is critical to the visual appearance of the entrance into Woodbury.
- Speeding is a significant issue particularly along South Columbia Avenue. It is recommended that a capital improvement program be developed for the installation of traffic calming devices at strategic locations along South Columbia Avenue. Alternatively, traffic could be restricted during certain hours to local traffic only along this roadway segment.

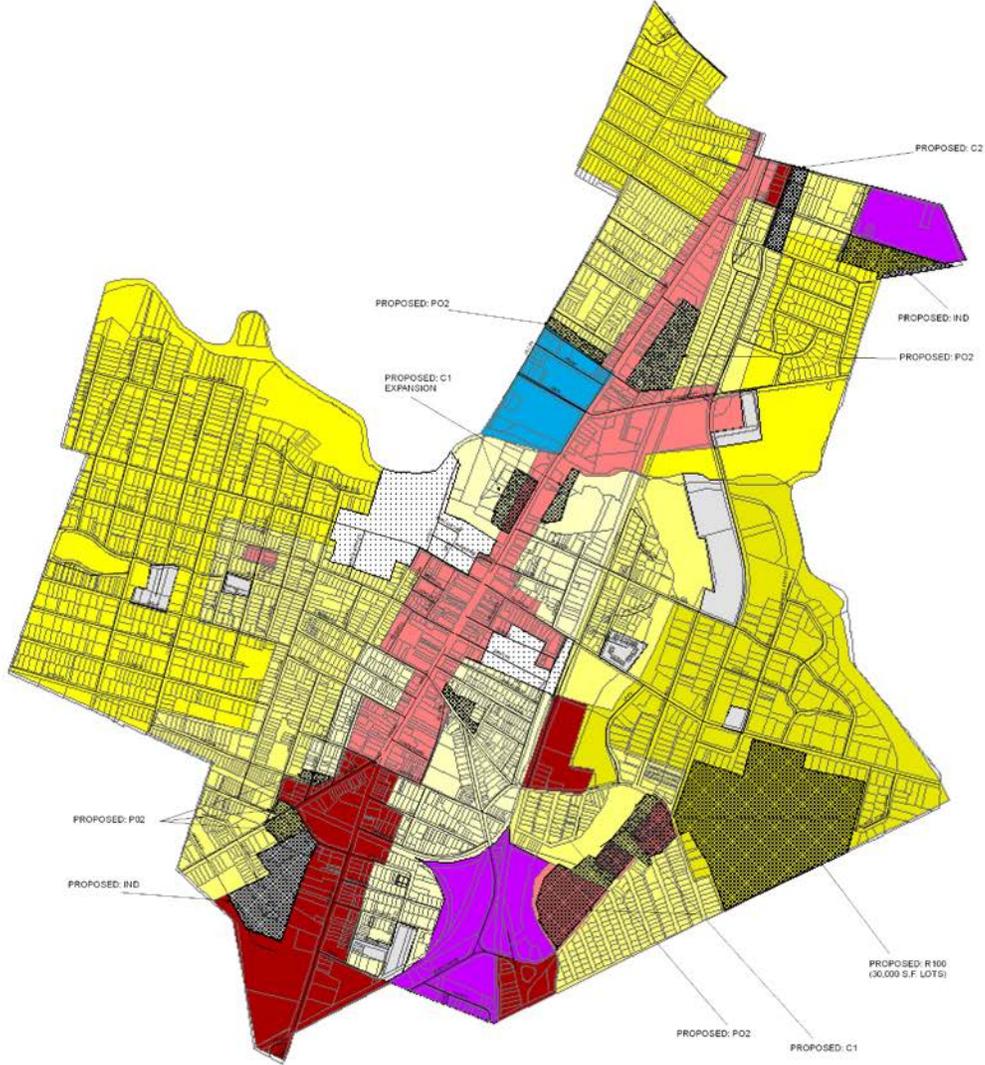
- Benches are needed around Bell Lake Park. As part of the Recreation Element it is recommended that a capital improvement program be developed for the installation of benches around Bell Lake Park.

Zoning Recommendations

- Professional Office related uses have encroached into the residential neighborhood located along Salem Avenue. It is recommended that this area be rezoned from Residential R-35 to Professional Office PO-2.
- A \pm 4 acre parcel of vacant land exists at the end Leona Avenue. The property is zoned Residential R-35 and Industrial IND. Given the proximity to residential dwellings it is recommended that this entire parcel be rezoned Residential R-35.
- Woodbury Country Club be rezoned to R-100, a new zone to be consistent with the lot sizes across Cooper Street between 30,000 sq. ft and 40,000 sq. ft.



CITY OF WOODBURY Proposed Zoning



ZONING	
■ Commercial C1	Proposed Zoning Changes
■ Commercial C2	Professional Office Overlay
■ Industrial I1D	Road
■ Medical-Hospital	
Planned Apartment, PA	
■ Residential R-90, R-100	
■ Residential R-60	
■ Residential R-35	
■ Residential R-15	

RAGAN DESIGN GROUP
 ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
 SUITE C-1, 29 JACKSON ROAD, MEDFORD, NJ 08855
 PHONE (908) 654-2899 FAX (908) 654-4854
 MICHAEL R. RAGAN, ALLIANCE No. 42 09927

Sources:
 Parcel Layers: Gloucester Planning Division
 Lakes: NJ DEP GIS

This map was developed using data from the Department of Environment & Protection Geographic Information System. Digital data for the water bodies shown were verified by DEP and is not under contract.

Map A-10: Proposed Zoning Map

PERFORMANCE STANDARDS

Performance standards are planning amenities that can be incorporated into a community by establishing criteria for design. They address the relationships between varying districts and lands uses and mitigate potential adverse conditions that may result. Buffers, parking setbacks, open space networks, and view corridors are examples of planning amenities. The following standards are suggested criteria to be followed within the designated districts in Woodbury City:

Landscaping

Landscape design plays a significant role in the overall appearance of the City. Whether we are referring to the placement of hanging baskets on light poles within our downtown, street trees, or landscape treatments that accents new construction projects, landscaping adds value and esthetic qualities. There is no question that trees are a valuable part of the city infrastructure and need to be managed as proactively as the streets and public utilities.

- Street trees. All applications for development or redevelopment devoid of major trees along arterial and collector streets should plant trees on centers of forty (40) feet. At intersections, trees should not be planted closer than thirty (30) feet from the intersection of the street right-of-way lines, except when the standards need to be increased for sight. The minimum caliper of the trees should be three inches (3") measured twelve inches (12") above ground.
- Landscaping provided as part of any development or redevelopment plan should provide for a variety and mixture of plantings. The site plan/or subdivision plan should show the location, specie, size at planting, and quantity of each plant. A conscious effort should be made to preserve the existing vegetation on-site during the design, planning, and construction of any development.
- Where new landscaping or lawn area has been provided for nonresidential uses, underground irrigation of this area should be provided, where practicable and feasible.

Buffer Strips

- A buffer is an area of land that serves as a vegetated shield between uses that is separate and distinct from any other required setbacks.
- Buffering shall be provided between residential uses of different intensity and between residential and nonresidential uses.

- Buffers shall be created to minimize noise; to provide relief from views of loading areas, trash enclosures, parking areas and the like, and to provide a horizontal and vertical separation between different land uses.
- Existing vegetation should be incorporated into buffers wherever possible.
- Existing woods within the required buffer area should not be cleared.
- All buffers shall be a mixture of trees and shrubs which are predominantly evergreen, as approved by the reviewing agency and shall provide the equivalent of two staggered rows of evergreen trees; each tree planted 15 feet apart. Evergreen trees shall be six to eight feet tall, balled and burlaped, and sheared. Shrubs shall be a minimum of three feet tall.
- Detention basins shall not be included within buffer areas.
- Where multi-residential or townhouse structures adjoin a single-family area, a buffer 15 feet in width shall be provided within the multi-residential or townhouse area unless specified at a greater dimension by use. Where single-family residential is adjacent to a non-residential use or zone, a buffer 25 feet in width shall be provided along with privacy fencing.
- Buffers shall be provided to all districts as defined in Article 25 of the Woodbury City Ordinance.

Energy Conservation

Site plans and subdivision layouts, which use natural factors to their advantage, can reduce energy demand by approximately 20 percent. These benefits accrue both to the homeowner by reducing operating expenses and to all regional energy users by reducing aggregate energy demand. The following techniques are recommended for all new land development.

- Roofing should be oriented towards the southern exposure where possible.
- Window openings on northern exposures should be limited in size and number.
- Windbreaks of evergreen material are recommended both on northern exposures of residential structures and on the northern property exposure.
- Deciduous trees are recommended on western exposures to intercept summer's setting sun and to allow the energy of the winter sun to pass through.

Contiguous Lots

When two or more contiguous lots are under the same ownership and one or more of those lots are undersized in area or dimension, the land holdings shall be considered as one lot.

Change of Use, Zoning Approval for Occupancy

Any change of use or occupancy within Woodbury City will void the previously issued Zoning Approval for Occupancy and require the issuance of a new one. In addition, board approval must be obtained before the conversion of any use to any other use even though no new construction is planned when the conversion of use occurs. The purpose of board review is to determine whether the new use will conform to all appropriate City regulations and to ensure that the existing facilities will be adequate for the proposed use.

Architectural integrity and the historical character of Woodbury should be maintained. Architectural review and approval of building elevations by the Historic Preservation Commission and/or the Planning Board should include the following:

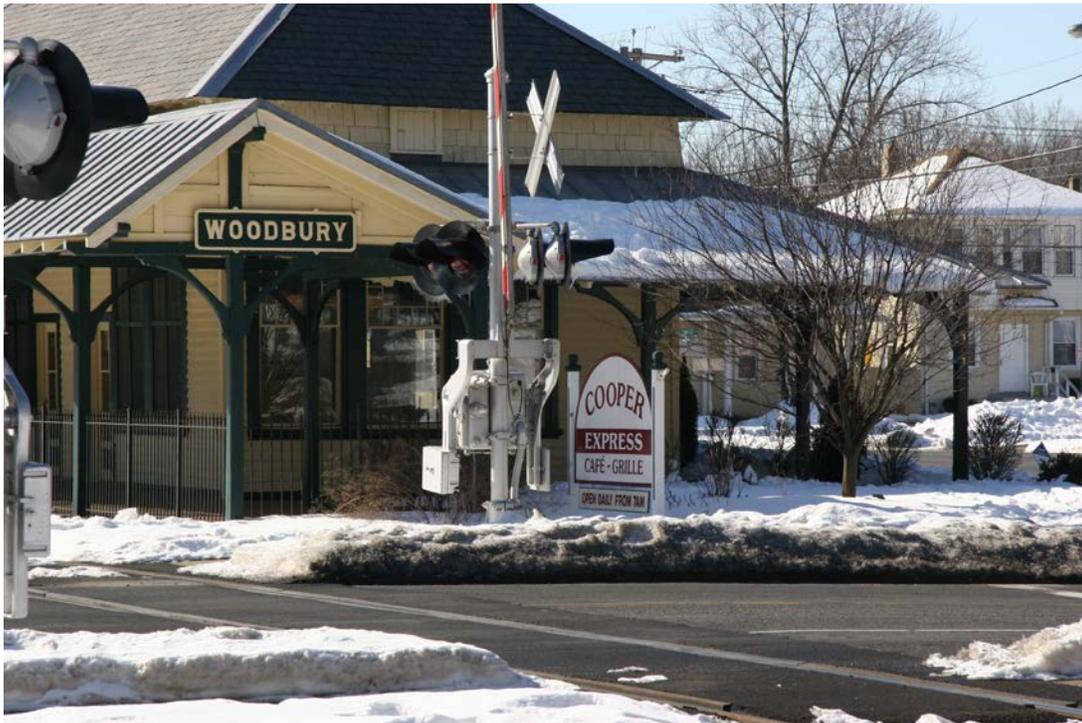
- The general capability of the exterior design, arrangement and materials proposed to be used and any other factor including aesthetics which it deems pertinent.
- Where appropriate, the historic or architectural significance of the structure and its relationship to the historic value of the surrounding area.

Architectural review within the City of Woodbury historic district shall be responsive to the architectural character of the area, using the following standards as guidelines for new construction:

- The proposed buildings shall be aesthetically pleasing and compatible with the historic structures within three hundred (300) feet of the subject site in both directions.
- The materials selected for buildings within the historic district shall be material used during the period or contemporary facsimile, provided the visual appearance is substantially equivalent, as determined by the historic preservation commission and/or the planning board.
- Where appropriate, one of the styles suggested here should be employed. The characteristics are proposed as a guideline. Additional architectural styles of a similar nature will be considered by the commission and/or board.

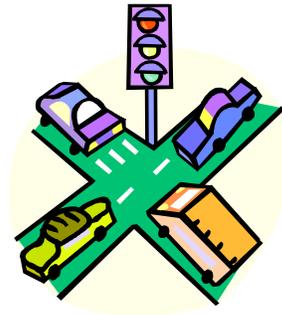
	Primary Architectural Elements	Secondary Architectural Elements	Ornamental Features
1. Victorian	<p>Cross gable roof Tower element Full width front gable</p> <p>Full front porch</p>	<p>Dormers Box or bay windows Pent roof enclosing gables Bands of shingles of varying styles Porch column brackets Classic columns grouped or raised to porch rail level Groups of windows of three or more</p>	<p>Patterned masonry Transom Side glass panels at front door Dentil molding</p> <p>Palladian window Spindlework porch supports</p> <p>Finial</p>
2 Italian Renaissance	<p>Low pitched dipped roof (flat in some cases)</p> <p>Widely overhanging eaves with decorative brackets Cupola or tower</p> <p>Front porch</p>	<p>Tall first floor windows with transoms or arched</p> <p>Second floor windows are smaller and less elaborate Recessed arch doorways</p> <p>Pedimented windows Rusticated masonry at the first floor level</p>	<p>Balustrade on the second level at the windows Brackets at the eaves</p> <p>Rustic belt course between the first and second level Quoins</p>
3. Greek Revival	<p>Full height (two story) entry porch</p> <p>Full façade porch</p> <p>Entry porch (one story) supported by square or round Classic columns supporting the porch roof</p>	<p>Narrow line or transom and sidelights</p> <p>Elaborate door surrounds</p> <p>Ornate entablature / architrave / frieze, cornice Transom lights full or broken</p> <p>Recessed lights with columns in the front Doric columns</p>	<p>Wood panels beneath open for access to porches Columns having a “battered” (receding upward) appearance Square columns</p> <p>Decorative crowns over windows</p>

	Primary Architectural Elements	Secondary Architectural Elements	Ornamental Features
1. Georgian / Federal	Side gabled roof Gambrel roof	Paneled front door Elaborate decorative crown (entablature) with decorative pilasters (flattened columns)	Pedimented dormers Shutters
	Triangular pedimented doorway	Windows with small panes 9/9 (9/9, 9/6) or (6/9, 8/12)	Elliptical fan light over door
	Segmental pedimented doorway	Dental cornice trim	Side lighted windows
		Window entablatures	Palladian windows Keystone lintels Four panel shutters

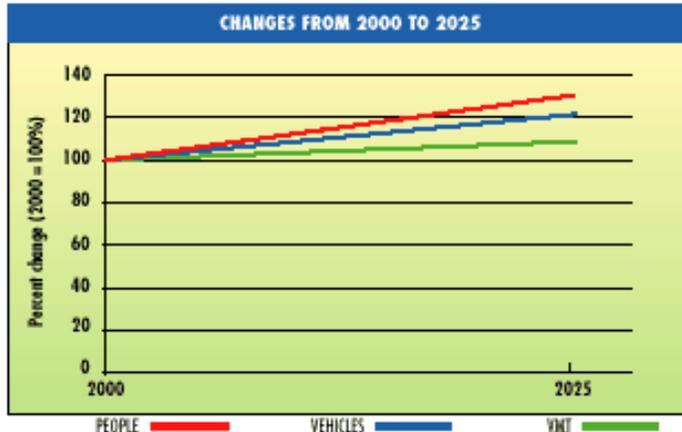


B. CIRCULATION ELEMENT

Current national transportation policies are not producing the desired outcomes for our communities. Therefore, it is essential that transportation reform be implemented at the local level to address community efficiency and livability. Traffic engineers have discovered that regions cannot build their way out of congestion, and increasing road capacity typically leads to additional traffic. Americans want transportation solutions that lead to greater social equity, a stronger sense of community, better air quality, a healthier population, improved public safety, and a more robust economy. The ability to move people and goods throughout the region while mitigating the traditional transportation conflicts that plague the nation's largest communities will be the result of a well designed and efficient transportation system.



The design of streets plays a role in keeping communities “livable.” If neighborhood traffic is slow, pedestrians, bicyclists, and children are more likely to be safe. An interconnected street system where there are multiple pathways throughout the community will allow residents, employees, and visitors to choose the shortest and most direct route to their destination. In addition, a unified network of streets ensures that no single street will be burdened by excessive traffic.



According to the 2000 U.S. Census seventy-five percent (75%) of City residents drive alone to work, ten percent (11%) car pool and seven percent (6%) use public transportation. Public transit needs to become an increasingly viable alternative for both commuters and residents.

Woodbury's transportation systems consist of regional highways, county roads, city streets and public transportation. Regionally, State Highway Route 45 serves the city in the north/south direction. Interstate Route 295 with two interchange locations in close proximity to the city serves as a major transportation and commuter route in the north/south direction.

This Circulation Element is advancing the following goals and objectives:

Goals

Improve overall circulation without sacrificing core values of pedestrianism and community design, while emphasizing benefits of improved public transportation systems and alternative modes of transportation including walking and bicycling. The circulation goals facilitate the movement of people, goods, and services throughout the City and the region with minimal conflict.

- Work with the New Jersey Department of Transportation, the Delaware Valley Regional Planning Commission, and the Gloucester County Planning and Highway Departments to create a two lane (one in each direction) with a median in Route 45 through the center of the downtown with full capacity turn lanes at each traffic signal.
- Reinforce a pedestrian friendly community throughout.
- Provide adequate parking for downtown.
- Coordinate with NJ Transit for improved service to the community.
- Promote bike friendly environment that provides for ease of movement from place to place.
- Encourage enforcement of pedestrian safety in signed and marked pedestrian zones and crosswalks and recommend the use of contrasting material and texture for sidewalks and crosswalks to create a pedestrian friendly environment within the downtown area.
- Encourage rail passenger's service to come to Woodbury.
- Eliminate the minimum parking requirements for restaurants within the downtown area, as an incentive to attract quality restaurants.
- Require any downtown user who cannot meet the parking requirement to provide a fee in lieu per parking space. These funds will be collected in an improvement fund for the purchase of land and construction of additional parking spaces within the downtown.



Livable Neighborhood Streets

Neighborhood streets should be safe for children, comfortable for bicycling, and provide a pleasing environment for walking. Narrow, tree-lined streets should incorporate living spaces so residents can know and identify their neighbors thereby creating a safer environment. Traffic calming is an essential ingredient for creating an effective network of streets. Speeding in residential areas is the top citizen complaint in many municipalities. However, traffic experts say that tougher law enforcement is not the only answer. Public education and changes in traffic patterns are equally important.

According to the National Highway Traffic Safety Administration, speeding was a contributing factor in 29 percent of the nation's fatal accidents. More than 20 percent of those accidents occurred where posted speed limits were 35 mph or less. Speeding happens throughout the City of Woodbury and it compromises neighborhood livability and safety. It makes playing outdoors hazardous to children, increases background noise, and makes walking, bicycling, and driving dangerous for all citizens.

Traffic conditions near schools can seriously compromise the safety of school children. Although school zones have a 25 mph speed limit when children are present, these limits alone do not ensure the safety of children crossing streets within a school zone. The most common problems in school zones are excessive vehicle speed and traffic volume in areas where students must cross streets and where they are picked up and dropped off.

Combating residential speeding is not an issue unique to the City of Woodbury. It has also been identified as a national concern. "Traffic calming" is defined as measures implemented to reduce speeding and discourage cut-through traffic. Following are initiatives that will encourage traffic calming.

Education alerts people to ways they can help ease traffic problems- for example, by reducing their speed or traveling by bus or bicycle instead of automobile. In addition, awareness campaigns such as speed watch programs and better driver training.

Engineering tools include a variety of traffic calming devices that can reduce speed, decrease volumes, and improve safety. Speed humps, pedestrian crosswalks, traffic circles, neckdowns and narrower road widths are physical improvements that can be constructed to reduce speeding.

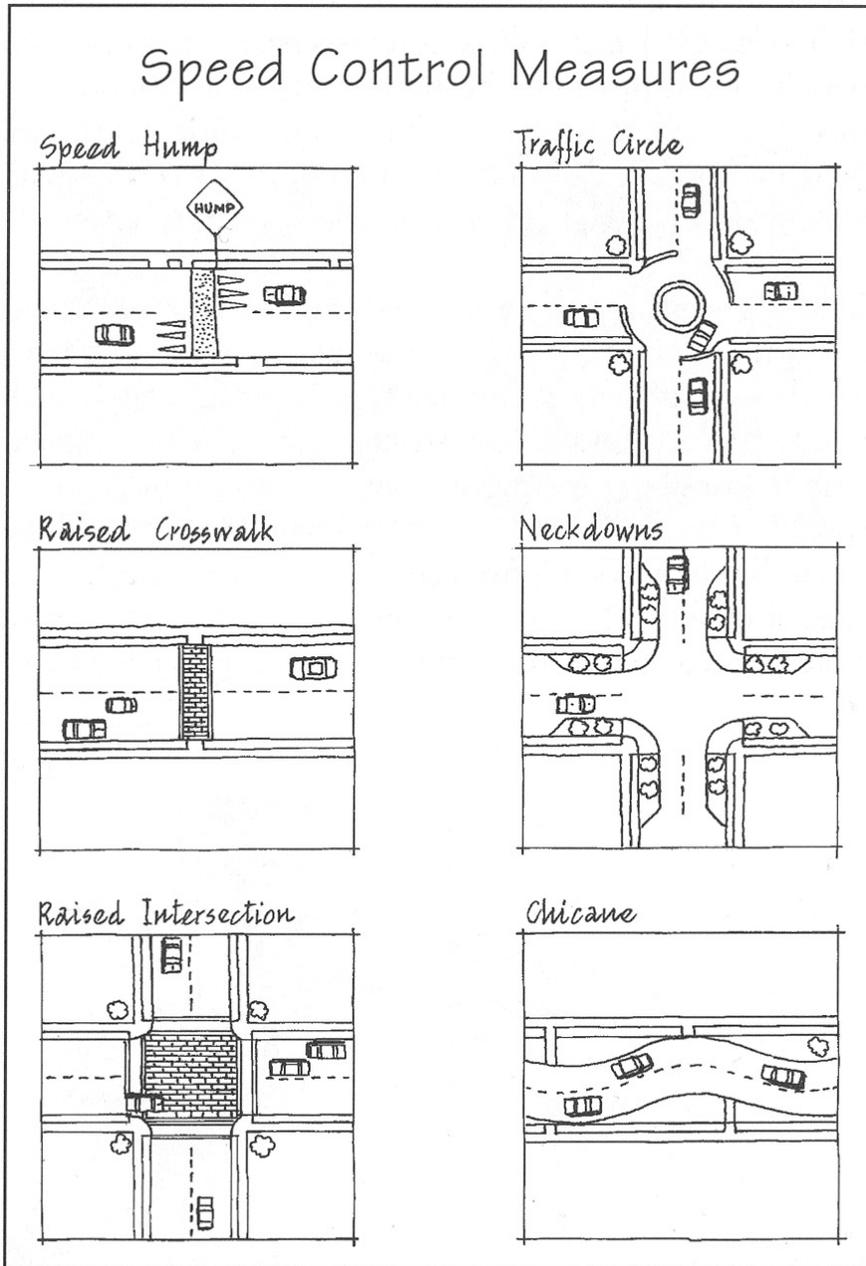
Enforcement enlists the help of the Traffic Division of the City of Woodbury Police Department to focus enforcement efforts on a designated street and increase community awareness of speeding problems. Speed display signage, banners and photo radar programs slow speeding in neighborhoods contribute to livability and safety.

Woodbury has experienced success in controlling speeding on many residential streets. The City should continue these efforts along all residential street segments. All of these approaches can be considered when designing a traffic-calming project. Residents can

also help by identifying neighborhood characteristics that should be taken into account when deciding the most effective approach.

Citizen involvement is an important part of all traffic calming projects. The people who live and work in the identified area should have an opportunity to become actively involved in the planning and decision-making process.

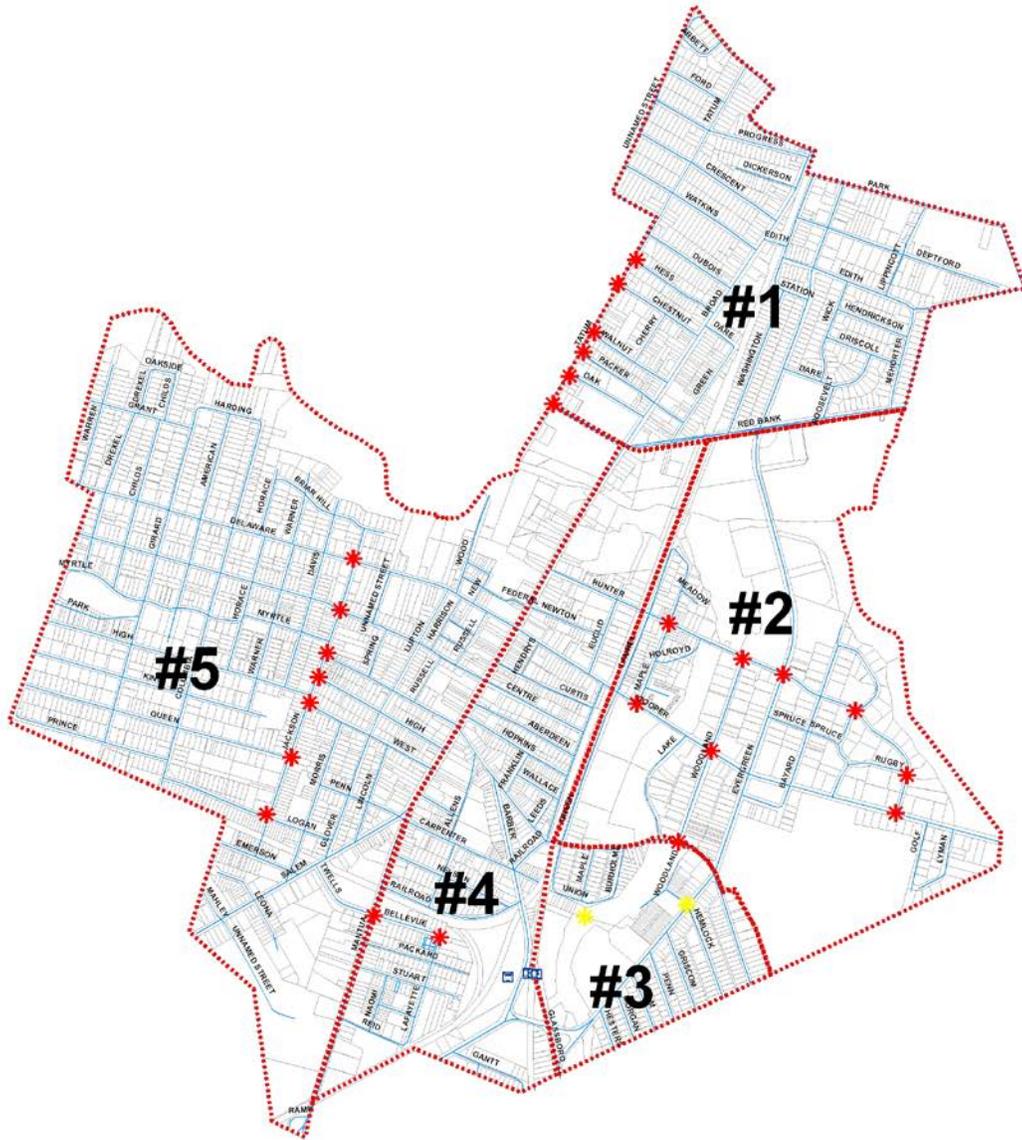
During the Master Plan neighborhood meetings, several streets were identified as areas in need of traffic improvement (i.e. speeding, parking, lack of signage, etc.) The recommended street improvement chart presents street segments that require attention. The circulation map indicates proposed



Source: Adapted from City of Boulder, Colo., *Neighborhood Traffic Mitigation Program—Tool Kit*, undated.

road improvements including traffic signalization and road widenings. (Map A-11).

CITY OF WOODBURY Circulation Map



CIRCULATION IMPROVEMENTS

- Children at Play Signals
- Traffic Calming Device
- Bus
- Train East
- Train West
- Circulation Districts
- Street

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RAGAN DESIGN GROUP
ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
SUITE C-3, 30 JACKSON ROAD, MEDFORD, NJ 08855
PHONE (609) 654-8800 FAX (609) 654-4664
RICHARD R. RAGAN, NJ License No. A1 29327

Sources:
Parcel Layers: Gloucester Planning Division
Lakes: NJ DEP GIS

This map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data, but this secondary product has not been verified by NJDEP and is not state authorized.

Map A-11: Circulation Map

Street Improvement Table	
Street Segments in Need of Traffic Improvements	
<u>Neighborhood</u>	<u>Traffic Improvements Recommended</u>
<p>Neighborhood One – Abbott Street, east to the Cities boundary with Deptford, south to Red Bank Avenue and the Woodbury Creek and west to Tatum Street.</p> <p>Tatum Street between Hessian Avenue and West Red Bank Avenue is being used as a cut-through street.</p> <p>Many homes lack driveways and therefore parking on the street is at a premium.</p> <p>Traffic volume on side streets is a concern and speeding is a significant issue particularly along Tatum Street. Stop signs are also needed on this street. Commercial vehicles should be prohibited from using neighborhood streets as a “cut through” to Broad Street.</p> <p>Major intersections lacking pedestrian cross walks.</p>	<p><i>Stop signs and traffic calming devices should be installed along this section of the roadway.</i></p> <p><i>A parking pass system should be established with the neighborhood residents and illegal parking activity needs to be enforced.</i></p> <p><i>Placing weight limit restrictions on these streets and enforcement of these limits is suggested. Installation of traffic calming devices and stop signs at strategic locations along Tatum Street is recommended.</i></p> <p><i>Pedestrian cross walks should be provided at strategic locations throughout the neighborhood as identified in the Land Use Element.</i></p>
<p>Neighborhood Two - Red Bank Avenue, east to the Woodbury Creek; south to the boundary of Deptford Township and Barber Avenue, and west to the rail line/Green Avenue.</p> <p>Public parking along Railroad Avenue is underutilized.</p>	<p><i>The City should advertise the availability of parking along Railroad Avenue.</i></p>

<p>Several neighborhood streets are being used as cut-through streets to avoid traffic on Evergreen including Hunter, Woodland, and North Maple Avenues. Residents believe that this situation has a negative impact on housing values within their neighborhood.</p>	<p><i>Traffic calming devices should be provided along Hunter Street between Evergreen Avenue and Cooper Street, Rugby Place between Hunter Street and Cooper Street, Woodland Avenue between East Barber Avenue and Hunter Street, and North Maple Street between Cooper Street and Hunter Street.</i></p>
<p>Neighborhood Three - Barber Avenue, east to the Woodbury Country Club, south to the boundary of Deptford Township and, west to the rail line/Glassboro Avenue.</p> <p>The traffic circle located at the intersection of Evergreen and Glassboro Avenues is a significant traffic hazard.</p> <p>Speeding is a significant issue particularly along Evergreen Avenue.</p> <p>There is a need to provide signage along residential streets to alert the motorist of children playing in the neighborhood.</p> <p>The pedestrian circulation pattern through this neighborhood is disjointed due to the major roadways and rail lines that separate this neighborhood.</p>	<p><i>The City should seek County and State funding to have the traffic circle eliminated.</i></p> <p><i>Additional speed limit signs are being recommended at strategic locations along Evergreen Avenue. It is recommended that speed limits be actively enforced.</i></p> <p><i>“Children at play” signs should be provided along designated streets within the neighborhood.</i></p> <p><i>A pedestrian circulation program is being established and funding should be sought through the Capital Improvements program for additional sidewalks and/or bike paths.</i></p>
<p>Neighborhood Four - Woodbury Creek, east to the rail line, south to the boundary with Woodbury Heights, and west to Broad Street.</p> <p>Speeding is a significant issue particularly along Bellevue Avenue.</p> <p>Due to the narrowness of Newton Avenue parking on one side of the street creates a traffic hazard to Euclid Street.</p>	<p><i>Traffic calming devices should be provided along Bellevue Avenue between Broad Street and Lafayette Avenue.</i></p> <p><i>Newtown Avenue should be designated one way from Broad Street.</i></p>

<p>The pedestrian circulation pattern through this neighborhood is disjointed due the major roadways and rail lines that separate this neighborhood. In addition, senior citizens are limited in their ability to walk to the downtown area due to the lack of safe and proper pedestrian routes.</p>	<p><i>A shuttle bus/ jitney service is recommended to transport residents from various neighborhoods to the downtown area as part of the downtown renaissance. Funding should be earmarked through the Capital Improvements program for additional sidewalks and/or bike paths.</i></p>
<p>Neighborhood Five - Woodbury Creek, east to Broad Street, south to the boundary of West Deptford Township and west to the boundary of West Deptford Township.</p> <p>Traffic volume, speed and noise are a significant issue along Delaware Street. Residents who live on Delaware believe that this situation is having a negative impact on housing values.</p> <p>Jackson Street is being used as cut-through street to avoid traffic on Broad Street.</p> <p>Due to the narrowness of Queen and Jackson Streets parking creates a traffic hazard.</p> <p>Speeding is a significant issue particularly along South Columbia Avenue</p>	<p><i>It is recommended that the speed limit on Delaware Street be reduced and that the City impose a lower weight restriction. Enforcement would appear to be in order</i></p> <p><i>Traffic calming devices should be provided along Jackson Street between Delaware Avenue and Logan Street.</i></p> <p><i>The City should restrict parking along one side of Queen and Jackson Streets. In addition, It is recommended that parking passes be issued for neighborhood residents and that illegal parking activity be enforced.</i></p> <p><i>A capital improvement program should be developed for the installation of traffic calming devises at strategic locations along South Columbia Avenue. Alternatively, traffic could be restricted during certain hours to local traffic only along this roadway segment.</i></p>

Road and Intersection Improvements

Improvements of any existing roadway or intersection require cooperation and funding at various governmental levels. As a basic premise, existing roadways should be utilized and upgraded to the greatest extent possible. Where new roadways are necessary, the majority could be realized through the process of subdivision and site plan development review with right-of-way and construction being completed as necessary to service developments.

In a properly designed circulation system, each roadway should be designed in accordance with its function; i.e., the service that it will be expected to perform. Generally, roads can be classified into four functional categories: Principal Arterial, Minor Arterial, Collectors (major & minor) and Local. Principal Arterials are usually the highest traffic volume corridors with the longest trip desires. They commonly carry traffic across counties and/or states and serve major centers of activity. Minor Arterials interconnect and augment the principal arterial system. They connect cities, larger towns, and other traffic generators. Collectors provide land access service by collecting traffic from local streets and channeling it into the arterial system. Lastly, local systems consist of all roads not included in the higher classifications. They provide direct access to abutting lands, offering the lowest level of mobility.

State Controlled Roadways

The dominant north/south traffic corridor through the City is New Jersey Route 45, commonly referred to as Broad Street. This is a State controlled roadway administered and maintained by the New Jersey Department of Transportation. Consequently, the location and type of all access drives and roadways that intersect Route 45 is governed by the New Jersey State Highway Access Management Code (Title 16, Chapter 47).

New Jersey Route 45(Broad Street)

New Jersey Route 45 is classified as a principal arterial highway that serves both regional and local traffic in southern New Jersey. The roadway varies considerably in regards to land use, and lane configuration over its length. Within the City of Woodbury, Route 45 begins from the north as a two lane roadway. Beginning at Red Bank Avenue the roadway widens to four lanes and continues this configuration throughout the downtown area. In Woodbury, this section of New Jersey Route 45 is approximate one mile in length and has varying speed limits of 30 MPH when approaching from both the north and south. The speed limit reduces to 25 MPH in the downtown area between Hunter Street and Carpenter Avenue.

There are nine traffic signals located along New Jersey Route 45 in Woodbury City. These traffic signals are located at Edith Avenue, Red Bank Avenue, Delaware/Cooper Streets, Centre Street, Barber Avenue, Carpenter Avenue, Salem/Carpenter Avenues, and Evergreen Avenue. The basic premise of the plan concerning NJ Route 45 is to augment this north-south route so that congestion can be dispersed through a variety of points.

In May of this year a Route 45 Traffic Study Report was prepared for the New Jersey Department of Transportation by Dewberry-Goodkind, Inc. The purpose, project description and problem statement as stated in the report is as follows:

“Route 45 is the main street of the Woodbury central business district (CDB) known as Broad Street. It is listed among the “Main Street” programs of New Jersey. Traffic volumes are high (over 25,000) with a significant number of left turns at the various intersections along the corridor.

Besides being a shopping district, Woodbury is also the county seat, which brings large numbers of people to the public courts and administrative offices, as well as to private law, title, insurance, banking, etc. offices. Woodbury seeks to make the CDB more pedestrian friendly while managing the vehicular traffic on Route 45 and the major cross streets of Delaware/Cooper (CR 534), Red Bank (CR 644), Barber (CR 663) and Kings Highway (CR 551). Each of these roads is signalized, as is Centre Street in the heart of the district. The current lane configuration on Broad Street is two lanes by direction between Cooper/Delaware and Kings Highway. North of Delaware/Cooper, it is striped as one lane, while south of Kings Highway it continues as two lanes by direction.

As an initial step, the City seeks to have a traffic analysis performed to ascertain whether it is feasible and beneficial to operate Route 45 as a one lane by direction with a continuous center left turn lane throughout the study section and a coordinated system of traffic signals.”

Dewberry-Goodkind was retained by NJDOT to conduct the appropriate traffic studies, investigations and analysis so that:

1. A proper assessment can be made of the current operating characteristics on Route 45,
2. The effectiveness and impacts associated with implementing a 3-lane roadway alternative and,
3. Other operational improvements that could address the city’s concerns may be identified.

Based on traffic studies, investigations and analysis completed by Dewberry-Goodkind a series of conclusions and recommendations have been formulated. The complete Route 45 Traffic Study Report has been attached as Appendix 'A' to this Circulation Element. Recommendations as presented in the study have been broken into Short-Range Implementation, Mid Range Implementation, as follows:

Short-Range Implementation

Some of the following Short-Term recommendations will be referred to NJDOT Operations staff for implementation. Beyond these activities, other short term actions such as re-striping the northbound approach to the Red Bank Avenue intersection can be folded into a Pipeline 3 project under NJDOT capital program. Other Short-Term recommendations will be coordinated with the City for implementation.

1. Route 45 at Carpenter Street/Salem Avenue
 - Assign a crossing guard at the Carpenter/Salem Avenue intersection to assist young students.
 - Needs crosswalks defined by pavement markings and pedestrian crossing signs.
2. Route 45 at East Barber Avenue
 - NO TURN ON RED sign at the southeast corner needs to be relocated from the crosswalk/wheelchair ramp area to avoid possible pedestrian injury.
 - Move/adjust crosswalk alignments to eliminate existing angled pedestrian crossings and shorten pedestrian crossing distances.
 - Install pedestrian push buttons.
3. Route 45 at Aberdeen Place
 - Eliminate crosswalk north of intersection.
 - Trim tree limbs along Route 45 that are blocking advance Crosswalk warning signs.
4. Route 45 at Cooper/Delaware Street
 - Replace missing cover on pedestrian push button.
 - Provide more time for pedestrian phase across Route 45.
 - Install Braille Plate near push button to supplement tune-type pedestrian signal.
5. Route 45 at Hunter
 - Street trees and plants should be trimmed, if not removed, to make pedestrian warning signs more visible to motorists on Route 45.
 - Install pedestrian push buttons.
 - Install white longitudinal pavement markings for added crosswalk visibility.
 - Prohibit parking on the east side of Route 45 and south of Hunter Street to improve sight distance for westbound-to-northbound drivers on Hunter Street. Gloucester County plans to build a garage in the northeast section of the intersection and signalize the intersection. If intersection is signalized, on-street parking in this section of Route 45 could be restored.
6. Route 45 at Red Bank Avenue
 - Sign stating “Cross at Crosswalk” should be supplemented with crosswalk pavement markings and new signs directing people to preferred crosswalk location.
7. Install tactile devices at the bottom of wheel chair ramps where these exit along Route 45.

8. Replace worn-out crosswalks with new using the 8-foot wide spacing between crosswalk lines.
9. Implement traffic signal coordination for signals within the study area and optimize traffic signal timing.
10. Increase the size of signs to parking areas in the city and locate them strategically so drivers will be able to find and read them easily.

Mid-Range Implementation of the NJDOT Study

The following recommendations may be implemented after completion of additional planning, coordination and study involving both the City and the NJDOT.

1. Install a pedestrian or school activated crosswalk warning system for the crosswalk at the Hunter Street intersection. This system features warning lights next to an overhead pedestrian or school crossing sign mounted over Route 45, which is activated using either a pushbutton at the crossing or a switch located inside the school. An alternative design is a system where warning lights are operated in association with school zone signs located in advance of the crosswalk. The warning lights are operated by the school for a specific period of time before classes start and for a period after classes end.
2. Construct curb bulb outs at street corners along Route 45 intersections. These installations not only shorten the crossing distance and the crossing time for pedestrians but they also make pedestrians more visible to drivers.
3. In some locations, existing wheelchair ramps at street corners have to be reconstructed consistent with current ADA requirements. At a minimum, this means providing two separate wheel chair ramps at every street corner which helps guide wheelchair users and blind people as they approach or leave a crossing. Current designs expose them inadvertently to vehicle traffic. As these ramps are re-constructed, tactile devices should also be installed.
4. Restripe the northbound lane of Route 45 north of Delaware/Cooper Street to provide for two northbound lanes and provide lane continuity within the study area. Impacts to existing street parking should be evaluated and addressed prior to implementing this recommendation. ***The City specifically chooses to maintain one lane with parking on the northern limit of the City.***

The City of Woodbury is interested in pursuing most of the Short Range recommendations. However, the City is attempting to create additional parking within the downtown area; therefore Short Term recommendation 6-4 is not being advanced. Described below are the various road improvement proposals that the City has requested to be considered immediately by NJDOT. They have been advanced as a traffic calming solutions to the downtown area to provide for a pedestrian/shopping friendly atmosphere.

- The installation of “Pedestrian Paddles” to be located in the center of Broad Street at each crosswalk. These paddles are designed to alert the vehicular traffic on Broad Street to the location of each crosswalk and that pedestrians in the walkway have the right-of-way.
- The installation of “Countdown Lighted” at major intersections along Broad Street within the business district for each pedestrian crosswalk strip. The major intersections include Delaware/Cooper Streets, Centre Street, Barber Avenue, and Carpenter Street.
- The installation of “Light Synchronization” devices to pre-existing lights to improve the traffic flow through the downtown business district.
- The installation of an “Advanced Left” signal for southbound Broad Street intersecting with Cooper Street.
- The elimination of the pedestrian crosswalk at Broad Street intersecting with Aberdeen Place.
- The installation of a “Pedestrian Flashing signal” at Broad Street intersecting with Hunter Street.
- The painting of parking strips along Broad Street.
- The reconfiguration of traffic lanes along Broad Street beginning at the intersection of Red Bank Avenue to Carpenter Street from two (2) lanes in each direction to one (1) lane in each direction with a center turn lane.

The City should also submit a Problem Statement to NJDOT requesting that a separate enhancement project be undertaken to improve the physical and operational conditions for pedestrians and bicyclists.

Highway Access Management Code

In 1992, the New Jersey Department of Transportation (NJDOT) adopted a Highway Access Management Code. This document contains goals and objectives intended to coordinate transportation planning, and land use planning for any development that has frontage on any roadway under the jurisdiction of NJDOT. Access to these roadways may be denied should the proposal not meet the design criteria as established in the code. The Highway Access Management Code does not take urban areas into consideration. Therefore, the City must work with NJDOT to establish the appropriate response to our unique set of circumstances.

The Master Plan must be consistent with the Municipal Land Use Law, which in turn requires conformance with the State Highway Access Management Code. Zoning ordinances that are developed as a result of the Master Plan will govern lot sizes and length of frontages. In this fashion, local zoning regulations will be consistent with the management code.

Future Transit Opportunity

The 2002 Gloucester County Community Transportation Plan Update provides an overview of existing transportation services along with statistics and trends among transit dependent populations. The Plan also details transportation service improvements and initiatives that would significantly enhance the current transportation service delivery system.¹ The 2002 Plan identifies twelve initiatives. It is recommended that these initiatives be measured by decision makers and professionals to advance the goals of the plan. The predominant initiative and the one that directly affects the City is the establishment of a Transportation



Terminal in Woodbury. The location of this facility is a primary recommendation of the draft I-295/US 130 Riverfront Transportation Corridor Study recently prepared by the Delaware Valley Regional Planning Commission (DVRPC). The draft study lists four potential sites in Woodbury for consideration. In addition to Woodbury, the City of Westville is also under consideration. According to the study, “the Terminal would promote the sharing of office and parking space with transportation providers such as: Access Link, social service agencies, private operators and possibly municipal bus services. NJ Transit fixed route bus service would serve the Terminal location as well. The Terminal would serve as a central clearinghouse to address transportation requests, be a NJ Transit ticket agency as well as offer bathroom facilities and shelter from inclement weather. The Terminal would ideally be a 24 hour, 7 day per week operation with state-of-the-art technology to track vehicles and efficiently schedule trip requests amongst various transportation providers.” The location of such a facility in Woodbury would play a significant roll in reducing the number of vehicles along County Route 45 and city streets by reducing the number of single rider private vehicle trips through Woodbury. The City supports train service as a primary benefit. Planning for this long term goal should commence to prepare for this eventuality.

Future transportation needs are determined by analyzing the existing transportation infrastructure and existing and proposed land use patterns. Recommendations established for each planning district take into account the land use and zoning characteristics, infrastructure and travel demand. In this fashion, transportation and land use are linked in providing appropriate recommendations for roadway improvements. The Circulation Maps in each neighborhood indicate the average annual daily traffic flow (AADT) for State Highway Route 45 (Broad Street) and the county roads throughout the City. The PM peak hour is generally ten percent (10%) of the AADT flow. Although this methodology is not infallible, it serves as a general guide for comparison.

¹ 2002 Gloucester County Community Transportation Plan Update

C. RECREATION ELEMENT

The Recreation Element of the Master Plan analyzes existing recreation facilities and makes recommendations intended to create a comprehensive system of public recreation spaces. In planning the community, we must be assured that provisions are made for adequate recreation facilities and parks for the enjoyment of current and future residents. Despite the diverse recreation opportunities currently available, the demand for both passive and active recreation continues to increase.



The 1982 City of Woodbury Recreation Plan Element highlights the fact that while Woodbury's amount of recreation is more than adequate, its geographic location of parks does not meet the needs of all areas of the city. Areas such as the West End and east of the railroad tracks in the North End were determined to be highly underserved areas in regards to mini and neighborhood parks. The plan furthermore anticipated a need for recreational expansion in order to meet the demands of a steadily increasing population, projected to be as much as 12,500 in 2000. The plan therefore set forth the goals of expanding recreation in the West End, throughout the Woodbury Lakes Park, and east of the railroad tracks in the North End and preserving the present recreation in the city, particularly the neighborhood playground at Walnut Street School.

Significant changes have occurred within the City since the 1982 recreational assessment that must be accounted. Soon after the plan was completed the City lost its lease on a parcel of land on Salem Avenue, just South of the City Line in West Deptford Township, which provided two soccer fields. Several parks have also been added to the Woodbury park system in recent years. The city lastly has witnessed a recently declining population growth. The actual population of Woodbury in 2000, for example, was 10,307, more than 2000 fewer than the predicted figure from the 1982 report. The present recreational element plan must therefore reflect the actual population and the normal recreation demand.

Goals

- Promote further development and expansion of parks and recreational facilities to meet neighborhood and community needs.
- Integrate City and school facilities so both can service the recreation needs of the community.
- Provide present and future neighborhoods with safe, accessible, and compatible athletic facilities.

- Improve and expand cultural, non-athletic, and recreational opportunities for citizens of all ages within the community.

Objectives

- The City and School Board working together should improve open space fields at all school sites. A plan of action should be implemented with contributions from both parties as well as the leagues that utilize the fields.
- Easements through private land should be obtained, when necessary, to provide public access to open space.
- Develop a trail system that connects residential neighborhoods to parks, public open space, and commercial centers.
- Require a recreation fee of any new residential development that will improve the recreation facilities.

These goals and objectives will be met through the coordinated efforts of the City, the school board, and associated recreational groups.



Recreation Facility Definitions

Level of Service Guideline (LOS): An expression of land, facilities and programs needed to meet the real time recreation demand for quality park and recreation opportunities desired by the citizens.

This is expressed as a ratio expressed as acres/1,000 population which represents the minimum amount of ground space needed for the desired facilities and recreation activities.

Park Recreation, Open Space and Greenway Classification Guidelines: An expression of the amount of land a community determines should constitute the minimum acreage and development criteria for different classifications of parks, open space and pathways.

Facility Space Guidelines: An expression of the amount of space required for a specific recreation facility.

Public Park: A public park is one that is owned by the municipality, county or state and is open to the public.

Quasi-public Park: Parks of this nature are generally located on land associated with schools, churches and other institutions. They are open to the public however, availability is often limited.

Private Park: A private park is on private land such as a swim club or common area owned by a homeowner or condominium association.

Classification Systems

The list below consists of classifications that will allow for the development of a comprehensive recreation system. The inclusion of pathway facilities reflects the desirability of connecting otherwise disparate open spaces and will lay the foundations for the emergence of a light traffic system to encourage pedestrian and other alternative forms of travel within the community. These alternative modes of transportation have recreation benefits, support health and fitness and have the potential to reduce traffic.

For Parks and Open Space:

Mini-Park: Used to address limited, isolated or unique recreational needs. Service areas vary, may be for an isolated residential area, a public space in an industrial park or a play area in a downtown shopping district. Mini-parks are usually about 1 acre in size, and a general standard of ½ acre per 1,000 residents may be applied.

Neighborhood Park: The neighborhood park remains the basic unit of the system and serves as the recreational and social focus of the neighborhood. The size of a

neighborhood park varies by location, but a general standard of 2 acres per 1,000 residents may be applied.

School-Park: Depending on the circumstances, combining parks with school sites can fulfill the space requirements for other classes of parks such as neighborhood, community, sports complex and special use.

Community Park: Serves a broader purpose than the neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces. Community parks are usually larger complexes and are needed at a ratio of 5 to 8 acres per 1,000 residents.

Large Urban Park: Large urban parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. Focus is on meeting community based recreational needs as well as preserving unique landscapes and open spaces.

Athletic/Sports complex: Consolidates heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community. The sports complex may be associated with a community park.

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

Private Park/Recreation Facility: Parks and recreation facilities that are privately owned yet contribute to the public park and recreation system.

Natural Resource Area/Preserve: Lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual/aesthetics buffering.

Greenways: Effectively tie park system components together to form a continuous park environment.

For Pathway Facilities:

Park Trail: Multi-Purpose trails located within greenways, parks and natural resource areas. Focus is on recreational value and harmony with natural environment.

Connector Trail: Multi-purpose trails that emphasize safe travel for pedestrians to and from parks and around the community. Focus is as much on transportation as on recreation.

On-Street Bikeway: Paved segments of roadways that serve as a means to safely separate bicyclists from vehicular traffic.

All Terrain Bike Trail: Off road trail for all terrain (mountain) bikes.

Jogging/ Walking Trail: Trails for fitness, may have options for various distances.

Equestrian Trail: Trails developed for horseback riding.

Facility and Space Standards

The facility space guideline is the amount of space required for a specific recreation facility such as a tennis court or a playground. The per-person standard sets forth a ratio of facilities to residents to use as a guide in accommodating the recreational needs of a healthy community. The number of facilities at a particular location will be determined by the land and resources available and the needs and demands of the community. A benchmark standard is set forth to use as a starting point for determining community need. Some facilities or amenities are not associated with a specific quantity, but will be based on the community's priorities, current trends and the interests of the residents. The development of a park is guided by the park classification (i.e. what grouping of facilities is appropriate). Space must also be allowed for off street parking, spectator space, landscaping, restrooms and storage, if desired. Therefore the Level of Service Guideline must identify the minimum amount of parkland needed to accommodate not only specific facilities, but also the space needed for unprogrammed recreation activities. Table R – 1 that follows can be used as a guide.



Table R – 1
City of Woodbury
Recreation Analysis and Need
Population = 10,307²

Facility	Total Standard	Current Facilities			Deficit (-) Surplus (+)
		Twp./Co.	Schools	Total	
<i>Community Park *</i>					
5 Acres/1,000	52 Acres	20.98 *			
<i>Neighborhood Park/ Playground Equipment *</i>		Woodbury Creek Branch			
2 Acres/1,000 Equipment is need based	21 Acres	21			
<i>Baseball Fields</i>					
1 Field/3,000	3 Fields	1	1	2	-1
<i>Little League Baseball Fields</i>					
1 Field/3,000	3 Fields	5	0	5	+2
<i>Softball Fields</i>					
1 Field/3,000	3 Fields	1	2	3	0
<i>Tennis Courts</i>					
1 Court/1,500	7 Courts	5	5	10	+3
<i>Basketball Courts</i>					
1 Court/2,000	5 Courts	5	3	8	+3
<i>Volleyball Courts</i>					
1 Court/4,000	3 Courts	0	0	0	-3
<i>Soccer Fields</i>					
1 Field/1,500	7 Fields	1**	1	2	-5
<i>Football Fields</i>					
1 Field/10,000	1 Field	1**	1	2	+1
<i>Lacrosse/Field Hockey****</i>					
1 Field/4,000	3 Fields	0	1	1	-2
<i>General Use Fields</i>					
1 Field/6,000	2 Fields	1	1	2	0
<i>Jogging / Fitness Trails</i>					
1 Mile/1,000	10 Miles	1	1	2	-8
<i>¼ Mile Running Track</i>					
1 Track/10,000	1 Track	0	1	1	0
<i>Ice Skating</i>					
1 Rink/25,000	0 Rinks	0	0	0	0
<i>Street Hockey</i>					
1 Rink/8,000	1 Rink	0	0	0	-1
<i>Community /School Pools</i>					
1 Public Pool/25,000	0 Pools	0	0	1***	0
<i>Golf Course</i>					
Woodbury Country Club	Varies	0	0	1***	NA
<i>Skating Park</i>					
Varies	Varies	1**	0	1	NA

*Classifications of each park can be found under the Recreation Inventory. For these purposes, Athletic/Sports Complex's can be considered Community Parks

** Completion projected for 2006

*** Privately owned but open to public with fee

**** Lacrosse can utilize soccer fields in the spring.

² US Census (2000)

² Delaware Valley Regional Planning Commission

Recreation Inventory

As part of the master plan process, the City's recreation facilities have each been classified using a ranking system based on quality and accessibility of play fields and equipment. A rank of 5 was assigned to parks in very good or exceptional condition and a rank of 1 was assigned to those parks most in need of repair and improvement. Following is an inventory list that ranks the facilities.



Bell Lake Park – 4.48 acre Neighborhood Park (South Girard St. & Myrtle Ave.) – passive recreation space

Rank: 5

Broad St. Lake – 2.83 acre Neighborhood Park (N. Broad St) – passive recreation space

Rank: 5.

Cap Paine Park – 10.63 Athletic/Sports Complex (Frances Ave.) – 5 little league baseball fields, 1 T-ball field, 1 picnic pavilion, 1 playground 1 concession stand with restrooms, passive recreation space, footbridge to Woodbury Creek Park, on-site parking

Rank: 5

Cooper St. Lake – Stewart Park – 12.19 acre Neighborhood Park (Cooper St.) – passive recreation space, on-site parking

Rank: 5

David A. Lavery Sports Complex – Stewart Park – 29.5 acre Athletic/Sports Complex (East Red Bank Ave.) – 3 tennis courts, 1 basketball court, 1 baseball field (currently under renovation), 1 soccer/football field (currently under renovation), 1 picnic area, 1 concession stand, 1 boat launch, nature trail and passive recreation space, on-site parking

Rank: 4

Note: As of 2006, renovations on the baseball and soccer/football fields will be completed, and a new playground will be added.

Evergreen Ave. Lake – 6.26 acre Neighborhood Park (North Evergreen Ave.) – passive recreation space, nature trail

Rank: 3

Green St. Playground - .1 acre Mini Park (Green St. & Dare St.) – playground equipment

Rank: 3

Hendrickson Park – 1.38 acre Mini Park (South Evergreen Ave. & Cooper St.) – passive recreation space

Rank: 5

Hunter St. Lake and Sanctuary – 18.42 acre Neighborhood Park (Hunter St.) – passive recreation space, nature trail

Rank: 5

Jaycees Gazebo – .05 acre Mini Park (S. Broad St. & Aberdeen Pl.) – passive recreation space, 1 gazebo

Rank: 4

Suiter Baptiste Park - .53 acre Neighborhood Park (Lafayette Avenue) – 1 basketball court

Rank: 4

Lake Drive Park – 7.95 acre Neighborhood Park (Lake Dr.) – passive recreation space

Rank: 5

Stuart Park - .45 acre Neighborhood Park (Stuart Avenue) – 1 playground, 1 general use field

Rank: 3

The Point – .08 acre Mini Park (East Barber Ave. & South Barber Ave.) – passive recreation space

Rank: 5

Thomas Park – .09 acre Mini Park (Salem Ave.) – passive recreation space

Rank: 4

Veterans Plaza – .12 acre Mini Park (S. Broad St.) – passive recreation space

Rank: 2

Wing-Dickerson Park – 1.63 acre Neighborhood Park (Allens Lane) – 2 tennis courts, 2 basketball courts, 2 playground areas, 1 picnic pavilion, on-site parking

Rank: 3

Woodbury Creek Park – 20.98 acre Neighborhood Park (Wood St.) – boat ramp, nature trail, passive recreation space, footbridge to Cap Paine Park, on-site parking

Rank: 5

Woodbury Rotary Club Park – 13.22 acre Neighborhood Park (South Woodland Ave & East Barber Ave.) – 1 basketball court, 1 gazebo, on-site parking

Rank: 4

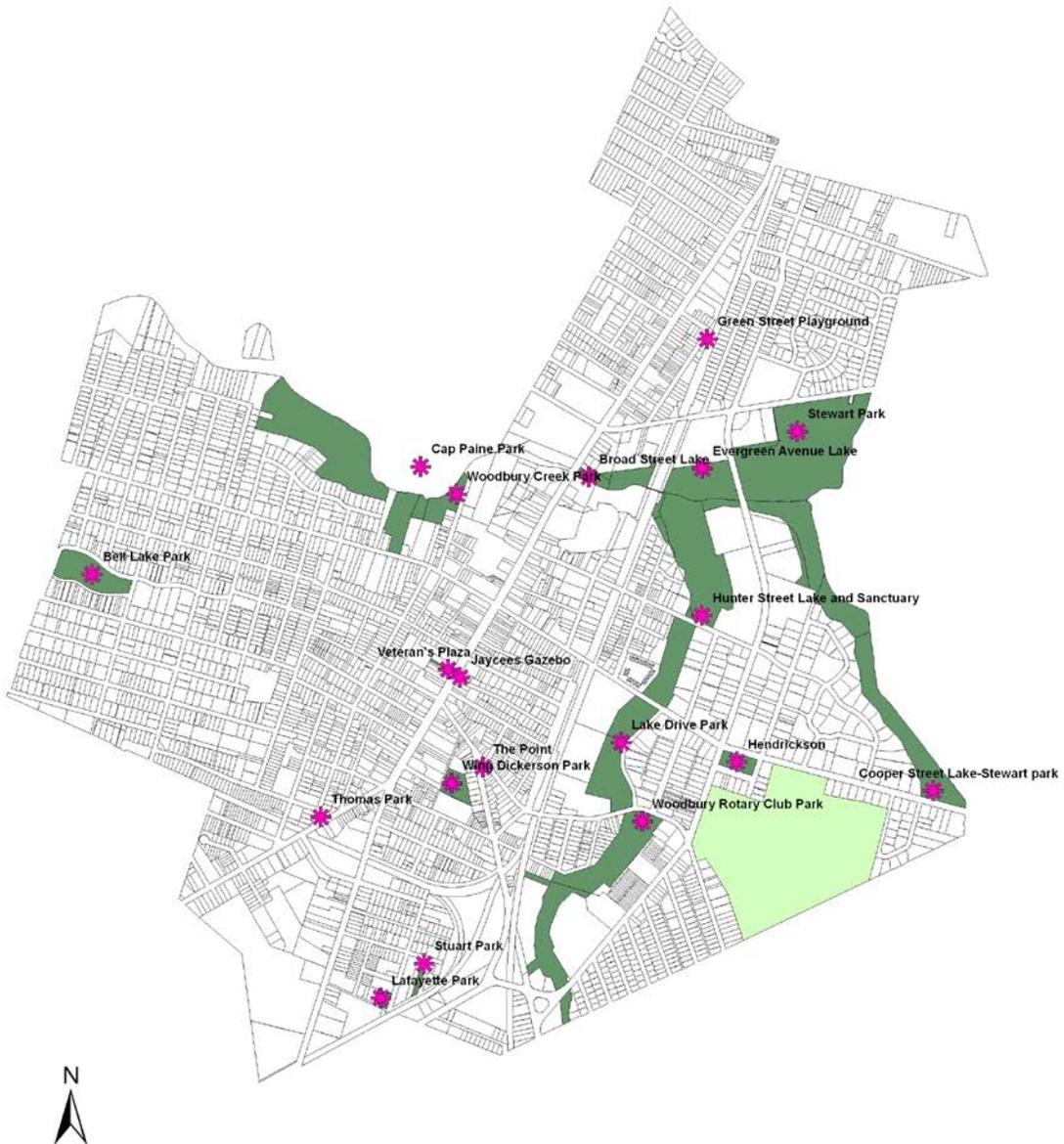
Red Bank Soccer Complex – to be completed 2007.

Recommendations

1. Continue the great effort of maintaining these valuable park resources.
2. The new park that is currently being constructed on Red Bank Avenue works well with the YMCA for joint use of programs and activities. Explore and capitalize on this shared use potential.
3. Explore adult recreation activities for County and hospital employees as a means of keeping these individuals as customers of the downtown after work hours.
4. Senior citizen recreational opportunities.
5. Continue planned development at Red Bank Avenue. Proposed soccer complex.
6. Explore funding for construction of the skate park.

The Recreation Map (**Map A-12**) identifies the recreation facilities and open space within the City of Woodbury.

CITY OF WOODBURY 2005 Recreation Facilities



 Recreation Sites

0 300 600 1,200
Feet

RAGAN DESIGN GROUP
ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
SUITE C-3, 38 JACKSON ROAD, MEDFORD, NJ 08055
PHONE (609) 654-8800 FAX (609) 654-4664
RICHARD R. RAGAN, NJ License No. A1 29327

Sources:
Parcel Layers: Gloucester Planning Division
Lakes: NJ DEP GIS
This map was downloaded from New Jersey Department of Environmental Protection Geographic Information System digital data, but this secondary product has not been verified by NEDD and is not state authorized.

Map A-12: Recreation Sites

D. HOUSING & POPULATION ELEMENT

The Housing and Population plan element reviews the spectrum of housing needs and current population trends in the City of Woodbury. The zoning scheme in the city includes five (5) residential zones and two (2) zones that permit both residential and commercial opportunities. This variety of districts provides a comprehensive response to the housing needs of the community. The Housing and Population element advances the following goals and objectives:

Goals

- Preserve and enhance existing neighborhoods through rehabilitation of any substandard housing units and the encouragement of appropriate infill development where permitted by zoning. Rehabilitation includes both major and minor housing repairs.
- Continue to provide Woodbury's regional fair share of affordable housing for low and moderate income families in keeping with our COAH approval.
- Continue to administer the Section 8 (subsidies from HUD for rental) housing programs to ensure lasting success and affordable housing opportunities.
- Coordinate housing programs that encourage single family homes by reducing the number of duplex units.
- Ensure that new housing development does not negatively affect the existing natural environment and is in character with existing land use patterns.
- Continue to design and implement zoning that promotes opportunities for young professionals.
- Balance housing needs with other land use goals and policies as defined in the master plan.

Objectives

- Continue to support home ownership.
- Continue strict enforcement of code standards for residential construction throughout the City of Woodbury.
- Encourage new urbanism and neo-traditional developments that provide a variety of housing opportunities.

- Establish design criteria for residential redevelopment within existing neighborhoods.

Housing Characteristics

The city's Housing Plan, through its land use policies, has provided opportunities to accommodate present and future housing demands. It is important to analyze existing land use patterns in order to assure that the appropriate mix of housing opportunities are being provided to meet the needs of the community.



Inventory of Woodbury's Housing Units

The primary source of information for the inventory of the City's housing stock is the 2000 U.S. Census. While the Census data was compiled in 2000, it remains the only source of information that provides the level of detail needed for this analysis. According to the 2000 Census, the City had 4,310 housing units, of which 4,051 (94%) were occupied. Table A-1 identifies the units in a structure by tenure; as used throughout this Plan Element, "tenure" refers to whether a unit is owner-occupied or renter-occupied. While the City largely consists of one-family, detached dwellings (56.3%) of the total, compared to 84% in the County, there are almost an equal amount 1,885 units (43.7%) in attached or multi-family structures. The City has a relatively high percentage of renter-occupied units, 37.7 %, compared to 16.3% in Gloucester County and slightly lower than

the 52% in the State. Woodbury has an overall housing density of 3.2 dwelling units per acre.

Table A-1: Units in Structure by Tenure

Units in Structure	Total Units	Vacant Units	Occupied Units		
			Total	Owner	Renter
1, detached	2,425	73	2,352	2,143	209
1, attached	425	66	359	216	143
2	377	39	338	48	290
3 or 4	394	25	369	19	350
5 to 9	183	45	138	0	138
10 to 19	151	11	140	0	140
20+	355	0	355	0	355
Mobile Home	0	0	0	0	0
Total	4,310	259	4,051	2,426	1,625

Source: 2000 U.S. Census, QT-H5 & QT-H10 (STF-3) for City

Table A-2 presents the data concerning the year housing units were built by tenure, while Table 3 compares the City to Gloucester County and the State. Approximately 66.4% of all the units in the City have been built since 1960, 64.2% of the owner-occupied units were built after 1960. The presence of an older housing stock (26.4% of owner-occupied housing and 95.5% of renter-occupied housing built before 1960) particularly rental housing is one of the factors which correlates highly with filtering. Filtering is a downward adjustment of housing need which recognizes that the housing requirements of lower-income groups can be served by supply additions to the higher-income sections of the housing market.

Table A-2: Year Structure Built by Tenure

Year Built	Total Units	Vacant Units	Occupied Units		
			Total	Owner	Renter
1990 – 2000	96	0	96	52	44
1980 – 1989	320	21	299	114	185
1970 – 1979	186	29	157	80	77
1960 – 1969	458	98	360	166	194
1950 – 1959	1,022	19	1,003	653	350
1940 – 1949	677	30	647	332	315
Pre-1940	1,551	62	1,489	1,029	460

Source: 2000 U.S. Census, STF-3QT-H5&H7 for City

Table A-3 compares the year of construction for all dwelling units in the City to Gloucester County and the State. The City has a much smaller percentage of units built between 1970-2000 than does the County and the State. Woodbury’s units were predominantly built pre-1940 which would be expected given the history of the community and southern New Jersey. The median age of the housing in the Borough compared to the County and State also reflects the history and settlement patterns of the region.

Table A-3: Comparison of Year of Construction for City, County and State

Year Built	%		
	Woodbury City	Gloucester County	New Jersey
1990-2000	2.2	17.5	10.5
1980 – 1989	7.4	16.0	12.4
1970 – 1979	4.3	17.9	14.0
1960 – 1969	10.6	14.1	15.9
1950 – 1959	23.7	14.4	17.1
1940 – 1949	15.7	5.9	10.1
Pre-1940	36.0	14.1	20.1
Median Year	1949	1971	1962

Source: 2000 U.S. Census, STF-3 QT-H4 for City, County and State.

Information reported in the 2000 Census concerning occupancy characteristics includes the household size in occupied housing units by tenure, and the number of bedrooms per unit by tenure; these data are reported in Tables 4 and 5, respectively. Table A-4 indicates that renter-occupied units generally house smaller households, with 72.6% of renter-occupied units having 2 persons or fewer compared to 54.5% of owner-occupied units.

Table A-5 indicates that renter-occupied units generally have fewer bedrooms, with 83.9% having two bedrooms or fewer, compared to 19.0% of owner-occupied units.

Table A-4: Household Size in Occupied Housing Units by Tenure

Household Size	Total Units	Owner-occupied Units	Renter-occupied Units
1 person	1,283	515	768
2 persons	1,220	812	408
3 persons	668	441	227
4 persons	501	389	112
5 persons	255	195	60
6 persons	78	49	29
7+ persons	46	31	15
Total	4,051	2,432	1,619

Source: 2000 U.S. Census, STF-3 H-2 for City.

Table A-5: Number of Bedrooms per Unit by Tenure

Number of Bedrooms	Total Units	(%)	Vacant Units	Occupied Units		
				Total	Owner	Renter
No bedroom	53	1.2	14	39	0	39
1 bedroom	902	20.9	66	836	30	806
2 bedrooms	1,041	24.2	91	950	431	519
3 bedrooms	1,528	35.5	74	1,454	1,244	210
4 bedrooms	553	12.8	14	539	496	43
5+ bedrooms	233	5.4	0	233	225	8

Source: 2000 U.S. Census, STF-3QT-H8&H5 for City.

Table A-6 compares the City's average household size for all occupied units, owner-occupied units, and renter-occupied units to those of the County and State. The City's average household size for owner-occupied units is slightly lower than those of the County and State, while the average household size for renter-occupied units is between the County and State. The larger household size for owner-occupied units produces a smaller household size for all units in the City compared to the County and State. During the past decade, the total number of persons per household in Woodbury increased from 2.50 persons in 1990 to 2.68 persons in 2000. This figure is reflective of the current U.S. average of 2.7 persons per household.

Table A-6: Average Household Size for Occupied Units for City, County and State

Jurisdiction	All Occupied Units	Owner-occupied units	Renter-occupied units
Woodbury City	2.36	2.68	2.04
Gloucester County	2.56	2.88	2.24
New Jersey	2.68	2.85	2.37

Source: 2000 U.S. Census, STF-3 DP-1 for City, County and State.

The distribution of bedrooms per unit, shown in Table A-7, indicates a similar pattern for the City, County, and State. The City has considerably more units with no or one bedroom, and slightly fewer two or three bedrooms, and considerably fewer units with four or more bedrooms, than the City and County.

Table A-7: Percentage of All Units by Number of Bedrooms for City, County and State

Jurisdiction	None or one	Two or Three	Four or More
Woodbury City	22.1	59.7	18.2
Gloucester County	10.9	62.8	26.2
New Jersey	18.3	59.1	22.6

Source: 2000 U.S. Census, STF-3 QT-H4 for City, County and State.

Table A-8 compares the City, County, and State for indicators of housing quality. The City has more overcrowding than the County and less than the State, and is greater than the County and State in the adequacy of plumbing and kitchen facilities. The housing stock in the City remains in very good condition. Of 4,310 dwelling units, only 15 units lack complete plumbing facilities (or 0.34%) and 13 units lack complete kitchen facilities (1.2%).

Table A-8: Housing Quality for City, County and State

Condition	%		
	Woodbury City	Gloucester County	New Jersey
Overcrowding ¹	1.01	.4	11
Inadequate plumbing ²	0.9	.4	.7
Inadequate kitchen ²	0.3	.4	.8

Notes: ¹The universe for these factors is occupied housing units.

²The universe for these factors is all housing units.

Other factors used to characterize the City’s housing stock are the housing values and gross rents for residential units. With regard to values, the 2000 Census offers a summary of housing values, seen in Table A-9, which indicate that over one-half of all residential properties in the City were valued between \$50,000 and \$99,000 and 30.5% were valued between \$100,000 and \$149,000. The median housing value for the City in 2000 was \$97,100. It must be pointed out that the data expressed is well over six years old and housing values have increased dramatically over the past three years.

Table A-9: Value of Residential Units

Value	Number of Units	%
\$0 – 50,000	47	2.1
\$50,000 – 99,000	1,221	53.3
\$100,000 – 149,000	700	30.5
\$150,000 – 199,000	180	7.9
\$200,000 – 299,000	97	4.2
\$300,000 – 499,000	47	2.1
\$500,000 – 999,000	0	0.0
\$1,000,000+	0	0.0
Total	2,292	100

Source: 2000 Census, SF-3 for City, County, and State, DP-4

The data in Table A-10 indicate that in 2000 all housing units rented for less than \$1,500/month with the largest percentage, 32.5%, found between \$500 and \$749 per month.

Table A-10: Gross Rents for Specified Renter-Occupied Housing Units

Monthly Rent	Number of Units	%
Under \$200	449	27.6
\$200 – 299	169	10.4
\$300 – 499	311	19.2
\$500 – 749	531	32.5
\$750 – 999	122	7.5
\$1,000 –1,499	8	0.5
\$1,500 or more	0	0.0
No Cash Rent	35	2.2

Note: Median gross rent in Woodbury is \$706.

Source: U.S. Census, SF-3 for City, QT-H12

The data in Table A-11 indicate that in 2000 there were 866 renter households with an annual income less than \$20,000. At least 54% of these households are paying more than 30% of their income for rent; a figure of 30% is considered the limit of affordability for rental housing costs. In addition, 15.6 % of all rental units are being subsidized by public assistance income and 34.7% are being subsidized by Social Security income. In total, almost 50% of all rental units within the city are being provided with some form of public assistance.

Table A-11: Household Income in 1999 by Gross Rent as a Percentage of Household Income in 1999

Income	Number of Households	Percentage of Household Income					
		0 – 19%	20 – 24%	25 – 29%	30 – 34%	35% +	Not computed
< \$10,000	484	37	45	45	31	264	62
\$10,000 – 19,999	382	50	12	75	38	207	0
\$20,000 – 34,999	362	66	40	86	44	110	16
\$35,000 +	397	269	81	29	6	0	12

*Note: The universe for this Table is specified renter-occupied housing units.
Source: 2000 U.S. Census, STF-3 QT-H13 for City.*

Housing Projections

When projecting new housing starts, several factors must be taken into consideration some of which are beyond the control of the City. These include the economy, the vitality of the housing market, and the availability of developers to secure financing and most importantly in Woodbury, the amount of available land for housing. In addition, the redevelopment of the downtown area may have an impact on housing starts in the next six to ten years.

One method used to prepare projections is to take the average over a previous period and project that average forward. According to the census Woodbury had a decrease in the total number of dwelling units between 1990 and 2000. Given the amount of vacant developable land within the city we would assume, barring any redevelopment projects that would have a residential component, the number of dwelling units would remain the same over the next six to ten year period.

As presented in the Land Use Element, the total amount of private vacant land is slightly over 31 acres or approximately 2.40 percent of the community. Not all of this land, however, is developable or zoned for residential development. Most residentially zoned parcels are small, averaging less than one acre. The assumption is, should the robust housing market continue, additional dwelling units could be constructed within the

downtown district or infill development could occur on vacant parcels or on parcels where existing dwellings are razed and replaced by new construction. It is foreseeable to expect a modest increase in residential construction of ten to fifteen units per year over the next six to ten years. This would be a significant increase in average housing starts compared to the previous period. Should the housing market depress, than an average similar to the past can be expected. Given the remaining amount of developable land, we anticipate a continuance in housing starts over the ten-year horizon.

Population/ Demographic Characteristics

As with the inventory of the municipal housing stock, the primary source of information for the analysis of the demographic characteristics of the City’s residents is the 2000 U.S. Census. The data collected in the 2000 Census provide a wealth of information concerning the characteristics of the City’s population. The 2000 census reports that the City of Woodbury had 10,307 residents or a decrease of 600 residents since 1990. The City’s 5.5% decrease during the 1990’s is in contrast to a 9.6% increase in Gloucester County and an 8% increase in New Jersey. Among municipalities in Gloucester County, Woodbury ranked ninth of twenty-four in population in 2000 with 10,307 persons. The age distribution of the City’s residents is shown in Table A-12. The age cohorts remained relatively evenly split between males and females with a predominance of males in the age range of 5-19 and a female predominance in the 19+ age groups.

Table A-12: Population by Age and Sex

Age	Total Persons	Male	Female
0 to 4	669	343	326
5 to 19	2,133	1,118	1,015
20 to 34	1,991	926	1,065
35 to 54	3,025	1,496	1,529
55 to 69	1,153	506	647
70 +	1,336	426	910
Total	10,307	4,815	5,492

Source: 2000 U.S. Census, STF-3 QT-P1 for City.

Table A-13 compares the City to the County and State by age categories. There are no appreciable differences in age distribution among the City, County, and State. The average age of Woodbury City residents (37.0 years) reflects a slightly more mature local population, compared to the County (36.1) and the State (36.7).

**Table A-13: Comparison of Age Distribution for City, County
And State (% of persons)**

Age	Woodbury City	Gloucester County	New Jersey
0 to 4	6.5	6.6	6.7
5 to 19	20.7	22.6	20.4
20 to 34	19.4	18.9	19.9
35 to 54	29.4	31.7	30.9
55 to 69	11.2	11.7	12.4
70 +	12.9	8.4	9.7
Median	37.0	36.1	36.7

Source: 2000 U.S. Census, STF-3 QT-P1 for City, County and State.

Table A-14 provides the Census data on household size for the City, while Table A-15 compares household sizes in the City to those in Gloucester County and the State. The City differs from the County and State in terms of the distribution of household sizes by having more households of one person and fewer households of 2 persons and greater.

TableA-14: Persons in Household

Household Size	Total Units
1 person	1,283
2 persons	1,220
3 persons	668
4 persons	501
5 persons	255
6 persons	78
7+ persons	46
Total	4,051

Source: 2000 U.S. Census, STF-3 QT-P10 for City.

**Table A-15: Comparison of Persons in Household
For City, County and State (% of households)**

Household Size	City	County	State
1 person	31.7	21.2	24.5
2 persons	30.1	30.3	30.3
3 persons	16.5	18.6	17.3
4 persons	12.4	17.9	16.0
5 persons	6.3	8.3	7.5
6 persons	1.9	2.6	2.7
7 or more persons	1.1	1.1	1.7
Persons per household	2.43	2.75	2.68

Source: 2000 U.S. Census, STF-3 QT-P10 for City, County and State.

Table A-16 presents a detailed breakdown of the City’s population by household type and relationship in 2000. There were 9,830 people living in family households in the City and 796 people living in non-family households; a family household includes a householder living with one or more persons related to him or her by birth, marriage, or adoption, while a non-family household includes a householder living alone or with non-relatives only. In terms of the proportion of family and non-family households, the City has less family households than the County or State (63.8% for the City, 74% for the County, and 70.3% for the State).



Table A-16: Persons by Household Type and Relationship

Households by Type	Total
Total Households:	4,051
In family Households:	2,588
Male householder	1,837
Female householder	751
In Non-Family Households:	1,463
Male householder	542
Living alone	456
Not living alone	86
Female householder	921
Living alone	827
Not living alone	94
Households by Relationship	
Total Population:	10,307
Household Population	9,830
Householder	4,051
Married	1,679
Child	3,165
Non-relatives	796
Household population 65 years & over	1,522
Institutionalized:	415
Non-institutionalized:	62

Source: 2000 U.S. Census, SF-1 QT-P-10, QT-P11 and QT-P12 for City.

Table A-17 provides 1999 income data for the City, County and State which is the last full year of income before the 2000 Census questionnaires were distributed. The City's per capita income is lower than the County and the State. The City's median incomes are also lower than those of the County and the State.

Table A-17: 1999 Income for City, County and State

Jurisdiction	Per Capita Income	Median Income	
		Households	Families
Woodbury City	\$21,592	\$41,827	\$53,630
Gloucester County	\$22,708	\$54,273	\$62,482
New Jersey	\$27,006	\$55,146	\$65,370

Source: 2000 U.S. Census, SF-3 DP-3 for City, County and State.

Table A-18 addresses the lower end of the income spectrum by providing data on poverty levels for persons and families. The determination of poverty status and the associated income levels is based on the cost of an economy food plan and ranges from an annual income of \$8,501 for a one-person household to \$28,967 for an eight-person family for the year 1999. According to the data in Table A-18, the City proportionally has a greater proportion of its population qualifying for poverty status than do the County or State. The 2000 census state that 1,324 persons and 289 families are classified in poverty status.

Table A-18: Poverty Status for Persons and Families for City, County and State (% with 1999 income below poverty)

Jurisdiction	Persons (%)	Families (%)
Woodbury City	13.5	11.2
Gloucester County	6.2	4.3
New Jersey	8.5	19.4

Source: 2000 U.S. Census, SF-3 DP-3 for City, County and State.

The U.S. Census includes a vast array of additional demographic data that provides interesting insights into an area's population. For example, Table A-19 provides a comparison of the percent of population 5 years and over who live in the same house as in 1995; this is a surrogate measure of the mobility/stability of a population. The data indicate that the percent living in the same house in the City far exceeds the State and is slightly less than the County. This indicates a relatively stable City population.

Table A-19: Comparison of 1995 Place of Residence for City, County and State

Jurisdiction	Percent living in same house in 1995
Woodbury City	62.0
Gloucester County	65.4
New Jersey	27.7

Source: 2000 U.S. Census, SF-3 DP-2 for City, County and State.

Table A-20 compares the educational attainment for City, County, and State residents over age 25. These data indicate that City residents are slightly less than the County and the State in achieving a high school diploma or higher. City residents are also lower than the County and State in post secondary education.

**Table A-20: Educational Attainment for City, County and State Residents
(Persons 25 years and over)**

Jurisdiction	Percent (%) high school graduates or higher	Percent (%) with bachelor's degree or higher
Woodbury City	80.3	21.9
Gloucester County	84.3	22.0
New Jersey	82.1	29.8

Source: 2000 U.S. Census, SF-3 DP-2 for City, County and State.

The 2000 Census also provides data on the means of transportation which people use to reach their place of work. Table A-21 compares the Census data for the City, County, and State relative to driving alone, carpooling, using public transit, and using other means of transportation. The City has a relatively high percentage of those who drive alone, and a relatively low percentage of workers who carpool or use public transit. However, each of these figures is higher than those of the County and State. Of the 2.1% of workers who reside in the City and use other means of transportation to reach work, 188 workers walked. In addition, 87 worked from home.

Table A-21: Means of Transportation to Work for City, County and State Residents (Workers 16 years old and over)

Jurisdiction	Percent who drive alone	Percent in carpools	Percent using public transit	Percent using other means
Woodbury City	75.1	10.9	5.6	2.1
Gloucester County	82.0	9.9	2.6	.9
New Jersey	73.0	10.6	9.6	.9

Source: 2000 U.S. Census, SF-3 DP-3 for City, County and State.

Commuting patterns in the City of Woodbury are related to an individual's job and income, marital status and length of employment. Variables such as two-worker households, choice of schools or day care and specific values and priorities (people who would rather commute to a job and live elsewhere so they can afford a larger house or be in a particular community or school district) also influence people's decisions.

Fair Share and Affordable Housing

The City initially received substantive certification of its Housing Element and Fair Share Plan from the Council on Affordable Housing for the years 1987-1993. The City also received interim substantive certification predicated on the submission of an updated Housing Element and Fair Share Plan addressing the city's 1987-1999 cumulative fair share housing obligation.³ In 1997, based on COAH's review of Woodbury's affordable housing numbers, the City was credited with a surplus of 137 units.⁴ Table A-22 lists housing projects having affordable units.

³ Housing Element and Fair Share Plan July , 1996, Waetzman Planning Group

⁴ Master Plan Reexamination Report, 2001, Waetzman Planning Group

Table A-22: Affordable Housing Developments

Development	Housing Type	Tenure	Units	Program
Colonial Park Apartments	Senior	Rent	199	Section 8/Mt. Laurel
Genesis Affordable Housing	Family	Sale	2	HOME
Lakeside Apts./Oakwood Gardens	Mixed	Rent	96	HMFA/Section 8
Nova Care	Senior	Rent	240	Private
Bell Lake Apartments*	Family	Rent	68	Private
Carriage House Apartments*	Family	Rent	55	Private

**Small percentage subsidized*

Source: Gloucester County Guide to Affordable Housing

As noted in the 1996 Housing Element and Fair Share Plan, the City has used a variety of techniques to satisfy its fair share requirements. These efforts include the Gloucester County Government Services Rehabilitation Program Government Section 8 Housing, and the Genesis Housing Corporation non-profit housing rehabilitation program. The City also has an Affirmative Housing Marketing Ordinance consistent with the provisions of the Fair Housing Act.

As documented in Appendix C of N.J.S.A. 5:94 the Council on Affordable Housing Third Round Substantive Rules, Woodbury has a prior round obligation of zero housing units. Based on units previously credited, rehabilitation, Woodbury far exceeds its affordable housing obligation. It is important to recognize that while Woodbury continues to provide and to encourage the provision of housing for persons with all ranges of income, the majority of land in the City is either already built upon or otherwise restricted.

Conclusion

According to the 2000 census, the City of Woodbury had 4,310 housing units and a population of 10,307 persons. As of July 1, 2004, the Census Department estimated that the population of the City reached 10,437 or an increase of 1.4%. The projected population of the City based on the Delaware Regional Planning Commissions (DVRPC) long range population forecast for years 2000 to 2030 is a reduction of 6.9% of the current population. With the redevelopment of the downtown area, the City may experience a slight increase its overall population within this time period. However, based on the number of affordable housing units within the City, Woodbury far exceeds its affordable housing obligation.

E. COMMUNITY FACILITIES

Planning for a full range of municipal, educational and cultural facilities, and anticipating future needs for such community facilities and services are essential to providing the foundation for a thriving community. The Community Facilities Plan Element presents an inventory of community facilities and services within the City, identifies areas for improvement of existing facilities and proposes new facilities where warranted. Facilities and services addressed include public schools, the public safety services of fire department, police department, and emergency squads, administrative services, public works and library facilities. Other institutions such as places of worship and private schools also provide vital community services. Parks and recreation as are reviewed in the Recreation Element and the historic sites and districts are covered in the Historic Preservation Element.

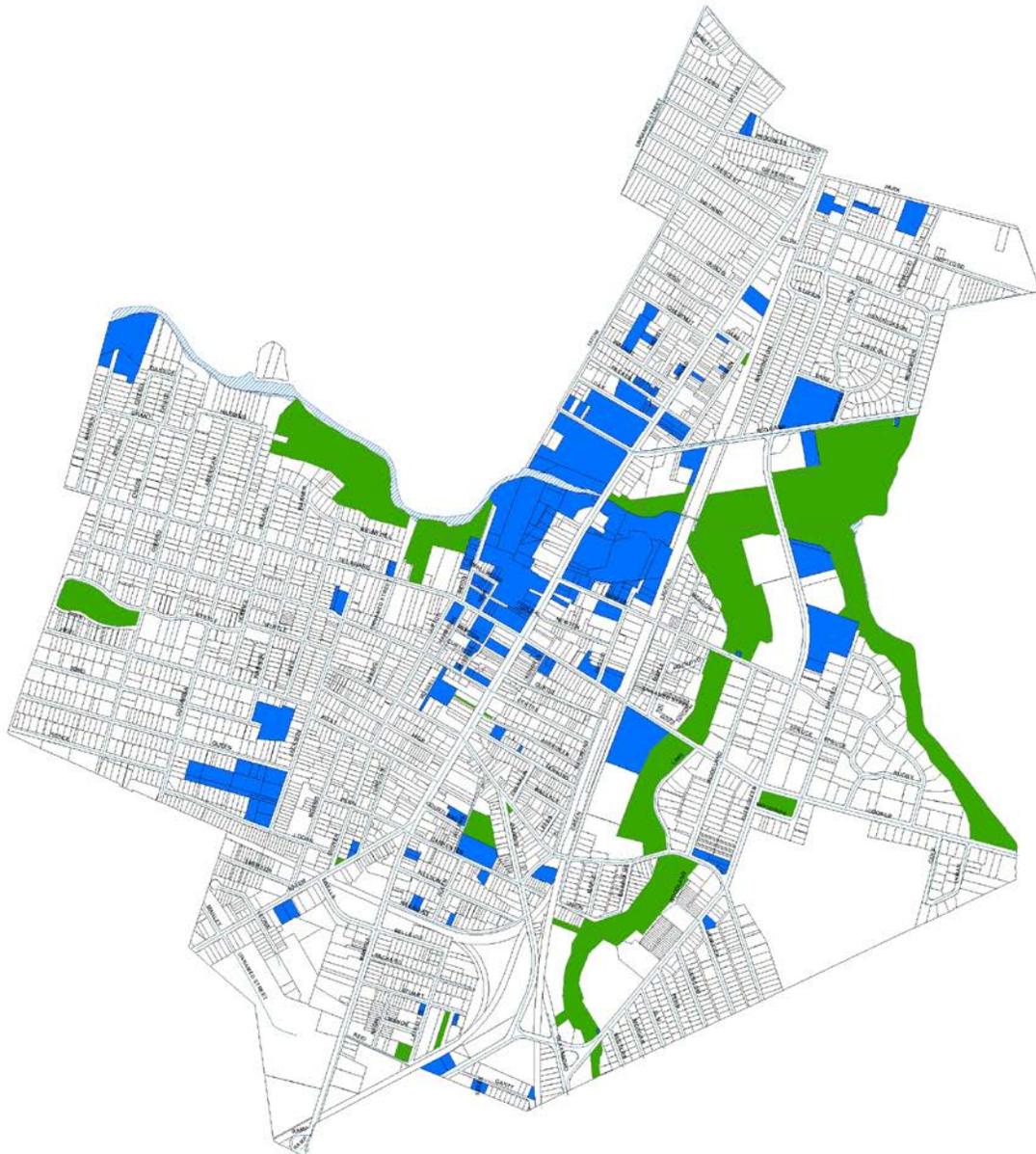
The community facilities element is closely related to and informed by the land use element. The placement of facilities affects adjacent land uses, traffic patterns and efficiency of service delivery. As redevelopment plans advance, sites for improved community facilities can be incorporated into the plans. Maintaining a dynamic approach to the provision of community facilities and services will result in cost effective community facilities that serve the population. The Community Facilities Map (**Map A-13**) identifies all existing community facilities and above ground utility facilities within the City of Woodbury.

Goal: To provide community facilities and services to meet the needs of the current and future population of Woodbury in sensible locations while maintaining and enhancing community character.

Objectives:

1. Maintain and improve existing facilities to serve and satisfy the community's needs and replace facilities that are obsolete or unable to meet the needs of the City.
2. Use community facilities to create and maintain a sense of place by enhancing public areas with quality design and pedestrian friendly landscape that link to commercial, cultural, and educational resources.
3. Sustain the level of volunteerism in the City, which provides many valued services at low cost.
4. Explore the benefits of inter-municipal and inter-governmental cooperation and consolidation for the provision of services and facilities.
5. Locate and design community facilities to support the City's overarching goal of preserving and creating a unique sense of place.
6. Encourage efficiencies in the provision of community services to save tax dollars while continuing quality service.

CITY OF WOODBURY 2005 Community Facilities



COMMUNITY FACILITIES

- Institutional
- Public Recreation
- Woodbury Lakes
- Road

N
↑

0 250 500 1,000 Feet

RAGAN DESIGN GROUP
ARCHITECTS, COMMUNITY AND ENVIRONMENTAL PLANNERS
SUITE C-3, 30 JACKSON ROAD, MEDFORD, NJ 08055
PHONE (609) 654-8800 FAX (609) 654-4664
RICHARD M. RAGAN, NJ License No. A1 08627

Sources:
Parcel Layers: Gloucester Planning Division
Lakes: NJ DEP GIS

*This map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data, but the secondary product has not been verified by NJDEP and is not data authorized.

Map A-13: Community Facilities



City Hall

The City Hall complex is located at 33 Delaware Street. The facility was constructed as a school in 1774. It was converted to the Municipal Building in 1923. This approximately 6,500 square foot facility contains the offices of the Mayor, City Administrator, City Clerk, Tax Assessor, Finance Office and other services. The building and community development office are in substantial need of additional space. Digitizing or microfilm would be of storage assistance.

Public Works

The public works facility is located at 651 and 663 South Evergreen Avenue in the industrial area of the City. The public works department is charged with

snow plowing, solid waste and recycling collection, leaf pick up, repair of streets, maintenance of public storm water basins and pipes, park maintenance (includes mowing of all parks, fields, public building grounds), building custodial services and the repair of all municipal vehicles. The City is satisfied with the location of the public works facilities, but the operations would operate more effectively and efficiently with a bigger yard. The City does not have a salt dome, because there is a lack of available space, so salt is stored in bins. Visitor parking off Evergreen Avenue is awkward and would benefit from a safer design. There are four garages at the facility and forty-one (41) vehicles in the department's fleet. The vehicles include dump trucks, utility pick up trucks and garbage trucks. The Department employs two mechanics who repair vehicles. Repairs beyond the abilities of the DPW are contracted. There are 40 full time employees of the Public Works Department. The Department could use additional staff, but the City's budget constrains hiring. The Department is responsible for maintaining municipal open spaces and parks including playground equipment. During Main Street Woodbury's promotional events the DPW assists with set up of garbage cans, canopies, PA systems and barriers. The DPW recently received an award from Woodbury Main Street for their responsive and diligent efforts in cleaning Broad Street after each street fair, an award which is well deserved.

Public Schools

Woodbury's public schools educate children in kindergarten through twelfth grade in three neighborhood schools and the Junior and Senior High School. The school locations are shown on below. In 2005 the school enrollment and capacity was as follows:

School	Square Footage	Grades Served	Number of Pupils	Building Functional Capacity
Evergreen Avenue School	33,857 sq. ft.	Pre-K through 5	273 students	340 students
Walnut Street School	17,846 sq. ft.	K through 5	121 students	120 students
West End School	36,213 sq. ft.	K through 5	353 students	370 students
Woodbury Junior and Senior High School	127,055 sq. ft.	6 through 12	740 students	1,056 students



The elementary schools are functioning at or near capacity, but there is substantial excess capacity at the Junior and Senior High School. The Woodbury School District employs 12 full-time administrators, 144 full-time and 8 part time faculty members. The school district would like to provide full time pre-school for any child in the district, but this is constrained by resource limitations. Parents in Woodbury are free to choose which elementary school their children will attend, as long as space permits. The number of students entering the Junior high school and graduating from the Senior high school has remained relatively stable over the last decade. However, the number of students in the district in the 6th through 8th grade may be higher than the number of students graduating in

twelfth grade due to parents sending their children to a private high school.

In partnership with the Gloucester County Institute of Technology and Seton Hall University, Woodbury has become New Jersey’s only NASA Explorer School. The students and teachers involved with the program have had the opportunity to talk with veteran astronauts and a NASA administrator. In addition to the NASA and GIS programs, Woodbury hosts an allied health professions program. Woodbury is host to one of only eight Tech Prep partnerships in New Jersey.

All students walk to school in the Woodbury school district, only special education students attending the Gateway district are bused. The Woodbury district owns one bus

for field trips and teams. The fact that the City has developed with neighborhood schools is evidence of the strong communities and walkability of the City. In many suburban towns, students must take buses to school because the commute is too long or too dangerous. Maintaining safe routes to school should be a priority so that the core values of pedestrianism and safe streets will be ingrained in Woodbury residents from a young age.

The Woodbury school district offers an impressive array of clubs, activities and athletics for a school of its size. The available clubs and activities are as follows:

Senior High School Clubs and Activities	Senior High School Athletics
Chorus and Traveling Chorus	Football
Band	Soccer: Boys and Girls
Jazz Band	Field Hockey
Orchestra	Cross County: Boys and Girls
Color Guard	Girls' Tennis (fall)
Drama	Cheerleading (fall and winter)
National Honor Society	Basketball: Boys and Girls
Student Council	Swimming
Yearbook	Indoor Track
White and Gold- school newspaper	Wrestling
Literary Club	Baseball
Interact	Softball
Cultural League	Track: Boys and Girls
Ecology Club	Golf
Science League and Science Fair	Boys' Tennis (spring)
Math League	
Key Club	
World Language Club	
Renaissance	
Art Club	

Woodbury High School...
Ranked #1 in Gloucester County

(New Jersey Monthly, 2006 and Philadelphia Magazine, 2006)

Junior High School Clubs and Activities	Junior High School Athletics
Band	Field hockey
Choir	Cross Country
Jazz Band	Soccer: Boys and Girls
Drama	Tennis
Floor Hockey	Basketball: Boys and Girls
lady Bug Club	Track and Field
Ceramics	
Chess	
Science Fair	
yearbook	
Student Council	
Art Club	
Renaissance	
Computer Club	

The greatest challenges facing the school district are meeting the No Child Left Behind mandates for student performance and maintaining adequate funding to keep up with necessary maintenance of school facilities to support an optimum educational experience.

Private Schools

There are two private schools in Woodbury that serve the City residents as well as families from surrounding municipalities. Saint Patrick's is a Roman Catholic elementary and middle school serving the pre-K through eighth grade population. The school has eleven teachers with 251 enrolled students in 2005.



The Durand Academy, Inc. provides treatment and education to individuals with special needs. The organization has community service facilities throughout southern and central New Jersey and a day school located in Woodbury.

Children who attend Durand Academy are referred by their public school district and all arrangements are made before students begin their enrollment. Students at the academy are taught academics and life skills in accordance with their specific needs. In 2005 the school has 68 students between the ages of 5 and 14 with nine (9) full time teachers.



Fire Safety

There is one fire station in Woodbury, it is located on Delaware Street adjacent to City Hall, and is owned by the City.

The Fire Department consists of four chief officers, 1 captain and 1 lieutenant. There are four career firefighters, one Fire Official, and one Fire Administrator employed by the City. Thirty-four (34) active volunteers sustain the Fire Department, along with 75 currently inactive volunteers.

Woodbury Fire Department Equipment Inventory			
Vehicle Name	Year and Make	Model	Capacity and Accessories
Engine 511	1996	Luverne Rescue Pumper	1,500 gpm pumper
Quint 516	2003	E-One HP-75 Quint	2,000 gpm pumper, 75' ladder
Engine 512	1980	Pierce Pumper	1,250 gpm
Utility 517	1990	Ford F-150 pick up	transport and towing
Utility 527	1980	Hurst	bottle cascade system
Command 500	1993	Chevy Blazer	S-10, tow marine units
Marine 5	1980	16' Starcraft	25 horse outboard motor
Marine 5-1		14' paddle boat	
Air Trailer			

All calls for service originating in Woodbury are directed to the Gloucester County Communication Center, where dispatch takes place. The Fire Department administration believes that much of its equipment is in need of replacement, some of the apparatus are more than twenty-five years old and several are thirteen years old. The Fire Department's buildings are limited in their capacity to house the fire apparatus. Station 5-1 was built in 1898, and was intended for horse drawn apparatus. The doorways limit the height of the traveling apparatus to 11' 4", but most modern equipment is 11' 6". These limitations make it difficult to fit today's fire apparatus into either building. Station 5-1 has been modified numerous times in order to accommodate modern equipment and operational demands. If further modifications are impractical or structurally impossible, the City will need to decide whether to make do or consider a new building or a building addition.



The City has a mutual aid plan in place to provide assistance to neighboring municipalities and to provide assistance for Woodbury in emergencies.

The Department is concerned about recruiting and retaining new volunteer members. The consensus is that citizens today are stretched thin with work and other obligations needed to support their families.



Police

The Woodbury Police Department consists of a Chief of Police, a Lieutenant of Police, five Police Sergeants, three Detectives, sixteen Patrolmen, three Special Police Officers, four Cadets, one Secretary and one Records Clerk. The Police Administration Building was constructed in 1962 at 200 N. Broad Street. Over the years it has been necessary to adapt the building to meet changing needs and mandates. The interior has been retrofitted to accommodate cell rooms, dispatching centers, physical separation of court personnel from

police, file and computer rooms and detective space.

Calls for police are dispatched though Gloucester County Communications in Clayton. This central dispatching service is provided by Gloucester County. The City of Woodbury has a philosophy of community policing, which provides a bicycling unit, foot patrols and an officer at the school.

Police Facilities – The set up of the police administration building is inefficient from an operational standpoint and requires major upgrades for the installation of air conditioning, to eliminate flooding and to increase safety. Some officials have been of the opinion that the police and court building should undergo a major capital improvement project to fix some of the structural problems with the building, while others believe the building should be sold and a new building be constructed.

One possibility that has been floated for consideration is collaboration with other small municipalities in the region to construct a regional public safety administration and municipal court complex. Economies of scale could be realized by sharing maintenance costs and possibly combining the courts. Initially the arrangement could simply be to share space, and the feasibility of combining forces could be studied more closely to assess the benefits and costs of regionalizing. Currently many of the small Gloucester County police department facilities are not manned off hours, combining services could allow for a 24 hour presence at the administration building.

Emergency Medical Services

The Woodbury TLC (EMS) provides emergency medical services for the City. It is located at 637 N. Broad Street and was established in December of 1954. The Gloucester County Ambulance and Rescue Association consists of 29 member Ambulance and Rescue squads from throughout the County. It was formed to provide a forum for the discussion of topics affecting Emergency Responders in the County.

Public Library

The Woodbury Public Library has been at its current location at the City Hall complex for nine years. It was formerly located in the space now occupied by the building inspectors offices. The library is 11,000 square feet, which permits public seating for approximately 75 people, not including the staff work stations. The library employs three full time employees, six part time employees and has the benefit of three volunteers. The library currently houses approximately 59,000 volumes. Internet access is available on twenty computers at the library as well as admittance to 27 databases that are provided free to the library by the South Jersey Regional Library Cooperative. The public access computers are used an average of 900 times per month.

The Woodbury Library is a member of the LOGIN consortium, an affiliation of fifteen libraries. This affiliation provides the member libraries with access to 600,000 items. As a member of LOGIN, Woodbury has become a net lender to the other libraries.



The Woodbury Library's facilities are sufficient to meet the community's needs. While a large all-purpose room would be welcomed, the facility functions well as it is. The library provides a forum for special events geared toward families such as holiday programs and movie nights. There are weekly story hours for children aged three to five, an afternoon crafts program for children aged five to ten, a summer program for children aged three through ten, and a chapter of Bookworms for children in grades five through eight, which meets for story discussions once each month.

The library derives its funding from numerous sources. The most stable source of funding has come from budget requests submitted to the City Council each year, and Friends of the Woodbury Public Library. The Library has also received numerous grants from the New Jersey State Library and the New Jersey Department of Community Affairs livable Communities program.

Two branches of the Gloucester County Library System are within close proximity to Woodbury residents. The Greenwich branch is on Swedesboro Road in Greenwich. This new building, with almost 10,000 square feet of floor space, opened in March 2003 and was dedicated on May 10, 2003. The new library houses over 24,000 volumes and is open 56 hours per week. The Mullica Hill branch is on Wolfert Station Road. This branch opened its doors in October of 1994, and houses a collection of over 106,000

volumes. It also serves as the System's reference center and houses the administrative offices.

Places of Worship

Woodbury has many places of worship that provide opportunities for diverse religious denominations to practice their faith as well as opportunities for building communities among people with shared interests. The table below is a listing of the houses of worship within the community.



Beth Israel Congregation	241 King Street
Bethel AME Church	32 Courtland Street
Bethlehem Baptist Church	414 Mantua Avenue
Campbell AME Church	220 Park Avenue
Central Baptist Church	West Center and South Jackson Streets
Christ Episcopal Church	62 Delaware Street
Christian Science Reading Room	112 South Broad Street
First Baptist Church	544 N. Broad Street
First Church of Christ Scientist	522 Salem Avenue
Gateway Christian Church	751 Delaware Street
Gethsemane Church of God	43 Stuart Street
Highway Church of Christ	69 Stuart Street
Holy Trinity Church of God	20 Railroad Avenue
Iglesia Genesaret II	44 Railroad Avenue
Jehovah's Witnesses Congregation of Woodbury	1420 Pilgrim Avenue
Kemble Methodist Church	19 S. Broad Street
North Baptist Church	1020 Evergreen Avenue
Presbyterian Church	67 South Broad Street
Southwood Baptist Church	11 Griscom Lane
Spoken Word Evangelistic Church	667 South Evergreen Avenue
Saint Patrick's Roman Catholic Church	64 Cooper Street
Saint Stephen's Lutheran Church	230 North Evergreen Avenue
Woodbury Community of Christ	62 Progress Avenue
Woodbury Friends Meeting	124 North Broad Street
Woodbury Seventh Day Adventist Church	South Evergreen & East Barber Avenues

Cost of Community Services

It is generally true that commercial and industrial properties generate more tax revenue than they use in services. Reliance on the property tax as the main source of revenue for local governments creates an incentive to develop land for commercial, industrial and high-end childless housing. Since Woodbury is essentially built out, the focus is on redevelopment and in-fill development. As areas of the City are adapted for re-use the provision of community facilities and services should remain at the forefront of the decision making process.

Recommendations

1. Work with Gloucester County to achieve efficiencies in service delivery and to save on capital expenditures for both the City and the County.
2. Assess the feasibility of altering the Fire Department's facilities to meet modern demands.
3. Review the Police Building for expansion or modernization.
4. Explore an addition for the Code Enforcement and Construction Office.

F. UTILITIES ELEMENT

As defined in the Municipal Land Use Law (MLUL), a utility service element analyzes the need for, and plans for the future of water supply and distribution facilities, drainage and flood control facilities, sewage and waste treatment, solid waste disposal, and provisions for other related utilities, including storm water management plans. The utility infrastructure in Woodbury consists of public water, sanitary sewer, and storm water facilities.

Goal 1: Provide adequate and reliable infrastructure to service the needs of all City residents and businesses.

Goal 2: Protect public water supplies for long-term drinking water

Objectives:

1. Maintain the integrity of the existing infrastructure and improve facilities to avoid leaks and losses and improve existing utilities while protecting natural resources so that redevelopment within Woodbury is supported with adequate public facilities and infrastructures, including extensions and replacements of existing utility systems where required.
2. Protect water supplies from pollution and over-use.
3. Promote water supply protection and sewer capacity enhancement to make the City attractive to new commercial uses and to sustain existing development
4. Employ regional strategies to facilitate redevelopment, particularly with large-scale public infrastructure such as water quality and waste management issues.
5. Require that all utilities be located underground when redevelopment or reconstruction projects create opportunities.
6. Maintain criteria for zero increase in storm water runoff from new developments.
7. Encourage the reduction of non-point source pollution, to the greatest extent possible.

Drinking Water Supply

Drinking water in Woodbury is supplied by the City. The City is dependent upon subterranean well water. Five wells serve the City's water customers, two wells are in Sewell and three are within the City of Woodbury. The wells range from 300 feet to 450 feet deep and pump between 450 and 1,000 gallons per minute. There is concern that the recharge from precipitation and induced infiltration is insufficient to replace ground water in heavily pumped areas. Under water supply allocation permits issued by the New Jersey Department of Environmental Protection, Woodbury is permitted to divert a maximum of 1.279 million gallons per day of water from the wells (466.83 million gallons per year). The actual volume drawn from the wells daily varies according to

season and drought conditions. The City's Water Department serves approximately 3,800 connections which includes residential and commercial customers. Any shortfall of allocation is made up by NJAWC. The reservoir located in the Borough of Woodbury Heights holds between 1 to 1.3 million gallons.

Waste Water

Woodbury is part of the Gloucester County Wastewater Treatment System that is regulated by the Gloucester County Utilities Authority. Approximately one million gallons of sewerage flow from Woodbury per day. In 1967, the Federal Water Pollution Control act required each state to develop water quality standards to protect surface water and groundwater. The GCUA has the responsibility to plan for and treat wastewater within Gloucester County as required by the Federal Clean Water Act. All sewer flow is pumped to the Gloucester County Utilities Authority's regional wastewater conveyance and treatment facilities. The GCUA treats an average of 19 to 20 million gallons per day at one facility located in West Deptford. The GCUA treatment facility is rated to treat up to 24.1 million gallons per day and the design capacity is for 27.5 million gallons per day. All sludge is incinerated on site and fluid is treated and discharged to the Delaware River. There are seven pump stations in Woodbury (Hunter Street, Rugby Place, Cooper Street, Harding Street, Emerson Street, Acme Drive and Stuart Street). The entire City has access to sanitary sewer. There is no flow limitation in the current contract between Woodbury and the GCUA. The average daily flow from the City for fiscal year 2006 was 1.159 million gallons per day.

The City's sewer system is aging. Built pre 1900, there are two areas in Woodbury where sanitary sewer overflows have occurred. The sanitary sewer on Lake Drive may not have adequate capacity and has backed up and overflowed. Additionally, the county interceptor near the high school has experienced back ups and has overflowed into Woodbury Creek. These problems will need to be investigated to determine what corrective actions can be taken. The GCUA is having their consulting engineers assess improvements that may be needed within the County's collection systems to support expected growth that will feed into the Woodbury Creek interceptor/pump station through 2025.

Storm Water

Stormwater must be managed to avoid flooding and associated property damage and for water quality protection and pollution prevention. Significant strides have been made in the United States to reduce point source water pollution from industry and wastewater treatment facilities, such that the majority of water pollution now comes from non-point sources. In New Jersey, stormwater is controlled and regulated by three intersecting sets of regulations: Residential Site Improvement Standards, NJ DEP's Land Use Regulation Program and the municipal stormwater ordinances adopted to implement EPA's Phase II rules. In accordance with the New Jersey Pollutant Discharge Elimination System (NJPDES) Municipal Stormwater Regulation Program (N.J.A.C.



7:8), which implements of the U.S. EPA's Phase II stormwater rules, each municipality in New Jersey was required to prepare a storm water management plan, obtain a stormwater permit, and provide for implementation of specific permit requirements referred to as statewide basic requirements (SBRs). SBRs may also require the permittee (City) to implement related best management practices (BMPs). The overarching purpose of the plan is to develop a stormwater pollution prevention plan.

In accordance with Municipal Land Use Law, which authorizes the creation of municipal Master Plans, stormwater management plans and ordinances, as well as performance standards are designed to meet the following objectives:

1. to reduce flood damage
2. to minimize storm water runoff from any new land development,
3. to reduce soil erosion,
4. to assure the adequacy of existing and proposed culverts and bridges,
5. to induce ground water recharge,
6. to prevent an increase in nonpoint source pollution,
7. to maintain the integrity of stream channels for their biological functions as well as for drainage, and
8. to minimize safety hazards at any storm water detention facilities constructed as part of a subdivision

The stormwater plan, entitled "Watershed Based Municipal Stormwater Management Plan: Woodbury City", was adopted by the Planning Board in May 2006 and is hereby incorporated as an element of the 2006 Master Plan.⁵ In order to take a regional planning approach and to gain efficiencies, the Gloucester County Board of Chosen Freeholders and the Gloucester County Improvement Authority has taken on watershed-based stormwater planning throughout the county.

The stormwater rules were promulgated in order to address the adverse impacts of human activities and land uses on groundwater recharge and stormwater run-off quality and quantity. The Plan incorporates stormwater design and performance standards. The standards are intended to minimize the adverse impact of stormwater runoff on water quality and to address the loss of groundwater recharge, and thereby water quantity. The plan addresses both new and existing development. The Plan acknowledges that human activities and land development interfere to some extent with the natural hydrologic cycle and seeks to minimize this interference. As a result of clearing of vegetation, grading of the land, and increased impervious area; infiltration decreases, stream and river base

⁵ The Watershed Based Municipal Stormwater Management Plan was funded by the Gloucester County Improvement Authority and prepared by Churchill Consulting Engineers, Adams Rehman & Heggan, and Melvan Kernan, LLC for the City of Woodbury.

flows may be reduced and peak stream flows may be increased. All of this takes a toll on biological communities and their habitats, pollutants are mobilized and transported and sedimentation occurs. The Plan assumes that sound stormwater and watershed management techniques can have both environmental and economic benefits.

In order to implement the Plan, the City must amend its land use ordinances to incorporate the design and performance standards. The municipal stormwater control ordinance must also include provisions for maintenance of stormwater management measures and for safety standards. Once adopted, the Plan and implementing ordinances must be approved by the County.

The stormwater program is intended to regulate by prescribing methods for implementing BMPs, providing minimum standards, measurable goals and implementation schedules. The Best Management Practices (BMPs) include recommendations for bioretention systems, construction of wetlands, forested buffers, infiltration structures, filter strips and wet ponds. The strategies set forth in the Plan and the enforcement through revised ordinances will be steps toward meeting the overall objectives of stormwater management and pollution control. However, reducing human impacts requires a long term commitment that crosses political boundaries. In order to accomplish the objectives in a sustained manner, true regional planning on a watershed basis may be needed.

Telecommunications and other Communication Technologies



Telecommunications technologies have evolved to a point that the public depends on a reliable telecommunications infrastructure in daily life. While privately operated (and regulated by the federal government), residents and businesses expect universal access to telecommunications facilities as if they were public services. Twenty years ago telephone service was provided entirely via land lines. Today, people expect to have mobile phones and service area coverage regardless of physical location. Telecommunications are used to enhance emergency response time and to communicate important information from the field to police headquarters or hospitals. Currently there are two communications towers within the City. Developers wishing to locate communications facilities in Woodbury should be required to first consider co-

locating on existing towers or tall buildings or structures to minimize the total number of towers throughout the community. Fall zones should always be maintained for towers.

Recommendations

1. Include needed improvements to the water supply and distribution system in redevelopment plans so that improvements will be made commensurate with other improvements.



2. Redevelopment plans and ordinances should spell out the improvements to the sanitary sewer system that are needed including distribution facilities, the installation, relocation or replacement and installation of collectors, trunks, and interceptors that may be necessary so that the improvements are required coincident with redevelopment. If others will benefit from required improvements, the developer will be responsible for a pro rata share of the total cost of the improvements.
3. Encourage landscaping that does not require excessive water use. Encourage infiltration of storm water in any redeveloped areas.
4. Make the public aware of the importance of proper disposal of items without discharging them to our storm system.
5. Utilize the stormwater outfall maps that are being prepared for each municipality to plan for retro-fits that will improve water quality and reduce erosion and to eliminate local roadway flooding.
6. Prepare a management and maintenance program for the City's lakes and ponds including dam maintenance, dredging and vegetation maintenance.
7. Encourage low flow shower heads and 1.6 liter toilets in all renovated buildings.

G. RECYCLING ELEMENT



Americans produce more solid waste per person than any other country in the world. As a result America has been referred to as “the throw-away society” because of the tendency to place a premium on convenience and consumption and to underestimate the costs of disposal. Many of the products we use, particularly product packaging, have a very brief useful life. Persuasive advertising and the value placed on disposability have caused the volume of municipal solid wastes in the United States to grow at a rate much higher than the growth in population. The result is a need to manage and dispose of these by-products. Solid waste consists of municipal garbage and industrial waste. Solid waste removal is one of the many challenges facing local governments in New Jersey. Disposing of solid wastes is expensive and the costs of disposal are generally increasing despite increased efforts to recycle. According to the U.S. Census Bureau, Americans produced nearly 232 million tons of municipal garbage in 2000, or about 4.5 pounds per person per day. The New Jersey Department of Environmental Protection estimates that in 2003 New Jerseyans generated an average of 6.4 pounds of trash per day.

Governments, communities and enterprising individuals have sought out ways to recover and reuse recyclable materials, both to reduce the waste stream and to reduce the costs of materials for production. Unfortunately, in the short run disposal is often cheaper than recycling or reuse. However, growth in the recycling industry outpaces growth in the economy overall. Many Americans seem to think that when an item is thrown in the trash it just disappears, and changing this perception and behavior is difficult in our consumer culture. Municipal governments such as the City of Woodbury bear the burden of dealing with solid waste removal and disposal.

Goal: To reduce solid waste, to dispose of solid waste in the most cost-effective and safe manner possible, to increase recycling of solid waste and to remain consistent with the goals of the Statewide Solid Waste Management Plan.

Objectives:

1. Strive to maintain a comprehensive solid waste-recycling program and encourage full participation in the recycling program.
2. Support efforts to reduce locally generated solid waste from residential, commercial, industrial and public places.
3. Encourage community design that makes solid waste and recycling pick up easier and cheaper.

4. Work with local schools to educate students at a young age about the importance of the “three R’s”: reduce, reuse and recycle.
5. Assist the recycling coordinator with enforcement efforts by providing information about recycling to existing businesses, and considering the benefits of distributing recycling containers to residents.
6. Mandate the use of recycled products for all City entities, as well as in new private development, thus establishing a demand for recycled products.

The Challenge of Solid Waste Management

Waste management is typically the third biggest expense for local jurisdictions and communities after schools and roads. The options for disposing of solid wastes are usually limited to burying garbage in a local landfill, shipping the garbage to a regional or out-of-state landfill, or incinerating the garbage. Old fashioned incinerators burned trash without recovering any of the energy released during the combustion process and polluted with emissions. Newer technologies are used in waste-to-energy facilities, such as the Wheelabrator facility in Gloucester County, where mass burn technology is used to reduce the volume of trash by ninety percent while capturing energy to produce electricity.

The costs of disposal have increased as a result of environmental regulations as well as the travel distance to landfills away from population centers. The capital costs for permitting, constructing, maintaining and ultimately closing landfills have risen significantly because of the regulations requiring safeguards for public health and the environment both in the present and in the future. The higher costs are preventative, because while the old “dumps” may have been cheaper up front, the true costs were probably much higher. Recycling has been viewed as a method of reducing disposal costs, making efficient use of valuable materials and as a way of generating revenue from the sale of collected items. The market for recycled items can be volatile.

State Regulations and Requirements

The bill that initiated mandatory recycling in New Jersey was the 1987 New Jersey Statewide Mandatory Source Separation and Recycling Act. The Act was viewed as necessary to decrease the flow of solid waste to sanitary landfill facilities, aid in the conservation and recovery of valuable resources, conserve energy in the manufacturing process, and increase the supply of reusable raw materials for the state's industries. The legislation called for statewide source separation and recycling of solid waste with the goal of recycling a minimum of 25 percent of the total municipal solid waste stream, and it provided the framework for collection, transportation and disposal of solid waste in the State. The recycling goal was subsequently increased to 50 percent of the municipal solid waste stream. To meet the percentage goals, the regulatory duties and powers of state, county, and municipal governments were all greatly enlarged. The Act required

municipal governments to ensure the availability of recycling programs for commercial, institutional and residential generators.

On the state level, the legislation established the New Jersey Office of Recycling to oversee a State Recycling Fund, administer a tonnage grant program to municipalities, and coordinate county efforts. The financial assistance has been limited, but the responsibilities to meet recycling goals remain regardless of funding. Counties were required to adopt district recycling plans that would designate a district recycling coordinator, specify the recyclable materials to be collected, and detail the strategy to be used to collect and market the materials. Finally, the legislation required each municipality to designate a recycling coordinator, update municipal master plans and site plan ordinances to include recycling provisions, adopt source separation ordinances, enforcement procedures to ensure compliance by residents and businesses, and collect recyclables either directly or by contract. All communities are required to recycle leaves and at least three of the following materials: paper, metal, glass, plastic containers, and food waste.

In setting forth the components of a municipal master plan, the Municipal Land Use Law, section 40:55D-28(12) states that:

the recycling plan element shall incorporate the State Recycling Plan goals, including provisions for the collection, disposition and recycling of recyclable materials designated in the municipal recycling ordinance, and for the collection, disposition and recycling of recyclable materials within any development proposal for the construction of 50 or more units of single-family residential housing or 25 or more units of multi-family residential housing and any other commercial or industrial development proposal for the utilization of 1,000 square feet or more of land.

In January 2006⁶The New Jersey Department of Environmental Protection adopted a new Statewide Waste Management Plan. The new plan does not change existing law, but it aims to reinvigorate recycling in the state in the context of recent legal decisions, current fiscal conditions, and pressing demands on the state's disposal facilities. The Plan reaffirms the state's goal of recycling 50% of the municipal solid waste stream. Overall, the state's recycling rate stood at 32% in 2003, down from a high of 45% in 1995.⁶ The Plan requires that each County adopt an updated Plan within one year. The plans will identify local strategies to meet recycling goals with particular attention to various generator classes that may need to be targeted. In keeping with recent efforts to link the policies of the various state agencies with the State Plan, all future plan amendments for new or expanded solid waste facilities shall be in conformance with the state's "smart growth" initiatives.

⁶ NJ DEP State Solid Waste Management Plan, January 2006.

The County plan, which the City will be required to abide by, must demonstrate consistency with the State Plan. Further, district plans shall reiterate the district plan requirements contained in N.J.S.A. 13:1E-21. Specifically, revised plan updates shall include, but not be limited to, the following components:

1. Designation of the department, unit or committee of the county government to supervise the implementation of the district plan;
2. An inventory of the quantity of solid waste generated within the district for the ten-year period commencing with the adoption of the updated solid waste management plan;
3. An inventory of all solid waste and recycling facilities (lot and block and street address) including approved waste types and amounts, hours of operation and, in the case of solid waste facilities, approved truck routes;
4. An outline of the solid waste disposal strategy to be utilized by the county or district for a ten-year planning period;
5. Where applicable, a procedure for the processing of applications for inclusion of solid waste and recycling facilities within the district solid waste management plans;
6. Where applicable, utilizing the data supplied in Table B-1 of the State Plan that identifies the additional tonnage of recycled materials in the municipal solid waste (MSW) stream (by material commodity types) required by each county to meet the mandated MSW recycling goal, a strategy for the attainment of the recycling goals as outlined above. The strategy shall include, as necessary:
 - a. A listing of the currently mandated recyclable materials and the designation of additional materials, if any, to be source separated in the residential, commercial and institutional sectors;
 - b. a listing of those entities providing recycling collection, processing and marketing services for each of the designated recyclable materials;
 - c. the communication program to be utilized to inform generators of their source separation and recycling responsibilities (note: statutory responsibility of municipalities);
 - d. a comprehensive enforcement program that identifies the county and/or municipal entity responsible for enforcement of the recycling mandates, specifies the minimum number of recycling inspections that will be undertaken by these entities on an annual basis and details the penalties to be imposed for non-compliance with the municipal source-separation ordinance and county solid waste management plan. Additionally, each county or district must submit copies of each municipal source-separation ordinance to the Department within 6 months of the approval of its updated county or district solid waste plan.

The “Clean Communities and Recycling Grant Act” of 2002 provides funding for municipal and county recycling programs. Woodbury has received about \$9,000.00 per year over the last three years, which has been used to fund City clean up efforts. The recycling tonnage grants have been inconsistent, but when funded the City has received from \$3,000.00 to \$5,000.00, which has been used to fund recycling efforts. The Statewide Waste Management Plan provides support for a long-term stable funding source for recycling program efforts.

Gloucester County Solid Waste Planning

The Gloucester County Solid Waste Management Plan requires that all residents, businesses, and institutional facilities recycle newspaper, glass bottles and jars, and aluminum cans. Since each municipal recycling program is operated independently, the additional materials recycled and the collection procedures vary by each town. All businesses in Gloucester County are required to recycle the same materials as the residents in their municipality. In addition, the Gloucester County Solid Waste Management Plan requires all businesses to also recycle corrugated cardboard, high-grade office paper, motor oil, and clean wood waste. Gloucester County also encourages the recycling of food waste in the commercial and institutional sectors.

The County’s Solid Waste Management Plan will be updated in accordance with the State Plan explained in the previous section. A committee has been chosen by The Board of Chosen Freeholders to work on the plan.

In 2003, Gloucester County generated approximately 580,951 tons of solid waste. The county recycled about 296,596 tons and disposed of 284,355 tons, which equates to a 51.1% recycling rate for the total waste stream. The county's documented municipal waste stream recycling rate was 42.5%, significantly above the state average.

Prior to the Atlantic Coast Demolition (48 F 3d 701, 3d circuit 1995) decision, which upended flow control and solid waste regulation, all of Gloucester County's processible municipal waste was disposed of at the Gloucester County Resource Recovery Facility (RRF) in West Deptford Township and all bypass, non-processible waste, and non-hazardous ash was disposed of at the Gloucester County Landfill in South Harrison Township. The Gloucester County RRF was included in the County Plan on March 4, 1985 and the Gloucester County Landfill was originally included on March 19, 1986. As a result of the Atlantic Coast Demolition decision, Gloucester County adopted a nondiscriminatory procurement bidding process to solicit bids for the disposal of the County's solid waste. Gloucester County demonstrated that it secured a disposal contract with Wheelabrator Gloucester Company, L.P. in a nondiscriminatory manner. The Wheelabrator facility is described in further detail below.

Solid Waste flow in Woodbury

The City of Woodbury first initiated recycling activity by ordinance in 1980, and subsequent ordinances broadened the scope of recycling efforts. The City's recycling ordinances have established requirements for the separation of recyclable materials. The scope of Woodbury's recycling activities is reviewed further in sections that follow.

The City of Woodbury collects solid waste from residents and businesses in town with five City owned garbage trucks. There are four trash collection routes, with one per day Monday through Thursday and yard waste from the entire City is collected on Friday.

Trash collected in Woodbury is delivered to the Wheelabrator Technologies waste to energy facility in Westville/West Deptford. The Wheelabrator facility is a waste-to-energy plant that uses incineration technology to generate electricity for sale to a local electric utility. The facility controls emissions using dry scrubbers to control acid gases, heavy metals and organic pollutants, fabric filter baghouses to collect particulate matter, non-catalytic reductions systems to control ozone precursors, and activates carbon to control mercury. The State is currently developing regulations that will require an increased standard of mercury collection. The facility is capable of processing up to 575 tons per day of municipal waste and at full capacity can generate 14,000 kilowatts of electrical energy, which is sold to Central Jersey Power and Light Co. Traditionally, environmentally minded citizens have resisted the incineration method of waste disposal because of the air quality impacts. However, the use of air quality control technologies such as scrubbers and filters and the production of electric power make incineration a viable and preferred alternative to direct transfer to landfills, particularly in densely populated areas such as New Jersey.

The City pays Wheelabrator \$72.12 per ton for solid waste disposal. The Wheelabrator facility processes approximately 180,000 tons of municipal solid wastes per year, which equates to approximately 575 tons per day, six days per week. The facility is operating at capacity. When the Wheelabrator facility becomes overburdened, the facility is bypassed and waste is directed to the solid waste complex in South Harrison. As part of the contract, the ash that remains after the combustion process is delivered to the Gloucester County Solid Waste Complex in South Harrison Township. The landfill site is 420 acres, about twenty percent of the site is currently used for the active landfill and the maintenance garage and scale house. The Gloucester County Freeholders recently approved an expansion of this landfill, which is currently under construction. Assuming a constant flow of wastes, it is estimated that the area currently approved for use will reach the end of its useful life in 2018. The Gloucester County Improvement Authority runs the complex and charges \$72.32 per ton for disposal.⁷ Gloucester County has contracted with Wheelabrator on behalf of all county municipalities and the current contract expires in 2008. At that time Wheelabrator can re-bid for the contract, but

⁷ Gloucester County Improvement Authority website

additional capacity will be needed to handle future volumes. Alternatives are currently being considered, these include the possibility of constructing another waste-to-energy facility adjacent to the existing facility.⁸

Recycling in Woodbury

In accordance with the State’s Mandatory Source Separation and Recycling Act and the Municipal Land Use Law, Woodbury coordinates its recycling efforts through the recycling coordinator and the Department of Public Works. Woodbury offers curbside pick up for trash (includes furniture and other large non-metals), recyclables and yard wastes. In addition, residents are encouraged to participate in recycling household special wastes (HSW) by taking HSWs to the designated locations provided by the Gloucester County Improvement Authority on collection days, held eight times per year.

Woodbury’s recycling rate has been above the state average with recycling of paper materials (including newspaper, magazines, wrapping paper, books, corrugated and regular cardboard) and commingled recyclables (plastic, glass, cans) as well as yard wastes, large appliances, concrete/ asphalt and scrap metal.

The City of Woodbury contracts with the vendors listed below to collect and process recycled materials. The City continually monitors pricing to determine the appropriate vendor for each type of recyclable material. The City does not have its own composting facility, but yard wastes are taken to County Conservation Company and Bellmawr Ecological Center, NJDEP permitted recycling facilities, which recycle vegetative wastes to produce compost, topsoil and mulch.

Table	
Material Type	Vendor/Processor
Yard/Vegetative Wastes	County Conservation Company Bellmawr Ecological Facility
Plastic Glass Paper/Cardboard	Omni Recycling
White Goods	Matteo Brothers Management
Concrete and Asphalt	Winzinger Redy-Mixt Konkrete

⁸ General information about county facilities and length of contract learned in phone conversation with Thelma Davis, Solid Waste Complex Administrator

Since recycling rates are reported to be lagging statewide, it is vital that citizens and businesses be reminded that recycling is not an option, but a requirement. In order to comply with reporting requirements, all persons, contractors, businesses and service providers using a private hauler to manage solid wastes must submit a tonnage report demonstrating compliance with recycling laws to the recycling coordinator each year.

Table		
Material	Includes	How to Prepare
Yard Waste	leaves, weeds, grass clippings and tree branches	open container or open bag, tree branches cut into 4' lengths and bundled
Paper	newspaper, magazines, wrapping paper, paper bags, letters and envelopes	reusable containers, paper bags or tie in bundles
COMINGLED: Glass bottles, aluminum, cans and plastic	glass food and beverage containers, aluminum cans, scrap aluminum, metal food and beverage containers, small metal scraps, plastic water and beverage containers	
	washers, dryers, stoves, refrigerators, other large metal items (but no fuel tanks)	call for pick up (remove doors for safety)
Tires and Miscellaneous	tires, bricks, concrete, cinder blocks, wood, metal, wood posts	separate and call for pick up

In accordance with federal regulations designed to control the disposal of hazardous wastes, household special wastes must be delivered to a drop off site for proper disposal by the Gloucester County Household Special Waste program. Materials such as solvents, pesticides, cleaners, varnish, kerosene, herbicides, gasoline, chemical fertilizers, rat poison, lighter fluid, fluorescent tubes, lead acid and ni-cad batteries, pool chemicals and propane tanks are accepted. It is important that these materials be properly disposed of in order to avoid negative impacts caused when toxic substances are disposed of in an uncontrolled manner. These HSW materials may leach into the soil and subsequently into the groundwater supply if disposed of in landfills or they may be discharged into the atmosphere if incinerated. The most effective way to avoid the negative impacts to the environment and to human health is to limit use of toxic products.

Recycling and trash collection information is provided on the City's website (http://woodbury.nj.us/cg_cs_trash.shtml) with additional information on household special wastes, composting, grass-cycling, tire, battery and electronics recycling available at the Gloucester County Improvement Authority website (www.gcianj.com).

Presently residents in Woodbury (as well as most New Jersey jurisdictions) pay for trash and recycling services through their property taxes. Since this essentially amounts to a flat fee and the demand for trash pick up is inelastic, there is no financial incentive for households to reduce the volume of wastes set out at the curb. Some communities have established a "pay as you throw" program that requires residents to pay according to the volume of trash produced. There are many simple things that residents and businesses can do to minimize post-consumer wastes. The following suggestions come from the New Jersey Department of Environmental Protection's website.

Recommendations

General

1. **Reduce**. Source reduction is the term used to describe activities that decrease the amount or toxicity of wastes entering the solid waste stream. It also includes activities that increase product durability, reusability or reparability in order to divert products from entering the waste stream. According to the NJDEP, the generation of total solid waste in New Jersey has risen by an annual average of 4% between 1985 and 2005. While the amount of municipal solid waste that is recycled has increased substantially over that time, the waste stream grows faster than our overall ability to recycle it. While source reduction is the State's first priority in managing solid waste, it is also difficult to achieve. There are few incentives for source reduction on the consumer level, and there is little information available to adults of average to high income about the importance of source reduction. Source reduction requires that we change our purchasing decisions to prevent excessive wastes. Product stewardship is the term used to describe a system that internalizes the entire life cycle of a product such that the full costs of production are recaptured through the recycling of the product.
2. **Recycle and Reuse**. New innovations in using recycled materials are being tested around the world. Gloucester County has instituted a metal recycling program in which metals are recovered from the ash loads arriving at the Gloucester County Solid Waste Complex from the Wheelabrator incinerator, the metals are separated and then ready to be reused. Every ton of paper made from recycled material saves the equivalent of 17 trees. Aluminum cans made from recycled aluminum takes 95% less energy than making cans anew. By purchasing products made from recycled materials, we sustain the demand for such products and encourage manufacturers to find more ways to reuse and recycle. A New Jersey Recycled Products Directory is available to support purchasing decisions that help to create long-term stable markets for the recyclable materials that are collected from residents, businesses and institutions throughout the state.

The NJDEP has recently estimated that at least 25 percent of the business community does not recycle. Efforts to induce the business community to recycle may substantially increase the overall percentage of recovered recyclable materials. It is recommended that the Fire Marshall provide the recycling coordinator with a list of businesses to facilitate his enforcement efforts. It is also recommended that builders continue to be required to provide receipts demonstrating that construction waste material and debris, including tree stumps were recycled. Failure to recycle may result in a fine. Under the mandatory recycling program, municipalities may provide residents with recycling containers. Since this is a direct cost of the development, it is recommended that the developer be required to provide the container for each new homeowner in the development. The containers contribute to a sense of community pride and make it obvious if a household or business is not recycling properly.

Specific

1. Place recycling containers at public facilities and parks. Clean Communities grants could be used for this purpose.
2. Encourage the Woodbury Garden Club or another appropriate organization to host a composting workshop for residents. This will encourage recycling of food wastes.
3. Consider placing limits on the number of trash containers that each unit may place curbside without the imposition of an additional fee. "Pay-as-you-throw" or per unit pricing programs have the potential to encourage source reduction at the household level.
4. Implement a requirement that those seeking construction and demolition permits provide information about how materials will be properly recycled. The sample municipal recycling ordinance that NJDEP is developing will provide guidance for this proposal.
5. Work with Gloucester County to continue to meet recycling tonnage targets.
6. Update the City's recycling ordinance consistent with the Statewide and County Solid Waste Management Plan within six months of adoption.
7. Place containers at key locations along Broad Street to keep our Main Street free of litter.

H. ECONOMIC ELEMENT

One of the goals of the Master Plan is to improve the prospects for expanding the City of Woodbury's ratable base. This element will provide some direction and options for pursuing economic growth. First the essential questions must be answered: What do we have? Where are we now? What is the environment in which we operate? And where are we going?

In accordance with Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) the economic plan element is intended to consider all aspects of economic development and sustained economic vitality, including: a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and b) an analysis of the stability and diversity of the economic development to be promoted.

Goal: Expand and diversify the economic profile of the City, re-establishing the City of Woodbury as the economic center of Gloucester County.

Objective 1:

Retain and promote existing businesses.

- Provide a business friendly environment for existing businesses, which have invested in the City and provide a supportive environment for those wishing to upgrade or renovate.

Objective 2:

Promote redevelopment that is consistent with the goals of the Master Plan.

- Encourage redevelopment and full occupancy in existing commercial locations.
- Promote redevelopment and offer business incentives.
- Consider the establishment of an Economic Development Coordinator to attract developers and businesses interested in becoming active in the City's renaissance.

Projected Employment Growth 2000-2010⁹

Gloucester County is the fastest growing southern county in New Jersey, with a projected annual growth of 1.4 percent. Gloucester County is expected to add 14,600 new jobs

⁹ Thomas Sheppard and Robert Vaden "New Jersey's Projected Employment Growth by County:2000-2010", New Jersey Division of Labor Market and Demographic Research, December 2002.

between 2000 and 2010, most of which will be business, health and social services. Gloucester has a large retail trade sector which accounted for 23 percent of base year employment and is expected to grow significantly faster than the state as a whole. The county also has a large and fast growing wholesale trade sector which is expected to increase by 1.7 percent annually and create 1,550 new jobs. As with most counties, professional and related occupations and service occupations will add the most new jobs, even though professional and related occupations will grow slower than the state overall. The county is expected to have relatively strong growth in sales and transportation and material moving occupations. The occupation expected to add the most jobs is retail sales.

Trade Area



The City has always served Gloucester County and the region as the center of commerce since the 1700's. With the advent (1960's) of Route 295, the Deptford Mall, and the West Deptford Industrial Complex, the City of Woodbury's commerce has seceded to these more suburban automobile oriented shopping areas. Consequently, the City of Woodbury finds itself as a traditional downtown (something planners are recreating all over America) without the attractions to maintain economic growth. This is due, in part, to a greatly expanded trade area.

To the south, West Deptford Township and even further in Logan Township have grown to over 1,000,000 square feet of office and warehouse space. To the north, the Deptford Mall of one million square feet of retail has been surrounded by another 1.5 million square feet of additional stores.

Gloucester County is growing with over 8,000 approved housing units in the surrounding municipalities of East Greenwich, Harrison, Woolrich, Mullica Hill, Mantua and Franklin Township. Most of these areas are anticipating new commercial centers as part of their new growth.

The Regional Economic Climate

The Delaware Valley Regional Planning Commission measures regional economic indicators in order to plan for a diverse and competitive regional economy. In the nine county region as a whole, employment increased by 2.4 percent between 1990 and 1997. Gloucester County had a 14.7% increase in employment over the time period, which was second only to Chester County with 17.6 percent employment growth. While the

increase in jobs is an important economic indicator, income growth is also important since skilled jobs with higher wages will increase the money spent in the region and expand the regional economy. In 1989, per capita income in Gloucester County was \$15,207 and ranked 18 of 21 New Jersey counties. In 1989 per capita income in Woodbury was \$13,842 and ranked 476 of 566 municipalities in New Jersey. By 1999, per capita income in Gloucester County rose to \$22,708 and raked 15 of 21 counties. Per capita income in Woodbury for 1999 was \$21,592, ranking 434 of 566 municipalities. The per capita income in Gloucester County and Woodbury is below the state average of \$27,006 but above the national average, \$21,587 for 1999.

Businesses and Employment



Currently the City of Woodbury has over 6,000 jobs within its borders. Underwood Hospital is the largest employer in the County with 1,700 +/- employees. The County of Gloucester maintains their offices, The County Justice Complex, County Police, all in the City of Woodbury with another 550 jobs. The Gloucester County Times employs 260, the Woodbury School District has 220 employees, and the City 190 employees.

However the small businesses, the existing 170 businesses in the community represent another 500 +/- jobs. With all of the employment and visitors Woodbury has 10,000 to 15,000 visitors to the City each day! With 25,000 cars traversing Broad Street each and every day!

Taxes and the Ratable Base

Currently the equalized assessed value for tax purposes in the City of Woodbury is established at 67.4 percent.

The City's non-residential property 2005 assessments are as follows:

Classification	Number of Parcels	Land	Improvements	Assessed Value
Residential	2,909 parcels	\$86,782,100	\$179,313,000	\$266,095
Commercial	290 parcels	\$24,652,400	\$64,470,200	\$89,122,600
Industrial	3 parcels	\$810,000	\$1,207,700	\$2,017,800
Apartments	21 parcels	\$2,181,000	\$9,809,300	\$11,991,100

Vacant Land	172 parcels	\$4,825,000	\$0	\$4,825,000
Farm Regular	0 parcels	\$0	\$0	\$0
Farm Q	0 parcels	\$0	\$0	\$0
TOTAL		\$119,251,900	\$254,800,200	\$374,052,100

The City's 2006 tax rate is 5.767%. The tax rate is broken down as follows:

Receiving Entity	Rate
Gloucester County	.820
County Library	.0
County Open Space	.060
School (consolidated)	3.100
Municipal	1.787
Total	5.767

Recommendations

- I. The City has phenomenal attributes.
 - a. A strong tradition of history which needs to be told as part of the Woodbury experience.
 - General Lafayette visited Woodbury Civil War battalions camped here (on these grounds).
 - President Woodrow Wilson (then Governor) came to announce the opening of the Woodbury High School. Famous graduates of the high school And today Woodbury High School continues the traditions as being one of the few NASA schools in the USA.

These are great stories, they deserve to be told and retold.

- b. The City has wonderful architecture. It is not neo traditional but really constructed in the time of its style. From Colonial to Victorian to Second Empire, these buildings create a fantastic opportunity to create a significant statement about the wonderful periods of architecture in America and how Woodbury was a working part of that history.
- c. The citizens of Woodbury are a special group of individuals whose focus volunteerism is unparalleled in the region. Perhaps, originating with the Quaker belief in tolerance, appreciation for humanity and compassion, this special group of citizens exhibit over thirteen special street fairs per year. Each event takes a year to organize, arrange and produce, yet they do this every month with the enthusiasms of the Mummers on January 1st.

Each of these attributes helps create a unique place. For Woodbury to re-invent itself in the new millennium, it will require creating a unique sense of place where visitors will feel the warmth of the people, the sense of

history that has gone on here, and enjoy the architecture and landscape of this special place.

- II. Economic Growth – Must be balanced with proper taxes.
- a. The City’s tax base has been slowly eroded through non-profit status of the County Government and the Underwood Hospital’s expansion. Consequently, the City of Woodbury had the third highest tax rate in the State of New Jersey. There is no coincidence that while the two institutions were expanding, the growth of the region was expanding in other locations, leaving less and less for Woodbury to combat the economic competition surrounding her community boundaries.
 - b. Underwood Hospital currently has a total exempt statues of \$32,833,000 while only paying tax on an assessed value of \$4,535,600. Underwood has the dubious distinction of being one of the five largest tax payers and at the same time the largest tax exempt tax payer. There is clearly an inequity here especially for the City. The municipal share of the total properties if fully taxable would be \$667,776. In fact, the City’s actual collectibles from the hospital are \$81,051, barely enough to pay for one police officer.

It is therefore, recommended that a payment (in lieu of taxes) be created to establish a vehicle where the hospital can pay a reasonable fee to the City directly. A pilot is a reasonable tool to be employed when a redevelopment area is employed or when a non-profit organization is requesting tax exempt status.

The City may want to create an advisory board consisting of community business people i.e. bankers and realtors, to work with the governing body and the hospital to come to some understanding of a more reasonable pilot which will benefit the City!

- c. The County of Gloucester has \$34,192,000 of real estate and buildings within the City. The County’s offices especially the Justice Complex and Court facilities have generated reinvestment by the lawyers within the City. Even though 29 percent of our land has been lost, the County also participates with in kind services. These services could be expanded to assist the City in a number of departments. It is important that the City and the County continue to cooperate to maintain the City’s vitality.
- d. Redevelopment – The entire downtown area of the City continues to meet the need for a redevelopment area. The city is encouraged to expand the redevelopment area and establish an opportunity for incentives for prospective users. These incentives include business assistance, façade grants, and payment in lieu of taxes.

III. Government Sponsorship

- a. Attracting new businesses to the downtown is a hallmark goal of this plan. The formation of “Woodbury Downtown Economic Steering Committee” has already been established through this Master Plan process.

The Mission Statement of this group, which consists of the Mayor, Council Members, Main Street Members, Merchants Association Members, and business owners is:

“The mission of the Economic Redevelopment Steering Committee is to restore and revitalize the downtown shopping environment”.

The Steering Committee represents the organizational and governing commitment to revitalize the City’s downtown. Broad Street is the front door of the community, not just the City of Woodbury but also the County Seat of Gloucester. Therefore, there are many facets of the organization which are already in place. The Main Street Organization currently assists property owners with façade grants, the Merchants Association meets regularly to help promote their businesses. This Steering Committee places the government commitment to assist in these efforts.

- b. One item that has been raised by the business owners, is assistance in going through the approval process and the building process. The City has identified key individuals who will assist in this process. The Steering Committee has identified new parking opportunities, which the City is acting upon. Parking meters and restriping with an expectation of completion in the near future.
- c. Landowners are one key to understanding the pulse of the retail district. Meetings with landowners have been fruitful, learning of each others issues and seeing how the Steering Committee may be of assistance. But more importantly these meetings are sending a message that the City is willing to listen and support economically sound ideas to re-generate new life within the City.

Change will come with new ideas, new ideas have only to respect what has come before to make this City great!

- d. Marketing and promotion are essential to the continued growth of downtown. The City has exceptional promotional fairs where 15,000 people show up from other places. Each downtown or Main Street must find its own personality. Woodbury’s is still being defined. The Courthouse Café, the Nut Shop, Edwards Hairstyling, and Polsky’s are part of a personality. To become cohesive many more connections of uniqueness must be incorporated into our fabric of Woodbury in 2006 and beyond. If nothing is envisioned, then we are subject to what happens to us, but when we vision, we collectively go for those elements which bring excitement to our City.

For example, imagine a city where we have a tavern and all the waitresses are dressed in colonial garb who explain the history of Woodbury or a different tale, each time you go to dinner there. Imagine other restaurants where the period is the Civil War. Imagine one of the 50's (called "Mom's") where you watch "Leave It To Beaver" on the TV while the waitress "mom" reminds you to eat your veggies. Imagine, an upscale antique store next to an art gallery, next to the Gap, next to a 50's ice cream shop. Imagine a movie at the Green Building, one week and a play the next, imagine the farmers market overflowing and needing more space because so many farmers want to come here on Saturday.... Imagine a train station, new offices and condominiums at Evergreen and Barber and a trolley bringing people to work from that train station.

All of these images are possible with the collective intention of the Steering Committee and the community at large.

- e. It is a recommendation that this Steering Committee continue its commitment to the downtown. With so many key projects like the Green Building, the Antique Store, the Goodwill Store, and the creation of many new and exciting restaurants this effort will not come easily but patience and tenacity will prevail.

IV. Transit Village

Another exciting economic potential is the anticipation and planning for a train station. This service would create an exciting growth opportunity for the City. New development, garages, and retail services with housing above. The transformation of the properties, to professional offices (which are being recommended now as part of the rezoning changes) and the potential of yet even more business at the same time, the housing values will increase as the benefits of walking to the train from Woodbury's neighborhoods would be possible.

The Transit Village may be a few years away but its importance to the City is critical.

"I shall prepare myself and my chance will come." *Abraham Lincoln*.

And so, the City of Woodbury is in the preparation stage, creating the intention and the opportunity for the City to be renewed once again.

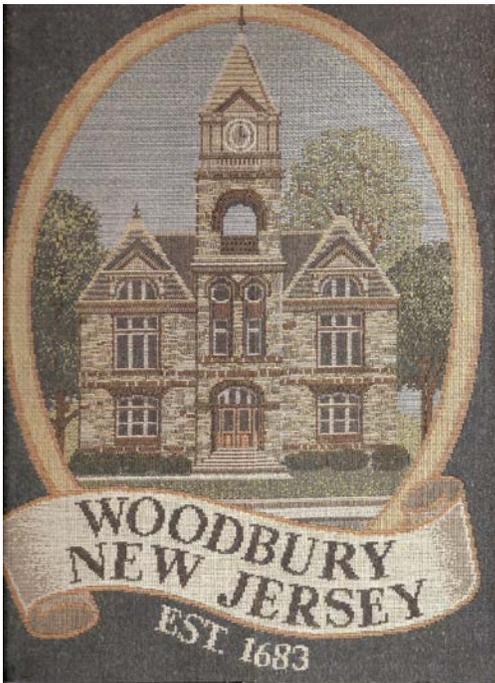
V. Redevelopment Economics in the Downtown

Due to the fact that Woodbury is largely a built environment (i.e. no additional land for major development) the City must rely on redevelopment for new economic stimulus. By placing the entire downtown in a redevelopment area, the City has the opportunity to encourage business to

locate here, offer tax incentives and establish a “pilot” – a payment in lieu of taxes. The pilot permits the City to collect up to ninety-five percent of the revenue of the new development. The City has the potential of creating approximately one hundred million dollars in new ratables with the redevelopment of the major buildings in the downtown. GG Green, the antique store, Goodwill, The Dollar Store, and others can create this level of investment over the next ten years. This redevelopment along with cooperation between the County, and the hospital represent the key to long term financial success of the community.

I. HISTORIC PRESERVATION ELEMENT

In recent years, our society has become increasingly concerned with the preservation of our historic and cultural resources. These land uses contribute to our sense of place and provide a tangible link to our past. Historic properties add to the community's cultural inventory and foster pride in the community. Neighborhoods, commercial areas and parks provide a sense of identity as well as a sense of place. In a world that is changing so quickly, we take comfort in the certainty of our shared past. Therefore, it is not only important to understand the history of where we live, but also to be aware of our historical resources and plan for their preservation. Preservation has economic as well as cultural value. The purpose of this Historic Preservation Element is to identify and describe the location and significance of historic properties, sites, and districts in Woodbury and to set the stage for further research. The Historic Preservation Element's purpose is to enable the community to identify, promote, and encourage the preservation and use of these historic sites, buildings, structures, roads, and districts for the benefit of future generations.



The Historic Preservation Element is to promote and encourage the preservation and enhancement of those buildings, structures and areas of historic and aesthetic value that reflect the cultural, social, economic, and architectural history of Woodbury. Historic architecture is an essential element of Woodbury's physical image today. Historic preservation is undertaken in order to retain buildings and areas for the education, pleasure and welfare of the people of Woodbury. The protection and enhancement of historic sites and districts also attracts visitors to Woodbury providing an economic benefit to the community.

The City of Woodbury established this historic district in 1977 to better preserve the unique character of our community. In addition to preserving our rich cultural and architectural heritage for future generations, the maintenance and rehabilitation of buildings in historic districts have positive effects on the community including the stabilization of neighborhoods, retention of or increased property values, and the creation of civic pride. All proposed exterior changes and alterations to a property located within the historic district must first be reviewed by the City's Historic Preservation Commission and approved by the City Planning Board. This includes all alterations visible from a public street, sidewalk, or alley. The nine member board meets once a month to review any new development or building alterations located within the historic district.

Specific Goals and Objectives

Goal: Preserve and enhance the cultural, and historical resources that reflect the historic significance of Woodbury.

Objective 1:

Preserve, protect and enhance areas of special interest or value that represent or reflect significant elements of Woodbury’s cultural, social, economic, and architectural history and prehistory.

- Discourage the unnecessary demolition of historic structures.
- Promote amendment of Woodbury’s Land Use Ordinance to be consistent with the goals of historic preservation as expressed in the Historic Preservation Plan element.
- Promote appropriate utilization of historic properties.

Objective 2:

Promote the understanding and appreciation of the historic value of the city.

- Encourage development patterns adjacent to existing historic structures that complement the character of said structures.
- Require preservation and rehabilitation of any historic structures on properties to be developed.
- Protect historic sites from governmental projects.

Objective 3:

Promote appropriate utilization of historic properties.

- Promote original and/or present use of historic properties in their original location whenever feasible and encourage sympathetic adaptive use when original or present use is no longer feasible.
- Review zoning ordinances to ensure they encourage the preservation of historic properties and revise zoning ordinances to make them compatible with preservation goals.
- Work with landowners, public and private agencies to encourage the preservation, acquisition and maintenance of endangered historic properties.

Objective 4:

Protect and enhance historic properties.

- List by importance those historic properties, sites, buildings, structures, and districts that require protection and recommend appropriate local ordinances to effect that protection.
- Review and develop new design standards as needed for historic districts.
- Encourage parking design for historic districts that is unobtrusive, minimizing the effect on the historic character of the setting. Parking should be limited to that necessary to serve the proposed use.



Brief Historic Background of Woodbury

Woodbury Old City Restoration Committee

“...fine, thriving village called Woodbury”

So described our early town in 1747 as recorded in the Pennsylvania Gazette. Peter Kalm, Swedish naturalist, traveling in the colonies, referred to us as a “*small place in the woods.*” After four centuries of political, social, economic and physical change, Woodbury retains its beauty, charm and hospitality. While much of the world around us drifts toward anonymity and homogeneity, Woodbury remains a real community. Combining the new and innovative with an appreciation and preservation of the old and enduring, Woodbury provides a warm and nurturing atmosphere where families can thrive amidst natural loveliness.

Woodbury’s history begins in Bury, England in the mid 17th century. A Quaker family named Wood set sail in 1689 to settle at the mouth of Woodbury Creek on the New Jersey shore of the Delaware River.

By 1715 the Quaker community had outgrown its initial settlement and a new site was selected inland where the King’s Highway bridged Woodbury Creek. By the time of the Revolutionary War, Woodbury had emerged as a hamlet of considerable importance. The rebel cause found strong support in the Woodbury environs. Its close proximity by water to Philadelphia ensured many troop movements through the tiny town; it was alternately occupied by military forces on both sides.

Woodbury continued to prosper after the War of Independence and on into the 19th century. Schools, a library, fire companies, churches were all well established by 1825. During the Civil War, New Jersey’s Twelfth Regiment had a rendezvous at Camp Stockton located where East Barber Avenue, West Jersey Railroad tracks and Mantua Avenue now exist.

By 1890 Woodbury had a population of 3,930 and had become a pharmaceutical manufacturing center as a result of enterprising acumen of the Green family. Lewis Green and his son George amassed a fortune beginning with the production of patent medicines and later including glass works, bottle plants, and steam mills. The development of the southern portion of town was a direct result of the tremendous success of the Green’s enterprises. Production of their patent medicines halted after World War I.

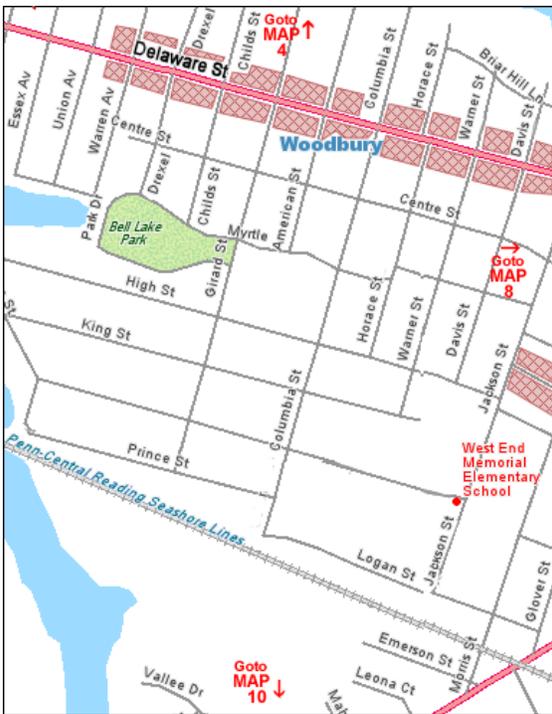
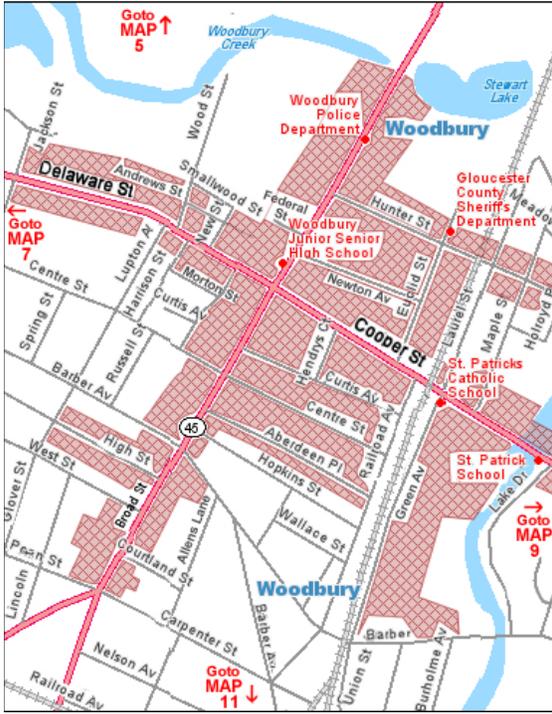
Through both World Wars, Woodbury’s residents served their country: some on the battlefields, some in jobs at New York Shipyard, DuPont powder plant, and oil refineries, some domestic and international Red Cross work, and some in “Farmerette” groups.

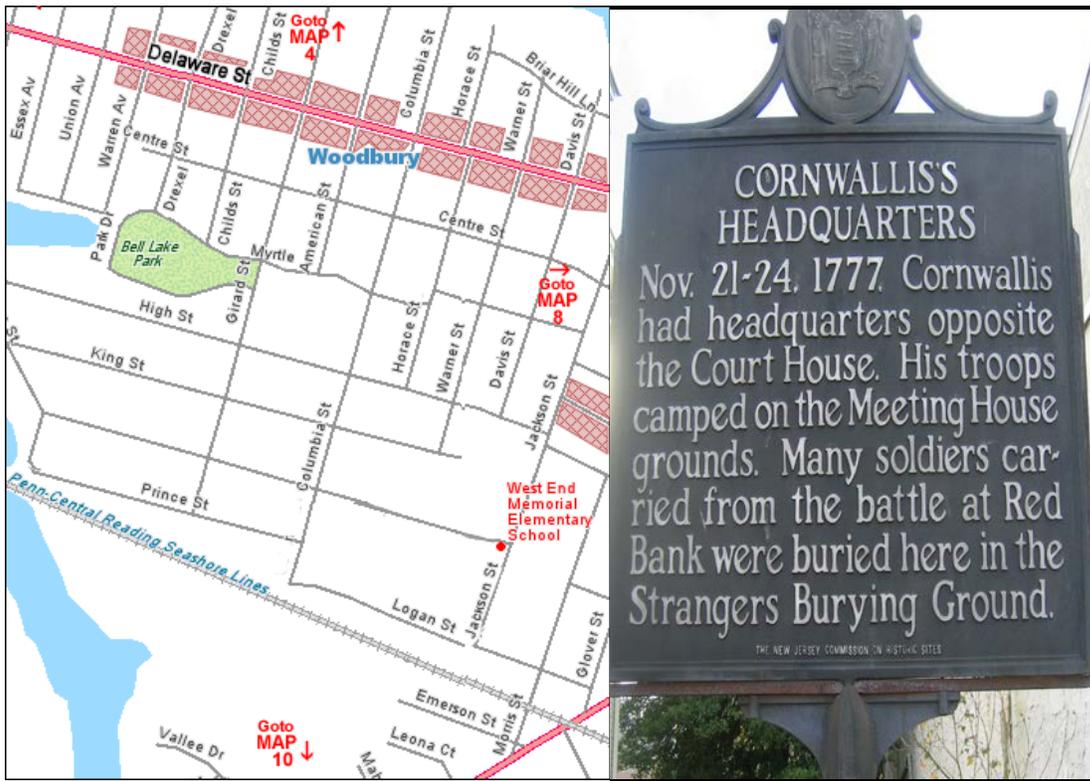
By 1930 the population had grown to 8,172, and Woodbury began to assume an appearance similar to that of today. Its basic residential character has been maintained. Its Historic District is on the State Register of Historic Places and has been nominated for placement on the National Register-a permanent monument to the Woods of Bury, England!

Historic Sites as Identified on the “Walking Tour of Old Woodbury”			
No.	Name	Location	Year
1	City Hall	33 Delaware Street	Circa 1771
2	Woodbury Fire Company	29 Delaware Street	Circa 1799
3	Gloucester County Annex	Delaware Street	Circa 1925
4	Major Shiver Mansion	122 Delaware Street	Circa 1884
5	Colonial Style Home	125 Delaware Street	Circa 1844

6	Queen Anne Style Home	189 Delaware Street	Circa 1890
7	Waite-Low Estate Farmhouse	195 Delaware Street	Circa 1792
8	Queen Anne Style Home	225 Delaware Street	Circa 1890
9	Waite-Low House	337 Delaware Street	Circa 1770
10	Second Empire Style Duplex	319-321 Glover Street	Circa 1885
11	Jacob Glover House	24 High Street	Circa 1850
12	Victorian Duplex	21-23 High Street	Circa 1900
13	Victorian House	101 South Broad Street	Circa 1860
14	Victorian Second Empire Style Building	47-55 South Broad Street	Circa 1890
15	Gloucester County Court House	Broad & Cooper	Circa 1885
16	Beaux Arts Classicism Building & Surrogate's Court Building	19 North Broad Street	Circa 1916 Circa 1887
17	Georgian Style Building	127 North Broad Street	Circa 1802
18	Friends Meeting House	120 North Broad Street	Circa 1715
19	Gloucester County Historical Society Museum	58 North Broad Street	Circa 1765
20	Log House	44 North Broad Street	Circa 1765
21	Queen Anne Style Home	31 Newton Avenue	Circa 1893
22	Victorian Brick Home	22 Euclid Street	Circa 1890
23	U.S. Post Office Building	34 Hunter Street	Circa 1809
24	Victorian Factory Rowhouses	118-126 Hunter Street	Circa 1890
25	Rusticated Bungalow	61 North Bayard Avenue	Circa 1920
26	Tudor Revival Home	450 Spruce Lane	Circa 1814
27	Tatum-Griscom-Mitchell House	36 Rugby Place	Circa 1745
28	Rugby Pines	510 Cooper Street	Circa 1914
29	Railroad Watchman's Stand	Evergreen & Cooper	Circa Unknown
30	Arts & Crafts Home	43 N. Woodland Avenue	Circa 1911
31	Georgian Revival Home	275 Cooper Street	Circa 1903
32	GG Green Victorian Factory Building	122 Green Avenue	Circa 1879
33	Woodbury Railroad Station	Cooper & Railroad Ave	Circa 1883
34	Victorian Home	40-42 East Centre Street	Circa 1880
35	Second Empire Designed Home	34 South Broad Street	Circa 1860

CITY OF WOODBURY HISTORIC DISTRICT





Historic Designations, Regulations and Requirements

In New Jersey there are three distinct types of historic designations: the National Register of Historic Places, the New Jersey Register of Historic Places, and designation by a municipality pursuant to the authority of the Municipal Land Use Law (N.J.S.A. 40:55D-107 through 112). The National Historic Preservation Act of 1966 established a federal policy of safekeeping the country's cultural heritage. For the first time, funding on a national basis was made available to identify, map, and preserve historic properties, including not only buildings, but also important sites. Much of the identification and organizing work was delegated to the states through the establishment of State Historic Preservation Officers who are the liaisons between local officials or groups and the Federal Department of the Interior, which administers the federal historic preservation efforts. The federal program became the impetus for state efforts in historic preservation. The State of New Jersey passed legislation to enable historic preservation in 1970.

The federal and state legislation established the National and State Registers of Historic Places, respectively. In New Jersey, the Historic Preservation Office, where the State Register is maintained, is part of the Department of Environmental Protection, under the Division of Parks & Forestry. The State Register is a list of areas and properties worthy of preservation for their historical, architectural, cultural or archaeological significance. Under the New Jersey act, political subdivisions of the state, i.e. counties and municipalities, come under review if a proposed project will encroach on a listed property. This is typically done through a Historic Preservation Commission's (HPC) review of the capital improvement program and review of County and State

transportation projects. Historic Commissions are explained in greater detail in the sections that follow.

The New Jersey Register of Historic Places is the state's official list of historic resources. The New Jersey Register is modeled after the National Register and uses the same criteria for evaluating the eligibility of resources and the same forms for nominating properties. Listing on the New Jersey Register of Historic Places provides recognition of a property's historic importance and assures protective review of public projects that might adversely affect the character of the historic property. The only protection of historic resources that occurs with registration is from the actions of government and the protection that may come from public awareness. For private property owners, listing in the Register does not mean that limitations will be placed on the property by the state and federal government. Within the limits of municipal zoning laws, private property owners are free to utilize, renovate, alter, sell or demolish their property. Therefore, the most effective protection of historic resources is designation and regulation at the municipal level. As part of the municipal planning and zoning process, a municipality may list and designate historic sites. Designation will also give the properties priority if funding for maintenance or restoration of buildings becomes available.

These historically significant sites and artifacts are vital parts of the community and landscape. Sites that are listed on the New Jersey State Register are afforded an added level of protection from destruction and most importantly the listing enhances public support and appreciation for the sites.

Incentives for Private Preservation

New Jersey Rehabilitation Sub-code

In 1998 the New Jersey Rehabilitation Sub-code was passed to make rehabilitation of existing buildings a viable alternative to replacement or abandonment. The code represents a shift in building code philosophy. It recognizes that using new building standards for renovated buildings can result in expensive improvements that have little real benefits in terms of occupant safety and encourages investments that improve existing buildings. The Rehabilitation Subcode now bases requirements on the nature of the proposed work rather than the cost of the work to be performed, thus, removing a barrier to restoring historic buildings and protecting the historic character of buildings from unnecessary disturbance.

Tax Incentives

Currently in order to qualify for tax incentives, rehabilitation projects must involve income producing historic properties included in the National Register of Historic Places. The Investment Tax Credit program has supported large-scale private investment in historic buildings and neighborhoods such as the Atlantic City Convention Hall, but has limited applicability for individual residential structures.

A bill entitled the “Historic Property Reinvestment Act” was introduced in the State Assembly and Senate during the 2002-2003 legislative session. The Act proposes to provide homeowners and/ or corporations with an economic incentive to revitalize older neighborhoods and to reuse historic structures by providing a state tax credit for their rehabilitation. This Act will help to promote the goals and objectives that are promulgated in the State Plan regarding the redevelopment of centers and the preservation and enhancement of historic lands and structures. The proposed tax credit would be allowed against an individual’s personal income tax or a business would be allowed the credit against its corporate business tax. A qualified historic building is one that is listed individually or within a historic district on the State or National Registers of Historic Places or within a locally designated historic district and contributing to the district’s significance, and must be certified by the State historic Preservation Office. The work would have to be done in conformance with the Secretary of Interior Standards for Rehabilitation, and must be considered a substantial rehabilitation.

Tools for Preservation

Municipal and county governments have used public funds to purchase valuable historic properties to guarantee permanent protection and to enrich communities with tangible history and public gathering places. However, public funding is scarce and preservationists must come up with other ways to aid in the preservation effort. A preservation easement is a legal instrument by which a property owner can provide enduring protection for a historic property. The easement allows a property owner to place certain restrictions on the property in perpetuity and conveys the right to enforce the restrictions to a qualified organization. The New Jersey Historic Trust accepts such easements. Typically, the easement will prohibit demolition and will restrict changes to the building’s exterior, and interior features where appropriate. An inspector will monitor the property on a yearly basis to ensure compliance with the terms of the easement. A tax benefit may be available to a property owner that grants an easement in perpetuity. The value of the easement (determined by a professional appraisal) may qualify as a charitable contribution that can be deducted from federal income taxes. In recognition of the contribution to preserving New Jersey’s historic resources a bronze plaque is placed on the property as a permanent reminder that the property is protected. To qualify for the easement program, a property must be listed or be eligible for listing on the State Register of Historic Places.

The National Park Service was directed by Congress in fiscal year 2000 to study New Jersey’s role in the American Revolution. The goal of the study was to determine if the region met the criteria for designation as a new unit of the national park system and, if not, whether other management alternatives including designation as a national heritage area were feasible. Based on the information developed and analyzed during this study, Crossroads of the American Revolution was found to meet all ten criteria needed to be eligible for designation as a National Heritage Area. A local management entity, Crossroads of the American Revolution Association, Inc., has been identified to undertake the purposes and activities of the recommended national heritage area. The study maps and proposed boundary area include areas in Woodbury.

Recommendations

Historic Buffer Districts

Historic buffer districts should include intervening or surrounding property significantly affecting by the quality and character of existing or potential historic site or sites. A historic buffer district serves as a buffer zone to historic preservation districts. By virtue of their location, historic buffer districts serve as a gateway or transition to existing or proposed historic preservation district and changes to its streetscape, landscape, or buildings visually affect the historic preservation district to which it connects.

Prior to the designation of a historic buffer district, a brief report which includes a statement of significance, building descriptions, photographs, boundary description/justification, map, statement of what is subject to review, relation to adjacent historic district and design standards or guidelines must be prepared.

Long Term Historical Preservation Goals

In order to preserve Woodbury's historic resources, it is necessary to be aware when improvements, changes, or demolition to historic properties, or structures within historic districts, are proposed. In an attempt to save historic properties for future generations, it is recommended that the city consider purchasing (if necessary) threatened historic properties or obtaining easements ensuring preservation projects and issues. In order to preserve the history architectural guidelines should be used as a guide for new construction or alterations to existing historic structures. To promote community pride in the city's historic past, it is recommended that additional opportunities for public education relating to the historic structures and their cultural and social context be provided.

The City of Woodbury has taken positive steps in protecting its rich history by recognizing historic properties as significant contributions to the social stability of the community. With a strong emphasis on preserving historic structures, complemented by information and education programs, the lives of the city's residents are enriched by the knowledge and pride of Woodbury's historic past.



III. The Broad & Long View

CONSISTENCY WITH OTHER PLANS

Relationship to the State Plan

The New Jersey State Development and Redevelopment Plan was adopted by the State Planning Commission on March 1, 2001. The State Plan aims to synchronize planning through coordination and effective public policies. Planning Areas are established to categorize masses of land (greater than one square mile) that share a common set of conditions such as population density, infrastructure systems, level of development or natural systems. The Planning Areas guide the application of the State Plan's statewide policies, as well as providing guidance and support to local planning authorities. Woodbury lies within the Metropolitan Planning Area (PA1). The New Jersey State Policy Map Identifies the State Plan Planning areas. It is important to note that these areas do not necessarily coordinate with municipal boundaries, encouraging a regional planning perspective.

The Metropolitan Planning Area (PA1) is characterized by mature settlement patterns resulting in a diminished supply of vacant land; infrastructure systems that generally are beyond or approaching their reasonable life expectancy; the need to rehabilitate housing to meet ever changing market standards; the recognition that redevelopment is, or will be in the not-too-distant future, the predominant form of growth, and a growing realization of the need to regionalize an increasing number of services and systems in light of growing fiscal constraints (The NJ State Development and Redevelopment Plan, 188).

Woodbury falls within the Metropolitan Planning Area that is associated with the Philadelphia/Camden/Trenton metropolitan region along the lower Delaware River. The city's conditions are highly reflective of the preceding characteristics, especially in regards to limited supplies of vacant land, aging infrastructure systems, and great potential for redevelopment.

State policy objectives for Metropolitan Planning Areas are:

Land Use

Promote redevelopment and development in Cores and neighborhoods of Centers and in Nodes that have been identified through cooperative regional planning efforts. Promote diversification of land uses, including housing where appropriate, in single use developments and enhance their linkages to the rest of the community. Ensure efficient and beneficial utilization of scarce land resources throughout the Planning Area to strengthen its existing diversified and compact nature.

Housing

Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse of nonresidential buildings, and the introduction of new

housing into appropriate nonresidential settings. Preserve the existing housing stock through maintenance, rehabilitation and flexible regulation.

Economic Development

Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace. Encourage job training and other incentives to retain and attract businesses. Encourage private sector investment through supportive government regulations, policies and programs, including tax policies and expedited review of proposals that support appropriate redevelopment.

Transportation

Maintain and enhance a transportation system that capitalizes on high-density settlement patterns by encouraging the use of public transit systems, walking and alternative modes of transportation to reduce automobile dependency, link Centers and Nodes, and create opportunities for transit oriented redevelopment. Facilitate efficient goods movement through strategic investments and intermodal linkages. Preserve and stabilize general aviation airports and, where appropriate, encourage community economic development and promote complementary uses for airport property such as business centers.

Natural Resource Conservation

Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, scenic vistas, wildlife habitats and to Critical Environmental Sites, and Historic and Cultural Sites. Give special emphasis to improving air quality. Use open space to reinforce neighborhood and community identity, and protect natural linear systems, including regional systems that link to other Planning Areas.

Agriculture

Use development and redevelopment opportunities wherever appropriate and economically feasible, to meet the needs of the agricultural industry for intensive agricultural production, packaging and processing, value-added operations, marketing, exporting and other shipping. Provide opportunities for farms, greenhouses, farmers markets and community gardens.

Recreation

Provide maximum active and passive recreational opportunities and facilities at the neighborhood, local and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.

Redevelopment

Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

Historic Preservation

Encourage the preservation and adaptive reuse of historic or significant buildings, Historic and Cultural Sites, neighborhoods and districts in ways that will not compromise either the historic resource or the area's ability to redevelop. Coordinate historic preservation with tourism efforts.

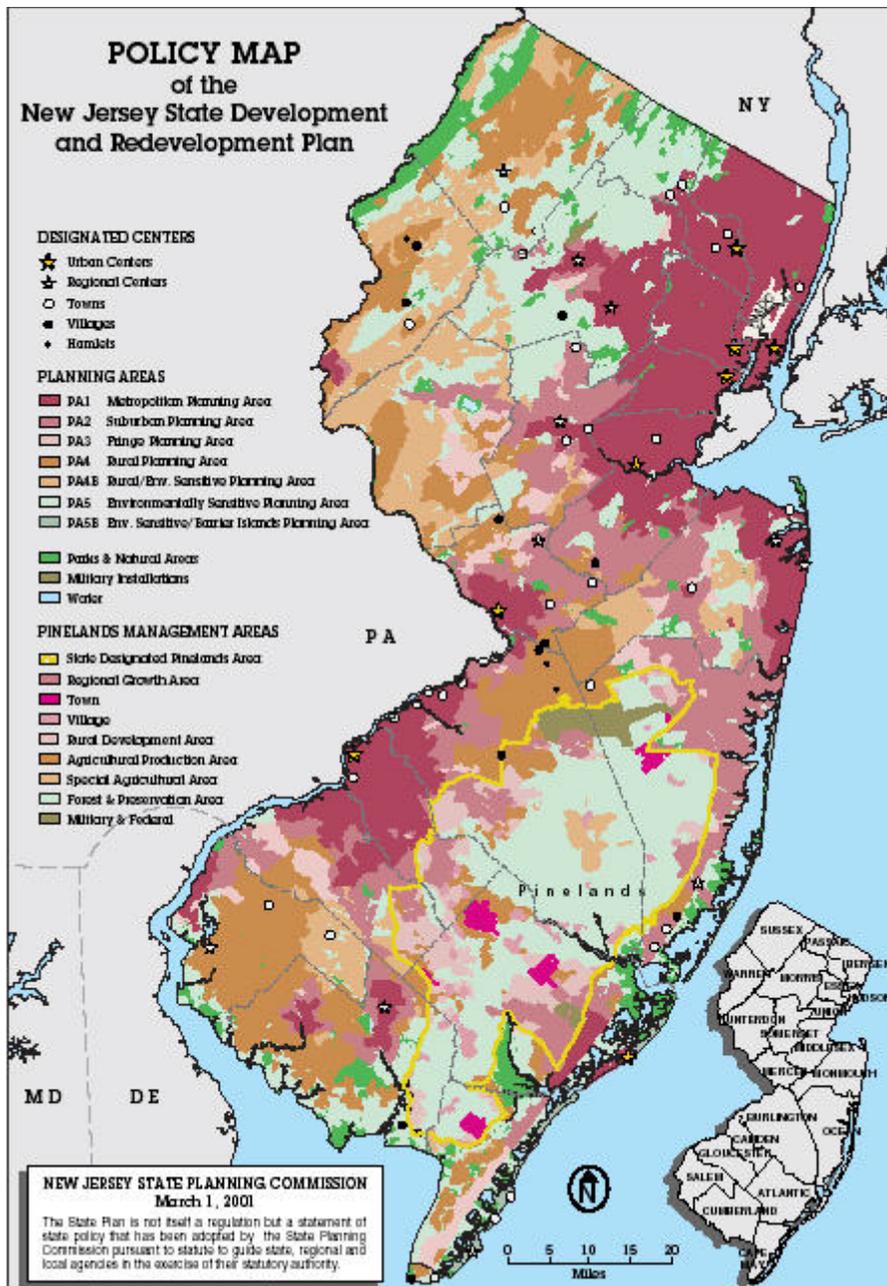
Public Facilities and Services

Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and redevelopment in the region. Encourage the concentration of public facilities and services in Centers and Cores.

Intergovernmental Coordination

Regionalize as many public services as feasible and economical to enhance the cost-effective delivery of those services. Establish multi-jurisdictional policy and planning entities to guide the efforts of state, county and municipal governments to ensure compatible and coordinated redevelopment (The NJ State Development and Redevelopment Plan, 191-192).

The Master Plan's and most recent reexamination reports' goals and objectives are compatible with the State Development and Redevelopment Plan.



Relationship to Adjacent Municipalities

West Deptford Township

Woodbury shares its entire western border with West Deptford, a township nearly eight times the size of Woodbury. From the southern corner, along the west side of Mantua Ave., to the Northern corner, along the west side of N. Broad St., the zoning designations along Woodbury's border of West Deptford are: shopping center SC, suburban residence R-2, professional office PO, suburban residence R-2, residence R-6, suburban residence R-2, residence R-3, suburban residence R-2, residence R-3, neighborhood professional

office NPO, residence R-3, suburban residence R-2, residence R-3, and general commercial C. The zoning between West Deptford and Woodbury remains as a whole rather consistent with the exception of two border areas. The suburban R-3 zoning near the southern corner of the city is first inconsistent with Woodbury's commercial C-2 zoning area. The residence R-3 zoning of West Deptford does also not match the medical-hospital M-H zoning designation along the southern end of Tatum Street.

Deptford Township

The majority of the eastern border is shared with Deptford. From southern most border near Hesters Ave. to the eastern side of N. Broad St. in the northern end, Deptford's zoning designations along Woodbury's border are: high density one and two family residential R-6, medium and low density single family residential R-10A, multi-family residential RM-2, medium density single family residential R-10, institutional/recreation INS, medium density single family residential, low density single family residential R-40, medium density single family residential, institutional/recreation INS, high density one and two family residential R-6, and commercial C-2. Though the bordering residential zoning between the two towns does differ in regards...

Woodbury Heights Borough

The Borough of Woodbury Heights, a municipality about half the size of Woodbury, shares just over a half-mile border with Woodbury. The area between the western Borough border and Gantt Ave. is zoned for highway commercial HC. To the west of Gantts Ave. exists a limited industrial LI zone followed by more highway commercial HC....

Ragan Design Group would like to thank all of the individuals who worked so diligently with us to provide input for this document, just to name a few, Mayor Leslie Clark, Councilperson John Belko, Councilperson Thomas Louis, Administrator Thomas Bowe and the entire Economic Development Subcommittee. Over the past two years we have had the privilege of working with a very special City and we are pleased to have assisted you with this journey.

Very truly yours,

Ragan Design Group

Richard R. Ragan, P.P., R.A.

E. Michael Wisnosky, P.P., A.I.C.P.