



 CITY OF  
**INELAND**

CUMBERLAND COUNTY, NEW JERSEY  
**Center City Redevelopment Plan**  
MAY 2004

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# City of Vineland

CUMBERLAND COUNTY, NEW JERSEY

## Center City Redevelopment Plan

Adopted May 25, 2004

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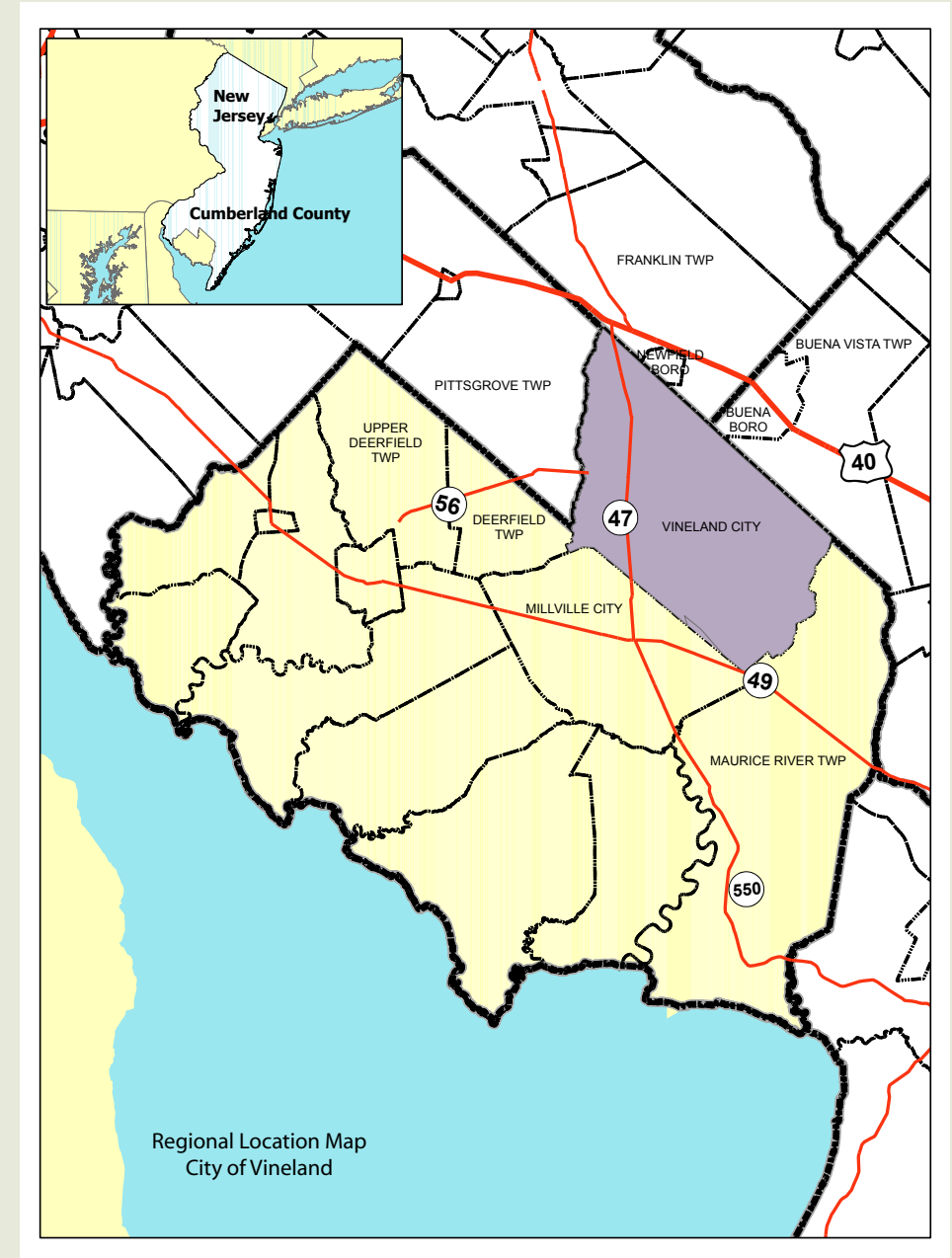
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## INTRODUCTION

This document constitutes the Vineland Center City Redevelopment Plan and has been prepared pursuant to the Local Redevelopment and Housing Law (N.J.S.A. 40A: 12A-1 et seq.) The Redevelopment Area (the "Area") was deemed an "area in need of redevelopment" by resolution as delineated on the Center City Redevelopment Area Map.



## Center City Redevelopment Plan

### INTRODUCTION

## VISION FOR CENTER CITY VINELAND

It is the year 2015. Downtown Vineland is a lively and desirable place to live, study and work and a destination on weekends and evenings where people come to shop and stroll along the wide, shady sidewalks and attend local gallery nights and special events.

Center City has become an exciting destination with an international flair for good food; it's the place to have a bite to eat with a friend while shopping at the year-round indoor food gallery: pick up fresh seafood, fresh vegetables and fruit, lunch on Asian noodles and fusion-cuisine salads, Mexican specialties and intriguing Latin dishes, or to grab a firehouse hotdog at the Firefighters Museum.

The Culinary Arts Academy in the renovated Mori Building has a retail bakery offering pastries made fresh daily by the students. The outdoor dining area looking out on the beautifully landscaped corner of Landis and East Avenues provides a great place for local workers to meet for coffee before work, for kids to stop by after school, or for attendees to grab a late evening bite after a meeting in the historic Landis Theatre. The Theatre has been restored as a flexible-use facility, available for large or small groups, conferences or for events catered by Academy students.

It's easy to get around by walking or taking the Center City shuttle bus, which runs late into the evening, serving both commuters to the Transportation Center and patrons of the commercial and restaurant districts, and residents. For those traveling by automobile, there is convenient parking at attended City lots, along Landis Avenue, and within the parking lots of the western commercial areas. All are linked by convenient shuttle service which is provided free of charge on weekends and during events and festivals so that the

diverse offerings of Center City can be easily accessed by event goers and residents alike.

The sidewalks and bicycle paths provide safe travel and exercise for the neighborhood residents, and for children and others to reach recreation areas and the new Community School. The Community School has become a neighborhood focus for the residents of Center City, with after school activities for all ages, adult education classes, and community events hosted there. It provides new outdoor recreation space for all residents to use and it has brought a new liveliness to the area.

There's easy access for the new homeowners of the Center City neighborhoods to reach services, jobs and training classes. Community programs combined with strong land use policy and enforcement have made it possible for the downtown residential areas to return to single and two family ownership. New townhomes and condominiums located close to the Transportation Center, shopping and entertainment, provide other lifestyle options. Taking advantage of Vineland's rural legacy, the newly-developed over-50 community on Orchard Road benefits from both the woods and streams of former farms and convenient shuttle bus access to Center City's professional and public offices, shopping and amenities.

Center City retains a feeling of wide-open space along beautiful tree-shaded sidewalks and streets, while functioning as a vibrant center of government, education, commerce, entertainment and the arts. It's a place where there is easy access to the things of daily life without the crowding or congestion of intensely urban areas. Center City is a place that puts together smart growth ideas in ways that work for both residents and visitors.

## Center City Redevelopment Plan

### VISION



**REDEVELOPMENT AREA**



Center City  
Redevelopment Plan

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## STATUTORY REQUIREMENTS

- Plan relationship to definitive local objectives as to appropriate land uses, density of population, traffic circulation, public transportation, public utilities, recreational and community facilities and other public improvements.
- Proposed land uses and building requirements in the Area.
- Provision for the temporary and permanent relocation, as necessary, of residents in the Area, including an estimate of the extent to which decent, safe and sanitary dwelling units will be provided within the local housing market.
- Identification of any property which is proposed to be acquired in accordance with the Plan, within the Redevelopment Area,
- Any significant relationship between the Plan and the Master Plans of contiguous municipalities, the Master Plan of the County in which the Plan is located (Cumberland County), and the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985. C398(C52: 18A-196-et al.)



## Center City Redevelopment Plan STATUTORY REQUIREMENTS



## PLANNING CONTEXT, PLANNING PRINCIPLES AND SMART GROWTH OBJECTIVES

Vineland was designated a Regional Center in 1994 (Vineland-Millville Regional Center). This Redevelopment Plan reinforces the designation of Vineland as a Regional Center as discussed in the State Development and Redevelopment Plan.

This Plan addresses the challenges shared by new Regional Centers by “the provision of one or more Cores which focus the surrounding activities; retrofitting of the transportation infrastructure in ways that increase connectivity between uses and activities; and a variety of infill/ redevelopment/reuse interventions, including the dedication of new public open spaces, in ways that strengthen the Center’s structure and cohesiveness.” It

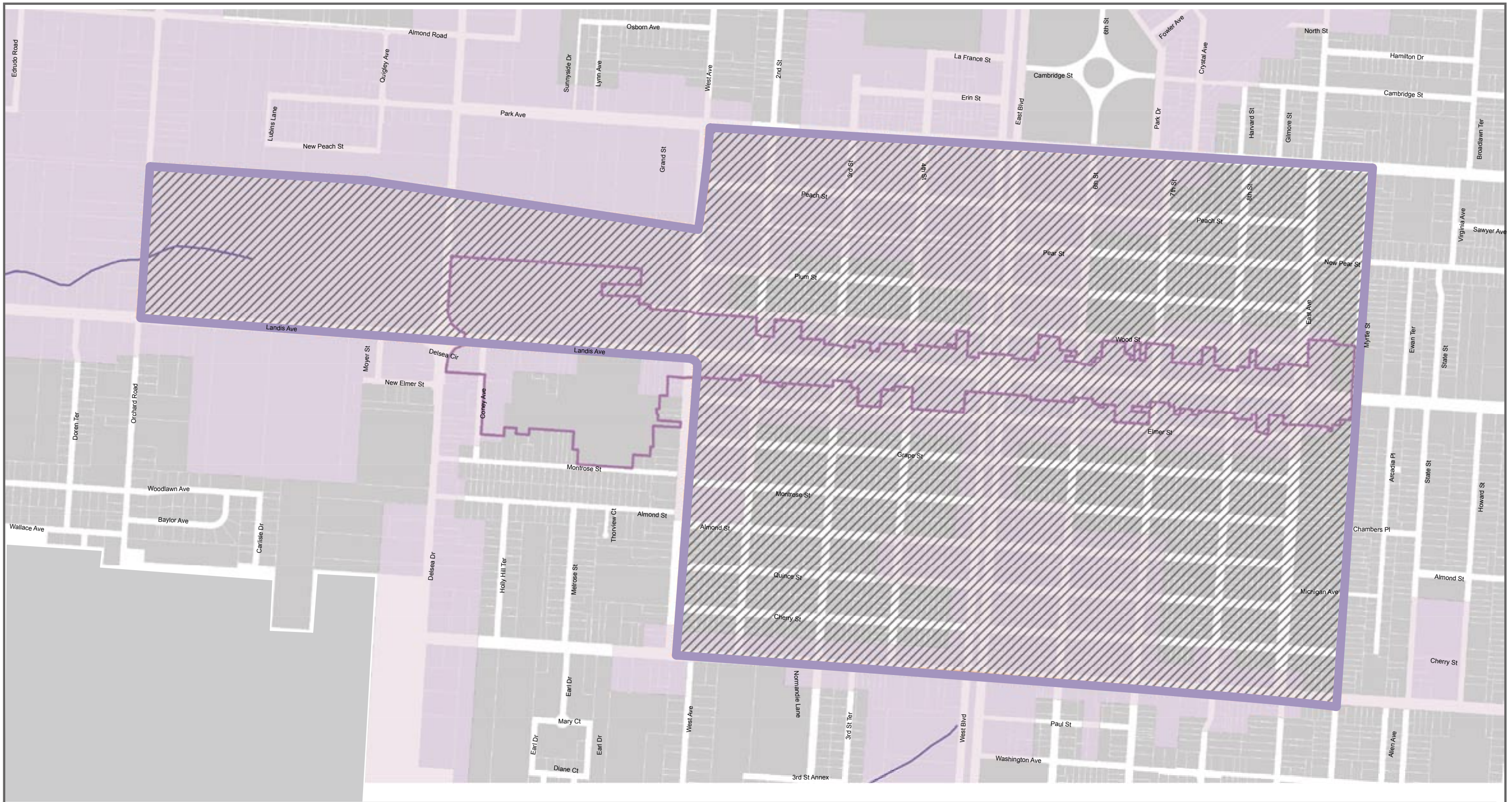
“involves considerable redevelopment and retrofitting; it recognizes and builds upon those uses and activities - existing residential subdivisions, office and industrial parks, schools, recreational facilities-which may already be in place, on the ground.”

Smart growth planning objectives seek to develop in a “smart” way by utilizing existing infrastructure, creating pedestrian scale development, encouraging use of public transit and having a mix of uses concentrated in one location that can be accessed by a variety of transportation modes. The Plan works toward these objectives by providing recommendations and guidelines that involve mixed-use development, in-fill housing, economic development and Main Street revitalization.

## Center City Redevelopment Plan

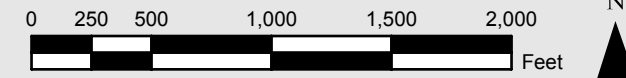
### PLANNING CONTEXT, PLANNING PRINCIPLES AND SMART GROWTH OBJECTIVES





### CENTER CITY ECONOMIC INCENTIVE AREAS

-  Redevelopment Area
-  Urban Enterprise Zone
-  Vineland Downtown Improvement District
-  Empowerment Zone



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Center City  
Redevelopment Plan

## REDEVELOPMENT PROCESS

The Plan is the result of a long process of planning which has been undertaken by the City of Vineland over the past three decades. Since the late 1960s there has been a realization by the City that the role of Center City was changing as retail moved into the malls and homeowners moved into the suburbs. Planning efforts began in the late 1960's that anticipated this shift and tried to provide solutions to keep the area from declining.

Over time, the area has been studied for central business district improvements and economic development opportunities. Center City has gained the resource tools to promote revitalization in the area including the designation as an Empowerment Zone, as an Urban Enterprise Zone and as a Special Improvement District.

In an effort to build upon the previous planning efforts and take advantage of the State's revitalization tools through redevelopment and Smart Growth, it was decided to undertake the formal redevelopment process for the Center City Area. The redevelopment process is a State procedure to assist municipalities in redeveloping targeted

areas. The statutory requirements establish the process which includes designation of a Redevelopment Area and the preparation of a Redevelopment Plan.

The City Council authorized the preliminary investigation of Center City (Census Tracts 401 and 402) as a Redevelopment Area in July of 1999. The Vineland Planning Department completed the investigation and produced a report in October of 1999 which concluded that the area met the redevelopment criteria as set forth in N.J.S.A. 40A:12A-5. In March of 2000, the City Council designated the Center City Area as an area in need of redevelopment. The City then received a Smart Growth Grant to prepare the Plan.

Community Advisory Committee was assembled to create a vision and guide public input into the Plan. The City then embarked on an extensive public participation process reaching out to residents, business owners, social service providers, and youth.

Community goals and issues were determined through a series of public meetings held the week of November 17, 2003. Six meetings were completed with three of them having a specific focus-- business, non-profit, and youth. Residents were also given survey forms and encouraged to continue to give comments. The comments and suggestions made helped to identify strengths and constraints of the Area and contributed to formulation of the vision for Center City. The public outreach process has culminated in the development of this Plan.

Although there was a diverse range of input, common themes were identified. As shown in the tables included in the Appendix, most of the comments revolved around Vineland's Central Business District (Landis Avenue between the Boulevards and East Avenue, including Wood and Elmer Streets). This area was viewed as the heart of Center City. There was however, an awareness of Center City as a whole beyond the CBD. There was also consensus among residents about several aspects of Center City and the following are examples of notable comments from the citizens:

## Center City Redevelopment Plan

### REDEVELOPMENT PROCESS



- Some form of public transportation is needed along Landis Avenue and throughout Center City neighborhoods (i.e. shuttle bus).
  - Space in the Transportation Center is underutilized.
  - There needs to be better code enforcement and City services within Center City.
  - There is a need for more rehabilitation of current housing stock and new infill housing on smaller lots, with a focus on ownership.
  - The downtown needs a “theme” or standardized “look”.
  - Do “something” with the Landis Theatre; that corner is seen as a major gateway to the area, in turn, there should be upgraded uses.
  - Parking is an issue in the CBD. The back lots are not seen as safe and therefore are underutilized. Everyone tries to park on the Avenue where there are not enough spaces. Structured parking may be needed.
- Wood and Elmer Streets need to be more connected to the Downtown and the one way street system needs to be analyzed.
  - There are perceived safety concerns. A police presence is needed in the downtown – bike and foot patrol.
  - Landis Avenue needs to be open at night and be lighted better.
  - Although it is outside the area, there is a need for stronger connections to Landis Park from Center City.

## PLAN GOALS

### Land Use

- Implement new, vibrant, mixed-use projects that include residential, retail, recreational, and entertainment options in the large underutilized areas of Center City.
- Revitalize the East Gate District; adaptively reuse the historic Landis Theatre and Mori Building.
- Develop enhanced connections throughout Center City.

### Economic Development

- Target appropriate business activities to fit the character of the distinct commercial areas
- Recognize the diversity of the City and encourage the development of niche markets based upon restaurant, food and supporting amenities.
- Create a new Community School through the Abbott School designation process that will be a focus for Center City community and economic development.

- Counteract perceived safety concerns of downtown Center City
- Create a Culinary Arts/Hospitality training program in partnership with educational entities such as Cumberland County College and Atlantic Cape Community College.

### Design

- Strengthen and enhance the distinct character of each district.
- Recognize the core Central Business District (CBD) on Landis Avenue as a “Main Street” and develop and enforce design standards to reflect it.

### Housing

- Develop one and two-family housing on underutilized parcels within the residential neighborhoods.

- Enforce the City’s building and zoning ordinances to diminish overcrowding and illegal conversions.
- Develop market rate age-restricted housing.
- Encourage home ownership to balance trend toward excessive rentals.

### Circulation

- Increase accessibility to Landis Avenue and Center City Area through public transit (eg. shuttle bus).
- Enhance pedestrian and bicycle circulation.
- Develop upon and forge connections to the existing Transportation Center.
- Institute traffic calming measures in the core Central Business District, on Landis Avenue and the Boulevards and in the residential neighborhoods of Center City.
- Encourage use of municipal parking lots to supplement downtown core parking.

## Center City Redevelopment Plan

### PLAN GOALS





CLEANERS

JACKSON HEWITT

MUSIC

SEWING CENTER

EVERYTHING & MORE



## HISTORY OF VINELAND AND THE CENTER CITY AREA

The City of Vineland was established because of one man's dream of creating the "ideal community". Charles K. Landis, a Philadelphia native, imagined a city of factories, stores, schools, churches and recreation halls surrounded by miles of farms, orchards and vineyards. In August of 1861 the ideal began to take form as the first stake was driven into the ground to create the widest main road, now known as Landis Avenue.

Over the next several decades the area experienced growth and Vineland began to take shape as what is now known as the "Old Borough". With its classic street grid, access to rail and ample "Main Street", Vineland attracted not only Philadelphians looking to escape the City but it also became a gateway for new immigrant settlement. Mr. Landis, concerned with the beauty of his new town, required that homes be set back from the street edge and trees be planted along the frontage.

Vineland, having rich soil and an excellent water supply, developed a concentration of food processing companies including Welch's, Birdseye, Campbell Soup Company, and Swanson Foods. Vineland is also home to the Vineland Cooperative Food Auction, which was established during the Civil War and remains one of the largest in the nation. Many of Vineland's founding

companies are no longer located in the City, but there has been some replacement with light industrial uses within Center City. Vineland has its own electric company, also located within Center City.

In 1952, the mile square Borough of Vineland consolidated with surrounding Landis Township to become the present City of Vineland. As suburbs grew and automobile-oriented retail began to flourish, growth in Center City Vineland came to a halt. Industrial and agriculture businesses that were staples in the Area became obsolete and were replaced by a new service economy within the neighborhoods and along Landis Avenue. Shopping centers like those located in the Cumberland Mall area now catered to the automobile and sought locations along the highway leading into Vineland rather than in Center City itself. Although some retail remained along Landis Avenue, many of the prime retail frontages were converted to office space.

The population of Center City also began to change. Keeping with its traditional role as a gateway for new immigrants, a large Puerto Rican community located in Center City. This not only changed the residential aspect but also the commercial uses along Landis Avenue. The retail uses catered to the immediate local population.

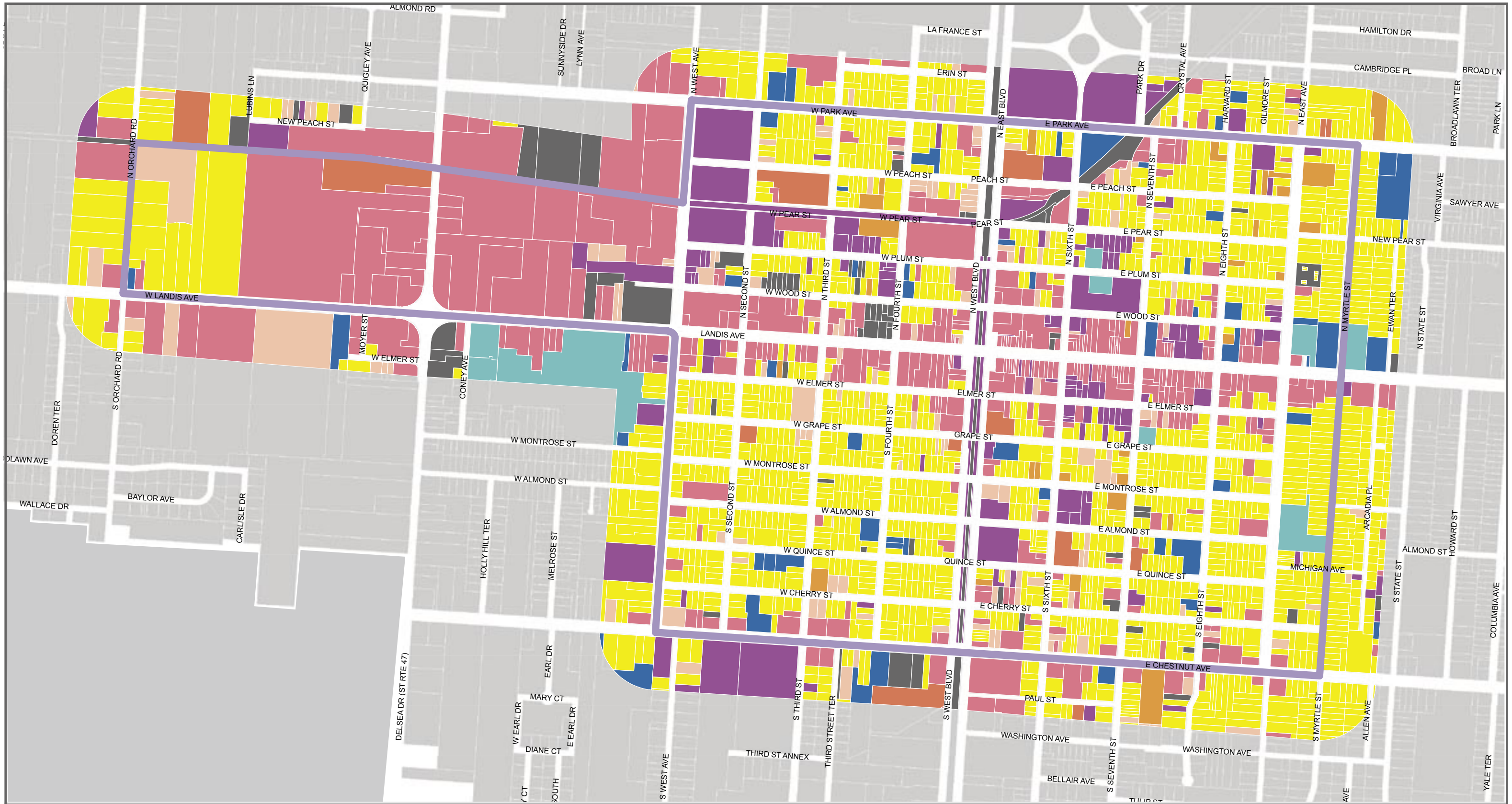
The Puerto Rican community is now the second and third generation within Center City although the area continues to be a gateway for new populations, often also Hispanic, but also from Eastern Europe and other areas.

This long and unique history has created an area for which the time has come for redevelopment. There has been considerable effort expended in getting the necessary tools and programs in place for revitalization to happen in the "Old Borough", but much of the implementation still needs to be accomplished. The area has large areas of greyfields, an under-utilized "Main Street", destabilized residential areas and a lack of civic connections to the inherent glory of the "Old Borough". This Plan puts into focus a path for the future of Center City Vineland, not to recapture the old, but to work with its history and redevelop in a way that allows for the Area to become a viable and thriving place once more.














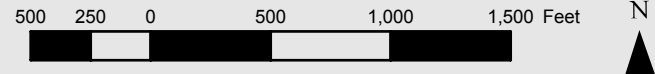
## Center City Redevelopment Plan

### HISTORY OF VINELAND AND THE CENTER CITY AREA



**EXISTING LAND USE**

- |  |   |   |
|--|---|---|
|  Vacant      |  Apartment         |  Church & Charitable |
|  Residential |  Railroad Class II |  Cemeteries          |
|  Commercial  |  Schools           |  No Data             |
|  Industrial  |  Public Property   |   |



Data: Provided by the City of Vineland, November 2003.

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**CITY OF  
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Center City  
Redevelopment Plan



## MARKET CHARACTERISTICS, POPULATION AND ECONOMIC PROFILE

Vineland enjoys several strategic advantages that have helped to stimulate development and redevelopment activity. Along with Millville, Vineland is a Regional Center for Southern New Jersey. In addition to shopping centers and free-standing "big-box" retailers, the Cumberland Mall is a major retail destination. The presence of Urban Enterprise Zone (UEZ) incentives, including reduced sales taxes, has enhanced the attractiveness of the area as a location for additional retail.

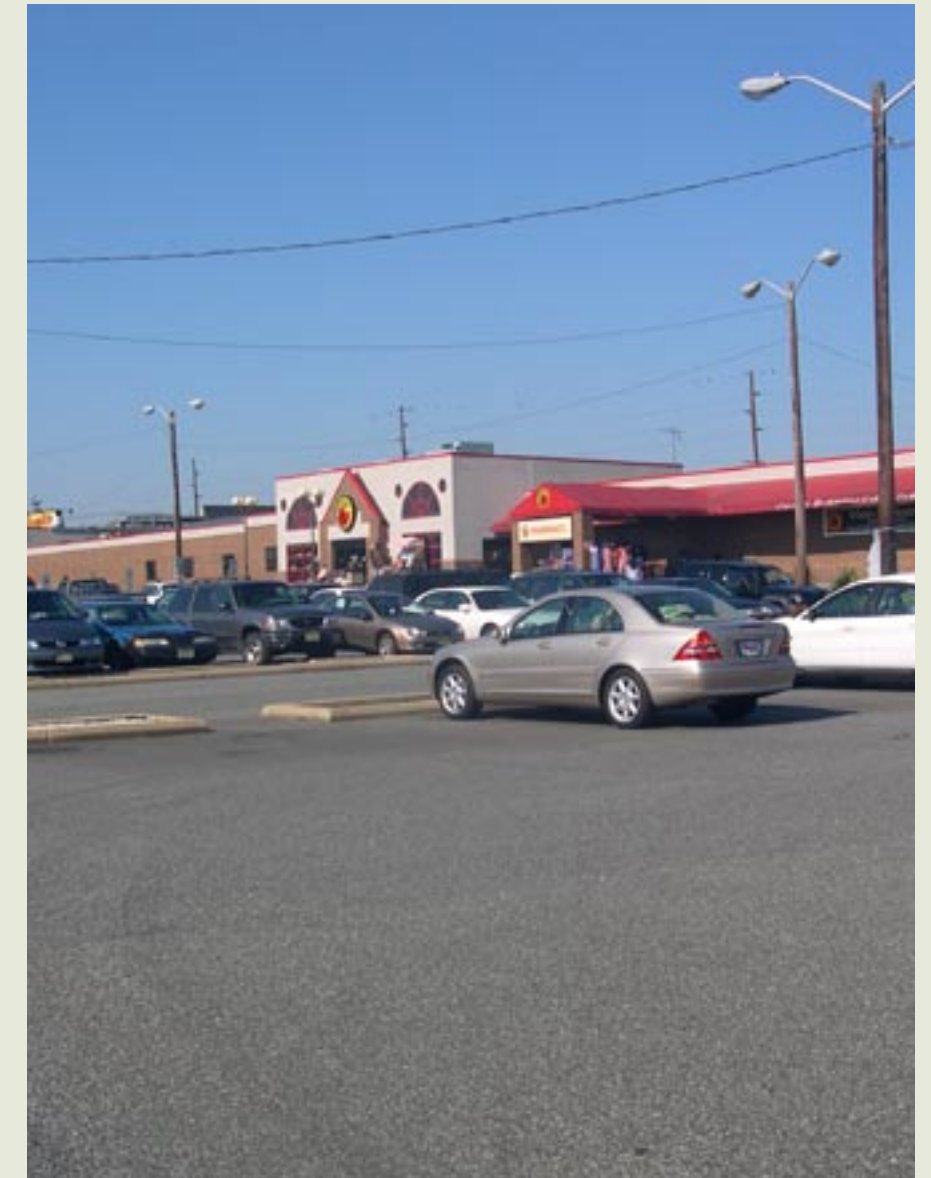
Vineland also is becoming a regional health care hub. With 1,923 employees during March 2003, the South Jersey Hospital Center was the region's largest employer. New medical facilities that are being developed include the Rehabilitation Hospital of South Jersey, the Kidney Center at Vineland, and the Eastlantic Diagnostic Institute with a new 238-bed facility.

The region continues to have a higher percentage of total employment in manufacturing. In 2002, almost 18 percent of Vineland's total employment was in manufacturing even though job losses in the sector have been ongoing. The region has suffered from losses in the key glass manufacturing industry as businesses have moved manufacturing facilities to offshore locations. During 2002, however, glass and glass product manufacturing remained a major industry,

accounting for 4.6 percent of the region's employment. For manufacturing industries and wholesalers, Route 55 has provided ready access to Vineland, making the City a viable location for businesses seeking an alternative to high costs in Northern New Jersey and New York. When the incentives that can be offered are considered, Vineland can be very competitive as a location for new and expanding businesses.

Vineland has very limited high-tech employment. Only 1.7 percent of employment is in the Information sector, and 2002 data from the Bureau of Labor Statistics include 1,300 employees (2.1 percent of total employment) in high-technology businesses. New business attraction has helped to offset some of the ongoing job losses from movement of glass manufacturing, the area's major industry, to offshore locations.

Although the economy has suffered from slower growth of population, employment, and income during recent years, some recent economic forecasts project improvement that commenced during the first quarter 2004, and additional improvement during the second quarter of the year. Vineland may be positioned for positive new investment that can revitalize the City overall, and the redevelopment area in particular. Unemployment remains very high, however, with the State Department of Labor and



## Center City Redevelopment Plan ECONOMIC PROFILE

Industry reporting that 8.5 percent of the workforce was unemployed during 2002.

From a competitive perspective, one of the more difficult challenges in revitalizing the Redevelopment Area is that incentives meant to stimulate consumer and business spending through redevelopment are available in broad areas of the City. Thus, for example, the Cumberland Mall and areas surrounding it are in the delineated Urban Enterprise Zone, meaning that retailers have the same positive incentive to locate stores in the most viable retail area as they do with more challenging locations along Landis Avenue in the Redevelopment Area. Similarly, new office development has occurred in suburban areas including those along Main Road, which has provided alternative locations for businesses that might have remained downtown. The challenge, therefore, is in positioning the Redevelopment Area in ways that complement more recent commercial and retail development in these other areas rather than attempting to compete with them.

The delineated Redevelopment Area includes Vineland's traditional Central Business District. As such, it is the center of government with City Hall and the Court house as well as a variety of other government and social service establishments. It contains the headquarters of Sun National Bank, and a range of retail stores and commercial establishments. Although there are some

vacant stores, the overall impression generally is not one of derelict, abandoned structures. Overall, the area offers good potential for redevelopment, and there are government institutions and businesses present to help stimulate additional investment.

The Redevelopment Area includes neighborhoods that contain a mix of residential and commercial establishments. Many of the commercial businesses are in former residential structures. The neighborhoods are characterized by older housing stock, including larger structures that have been divided – legally and illegally – into multifamily dwellings and boarding houses. The dwellings are older, and there are many signs of deferred maintenance.

#### *Daytime Employment Patterns within a One Mile Radius of City Hall*

There are a total of 895 businesses within a one-mile radius of Vineland City Hall that had a total of 11,929 employees during 2003. With a total of 5,421 employees, the largest component of employment was in the Services sector, most notably Health Services with 3,069 employees. A large portion of Health Services employment is being relocated, however, as a result of the development of new medical facilities near Route 55.

The Finance, Insurance, and Real Estate Sector included 719 employees, while the Transportation, Communication, and Public Utilities sector and the Government sector both had more than 1,000 employees. Even within this one-mile radius, the Manufacturing Sector is well-represented with 39 establishments that employed 2,029 during 2003.

People employed downtown generally have middle and upper-incomes, indicating that they could be an important source of revenue for retail establishments located in the Redevelopment Area. Interviews indicated, however, that people who are employed downtown patronize very few of the retail establishments. Attractive, new retail and restaurant establishments might be able to capture a higher percentage of expenditures by these employees.

## Center City Redevelopment Plan

### ECONOMIC PROFILE

### *Characteristics of Census Tracts Comprising the Redevelopment Area*

The Redevelopment Area encompasses two Census Tracts in the City of Vineland, Tracts 401 and 402. Combined, the 2000 Census reported that the population totaled 6,696 in 2,096 households, producing an average household size of 3.2 persons. Since Tract 401 includes only the commercial strip along Landis Avenue from West Avenue to East Avenue, the vast majority of the population, 6,243 people, live in Tract 402 which, wraps around the Tract 401 and extends from Park Avenue to Chestnut Avenue. Tract 402 also extends to Myrtle Street to the east.

By race, the population of the two tracts is very diverse. The 2000 Census reported that 6,324 people (94.4 percent of the 2000 population), were of one race. Of these people, 2,700 were White; 1,183 were African-American; 74 were American Indian or Alaska Native; and 63 were Asian, Native Hawaiian, or Pacific Islander. In addition, 2,304 people reported that they were some other race alone, while 372 reported being two or more races. Of the total population, 70.2 percent reported being Hispanic or Latino.

The two tracts contained a total of 2,285 housing units in 2000, of which 2,096 (92 percent) were occupied. Only 732 (35 percent) occupied units were owner-

occupied while 1,364 (65 percent) were renter-occupied. The median value of owner-occupied housing units was \$75,978. In 2000, 212 owner-occupied housing units were occupied by householders who were 65 years old or older. A cursory review of homes in the area that were listed for-sale early in 2004 indicated the likelihood that home sale prices have escalated since 2000, consistent with patterns for Vineland and the State of New Jersey. Despite the apparent need for rehabilitation, listings for single-family detached homes ranged from about \$55,000 to more than \$115,000 for older homes that were often in poor condition.

The population living in the Redevelopment Area is very young. The median age in Census Tract 401 was 30.1 years old, and in Tract 402 the median was 28.4 years old. By comparison, the median age in the City of Vineland was 36.5, or similar to that of the United States population overall.

The median household income in 1999 (as reported in the 2000 Census) was low, \$28,449, and about 30 percent of households had incomes below \$20,000. However, the area also contains higher-income households. More than 480 households reported 1999 incomes of \$50,000 and higher. By 2003, the median income was estimated to have increased to \$30,238, and the median is expected to remain at that level through 2008.

### *Demographic Characteristics within a One Mile Radius of City Hall*

Within this broader area, projections prepared by Claritas, Inc. indicate some population growth during the time frame from 2003 to 2008 to a total population of 15,829 in the latter year. The number of households also is projected to increase. By race, the population within the area is mixed, with 50.1 percent White alone, 17.5 percent African-American, and 25.6 percent some other race. In this broader area, during 2003, an estimated 55.6 percent of the population is Hispanic or Latino. During 2003, households in the broader one mile radius had higher median incomes. The median household income was \$33,309 while the average household income was more than \$42,000. Almost 30 percent of households were estimated to have incomes of \$50,000 or more during 2003.

One of the more interesting statistics within the one-mile radius is the high percentage of households without vehicles. Of the 5,386 households in this area, 1,326 (almost one-fourth of all households), had no vehicles.

Within a one-mile radius of City Hall, housing units were newer than within the Redevelopment Area, with a median year built of 1954. This includes the older housing stock within the Redevelopment Area, but it also

## Center City Redevelopment Plan ECONOMIC PROFILE

1.00, 3.00 and 10.00 Mile Radii

Coord: 39.4872-75.0221

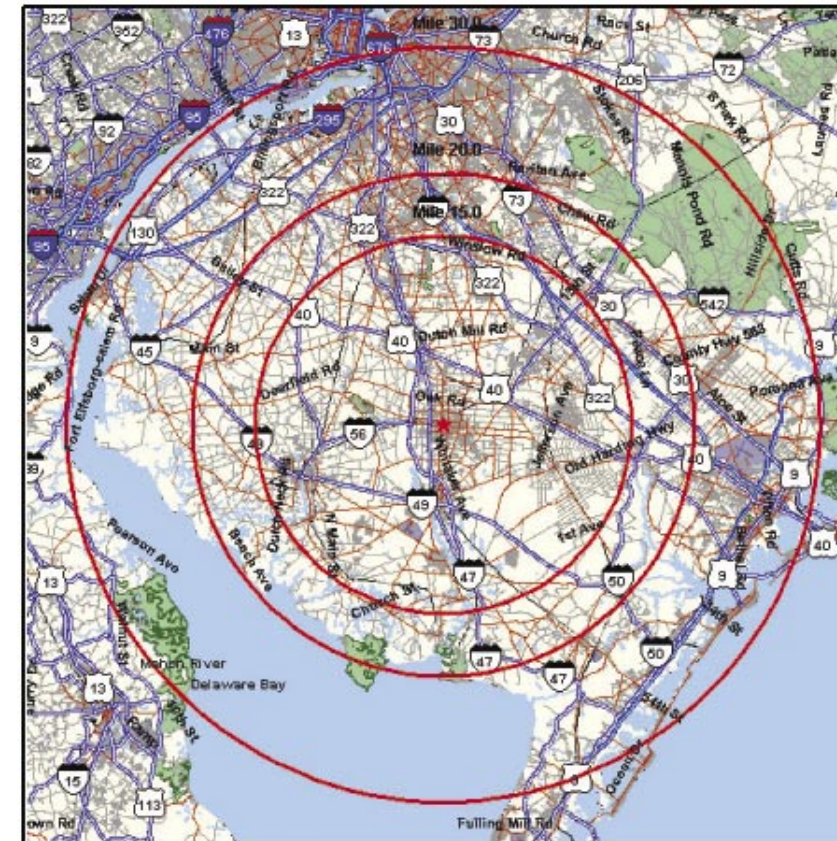


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15.00, 20.00 and 30.00 Mile Radii

Coord: 39.4872-75.0221



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## Center City Redevelopment Plan

### ECONOMIC PROFILE

encompasses 152 housing units that have been built since 1995. The number of owner-occupied housing units is far higher, and median housing value of owner-occupied housing units was \$87,855. About one-half of all housing units were single-family detached homes; only 28 percent of homes were built in 1939 or earlier.

During 2003, Claritas, Inc. estimated that households living within this one-mile radius spent an average of \$158.92 per week for total food expenses, including \$92.79 per week for food at home. Expenditures for cereal products, bakery products, meats, poultry, seafood, dairy products, fruits and vegetables, and juices exceeded the market index for average households. They also spent an average of \$66.13 per week for food consumed away from home and an additional \$10.96 for alcoholic beverages consumed away from home.

#### *Demographic Characteristics within a Ten-Mile Radius of City Hall*

Within this broader radius, the total population during 2003 was estimated to be 124,600 during 2003, increasing to 127,317 during 2008. Population growth has been occurring since 1990 in this broader area, as has the number of households. By race, the population is predominantly White (73.5 percent), although African-Americans comprise about 14 percent of the population and people of some other race account for 8.5 percent of the population. The population of Hispanic or Latino origin (regardless of race) is estimated to be 23,602 during 2003, or almost 19 percent of all people.

The median age of the population is much older than those living closer to Downtown Vineland, with a median age of 37.58 or older than the median in Vineland and New Jersey. This higher median age results from lower percentages of children and school-age population. The percentage of population 65 years old and older, 13.92 percent, is only slightly higher than the 13.57 percent of the population in this age cohort living within a one-mile radius. Educational attainment of the population also is higher; only 11.4 percent of the population has less than

a ninth grade education as compared with 19.74 percent of the population within a one-mile radius.

Household incomes are higher within this broader radius. The median household income during 2003 was estimated to be \$46,127, while the average household income was \$52,590. A far higher percentage of households, 45.8 percent, or more than 20,500 households, had incomes of \$50,000 or more during 2003.

Owner-occupied housing units comprised almost 72 percent of all units within this broader area, while only 28 percent of units were renter-occupied during 2003. The median value of owner-occupied housing units was estimated to be \$103,183 during 2003; the median year that structures were built was 1967. About 69 percent of all housing units were single-family detached units; fewer than four percent of housing units were attached units such as townhouses.

This broader ten-mile radius had 47,266 housing units during 2003, and new housing construction has been occurring at an aggressive pace. Between 1995 and 1998, a total of 2,049 new housing units (4.34 percent of the total housing stock) were built, and an additional 1,714 housing units were added to the inventory between 1999 and 2003. Realtors confirmed during interviews that the residential market has been strong in the area.

There were recommendations that the City of Vineland adopt a multi-family ordinance.

Consumer spending patterns for all households within a ten-mile radius indicate total weekly average expenditures for food of \$176.76, a level above the average for all U.S. households. With the exception of expenditures for prepared foods, weekly averages are at, or above U.S. levels for all categories of food at home.

Households also spend a weekly average of \$78.77 for food away from home, and \$13.78 for alcoholic beverages away from home. Expenditures for household supplies and over the counter drugs also exceed the index for all U.S. households. However, expenditures for household equipment, apparel, entertainment, and shelter-related expenses generally are below the U.S. index.

#### *Issues to be Addressed:*

- During public meetings and interviews the issue of crime and perception of crime in the Redevelopment Area consistently was raised. While many individuals stated that the perception of problems probably is far worse than the incidence of crimes, this issue must be addressed for revitalization to be effective.
- Another issue raised was the importance of the City of Vineland enforcing its codes and taking action against illegal conversions and boarding houses. Property owners and Realtors indicated that these problems were adversely affecting the revitalization potential of downtown Vineland in addition to property values in surrounding neighborhoods.
- Experience in other communities – most notably, examples presented in case studies of business improvement and Main Street districts show, clearly, the challenges that face community leaders in repositioning downtown business districts. Business recruitment to seek out specific retailers and restaurant operators, tailored business assistance programs, and public improvements to create lively new images require painstaking effort and endurance, along with financial resources. In

New Jersey, Business Improvement Districts have been an organizational structure that has been able to rise to the challenges in some communities. Similarly, some communities have gained additional expertise as a result of participation in the New Jersey Main Street Program.

Over time, interest in the Vineland Downtown Improvement District has waned, along with the financial resources devoted to it. Therefore, in conjunction with the implementation of the Redevelopment Plan, the organization's structure and functions should be reviewed to ascertain how it can function more effectively. Board membership, financial assistance programs, staffing, maintenance, and programming of activities and special events should be re-evaluated, along with priorities for outreach to specific specialty retailers and standards governing storefront facades and signage. Additional staffing resources and an enhanced budget may be required, but there should be a strategic business plan for the organization with accountability and measurable results. Generally, organizations that are most successful are those with an aggressive champion – a well-respected individual in the community who has the time to oversee and energize events and activities.

## Center City Redevelopment Plan ECONOMIC PROFILE

Two related organizational entities could enhance revitalization and business outreach activities. Vineland should seek participation in the New Jersey Main Street Program to gain access to technical expertise and “how-to” programs that are offered for Main Street program directors and boards of directors. Further, Vineland might establish a local economic development corporation as a 501(c)(3) to become directly involved in revitalization activities. For example, an economic development corporation could be the vehicle for acquisition of properties that would be offered to experienced restaurateurs with special financing. Ongoing management capability, flexibility in approach, and innovation are essential for long-term success.

### Summary

From an economic perspective, Vineland has trailed New Jersey and the United States in job growth. Unemployment remains high, although manufacturing employment is reported to have bottomed out and gains are projected. Nevertheless, Vineland has seen some success in attracting new businesses from higher-cost areas.

The delineated Redevelopment Area contains a sizeable low-income population and a housing stock that is in need of repair and/or replacement. Despite that, home values have been increasing, most likely pricing many first-time buyers and other prospective purchasers out of the market.

Redevelopment activity can draw strength from stronger demographics and income patterns in broader areas, most notably people living within a ten-mile radius of City Hall. Because of the existence of numerous competitive shopping centers and retail and restaurant establishments, the Redevelopment Area will need to offer opportunities that are unique, along with an attractive, inviting environment with a perception of safety and security. The Redevelopment Area has an employment and business base upon which to build, however, and ongoing strength as a center of government to support revitalization efforts.



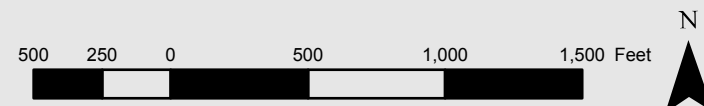
## Center City Redevelopment Plan ECONOMIC PROFILE



**ENVIRONMENTAL CONSIDERATIONS**

-  Study Area
-  Known Contaminated Sites 2001
-  Wetlands
-  Groundwater Contamination Area

Data: NJDEP GIS Data Layers



Center City  
Redevelopment Plan

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## ENVIRONMENT AND PHYSICAL CONSIDERATIONS

Even though Center City is the oldest part of Vineland, it is not completely built-out with some natural or formerly agricultural areas still remaining. There also exist a number of vacant parcels that have environmental considerations, particularly older industrial sites.

According to New Jersey Department of Environmental Protection mapping, wetlands areas are located in the western part of the redevelopment area. These areas are visible in several locations; however, in other places, natural streams have been piped and paved or built over.

Within the Landis Avenue downtown area, several potential redevelopment sites may have contamination issues, possibly involving gasoline tanks from former filling stations.

### RECOMMENDATIONS

- It is recommended that any redevelopment projects be consistent with newly promulgated state stormwater management regulations.

This might be handled by incorporation of natural drainage features as site design amenities, or other approved environmentally beneficial

stormwater retention methods, such as vegetated swales, rain gardens or porous pavement, which are recommended to retain 100% of runoff within the site; no concrete retention basin or similar structure shall be permitted.

- It is recommended that the existing streams be reestablished within pedestrian-oriented greenways, as old greyfields are redeveloped. Natural drainage patterns existing within the boundaries of sites should not be impeded or obstructed; including those previously covered, buried, piped or channelized, which should be restored, as much as possible, to a natural pattern and flow as condition of construction permit.
- Any future reuse of the Vineland electric plant will need to consider environmental investigation and clean up into design and cost estimates.

### CIVIC CONNECTIONS, RETURNING A SENSE OF PLACE TO THE CENTER OF VINELAND

Despite the loss of its former status as the center of economic and residential life for the City of Vineland, Center City has remained the seat of municipal

government. A diverse mix of civic facilities are located in the redevelopment area. City Hall is located on Wood Street, one block north of Landis Avenue. The recently opened Court House, next to the Post Office, has provided another strong reinforcement to the area's traditional role as the heart of Vineland.

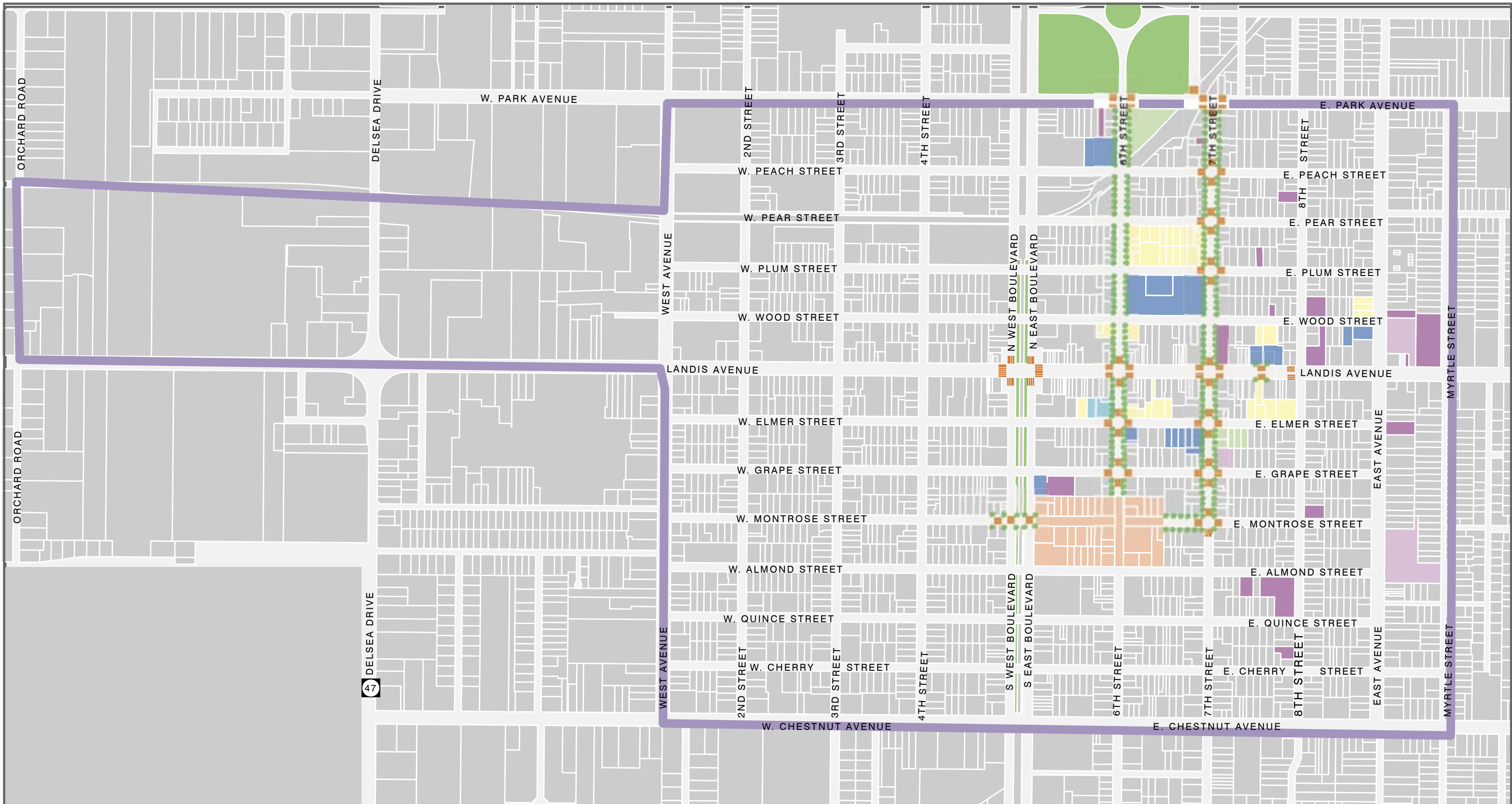
Also located within Center City are a number of faith-based institutions. Several older former church structures which also remain in Center City have either been converted to other uses or are unoccupied. Even though they are no longer houses of worship, their size, imposing or attractive facades, and street presence add a sense of solidity and importance to the downtown.

Many significant older buildings of Vineland are located in the Center City area, including:

- the old Vineland City Library at the corner of Elmer and Sixth Streets, which is currently in use as the Vineland Senior Center
- the Vineland Historical Society, located at the corner of Elmer and Seventh Streets, has expanded its gracious presence with the acquisition of an adjacent lot



## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS



**CIVIC CORRIDOR**

- |  |  |
|--|--|
| <span style="display: inline-block; width: 15px; height: 10px; background-color: blue; border: 1px solid black;"></span> Civic / Municipal | <span style="display: inline-block; width: 15px; height: 10px; background-color: orange; border: 1px solid black;"></span> New Community School      |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: purple; border: 1px solid black;"></span> Church          | <span style="display: inline-block; width: 15px; height: 10px; background-color: lightblue; border: 1px solid black;"></span> New Firehouse Museum   |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: pink; border: 1px solid black;"></span> School            | <span style="display: inline-block; width: 15px; height: 10px; background-color: lightgreen; border: 1px solid black;"></span> New Park / Greenspace |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: yellow; border: 1px solid black;"></span> Public Parking  | <span style="display: inline-block; width: 15px; height: 10px; background-color: green; border: 1px solid black;"></span> Park / Greenspace          |



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Center City  
Redevelopment Plan

- the Maurice Fells School is used as an alternative intermediate school
- the original City Fire Station Reliance No. 2 is in disuse, its facade hidden behind a more recently-built structure that is currently occupied by a storefront church
- the Landis Theatre and attached Mori Brothers Building, a former automotive business. Both buildings are on the National and State Registers of Historic Sites

A new Community School should become a strong center of community life. Initial development is underway, with land acquisition and relocation of residents in process. Planning will be needed to establish safe neighborhood linkages, especially safe pedestrian and bicycle ways across the Boulevards, providing access from the neighborhoods in the west.

While Landis Avenue still presents quite a grand street front extending across the redevelopment area from west to east, there is a relative lack of civic definition in a north-south direction. Passive park space, a place in which people could sit, stroll, gather for festivities and downtown celebrations is also missing. And yet, there is a discernable north-south axis of existing civic institutions and planned community development. These entities, from the City Hall to the planned Community School,

ranged loosely along Sixth and Seventh Streets, lack only a distinctive physical link in order to make a strong downtown public space statement and provide a formal community focus.

#### RECOMMENDATIONS

- Develop a public green plaza at Elmer and Seventh Streets on vacant, City-owned land.
- Define a “central civic corridor” extending from Landis Park at the north edge of the redevelopment area, past the City Hall complex to the location of the new Community School, including child-safe bike and pedestrian connections.
- Provide a safe and attractive pedestrian link across the Boulevards at the western side of the planned Community School site, in order to provide further reinforcement between the residential neighborhoods and the new School.
- Establish a Fire Fighters Museum at the old City Fire Station Reliance No.2 building.
- Design a program of attractive way-finding signage that establishes a distinctive City identity standard for public, historic, and other buildings and places of note, possibly incorporating the existing Vineland logo.

#### TRAINING AND ENTREPRENEURIAL INCUBATORS, AN ENDURING FOCUS ON FOOD

Vineland once was, and in many ways still is, about the production and distribution of food. The agricultural heartland of the Garden State, Vineland is home to a heritage of food and culinary traditions from around the world, its history the story of successive waves of migration over the centuries.

The downtown area of Landis Avenue has seen the loss of restaurants, coffee shops and other such establishments over the years. Notably, several restaurants have recently opened, including: Downtown Buffet, a cafe beside the Courthouse and a new sports bar, and other neighborhood establishments with a variety of food service offerings.

Also dispersed throughout Center City and greater Vineland are places where fresh foods are sold: seafood from the Delaware Bay, local produce and even local wines. While Center City is not necessarily the optimal location for a large outdoor farmer’s market, there is the consumer capacity to support an attractive, mostly indoor and year-round fresh foods venue, which could also have ancillary outdoor space for seasonal operations, both in the growing season and during holiday times.

## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS



In keeping with such a tradition, there are a number of actions and programs which can be developed to strengthen this identity for Vineland, and assist in positioning Center City as a regional destination.

#### RECOMMENDATIONS

- Establish a restaurant incubator program and an incentive program for downtown restaurant operations.
- Emphasize development of food court spaces at through-block connectors.
- Create a community-based culinary arts and hospitality training program, possibly using CRDA funding and linkages to Atlantic City employment. Redevelop the Landis Theater/Mori Building into a hospitality/training venue for both credit and non-credit programs satisfying both college curricula and workforce training needs, combined with a food business and community meeting space.
- Provide micro-enterprise development loans to supply funds for individual businesses that qualify under the definition of home-based business, such as small specialty foods businesses, lunch wagons, home catering businesses, backyard commercial vegetable and flower growers and a landscape

workers community-based labor clearinghouse.

- Support neighborhood and community gardens, targeting and filling needs discovered through social services providers and hunger surveys; develop City-sponsored infill gardens on vacant lots.
- Tap the Slow Foods movement for guidance toward the development of a distinctive Vineland food niche, possibly capitalizing upon the area's Italian heritage, but recognizing and celebrating Center City's many cultures and cuisines.
- Capitalize on the existing hospitality industry, including possible development of Bed and Breakfast lodgings. Forge linkages to agricultural auction activities and reach out to other ag-industry travelers.
- Establish a food-focused festival calendar administered by a year-round Landis Avenue storefront coordinating office that emphasizes and capitalizes upon Vineland's unique history of food industry innovation. Develop marketing programs including design and supply of local articles for sale – printed History of Vineland, grape-related items, Vineland caps and hats, cards and locally produced edible items, souvenirs and gifts.

#### RESIDENTIAL CHARACTER AND INFILL NEEDS

The residential character of Center City today is not that of the past. The large, tree lined lots with the houses set back from the streets used to be the model of the single-family, owner-occupied home. Today, many of the homes have been replaced by or converted into multiple rental units and businesses have crept into the neighborhoods. There are vacant and under-utilized lots and homes in need of rehabilitation.

The progressive deterioration of the traditional family residential neighborhoods has also been hastened by numerous illegal conversions to multi-family dwellings carved out of large, older single and two family houses. Not only has this illegal activity resulted in overcrowding, but the spillover effects of additional cars, both driving on the streets and parking, has increased congestion and decreased safety.


Property values now reflect the process of conversion and rental rather than homeowner upgrading. Somewhat surprisingly, in a place that is a little over 45 minutes from Philadelphia, and less commuting time from employment centers on the New Jersey shore, sale prices for the existing large single family detached homes of Center City have not kept pace with similar real estate in the rest of the state.

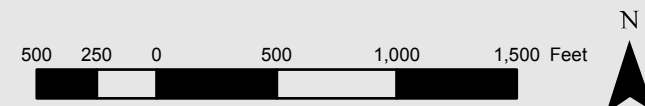
## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS





### VACANT BUILDINGS AND LOTS

 Vacant Buildings/Lots



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## PROFESSIONAL AND COMMERCIAL OFFICE DEVELOPMENT

Vineland has seen an increase in the number of professional and commercial business offices in the Center City area. A number of these offices have located along Landis Avenue, in what were once primarily ground-floor retail buildings. There may be several reasons for this:

- Low prices for real estate make the purchase of buildings affordable and rentals attractive
- The existence of infrastructure, including parking
- Proximity to City offices and other functional linkages inherent in a downtown location

This has its positive aspects, among them the absorption of vacant square footage, increased activity, and modest additions to the tax base. But it has also had the effect of changing the character of Landis Avenue from a lively retail destination to a less-vibrant street scene with fewer people on the sidewalks. The downtown workers disappear into their offices for most of the day and then leave at the end of the work day. Additionally, the visual character of the Avenue has suffered as interesting storefronts have been replaced by the blocked-off windows of offices, removing one of the primary activities of any main street, “window shopping”.

Another, more deleterious result of the increase of office use in Center City has been the impact on close-in residential neighborhoods, due to conversion of former residences to office use. The negative effects are compounded in a number of ways:

**Parking and Traffic**— front, side and rear yards have been converted into parking areas, with loss of lawns and trees, and the respective heat gain and stormwater runoff caused by additional paving. Congestion is increased and traffic problems exacerbated, including the need for increased traffic signage and parking along neighborhood streets.

**Loss of Solid Residential Character** – where once strong residential neighborhoods thrived, the increased commercial activity lends an unstable and degraded air that is self-reinforcing. Visual clutter caused by business signage is in conflict with efforts by homeowners and other residents to beautify their dwellings. By permitting office and commercial uses within residential neighborhoods, the City signals an ambivalent attitude toward residents and provides a de facto disincentive to traditional single-family residential investment by potential Center City residents.

**Lower Sales and Rental Values in Competing Commercial Areas** – the conversion of residences to office use undermines the property values of “legitimate” commercial space. The community is, in effect,

competing with itself by increasing the likelihood that true commercial office space will remain vacant or underutilized. Existing office providers that have already made the investment in commercial-sized heating and cooling systems, parking lots, etc. are competitively under-priced by structures that are functionally unsuited for such use in a number of ways, yet allowed to be in that market by permissive zoning or variances. Likewise, any new office space development interests that might consider construction in Vineland must also compete with the ability of professional and commercial businesses to convert existing residences to business use.

### RECOMMENDATIONS

- Change the zoning in designated residential zones to eliminate such residential conversions by prohibiting commercial uses and limiting professional use to “Home Occupations”, with restrictions that limit parking, signage and other characteristically negative impacts.
- Strong action by the City, including a program of vigorous code enforcement.

## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS



## CIRCULATION AND PARKING, MASS-TRANSIT STRATEGIES

It has been noted that the single largest category of public space in a city is the land used for its streets. They are the places in which we conduct our public lives. And in a great many of our cities, not only in New Jersey but throughout the United States, increasing congestion on the roadways has led to traffic control solutions that tend to emphasize the smooth flow of automobiles over quality of life considerations.

A combination of three circulation characteristics has been noted in the redevelopment area:

- A system of one-way streets with free flow priority at cross streets
- Extremely broad expanses of pavement on many thoroughfares and intersections
- A great number of dedicated right turn lanes

Each of these are standard traffic control “enhancements” designed to facilitate the flow of automobiles through town, and they are, unfortunately, quite successful. All contribute to the following in Vineland’s Center City:

- Excessive traffic speeds on both major and minor streets in violation of the posted limits
- Creation of confusion among drivers as to

which lane to be in at intersections, which streets have the right-of-way, and how to negotiate the labyrinth of one-way streets and directional arrows to reach downtown destinations

- A severely degraded pedestrian experience, with difficulty in crossing streets, both in commercial areas and on residential streets. This has resulted in both an unsafe situation for children and others and a poor pedestrian environment for downtown’s Main Street area.
- Difficult circulation and access for bicycle riders who, without dedicated bike paths, must negotiate streets surrounded by fast-moving vehicles.

While the current circulation patterns emphasize automotive traffic movement, approximately 30% of Center City inhabitants do not have access to a vehicle. Their travel is accomplished by:

- Walking
- Bicycling
- Mass transit (bus and specialized van/shuttle service)

The redevelopment area is fortunate in that it currently contains sidewalks throughout most of the area and the new regional Transportation Center (bus station) has

been located within Center City.

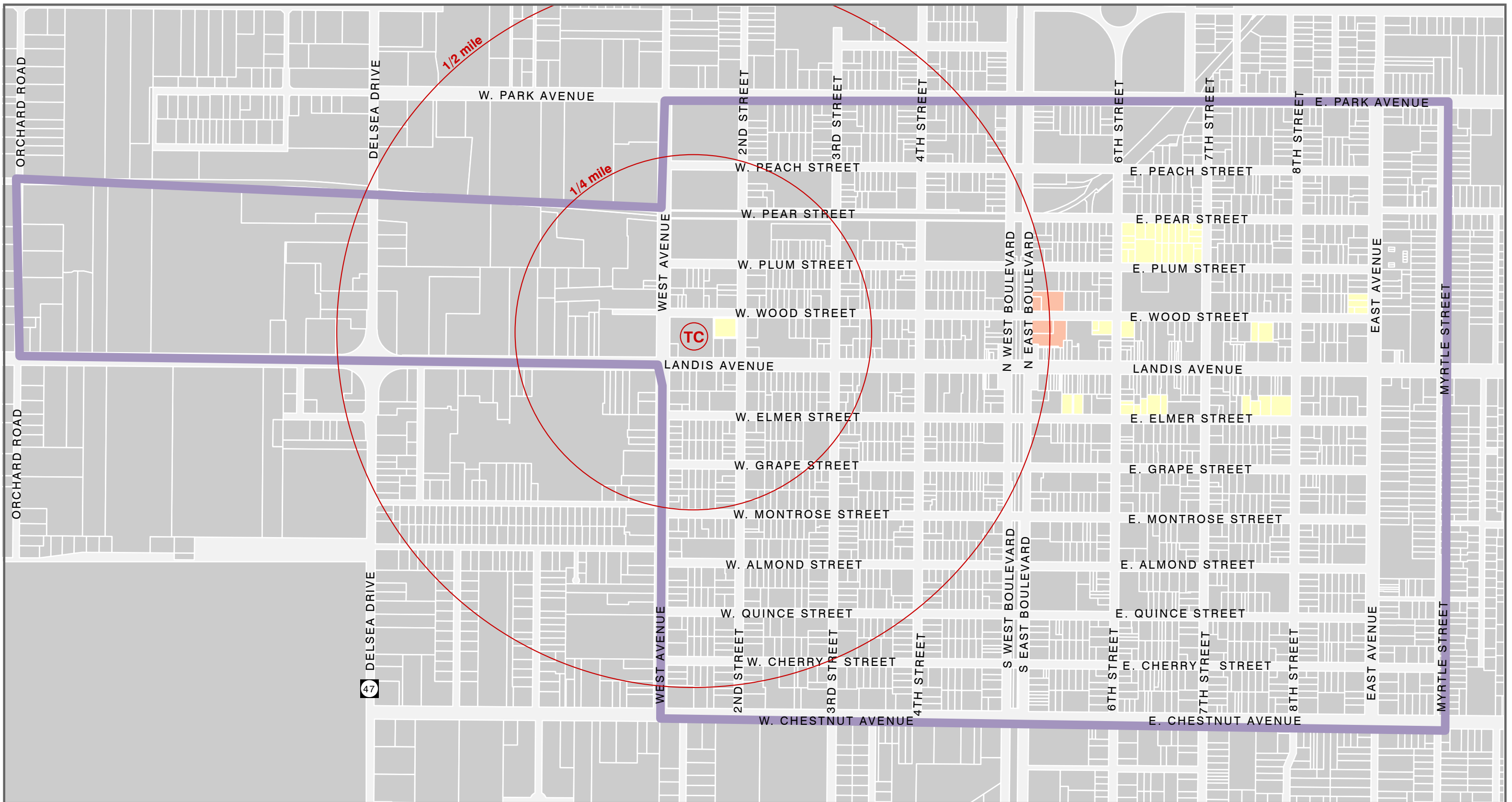
Vineland’s original plan contained a distinct hierarchy of streets. This hierarchy is still quite evident in Center City today in the physical layout, although certain obvious functional advantages have been largely disrupted by current traffic control practices:

- Landis Avenue and the Boulevards were the “grand streets” of the old Borough, reflected in their scale, the presence of magnificent street trees and broad sidewalks, and their use as major transportation corridors.
- The traditional neighborhoods of Center City were laid out in a classic grid pattern, that provided a logic and flow resulting in easy access to activity areas and the downtown core. In such a grid pattern, flexibility during high traffic times is provided by the existence of numerous alternative street routes. This inherent flexibility has been diminished by the one-way street system now overlaying the grid.

Landis Avenue is the major east-west axis, supplemented by Chestnut Avenue along the south side of the redevelopment area and Park Avenue along the north.

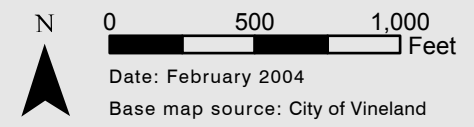


## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS



**TRANSIT AND PARKING**

- Parking
- Future Passenger Rail Station
- TC Transportation Center (bus)




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The Boulevards, with a former passenger rail line running through their central median, intersect the redevelopment area north to south, supplemented by other major thoroughfares: East Avenue, West Avenue, Delsea Drive (Route 47), and Orchard Road in the west.

The character of Landis Avenue changes from Route 55 progressing eastward through the redevelopment area; the uses along its alignment become increasingly finer-grained and more pedestrian in scale. This is reflected in the slowing of posted speed limits from 45 mph at the Route 55 exits, to 35 mph beginning at the Delsea Drive intersection, to 30 mph at the intersection with the Boulevards.

This character change is basic to the redevelopment of Center City. Through the implementation of the following suggested traffic calming measures, enhancements to alternative modes of transportation anchored by the new Transportation Center, and vigorous enforcement of Center City Land Use Districts standards and existing municipal regulations, a greater quality of place can be achieved.



## RECOMMENDATIONS

### Transit Strategies:

- Implement a shuttle bus service that serves the entire Center City area with frequent (minimum of every 15 minutes), inexpensive (preferably free) service that runs from early morning to late night. The bus should serve the entire redevelopment area, including Landis Avenue, the Boulevards, Park Avenue, East Avenue, Chestnut Avenue and West Avenue. Connect important Center City destinations and residential neighborhoods with the Transportation Center and thence to other local and regional destinations: Vineland Industrial Park, Atlantic City and coastal employment areas, Cumberland County College, Vineland Library, and the YMCA.
- Provide bus shelters at as many stops as feasible.
- Conduct a study to determine the feasibility of applying for Transit Village Designation (bus station and future passenger rail station).
- Coordinate with Cumberland County as plans for implementing passenger rail in the region are

developed. This will ensure that passenger rail service passing through the Vineland area would follow the rail corridor that runs down the center of the Boulevards and results in a passenger rail station being located in Center City. This would effectively give Center City Vineland two nodes of regional transportation activity in the future, both of which would circumscribe a Transit Village area that would take in most of the redevelopment area.

Preferred location: one block north of Landis Avenue on the east side of the Boulevards.

### Alternative Transportation Modes:

- Implement the Civic Corridor plan, which identifies, defines and enhances pedestrian and bicycle movement north and south through the heart of Center City from Landis Park to the new Community School.
- Study and implement a system of bikeways as soon as possible, with off-street alignments designed to provide safety for all user age groups.

## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS

- Develop a “Paths to School” program of maps, signage, crossing guards and signalization in coordination with the construction of the new Community School, including safe intersection crossings and pedestrian/bike ways leading to parks, recreation and learning centers.

Traffic Calming Measures:

- Upgrade and give priority to the traditional “grand streets” of Vineland:
  - Landis Avenue from the historic Vineland Middle School to Myrtle Street, with a central median and pedestrian crossing enhancements to be installed in the four downtown blocks between The Boulevards and East Avenue
  - The Boulevards – establish the traffic hierarchy of this corridor over that of the crossing streets (particularly Elmer and Wood). Plant trees and continue landscaping and extending center parking areas along the median. Establish distinctive pedestrian crossing areas, with four way stop signs and “bumpy” slightly elevated paving sections and possibly with on-demand signalization at intervals no greater than two blocks apart.

Traffic calming measures shall be provided along the Boulevards, subject to review by the Vineland City Engineering Department.

- Within the Residential (R) District:
  - All streets to be returned to two-way traffic with a maximum of twenty-five (25) mph posted speed limits.
  - All intersections within this residential district to have 4-way stop signs. No free-flow one way streets allowed.
    - District parking standards should be vigorously enforced.
    - Parking should be provided on site as much as possible.
    - On street parking allowed on both sides of 30’ wide streets or greater.
    - On street parking allowed on one side only of lesser-width streets.
    - Proposed traffic patterns will be phased in as feasible within the Center City redevelopment process.

Parking:

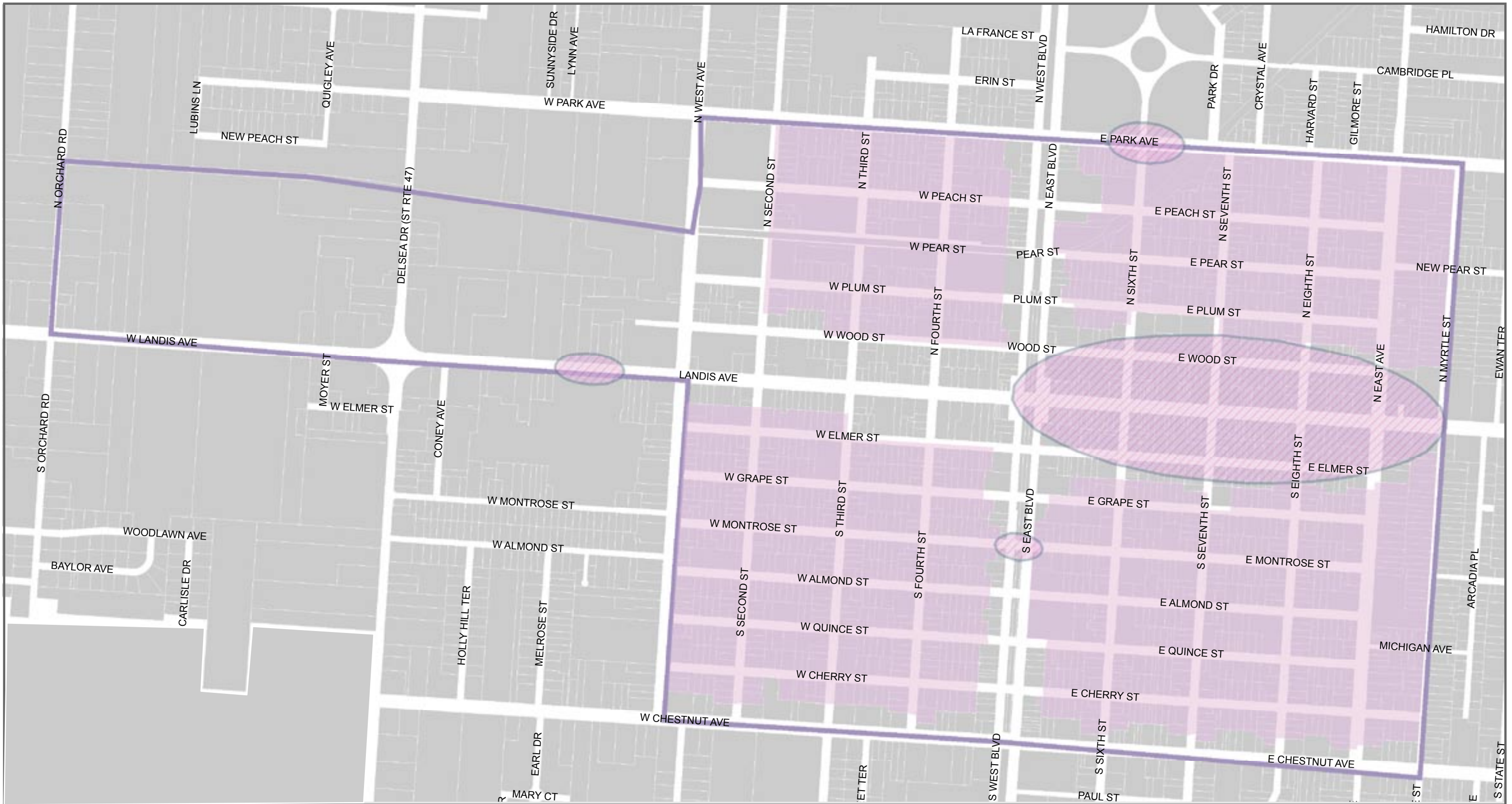
- Emphasize and enable the use of municipal lots located at the rear of Landis Avenue properties by allowing right turns only from Landis Avenue onto two-way streets (Sixth, Seventh, Eighth, Elmer and Wood Streets) thus providing drivers easier access in and out of these lots.
- Enhance the safety of municipal lots by constructing attendant booths at through-block

connectors with Vineland city staff as “Vineland Ambassadors”, equipped with communications radios or mobil phones.




- Enforce parking requirements within R District residential neighborhoods, particularly with regard to the existing non-conforming uses within these neighborhoods (i.e. office/commercial uses, multi-family residential, parking in front yards).
- Vigorously enforce codes prohibiting illegal residential conversions that have resulted in multiple vehicles parked on streets and in yards.

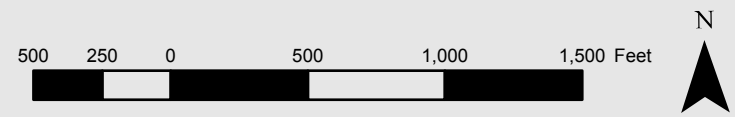
## Center City Redevelopment Plan OPPORTUNITIES AND CONSTRAINTS





**TRAFFIC CALMING**

-  Redevelopment Area
-  Traffic Calming Focus Area
-  Traffic Calming Residential



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## RELATIONSHIP OF PLAN TO CITY LAND DEVELOPMENT REGULATIONS

The Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. The Plan supercedes the use, bulk, and design standard provisions of the Vineland Land Development Regulations. All provisions of the City of Vineland Land Use ordinance Chapter 300, except Article XVI, Zoning, shall apply. Parking and Signage standards for all uses not specifically called out shall conform to existing City of Vineland Standards Schedule. Municipal uses shall be permitted in all Districts. Sexually oriented businesses as defined in N.J.S.2C: 34-6 are prohibited for all Districts. Where there are inconsistencies between this Plan and the City Land Use ordinance, these provisions shall take precedence.

The Planning Board may grant deviations from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, preexisting structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer or redeveloper of such property.

The Planning Board may also grant a deviation from the regulations contained within the Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan; and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers from design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within this Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to the site. No deviations may be granted which would result in a variance pursuant to 40:55D-70D. Any such relief would necessitate a Redevelopment Plan amendment.

An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirements set forth in NJSA 40:55D-12a.& b.

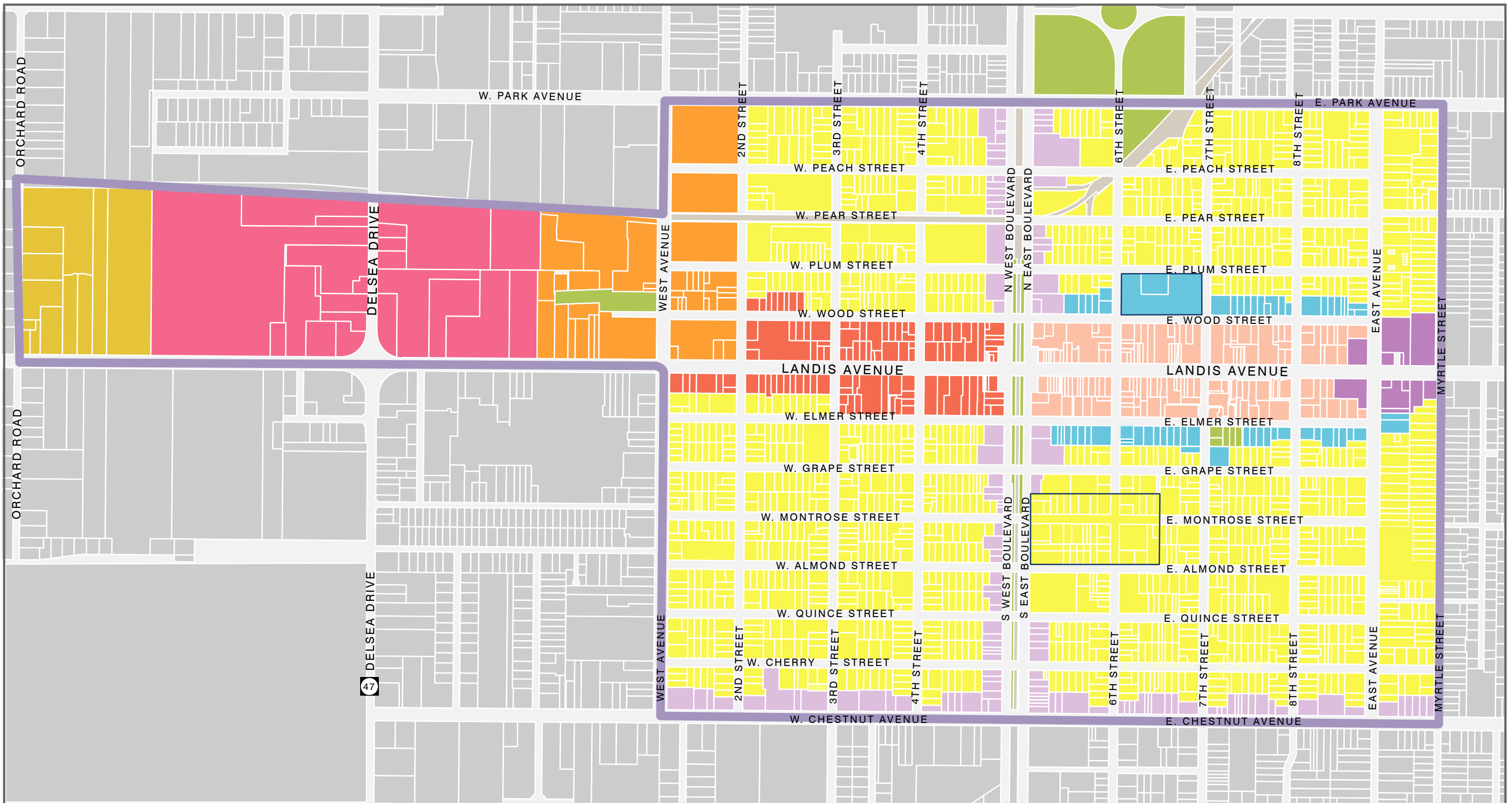
## LAND USE STANDARDS

The following Land Use Standards apply to the individual districts within the Area. They contain information pertaining to the purpose of the district, the permitted and accessory uses therein, and the district standards.

The Center City Districts are as follows:

- ARR** Age Restricted Residential District
- PC** Plaza Commercial District
- WVV** West Vineland Village District
- LC** Landis Avenue Commercial District
- LMS** Landis Avenue Main Street District
- NC** Neighborhood Commercial District
- EG** East Gate Mixed Use District
- R** Residential District
- CPO** Civic and Professional Office District

## Center City Redevelopment Plan CENTER CITY DISTRICTS AND STANDARDS



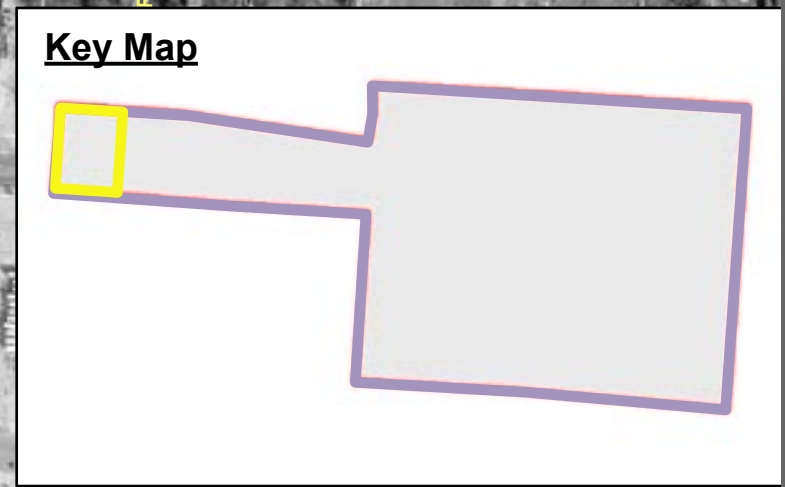
**REDEVELOPMENT DISTRICTS**

- |   |  |  |
|---|--|--|
|  ARR Age Restricted Residential District      |  LC Landis Avenue Commercial District   |  CPO Civic and Professional Office District |
|  PC Plaza Commercial District                 |  LMS Landis Avenue Main Street District |  Park/Green Space                           |
|  WVV West Vineland Village Mixed Use District |  EG East Gate Mixed Use District        |  Community School                           |
|  R Residential District                       |  NC Neighborhood Commercial District    |  City Hall                                  |

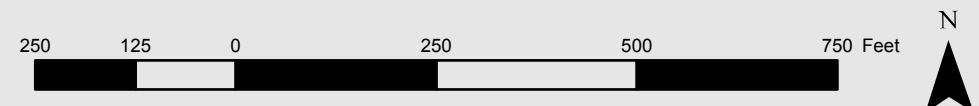


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 ARR Age-Restricted Residential District



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## AGE-RESTRICTED RESIDENTIAL DISTRICT

Originally on the rural fringe of Vineland, this partially forested area, with single family residences on large lots fronting on Orchard Road and Landis Avenue, is located at the western edge of the Redevelopment Area. Many of the properties are listed for sale, including the American Cancer Society building (a former residence) on the corner of Landis and Orchard. A large stream runs through the tracts from east to west and the resultant stream and wetlands ecology may have contributed to a lack of commercial development of this area.

No public roads penetrate the area, and existing buildings are mostly residences or small scale agricultural use buildings, including a former chicken farm. Despite the lack of intensive uses, the proximity of these tracts to the Plaza Commercial District can provide an opportunity for the development of market-rate homes with Smart Growth linkages to retail, restaurant, entertainment and commercial services. The existing mature trees and natural stream area could be sensitively developed as site amenities, with natural areas, bike, walking and exercise trails interspersed with clustered homesites and condominium buildings.

### AREA PROFILE

- Overall area: +/- 27.7 acres

### CURRENT CHARACTERISTICS

#### Buildings

- Undistinguished houses, in various states of repair
- American Cancer Society housed in converted residence

#### Corners

- Corner of Orchard Road and Landis Avenue is undistinguished, with uses that will be changing due to sales, does not present a "gateway" feeling of transition into Center City
- Northwestern corner borders freight railroad track

#### Pedestrian environment

- Extremely difficult to cross Landis Avenue for pedestrians, although crossing Orchard Road is generally not problematic due to low traffic volumes
- No internal pedestrian connections and no sidewalks or defined pedestrian ways exist in the area
- Somewhat of a deserted environment at night,

industrial areas on the west side of Orchard lack neighborhood activity

#### Traffic, Parking

- Posted speed of 45 miles per hour on Landis Avenue, traffic is observed to flow at higher speeds, exhibiting the effects of coming into town from Highway Rt. 55
- Individual curb cuts for each property along Landis

#### Trees and Environment

- Forested areas provide tree cover throughout the area and define streambed location
- Residential areas currently for sale have large trees which should be protected when redevelopment occurs
- Natural drainage pattern with flowing stream running through area

### REDEVELOPMENT STRATEGY

- Large tract residential development with site design that retains semi-rural feeling
- Market rate residential, attracting both local and regional residents

- Target age-restricted residential planned development(s)
- Cluster buildings to avoid environmental constraints
- Restrict ingress/egress for fewer curb cuts, establishment of connection with parcels to the east by pedestrian ways and transit options (shuttle bus, private van)
- Possible outdoor recreation uses for some parcels (YMCA, other community uses, etc.)

#### DISTRICT LAND USE STANDARDS

##### Purpose:

The purpose of the ARR District is to provide for a comprehensively planned age-restricted housing development which is designed around the site's environmental constraints.

##### Principal Permitted Uses:

- Residential and care facilities:
- age-restricted housing
  - continuing care retirement communities (CCRC)
  - nursing homes
  - active adult communities
  - Community outdoor recreation

##### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

##### Standards:

Minimum tract size: twenty (20) acres  
 Maximum density: ten (10) units per acre  
 Height: Maximum: of four (4) stories and fifty (50) feet  
 Lot coverage: Maximum impervious coverage: 65%

##### Buffers:

- Landscaped perimeter buffers shall be a minimum of thirty (30) feet wide
- The landscaping shall consist of approved plantings: sod or groundcover and a combination of bushes and trees; or shall consist of conserved natural vegetation

##### Parking:

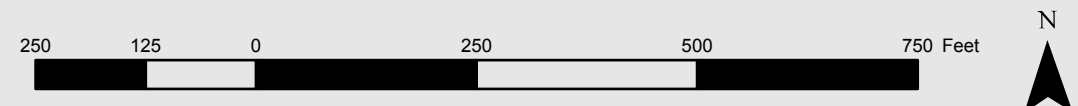
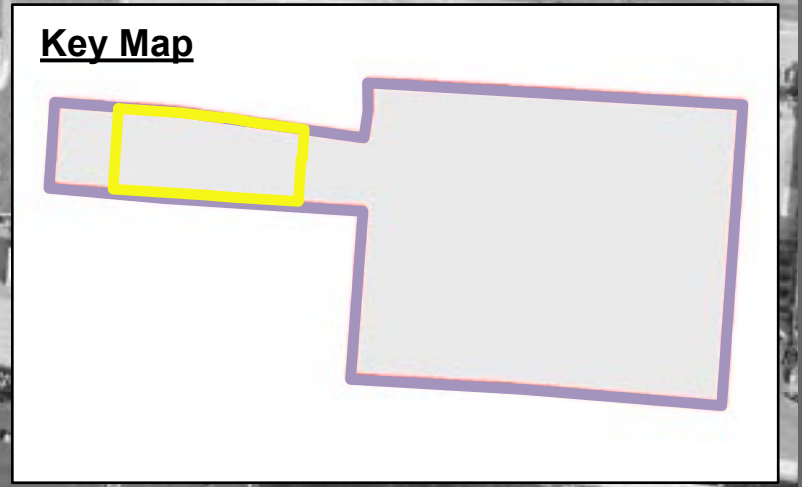
Parking shall be consistent with RSIS requirements.



## Center City Redevelopment Plan AGE RESTRICTED RESIDENTIAL DISTRICT







 PC Plaza Commercial District

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## PLAZA COMMERCIAL DISTRICT *CIVILIZING THE BIG BOX*

Located on Rt. 47 and Landis Avenue, the future Center City Plaza Commercial District is at the western edge of the Redevelopment Area. This is an area, with largely abandoned greyfields, such as the defunct Rickles home improvement center. These greyfield tracts also front on one of the busiest intersections in Vineland, across from very active, high volume businesses including Denny's, Days Inn and Eckerd's. Similar commercial and retail uses continue across Delsea Drive, including the ShopRite, Sears and Sears Automotive, with mixed retail and foodservice in smaller strip configurations.

### AREA PROFILE

- Overall area: +/- 80.1 acres
- west of Delsea Drive 46.7 acres
- east of Delsea Drive 33.4 acres

### CURRENT CHARACTERISTICS

#### Buildings

- Classic greyfield - large defunct shopping center with extensive paved parking areas
- Undistinguished architecture, in various states of repair
- Lack of landscaping

#### Corners

- Corners of Delsea Drive bordering freight rail tracks are industrial in feeling, with numerous curb cuts to serve the distribution center and restaurant on the west and the ShopRite on the east, with congestion resulting from passing trains
- Five Points Restaurant parking lot location at the southeast street corner frontage has no pedestrian presence, little landscaping and flows of traffic which can be heavy, at times conflicting with the major traffic signal at the Delsea/Landis intersection
- Sears corner of the Delsea/Landis intersection appears blighted, with neglected landscaping, walled-up display windows and non-conforming banner signage

#### Pedestrian environment

- Sidewalks do exist along Landis Avenue, but there are gaps
- Extremely difficult to cross Landis and Delsea for pedestrians
- No internal pedestrian connections: no sidewalks or defined pedestrian ways exist in the interior of the area
- All access to the north is prevented by the rail line except at Delsea rail signal

#### Traffic, Parking

- Posted speed of 45 miles per hour along Landis Avenue and Delsea Drive, traffic is observed to flow at higher speeds, still exhibiting the effects of coming into town from Highway Rt. 55
- At rush hours and lunch time traffic volumes on the streets increase dramatically
- Rail traffic can result in automotive traffic back-ups on Delsea north
- 'Sea of asphalt' parking lots around defunct retail produce greyfield effect
- Multiple curb cuts promote a chaotic in-and-out churn of traffic along the frontages of both Landis and Delsea, contributing to a fragmented perception of the area

#### Trees

- Forested areas provide tree cover in wetlands locations
- Commercial tracts, both vacant and functioning, have a dearth of trees
- Street trees begin along Landis Avenue, after the Delsea intersection, however, they are uncared for, their branches congested with overhead wires, and there are no other landscaping or traffic-calming elements to reinforce the image of a quality streetscape



## Center City Redevelopment Plan PLAZA COMMERCIAL DISTRICT



#### REDEVELOPMENT STRATEGY

- Continued automobile orientation, by development of "Center City Plaza" power center.
- Create a new 'retail spine', linking retail/commercial uses across Delsea Drive west to Center City Plaza, by extending West Wood Street from mixed use area to east. (Sun National Bank offices, residential neighborhood, etc.)
- Change parking, setback and landscaping requirements for better design.
- Re-work ingress/egress for fewer curb cuts and establish connection with properties east across Delsea.
- Target "Power Center" tenants (e.g. Old Navy, Target, TJ Maxx).
- Include multiplex theater and other entertainment uses.
- Concentrate franchise restaurant operations in "restaurant cluster" locations.
- Move existing uses to new locations in order to reorient layout and focus, and to stimulate business.

## Center City Redevelopment Plan PLAZA COMMERCIAL DISTRICT

- Master Developer or individual redevelopers selected through RFP process.
- Possible incentives include: property acquisition and assembly, PILOT program, grants/loan assistance.

## DISTRICT LAND USE STANDARDS

### Purpose:

To develop former greyfields areas in a more attractive, pedestrian-friendly and sustainable way by comprehensively planning for large scale retail development. The intention is to create in this District the feeling of a single large scale comprehensively planned project, even if the development is undertaken by multiple developers.

### Principal Permitted Uses:

Retail developments, including mixed use commercial, office, and entertainment. Hospitality: lodging and restaurant and food service. Financial institutions. Health clubs and exercise facilities. Office uses.

Big box commercial shall only be permitted in comprehensively planned power center developments of 35 acres or more. Single user big box development (over 65,000 sq. ft.) is prohibited.

### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

### Standards:

#### *West of Delsea Drive:*

Maximum Height:	3 stories, forty-five (45) feet
Minimum perimeter setback:	fifty (50) feet
Minimum distance between buildings:	shall be ½ the combined heights of the buildings
Minimum lot size for power center with big box tenants:	35 acres
Minimum individual lot size:	2 acres for permitted uses other than a "big box"
Minimum FAR:	.25
Maximum FAR:	1.0
Lot coverage:	Maximum impervious coverage: 70%

#### *East of Delsea Drive:*

Minimum lot size for a comprehensively planned community shopping center:	15 acres
Minimum lot size:	2 acres for permitted uses other

Maximum tenant size:	65,000 sq. ft.
Minimum FAR:	.25
Maximum FAR:	1.0
Lot coverage:	Maximum impervious coverage: 70%

than a "community shopping center"

### *Parking:*

#### Minimum Parking:

- Retail/Financial institutions/Movie theaters/ Office: four (4) spaces per 1,000 gross land area
- Hotel/Lodging: one (1) space per 1,000 square feet of conference and similar space
- Restaurants: one (1) space per four (4) seats
- Health Club: one (1) space per 1,500 square feet

Maximum Parking Setback: twenty-five (25) feet

Parking must be accommodated on site or through an acceptable shared parking arrangement

- Structured parking is permitted
- Within a power center, no parking shall be located within 200 feet of an offsite road unless screened by a 50 foot buffer or by pad site development.

## Center City Redevelopment Plan PLAZA COMMERCIAL DISTRICT

#### Buffers:

- Landscaped buffers shall be a minimum of twenty (20) feet wide
- The landscaping shall consist of approved plantings: sod or groundcover and a combination of bushes and trees

#### Design Standards for Retail:

Design standards are applicable to all site plan applications which contain a retail component of 40,000 sq. ft. or greater, whether such retail space is free standing or part of a larger mixed-use development.

- Facades must be articulated in order to reduce the massive scale and the uniform, impersonal appearance of large retail buildings.
- Variations in roof line should be used to add interest to and reduce the massive scale of large buildings.
- Exterior building materials shall be aesthetically pleasing.
- Entrances:
  - should function as design elements to break up facades, orient users, and provide an aesthetic look

- should be provided at frequent intervals to reduce walking distances from cars
- can become identifiers of individual stores or departments in large stores

- Where principal buildings contain additional separately owned stores, which occupy less than twenty five thousand (25,000) square feet of gross floor area, with separate exterior customer entrances, the street level facade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 60 percent of the horizontal length of the building facade of such additional stores.

#### • Parking:

- in order to shorten walking distances these should be distributed around all or most sides of retail buildings
- large expanses of pavement should be replaced by smaller, well-distributed parking areas
- use of landscaping elements is required to define pedestrian areas, define vehicular drives, provide an aesthetically pleasing environment and mitigate heat gain and stormwater runoff
- use of porous pavement is encouraged



## Center City Redevelopment Plan PLAZA COMMERCIAL DISTRICT



SEARS

3% SALES TAX

LANDIS AVE

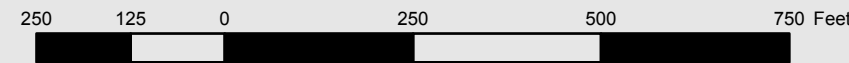
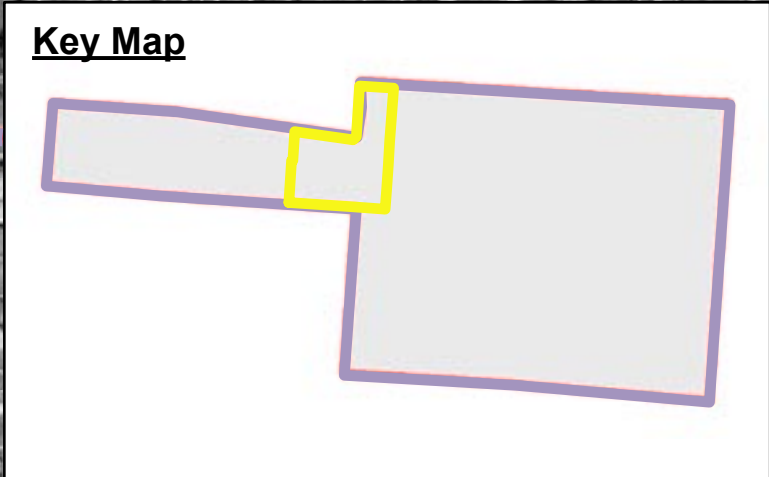
Van Drew  
LaBoy

LOOKABAUGH  
PEARSON  
MAGAZZU

LOOKABAUGH  
PEARSON  
MAGAZZU

Van Drew  
LaBoy

Van Drew



 WVV West Vineland Village District

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**WEST VINELAND VILLAGE DISTRICT**  
*TRANSIT-ORIENTED MIXED-USE REDEVELOPMENT*

Providing the transition between highway-oriented uses and the old downtown center of the City, West Vineland Village is anchored by the Vineland Regional Transportation Center. Despite a decided automobile orientation, over 25% of the surrounding Center City residents who patronize the current businesses and public service offices in this area do not own a vehicle. Therefore, the Plan calls for this area of derelict strip retail and marginal interim uses to be transformed into a mixed use development, scaled down from the “big boxes” to the west to a mix in which so that both pedestrians and drivers are accommodated harmoniously.

**AREA PROFILE**

- Overall area: +/- 47.8 acres

**CURRENT CHARACTERISTICS**

**Buildings**

- Sixties and Seventies strip retail/commercial buildings, many vacant or underutilized
- Feeling of abandoned greyfields due to car-oriented strip design, set back from right-of-way with parking in front, unlandscaped lots
- Undistinguished architecture, generic construction,

lack of maintenance

- Interior parcels are isolated from Landis Avenue and side streets due to lack of any convenient street or pedestrian access, reflecting the absence of City streets extending into the area
- City streets do not extend throughout area, lack of connection between parcels, city streets end at edges of area
- Non-economic uses in what should be retail/commercial spaces
- Severely deteriorated residential buildings
- Underutilized warehouse/industrial buildings, most for sale

**Corners**

- Strip center parking lot location at the Landis/ West corner frontage presents a decidedly automotive, non-pedestrian-friendly environment

**Pedestrian environment**

- Sidewalks do exist along Landis Avenue, but there are gaps
- Provisions for pedestrian street crossings are minimal and the wide expanse of lanes makes crossing difficult, as does the predominance of dedicated right turn lanes with signalized turn arrows
- Lack of Transportation Center linkages (shuttle, pedestrian-friendly corridors)
- Posted Middle School pedestrian crossings

produce very little observable slowing of traffic flow, little actual linkage with Middle School exists

- Pedestrian access east and west is hindered by fences and other lot line blockages
- Access to the north is impeded by the rail line

**Traffic, Parking**

- Posted speed of 35 miles per hour, traffic is observed to flow at higher speeds
- At rush hours and lunch time traffic volumes on the streets increase dramatically

**Trees**

- The presence of the street trees begins just west of the Landis Intermediate School, whose grounds provide a landscaped “front door” to the Center City area
- There are number of gaps in the rows of trees which should be filled in with new trees.



**Center City Redevelopment Plan**  
**WEST VINELAND VILLAGE DISTRICT**

## REDEVELOPMENT STRATEGY

- Encourage new transit-oriented mixed-use retail/residential/other development, with reworked automobile access to be augmented with new pedestrian connections.
- Create a new 'Retail Spine' as the extension of West Wood Street from the mixed use area to east (Sun National Bank offices, Landis commercial and the residential neighborhood) which then extends across Delsea Drive through the new Plaza Commercial District.
- Parking should be directed toward interior of area, interwoven with variety of development types and explicit landscaping requirements.
- Provide market rate housing: owner-occupied townhouse development or similar.
- Pedestrian linkages must be strengthened: Transportation Center, neighborhoods to the south and east, linkages to commercial uses along Landis Avenue (Sun National Bank and others); establishment of major pedestrian connector to Middle School and sports facilities with more street landscaping and enhanced street crosswalks across Landis.



## Center City Redevelopment Plan WEST VINELAND VILLAGE DISTRICT

- Implement a Center City shuttle service linking Vineland Regional Transportation Center, the Landis Avenue corridor and greater Center City redevelopment areas including residential neighborhoods and public/civic buildings.
- Encourage new retail/hospitality/entertainment uses including:
  - Extended-stay accommodations - Residence Inn, Marriott Suites, etc.
  - Sports/entertainment center (batting cages, etc.) in renovated industrial big box
  - Franchise restaurants
  - Smaller retail along retail spine
- Future adaptive reuse of power plant, if feasible.

#### DISTRICT LAND USE STANDARDS

##### Purpose:

To achieve a good mix of uses in close proximity to mass transit (in this case a regional bus station) and put into place standards that would assist in developing future transit-based strategies, such as regional passenger rail.

##### Principal Permitted Uses:

Retail/commercial: entertainment and restaurants;  
Residential: Owner occupied Townhouse and Multi-family residences shall be the only permitted residential

uses in the WW District.

##### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

##### Standards:

##### *Townhouse residential standards*

Minimum tract area: Three (3) acres  
Maximum density: Fifteen (15) units per acre  
Minimum lot size: 1,800 square feet per unit  
Maximum height: Two and a half (2-1/2) stories, thirty-five (35) feet  
Lot coverage: Maximum impervious coverage: 70%  
Setbacks: Front maximum fifteen (15) feet, no front yard parking  
Rear minimum ten (10) feet

##### *Multi-family residential standards*

Minimum tract area: Three (3) acres  
Maximum density: Thirty (30) units per acre  
Maximum height: Four (4) stories, fifty (50) feet  
Lot coverage: Maximum impervious coverage: 70%

Setbacks: Each side minimum fifteen (15) feet  
Rear minimum twenty five (25) feet

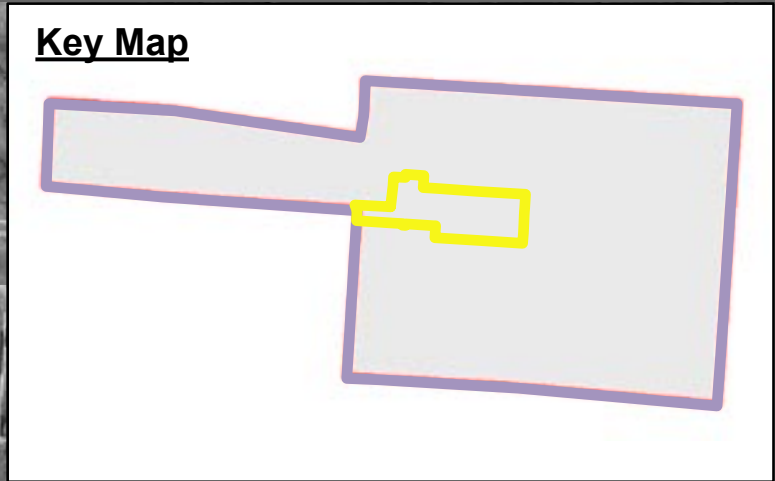
##### Mixed Use/Commercial standards

Maximum height: Four (4) stories, fifty (50) feet  
Lot coverage: Maximum impervious coverage: 80%  
Setbacks: Ten (10) feet retail front (entry) setback, no side setbacks required  
FAR: 1.0

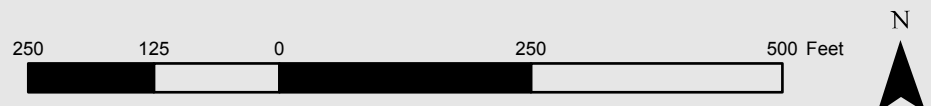
##### On-Site Parking Requirements

Residential: 2 spaces/unit  
Office: 4 spaces/ 1,000 sq. ft.  
Retail: 1 space/1,000 sq. ft.

The use of alleys is strongly encouraged.



 LC Landis Avenue Commercial District



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## LANDIS AVENUE COMMERCIAL DISTRICT

### DESCRIPTION

Landis Avenue between West Avenue and the Boulevards is characterized by a mix of non-residential uses. There are a number of automobile-oriented uses such as parts stores, tire retailers, and other similar businesses. The major anchor of this area is Sun National Bank's three story office building, with a workforce of over 300 people.

### AREA PROFILE

- Overall area: +/- 38.3 Acres

### CURRENT CHARACTERISTICS

- Wide street and sidewalks, with the need for streetscape designs and improvements
- Established street trees, but no reinforcing street landscaping or street furniture
- Diverse façades
- Unappealing through-block uses which open upon Elmer and Wood Streets



### CURRENT CHARACTER

#### Buildings

- One to three story buildings
- Automobile orientation, drive-throughs and large parking lots

#### Trees

- Definite line of mature (40-50 feet tall and higher) street trees, although there are gaps

#### Corners

- Major intersection with the Boulevards has been streetscaped, but remains underused

#### Traffic, Parking

- Posted speed of 35 miles per hour, but traffic is observed to flow at higher speeds, still exhibiting the effects of coming into town from Highway Rt. 55.
- Many dedicated right turn lanes with signalized left turn arrows
- At rush hour times and lunch time traffic volumes become significant.
- Traffic signalization is adjusted to achieve maximum vehicle throughput, rather than to encourage pedestrian movement.

### Sidewalks

- Sidewalks along both sides of Landis Avenue

### REDEVELOPMENT STRATEGY

- Maintain the mix of uses, while trying to attract true storefront businesses.
- Plan for a future extension of any downtown Main Street program to this area, as well as the future extension of streetscape improvements.
- Replant gaps in the rows of street trees.
- Explore redevelopment of the Boulevards area adjacent to the mini-parks by testing developer interest.

### DISTRICT LAND USE STANDARDS

#### Purpose:

To provide a transition area from primarily automobile-oriented uses to a pedestrian scale "Main Street" and finer grained development.

## Center City Redevelopment Plan LANDIS AVENUE COMMERCIAL DISTRICT

Principal Permitted Uses:

Retail/Commercial: retail sales and services, business and professional offices, financial institutions.

Restaurants and take-out food service establishments, convenience stores. Houses of worship and funeral homes.

Residential (code and occupancy compliant) on upper stories of buildings.

Government agencies; social services, public and private outreach and training facilities.

Drive through uses are permitted.

Parking.

Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

Prohibited Uses:

Drug treatment center, substance abuse center, laundromat, tattoo parlor.

Standards:

Maximum Height: 3 stories, forty-five (45) feet

Minimum lot size: 5,000 sq. ft.

Minimum lot frontage: Fifty (50) feet

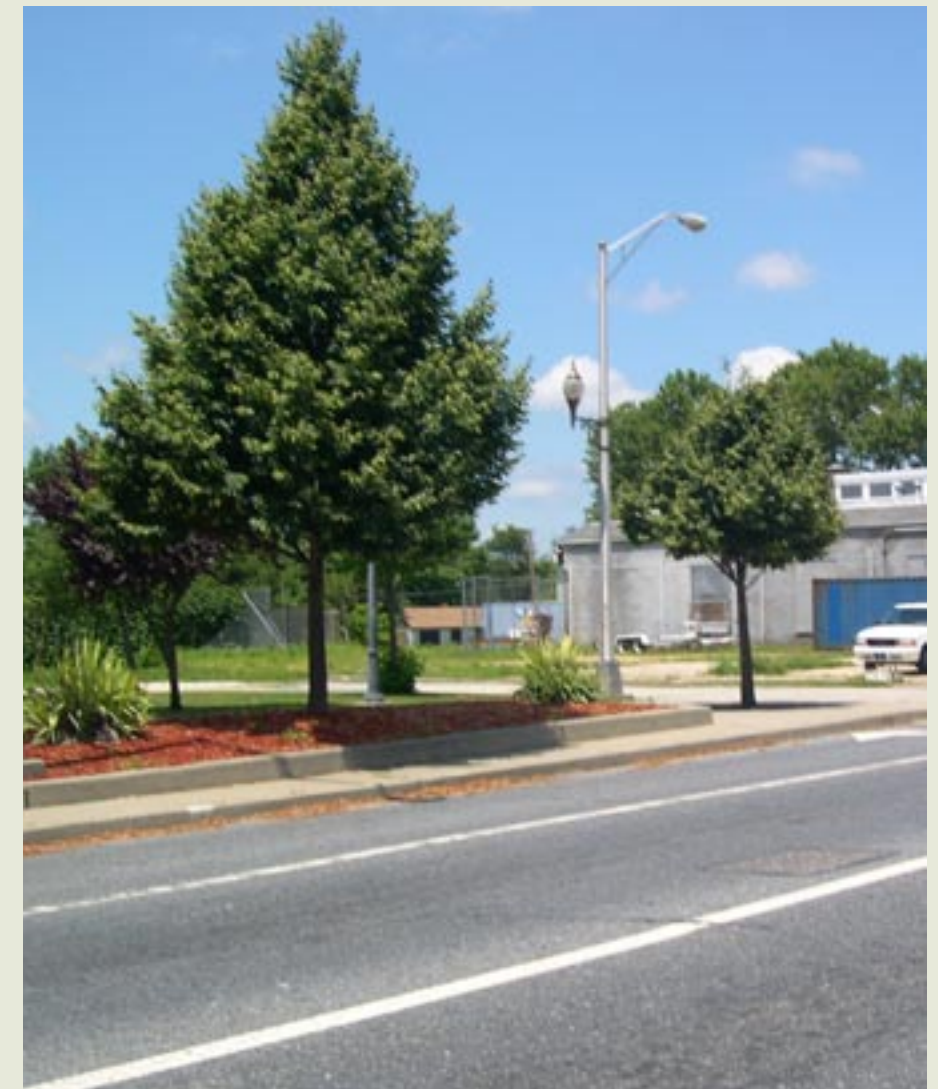
Minimum front setback: Twenty (20) feet

Lot coverage: Maximum impervious coverage: 80%

Loading/Delivery requirements: Loading/refuse holding & collection, must be screened from public view by solid wall, fencing and /or landscaping.

Parking: No parking between front of building and the street line.

Landscaping requirements: Fill in line of existing street trees along Landis Corner landscaping plans required Landscaped medians in private parking lots; trees to be provided at one (1) tree per 6 parking spaces, evenly distributed along parking medians



**Center City Redevelopment Plan**  
**LANDIS AVENUE COMMERCIAL DISTRICT**

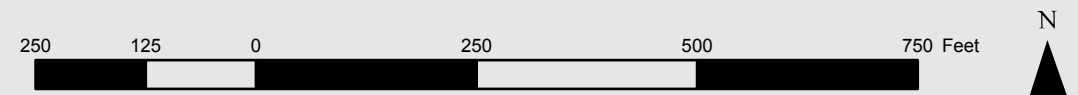
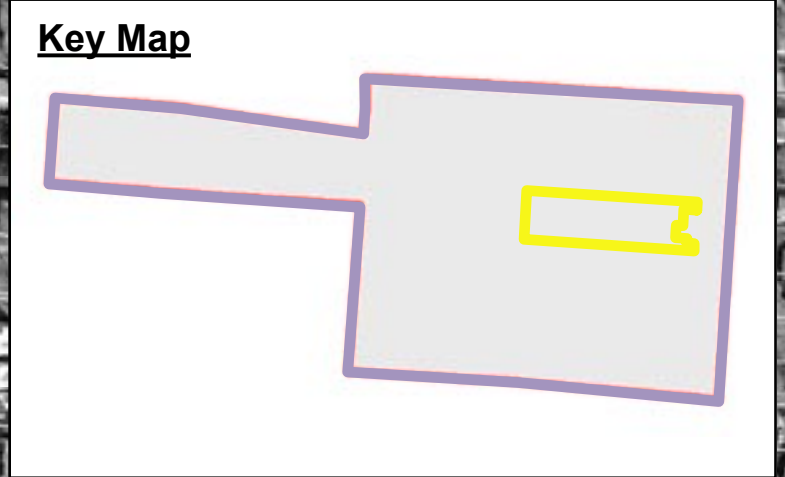


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TAILOR**  
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**ABCO INSURANCE  
AGENCY**  
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**ABCO  
AUTO**  
GENERAL LIABILITY  
WORKER'S COMP.  
COMMERCIAL AUTO



 LMS Landis Avenue Main Street District

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## LANDIS AVENUE MAIN STREET DISTRICT

### DESCRIPTION

Landis Avenue between the Boulevards and East Avenue is seen by most as the heart of the downtown and is the heart of the Central Business District (CBD). It is the strip that is most like the classic "Main Street" and currently has many amenities that some thriving "Main Streets" lack including an overly wide street surface, wide sidewalks, developed street trees and angled parking spaces in front of store with sufficient back lots. This area also endures some classic problems. With the street being so wide, traffic moves to quickly through these blocks. The facades are varied with no consistent aesthetic appeal and the current business mix is not necessarily the best uses within those four blocks. This area needs to be enhanced upon to become the main pedestrian area and the attractor for the "Old Borough".

### AREA PROFILE

- Overall area: +/- 44.1 acres

### CURRENT CHARACTERISTICS

- Wide street and sidewalks- with the need for streetscape designs and improvements
- Established street trees

- Prime pedestrian scale retail space
- Diverse façades
- Angled on street parking in front of retail with ample back parking lots
- Unappealing back entrances to retail
- Barren and pedestrian "unfriendly" through block connector

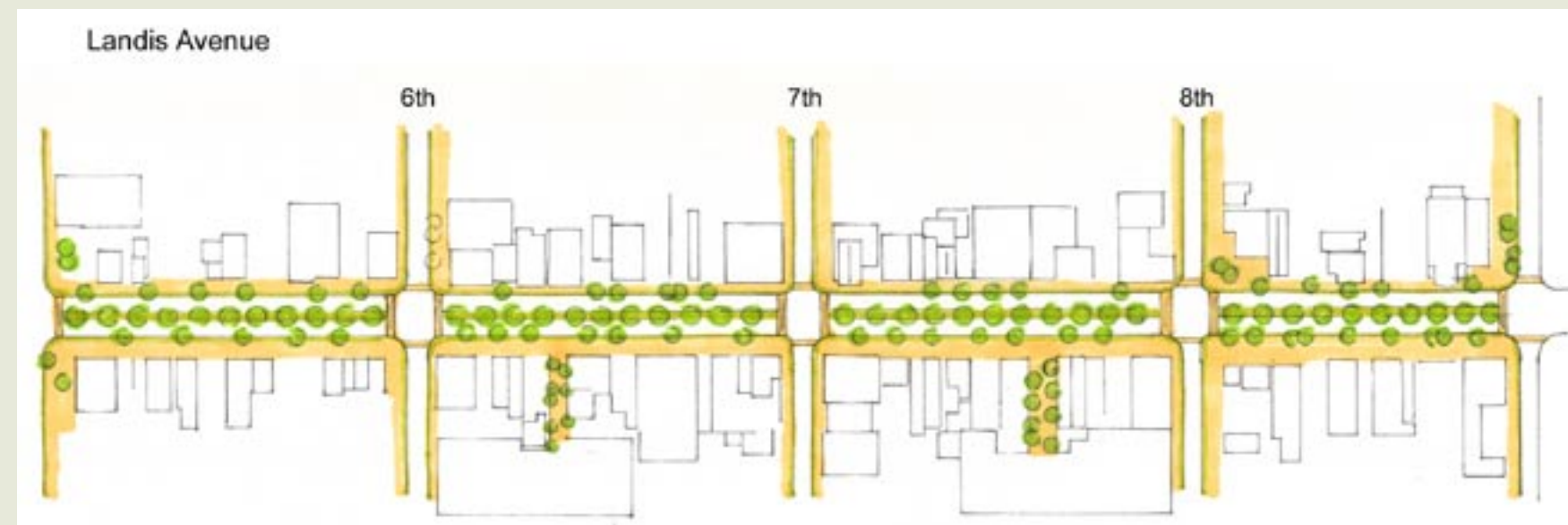
### Buildings

- One to three story early to mid-century retail buildings, many of brick
- Uniform building line formed at setback from right-of-way (resulting in avg. 30 foot sidewalk along Landis Avenue)

- Lack of maintenance evident in approximately one third of properties
- Many original facades (possibly of historic interest) have been covered over

### Trees

- Definite line of mature (40-50 feet tall and higher) street trees
- There are number of gaps in the rows of trees which should be filled in with new trees.



## Center City Redevelopment Plan LANDIS AVENUE MAIN STREET DISTRICT

## Corners

- A number of the street corners have been devastated by a process of replacement of older buildings with undistinguished and now vacant or underutilized newer construction over the years. The gateway to the old downtown, the intersection of Landis and the Boulevards, has a large, vacant 1970's era building on the southeast corner, a poorly designed one story building currently used as an Armed Forces Recruitment Center on the northeast corner, and a vacant lot adjacent the western corner park areas.
- Unrelieved width of Landis Avenue paving makes

pedestrian crossings daunting.

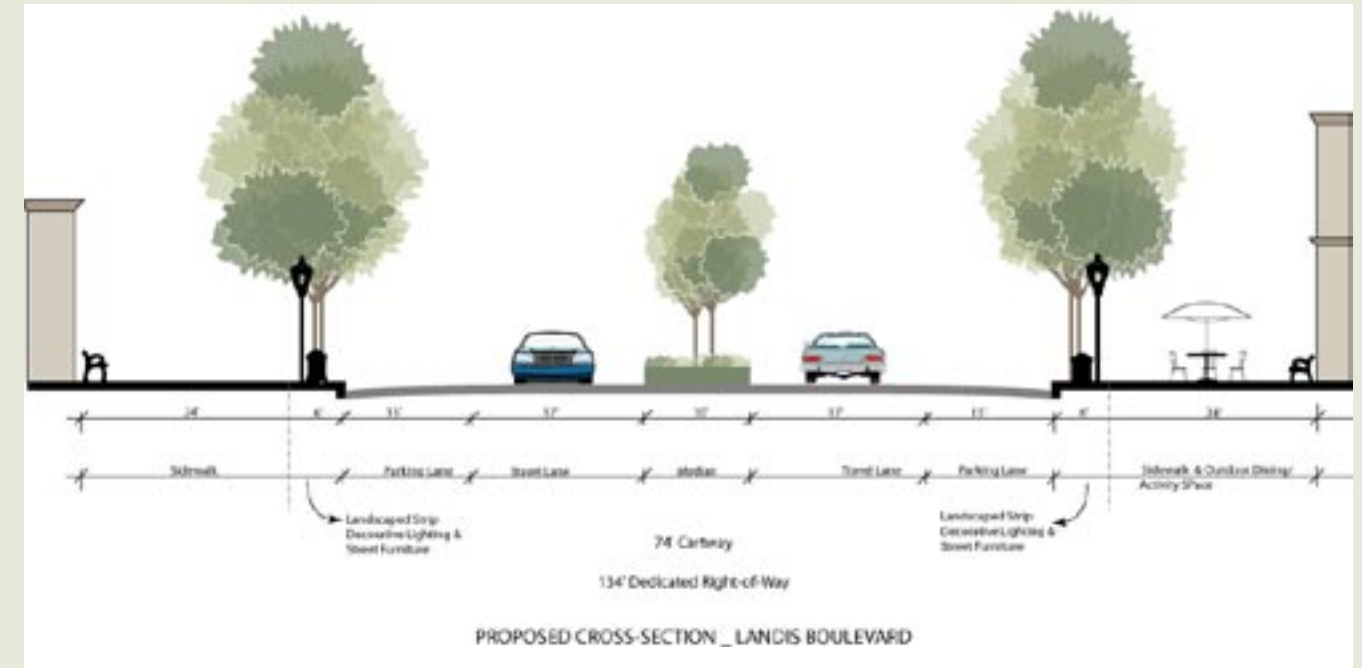
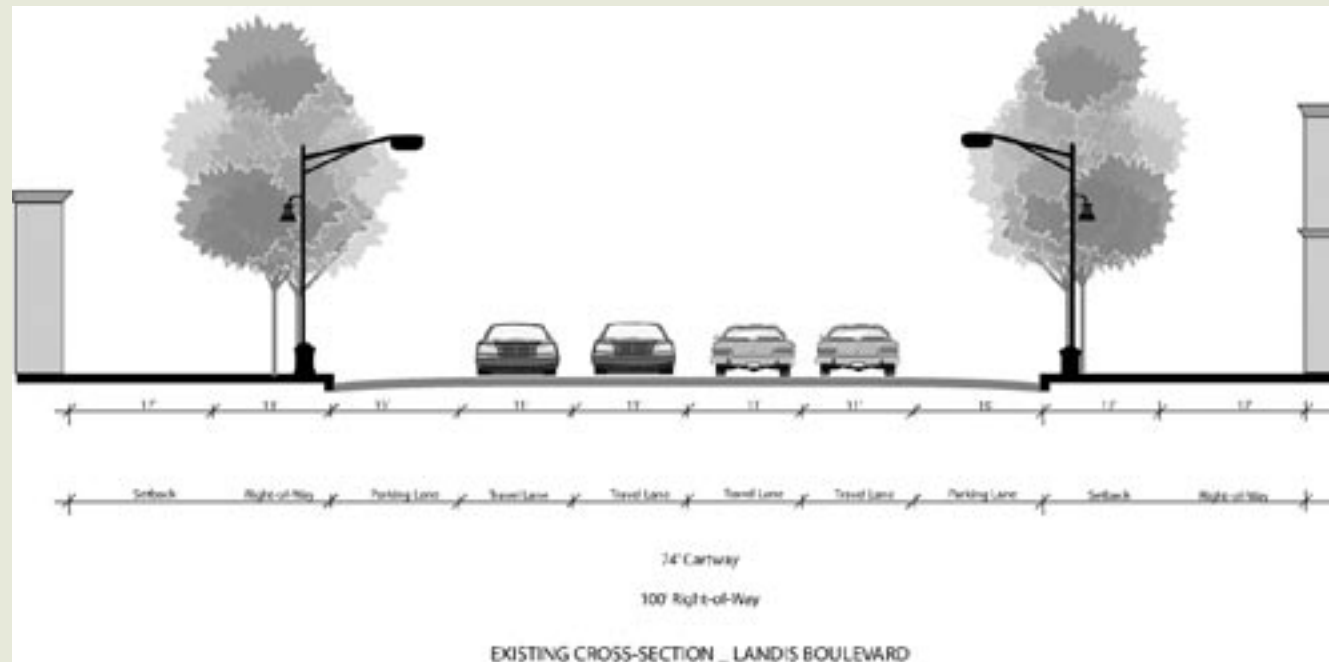
- The predominance of dedicated right turn lanes with signalized left turn arrows makes the flow of traffic even more difficult for pedestrians to cross safely.

## Traffic, Parking

- Posted speed of 30 miles per hour, but traffic is observed to flow at higher speeds.
- At rush hour times and lunch time traffic volumes become significant.
- Traffic signalization is adjusted to achieve

maximum vehicle throughput, rather than to encourage pedestrian movement.

- The system of one-way streets has been designed similarly: to accommodate the automobile, with insufficient thought given to issues of speed and safety, nor to the resultant quality of the downtown experience.
- In terms of sheer numbers of spaces, there is ample parking in the downtown. However, as the blocks are quite long, access to public parking lots on Elmer and Wood seems to be impaired. The development of thru-block connectors has begun,



## Center City Redevelopment Plan LANDIS AVENUE MAIN STREET DISTRICT



but much greater levels of design and construction sophistication need to be interjected in order to address feelings of personal safety

#### Sidewalks

- Sidewalks are among the widest in New Jersey: avg. thirty (30) feet wide along Landis Avenue and sixteen (16) feet on the crossing streets of 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>.

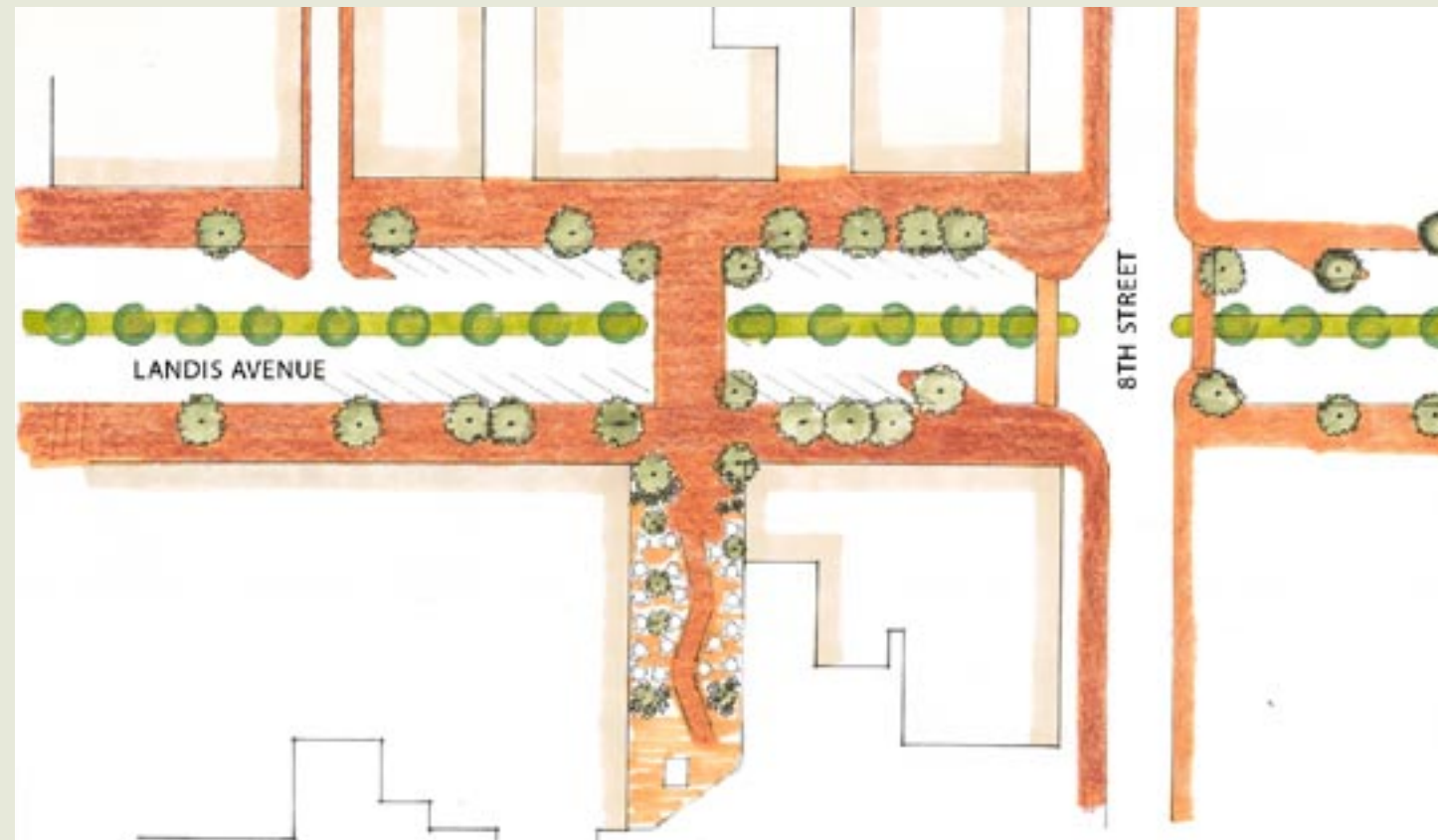
#### REDEVELOPMENT STRATEGY

- Become a “Main Street” designated downtown with design and facade standards to enhance the “Main Street” appearance.
- Develop a “look” that is memorable and can be extended to include all of Center City, based upon input from public participation in the development of a Main Street program.

A suggested motif might include the encouragement of neon use on storefronts and along building facades, in a mid-century (1935-1955) design style, that capitalizes upon the complementary designs of the Landis Theatre/ Mori Building and the Sears building. These structures could “define” the redevelopment area from east to west along Landis Avenue and give a look and feel to guide renovation efforts.

- Increase number of through-block connections from Landis Avenue to Elmer Street (one in each of the four core blocks) Connectors to have landscaping and terraced plaza design, suitable for strolling, eating, sitting, relaxing with side facade access into flanking buildings; each connector to lead from Landis to a municipal parking lot

- Transform the two (2) municipal lots into attended lots/valet lots at existing through-block connectors from Landis Avenue: implement landscaped, well-lit attendant booths located on the Elmer-side terminus of the connectors; with uniformed Vineland hospitality ambassadors dispensing information, maps



## Center City Redevelopment Plan LANDIS AVENUE MAIN STREET DISTRICT

and coupons; and functioning as parking lot attendant/security, responsible for overseeing parking and citizen safety in the lots; additional part-time attendants for valet parking at special events (gallery nights, city meetings, shopping nights, etc.)

- Develop a regional attractor: the proposed Fire House Museum in the brick firehouse now obscured by other uses, and provide parking passes for adjacent municipal lots
- Implement traffic calming measures to support safe and pleasant pedestrian activity.
- Create connections and public spaces within functional and well-landscaped through-block connectors, that provide an added measure of security for the downtown by the presence of uniformed attendants.
- Assemble property for redevelopment through the RFP process.
- Enhance existing businesses and develop what is missing (ie. needed services as well as a full range of other options, including galleries, antique stores and boutiques).
- Encourage mixed specialty retailing, targeting food related businesses.

## DISTRICT LAND USE STANDARDS

### Purpose:

To create a vital “Main Street” within the downtown Central Business District (CBD) that is also a regional destination. To provide a walking scale environment that encourages pedestrian activity including windowshopping, dining and social interchange.

### Principal Permitted Uses:

Retail sales and service: storefront retail, banks, restaurants, stores and shops. Storefronts shall be transparent between 3 feet and 8 feet above grade configured as front windows or doors or display windows. No storage of any sort is permitted on sidewalks or in windows.

Office: upper floors only; except that offices that have walk-in trade shall be permitted on ground floor level. Existing storefront windows shall not be removed, enclosed, or otherwise covered in any way, except replacement-in-kind, as approved, during renovation. Re-opening of former storefront windows in encouraged.

Residential: code and occupancy compliant; upper floors only.

Parking.

No drive-throughs are permitted.

### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

### Prohibited Uses:

Drug treatment center, substance abuse center, laundromat, tattoo parlor.

### Standards:

Height:	3 stories, forty-five (45) feet
Minimum lot size:	2,500 sq.ft.
Minimum lot frontage:	Twenty five (25) feet
Minimum front setback:	Twenty (20) feet
Lot coverage:	Maximum impervious coverage: 80%

Setbacks from street and sidewalk right-of-way:

Minimum: Zero (0) feet  
 Maximum: Ten (10) feet only if the setback is used to provide a public amenity or outdoor dining  
 No required on-site parking.  
 No parking between front building line and street line.

Parking:

## Center City Redevelopment Plan

### LANDIS AVENUE MAIN STREET DISTRICT



Loading/Delivery requirements: All deliveries to/pick ups from establishments fronting on Landis Avenue shall take place from rear or side service entrances. The required loading dock/ refuse holding & collection areas must be screened from public view by solid walls or fencing with landscaping

#### Streetscape Design Considerations:

Once a Main Street program designation has been secured for the Landis Avenue's downtown area, design guidelines and standards will be determined. The following elements should be given due consideration:

#### *Facades and Storefront Design:*

Building facades along Landis Avenue are the primary image generator of the Area, and as such attention to detail is crucial to achieving success of the Plan. Existing facades should portray a unifying appearance while retaining the unique design of each building. They should also be designed at a human scale to encourage pedestrian traffic.

#### *Awnings*

Using awnings along windows and articulating entranceways is a way to bring about a unifying look but keep building structures unique. They affect the appearance of a streetscape and the pedestrian

environment as a whole and are recommended for use along Landis Avenue, especially within the core of the Central Business District (Boulevard to East). The following guidelines should be adhered to with the use of awnings:

- Use awnings forms that achieve a high degree of consistency with those of adjacent buildings, that reduce visual clutter in the streetscape and that provide visual continuity to the pedestrian realm.
- Use awnings that possess a high quality of architectural design that reflects the architecture of its building while also complementing the streetscape.
- Use awning forms that provide good levels of lighting to footprints and to ground floor spaces within buildings.
- Ensure that awnings are designed to successfully accommodate utility poles, street trees, vehicular movement and pedestrian traffic.

#### *Lighting*

Street lighting plays an important role in the quality and safety of streets, especially at night. Lighting illumination levels should be determined by two criteria:

- The uses along the street (commercial or residential)
- The volume of automobile traffic.



## Center City Redevelopment Plan LANDIS AVENUE MAIN STREET DISTRICT



### Street Furnishings

**Seating:** Seating is encouraged when space allows for a clear pedestrian walking zone. Seating expands opportunities for people to use the street, especially in commercial streetscapes. Different types of recommended seating may be provided by benches, planter walls, edges, steps, or moveable chairs. Seating should be durable and comfortable and except for moveable chairs, should be secured permanently to paved surfaces for safety and to avoid vandalism. Sharp edges and poorly designed fabricated furniture should be avoided. Metal or industrial quality wood is the preferred material.

**Trash Receptacles:** Trash receptacles should be easily accessible for pedestrians and trash collection. Their design should relate to other site furnishings as well as building architecture. They must be carefully placed to be unobtrusive yet effective. Receptacles should be designed to fit anticipated use and frequency of maintenance. They should be firmly attached to paving to avoid vandalism and should be conveniently placed near benches, transit stops, and other activity nodes in a functional way with other streetscape elements. Trash receptacles should be designed in two pieces with the inner container that ensures easy pick-up and removal and an outer shell that blends aesthetically with other streetscape elements.

**Planting Pots and Planters:** Planting pots provide an added dimension and color to streetscape planting. They also direct pedestrian traffic, create focal points and provide pedestrian resting areas.

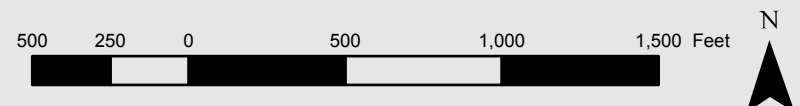
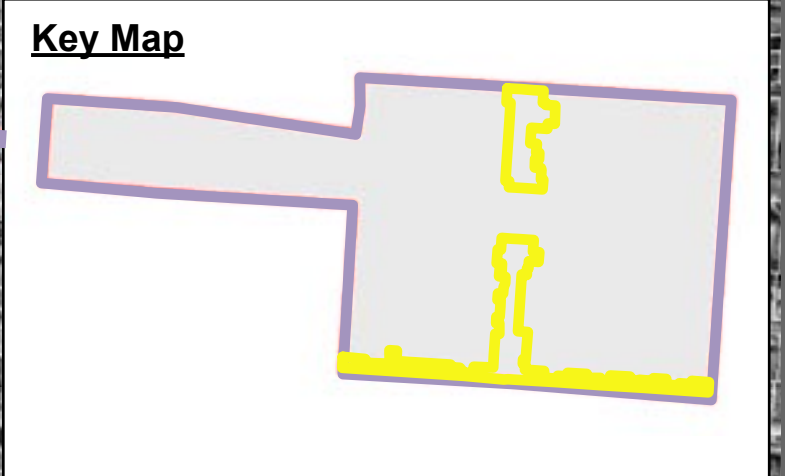
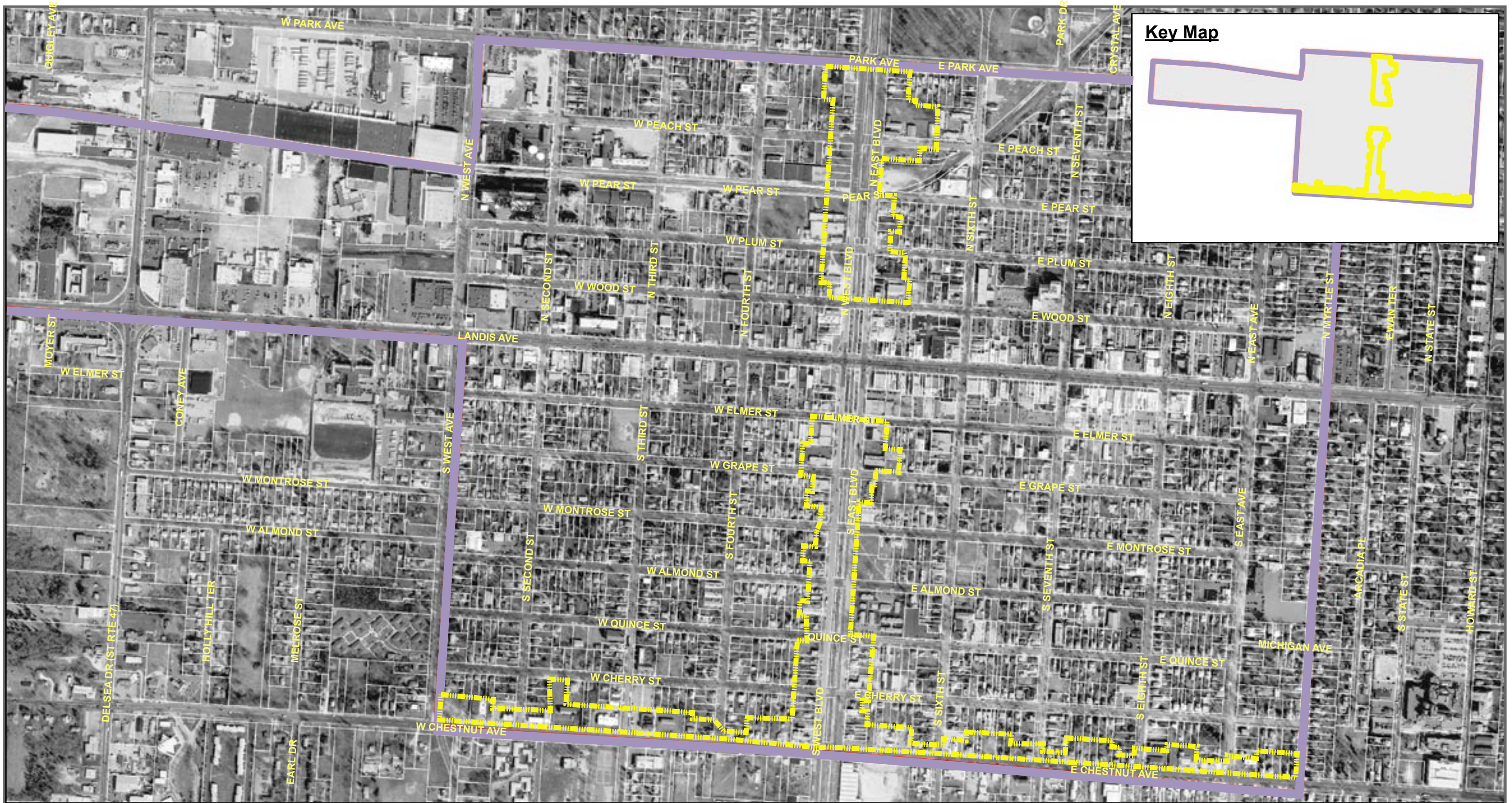
**Newspaper Racks:** Appropriately designated newspaper racks should serve the public without compromising pedestrian circulation and the appearance of the street. Racks should be clustered together and placed as close as possible to pedestrian activity nodes. They should not be located where they will obstruct the view of drivers at intersections or block views of business displays or signs.

**Bike Racks:** Bicycle racks should be provided within commercial streetscapes and in pedestrian activity and recreational nodes to encourage bicycle use. Avoid placing them in area where they may endanger the safety of either pedestrians or cyclists and are clearly visible. The bike racks should be permanently mounted structures, designed in a simple style and easy to use.

**Fencing and Railings:** Fencing within a commercial streetscape can be provided to enhance a neighborhood characteristic while in residential districts it helps create a definition of a property. Railings may be necessary as a safety feature or as a functional support rail for people to lean against. Railings and fences can help define the street space.

## Center City Redevelopment Plan LANDIS AVENUE MAIN STREET DISTRICT





 NC Neighborhood Commercial District

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## NEIGHBORHOOD COMMERCIAL DISTRICT

### DESCRIPTION

The Boulevards run north and south in a one-way pair through the Redevelopment Area, connecting Park and Chestnut Avenues, with a rail line down the center between them. In this area is the site of the former passenger rail station (demolished). A neglected air pervades most of the Boulevard alignment within Center City, despite attempts at streetscaping which include: parking areas along the center median (some landscaped) and landscaping of the 4 pocket parks at the intersection of Landis Avenue and the Boulevards.

This area, which fronts on the traditional residential areas of Center City, contains a mixture of small-scale industrial, commercial and retail uses, some residential and a significant number of vacant parcels and buildings. A number of public utility sites also front on the Boulevards. The new Community School will also front along the Boulevards.

A hodge-podge mixture of free-flow and stop signs at intersections with side streets produces uncertainty in the driver and sends a confused message about the relative importance of the Boulevards as the major Center City north/south axis. Safe, attractive pedestrian and bicycle connections will need to be established at the Community

School location, to enable an interconnection between neighborhoods across the Boulevards. This same kind of safe pedestrian connection needs to be established at the intersection of the Boulevards and Park, to provide better community access to Landis Park picnic areas and athletic fields.

### AREA PROFILE

- Overall area of +/- 56.1 acres
- north of Landis 18.7 acres
- south of Landis 37.4 acres

### CURRENT CHARACTERISTICS

- Wide boulevard-type layout (one-way pair) with active freight rail running down the center median
- Free public parking lots along central rail median
- The presence of viable neighborhood retail and commercial establishments:



## Center City Redevelopment Plan NEIGHBORHOOD COMMERCIAL DISTRICT

## REDEVELOPMENT STRATEGY

- Encourage neighborhood retail and commercial activity
- Create an incentive program for relocation of small stores, bodegas, etc. from interior residential blocks to Boulevards
- Designate as receiving area for small-scale retail/commercial from residential properties (see Reclaiming Residential strategy) in City buy-back program.
- Designate traffic along the Boulevards to have the right-of-way over all side streets (including Woods and Elmer), except at signalized intersections.
- Beautify public parking areas along tracks through landscaping and provide decorative light poles. Designated public parking areas should be continued along the Boulevards all the way to Park and Chestnut, thereby allowing parking requirements/allowances to be reduced for commercial properties fronting on the Boulevards.
- Establish and enforce new facade and landscaping standards for properties fronting the Boulevard.

- Develop dedicated bicycle paths along Boulevard frontage.
- Create pedestrian crosswalks along the Boulevards for safety especially in the area of the new community school.
- Designate the location for a future passenger rail station (target 1 block north of Landis Avenue on east or west side) and related commuter parking lot/structure.
- Establish pedestrian connections along the Boulevards (sidewalks, safe street crossings).
- Establish pedestrian and shuttle linkages with the New Jersey Veterans Memorial Home (the first facility of its kind in the nation), located along the western side of the Boulevards north of the Redevelopment Area, and destinations within Center City, such as the downtown Landis Main Street District.

## DISTRICT LAND USE STANDARDS

### Purpose:

To provide for a variety of uses associated with the needs of the surrounding neighborhoods and help to create an active, human-scale streetscape.

### Principal Permitted Uses:

Retail/commercial sales and services. Office. Parking. Restaurants. Gas stations. Residential: single and two family houses, townhouses, multifamily housing. Houses of worship.

### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

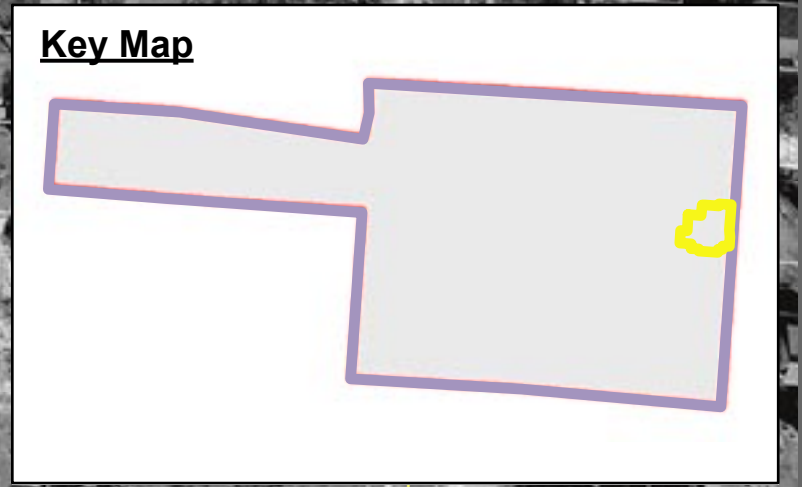
### Standards:

Maximum Height:	Two (2) stories, thirty (30) feet
Setbacks:	Front fifteen (15) feet Side 20% of lot width Rear twenty five (25) feet Maximum building coverage: 60%
Lot coverage:	Maximum impervious coverage: 65%
Parking:	Parking allowed at rear of property only. No parking between front building line and street line. On-site parking required or at discretion of Planning Board may be provided off-site.

Residential parking: two (2) spaces per unit.

## Center City Redevelopment Plan NEIGHBORHOOD COMMERCIAL DISTRICT





 EG East Gate Mixed Use District



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## EAST GATE MIXED USE DISTRICT

### COMMUNITY CENTERED DEVELOPMENT

This area, which includes the properties fronting the intersection of Landis Avenue and East Avenue, is the eastern gateway into and out of the heart of Vineland's Landis Avenue Main Street District. This corner is home to the historic Landis Theatre, which although not operational, provides a landmark presence along with the imposing spire and facade of Sacred Heart Church. Currently the area is underutilized.

#### AREA PROFILE

- Overall area: +/- 10.1 Acres

#### CURRENT CHARACTERISTICS

- NW - Unused Landis Theatre and adjacent Mori Building
- SW - East Landis Motel, old church
- SE - Pizza Restaurant, Travelers Inn, shops, WaWa Market
- NE - Auto audio shop (former gas station), Small World Academy, Sacred Heart Catholic Church and School
- Single Family residential along East Avenue being impacted by conversions to multi-family and professional office





Center City Redevelopment Plan  
EAST GATE MIXED USE DISTRICT

- No landscaping, very broad corner to cross with inadequate pedestrian infrastructure
- Defunct historic theatre with rehabilitation issues
- Under utilized space as a gateway in and out of the CBD

#### REDEVELOPMENT STRATEGY

- Recognize the significant gateway aspect of this location and create a gateway environment with entry presence/traffic calming/landscaping.
- Seek solicitations of interest from private redevelopment community in the form of RFQ/RFP.
- Create public/private partnership redevelopment opportunities based upon a coordinated redevelopment strategy: community education satellite; hospitality industry-based training facilities w/ food related business component; community meeting facility, w/w-out banquet catering capability; private educational partnership w/w-out shared facility/parking arrangements.
- If feasible, promote adaptive reuse of the Landis Theatre/Mori Building.
- If feasible, enable expansion of Sacred Heart

School as a designated redeveloper.

- City-sponsored shared parking strategies for proposed redevelopment uses as needed.

#### DISTRICT LAND USE STANDARDS

##### Purpose:

To stimulate redevelopment of a deteriorated major intersection location in Center City and revitalize it with appropriate uses.

##### Principal Permitted Uses:

Retail/commercial sales and service. Office. Schools, educational and training facilities. Restaurants and other food sales and/or dining service. Public/civic assembly spaces.  
Upper floor only: gyms, exercise facilities, owner-occupied apartments.

##### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

##### Standards:

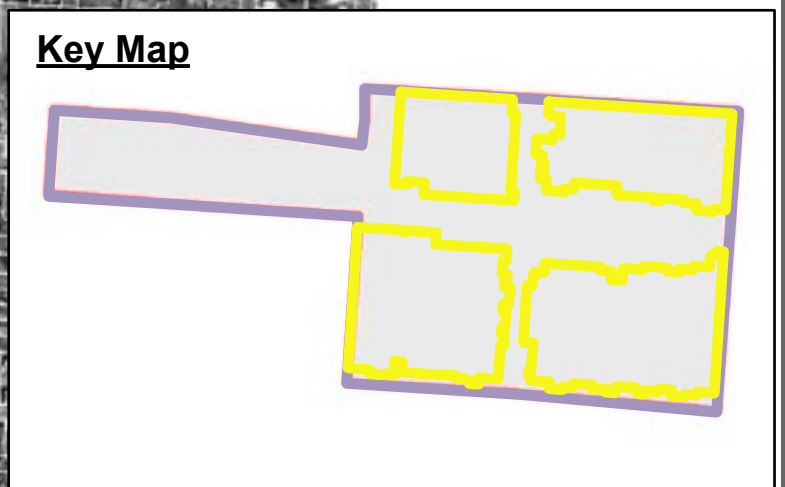
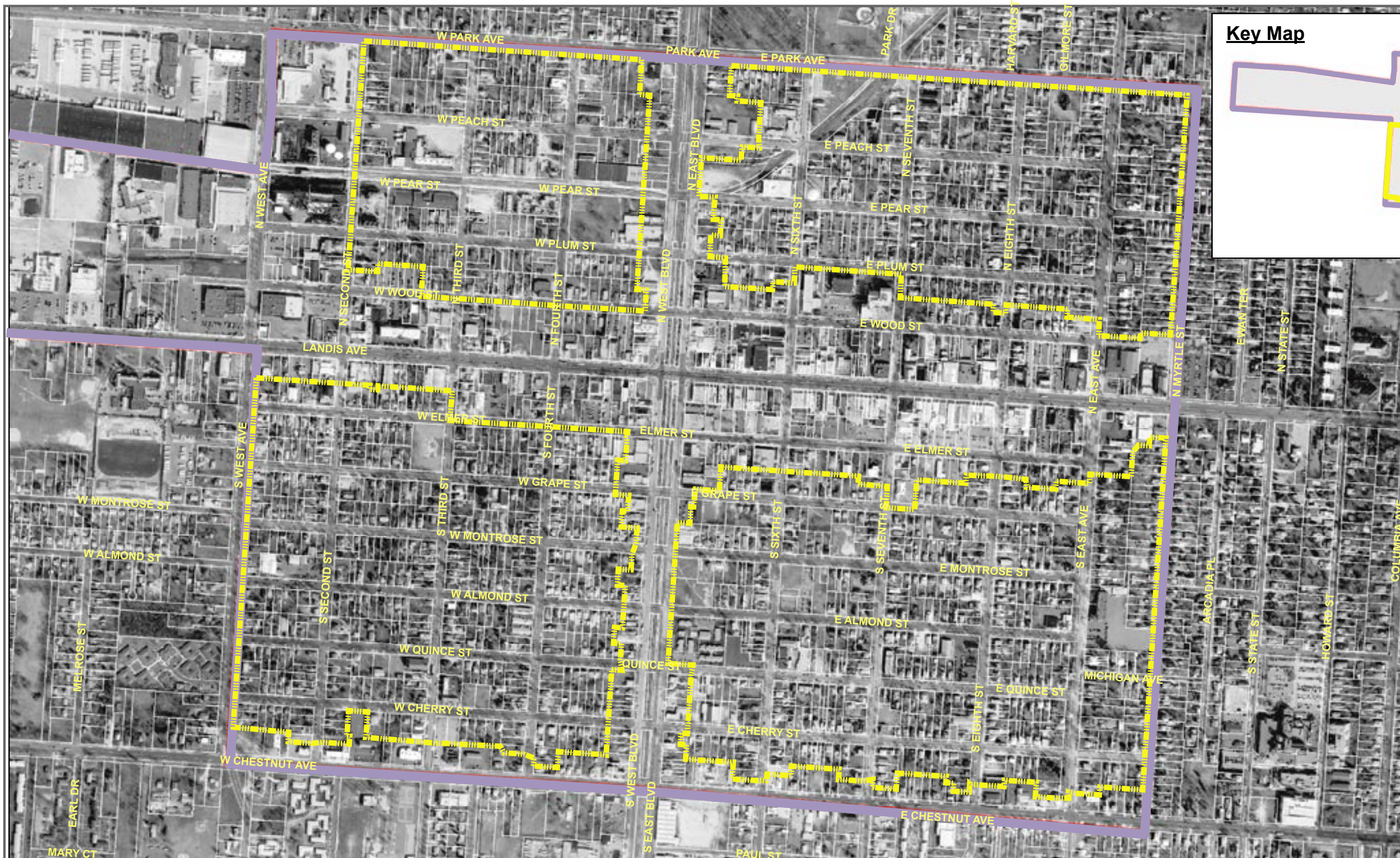
Maximum Height: 4 stories, sixty (60) feet  
Lot Coverage: Maximum impervious coverage: 80%

Setbacks: Minimum front setback twenty (20) feet  
Minimum side setback five (5) feet  
Minimum rear setback ten (10) feet

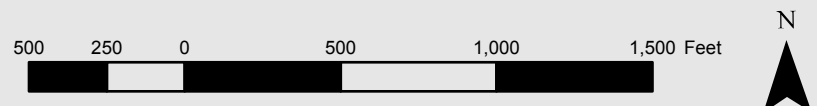
Parking: No parking between front building line and street line.  
Office/retail four (4) spaces per 1,000sq.ft.  
Residential: two (2) spaces per unit  
Restaurant: one (1) space per four (4) seats



## Center City Redevelopment Plan EAST GATE MIXED USE DISTRICT



 R Residential District



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**RESIDENTIAL DISTRICT**  
*RECLAIMING RESIDENTIAL NEIGHBORHOODS*

The residential areas were a large part of what constituted the “Old Borough”. They formed a four-quadrant pattern around the main street, Landis Avenue, and are arranged in a classic street grid pattern. Each of the four areas has its own feel and distinct population, but the area overall has a traditional flavor. Homes were developed on larger lots with substantial setbacks that allowed for numerous trees in the front yards.

However, many of the homes have been converted from single-family owner to multi-family rental, either legally or illegally, and there are numerous vacant properties and lots. Businesses have been allowed to infiltrate the residential neighborhoods. Because of this, Center City is losing its sense of stable residential community, which is a necessary component for redevelopment of the area.

The current traffic flow patterns contribute to the degradation of the residential feeling. Numerous free flowing one-way streets have resulted in traffic speeds that generally exceed posted limits.

**AREA PROFILE**

- Overall area: +/- 398.7 acres
- northwest neighborhood 63.7 acres
- northeast neighborhood 90.0 acres

- southwest neighborhood 115.8 acres
- southeast neighborhood 129.2 acres

**CURRENT CHARACTERISTICS**

- Former stable middle class single family homes
- Large homes converted into rental units (legal and illegal)
- Large lots, beautiful tree cover
- Vacant lots
- One-way traffic patterns, excessive speeds
- Homes in need of rehabilitation
- No connection to other areas of the borough—feeling of segregation

**REDEVELOPMENT STRATEGY**

- Encourage single and two family owner-occupied residential.
- Eliminate conversions by changing permitted uses to residential and increasing code enforcement.
- Eliminate intrusive, incompatible uses.
- Encourage the development of in-fill housing in defined areas: new single and two family houses, renovation of older houses to return to single-family occupancy.

- Return houses to residences from other uses through homeownership rehab programs.
- Develop “grandfamily” housing near Transportation Center.
- Develop safe bikeways and Vigorous sidewalk maintenance program; form safe pedestrian links from Center City to Landis Park, across The Boulevards to the Community School, etc.
- Eliminate one-way streets in R District; install and actively enforce four-way stop signs at all interior intersections; establish and enforce twenty-five (25) mph speed limits on residential streets.
- Implement frequent, regular shuttle service that loops through residential neighborhoods and provides access to Transportation Center and West Vineland Village area, Landis Avenue Main Street area, Library, government services offices, and other important destinations.



**Center City Redevelopment Plan**  
**RESIDENTIAL DISTRICT**

## DISTRICT LAND USE STANDARDS

### Purpose:

To stabilize and reclaim the core residential neighborhoods of Center City Vineland. To foster a return to single and two family owner-occupied homes. To encourage the construction of new owner-occupied houses and renovation back to single-family houses. To return the streets to a traditional two-way grid pattern, with traffic-calming measures that are safe for children and other pedestrians.

### Principal Permitted Uses:

Single family dwelling, two-family dwelling, public uses and schools.

### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use. Home-based businesses as defined in the appendix shall be permitted as accessory uses only.

### Standards:

Maximum Height:	Two and a half (2-1/2) stories, thirty-five (35) feet
Minimum lot size for a 1-family house:	9,750 sq.ft.
Minimum lot size for a 2-family house:	15,000 sq. ft.
Minimum lot width:	Sixty five (65) feet
Minimum lot depth:	One hundred and fifty (150) feet

### Setbacks:

Front:	Twenty-five (25) feet, or prevailing neighborhood setback, calculated to be the average of front setbacks along both sides of the block in which the property fronts.
Minimum rear setback:	Twenty (20) feet for main building, six (6) feet for accessory building.
Minimum side setback:	Ten (10) feet for main building; six (6) feet for accessory buildings as listed above.
Lot coverage:	Maximum impervious coverage: 65% Maximum principal building coverage: 40%

### Parking:

All district parking shall be satisfied on site. Neither paving nor off-street parking is permitted within the front building setback for mid-block properties and not within the front or street-side setbacks of corner properties.

Off-street loading areas shall be located so as not to interfere with vehicle parking and circulation or pedestrian movement.

The maximum/minimum number of parking spaces, not including garage spaces shall follow RSIS standards.

Non-conforming improved lot: When an improved lot in a residential zone exists as a separate isolated lot under separate ownership and does not adjoin any vacant land or vacant lot of the same owner, and which said improved lot is non-forming due to size, shape, or setback, any existing residential building or structure on the lot may be further improved, provided that:

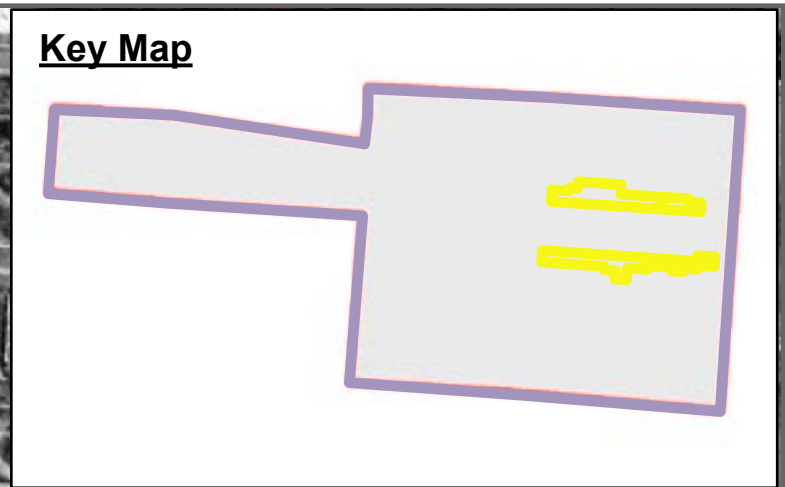
1. The number of dwelling units shall not be increased even if such increased number of dwelling units are allowed in the District.
2. Any existing non-conforming setbacks from streets, side lot lines or rear lot lines shall not be made more non-conforming including vertical additions of any type.
3. Any exiting and proposed improvement on the non-conforming improved lot shall not exceed the percentage of maximum building coverage set forth for the District.

Non-conforming unimproved lot: Notwithstanding any other provisions of this article, any isolated, undersized lot may be developed with a single-family home without the need for a variance provided that the building coverage building height and all yard requirements are met.

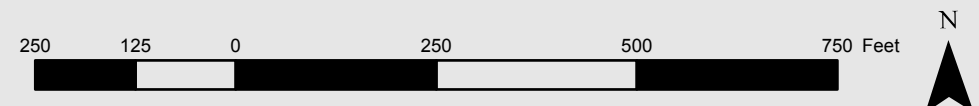
## Center City Redevelopment Plan RESIDENTIAL DISTRICT







 CPO Civic and Professional Office District



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## CIVIC AND PROFESSIONAL OFFICE DISTRICT

East Elmer Street and East Wood Street were originally residential areas one block south and north and parallel to the downtown main street of Landis Avenue. They have seen a change of character over the years as professional and business office uses have usurped large older residences or replaced them with office buildings. This is also an area of some of the most significant historic structures in Vineland, a number of which continue to be used for public or civic uses. The City has acquired a number of parcels at the rear of the commercial buildings fronting on Landis Avenue and converted them to municipal parking lots.

### AREA PROFILE

- Overall area +/- 23.2 acres
- north of Landis Avenue 12.1 acres
- south of Landis Avenue 11.1 acres

### CURRENT CHARACTERISTICS

#### Buildings

- Mix of professional offices, civic uses and remaining residences
- Under-utilized and vacant parcels and side street retail

- Significant Historical structures (Senior Center, Historical Society)
- Many public/civic uses present along East Elmer Street
- Handsome older residences turned into office or commercial uses

#### Corners

- Many blocks with significant corner structures and lots
- Fine terminal vista at East Avenue with neoclassical church building at end of Elmer

#### Pedestrian environment

- Sidewalks
- Slower pace than Landis Avenue
- Good connections with surrounding neighborhood (grid pattern)

#### Traffic, parking

- Abundance of parking lots, however, perceived as unsafe
- One-way eastbound traffic along Elmer; westbound along Wood
- Two-way stop signs at most corners with through-traffic on one of the streets
- On-street parking allowed
- Many buildings have their own parking

#### Trees and landscaping

- Many nice residential trees, some tree loss has been experienced
- Parking lots do not have adequate landscaping requirements



## Center City Redevelopment Plan CIVIC AND PROFESSIONAL OFFICE DISTRICT

- Thru-block connectors with Landis Avenue have not been well designed or landscaped



#### REDEVELOPMENT STRATEGY

- Encourage professional offices, both in small scale residential property conversions within this District and in single or multi-tenant office buildings.
- Establish and reinforce elements of the Civic Corridor that facilitate community connections, including creation of a “green plaza” as passive community gathering space/events location.
- Encourage civic uses, particularly those with extended evening hours of operation.
- Encourage relocation of professional offices from residential neighborhoods. Receiving area for small commercial/professional offices from Residential District (see Reclaiming Residential strategy).
- Create incentives to maintain existing significant buildings.
- Modify traffic circulation to achieve traffic calming, lower vehicle speeds and provide easier access

to municipal parking lots: return Elmer Street and Wood Street to two-way (allow parking on one side only); install 4-way stop signs at each intersection along Elmer and Wood Streets; install stop signs at the Boulevards, which shall have traffic priority.

- Direct parking toward lots already in existence.
- Opportunities exist for additional professional office development within a few blocks walking distance of City Hall, the Post Office and the new Courthouse. This connection should be reinforced by the establishment of a walkable civic core axis, including a new City park as “green plaza” space on the vacant land at Elmer and Seventh across from the Historical Society, which would also form an alignment with the new Community School further to the south

## Center City Redevelopment Plan CIVIC AND PROFESSIONAL OFFICE DISTRICT

## DISTRICT LAND USE STANDARDS

### Purpose:

To define and stabilize a valuable component of Center city characterized by civic and professional office uses, and discourage inappropriate development.

### Principal Permitted Uses:

Professional/commercial offices. Parking. Civic and public uses. Houses of worship.

### Accessory Uses:

Uses found to be customarily incidental and accessory to the principal use.

### Standards:

Maximum height:	Two and a half (2-1/2) stories, thirty five (35) feet
Minimum lot size:	5,000 sq.ft.
Minimum lot frontage:	Fifty (50) feet
Lot coverage:	Maximum impervious coverage: 70%
Setbacks:	
Front:	twenty five (25) feet or prevailing within block
Side:	20% of lot width
Rear:	twenty five (25) feet

### Parking:

No parking between front building line and street line.  
Office: three (3) spaces per 1,000 sq.ft.

On-site parking required or at discretion of Planning Board may be provided off-site.



## Center City Redevelopment Plan CIVIC AND PROFESSIONAL OFFICE DISTRICT

## CENTER CITY GENERAL DESIGN STANDARDS

While design considerations are included in some of the target project areas, the entire Center City Redevelopment Area would benefit from a more cohesive design framework. Physical appearance and design are important components of any revitalization plan and although this aspect has been studied in a piecemeal fashion for Center City Vineland in the past, particularly within the Vineland Downtown Improvement District, full guidelines have not been established by ordinance.

### RECOMMENDATIONS:

- Secure designation as a “Main Street” for the downtown Landis Avenue area from the East Gate District to the Boulevards. Determine an appropriate “look” for Landis Avenue in the Main Street area and develop a program of design guidelines, facade standards and sign regulations that reinforce it.
- Unify the Redevelopment Area with an overall thematic focus. Possibly emphasize the strong mid-century building shapes of the Landis Theatre/Mori Building in the east and the Sears building in the west. Use of neon lighting as a unifying and defining decorative treatment may be desired.

### *Architectural Design*

Careful design of new buildings and imaginative renovation of existing buildings within the Redevelopment Area is crucial to attracting initial investment and realizing the established vision.

The architectural standards are intended to establish a unifying design theme for the Area that will enhance and reinforce the image of Vineland’s Center City and the “Main Street”, Landis Avenue. Architectural design should establish continuity between mixed-use, commercial, residential, and public spaces throughout the Area, while allowing for individual design interpretation and expression.

The architectural standards should build upon the established design assets present in the diversity of existing buildings within the Area. It is envisioned that all new construction and renovation will mirror and enhance existing structures and should include similar building materials and be consistent in massing and proportion.

### *Public Space*

Public space is a crucial component of any successful revitalization effort. It is the tie that allows for the mixing of different uses, where physical connections between activities are made, and an area becomes a community. Public space can allow for active or passive recreation and can create a focal point that house community activities.

To be fully effective, these spaces should be designed to complement the various uses that are included in and should be multi-functional. All public spaces within the area should make a logical connection to one another and be constructed with high quality materials.

### *Signage*

Signage is a crucial design element in creating a perception of an area and is directly related to a businesses success. It should be designed to attract visitors to the Area and to orient them once they have arrived. Wayfinding signage, banners, and promotional signage should be consistent throughout.

### Guidelines:

- Lettering shall be simple, legible, and well proportioned for clear communication.
- Signs shall fit within existing features of a building façade.
- Where possible, signs shall be aligned with other signs on adjacent buildings.
- Sign colors, materials, sizes, shapes, and methods of illumination shall overall reinforce the composition of a building façade.
- Wall and window signs should be placed only within the first story area of a building.
- Wayfinding signage, banners, and promotional signage should be consistent throughout.



### *Circulation and Parking*

A circulation system should efficiently direct traffic, automobile and pedestrian, through a designated area and towards logical destinations, like parking areas and transit facilities. The Redevelopment Area has a classic street grid pattern with wide streets. The natural flow of this grid is currently disturbed for automobiles by a traffic pattern of one-ways. This circulation pattern has produced the opposite effects of what was originally intended including faster traffic along side streets, pulling people off of the main street and diverting them away from established public parking lots.

Circulation design standards are intended to reduce the inherent conflicts between automobiles and pedestrians and to maximize the commercial opportunities generated by a quality pedestrian environment. To this end, both automobile and pedestrian circulation systems need to be taken into consideration.

### *Outdoor Dining*

Temporary outdoor dining within the building setback and designated public space is permitted as an accessory use to restaurants, cafés and special uses where food is attached (i.e. Farm Market, Food Courtyards, etc.). Outdoor dining, including seats, tables, umbrellas and signage, shall not inhibit pedestrian circulation. Public dining shall not obstruct or impede access or view of adjacent businesses or restaurants, nor access to buildings, fire hydrants, or other public facilities. Businesses shall deal with the garbage accumulated from

outdoor dining and shall not use public receptacles for that garbage.

### *Back Entrances v. Loading Areas and Service Entrances*

Services entrances for loading/unloading and trash pick up should be integrated into project design and should be located away from public view. It is most desirable for the location to be off street view in the rear except in the case of areas with back entrances. If projects have back entrances they are to be treated as if they were a street front and have appropriate facades and landscaping. Service, loading, and trash areas should be screened with low walls, decorative fencing and/or landscaping to create a visually appealing place and fit into the scheme of the area. This is a must if these uses in any way co-exist with back entrances.

### *Transit Facilities*

Because Center City Vineland has the recently established Transportation Center, future development around the Center should model established transit orientated development and special emphasis should be placed on any auxiliary transit facilities within the Redevelopment Area, including any future passenger rail stations or bus stops.

### *Utilities*

All utilities in future redevelopment projects should be located underground. Center City Vineland currently is plagued with heavy above ground wire utilities that visually impact the landscape and established open

space. Project design should integrate utility easements into overall site design to provide access with minimal site disturbance.

### *Street Trees and Landscaping*

Trees give many benefits to an urban setting. They supply shade, buffer wind, sun and unpleasant views, help clean the air and reduce glare. Street trees are the most important tool for buffering people from cars and they create a pedestrian space that is “comfortable”.

Design for street trees should respond to the uses on the street and although the City has already effectively done this along Landis Avenue and throughout the neighborhoods within the Area the following is a list of general design guidelines for street trees:

- Trees should have the same characteristics on both sides of the street. If mixing species, alternate them in a regular pattern.
- Plant only one (1) species where an area is to be unified.
- Select trees that will fit when mature.

Street trees need protection and maintenance. The roots should have a protective buffer especially in areas of high pedestrian traffic. Trees also must be protected from any streetscape construction. The other important factor is maintenance of existing trees and replacing those that have been removed. Replacement should mirror the surrounding tree design.



CITY FIRE STATION  
RELIANCE No. 2

IGLESIA PENTECOSTAL  
Rev. EL BUEN PASTOR INC  
Juan B. Ramos  
C.L.A.

K&O  
LIQUOR  
STORE

Natural Natural  
\$471  
22 Pack  
Cholesterol 190

Liquor Store

BUSCH  
\$1745 \$584 \$158

SECOND  
TO  
NONE!

WELCOME TO  
2 YEARS  
Store Hours  
Monday - Saturday  
10am - 10pm  
Sunday  
12pm - 20pm  
LIGHT

ONE WAY



## PROPERTY TO BE ACQUIRED

This Redevelopment Plan authorizes the City to exercise its condemnation powers on all properties in the Redevelopment Area, to acquire property or to eliminate any restrictive covenants, easements or similar property interests which may undermine the implementation of the Plan.

## RELOCATION

The City of Vineland will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law, should relocation be necessary. Such assistance will be provided through an appropriately designated office which will assist in any relocation of persons, businesses or other entities. The City of Vineland and surrounding communities contain ample supply of comparable housing and land that could absorb displacement of residents and businesses that may be displaced by the redevelopment process. The City assumes no responsibility for relocation not directly caused by the Redevelopment Plan.



## PLAN RELATIONSHIP TO DEFINITIVE LOCAL OBJECTIVES

The objectives of this Plan seek to achieve the goals outlined within Vineland's Master Plan adopted in 1992. The City adopted a Re-examination Report in 1998 and in 2000. The Master Plan identified several problems for the area with two specifically relating to Center City:

- Unplanned growth at Route 55 interchanges at the expense of downtown, and
- An even-weaker town center relative to other commercial locations in the City and adjacent counties

The 1992 Master Plans and Re-examination Reports contain the following objectives that are relevant to this plan:

### Land Use General

- Protect and enhance the quality of existing residential areas
- Conserve exiting natural resources that make tangible contributions to the quality of life of Vineland's neighborhood residents

### Old Borough

- Encourage infill residential and commercial development throughout the core to promote efficient use of the existing sewer and water

systems, thereby maximizing economic and environmental benefits to the City

### Landis Avenue

- Protect and enhance the image of Landis Avenue as the "Main Street" of Vineland
- Encourage a development mix for the core area between Delsea Drive and Main Road that enhances its qualities as an urban pedestrian environment
- Develop design guidelines that will preserve and enhance the historic architectural character of existing and new buildings, including site design, building design, signs, and landscaping
- Initiate a systematic effort to increase the visibility and utility of off-street parking resources

### Economic Development

- Promote intergovernmental and public-private cooperative efforts to strengthen and respond to the needs of the city's industrial, commercial, and retail business community
- Revitalize and stabilize the downtown retail economy
- Improve the appearance of Landis Avenue
- Encourage new commercial development to



## Center City Redevelopment Plan

### PLAN RELATIONSHIPS

support existing retail clusters and underserved neighborhoods throughout the City

#### Housing

- Restore existing housing inventory to a condition of long-term structural and economic vitality
- Encourage new residential development to offer a range of housing types, process, and tenure options
- Support and develop quality neighborhoods throughout the city

#### Circulation

- Foster improvement to the existing roads in Vineland that will enhance service to property, safety, and the appearance of the city

#### Recreation and Open Space

- Facilitate infill development and higher residential densities in the central area by maintaining and upgrading recreational facilities
- Include pocket parks, landscaping, and pedestrian amenities as part of the revitalization plan for Landis Avenue and the commercial core
- Provide a variety of recreational opportunities for all ages and abilities within the community
- Develop an a park and open space program that supports the city's existing and planned residential areas

Beyond the Master Plan, there have been many studies and plans completed for Center City Vineland. These include:

- Central Business District Study and Merchant Survey- 1980
- Downtown Revitalization Plan- January 1986
- Vineland Downtown Improvement District, Action Program-February 1992
- Vineland, New Jersey, Marketing Report- August 1995
- Vineland Strategic Neighborhood Assistance Program (SNAP) Strategic Plan- Spring 1997
- Community Cultural Plan, May 2000

Many of the goals, objectives and recommendations that were outlined in these plans reflect the climate in which they were written and some aspects of these plans have been implemented. This Plan incorporates almost all the aspects touched upon in the above mentioned studies and plans and sets forth new implementation strategies that fit the current climate in Center City.

This Redevelopment Plan has been designed to effectuate the goals and objectives of the 1992 Master Plan and Reexamination Report as detailed above.



## Center City Redevelopment Plan PLAN RELATIONSHIPS

## PLAN RELATIONSHIP TO OTHER PLANS

### Cumberland County Strategic Plan

In 2002, as part of a Smart Growth Study, Cumberland County released a Strategic Plan that focused on infrastructure and economic development for the County's eleven (11) municipalities that comprised the Cumberland Development Corporation (those that fall outside of the urban centers). This Plan was prepared to promote the overall goal of economic development within those areas with the realization that they are a part of agriculturally and environmentally sensitive areas that through the State Development and Redevelopment Plan are not targeted for growth.

This Plan works in conjunction with the goals set for the County overall. It works to redirect growth into the Center City area of Vineland as designed and does not impede plans set for outlying municipalities.

### Cumberland County Empowerment Zone and Urban Enterprise Zone (UEZ)

As the Redevelopment Area covers an Empowerment Zone, this Plan seeks to meet the goals of the Zone overall. As outlined in the strategic plan the Zone has three overriding goals:

- Create new jobs and expand economic opportunity
- Strengthen family structure and promote self-sufficiency

- Affirm long-term community and environmental viability

The Redevelopment Area is also an area that is an Urban Enterprise Zone and this Plan works in conjunction with the goals outlined for Vineland's Center City UEZ. The following highlights are some of the major goals stated in which this Plan is working in conjunction with:

- Strengthen and diversify the economic base to create new, long-term employment opportunities
- Support the retention and expansion of existing businesses
- Develop orderly, well-planned capital improvement projects and public facilities
- Encourage public and private sector partnerships to facilitate economic development projects
- Encourage and promote the vitality and viability of the central business district and industrial development resources
- Coordinate and leverage all available state, local, and federal economic and community development resources
- Aggressively market and promote the locational and economic advantages of the City
- Establish employment opportunities for the region

### State Development and Redevelopment Plan

The City of Vineland with the City of Millville is a designated Regional Center. It was designated in 1994.

The State Development and Redevelopment Plan (SDRP) place the Redevelopment Area in the Metropolitan Planning Area 1 (PA 1). The State Plan's intent in PA 1 is to overall provide for much of the State's future redevelopment. This Redevelopment Plan is consistent with the planning goals and objectives of the SDRP as a whole ("to revitalize the State's urban centers and areas"), moreover, it is in line with the following policy objectives for PA 1:

- Promote redevelopment and development in Cores and neighborhoods of Centers
- Provide a full range of housing choices, introduction of housing in non-residential setting and preservation of existing housing stock
- Maintain and enhance transportation systems
- Promote economic development by encouraging strategic land assembly, infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the regional marketplace
- Provide maximum active and passive recreational opportunities

The City of Vineland with the City of Millville is a designated Regional Center. As stated earlier, this Plan meets the framework that is outlined in the State Development and Redevelopment Plan for Regional Centers.

## Center City Redevelopment Plan

### PLAN RELATIONSHIPS

## ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS

### *Amending the Plan*

Upon compliance with the requirements of applicable law, the Mayor and Council of the City of Vineland may amend, revise or modify the Redevelopment Plan, as circumstances may make such changes appropriate.

### *Duration of Redevelopment Plan*

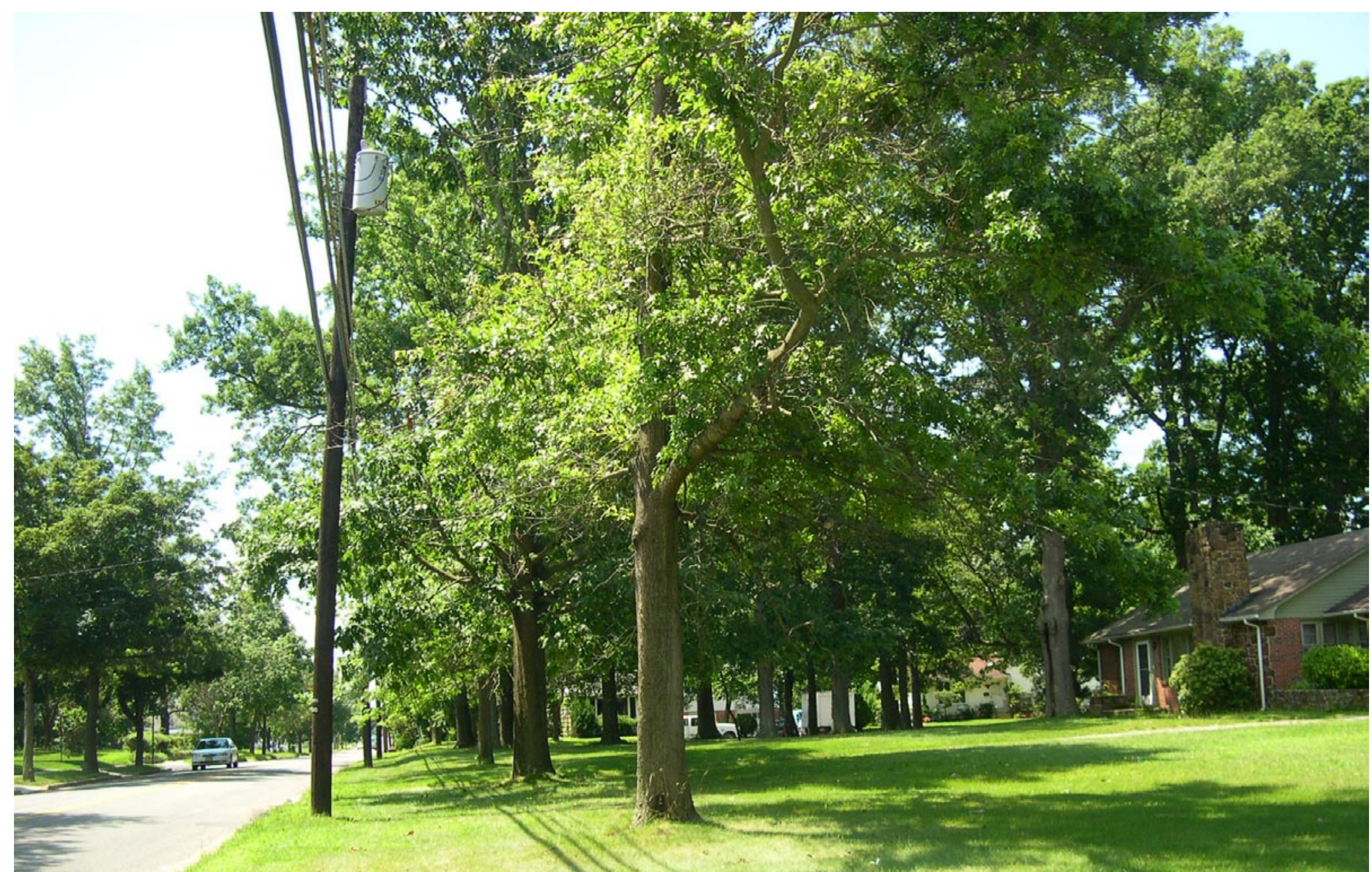
The Redevelopment Plan, as amended, shall be in full force and effect for a period of thirty (30) years from the date of approval of this Plan by the Mayor and Council.

### *Conveyance of Land*

The Mayor and Council may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to restrictions, controls and requirements of this Redevelopment Plan, all or any portion of the land within the Redevelopment Area which becomes available to disposal by the municipality as a result of public action under this Plan. The City reserves the right to formulate an agreement under any of the above referenced arrangements and to enforce resale covenants.



## Center City Redevelopment Plan ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS





### *Designation of Redevelopment Entity*

It is recommended that the City Council, as the governing body of Vineland, be the designated Redevelopment Entity as permitted under the Local Redevelopment and Housing Law (N.J.S.A. 40A: 12A-1 et seq.).

### *Criteria and Procedures for Redeveloper Selection and Implementation of the Redevelopment Plan*

Controls on redevelopment are hereby imposed in connection with the selection of a redeveloper and shall apply notwithstanding the provisions of any zoning or building ordinance or other regulations now or hereafter in force. Appropriate covenants or provisions shall implement these conditions in redeveloper agreements and/or disposition instruments.

1. It is recommended that applicants wishing to be designated as redevelopers submit the following materials to the Redevelopment Entity for review and approval:
  - Documentation evidencing financial responsibility and capability with respect to proposed development
  - Estimated offering price and deposit for acquisition of any land(s) to be acquired

from the municipality for development

- Estimated total development cost
  - Fiscal impact analysis addressing the effect of the proposed project on municipal services and tax base
  - Estimated time schedule for start and completion of development
  - Conceptual plans and elevations sufficient in scope to demonstrate the design, architectural concepts, parking, traffic circulation, landscaping, active and/or passive recreation space, and sign proposals for all uses
2. The redeveloper will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan.
  3. The redeveloper shall devote land within the Redevelopment Area to the uses specified in the Redevelopment Plan.
  4. The redeveloper shall begin and complete the development of said land for use(s) required in the Redevelopment Plan.
  5. Until the completion of the improvements, the redeveloper will not be permitted to sell, lease, or otherwise transfer or dispose of property within the Redevelopment Area without prior written consent of Mayor and Council.
  6. Upon completion of the required improvements, the conditions determined to exist at the time

the Redevelopment Area was determined to be deemed to no longer exist, and the land and improvements thereon shall no longer be subject to eminent domain as a result of those determinations.

7. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the redevelopers, Mayor and Council, or successors, leases, or assigns of either of them, by which the land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex, or marital status.
8. Neither the redeveloper nor the Mayor and Council, nor the successors, leases, or assigns shall discriminate upon the basis of race, color, creed, religion, ancestry, national origin, sex, or marital status in the sale, lease or rental in the use and occupancy of land or improvements erected thereon or any part thereof the Redevelopment Area.

## Center City Redevelopment Plan

### ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS

## IMPLEMENTATION STRATEGIES

Based upon an analysis of economic, demographic, and market characteristics that have a bearing on the potential of the Redevelopment Area in Vineland, New Jersey, there would be market support for the following in the Vineland Redevelopment Area:

### Restaurant, Retail, Entertainment, and Related Uses

- Several additional restaurants, should enjoy good market support including one or two white tablecloth destination restaurants to be located in Vineland's traditional downtown with experienced operators and chefs that have established reputations. Attracting experienced, reputable restaurateurs will require financial assistance, since these types of establishments have no recent successful operating history in Vineland. Other new restaurants along Landis Avenue between the Transportation Center and Delsea Drive are recommended. These should be restaurant/bar operations such as TGI Friday's, Bennigan's, and Lone Star Steak House that serve lunch and dinner and are meeting and gathering places for downtown workers, residents and visitors to Vineland.

- Additional retail establishments in Vineland's traditional downtown that offer food-related goods and merchandise. The purpose is to establish downtown Vineland's image and reputation as a food-oriented specialty shopping area by positioning the area with specialty stores that will draw retail expenditures by households from throughout Southern New Jersey. A challenge for local officials will be to provide programs for entrepreneurs to assist them with business planning, merchandising and displays along with advertising and marketing. In that regard, Vineland should re-energize its Downtown Improvement District and seek participation in the New Jersey Main Street Program. Retail establishments should not compete with offerings at Cumberland Mall or in other retail centers. Rather, they should be specialty stores offering a mix of foods (baked goods, ethnic foods, fresh foods and flowers) that provide an identity for Vineland while meeting the needs of people living and working in the Redevelopment Area. Supplementing these with stores offering home furnishings, antiques, artwork, interior decorating, brass and related ornamental hardware, can help make Vineland a unique shopping destination and attract additional patrons for new restaurants. A

single larger building might be converted to a market with individual stalls for merchants offering prepared foods, flowers, baked goods, meats, cheeses and cold cuts, and fish similar to farmers' markets in Ardmore and Wayne, Pennsylvania.

- Reconfigured strip shopping centers along the more highway-oriented portions of Landis Avenue. Retailers have shown added interest in second-tier markets such as Vineland. Although it has not been possible to attract a Target store, there may be opportunities for a furniture store such as Levitz, or a destination sporting goods store serving broader markets throughout Southern New Jersey. An aggressive shopping center developer also might offer an expanded space for a grocery store or improvements to the existing Sears.
- One or more entertainment venues geared to Vineland's young people. A warehouse building that is not being used could be converted to create a fun center offering video games, laser tag, rock climbing, batting cages, slamball, miniature bowling, and related games. The facility should include a pro shop, facilities for parties, and food service.

## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

- During public meetings in connection with the Redevelopment Plan, the possibility was raised of establishing a fire museum in a former fire station. Such a facility could be an added attraction for Vineland and should be pursued.

#### Institutional Uses

- Local officials may have a very unique opportunity to attract a culinary arts institute to downtown Vineland, enhancing the orientation of the traditional downtown for food-related uses while also enhancing the employment potential of Vineland residents.
- A small business incubator oriented to assist entrepreneurs and possibly with a special program for retail entrepreneurs would provide solid support for small businesses in Vineland.

#### Residential Uses

- New sales housing development targeted to moderate-income households including first-time buyers. Infill development including small lot single-family homes and new townhouses would revitalize residential neighborhoods in the Redevelopment Area, especially in conjunction with programs for homeowners to purchase and rehabilitate older units.

The market should readily absorb 20 to 50 moderately-priced (\$150,000 to \$250,000) homes annually in townhouse and cluster developments.

- A community of age-restricted homes geared to attract older households to Vineland might be considered for a larger tract of land with frontage along West Landis. Successful communities typically include a range of community activities and recreational amenities geared to attract independent seniors.
- A senior rental complex in a new or rehabilitated building. Estimates by Claritas, Inc. indicate a total of 5,067 households headed by a householder 65 and older in Vineland during 2003. This use might be accommodated in one or more buildings being vacated as a result of the development of the new hospital facilities.
- In addition to programs encouraging housing rehabilitation, concentrated code enforcement efforts to address problems of illegal conversions and boarding houses in the Redevelopment Area are essential. Interviews indicated that these types of dwellings are destabilizing neighborhoods near the traditional

downtown. In pointing out the need for the City to enforce its codes, Realtors noted that people who are living in crowded boarding houses, and especially single men who have no other place to go, walk along Landis Avenue in the evening and add to the prevailing perception that downtown Vineland is not a safe place.

## TIME FRAMES

The following time frames are used for implementation of strategies:

- Short Term: immediate action, begin implementation within one year
- Mid Term: two to four year implementation
- Long Term: recommended action, but often dependent upon external factors and schedule



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

## ACTION STRATEGIES

### CENTER CITY PLAZA REDEVELOPMENT STRATEGY



The greyfields making up most of the Center City Plaza District should be redeveloped according to a coherent plan which indicates parcels and opportunities

for development within a context of increasing pedestrianization and community accessibility from west to east along the Landis Avenue Corridor.

There are two distinct redevelopment scenarios which may be pursued by the City:

- a Master Developer scenario in which an RFQ/RFP for master developer is put forth, seeking to contract with a redeveloper who would propose an acceptable concept for full development of the District within the Plan guidelines, control the property contained within the District, develop projects or work to secure individual development participants that would be part of the build-out of the overall Plaza development scheme, and manage the implementation of those projects.

#### *Alternatively:*

- individual parcel RFQ/RFP's which would be put forth by the Redevelopment Entity, seeking to contract with potential redevelopers for the redevelopment of parcels within Center City Plaza District to construct the various uses and activities identified in the Plan guidelines or to solicit new ideas for components that would conform to District use and bulk criteria and planned municipal improvements

#### *Time Frame:*

- short term for RPQ/RFP
- mid term for project groundbreaking



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

## COMMUNITY SCHOOL REDEVELOPMENT STRATEGY



Much preliminary work has been done to secure Abbott School designation for the planned new Community School facility. Redevelopment

of the property required for this project has begun, including acquisition of land and plans for relocation of residents. The Community School program includes:

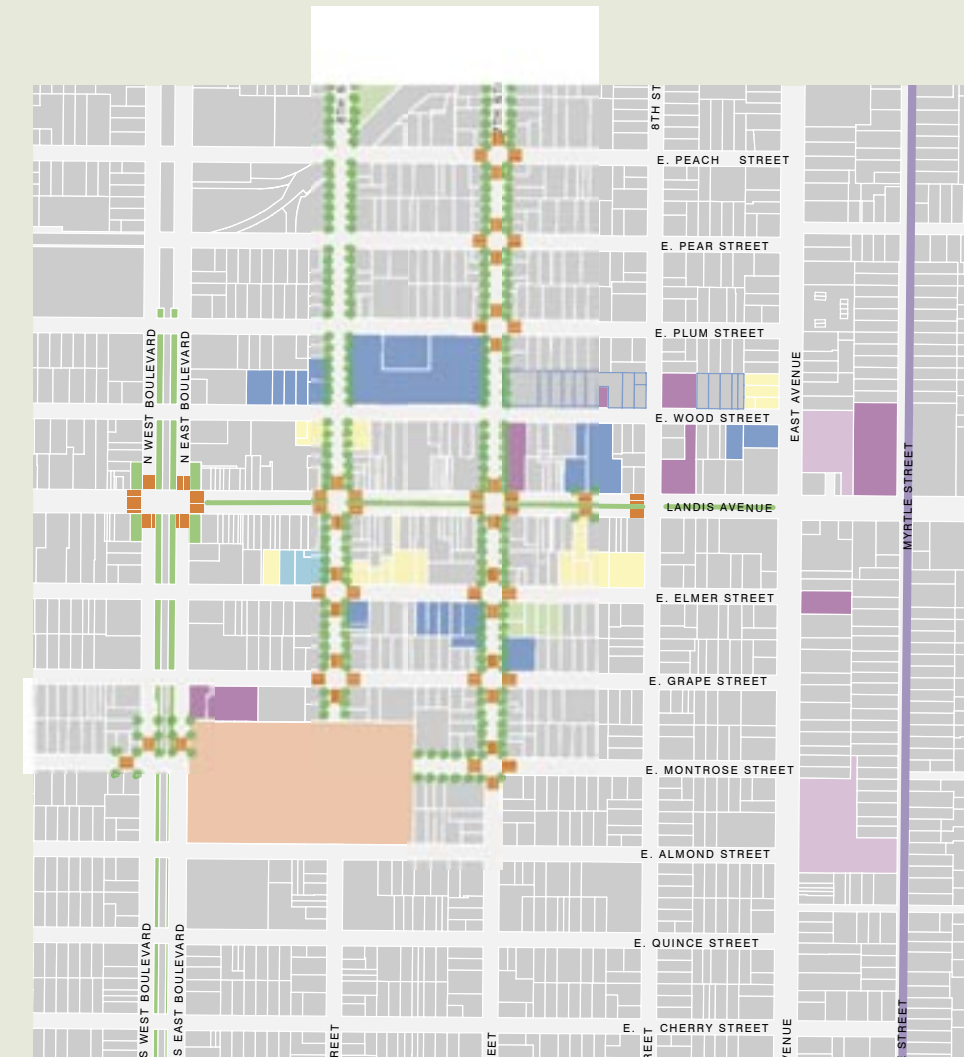
- elementary school
- playing fields
- gymnasium
- space allocated for adult education function

### *Additional implementation actions:*

- develop neighborhood linkages: pedestrian and bicycle connections
- implement traffic calming measures for surrounding neighborhood streets and the Boulevards
- participate in Center City linkages inclusion of the Community School into the Civic Corridor

### *Time Frame:*

- short term for infrastructure improvements and initial Civic Corridor implementation
- mid term for Civic Corridor completion



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

## EAST GATE REDEVELOPMENT STRATEGY



Center City's eastern gateway area, contained within the East Gate District, is in need of a distinctive kind of redevelopment: that of being a worthy entry point to the core of Center City's revitalized downtown.

### *Implementation strategy for redevelopment:*

- solicitations of interest from developers should be sought through an RFQ/RFP process
- recognition of the Landis Theatre/Mori Building as an essential component within any East Gate redevelopment; scenarios for reuse to be required within any redevelopment proposal

### *Time Frame:*

- short term for RPQ/RFP
- mid term for project groundbreaking

### *Adaptive Reuse of the Landis Theatre/Mori Building historic property:*

The City Council of Vineland as the Redevelopment Entity, to undertake two actions as first steps in order to offer this joint property as a redevelopment opportunity:

- Contract for an independent preservation investigation by a qualified preservation engineer/architect, documenting the current structural condition of the buildings.
- Work with Atlantic Cape Community College to perform a needs assessment that produces a customized training analysis to determine the feasibility of locating a satellite Culinary Arts and/or Hospitality Training program (a) in Center City and (b) located in a Landis Theatre/Mori Building facility. Active exploration by partnership of the City, Atlantic Cape Community College, Cumberland County College and other partners as appropriate, of redeveloper incentive package for construction of such a satellite facility.

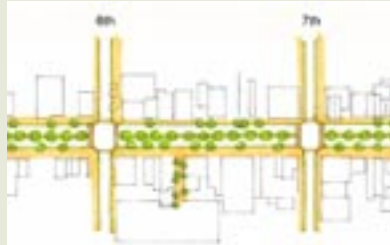
### *Time Frame:*

- immediate short term
- short term for RPQ/RFP
- mid term for project groundbreaking



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

## LANDIS AVENUE MAIN STREET DISTRICT REDEVELOPMENT STRATEGY



Center City's main downtown area has need of direct municipal intervention for streetscaping, traffic calming and other pedestrian-oriented amenities.

### *Implementation strategy for redevelopment:*

- city implemented Landis Avenue Main Street District streetscape and traffic calming improvements, including through-block connector improvements

### *Time Frame:*

- short term for project groundbreaking

### *Implementation strategy for redevelopment:*

- redevelopment Entity implemented restaurant incubator at through-block connector across from Courthouse in conjunction with through-block connector improvements

### *Time Frame:*

- short term for incubator creation and securing of space by lease or purchase
- mid term for solicitation for tenants/participants

### *Implementation strategy for redevelopment:*

- establishment of Fire House Museum and gift shop/restaurant

### *Time Frame:*

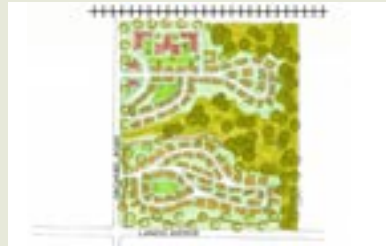
- short term
- mid term for development of gift shop restaurant



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES



## ORCHARD ROAD REDEVELOPMENT STRATEGY



The tracts of land within the Redevelopment Area that front on Orchard Road present a different kind of opportunity from the rest of the Area. In many ways,

this is a non-urban environment: the character of these parcels is very rural and underdeveloped, lacking internal infrastructure and with significant wetlands areas. Though only a few minutes from downtown Landis Avenue, the area is not well linked to the rest of the Redevelopment Area, but could offer a sanctuary

within Center City for residents who wish to be close in to Vineland, yet buffered from external impacts. The solicitation of developer interest for relatively large-tract age-restricted residential projects seeks to take advantage of the noted drawbacks in order to recast them as opportunities for natural outdoor amenities.

### *Implementation strategy for redevelopment:*

- RFQ/RFP's which would be put forth by the Redevelopment Entity, seeking to contract with potential redevelopers for the redevelopment

of parcels within Age-Restricted Residential District to construct the residential development identified in the Plan guidelines or to solicit new ideas for components that would conform to District use and bulk criteria.

### *Time Frame:*

- short term RFQ/RFP
- mid term project initiation

## WEST VINELAND VILLAGE REDEVELOPMENT STRATEGY



Building upon the Transportation Center as a nucleus, creation of new transit-oriented market-rate owner-occupied residential and support

retail/commercial/restaurant-entertainment uses are recommended. Rejuvenation of the existing, but deteriorated, residential neighborhoods by renovated or newly built owner-occupied one and two family houses on single lots, as well as grand-family units, should be solicited among both private and non-profit developers.

### *Implementation strategies for redevelopment:*

- solicitations of interest from developers should be sought through an RFQ/RFP process for the following components:
- residential development according to District standards.
- commercial/office development according to District standards.

### *Time Frame:*

- short term for RPQ/RFP
- mid term for project groundbreaking



## Center City Redevelopment Plan IMPLEMENTATION STRATEGIES

## FUNDING INITIATIVES

### *Brownfields Initiatives*

Program Name	Program Description	State Agency	Contact
Brownfield and Contaminated Site Remediation Reimbursement Program	Allows for qualified developers to obtain reimbursement of up to 75 percent of authorized remediation costs incurred during the redevelopment process.	Commerce Treasury	James Simmons 609-292-5392 S. Curtis Seifert 609-984-5111
Hazardous Discharge Site Remediation Loan and Grant Program	Provides loans and grants for assessments, remedial investigation and remediation Site must be part of a municipal redevelopment plan	NJEDA	Michael Sylvester 609-341-2723
Redevelopment Area Bond Financing	Long-term, low-interest bonds for infrastructure improvements and other predevelopment costs, including demolition and remediation	NJEDA	Lawrence Cier 609-292-0192
Smart Growth Predevelopment Funding	Provides low-cost loan and guarantees for predevelopment site preparation costs associated with, but not restricted to, land assemblage, demolition, removal of material and debris, and engineering	NJEDA	Michael Sylvester 609-341-2723
Loan and Guarantee Programs	Available to businesses planning to relocate on former brownfield sites Available for buildings and equipment or for working capital to meet operating expenses	NJEDA	William Moody 609-292-018
Brownfields Redevelopment Loan Program	Provides low-cost interim financing to meet brownfields remediation costs	NJEDA	Michael Sylvester 609-341-2723
Environmental Opportunity Zones	Created through a municipal ordinance, EOZ's enable the ability to offer tax abatements for up to 15 years. In exchange, the owner/developer must remediate the property. The municipality receives incremental payments in lieu of taxes based on a preredemption	NJEDA	William Moody 609-292-0187

## Center City Redevelopment Plan IMPLEMENTATION MATRIX

Housing Development and Homeownership Initiatives

Program Name	Program Description	State Agency	Contact
Downtown Living Initiative Program	Provides low interest loans to spur the construction of market-rental housing in urban areas. The theory behind Downtown Living is that the reintroduction of middle-income households to urban neighborhoods is critical to economic revitalization.	DCA	(609) 633-6302
Home-Plus Program	A fixed interest rate home mortgage to qualified first time homebuyers and urban area homebuyers with immediate home improvement needs. Homeowners are allowed to finance up to \$15,000 toward home improvements and repairs as part of the first mortgage.	HMFA	(800) 654-6873
Home Buyer Mortgage Program	A below market, fixed interest rate is offered to first-time and urban area buyers. Down payment as little as 3% is required and must come from borrowers assets. Certain closing costs can be gifted by family members, non-profits and government agencies. Debt to income ratios as high as 33% and overall debt 38%.	HMFA	(800) 654-6873
Market Orientated Neighborhood Initiative (MONI)	Provide construction financing for developers of urban for-sale housing. It also includes access to subsidy pool money (Housing Incentive Fund) and HMFA homebuyer mortgage programs. The program targets urban aid cities. Restrictions may apply on subsidized units.	HMFA	(800) 654-6873

Center City Redevelopment Plan  
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*Economic Development Initiatives*

Program Name	Program Description	State Agency	Contact
Special Improvement Districts (SIDs)	Technical assistance to support economic and community development and management for New Jersey's downtown and business community providing advocacy, training and a clearinghouse of information on NJ's SID statute.	DCA	(609) 633-6272
Special (Business) Improvement District Challenge Grants	Dollar for dollar matching grants up to \$10,000 from DCA to support the technical and professional services needed to establish a Special Improvement District or SID. This is also referred to as SISII.	DCA	(609) 633-6272
Special (Business) Improvement District loans	To provide loans up to \$500,000 to make capital improvements within designated downtown business improvement zones.	DCA	(609) 633-6272
Main Street NJ Technical Assistance	Technical assistance provided by nationally recognized professional downtown revitalization program providing business communities with the skills and knowledge to manage their own business districts, improving the economy, appearance and image of their traditional downtown	DCA	Main Street New Jersey (609) 633-6283
Upstairs-downstairs mortgages	Provides FHA-insured as well as below rate mortgages with private mortgage insurance below market rate funds to acquire, rehabilitate or refinance residential structures with a store-front commercial component. The program objective is to help municipalities and small business revive the mercantile and housing potential of Main Street and neighborhood commercial areas.	HMFA	(800) 654-6873

**Center City Redevelopment Plan**  
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Community Lending Program	Loans and bonds for businesses that have been in operation for at least two years in neighborhoods where at least 51% of the residents are of low or moderate income or the requested financing will benefit such residents. Loans can be from \$100,000 to \$6 million with a 25% loan guaranty from EDA.	NJEDA	Willam A. Moody (609) 292-0187
Economic Development Service Tariffs	Provides a credit or reduced utility service rate to customers that move to, or expand in, targeted areas. Targeted areas may include Urban Enterprise Zones, municipalities that rank high on the Municipal Distress Index and other areas where redevelopment is a priority.	BPU	
NJEDA Loan Guarantees	Credit worthy businesses that need additional security to obtain financing. Preference is given to business that are either job intensive, will create or maintain tax ratables, are located in an economically distressed area or represent important economic sectors of the state and will contribute to growth and diversity. Guarantees of conventional loans of up to \$1 Million for working capital or up to \$1.5 for fixed assets(bonds). Can be repaid over 10 years and generally between 30-50% of the loan amount.	NJEDA	Willam A. Moody (609) 292-1890
Revenue Allocation District (RAD) Funding	Assists municipalities in encouraging revenue-generating development projects in a RAD as part of an approved redevelopment program. Municipality must designate a RAD of up to 15 percent of the total taxable property within an established redevelopment area.	NJEDA	Michael Francois 609-292-0369

**Center City Redevelopment Plan**  
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Urban Centers Small Loans	Available to existing retail and commercial businesses located in the commercial district of a targeted municipality. Loans must be primarily for renovations, although a portion can be applied to fixed assets or for working capital purposes. Loans range from \$5000 to \$50,000 for up to 10 years at an interest rate of 1% below the federal discount rate at the time of closing.	NJEDA	William A. Moody (609) 292-1890
Garden State Historic Preservation Trust - grants	Grants for the planning, preservation, improvement, restoration, stabilization, rehabilitation and protection of historic properties. Must be owned by county, municipal or tax-exempt non-profit..	DCA	(609) 984-0473
Historic Preservation Revolving Loan Program	Loans for the preservation, improvement, restoration, stabilization, rehabilitation and protection of historic properties.	DCA	(609) 984-0473

**Center City Redevelopment Plan**  
IMPLEMENTATION MATRIX

*Business Development Initiatives*

Program Name	Program Description	State Agency	Contact
Entrepreneurial Training Institute	An eight-week program to help new and aspiring entrepreneurs learn the basics of operating a business. Business plans critiqued by professionals in the field. Graduates may apply for financing through the Small, Minority-owned, Women owned business fund and other funding sources.	NJEDA	Willam A. Moody (609) 292-1890
Financing for Small businesses, minority-owned or Women owned Enterprises	Businesses certified as small, minority-owned, or women owned enterprises. Loans are made for up to 15 years for real estate; 10 years for fixed assets and up to five years for working capital.	NJEDA	Willam A. Moody (609) 292-1890
Statewide Receivable Financing	Small, minority-owned, or women owned businesses are eligible for loans of up to \$100,000 for working capital. NJEDA will guarantee up to 50% of the loan, not to exceed \$50,000.	NJEDA	Willam A. Moody (609) 292-1890

**Center City Redevelopment Plan**  
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*Overcrowding, Illegal Conversion, and Substandard Housing Condition Initiatives*

Program Name	Program Description	State Agency	Contact
HOME- Neighborhood Preservation	To provide loans to property owners (including nonprofits) for the rehabilitation of substandard housing units.	DCA	(609) 633-6179
HOME- Neighborhood Preservation	To provide financial assistance to property owners for the rehabilitation of substandard housing units.	DCA	(609) 633-6257
NJ Neighborhood Revitalization Tax Credit Program	Provides 50% State Tax credit for business that contribute to a 501(c)(3) that have an approved neighborhood plan. Funds can be used also towards economic development, social services, open space and other activities that promote neighborhood revitalization.	DCA	(609) 292-6140
Relocation Support	To provide financial assistance to municipalities and welfare boards for relocation assistance to families and individuals displaced by municipal code enforcement	DCA	(609) 633-6276

**Center City Redevelopment Plan**  
IMPLEMENTATION MATRIX



*Streetscape and Transportation Related Initiatives*

Program Name	Program Description	State Agency	Contact
Aid for Urban Environmental Concerns	Provides grant funding for the State's urban communities to enhance the environment in the urban settings. Eligible projects may include urban environmental redevelopment planning, urban envl inventories, streetscaping, art in public places.	DEP	Joseph Rodgers (609) 984-0828
New Jersey Tree Planting Grant	To positively impact local areas by planting trees on land owned or controlled by state, county or local governments. This is achieved by supporting and encouraging the development of Community Forestry Programs.	DEP	(609) 292-2532
Bicycle Program/Safe Streets to School Program	Addresses pedestrian and bicycle travel needs through the development of bicycle and pedestrian improvements.	DOT	David Kuhn (609) 530-3640
County Aid Program	Funds are appropriated by the Legislature annually for the improvement of public roads and bridges under county jurisdiction. Public transportation and other transportation projects also are included.	DOT	David Kuhn (609) 530-4640
Highway Occupancy Permits	This program provides municipalities and others a permit to occupy state highway right-of-way. This allows for the use of the state right-of-way for the construction of sidewalks, curbs and curb cuts, driveways, buildings, telephone booths, municipal bus shelters, benches, guide rail, landscaping, etc., or for temporary uses such as banners or detours.	DOT	Permits Section (973) 770-5140

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Local Planning Assistance-Bicycle and Pedestrian	To provide technical assistance to counties and municipalities that desire to undertake various planning activities for non-motorized modes. Studies undertaken are to be locally-driven planning studies and require a partnership agreement to commit staff and financial resources.	DOT	Sheree Davis (609) 530-6551
Municipal Aid Program	Municipal aid funds are appropriated by the Legislature for municipalities in each county based on a formula considering population and road mileage. Additionally, \$5 million is allotted for those municipalities that qualify for Urban Aid, which is based on a formula computed by the Department of Community Affairs.	DOT	David Kuhn (609) 530-3640
Pedestrian Safety	This program includes addressing pedestrian travel needs through the development of pedestrian improvements on state and county systems.	DOT	David Kuhn (609) 530-3640
Transportation Enhancements (TEA-21)	Transportation Enhancement funds are used only for projects with a direct transportation relationship that enhance quality of life while reaching the greatest number of people. In addition, funds may be used for projects that protect the environment and provide a more aesthetic, pleasant and improved interface between the transportation system and communities	DOT	David Kuhn (609) 530-3640
Local Aid for Centers of Place Program	Local Aid for Centers of Place is designed to assist municipalities that have formally participated in the New Jersey State Development and Redevelopment Plan (SDRP). This program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives as outlined in the Planning and Implementation Agenda (PIA) of the municipality	DOT	David Kuhn (609) 530-3640

Information from “New Jersey Brownfields Redevelopment Resource Kit” and “New Jersey Smart Growth Planning and Program Resources”

## Center City Redevelopment Plan IMPLEMENTATION MATRIX



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### Appendix 1 Definitions

#### Home-based business:

means a business permitted as an accessory use within the Residential "R" District of the Center City Redevelopment Area which shall be exempt from approval by the Planning Board if the following standards are satisfied.

- a. The practitioner must be the owner of the residence in which the home-base business is contained.
- b. The practitioner must reside in the home.
- c. There are no non-resident employees working on the premises.
- d. There is no external evidence of the home-based business.
- e. There are no retail sales or direct customer services conducted on the site.
- f. No clients will visit the site.
- g. There is no sign identifying the home-based business, and there is no identification of such home-based business upon any mailbox.
- h. There are no delivery vehicles other than those associated with the residential use on site.
- i. The home-based business is clearly incidental and subordinate to the principal use of the dwelling for residential purposes. The maximum area devoted to the home-based business shall be limited to not more

than twenty-five (25) percent of the total area of the floor where located, excluding space used for a private garage of four hundred (400) square feet, whichever is smaller.

j. No equipment or process shall be used in such home occupation which creates noise, glare, fumes, odors, electrical interference, medical waste or other nuisance factors detectable to the normal sense or to radio, telephone or television equipment off the lot.

#### Slow Food Movement:

Recognizing that the enjoyment of wholesome food is essential to the pursuit of happiness, Slow Food U.S.A. is an educational organization dedicated to stewardship of the land and ecologically sound food production; to the revival of the kitchen and the table as centers of pleasure, culture, and community; to the invigoration and proliferation of regional, seasonal culinary traditions; and to living a slower and more harmonious rhythm of life.

[www.slowfoodusa.org](http://www.slowfoodusa.org)



Age-restricted housing, also known as AARC (Active Adult Retirement Community):

A residential community provided for permanent residents aged fifty-five (55) years or over in which the residential property and the residential-related open space, recreational facilities and common area are all owned by a mutual nonprofit corporation or corporations established pursuant to the laws of the State of New Jersey and also governed by Section 213 of Title 11 of the National Housing Act (or provisions of a substantially similar or comparable natural or by individuals, condominium associations or other entities, all of which shall have rules and regulations controlling the development, operation and maintenance in conformance with this Chapter.

CCRC (Continuous Care Retirement Community):

The provision of lodging and nursing, medical or other health-related services at the same or another location to an individual pursuant to an agreement effective for the life of the individual or for a period greater than one year, including mutually terminable contracts, and in consideration of the payment of an entrance fee with or without other periodic charges. A fee which is less than the sum of the regular periodic charges for one year of residency is not considered an entrance fee.

Nursing Home:

An extended or intermediate care facility licensed or approved to provide full-time convalescent or chronic care to individuals who, by reason of advanced age, chronic illness or infirmity, are unable to care for themselves.

Grand-family housing:

family unit in which children live in a household headed by a grandparent. There are 6 million children living in such a grandparent or other relative-maintained household according to the 2000 U.S. Census.

Appendix 2  
Public Opinion

Meeting 1- Public Forum I	Area 1 West Vineland Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
	<ul style="list-style-type: none"> <li>• Convention Center-need large space for events</li> <li>• Area for entertainment for youth</li> <li>• Nightclub</li> <li>• Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Lighting-for safety and design</li> <li>• "Utilize" the Landis Theatre-multi-purpose facility, arts center, performing arts school</li> <li>• Utilize the gateway corner of Landis &amp; East-use all corners, tie in the school, concentrate other public uses there (i.e. Library, business center, youth education)</li> <li>• Landis Ave CBD needs a theme and facades to reflect it-reflect Vineland's history</li> <li>• Not a "necessity shopping" destination-need specialty shops, make area an attraction</li> <li>• Fold in existing uses but bring in new uses-antiques, restaurants-food shops, farmers market w/ specialty food</li> <li>• Needs to be a strolling area, open day and night</li> <li>• Outdoor dining on the sidewalks</li> <li>• Connect Historical Society to Landis Ave</li> <li>• Landis Ave is too big and too fast- needs traffic calming</li> <li>• Parking issue-look at structured parking</li> </ul>	<ul style="list-style-type: none"> <li>• Look at vacant lots for community gardens</li> <li>• Need more SF Housing-look at lot size-need to increase density</li> <li>• Need rehabilitation of homes and infill housing for mixed income</li> </ul>	<ul style="list-style-type: none"> <li>• Look at vacant lots for community gardens</li> <li>• Need more SF Housing-look at lot size- need to increase density</li> <li>• Need rehabilitation of homes and infill housing for mixed income</li> </ul>

Other Comments:

- Create connections throughout all of Center City Vineland
- New mapping is needed for Center City Vineland that highlights points of interest
- Training is needed for merchants on "basics" of running a business in addition to creating programs for a downtown advantage-merchant deals, coupons, etc.
- Traffic patterns on out streets need to be analyzed for best traffic flow in Center City
- Need to look at existing ordinances to see if they are a fit for the area
- Keep potential passenger rail in future thoughts for the area
- Need public transportation throughout Center City-Transit Center could be a base point. Needs to have multiple pick up points along the Avenue and throughout the neighborhoods

Meeting 2 Non-Profit Forum	Area 1 West Vineland Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
		<ul style="list-style-type: none"> <li>• Need to build on the diversity of people and stores on Landis Ave</li> <li>• Just do “something” with the Landis Theatre</li> <li>• Need specialty shops (i.e. bookstores, restaurants, coffee shops, antiques)</li> <li>• CBD needs a theme or “look”</li> <li>• Landis is too wide and expansive</li> <li>• Need more street trees</li> <li>• People will come downtown if there is something to come for (i.e. art alliance)</li> </ul>	<ul style="list-style-type: none"> <li>• Park is isolated, needs to be connected to the neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>• Need to enhance the community around the school</li> <li>• Need to connect the neighborhood on the other side of the Blvd. To the school</li> </ul>

Other Comments:

- There is a need for open space and well defined public gathering space around Landis Ave and throughout Center City
- Need to create connections throughout Center City
- Need to use Center City’s diversity as a primary resource

Meeting 3 Business Forum	Area 1 West Landis Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
	<ul style="list-style-type: none"> <li>Transit Center should take on a Visitor Center Function within info on the downtown</li> <li>Rickel site could house a minor league baseball stadium or some type of sports complex</li> </ul>	<ul style="list-style-type: none"> <li>Landis Ave CBD needs a "theme" or "attraction"-destination point for all ages</li> <li>Need to protect existing downtown businesses and build on them</li> <li>There is a parking problem in the core of the CBD-need more spaces to accommodate cars</li> <li>Landis Theatre should be used for cultural activities, performing arts center allowing groups fro outside if Vineland to use it</li> <li>Landis Theatre needs to be preserved, should be a multi-use facility</li> <li>Something has to happen with the entire Landis Theatre Corner</li> <li>Landis Avenue needs to be clean</li> <li>Needs to bring business back to the CBD-make a business district</li> <li>Need a police presence on Landis Ave-foot patrol</li> <li>Need to have services for surrounding population-walking downtown</li> <li>Need to attach outside civic facilities to Landis Ave</li> <li>People should be living on Landis Ave above the stores</li> <li>The Landis Theatre should be used for educational purposes-bring educational institutions "satellites" to that gateway corner</li> <li>The motels need to go across the Theatre-need other uses for those spots-parking, senior housing</li> <li>Businesses should have their lights on at night even if they are not open</li> <li>Landis Ave should be a "restaurant row"</li> <li>Close section of Landis for open green space</li> <li>Needs specialty shops-antiques stores, book stores, café's small art shops</li> <li>There should be a mural program for Landis Ave showing Vineland through history decade to decade</li> </ul>	<ul style="list-style-type: none"> <li>Too many professional businesses allowed in residential areas</li> </ul>	<ul style="list-style-type: none"> <li>Too many professional businesses allowed in residential areas</li> </ul>

Other Comments:

- Need program for new businesses-help with opening/getting started, information-clearing house, Welcome Wagon from the City with needed info. Need a well-defined businesses network (through VDID?)
- Need some form of public transportation (i.e. Jitney) with a minimal cost that is accessible to all and runs throughout the Center City with destination points along Landis Ave.
- There needs to be more publicity for businesses in downtown—New mapping of the area should be done w/ points of interest, store locator, hours, and events. It should be distributed throughout Cumberland County, City Hall, Transit Center, etc.
- Need to recognize Vineland's diversity and celebrate it, furthermore, there needs to be a recognition of the changes on Landis and enhance them
- City Hall needs to be the Gateway for the redevelopment activity and take an active role in promotion
- Youth need to be education about Center City Vineland and Vineland in overall. There needs to be partnerships with the schools to provide community service activities in the CBD
- Look into the future for passenger rail/light rail along the East/West Blvd.
- Redevelopment should be "socially responsible change"
- Focus on bringing in business that will keep youth or bring them back after schooling is completed

## Center City Redevelopment Plan

### APPENDICES



Meeting 4 Public Forum II	Area 1 West Landis Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
		<ul style="list-style-type: none"> <li>• Turn the old firehouse into a museum and connect it to the historical society down the street</li> <li>• Landis Ave has to have full range of food service</li> <li>• Needs to be made safe and clean</li> <li>• New lighting for the Avenue-safety and design</li> <li>• Needs to be open at night</li> <li>• The Avenue needs a median down the middle with planters</li> <li>• Parking deck is needed on the east end of the CBD</li> <li>• Needs design guidelines</li> <li>• The Avenue should set up as an "outdoor mall"</li> </ul>	<ul style="list-style-type: none"> <li>• Residential areas need focal centers where residents can gather</li> </ul>	<ul style="list-style-type: none"> <li>• Residential areas need focal centers where residents can gather</li> </ul>

Other Comments:

- Need to build upon what is happening on Landis Avenue already
- Need to use a neighborhood model to revitalize the residential areas in the way the community that lives there wants it to be
- Need activities for youth throughout Center City
- The E/W Blvd needs to be realized as more of north south connection throughout Center City. There a lot of vacancies that should be filled in with both residential and commercial

Meeting 5 Vineland HS Students	Area 1 West Landis Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
	<ul style="list-style-type: none"> <li>The area needs a Popeye's Chicken</li> <li>Need large entertainment facility (i.e. arcade, David and Busters, indoor recreation center)</li> <li>Need a building that can attract events</li> <li>Minor League Baseball Stadium</li> </ul>	<ul style="list-style-type: none"> <li>Need to move traffic faster down Landis Ave-needs to be two clear lanes and less lights</li> <li>Need more specialty shops and restaurants-cyber café</li> <li>Need to get rid of the motels</li> <li>There needs to be a police presence</li> <li>Promote ethnic restaurants on Landis</li> <li>Landis Theatre could be used a community center-performing arts center</li> <li>Need more parking in the downtown</li> <li>The stores need new facades</li> <li>There needs to be bike racks-Avenue needs design standards</li> <li>Bring in high end retail or outlet stores</li> <li>Use Landis Theatre as an extension of the Historical Society</li> </ul>	<ul style="list-style-type: none"> <li>Need Parking around the park area</li> <li>Park is not seen as safe-drug dealers there</li> <li>Need more residential housing</li> <li>Need to rehabilitate residential housing</li> <li>Promote officer and teacher next door programs</li> <li>Help create more homeownership opportunities</li> <li>More outdoor recreational spaces</li> </ul>	<ul style="list-style-type: none"> <li>Need more residential housing</li> <li>Need to rehabilitate residential housing</li> <li>Promote officer and teacher next door programs</li> <li>Help create more homeownership opportunities</li> <li>More outdoor recreational spaces</li> </ul>

Other Comments:

- Need professional office space throughout Vineland
  - Need to develop a tourism aspect to Center City and Vineland overall. Extend the Historical Society-more museum and exhibit space. Create a "living history" museum in one of the old clothing factories. Use original Welch's Grape site.
  - Promotional events promoting the diversity of Vineland

We also received written comments from Mrs. Kuhnriech's 7<sup>th</sup> and 8<sup>th</sup> grade classes at D'Ippolito School. There were many interesting comments that centered mainly on the following items:

- That Vineland needs to be cleaned up—many areas are dirty and have are covered with litter
- The streets need to be paved and the pot holes patched up
- There needs to be money for field trips for the students
- Need to deal with the "bad" people who don't care about Vineland (i.e. drug dealers)

Meeting 6 Public Forum III	Area 1 West Landis Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
	<ul style="list-style-type: none"> <li>• Transit Center-development should feed off of it towards new development for the west end</li> <li>• Create the four corners at Landis and Delsea Dr as a major gateway</li> <li>• Need to rehab the Sears- keep some of the existing uses but bring in new uses-should be an entertainment/food area-Nightclubs-mixed-use area</li> <li>• Need to bring "bigger" retail to the greyfields but the area should not be the initial focus</li> </ul>	<ul style="list-style-type: none"> <li>• Needs to be cleaned up, become more safe</li> <li>• Need both small scale specialty store and needed services</li> <li>• Need parking downtown</li> <li>• Needs attractions-theatre, concerts/music, entertainment, restaurants</li> <li>• Do something with the Landis Theatre</li> <li>• Theatre Corner-another gateway-need to get rid of the motels</li> <li>• Need parking-garage with retail on first level in one of the motel spots</li> <li>• Need more of a visible, pedestrian scale police presence</li> <li>• Need to be open at night</li> <li>• Back lots on Elmer not seen as safe-employees park on Landis</li> <li>• If using back entrances the back door needs to be more appealing</li> <li>• Elmer St could be a "civic row" link historical society to PAL, bring in other civic uses</li> <li>• Make Elmer for attractive and safe through lighting connect it to Landis</li> <li>• Start the focus on Landis dealing with facades-have a colonial theme-the surrounding area will feed of Landis development</li> <li>• Bring color to the facades-need design guidelines</li> <li>• No rentals on Landis</li> </ul>	<ul style="list-style-type: none"> <li>• Need infill housing-small scale townhouses close to Landis Ave</li> <li>• Code enforcement on residential needs to be better</li> <li>• Need to have housing that will attract middle-income residents-bring them into Center City</li> </ul>	<ul style="list-style-type: none"> <li>• Need infill housing-small scale townhouses close to Landis Ave</li> <li>• Second YWCA-recreation center on old Cunningham School</li> <li>• Code enforcement on residential needs to be better</li> <li>• Need to have housing that will attract middle-income residents-bring them into Center City</li> </ul>

Other Comments:

- Keep in mind who comes to the downtown now—recognize diversity
- Beyond facades for the buildings, businesses and economic development must be enhanced, bring in business that pays better salaries to bring to raise income levels in Center City
- Develop the arts in Center City, have space for artists, promote art education-satellite classrooms, "clay college" education credits-arts preservation
- Need to promote the feeling of safety-traffic officers, enforce parking rules and are "eyes on the street"
- Need to focus redevelopment East to West
- Bring people into Center City-Community Service, volunteer opportunities, work with youth groups/schools-adopt a block on Landis-clean sidewalks
- Need to have the necessary infrastructure to support the downtown-snow removal, street cleaning, tree maintenance, etc
- Business have to also take care of their properties
- City departments need to pay more attention to Center City

## Center City Redevelopment Plan

### APPENDICES

Input gathered from outside sources	Area 1 West Landis Village	Area 2 Landis Avenue Downtown	Area 3 North Borough	Area 4 Community School- South Borough
	<ul style="list-style-type: none"> <li>• Get ride of fountains and train mural at Blvd and Landis</li> <li>• Arts and entertainment center</li> <li>• Conference and convention center</li> <li>• Need to bring in national chain stores</li> </ul>	<ul style="list-style-type: none"> <li>• Install pedestrian bricked walkways across the Ave</li> <li>• Run a planted median with benched along the Ave</li> <li>• Take down no biking signs and install racks along the Ave</li> <li>• Use speed bumps</li> <li>• Take down the “no loitering” sign at the bank property on 7<sup>th</sup> and hold season events and entertainment events in the space</li> <li>• Residences on second floor</li> <li>• Surrounding streets (Elmer and Wood) need to be cleaned up along with Landis</li> <li>• Need a downtown retail bakery operation</li> <li>• Need to analyze CBD block by block, look at zoning and determine the best uses for that area</li> <li>• Concentrate professional business around the new courthouse and post office</li> <li>• Have a restaurant row or a cluster of different eateries on the Ave</li> <li>• Need uniform façade ordinance</li> <li>• Look into bringing in outlets for this area</li> <li>• Meter parking on Elmer and Wood</li> <li>• Design standards for the CBD- architectural sign-off-reduce glass coverage on fronts of building, encourage awnings, better signage</li> <li>• Create a history for the buildings on Landis</li> <li>• Open at night</li> <li>• Fill in parking gaps along Elmer</li> <li>• Need better street trees</li> <li>• Need more police presence-foot and bike patrol</li> <li>• No security gates on stores</li> <li>• Bring in large office building</li> <li>• Do “something” with the Landis Theatre</li> </ul>	<ul style="list-style-type: none"> <li>• Use vacant city lots in for residential parking so residents don’t have to park on front lawns</li> <li>• Need strict code enforcement on residential properties</li> </ul>	<ul style="list-style-type: none"> <li>• Use vacant city lots in for residential parking so residents don’t have to park on front lawns</li> <li>• Need strict code enforcement on residential properties</li> </ul>

Other Comments:

- Provide tax abatements to new businesses
- Set up loan center to facilitate the City loan programs
- Vineland should have a larger museum to reflect the rich history of Vineland
- Neighborhood watch programs should be developed for all of Center City
- Need to eliminate some of the one way streets—mainly 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>
- Trolley transportation along the Avenue, horse and carriage rides at Christmas time
- Need some form of public transportation through Center City
- Incorporate VDID into City government for better coordination—as part of the Economic Development office
- Create property tax incentive for single-family home owners for specified number of years
- Need new sidewalks throughout Center City
- Need street cleaning—repaint yellow curbs
- “Dress up” parking lots with signage and landscaping
- Need more park space for non-sport activities
- Direct economic development incentives towards Center City