2019 CLASSIC TOWNS TROLLEY TOUR

THURSDAY, JUNE 13, 2019 from 8:30 AM to 4:00 PM

HOSTED BY THE DELAWARE VALLEY REGIONAL PLANNING COMMISSION, THE CITY OF WOODBURY, AND THE BOROUGH OF GLASSBORO
DVRPC would like to thank the hosts, tour guides, speakers, and local businesses for their assistance with the 2019 Classic Towns Trolley Tour.

Hosts
City of Woodbury
Borough of Glassboro

Tour Guides & Speakers
Woodbury
Ken McIlvaine, 3rd Ward Councilperson & Co-Chair of the City Improvement & Rehabilitation Committee
Phil Hagerty, 3rd Ward Councilperson & Co-Chair of the City Improvement & Rehabilitation Committee
John S. Holston, Jr., J.A.D., Ret., Woodbury Old City Restoration Committee (WORC)
John Campbell, Woodbury Area Chamber of Commerce
Chief Thomas Ryan, Woodbury Police Department
John Belko, The Fall Arts Festival (FAF) Coalition
Robert Law, City of Woodbury Administrator

Glassboro
The Honorable Heather Simmons, Gloucester County Freeholder
Mayor John E. Wallace, III, Borough of Glassboro
Daniele Spence, Councilwoman & President, Glassboro Historical Society
Debra Fourre, Glassboro Assistant Administrator
Lavon Phillips, Director of Public Relations & Business Development, Borough of Glassboro
Sonya Harris, Bullock School Garden
Ronda Abbruzzese, Nexus Properties

Catering
Fiore’s Bagel Nook & Café, Woodbury, NJ
LaScala’s Fire, Glassboro, NJ
Cookie Munchers, Glassboro, NJ

Transportation
Great American Trolley Co.

Professional Credits
DVRPC is a registered Certification Maintenance (CM) provider for the American Planning Association (APA). This event is approved for 5.0 CM credits. Log your credits at www.planning.org/cm after the event by looking for Event #9174880.

WELCOME AND GREETINGS!
We are delighted that you have joined us for the sixth Classic Towns Trolley Tour! We hope you will find this tour of two of our Classic Towns in New Jersey both educational and enjoyable, while making valuable connections with community development colleagues. Today’s tour will highlight downtown retail corridors, arts and cultural assets, and Opportunity Zones.

Woodbury
Since Woodbury was founded in 1683 by Quakers, it has remained a progressive community. It was the first city in the United States to mandate recycling. Today, residents are attracted to the town’s down-to-earth atmosphere, beautiful housing stock, access to New Jersey Transit buses, public schools, and shopping and dining options. Locals can easily walk to downtown amenities or public parks, many of which feature lakes. Woodbury’s residents have a history of coming together to improve their community. For example, the FAF Coalition champions initiatives in arts, culture, and sustainable design as a catalyst for community revitalization. They execute these initiatives by creating engaging places and innovative experiences. Woodbury is a welcoming community, which has gained national attention for its LGBTQ inclusion efforts.

Glassboro
The glass industry gave birth to Glassboro back in 1779, when the town and factory were originally known as “Glass Works in the Woods.” By the 1840s, Glassboro had become one of the largest communities in Gloucester County, New Jersey. Home to rapidly growing Rowan University, Glassboro is transforming into the quintessential college town. The Borough acquired 26 acres of downtown real estate, demolished the existing structures, and set forth on an ambitious, multi-phased development project, which includes student housing, market rate apartments, a bookstore, classroom space, a hotel, two parking garages, and retail space.

Have fun and enjoy the tour!
OVERVIEW OF THE DAY

City of Woodbury

8:30 AM  Registration and Breakfast
9:00 AM  Welcome and Introductions
9:30 AM  Walking Tour of City of Woodbury
10:15 AM Trolley Tour of City of Woodbury
11:15 AM Depart for Glassboro

Borough of Glassboro

11:45 AM  Lunch
1:00 PM  Walking Tour of Downtown Glassboro
2:30 PM  Trolley Tour of Glassboro
3:30 PM  Depart for return trip to City of Woodbury
4:00 PM  Return to City of Woodbury

If you are free after the tour, feel free to return to Glassboro for their Summerfest, which happens Thursdays at 5pm in June and July: www.glassboro.org/summer-fest.

City of Woodbury

City of Woodbury
www.woodbury.nj.us

Borough of Glassboro
www.glassboro.org

City of Glassboro
www.glassboro.org
Woodbury was founded in 1683 by Henry Wood, a Quaker who left Great Britain due to religious persecution. Since being settled in the 18th century, Woodbury has transformed into a historic, sustainable, and transit-friendly town that attracts a diverse group of citizens.

Woodbury was the first city in the United States to mandate recycling. This effort was led by then-councilman and later mayor Donald P. Sanderson in the 1970s, and an ordinance was finally passed in December 1980 to make the legislation official. Today, the town continues its sustainable practices and encourages progressive behaviors that best reflect helping the environment.

In 2000, the Borough of Bury in England and the City of Woodbury were twinned as part of millennium celebrations in both countries. The twinning was the culmination of a week-long ceremony where more than 300 students, local dignitaries, and residents from Bury took part in sporting and cultural events held in Woodbury.

Today, residents are attracted to the town’s down-to-earth atmosphere, beautiful housing stock, access to public transit, and shopping and dining options. Locals can easily walk to downtown amenities or public parks.

The City of Woodbury is proud of its diversity. The community strives to provide equal opportunity and affirmative action to its diverse residents, employees, and businesses. The City has established a Human Rights Commission to educate the public on issues of diversity and inclusion, as well as eliminate discrimination.

Woodbury is a welcoming community. It scored 100 out of a possible 100 on the 2018 Human Rights Campaign’s Municipal Equality Index Scorecard, which rates cities on LGBTQ inclusion. In 2017, Tony Duran started Woodbury Community Pride as a way to lift up the LGBTQ community and Woodbury economically while promoting social acceptance. The organization promotes prosperity through equality and aims to make Woodbury a destination for LGBTQ people and small businesses. Woodbury’s Police Department also has two LGBTQ Liaisons.
The FAF Coalition champions initiatives rich in arts, culture, and sustainable design as a catalyst for community development and economic revitalization. They execute these initiatives by creating engaging places and innovative experiences that transform the lives of the Woodbury community. The GATHER building is a semi-permanent building to be used for recreational, social, educational, and community development activities. The GATHER building is also the entrance to Lot 323, a parking lot that has been revived to hold live concerts, vendors, games, beer garden, an upcoming musical park, and much more!

Opened in 2016, the new police station is housed in an historic bank building that had been vacant for a decade. The adaptive reuse project maintained the cupola and fireplaces while providing a state-of-the-art facility for the force.

This 1890 Victorian Second Empire style building was once a store and dwelling. The property marked the entrance to Stokes Lumber Yard. It was known as Mr. Lieberman’s Meat Store during the 1920s.

The centerpiece in Woodbury is its recently restored 1855 Romanesque style County Court House built of Trenton brownstone and Dauphin County trim. The clock tower is the highest structure in the city. The original brick colonial courthouse, dated 1787, was situated closer to the street corner and was razed to permit construction of the “new” building.

This 2½ story Colonial Revival brick building has undergone several changes. The east lower half, now City Hall, was originally the permanent school built in 1744 by the Woodbury Friends. The second story was added in 1820 and the harmonious library addition in 1953.
WOODBURY CREEK PARK
Located at the foot of Wood St., this park is ideal for activities such as canoeing, fishing, and hiking along the Woodbury Creek. This park also has a footbridge that connects it to Cap Paine Park.

BELL LAKE PARK
Located at South Girard St. and Myrtle Ave., this park provides a nice setting for passive recreation such as fishing, picnicking, reading, sunbathing, or simply relaxing. This park is also an ideal setting for outdoor weddings or photographs after a wedding as the park offers a lake with a fountain and footbridges.

WOODBURY RAILROAD STATION (WOODBURY STATION CAFE)
The station was built in 1883 in Eastern Stick style featuring a hipped roof with slate shingles and decorative "stick work" in exposed porch rafters. By 1917 the number of daily trains through Woodbury reached 139. The Woodbury Old City Restoration Committee (WORC) restored this building in 1981.

ROTARY PARK
Located on East Barber Ave. near Lake Dr., Rotary Park features a gazebo as well as the Eppel Children’s Garden, a memorial to Larry and Nancy Eppel, who died in a 2008 Woodbury house fire. The local Rotary Club organizes fundraisers and seasonal park cleanups.

STEWART LAKE SYSTEM
Woodbury's lake system is named after Frank H. Stewart, a former Woodbury resident, Philadelphia-based electrician, historian, and avid fisherman. After his death in 1948, his will provided for a trust for the preservation of land adjacent to water for public parks and wildlife preservation areas.

HENDRICKSON PARK
Located at S. Evergreen Ave. and Cooper St., this park is home to the City's WWII memorial and the Police memorial. This park also features a small arboretum.

CONRAIL WATCHMAN'S STAND
This is the oldest surviving Conrail Watchman's Stand in New Jersey. Originally situated at North Broad St. City Boundary at Park Ave., it was relocated to the park and refurbished by the Woodbury Old-City Restoration Committee (WORC) in 1985.

INSPIRA HEALTH
The Gloucester County Improvement Authority, the City of Woodbury, and the Inspira Health Network initiated a market study of the Inspira Medical Center Woodbury site in late 2016. Urban Partners completed the market analysis study in the fall of 2018 and outlined a series of options for the Inspira Medical Center Woodbury campus:

1. Maintain Healthcare-Related Uses in a Portion of Hospital Building with Young Professional Apartments
2. Reuse Hospital & Downs Buildings; Add Multi-Component Active Adult Community
3. Reuse Hospital & Downs Buildings; Add Senior Independent Living & Young Professional Apartments
4. Demolish Hospital & Downs Buildings; Replace with Multi-Component Active Adult Community
5. Demolish Hospital & Downs Buildings; Replace with Young Professional Apartments
6. Demolish Hospital & Downs Buildings; Replace with Young Professional Apartments & Senior Independent Living

BROAD STREET LAKE
This park is adjacent to the former Woodbury Police Station on N. Broad St. It is ideal for fishing and is a favorite location for remote-control boat enthusiasts.

FORMER POLICE STATION
The former Woodbury Police station was purpose-built in 1962 and was in operation until 2016. The city is seeking ways to adaptively reuse the waterfront site.
BOROUGH OF GLASSBORO

The glass industry gave birth to Glassboro back in 1779. Established by Solomon Stranger, the town and factory were originally known as “Glass Works in the Woods.” The sand in the area proved perfect to create glass, and the oak trees in the area fueled the production. By the 1840s, Glassboro was one of the largest communities in Gloucester County, New Jersey. Less than ten square miles, it is small enough to impart a hometown feel, yet it still offers diverse neighborhoods, each with their own distinct character and architecture.

Glassboro is home to Rowan University, which has 19,465 students, including undergraduates, graduate students, and medical/professional students. The university ranks as the nation’s 6th fastest-growing research university among public doctoral institutions, according to The Chronicle of Higher Education.

Glassboro is creating a new shopping destination that will make it easy to obtain all of life’s necessities without a car. The Rowan Boulevard Redevelopment Project is a $425 million revitalization project linking the Rowan University campus with Glassboro’s downtown retail district. Through a public/private partnership between Rowan University, the Borough of Glassboro, and Nexus Properties, the project creates the “quintessential college town” that promotes smart growth living with mixed use buildings in a walkable community setting. The plan received a Smart Growth Award from New Jersey Future in 2009.

Glassboro has strong public schools; more than 20 houses of worship; and proximity to Philadelphia, Atlantic City, and the New Jersey Shore. The West Jersey Rail Line that served Glassboro throughout much of its history is being redeveloped into the Glassboro-Camden Line, which will provide access to economic and residential centers throughout the region.

Glassboro offers numerous attractions, such as the historic Hollybush Mansion, Heritage Glass Museum, Edelman Planetarium, Westby Gallery, and Pfleeger Concert Hall. In addition to its five major parks, the community also has the 2,337 acre Glassboro Wildlife Management Area. Glassboro Town Square serves as a venue for outdoor events, such as Unity Day, Cruise Night, the Memorial Day Parade, and the Tree Lighting Ceremony.

“Glassboro is quickly becoming the quintessential college town”
ROWAN BOULEVARD DEVELOPMENT

a. 220 Rowan Boulevard
220 Rowan Boulevard is a six story, 316,000 square foot mixed use building consisting of ground floor retail, ground floor medical space, student apartments on floors 2 through 5, and 57 luxury apartments on the 5th and 6th floors. The building met the requirements for LEED Silver designation. This building increased population density downtown and added more retail to the downtown to promote a more walkable environment for the new residents.

b. Whitney Center (Residences and Apartments)
c. Courtyard Marriott Hotel
This 4-floor hotel includes 123 rooms, 6 suites, and four meeting rooms with 7,200 square feet of total meeting space. Amenities include a bistro, business center, and a pool.

d. Rowan Boulevard Apartments (Residences and Apartments)
e. Rowan Boulevard Parking Garage
This 1,194-space, seven-level parking garage provides parking for Rowan students, Marriott guests, visitors, and retail patrons. The first floor of the garage is ungated and provides 137 spaces for two hours of free parking for retail patrons and short-term visitors to Rowan Boulevard.

f. The Enterprise Center
Completed in 2013, The Enterprise Center is a 62,000 square-foot, multi-use building that serves as the academic home for Rowan University's College of Graduate and Continuing Education (CGCE).

RECENT DEVELOPMENT

A-3 is a mixed use project that includes 3 buildings and a parking structure. Similar to 220 Rowan Boulevard, the design mix of A-3 was driven by the needs of the Borough of Glassboro and Rowan University and supported by market demand. The strong demand for student housing has been fueled by the growth of students at the University. The retail component of the development serves two purposes.
The first provides services to the residents that are living in the downtown. The second provides a “destination” that attracts residents of Glassboro and the surrounding communities and creates a new, vibrant downtown shopping and restaurant district. Lastly, the market rate apartment building (Park Place South) provides apartments to young professionals and empty nesters strategically located on the new Town Square.

- 230 Victoria St. (Residences and Apartments)
- Fitness Center (232 Victoria) (Academic Building)
- 301 High St. (Administrative and Support)
- 223 W. High St. (Residences and Apartments)

**Rowan University Art Gallery**

Rowan University Art Gallery provides a platform for discourse on best practices in contemporary art by professional artists, curators, and scholars through the presentation of interdisciplinary art exhibitions, panel discussions, guest curatorial projects, and other public programming.

**Town Square**

Completed in 2016, Glassboro Town Square is a 1.75 acre park located on the corner of High and Main Sts. The Town Square provides a valuable open space amenity for the downtown as well as an active area for concerts, parties, and events. It includes a great lawn area, a fire pit, an Arts Garden, a Veteran’s Memorial, a fountain, and a large paver terrace that can accommodate outdoor seating in the summer and an ice rink in the winter months. The Square’s recreation features are closely intertwined with green infrastructure components. In addition to the lawn which will infiltrate stormwater, the tree grove is composed of granular paving, and the plaza is composed of permeable pavement. Additionally, grading within the Square was designed to allow for stormwater to enter the planting beds and help feed the native plant species.

**Glassblower Sculpture**

In 2018, the Borough of Glassboro commissioned a bronze statue of our namesake, the Glassblower, to be made for the Town Square. Glassblowing is a glass forming technique that involves inflating molten glass into a bubble (or parison), with the aid of a blowpipe (or blow tube). A person who blows glass is called a glassblower, glassmith, or gaffer.

**Heritage Glass Museum**

The Museum has exhibits of historic glass, bottles, and animal glass art figurines. It has an extensive library on glass blowing and education. The most important function of the museum is the retrieval, preservation, and exhibition of historic glass, bottles, and related items to link the past and present, connecting residents and visitors with Glassboro’s local history.

**Isaiah Zagar Mosaic Mural**

Creative Glassboro in cooperation with the Mosaic Family Success Center and Rowan University College of Communication and Creative Arts created a mosaic mural project led by world-renowned artist Isaiah Zagar on the façade of the Glassboro Center at 110 East High St. The Center is committed to enhancing quality of life through creativity and the arts. The aim was to include as many community members as possible from Glassboro to name and claim their civic pride in a major work of art that will bring prestige and cultural identity to the Arts and Entertainment District on East High St.

**Bullock Garden Project, Inc., Bullock School**

The Bullock Garden Project, Inc. serves to create, inspire, assist, and support schools and organizations implementing gardening programs and incorporating garden education to increase academic development, social/emotional development, and sustainability awareness in children. The group is dedicated to inspire, assist, and support schools and organizations implementing gardening programs and incorporating garden education to increase academic development, social/emotional development, and sustainability awareness in children. The group is dedicated to promoting and assisting in building school gardens and incorporating garden education to grow academics, health and wellness, mindfulness, and future hobbies and careers promoting environmental sustainability.

**West Jersey Depot (Historic Train Station)**

Built in the 1860s, this train station once served as the gateway to Glassboro for those riding the West Jersey and Seashore Lines. The Glassboro Historical Society restored the station and converted it into a museum and welcome center in 2015. Glassboro Historical Society strives to build awareness of Glassboro’s rich heritage in community, creative arts, entrepreneurism, and industry. They host educational and social events, as well as a variety of exciting monthly exhibits. Through grants and fundraising, they develop projects that focus on celebrating, documenting, and preserving Glassboro’s past to build a better understanding of the present and the future.
Character, culture, and convenience are the characteristics that define a Classic Town. Ranging from colonial settlements to college towns, streetcar suburbs to waterfront communities, Classic Towns are sprinkled throughout the Greater Philadelphia region, providing a quality of life unfound in this age of suburban sprawl.

Created in 2008, the Classic Towns of Greater Philadelphia initiative of the Delaware Valley Regional Planning Commission (DVRPC) is designed to foster the growth of the region’s timeless communities by promoting each as a wonderful place to live, work, play, and invest.

Cheltenham Township
Borough of Collingswood
Borough of Glassboro
Borough of Haddon Heights
Borough of Kennett Square
Borough of Lansdale
Borough of Lansdowne
Borough of Malvern
Borough of Media
Borough of Merchantville

Moorstown Township
Borough of Oxford
Borough of Phoenixville
Boroughs of Souderton and Telford
Borough of West Chester
City of Woodbury
City of Philadelphia Neighborhoods:
Germantown
Manayunk
Roxborough

The Delaware Valley Regional Planning Commission is the federally designated Metropolitan Planning Organization for a diverse nine-county region in two states: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey.

DVRPC’s vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC’s mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.