



***TRANSIT ORIENTED DEVELOPMENT STUDY  
AND  
GATEWAY FROM ROUTE 130 TO HIGH STREET DOWNTOWN  
CITY OF BURLINGTON, BURLINGTON COUNTY, NEW JERSEY***



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## I. Introduction

### A. Transportation and Community Development Initiative (TCDI)

The City of Burlington received a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission in 2002 during the first round of funding of the program. The TCDI program is intended to assist in reversing the trends of disinvestment and decline in many of the region's core cities and first generation suburbs by:

1. Supporting local efforts that lead to more residential, employment or retail opportunities;
2. Improving the character and quality of life and retain and attract residents and businesses, which will help to reduce the pressure for further sprawl and expansion into the growing suburbs;
3. Enhancing and utilizing existing transportation infrastructure capacity in these areas to reduce the demands on the region's transportation network; and
4. Reducing congestion and improving transportation system efficiency

TCDI grants support planning, design, analysis or feasibility studies within eligible communities that lead to public or private sector investment for growth and redevelopment. TCDI studies undertake the preliminary planning or analysis needed to support local revitalization efforts. The studies

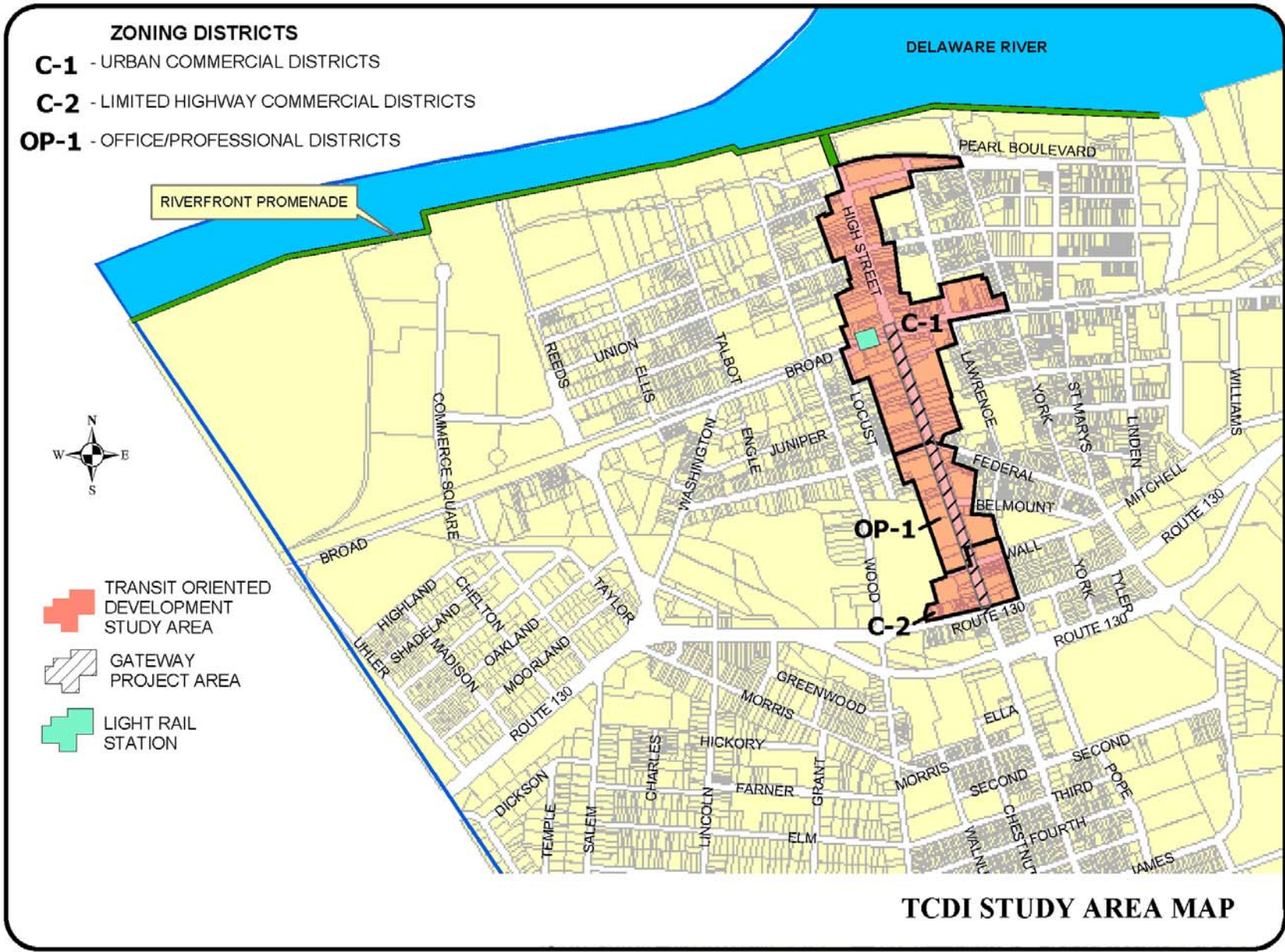
may lead to local ordinance changes, marketing assessments, or local programs to promote or facilitate new development.

The Transportation and Community Development Initiative Study Area for the City of Burlington is shown on the TCDI Study Area map.



**Photo 1. Burlington Towne Center Light Rail Station**







## B. Purpose of Study

The purpose of the TCDI study is to conduct a Transit Oriented Development Study and Land Use Inventory and to prepare a Gateway Plan from Route 130 to the High Street commercial area. The project also includes preparing a Streetscape Design for the 400, 500 and 600 blocks of High Street to extend the City's revitalized Streetscapes that were completed in the 200 and 300 blocks of High Street.

The project area of the Transit Oriented Development Study consists of the C-1 Commercial District, OP-1 Office/Professional District and a portion of the C-2 Commercial District in the area adjacent to High Street between U.S. Route 130 and the Delaware River in the City of Burlington.

The High Street Streetscape and the Gateway from Route 130 to High Street Downtown project area comprises the 400, 500 and 600 blocks of High Street. The study area is shown on the TCDI Study Area Map. The initial High Street reconstruction within the 200 and 300 blocks was completed in 1982 and included brick sidewalks, historic lighting, street furniture and amenities and redesigned street parking to create an historic, period atmosphere within the commercial district. The proposed Gateway project area is a continuation of these efforts within the 400, 500 and 600 blocks of High Street connecting the Route 130 Corridor and the Riverfront Promenade.

The Transit Oriented Development Study examines the connection of the rail station to the commercial district and the waterfront as part of a community-wide plan that will improve the attractiveness and conveniences of the

community. The Transit Oriented Development Study is a continuation of planning studies previously identified and recommended in the DVRPC's Transit Village Design Study in Burlington County, Southern New Jersey Light Rail Transit System report. This project continues the vision to revitalize the downtown, generate employment and economic growth, renew a sense of history and place, improve the pedestrian environment, and provide access to transit.

The study builds on DVRPC's recommendation that there is opportunity to revitalize and strengthen Burlington's Downtown through its connection to the Light Rail Station. The Transit Oriented Development Study provides plans to: improve the streetscape for pedestrians, bicycles, automobile, and rail; improve parking and circulation; identify improvements for existing and proposed bus stops; provide overall aesthetic improvements; improve connections to the waterfront, commercial district and light rail station; and provide transit friendly zoning and transit supportive uses.

The DVRPC Transit Village Design Study included a number of recommendations. The study indicated that the City does contain a diverse land use mix with many transit supportive land uses located within walking distance of the train station. Transit supportive uses that the study identified as missing include a travel agency, bed and breakfast, toy store, bakery, hardware store, coffee shop and more take-out, prepared food shops. The study indicated that the City needs to examine strategies to reinforce a strong retail mix and to focus on improving the downtown shopping experience. Events such as weekly festivals and farmer's markets will attract tourists and regional residents as will better utilization of the waterfront park for outdoor events. The study also indicated



that office uses should be encouraged to locate on the second floor, reserving the first floor for retail. Apartments above the stores should be encouraged.

The Transit Village Design Study identified four Development Opportunity Areas.

### **Area 1. Parking Lot at Pearl Boulevard and High Streets**

This City owned lot, normally used for parking, was identified to be kept open as park land or redeveloped as part of a larger and more formalized waterfront park, or for use as a weekend farmer's market or festival ground.

This parcel is actually designated as Parcel 2 under the City's prior Urban Renewal Area plans. Zoning and land use for this and other riverfront parcels are discussed in other sections of this report. This parcel is proposed for commercial, office, retail use with residential use permitted on the upper floors. This use is consistent with adjacent uses along High Street. Permitted uses shall be the same as in the C-1 Urban Commercial District.

In the summer of 2004, a parking study was conducted on this parcel to determine if it is needed for parking. The lot was ordered closed and observations were made during summer concerts, films and periods of expected high use. The study concluded that on-street parking and the City's 200 and 300 parking lots were adequate.



**Photo 2. Parcel 2 at Pearl Boulevard and High Streets**

### **Area 2. Empty Storefronts on High Street and Broad Streets**

At the time of the DVRPC study, there were numerous empty storefronts, vacant lots or underutilized parcels on High Street and West Broad Street. Attracting new businesses is essential to maintaining an active, attractive and varied downtown shopping experience. The study recommended retail use zoning for High Street and incentives to business owners such as façade improvement grants, leasing assistance and streetscape improvements.





**Photo 3. Vacant former City Hall offices at 437 High Street in C-1 Zone**

The City continues its efforts to revitalize High Street. The City's recent entry into the Main Street Program, described later in this report, will assist in turning empty storefronts into viable businesses.

### **Area 3. Parking Lots on Stacy Street**

The two large and generally underutilized parking lots on Stacy Street from Pearl Boulevard to Broad Street were proposed to be maintained but upgraded through landscaping and lighting.

These two lots are identified as the 200 Lot and 300 Lot. There has been discussion in the City to utilize part of the rear of the lots, fronting Stacy Street, for townhouses to provide a more vital streetscape along Stacy Street. The City should demonstrate that adequate parking exists prior to committing to residential development on a portion of them.

### **Area 4. Parking Lots on Engle Avenue**

Five parcels used for parking on Engle Avenue were described as unsightly. The study stated that the City may want to improve the appearance of the lots or reconsider the zoning.

The five parcels identified and a number of surrounding Blocks and Lots are to be studied as Areas in Need of Redevelopment by the Land Use Board. A developer has an agreement with the property owner to purchase the lots and is proposing construction of forty-one market rate townhouses.





### C. Burlington's History and Progress

The settlement of West Jersey and its capitol, Burlington, was well organized: it took two years of preparation in England before the first colonist set foot on the upper Delaware. Plans for the Quaker expedition began in 1675 by a stock company in which many of the settlers were shareholders. These people who owned shares were called proprietors. The proprietors controlled all the land in West Jersey in proportion to the stock they owned.

Evidence that the West Jersey colony was planned in advance is provided in a document still in existence in the Surveyor General's office on West Broad Street. Every conceivable contingency that might occur in setting up an English colony in the wilds of America are spelled out in detail. Everything from government to the width of Burlington's streets was planned beforehand in England.

Burlington's riverfront was once listed as a main seaport of the English colonies, along with New York and Boston. A writer in 1690 stated, "A ship of 400 tons may sail up to this town in the river Delaware; for I myself have been on board a ship of this size." Early shipyards had an important part in the city's development. The city was an important river port until freight and passenger steamboats were discontinued. Any rebuilding or rebirth of the city should consider this past heritage.

The City of Burlington grew from an historic regional center that prospered in the early and mid part of the 20<sup>th</sup> century. But it has struggled in recent past years to maintain the town as a vital regional focus. The City's vision is the revitalization of its downtown core by utilizing its

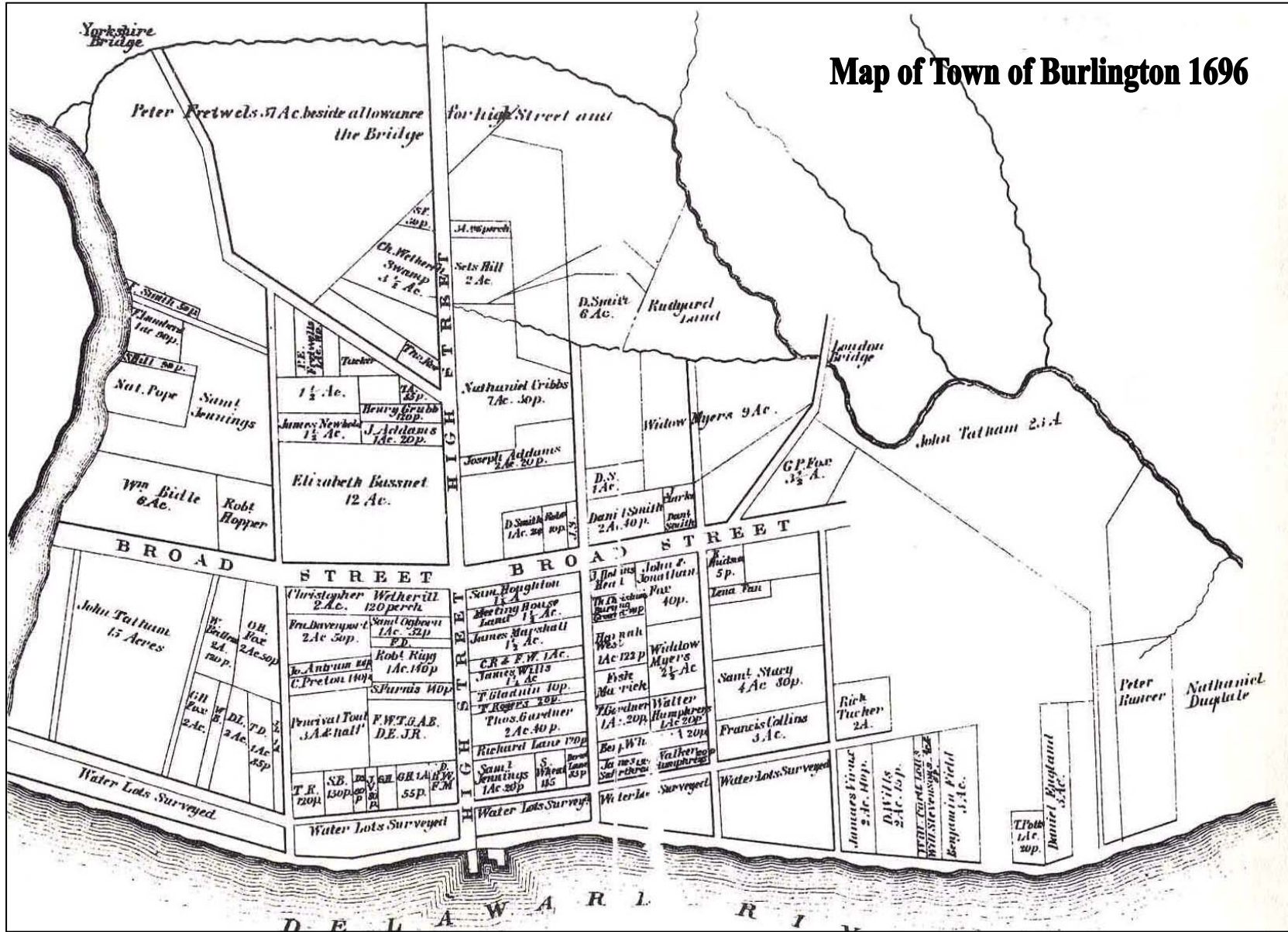
transportation facilities to attract private investment in office, retail and entertainment facilities and to stabilize and revitalize its residential neighborhoods.

The City's 2000 population is 9,736 and represents a decline from a high of 12,010 persons in 1970. The City is 3.0 square miles in size and is compactly developed with a dense mixed-use core and less dense neighborhoods progressing away from the downtown. Gross density is 3,278 persons per square mile. There are 3,898 households in the city with an average household size of 2.48 and an average family size of 3.09. The median age is 38.1 with 7,408 persons 18 years and older and 1,636 persons age 65 and over. The City's housing stock is reflective of an older community with 45% of the 4,056 residential units constructed prior to 1940.

Although the City's central role in the region has been reduced, it still maintains several of its historic regional functions and through an ambitious redevelopment program, it expects to strengthen and regain some of those functions. The City serves as: a regional hub for bus routes including the 409 that runs from Trenton to Center City Philadelphia by way of High Street; a base point for regional interstate for access across the Delaware River to Pennsylvania and along Route 130, a regional State highway that runs parallel to the Delaware River; and the new light rail route with stations in the downtown and at Burlington Commerce Square.



# Map of Town of Burlington 1696



The City has undertaken several initiatives to address local and regional transportation issues. The Master Plan Circulation Element incorporates transportation services and issues and capitol improvement initiatives. That study is reaching completion as part of a Smart Growth Grant. Pertinent elements and recommendations from that plan are incorporated in this study. The City's involvement in Burlington County's Route 130 Corridor Study, DVRPC's Transit Village Design Study, and the NJDOT's Light Rail Study will serve to improve the region and the City's key role in the areas transportation system.

The City of Burlington has a history of housing rehabilitation and assistance to low and moderate income households. Over the years, the City has clearly demonstrated its effectiveness in developing programs to address the housing needs within the community. Various projects have been successfully developed under the Neighborhood Development Program (HUD Urban Renewal), Neighborhood Preservation Program (NJDCA), Community Development Block Grant Program (HUD), and the Small Cities Program (HUD and NJDCA) which involved the clearance of deteriorated structures, the development of new housing and the rehabilitation of existing housing.

The City has established redevelopment areas in its Redevelopment Plans that will provide for the rehabilitation of the City's downtown along High Street and has targeted larger deteriorating buildings and surrounding residential neighborhoods. One key redevelopment site is Metropolitan Inn, a prime commercial property located at High Street and Broad Street, adjacent to the light rail station. Under a private-public partnership, the City purchased the property and a private developer is undertaking the redevelopment of

the historic Inn. The original building was constructed around 1750 and the current building was constructed around 1856. The Inn served as campaign headquarters for local Republicans for both of President Lincoln's presidential races. Throughout most of its history, the first floor served to house a variety of retail operations and a tavern. The original bar with its carved wood, crystal fixtures, mirror and marble foot rests remains intact and in excellent condition. The Inn was reported to be frequented by Ulysses S. Grant whose family lived in Burlington during the latter years of the Civil War. The upper floors were used as a hotel and, more recently, as apartments. The entire building was vacant for several years.

The importance of rehabilitating the Metropolitan Inn increased with the construction of the light rail system. The NJDOT chose the intersection of Broad and High Streets as the location of the Burlington light rail transit station. Passengers using the light rail line now view the large, imposing building as a restored, aesthetically pleasing, historic structure as opposed to a deteriorating, vacant building. The Metropolitan Inn's redevelopment is still underway. The Plan includes mixed-use development with the first floor utilized for commercial or retail use and the upper floors utilized as residential. The plan includes the creation of approximately 8,000 square feet of commercial/retail/office space on the first floor. Two tenants have committed to the space, a bakery and a candy store. The bar will be developed as a restaurant or, perhaps, an upscale coffee bar. Sixteen one bedroom age-restricted seniors apartments have been completed and are occupied on the second, third and fourth floors. All of the units are affordable to people at or below 50% of median income. The Metropolitan Inn is within walking distance of shopping,





restaurants, government offices, banks and professional offices.



**Photo 4. Metropolitan Inn on Broad Street**

Further redevelopment efforts that are now complete include transformation of the former Stacy School site as the new City Hall in the 500 block of High Street. J. F. Budd, a 36 unit seniors apartments on Penn Street is completed and occupied and scattered residential unit redevelopment is underway in surrounding residential neighborhoods.

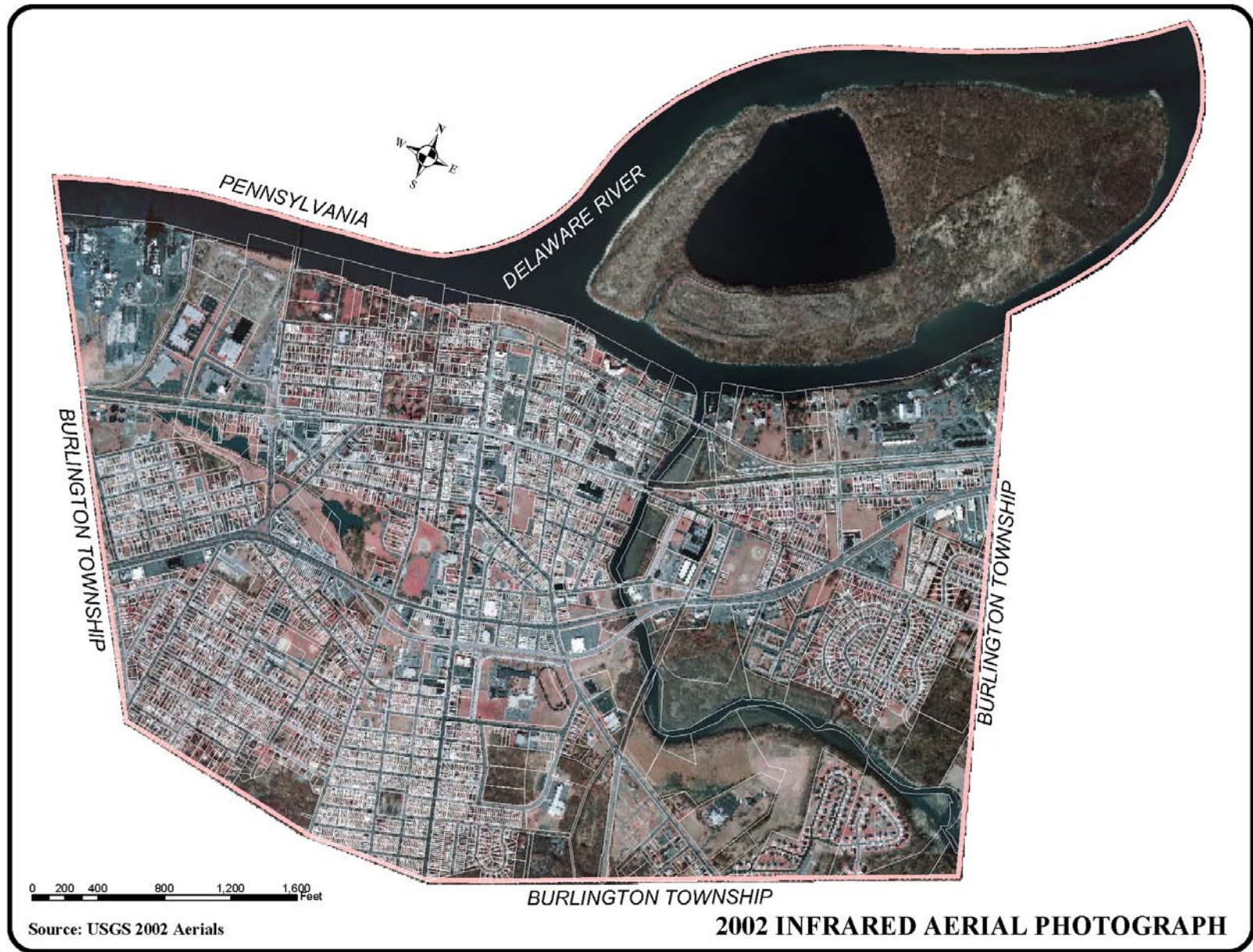


**Photo 5. New City Hall at 525 High Street**

The City's high-density land use pattern, shown on the 2002 Infrared Aerial Photograph and on the Waterfront and Historic District Aerial, encourages the use of public transportation. Through the City's Master Plan, Redevelopment Plans and rehabilitation initiatives, the City encourages housing rehabilitation. The City's participation in the Route 130 Corridor study assists in promoting visual amenities to that area. A key element of this study is enticing and directing traffic, and potential tourists, from Route 130 to the City's downtown and riverfront areas.







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**Waterfront and Historic District Aerial**



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*City of Burlington Transit Oriented Development Study  
Gateway from Route 130 to High Street Downtown  
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## D. Project Approach and Scope of Work

This study consisted of three parts: The Transit Oriented Development Study and Land Use Inventory, the High Street Design Plan, and the Gateway from Route 130 to High Street Plan.

The scope of work under the Transit Oriented Development (TOD) portion of the study includes a review of the existing zones and zoning ordinance. The study takes a detailed look at the existing uses in the three zoning districts (C-1 Urban Commercial, OP-1 Office/Professional, and C-2 Limited Highway Commercial). The study evaluates the requirements of the districts and recommends changes to the proposed zoning for the area. Additionally, the transit oriented development study reviews the transit aspects of the entire study area in terms of circulation of vehicles, pedestrians and bicycles and interactions among these transportation modes and public transportation including bus and light rail. Recommendations for parking facilities are based on existing and potential uses and recommended improvements to the area.

The High Street Design Plan includes preparation of Preliminary and Final Plans for the 400 block of High Street that required approval from the City of Burlington Historic Commission, the Burlington County Historical Society, and the State Historic Preservation Office. Construction on the 400 block of High Street is currently underway.

The final element of this study is the Gateway from Route 130 to High Street. This element involved developing signage to encourage and entice passersby on Route 130 to visit Burlington's Downtown.



## **II. Transit Oriented Development**

### **A. Existing Zoning and Land Use**

The TCDI Study area and surrounding area includes the following zoning districts. A summary of the intent and permitted uses follows:

- R-2 Residential District**
- R-3 Residential District**
- OS-1 Open Space District**
- W-1 Waterfront District**
- C-1 Urban Commercial District**
- OP-1 Office/Professional District**
- C-2 Limited Highway Commercial District**

#### **R-2 Residential District**

The intent of the R-2 residential district is to promote medium density housing and limited quasi-public uses appropriate for residential neighborhoods. The zone permits single family detached dwellings, churches or other places of worship and schools as licensed by the state of New Jersey.

#### **R-3 Residential District**

The intent of the R-3 residential district is to promote mixed density housing in appropriate locations, and to limit uses appropriate to residential neighborhoods and diversity of housing types and characteristics. The zone permits single family detached dwellings, single family semidetached dwellings and single family attached dwellings in addition to churches or other places of worship and schools as licensed

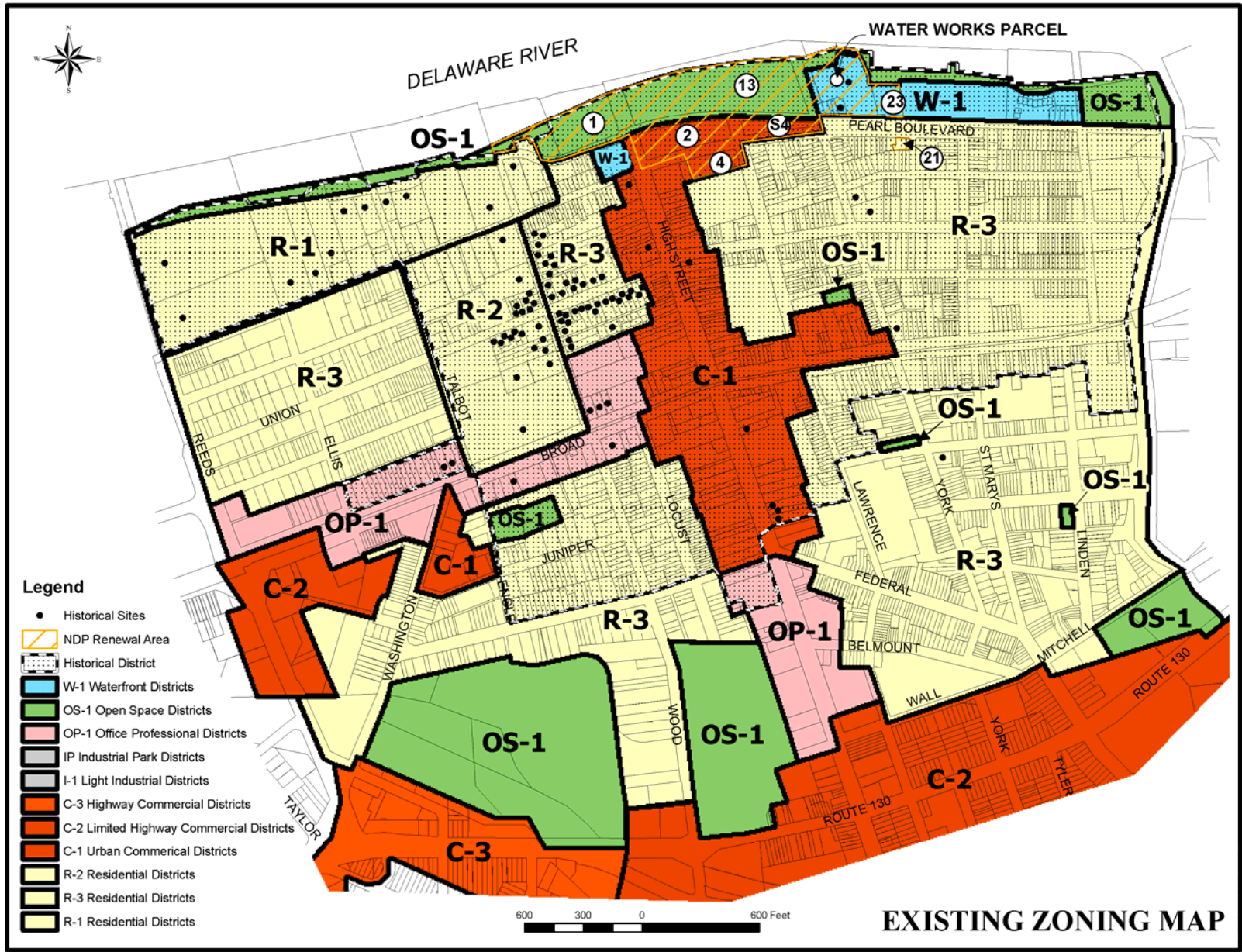
by the state of New Jersey. The zone also permits public libraries, public museums and public art galleries.

#### **OP-1 Office/Professional District**

The intent of the OP-1 office/professional district is to promote a harmonious mixture of housing, commercial office and community facilities, and a transition from residential neighborhoods to commercial areas. Combined office/residential uses with office uses on the first story and residential uses on the upper stories are permitted in the OP-1 district, provided that all the requirements of the city housing code are met. The zone permits single family detached, semidetached and attached dwellings, two family detached dwellings, business, professional and financial offices, clubs, lodges and fraternal organizations, community centers, medical and dental offices and clinics (excluding animal hospitals and veterinary offices), mortuaries, government offices, public libraries, public museums, public art galleries, studios for instruction in music and the performing arts, photographic studios, churches and other places of worship and schools licensed by the state of New Jersey.







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### **C-1 Urban Commercial District**

The intent of the C-1 urban commercial district is to promote the concentration of commercial uses within the core of the city, to promote an harmonious mixture of housing, retail and service establishments and community facilities in the downtown area, and to promote the distinct character and identity of the city environment. The zone permits the following on the first floor: all retail establishments for the sale, service and rental of goods, excluding lumber, farm equipment, motor vehicles, motorcycles, boats, swimming pools, fuel and sexually oriented businesses, eating and drinking establishments excluding drive-through services, all service establishments, excluding motor vehicle service and filling stations, car washes, motels, bowling alleys, billiard and pool parlors, banking and financial institutions, business, professional and financial offices, government offices, and medical and dental offices and clinics, excluding animal hospitals and veterinary offices. Upper floors permit all uses permitted on the first floor and residential uses, excluding rooming houses and boarding houses.

### **C-2 Limited Highway Commercial District**

The intent of the C-2 Limited Highway Commercial District is to promote an identifiable character for a major entry point into the city by encouraging the grouping of compatible uses, to promote an harmonious mixture of limited retail and service uses, and to promote a reduction of the hazards of highway commercial activity through stable commercial development. The zone permits all retail establishments for the sale, service and rental of goods, except lumber, boats, farm equipment and sexually oriented businesses, all service establishments, excluding motor vehicle service stations, car

care and washes, public garages for motor vehicle repair, clubs, lodges, and fraternal organizations, business, professional and financial offices, eating establishments, medical and dental offices, excluding animal hospitals and veterinary offices and governmental offices. Accessory uses include mechanical and body repair of motor vehicles only as an accessory use to the sale of cars and retail consumption liquor license only as an accessory use to a bona fide restaurant. Conditional uses include retail establishments for the sale, service and rental of new and used cars, tattoo parlors, and motor vehicle filling stations.

### **W-1 Waterfront District**

The intent of the W-1 Waterfront District is to promote public pedestrian access to the waterfront, integration of the C-1 Commercial District of High Street and the waterfront usages, uses that are dependent upon and/or oriented to the waterfront, and a combination of office/commercial and residential uses. The W-1 District includes special regulations that include:

- ◆ The architecture of any proposed uses should be compatible with the adjacent High Street business district.
- ◆ The façade, as viewed from the Waterfront Promenade, should be architecturally integrated.
- ◆ Uses along the waterfront should be oriented to pedestrian use along the waterfront as well as pedestrian and vehicular access along Pearl Boulevard.
- ◆ For commercial uses in this district, loading and unloading areas, service entrances, etc. shall be



from a portion of the building not facing directly onto the Waterfront Promenade or Pearl Boulevard.

- ◆ Due to the special and public nature of this district, landscaping shall be utilized to create a park-like setting for any proposed use.

The zone permits all uses in the C-1 district, docking facilities for water transportation, public and private marinas, municipal water treatment facilities, clubs, lodges and fraternal organizations, and attached, semidetached and multifamily housing uses.

### **OS-1 Open Space District**

The intent of the OS-1 Open Space District is to promote the continuation of lands set aside for park and recreation purposes for the enjoyment of all the city residents. The zone permits public parks, outdoor and indoor recreational use, passive or active open space, community centers and schools.

### **Urban Renewal Area**

An overlay to the zoning map includes an Urban Renewal Area that is shown on the Zoning Map. Key parcels of land along the waterfront contain restrictions from past Urban Renewal activities. These parcels are situated in the R-3, C-1, W-1 and OS-1 zones.

Specific controls and restrictions on the use of lands in the Urban Renewal Area are as follows:

### ***Parcels 1 and 13***

The promenade and surrounding open areas of Parcels 1 and 13 serve as a focal point for City events and as a place which provides a feeling of openness and space so rarely provided in an urban environment. The objective is to preserve a sense of openness while providing open space and recreation facilities to expand upon the opportunities already and potentially available. Parcels 1 and 13 are therefore proposed as open space and recreationally oriented facilities such as an amphitheater, pavilion, gazebo, rest rooms and related parking. Any buildings permitted within these parcels shall be related to open space and recreational use. Such buildings shall be attractively designed to reflect the open space character of the area.

### ***Parcel 2***

This parcel is proposed for commercial, office, retail use with residential use permitted on the upper floors. This use is consistent with adjacent uses along High Street. Permitted uses shall be the same as in the C-1 Urban Commercial District.

### ***Parcels 3 and 4***

Parcel 3 is proposed for commercial uses with residential use on the upper floor, if desired, consistent with the C-1 uses on High Street. Parcel 4 is proposed for parking in conjunction with Parcel 2 until such time as it is determined that adequate parking for uses associated with Parcel 2 can be provided without the use of Parcel 4. Should the site not be required for parking, development shall proceed under the same standards as Parcel 3. Permitted uses shall be as in the C-1





District. Parcel 3 was sold to Café Gallery for their expansion and gardens in 1985.

### **Special Island Parcel (S4)**

Special Island Parcel S4 is severely limited by its shape and size. No development shall be permitted on this parcel, except for drainage and utility construction in support of development on Parcels 2 and/or 4. No parking shall be permitted on this site. Access shall be limited to pedestrians. Landscape areas shall be attractively designed and compatible with the landscaping on Parcels 13 and 2.

### ***Parcel 21***

Parcel 21 is proposed for residential purposes, the principal use as townhouses with an option for parking or park use associated with neighborhood needs. Parcel 21 is used for parking in conjunction with the J. F. Budd apartments.

### ***Parcel 23***

Parcel 23 is reserved for parking associated with the water works site described below, until such time as it is demonstrated that it is not needed for parking. If the site is not required to meet the parking demand from the water works site, it shall be developed for apartments/condominium residential use.

### ***Water Works Parcel***

The water works parcel is proposed for uses which will attract people to the riverfront area and which are compatible with existing uses and waterfront activities, such as

restaurants, and specialty shops. However, any permitted use of the W-1 zone would be allowed. The Water Works structure is an historic building and as such, the original portion of the building shall be preserved and the exterior restored.



**Photo 6. Water Works Parcel**





## **B. Proposed Zoning and Land Use**

Burlington County prepared a separate document for the Proposed Zoning and Land Use portion of this report. Their document is entitled, “Burlington City TCDI Transit Oriented Development Study” and is dated June 2004. Their report includes a Land Use Inventory of the following areas:

500-600 Block of High Street (C-2 District)  
High Street, 400-500 Block (OP-1 District)  
High Street, 400 Block (C-1 District)  
East Broad Street (C-1 District)  
West Broad Street (Outside C-1 District)  
High Street, 300 Block (C-1 District)  
High Street, 200 Block (C-1 District)  
High Street, 100 Block (C-1 District)  
Pearl Boulevard

The study also includes recommendations for the following areas:

“Curb Appeal” Transit Oriented Development at the Light  
Rail Station  
Connecting the Light Rail Station to the Waterfront  
“Gateway” Theme Lighting and Streetscaping  
Connecting the Light Rail Station to the Waterfront  
“Gateway” Boulevard  
Connecting the Light Rail Station to the Waterfront  
Re-envisioning the Core



## C. Master Plan

The City of Burlington adopted its latest Master Plan Reexamination on November 28, 2001. Several relevant portions of the Master Plan are presented in this section. The City identified the following Changing Assumptions and Objectives:

### *Municipal Changes*

- There is a need to improve the occupancy of commercial space in the downtown business district, including the side streets along High Street and Broad Street. The appearance and function of the downtown area should be upgraded to create a more inviting environment for business and patrons. Strategies are needed to enhance the economic viability of the City's downtown area. Vacant stores and buildings need to be rehabilitated and reused.
- One of the City's primary assets is its waterfront along the Delaware River. The City's waterfront draws significant numbers of visitors, particularly during special events, i.e., Fourth of July, Festival of Lights and various fairs. The waterfront park, which extends from the Assiscunk Creek to Commerce Square, needs to be revitalized and renewed. The design of the park is tired and needs a facelift as well as the introduction of new elements, i.e., landscaping, gardens, band shell, etc. The area at the end of High Street serves as a transition from the downtown to the waterfront. This area, which is essentially a 1.3-acre gravel parking lot, is an untapped resource that could heighten the attractiveness of the downtown area and serve as an anchor for economic development. The redevelopment potential for this area needs to be explored.
- Another primary asset is Burlington's history and the abundance of historical structures and buildings. The City's history extends back to the 1600s when the first European settlers made Burlington Island home. All stages of the development of the United States, which can be traced from North America's colonization, to the American Revolution, to the Industrial Revolution, to post-World War II suburbanization, and to the present, are evident in The City of Burlington. In essence, the City is a living, breathing chronicle of the history of the United States. These tremendous resources need be utilized for the economic growth and revitalization of the City. A clear vision, which capitalizes upon these historic resources, must be developed for the City.
- The City has many organizations and associations whose missions are to improve and enhance the community. Such entities are invaluable. There is a need to *identify and* coordinate these entities to work toward a common, unified vision for Burlington.
- It is assumed that through developing a creative vision and implementation process, Burlington can facilitate the improvement and enhancement of the City, including its waterfront, industrial areas, downtown business area, U.S. Route 130 area, and residential areas.



## *New Policies*

The following new policies are set forth as a guide for the future development of Burlington:

- Strengthening and diversifying the economic composition of the City are priorities. Opportunities for redeveloping vacant and underutilized commercial sites should be identified, and the mixing of compatible uses, i.e., residential, commercial and light industrial with appropriate buffering and parking, should be explored. Upon identifying appropriate mixed uses for specific areas, innovative zoning in the form of overlay zones with conditions should be established.
- Capitalizing on the light rail system, which is under construction and will serve the City at two locations, is crucial. Strategies must be developed to leverage the light rail system as a way to expand economic development in the City.
- Improving and enhancing the City's waterfront are vital to revitalizing Burlington. The undeveloped and underutilized areas along the waterfront must be studied for development potential, and strategies must be developed to capitalize on the waterfront as a way to enhance economic development in the City. Public access to the waterfront should be maintained and enhanced.
- Capitalizing on the City's history is important to preserving Burlington's heritage and achieving economic development and revitalization.
- Enhancing the City's gateways, which include U.S. Route 130, Burlington-Bristol Bridge and Keim Boulevard, and the waterfront, is a priority. These gateways are tired and revitalization is required. Plans for improving the gateways must be developed.
- Improving inter- and intra-city circulation is vital to the economic health of the City. Inefficient road intersections should be identified and improved. Parking in the downtown business district, while adequate at this time, will be impacted by Light Rail. The existing parking lots should be studied and improved and opportunities for new parking areas identified.
- Developing a vision for the future of The City of Burlington is absolutely vital. That vision should provide the guidance needed to prepare a new master plan, amend the zoning ordinance and direct the redevelopment plan. The vision should consider the policies, goals and objectives of this reexamination report.
- Educating residents in the historic significance of the City is vital for revitalization. Through education of this history, the revitalization of the City can be achieved through tourism. The Master Plan should include an Economic and Revitalization Plan for the City.





### *New General Goals*

The following new general goals are set forth as a basis for the new master plan:

#### *Vision*

- Develop a consensus-based, comprehensive vision for the future of The City of Burlington.
- Solicit input from the public, including residents, various community organizations and associations, local businesses and local governmental agencies, in the development of the vision.
- Utilize the vision as the foundation for preparing a new master plan.

#### *Revitalization*

- Develop strategies to strengthen and diversify the City's economic composition.
- Identify areas of the City for mixed-use development.
- Evaluate all areas of the City for development and redevelopment potential.
- Examine ways to capitalize on the light rail system that will serve the City.
- Develop strategies for strengthening the City as a "transit-oriented" community.

- Develop strategies for improving and enhancing the City's waterfront.
- Develop plans for capitalizing on the underutilized gravel parking lot at the end of High Street as an anchor for expanding economic development in the City.
- Examine ways to capitalize on the City's history for achieving economic development and revitalization.
- Pursue State funds and resources to implement the plans for revitalizing the City; capitalize on the "endorsed plan" status for the Route 130/Delaware River Corridor of which Burlington is a part.
- Develop and implement innovative zoning to promote revitalization of the City.
- Develop plans and seek funds for improving the gateways into the City.

#### *Land Use*

- Explore land uses and design guidelines that facilitate the revitalization the City's downtown business district along High and Broad, including the area around the planned light rail transit station stop.
- Investigate adaptive reuses of empty industrial buildings located throughout the City. Business incubator type uses and artisan studios should be explored for possible reuse of the industrial buildings.



Flexible zoning should be created to allow for the reuse of the redevelopment of the industrial areas in the City.

- Explore ways to facilitate the redevelopment of the City's waterfront with a view toward a mix of public open space, residential and commercial development.
- Identify the elements that create the unique character of the various neighborhoods and areas of the City, and develop land use and design themes for these areas in order to preserve and enhance community character and qualities. For example, the downtown business district reflects the traditional central business district that evolved during the late eighteenth and nineteenth centuries in the East Coast of the United States. The City's U.S. Route 130 frontage has the unique character of early post-World War II highway commercial development. The City has many residential neighborhoods that were developed over the City's three hundred years of history.



## D. Circulation Plan

A Circulation Plan was prepared for the City by Litwornia Associates, Inc. coincidental to completion of this TCDI Study. The Circulation Plan's objectives relevant to this study were as follows:

- Establish the functional classifications of the existing roadways
- Enumerate the existing and proposed mass transit facilities
- Enumerate the existing and proposed pedestrian and bicycle facilities
- Designate desired right-of-way widths and cartway widths, including size and number of travel lanes, parking areas and sidewalks for the roadways
- Outline specific improvements and traffic calming measures which will increase the efficiency and effectiveness of the existing circulation facilities, as well as enhance the quality of life of the community
- Recommend a parking program to help alleviate parking problems

### Functional Classifications

The Circulation Element identifies Route 130 as a Principal Arterial road. High Street from Route 130 southbound to Pearl Boulevard is identified as an Urban Collector. Pearl Boulevard within the study area is also identified as an Urban Collector road. Broad Street is identified as a Minor Arterial road and the remaining roads within the study area are identified as Local Streets.



**Photo 7. High Street between northbound and southbound Route 130**

### Speed Limits

The Circulation Element reviewed speed limits for the various roadways in the City. The study concludes that all existing speed limits are satisfactory and no specific changes are recommended.

### Transit Systems

The City contains two light rail stations operated by New Jersey Transit. One station is located along Broad Street, to the west of New Jersey Route 440 (Keim Boulevard) and the other station is located on Broad Street in the Central





Business District just west of the intersection with High Street. The River Line provides light rail transit service from Trenton to Camden along the Delaware River. Connections are provided to New Jersey Transit, Amtrack, SEPTA, and PATCO trains.

The City does not operate its own bus service, however, it is serviced by three New Jersey Transit Route. These are the 409, 314, and 419 routes.

Route 409 services trips between Philadelphia and Trenton with four stops in The City of Burlington. The route enters the City from Salem Road, stops at Keim Boulevard and proceeds onto Broad Street. The remaining stops are at Talbot Street, High Street and Stacy Street. The route then continues on to Trenton.

Route 413 services trips between Philadelphia, Mount Holly and The City of Burlington with one stop in Burlington at Broad Street and Stacy Street. This stop is the end of the route.

Route 419 services trips between Philadelphia, Riverside and the City. This route has the same stops within the City as does Route 409 except the stop at Broad Street and Stacy Street is the end of the route.

### **Rail Crossings**

The light rail system brought a number of at-grade rail crossings to the City along Broad Street. The crossings are signalized but create difficulty for residents due to turn prohibitions and excessive delay due to poor coordination. The Circulation Element recommends that a coordination

study be conducted and that u-turns, now prohibited, be permitted at key locations.



**Photo 8. Light Rail Station on Broad Street**

### **Parking**

A study of the utilization level of available parking within the City was prepared as part of the Circulation Element. A comprehensive citywide parking study was conducted for all municipally owned off-street parking lots. In addition, a study of on-street parking in the vicinity of the CBD light rail transit station was conducted.



### *Off-Street Parking*

Thirty four off-street parking facilities owned by the City were examined. A prior year 2000 study was used as a basis for comparison. The comparison showed that the number of occupied parking spaces was effectively unchanged with an increase from 24% to 25% of available parking spaces. A maximum of 338 spaces out of a total of 1370 spaces were utilized. The new transit lot to the south of the CBD area was not included and at the time of the study and the transit line was not in operation. The study concluded that the parking lots owned by the City provide ample off-street parking.

### *On-Street Parking*

Although the City has numerous off-street at-grade parking facilities, they are extremely land-intensive. In urban areas, such as the City, it is desirable to make provisions for curbside parking to satisfy transient parking needs. Off-street parking is desirable in situations where vehicles will be parked for longer periods of time, such as those for residents and employees of local businesses and offices. The more limited on-street spaces are then open to vehicles that will be parked for shorter periods of time, thus increasing the efficiency of those facilities. Adequate curbside parking within the commercial district is important to maintain in order to encourage patronage of local businesses.

A utilization study was examined along Broad Street at Stacy, High, Wood, Talbot, Washington, Engle, Locust and Lawrence Streets. The study was conducted prior to when the light rail station became operational so a follow-up study would be recommended if parking became a problem after transit ridership increases. The study concluded that evening

residential use of the spaces, especially on Wood and Locust Streets, was the highest usage period. Broad Street and High Street also exhibited a high degree of parking utilization. However, parking regulations in these areas would be expected to maintain the spaces for the adjacent businesses, and the transit station would not be expected to have as much of a severe impact on usage.

### *Permit Parking*

A review of local on-street parking spaces determined that the residential streets in the immediate vicinity of the transit station can be expected to be impacted by the transit station patrons. In order to ensure that residents have priority in utilizing on-street parking adjacent to their residences, a trial permit parking program is underway. Trial programs are underway on Wood Street between Federal and Broad Streets, Mitchell Court, and on West Broad Street, east of Ellis Street.

## **Pedestrian and Bicycle Circulation**

In urban areas where services and goods are available within close proximity to residences, substantial pedestrian traffic is expected. It becomes crucial to the safety of pedestrians and motorists to provide adequate facilities to accommodate pedestrians through sidewalks, crosswalks, and staging areas.

### *Pedestrian Circulation*

A minimum of five feet should be provided for sidewalks on both sides of the cartway. In locations where available right-of-way does not meet the desired minimum, maintenance of



adequate sidewalk width for pedestrians should take precedence over providing curbside parking.

### *Bicycle Circulation*

The study recommends that in order to encourage the use of bicycles, bicycle racks should be installed at all bus stop locations as well as other locations within the City. Bicycle lockers should also be incorporated at the light rail stations for more secure and weatherproof storage of bicycles.

It is generally more desirable that bicycle traffic utilize roadways rather than sidewalks, however, that may prove unsafe, particularly on higher volume roadways. The City should investigate incorporating bicycle lanes on some of its more heavily traveled roadways such as High Street and Broad Street. Dedicated routes may encourage greater use.

### **Delaware River Heritage Trail**

The Delaware River Heritage Trail within the City follows the Delaware Riverfront along the Riverfront Promenade for a one mile stretch through the Central Business District and historic district. To the west of the Burlington Bristol Bridge, the trail follows the riverfront along a one-half mile pathway through Burlington Commerce Square, in front the County YMCA facility.

### **Intermodal Connections**

The Light Rail terminals, bus stops and bicycle racks and lockers will assist in promoting intermodal transportation and connections. This will in turn promote transit oriented development. In order to promote the utilization of

alternative transportation modes, these facilities must provide increased speed, convenience, safety or lower cost than automobiles. The City should continue to monitor these systems to insure that user needs are maintained.

In addition, New Jersey Transit should better integrate its bus and rail service in terms of schedules, stops, layovers, and provision of bicycle accommodations to riders.

### **Quality of Life Improvements**

#### **One Way Street Patterns**

Many of the City's streets do not have the necessary width and right-of-way to accommodate traffic in both directions. One such area is situated to the east of High Street and partially within the study area. In order to promote better circulation, the City will be proposing a one-way scheme:

Wood Street:

One Way North between Federal Street and Broad Street

St. Mary Street:

One Way South between Pearl Boulevard and Broad Street

Tatham Street:

One Way north between Broad Street to Pearl Boulevard





## Traffic Calming

Traffic calming can be achieved through a number of active and passive measures. Active measures include speed bumps, speed humps, rumble strips, diagonal diverters, protected parking, interrupted sight lines and other measures. Passive measures include stop signs, speed limit signs, turn prohibition signs and one way streets.

It is recommended that railroad signal at grade crossings should be eliminated at St. Mary Street and Washington Avenue.



**Photo 9. Bump-outs at High and Broad Street Crosswalk.**



### III. High Street Design

#### A. 400 Block High Street

An element of this study was to develop a plan for the reconstruction of paving, curbs and sidewalks for the 400 block of High Street. The purpose of the project was to replace the existing drive surface that is in very poor condition. In places, the curbs are twelve inches or more in height which is unsafe. The sidewalks are also in poor condition. During the planning of the project, numerous alternatives were developed, including a boulevard scheme for this block of High Street. Lack of support for the boulevard resulted in a more traditional approach. Since the project is located within the High Street Historic District, coordination and approval from the State Historic Preservation Office (SHPO) was required. The SHPO had a number of concerns with the proposed plan including issues with the bump-outs, paving materials, proposed trees, lighting and trash receptacles, but ultimately approval was received. The construction plans for High Street follow. The project includes one bump out in the existing curb line at the Broad Street cross-walk to shorten the pedestrian distance across the street. The existing street has approximately seven trees, all except one of which will be preserved. The one to be removed has wrapped its trunk around the curb line and cannot be saved. The existing concrete curb will be replaced with concrete except where old stone curb is found beneath the concrete. The old stone curb will be preserved, reset and relocated in front of the Burlington County Historical Society offices and in other areas, depending on the amount of stone found. The project will provide a safer and more aesthetically pleasing streetscape. Additional trees will be planted and brick pavers will be located between the sidewalk

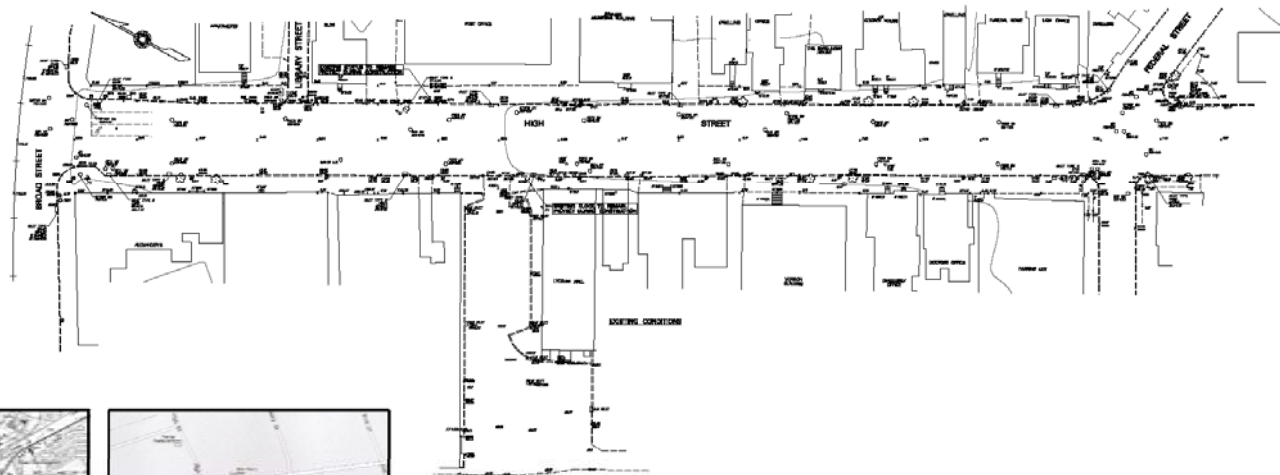
and curb line. Existing 1960's style lighting will be replaced with period lighting available from PSE & G. As of September, 2004, this project is under construction and scheduled for completion by December, 2004.



**Photo 10. 400 Block High Street under Construction**



# HIGH STREET RECONSTRUCTION PROJECT 400 BLOCK CITY OF BURLINGTON BURLINGTON COUNTY, NEW JERSEY




**SCHEDULE OF DRAWINGS**

- 1 COVER SHEET
- 2 SITE PLAN
- 3 DRAINAGE AND GRADING PLAN
- 4 LIGHTING AND LANDSCAPING PLAN
- 5 SIGNAGE AND STRIPING PLAN

SCHEDULE OF APPROVALS		REVISIONS		DATE	
APPROVED BY:	DATE:	NO.	DESCRIPTION	DATE	
JEFFREY P. TAYLOR					

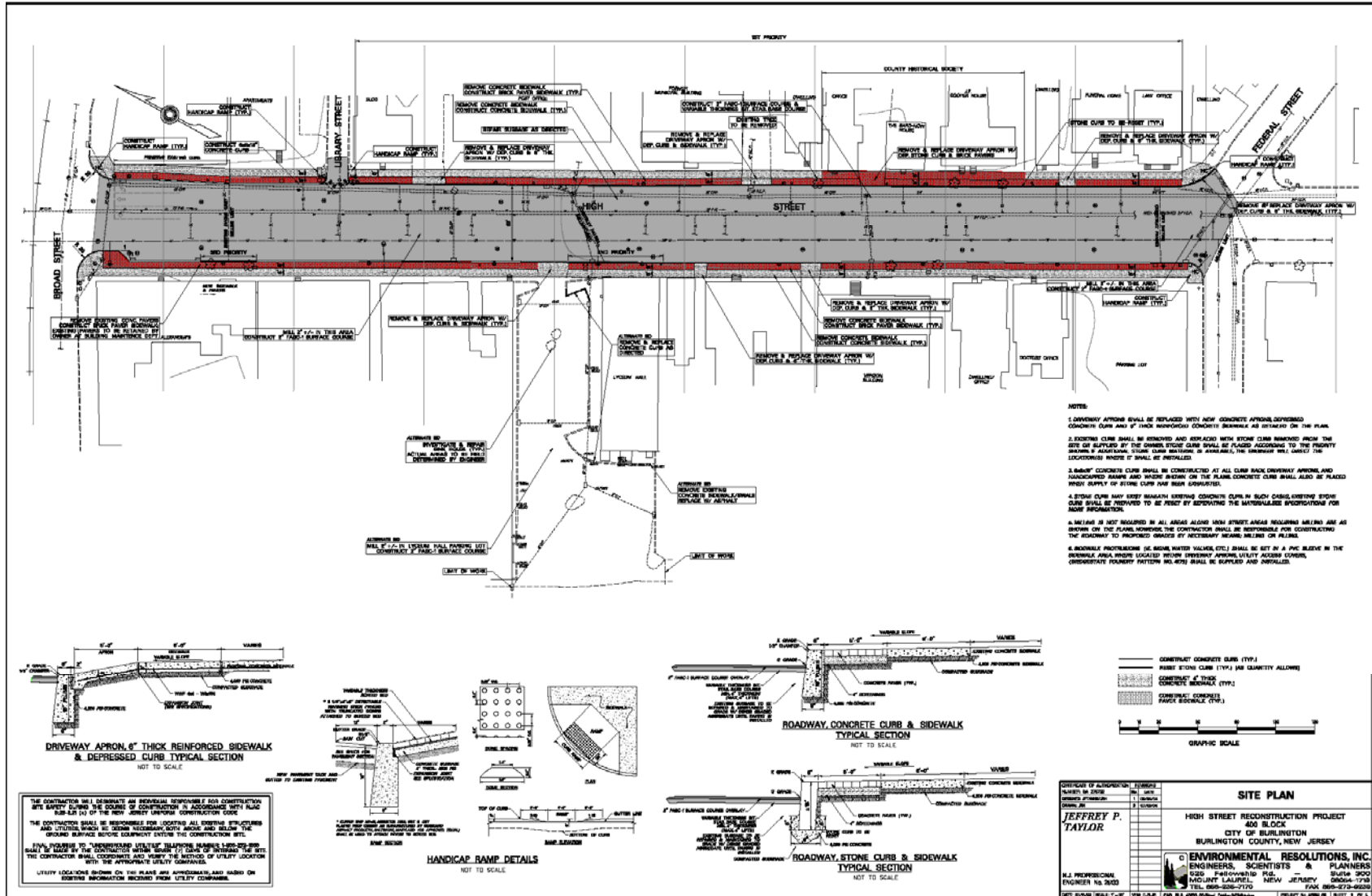
  

COVER SHEET	
HIGH STREET RECONSTRUCTION PROJECT 400 BLOCK CITY OF BURLINGTON BURLINGTON COUNTY, NEW JERSEY	
 <b>ENVIRONMENTAL RESOLUTIONS, INC.</b> ENGINEERS, SCIENTISTS & PLANNERS 520 FELLOWSHIP ROAD, SUITE 300 MT. LAUREL, NEW JERSEY 08054-1738 TEL: 856-226-7170 FAX: 856-273-6528	
PROJECT NO. 08054-1738	DATE: 11/01/08

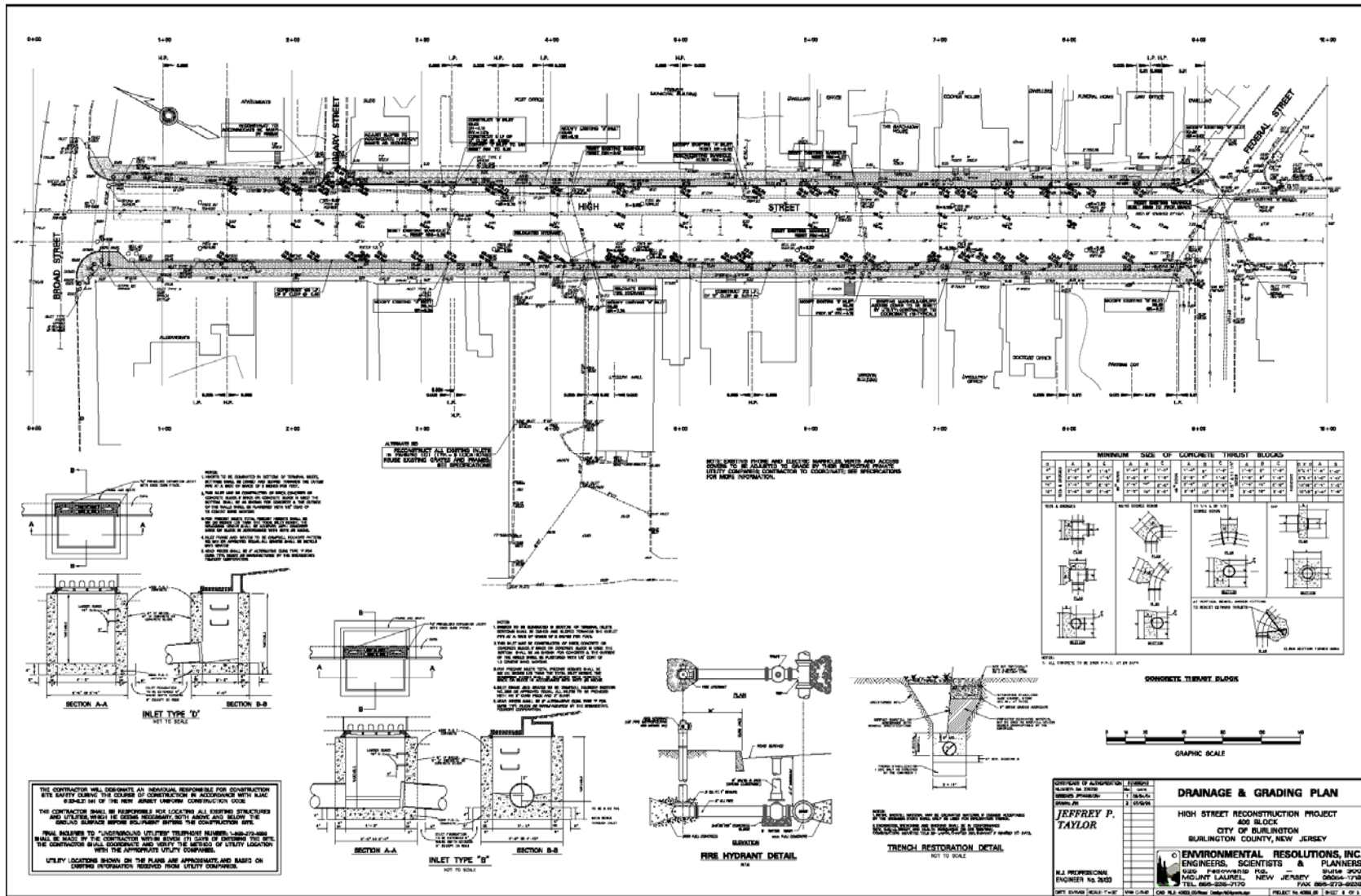


**ENVIRONMENTAL RESOLUTIONS, INC.**  
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MT. LAUREL, NEW JERSEY 08054

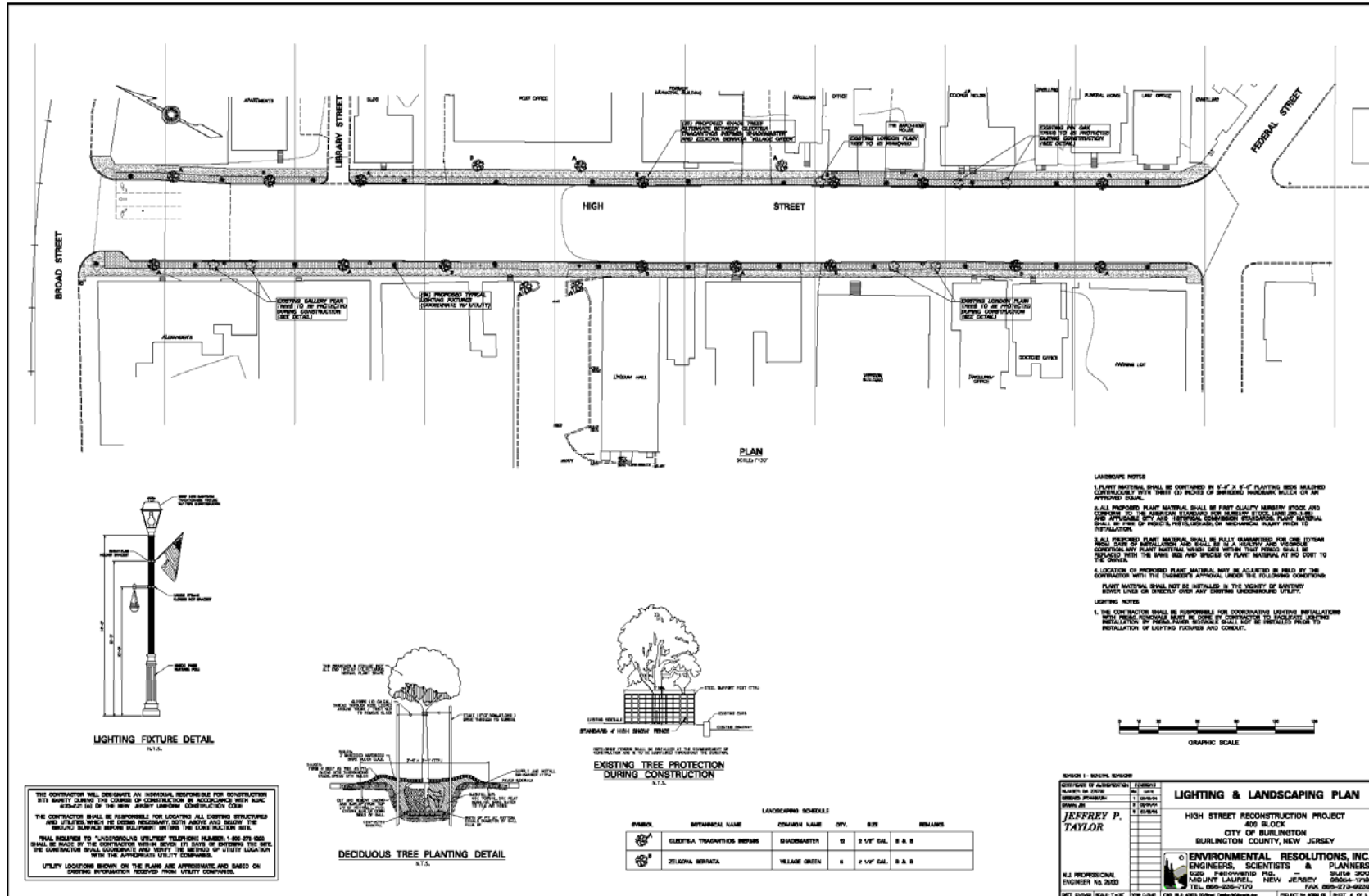




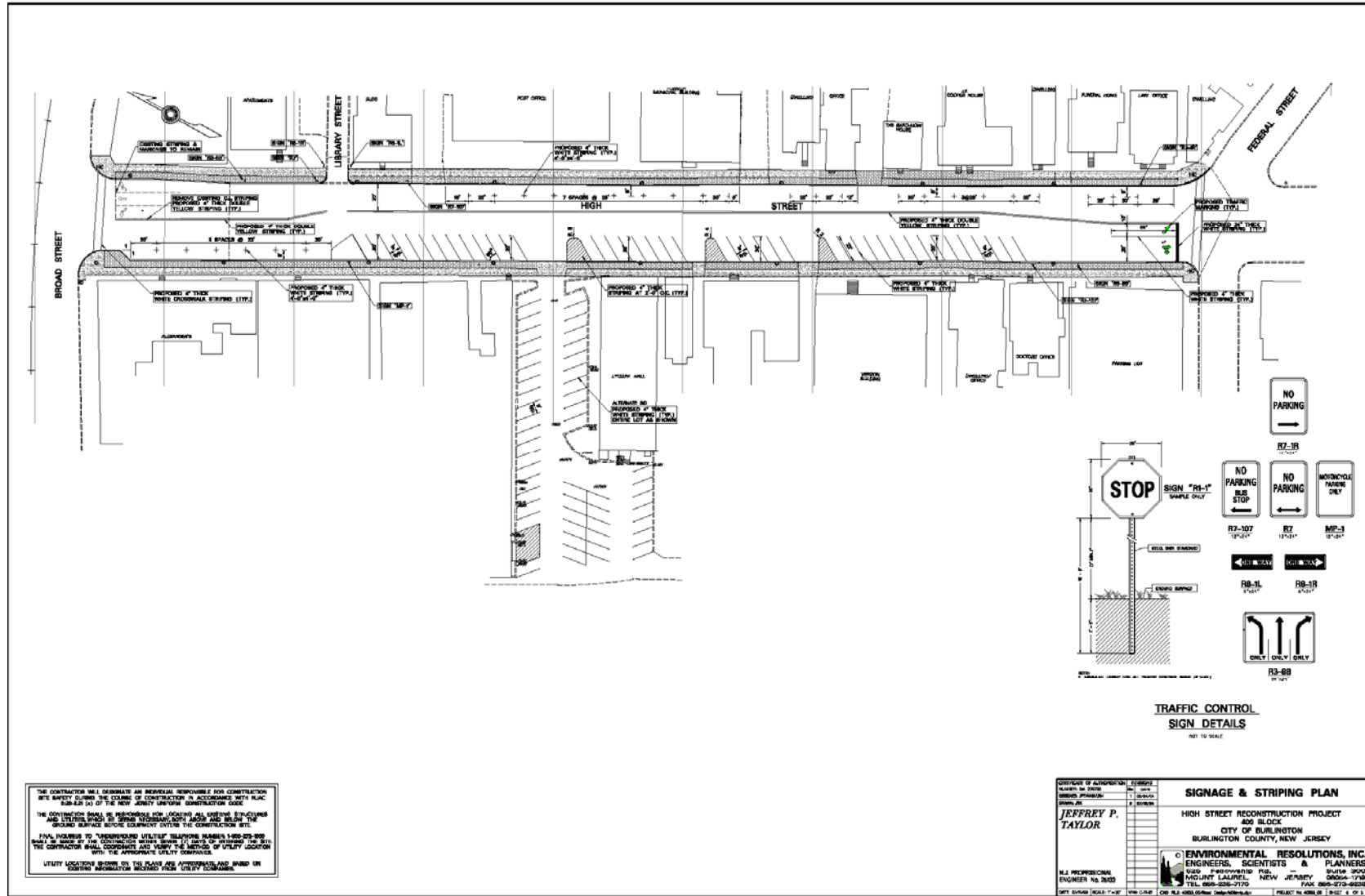
**ENVIRONMENTAL RESOLUTIONS, INC.**  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054



**ENVIRONMENTAL RESOLUTIONS, INC.**  
 525 FELLOWSHIP ROAD, SUITE 300  
 MT. LAUREL, NEW JERSEY 08054







THE CONTRACTOR WILL DESIGNATE AN INDIVIDUAL RESPONSIBLE FOR CONSTRUCTION SITE SAFETY DURING THE COURSE OF CONSTRUCTION IN ACCORDANCE WITH PLAC 808.25 (4) OF THE NEW JERSEY UNIFORM CONSTRUCTION CODE.

THE CONTRACTOR SHALL BE RESPONSIBLE FOR LOCATING ALL EXISTING UTILITIES AND STRIPING WHICH IS BEING RECONSTRUCTED BOTH ABOVE AND BELOW THE GROUND SURFACE BEFORE EQUIPMENT ENTERS THE CONSTRUCTION SITE.

FINAL INQUIRY TO "NEIGHBORHOOD UTILITY SERVICES" NUMBER 438-0328 SHALL BE MADE BY THE CONTRACTOR PRIOR TO THE START OF PROJECT FOR ALL UTILITIES. THE CONTRACTOR SHALL COOPERATE AND VERIFY THE METHODS OF UTILITY LOCATION WITH THE APPROPRIATE UTILITY COMPANIES.

UTILITY LOCATIONS SHOWN ON THE PLAN ARE REFERENCED BASED ON COORDINATE INFORMATION PROVIDED BY UTILITY COMPANIES.



**ENVIRONMENTAL RESOLUTIONS, INC.**  
525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054

## B. Main Street Program

On September 27, 2004, New Jersey Department of Community Affairs Commissioner Susan Bass Levin announced that The City of Burlington was accepted into the Main Street New Jersey Program. The City becomes the 18<sup>th</sup> community in the state and the second in Burlington County to be named a Main Street city. The program which began in 1989 gives merchants and officials in selected cities access to free training and technical assistance for efforts such as marketing, promotions or architectural design work. The program is designed to help city officials attract new businesses by improving the appearance of their business districts.



**Photo 11. Main Street Committee and Local Officials with Commissioner Susan Bass Levin at the Main Street Announcement Ceremony.**

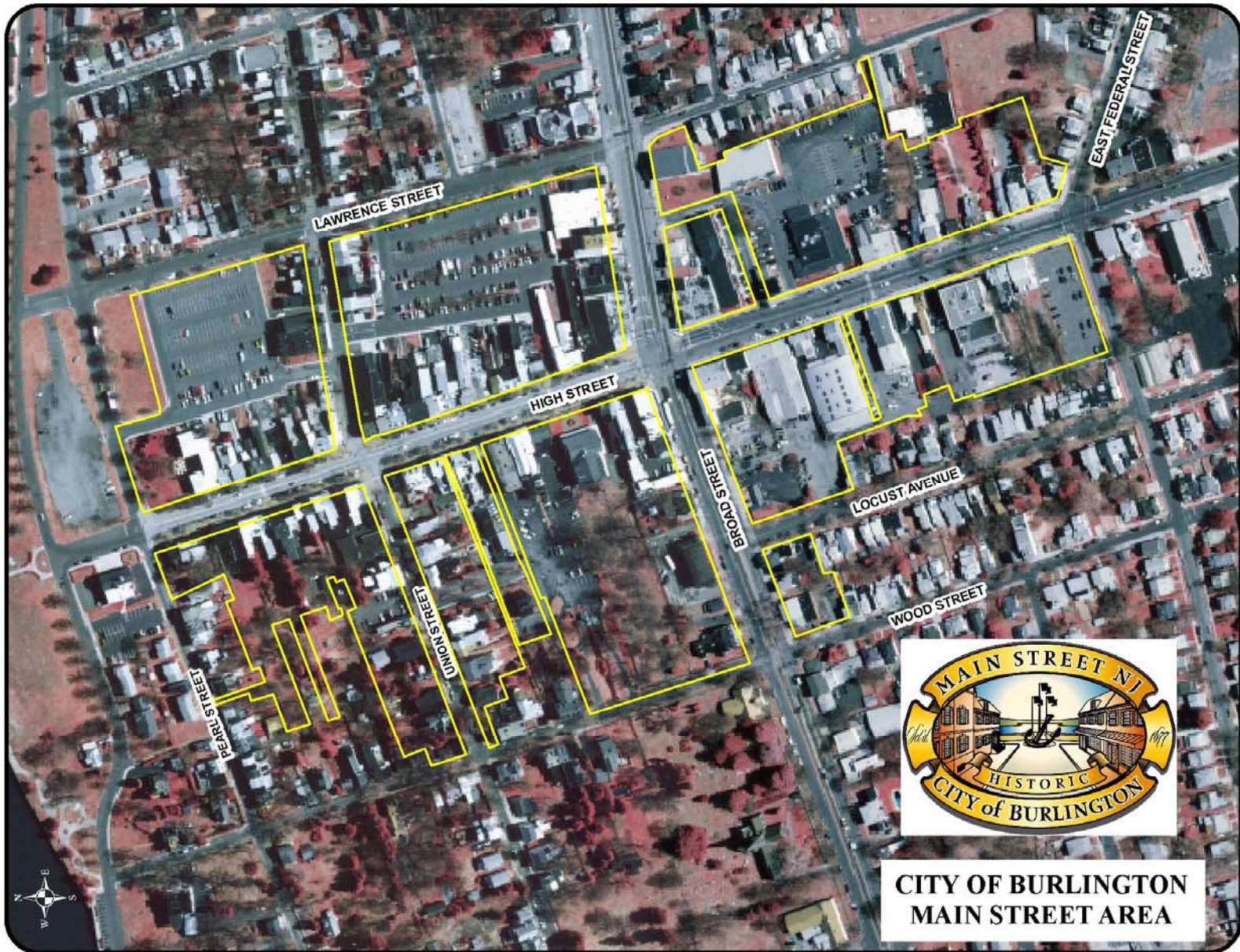
The program helps municipalities throughout the state to improve their economy, appearance and image through the organization of local citizens and resources. It is anticipated that Main Street in Burlington will attract new business and support existing businesses to protect the existing tax base. The benefits Burlington hopes to receive from the program include:

- Protecting and strengthening the existing tax base
- Increasing sales and returning revenues to the community
- Creating a positive community image
- Creating visually appealing and economically viable downtown buildings
- Attracting new businesses
- Creating new jobs
- Increasing investment in the downtown
- Preserving valuable historical resources

Burlington's Main Street area is shown on the following map.







525 FELLOWSHIP ROAD, SUITE 300  
MT. LAUREL, NEW JERSEY 08054



## C. Creating a Walkable Community

Walkable Communities, Inc. is a non-profit corporation that was organized to assist communities to become more walkable and pedestrian friendly. The organization's premise is that:

Walkability is the cornerstone and key to an urban area's efficient ground transportation. Every trip begins and ends with walking. Walking remains the cheapest form of transport for all people, and the construction of a walkable community provides the most affordable transportation system any community can plan, design, construct and maintain. Walkable communities put urban environments back on a scale for sustainability of resources (both natural and economic) and lead to more social interaction, physical fitness and diminished crime and other social problems. Walkable communities are more liveable communities and lead to whole, happy, healthy lives for the people who live in them.

Walkable Communities, Inc. identified twelve key elements for a walkable community. An edited version of these elements from their web site at [www.walkable.org](http://www.walkable.org) is included below.

### 1. *Intact Town Centers*

An intact town center has a quiet, pleasant main street with hearty, healthy stores. The stores are open at least eight hours

a day and include barbers/beauticians, hardware, druggists, ice cream shop, small grocery/deli, restaurants, clothing, and variety shops that attract a range of ages from children to seniors. The town center includes a library and post office.



**Photo 12. Herman T. Costello Lyceum. Burlington's Original City Hall**

### 2. *Residential Densities, Mixed Income, Mixed Use*

In a walkable community there are true neighborhoods. Higher densities exist near the town center with lower concentrations further out. Housing includes mixed income and mixed use. A truly walkable community contains housing where people work. A mixture of housing is provided in even the wealthiest neighborhoods.



### ***3. Public Space***

Walkable communities contain many places for people to assemble, play and associate with others within their neighborhood. The best neighborhoods have welcoming public space within 1/8th mile (700 feet) of all homes. These spaces are easily accessed by all people.

### ***4. Universal Design***

Walkable communities have a healthy respect for people of all abilities, and have appropriate ramps, medians, refuges, crossings of driveways, sidewalks on all streets where needed, benches, shade and other basic amenities to make walking feasible and enjoyable for everyone.

### ***5. Key Streets Are Speed Controlled***

In a walkable community, traffic moves on main street and in neighborhoods at safe, pleasant, courteous speeds. Most streets are designed to keep speeds low. Many of these streets are tree lined, have on-street parking and use other methods that are affordable means to keep traffic speeds under control. There is an absence of one-way couplets designed to flush downtown of its traffic in a rush or flight to the suburbs. In most parts of the nation the streets are also green, or have other pleasant landscaping schemes in dry climates.

### ***6. Streets, Trails are Well Linked***

A walkable community has good block form, often in a grid or other highly connected pattern. Although hilly terrain calls for slightly different patterns, the linkages are still frequent. Some of the newer neighborhoods that were built to cul-de-sac or other fractured patterns are now redesigned with trail connectors to link areas.

### ***7. Design is Properly Scaled***

A walkable community contains most services within ¼ mile (actual walked distance). Neighborhood elementary schools are within a ¼ mile walking radius of most homes, while high schools are accessible to most children (1 mile radius). Most important features (parks) are within 1/8th mile, and a good, well designed place to wait for a high frequency (10-20 minutes) bus is within ¼ to ½ mile.

### ***8. Town is Designed for People***

Walkable communities are designed for people first, cars second. Towns designed for people have investments in plazas, parks, walkways. They rarely invest in decongesting intersections on the far reaches of town. Towns designed for people are tearing down old, non-historic dwellings, shopping plazas and such and converting them to compact, mixed use, mixed income properties.





**Photo 13. Umms Ice Cream Store on High Street**

### ***9. Town is Thinking Small***

The most walkable towns are boldly stepping forward requiring maximum parking allowed, versus minimum required. Groceries and other important stores are not permitted to build above a reasonable square footage. This assures that stores are competitive at a size that is neighborhood friendly. Older buildings are rebuilt in place, or converted to modern needs. Most parking is on-street.

### ***10. In Walkable Communities There Are Many People Walking***

Frequently there are places that look walkable, but no one walks. There is always a reason why. It could be crime or it could be there is no place to walk to, even though the streets and walkways are pleasant. It could be the downtown stores are not open convenient hours. A diversity of those walking and bicycling should be observed.

### ***11. The Town and Neighborhoods have a Vision***

Visionary, master plans provide direction, build ownership of citizens, engage diverse people, and create opportunities for implementation, to get past sticky issues, and deal with the most basic, fundamental, necessary decisions and commitment. There are budgets set aside for neighborhoods, for sidewalks, trails, links, parks. The community no longer talks about where they will get the money, but how they will change their priorities.

### ***12. Decision Makers Are Visionary, Communicative, and Forward Thinking***

A walkable community has a strong majority of leaders who "get it". These leaders know that they are not to do all the work ... but they listen and respond to the most engaged, involved, broad minded citizens. These leaders are purposefully changing and building policies, practices, codes and decisions to make their towns pleasant places for people reinvesting in the town center. The regional government





understands and supports the building of a town center, and is not attempting to take funds from the people at the center to induce or support sprawl. Often there is a charismatic leader on the town board, chamber of commerce or planning board. There is an architectural review team, a historic preservation effort, and overall good public processes.

The City of Burlington already contains many of these twelve elements to make it a truly walkable, viable community. Focus should be concentrated on those elements that are lacking or weak.



**Photo 14. Community identification sign on Pearl Boulevard at High Street**



**Photos 15 and 16. Burlington's Downtown High Street**



#### IV. Gateway Improvements

The final element of this study is to develop signage along U.S. Route 130 to encourage and entice traffic into the Downtown. The heavy volume of traffic that flows along Northbound and Southbound Route 130 is a missed opportunity. Typical of Route 130, there are State and County directional signs, speed limit signs, and on-site retail signs that only advertise the store or merchandise sold on that particular site. The City needs to advertise along this heavily traveled route that there is an exciting, well-kept secret awaiting them in the Downtown.

The new Walgreens site along Northbound Route 130, west of High Street provides an excellent opportunity to attract northbound traffic to the downtown. This site has attractive landscaping and a grass strip on which a Welcome to Main Street, City of Burlington sign could be placed. In keeping with the theme signs throughout the City's various neighborhoods, the signage shown in Photo 17 is proposed. A similar sign could be situated along Southbound Route 130 in a landscaped strip east of the right turn onto High Street from Route 130 at the Amoco near Lawrence Street.

The main gateway sign would be situated in the location of the existing seasonal banner on High Street at Route 130. The existing sign consists of two steel posts with wire spanning the posts. Seasonal banners are strung across the wire to announce events such as the Wood Street Fair and Tour de Sol, as well as Red Cross, Burnt Cork, Rotary, and Kiwanas events.

The proposed sign would expand upon the seasonal banner theme with a permanent structure identifying the Historic City of Burlington. The sign would include lights and posts

as shown on the sketches on the following pages. One sign shows sketches of the historic buildings in the downtown and the other is plain. Seasonal banners would announce City-wide events. The Fun Events Year 'Round banner would be in place when there are no seasonal events to advertise.

The City should also consider extending their holiday lights that envelop the trees in the 200 and 300 blocks of High Street down to the 400, 500 and 600 blocks. The trees are lit with non-blinking white lights that attract visitors and residents into the downtown. The gateway sign with year-round tree lighting would provide an attractive entranceway into the City.



**Photo 17. Proposed Welcome to Main Street on northbound and southbound Route 130.**













**Route 130 and High Street Gateway Before.....**

**And After.....**



## V. Recommendations and Implementation

Recommendations for implementation of the activities proposed in this Transportation and Community Development Initiative Study include the following:

Attract people to the area by creating attractive neighborhood commercial, office/professional and artisan gateway areas visible from the Light Rail cars on either side of Broad Street.

Attract people to the Downtown from Route 130 by creating Gateway signage on Northbound and Southbound Route 130 and at the entrance to High Street from Route 130.

Continue the holiday tree lighting throughout the High Street area on a year-round basis.



**Photo 18. Holiday Lights on High Street at Broad.**

Take full advantage of the City's recent designation into the Main Street Program.

Continue Redevelopment efforts throughout the City, particularly in the vicinity of the Gregory's site on Engle Avenue, on Tatham Street, at the Historic Water Works and in the area on Locust and West Broad.

Rezone areas along Broad Street to an "Avenue of the Arts" theme, attracting artisans that live, work, and display their wares in their shops.

Reposition the City's financial base by promoting the development of new middle and upper income housing.

Take advantage of the Urban Renewal Area parcels that are vacant or underutilized. Develop these parcels into productive, attractive uses that expand upon the existing retail opportunities in the downtown.

Continue preservation of the City's historic downtown areas, including commercial and residential buildings and structures.

Fully realize the downtown area's potential to become a commercial and tourist attraction capitalizing on the City's history and location on the Delaware River.

Further enhance the City's waterfront to become an improved recreational and tourist attraction. Prepare and implement a plan to renovate and upgrade the waterfront park and surrounding area.

Prepare and implement design standards for improving the downtown area and waterfront aesthetics.





Continue to rehabilitate the City’s housing stock. Expand rehabilitation programs. Explore new funding sources and expand existing funding.

Provide adequate parking in strategic locations to accommodate commercial and tourist activities. Ensure that such facilities and pedestrian linkages to them are aesthetically pleasing.



Capitalize on the anticipated tourist trade to the downtown historic area of the City of Burlington by providing goods and services that serve the tourist trade and become a destination for tourists and entertainment. Further, capitalize on the patronage that the light rail transit system brings to the City.

Create a destination at the foot of High Street, such as a marina with related services, that takes advantage of the open space, riverfront location, and business district.

