

APPENDIX A

Public Outreach Plan

PUBLIC OUTREACH PLAN

OVERVIEW

Purpose

South Jersey Transportation Planning Organization (SJPTO) selected a consultant team to develop a Maurice River Corridor Study to enhance opportunities for ecotourism and trails and guide the maritime industry's anticipated growth in the Maurice River Corridor. This corridor includes the municipalities of Maurice River Township, Commercial Township, the City of Millville and the City of Vineland, all located within Cumberland County, New Jersey. This is referred to as the study area.

The purpose of the Maurice River Corridor Study is to promote beneficial, sustainable economic development that utilizes the river as an amenity while preserving and enhancing its ecological integrity and assets. This effort will lay the groundwork for the future connectivity of Cumberland County into the more extensive South Jersey Trails and Circuit Trail networks. The goal of this study is to develop both high-level planning recommendations, as well as various implementation strategies for the Maurice River Corridor.

To maximize public input, this Public Outreach Plan explains the approach to include stakeholder and public input into the development of this study. This study will aim to engage a diverse range of stakeholders, businesses, and residents realizing the diversity in availability, income, language barriers, and access to technology and an automobile. For this reason, the Public Outreach Plan provides for a diverse set of engagement techniques and public engagement forums to ensure the planning process reaches the public across the river corridor, inclusive of all ages, races, genders, income levels, and abilities.

The Public Outreach Plan includes the following sections:

- Project Team
- Advisory Committee
- Focus Groups
- Public Engagement
- Promotion and Online Engagement
- Overall Engagement Schedule

Project Segmentation

To help understand how diverse the population is for the study area and therefore which engagement techniques and public engagement forums may be required during the planning process, this plan includes a summary of economic and demographic conditions below. For a full analysis, please refer to the Economic and Demographic Conditions Memorandum which is an appendix of the Maurice River Corridor Study.

- The 2022 median age in the study area as well as Cumberland County was identical at 38.5 years.
- The percentage of White population is higher in the study area compared with both Cumberland County and the State overall. The African American population percentage is also higher in the study area than in Cumberland County or New Jersey as a whole.
- At 16.7%, the Hispanic population in the study area is much lower than the proportion of the population that is Hispanic in Cumberland County as a whole (almost 35%).
- The 2022 median household income in the study area and the County were similar at \$60,623 and \$60,503 respectively, but only two-thirds of the statewide median (\$93,666).
- More than 6,000 workers who live outside of the study area commute into these three jurisdictions for work. Nearly 11,500 study area residents commute to employment outside of these communities. An additional 2,785 people both live and work within the study area.

The Public Outreach Plan provides tailored approach to public engagement for the study’s population segmentation groups, identified as follows.

Population Segmentation Groups	Targeted Public Engagement Approach
Hispanic Population	Interpretation services*
Populations that work outside the study area and therefore may have trouble attending in person meetings	Online survey and weekend event

*Spanish Translation:

- Online Survey
- Standalone Executive Summary of the Maurice River Corridor Study
- At least one public engagement event with a Spanish-speaking facilitator available

PROJECT TEAM

The Project Team is led by SJTPO and Cumberland County with support from a professional consultant team comprised of the following firms:

- Michael Baker International, Inc. (Lead/Prime Consultant)
- Res Advisors (Sub-Consultant)

The primary staff members for the Project Team are listed below.

Organization	Name	Title
SJTPO	Taylor Waymire	Project Manager
SJTPO	Jennifer Marandino	Executive Director
SJTPO	John Peterson	Subregional Program Specialist
Cumberland County - Department of Planning, Tourism, and Community Affairs	Matthew Pisarski	Planning Director
Cumberland County - Department of Planning, Tourism, and Community Affairs	Elena Gable	Assistant Planning Director
City of Vineland	Kathie Hicks	Supervising Planner
Michael Baker International, Inc.	Brittany Dremluk	Client Project Manager
Michael Baker International, Inc.	Jessica Jahre	Planning Manager
Michael Baker International, Inc.	Hannah Clark	Community Planning Manager
Michael Baker International, Inc.	Anthony Durante	Transportation Planner
Michael Baker International, Inc.	Daniel Gilkeson	Planner
RES Advisors	Elizabeth Beckett	President
RES Advisors	Kate Neuman	Associate

Meetings

The Project Team meets biweekly to discuss the overall project workplan execution and status and to prepare for upcoming planning tasks, meetings, and key deliverables. These meetings typically take place on Thursday from 1:00 – 2:00 pm via Microsoft Teams.

Workflow

All materials prepared by the consultant team are reviewed by the Project Team before release to the Advisory Committee and the public. The biweekly team meetings serve as a touch point for document review.

ADVISORY COMMITTEE

The Advisory Committee, comprising a Technical Committee and an Interagency Team, informs, provides guidance, suggests stakeholders to engage, and collaborates with the Project Team in the development of the study. The Interagency Team advocates for implementation and is a resource for local knowledge and information sharing. This Interagency Group includes local leaders in each of the study area municipalities, civic groups, nonprofit and advocacy groups, regulatory agencies, local and County Planning Boards, historical groups, and tourism organizations. The following table lists members of the Advisory Committee.

Organization	Name	Title
Maurice River Township	Ken Whildin	Mayor
City of Millville	Ray Compari	Administrator
Cumberland County Improvement Authority	Kim Ayres	Senior Vice President, Economic Development
Cumberland County - Department of Planning, Tourism, and Community Affairs	Elena Gable	Assistant Planning Director
Cumberland County - Department of Planning, Tourism, and Community Affairs	Matthew Pisarski	Planning Director
City of Vineland	Kathie Hicks	Supervising Planner
South Jersey Transportation Planning Organization	Jennifer Marandino	Executive Director
South Jersey Transportation Planning Organization	John Peterson	Subregional Program Specialist
South Jersey Transportation Planning Organization	Jenna Monaghan	Planner
Cumberland County Board of County Commissioners	Doug Albrecht	Commissioner Director
City of Millville	Wayne Johnson	City Engineer
FEMA	Meghan Wren	Planner
City of Millville	Barbara Fegley	Municipal Planning Consultant
Atlantic Capes (oystering)	Barney Hollinger	Special Projects Manager
Whibco (sand mining)	Wade Sjogren	President
Citizens United to Protect the Maurice River and Its Tributaries	Karla Rossini	Executive Director
New Jersey Conservation Foundation	Rob Ferber	Regional Manager, Delaware Bay Watershed

Meetings

The Advisory Committee meetings will meet four (4) times over the 12-month planning process. The meetings will be hybrid, some meetings in person and some virtual. These meetings will not be open to the public. The meetings will be held as the planning process hits project milestones, beginning in June 2023. During plan development, a several months break in meetings may occur as the plan is being drafted in written form. The Advisory Committee meeting topics will include the following:

- Meeting #1: Introduction, Visioning, and Study Kickoff (Summer 2023)
- Meeting #2: Existing Conditions, Opportunities, and Constraints (Fall 2023)
- Meeting #3: Review Preliminary Concepts (Winter 2023)
- Meeting #4: Present Final Study (Spring 2024)

After each meeting, a meeting summary distributed to Advisory Committee members.

FOCUS GROUPS

The Project Team will host two (2), one-hour focus group sessions with stakeholders in the Summer of 2023. After meeting with the Advisory Committee, the Project Team compiled a list of stakeholders to invite to the focus group meetings. The organizations identified as potential stakeholders include the following organizations:

- Maurice River Bluffs Preserve (TNC)
- Maurice River Township Heritage Society
- New Jersey DEP, Bureau of Land Management
- Cumberland County - South Jersey Economic Development District
- New Jersey Audubon
- Pinelands Preservation Alliance
- Partnership for the Delaware Estuary
- Discover Delaware Bay
- American Littoral Society, Delaware Bay Watershed
- Wheaton Arts and Cultural Center
- Glasstown Arts District
- Bayshore Center at Bivalve
- Al & Sam's Canoe & Kayak Rental
- New Jersey DEP, Green Acres Program
- Visit South Jersey
- National Park Service
- American Rivers
- Natural Lands (owners of Peek Preserve)
- The Union Lake Sailing and Tennis Club
- Ducks Unlimited South Jersey Chapter
- Laurel Lake Property Owners Association and Club (they host triathlons and boat races)
- NJ Federation of Sportsmen, Cumberland County Chapter
- South Jersey Kayakers
- Good Sports Gun Club
- South Jersey Bass Club Association
- Spring Garden Marina
- Long Reach Marina
- Boat World
- South Jersey Saltwater Anglers
- Bonanza II
- Maurice River Cruises
- Natural Lands (owners of Peek Preserve)
- South Jersey Land and Water Trust
- USDA
- Rutgers Haskin Shellfish Research Lab
- Millville Historical Society
- Vineland Historical Society
- Barn Studio of Art
- City of Vineland Environmental Commission
- New Jersey Department of Transportation South Region
- New Jersey Department of Transportation, Bayshore Heritage Scenic Byway
- South Jersey Transportation Authority
- Cross County Connection
- New Jersey Bike and Walk Coalition
- Delaware Valley Regional Planning Commission (DVRPC)
- South Jersey Wheelman
- Jersey Off Road Bicycle Association (JORBA)

Meetings

The first focus group is focused on transportation and connectivity and the second is focused on heritage tourism. Both meetings will take place in July 2023. The goals of each of these focus groups are included below:

- **Focus Group #1: Transportation & Connectivity.** The goals of this focus group include discussing strategies for increasing public access to open space and community assets, pedestrian and bikeway connectivity, traffic calming and safety, vehicular access, and enhancing overall circulation in the corridor.
- **Focus Group #2: Heritage Tourism.** The goals of this focus group include discussing emerging open space opportunities, tourism facilities and destinations, new industries, historic preservation efforts, and the local tax system and regulatory environment. Also discuss strategies for preserving and protecting natural, cultural, historic, and recreation resources, ecological restoration, and initiatives that promote sustainable economic development and resilient development.

The intent of the focus groups is to gain input on additional stakeholders to engage and add information to the existing conditions, opportunities, and constraints maps.

PUBLIC ENGAGEMENT

The Project Team is committed to engaging the public throughout the planning process. Accordingly, public engagement will be start at the beginning of the planning process. The dates/times for public events will be determined by the Project Team in consultation with the Advisory Committee and included in the Maurice River Corridor Study.

Public Outreach Schedule

Phase	Public Engagement Events
<p>Awareness: The Project Team will attend a community event to raise awareness of the study and how to be involved in the planning process. The community event, known as Mauricetown Riverfest, is an all-day festival in celebration of the Maurice River and the culture found along the river system. The Project Team an informational booth with hard copies of a promotional handouts and the survey (discussed in Promotional and Online Engagement section).</p>	<ul style="list-style-type: none"> • Mauricetown Riverfest 9/16/23
<p>Learn: The Project Team will engage the public to learn about the issues/challenges facing the corridor today and in the future. The topics/concerns shared by the public will shape the focus areas of the study.</p> <p>The Project Team will facilitate a public open house and use a series of maps of the study area so the public can write or use dots to write comments or suggestions for connectivity improvement, most liked places, least liked places, and traffic and pedestrian hotspots. Public feedback will used to develop the detailed concept illustrations for trail development and connectivity in and along the Maurice River Corridor.</p>	<ul style="list-style-type: none"> • Public Meeting #1 (Fall 2023) • Online survey (Fall 2023)
<p>Collaborate: The draft study will be shared with the public through a public meeting to gather final public feedback and input on the trail development and connectivity concepts along the Maurice River Corridor.</p>	<ul style="list-style-type: none"> • Public Meeting #2 (Winter 2023)

The two public meetings will be held geographically in the center of the study area (City of Millville). The Cumberland County Planning Department offered to host both public meetings at their office, which has a room that can accommodate a public gathering. The format of public events will be determined by the Project Team in consultation with the Advisory Committee and included in the Maurice River Corridor Study. Generally, public meetings are anticipated to include a short public presentation, open house format with stations to view/discuss different topics/elements of the plan, and ample opportunity to ask questions and engage with the Project Team.

The goal of the first public meeting is to learn about the challenges facing the corridor and discuss potential strategies/projects the public would like to see developed in the future. The strategies/projects should expand to not only address the identified challenges but also advance the goals of this study, such as developing strategies for recreation and future greenway connectivity, ecological restoration, and initiatives that promote economic development. The target audience are people that live and/or work near the Maurice River Corridor with an inclination to use the river for recreation.

The goal of the second public meeting is to share the proposed strategies and projects to receive public comment and feedback. The target audience are people that live and/or work near the Maurice River Corridor with an inclination to use the river for recreation.

Notification

All public engagement opportunities and events will be widely advertised using a variety of media tools to maximize participation. All events will be advertised at least two weeks in advance of the event date.

PROMOTION AND ONLINE ENGAGEMENT

The Project Team understands print and online promotion is critical to reaching a wide range of residents and stakeholders in the planning process. The Project Team will use the following tools:

1. Direct Email Distribution
2. Print Materials (select events)
3. Online Survey

Michael Baker will be responsible for developing the copy (text) for all promotional materials and social media posts, as well as project management activities to oversee public engagement.

Direct Email Distribution

The Project Team will collect email addresses from stakeholders and interested citizens throughout the planning process to send updates on public meetings, a link to the online survey, and the draft study once it is ready for public comment and feedback.

Print Materials

Promotional hardcopy handouts will be developed to encourage participation in the public input activities. These printed materials will contain project information such as the date of the first public meeting and a link and QR code to the public survey. Examples may include a handout or postcard for distribution at the Mauricetown Riverfest event.

The Project Team will also supply hard copies of the public survey (in both English and Spanish) and bring them to the Mauricetown Riverfest event on September 16, 2023.

Online Survey

Online surveys provide the opportunity to gather input over the course of the study without the need to attend a meeting or gather in a large group at a specific date, time, and location. The target audience is community residents and businesses in the study area and those who typically may not attend traditional public meetings including families, teens, people with busy work and travel schedules, and non-English speakers. There will be two online surveys available to the public: one in English and one in Spanish.

The survey would be designed to take between five and seven minutes to maximize response rates and public input. It is anticipated that the SJTPO and Cumberland County will assist with the survey distribution through their websites.

OVERALL ENGAGEMENT SCHEDULE

The overall schedule for public engagement mentioned in this Public Outreach Plan is included below.



APPENDIX B

Public Engagement Summary

MEMORANDUM

To: Jenna Monaghan
Project Manager
South Jersey Transportation Planning Organization

From: Brittany Dremluk, AICP, PP, LEED Green Associate
Michael Baker International

Date: May 31, 2024

Subject: Maurice River Corridor Study - Public Engagement Summary Memorandum

Introduction

The South Jersey Transportation Planning Organization (SJTPO) is partnering with Cumberland County to develop a Study for the Maurice River Corridor. SJTPO selected Michael Baker International, Inc. (Michael Baker) to help with the development of this study. The goal of this effort is to identify opportunities for ecotourism, trails, and economic development while continuing to protect and enhance the river as an environmental, economic, and recreational resource. The final Study will include short and long-term planning recommendations and actionable implementation strategies for future greenway connectivity, ecological restoration, and initiatives that promote economic development.

A strong planning process and engagement plan is a key factor for the success of a project. Throughout the development of this study, Michael Baker involved Maurice River Corridor communities and stakeholders in order to promote awareness of the study and its goals, as well as generate public feedback to further understand local issues through identification of opportunities and concerns as they relate to the Study. As part of the public engagement process, the Project Team created an Advisory Committee, hosted two focus groups, attended a community event, held two public meetings, and distributed a public survey.

This memorandum includes a summary of all public outreach conducted throughout the Study including Advisory Committee meetings, focus group meetings, the public survey, and public meetings. Key findings in the form of identified opportunities and concerns is summarized for each outreach strategy. Full survey results including charts and tables are attached as **Attachment 1: Summary of Maurice River Corridor Survey Results**. **Attachment 2: Meeting Materials** includes sign-in sheets (for in person meetings only), meeting minutes, and the PowerPoint presentation for each meeting.

Public Engagement Covered in this Memorandum:

1. Advisory Committee
 - Meetings Summary
 - i. Key Opportunities and Concerns
2. Focus Groups
 - Transportation and Connectivity Focus Group
 - Key Opportunities and Concerns

- Heritage Tourism Focus Group
 - Key Opportunities and Concerns
- 3. Public Outreach
 - Survey Overview
 - Key Findings
 - Public Meetings

Appendices:

- A. Complete Survey Results
- B. Comprehensive Meeting Minutes

1. Advisory Committee

The purpose of the Advisory Committee is to inform, provide guidance, and collaborate with the project team throughout the development of this study, as well as to provide a resource for local knowledge and information sharing. Members of the Advisory Committee were identified in partnership with the client, including local leaders in each of the primary focus municipalities, civic groups, nonprofit and advocacy groups, regulatory agencies, local and County Planning Boards, historical groups, and tourism organizations.

Kick off Meeting

The Advisory Committee kick-off meeting took place virtually on June 15, 2023. The meeting consisted of a project overview as well as a brainstorming session of strategies. Discussion was centered around the use of a Miro Board so that attendees could attach their brainstorming comments to specific locations on a map of the Maurice River Corridor.

Topics discussed included overall river accessibility and specific access points, recreational outfitters and equipment, the history of the area, swimming areas, traffic and transportation, and compatibility of “competing uses.” The meeting ended with an overview of the public outreach strategy and identified next steps.

Advisory Committee Meeting #2

The second Advisory Committee meeting took place on September 27, 2023, at the Cumberland 4H Extension Center and online on MS Teams. The meeting consisted of a project update and overview of the work completed up to that point including existing conditions and transportation and economic analysis findings. The economic analysis was conducted by subconsultant RES Advisors. Discussion at this meeting centered on the economic analysis as well as other projects ongoing around the County.

Key Opportunities and Concerns

Significant or notable findings which emerged from the two Advisory Committee meetings are identified below. These have been categorized as either an opportunity or a concern and have been grouped thematically.

Opportunities

- Accessibility
 - Maurice River Township has acquired property near the bridge and has engineers looking at the site’s potential as a boat launch.

- There are lots of recreational opportunities for experienced users who have their own equipment.
- North of Norma is a nice beach along the Maurice River called Alliance Beach. As of now, public access to the beach is informal but the county is in contact with the owners. There could be potential to formalize access.
- Balancing the natural resources with the commercial and working economy
 - For example, Maurice River Township has strong economic development potential at historic resource sites like the Old Dell Bay Shipyard. This could be an amazing opportunity for a site that builds on the history of the river as a working waterway.
 - Bivalve also has its charm related to commerce, along with miles of walkways for birding and natural resource enjoyment. It was noted that there are only so many places you can go and see a working waterfront.
- Connectivity
 - There is potential long-term opportunity for regional connections through the shore area. The Study should link into and use the DVRPC circuit trails network- through Hammonton.
- Storytelling
 - Potential of creating a story map for the Bayshore Heritage Scenic Byway with Salem, Cape May, and Cumberland counties (similar to existing Pinelands story map - <https://storymaps.arcgis.com/stories/2c6836321fb84f519df7a92f10db3f00>). This tool could promote public understanding and identify places of sustainable recreational use through images, maps, and background information for users to navigate and learn about the Bayshore Heritage Scenic Byway.
- Economic
 - Looking at commuting patterns, many people come into the Corridor for work. There is potential to involve that population into any plans. They could become a base that would use amenities or visit businesses.
 - There is a cluster of tourism supporting businesses around Millville such as lodging, food and restaurant businesses, and shops. The marine industry is centered around the Bayshore and mouth of the river. There is potential to build upon the existing concentrations of population and economic industry in these areas of the Corridor to better serve visitors who are using the river for recreation and tourism.

Concerns:

- Accessibility
 - Many access points along the River are informal or dilapidated.
 - Besides Mauricetown, there is limited access to the River for recreation along Commercial Township's border. The existing development in Commercial Township is vulnerable to flooding.
 - There is a lack of outfitters in the Corridor, especially south of Union Lake. For beginners, renting equipment, such as kayaks, paddleboards, fishing gear, etc., from outfitters is often how people get begin a hobby.
 - Union Lake used to have a swimming beach but has been shut down due to water quality issues from geese and run off. Deterring geese with landscaping could create and reestablish an area for swimming.
 - There is the impression that barge companies are taking over the area near the mouth of the River, making it harder to access the river and closing existing ramps/access points.

- Traffic
 - Truck traffic in the region has been an ongoing issue/challenge, especially in Port Norris. Speeding is an issue, particularly on CR 553. There is the impression that state police aren't addressing the issue.
 - Boat traffic is also an issue. Larger boats turning around in the River occurs as far north as Dorchester.
- Amenities
 - Restaurants and bathroom facilities are especially needed in lower portion of the River. This concern has been echoed directly from tourists who visit the area. This is both a frustration and a need for visitors, as there is no place for them to spend their money on things that are typical for a day trip.
- Economic Sustainability
 - There is very little density along the corridor, especially towards its southern end, creating the issue of how to provide necessary support to sustain businesses in this area.
 - The population of the Corridor is declining and aging, requiring the economic energy necessary to sustain businesses to come from the outside.

Advisory Committee Meeting #3

The third Advisory Committee meeting took place on February 29, 2024, at the Cumberland 4H Extension Center and online on MS Teams. The purpose of this meeting was to present the regional recommendations and draft design concepts to the Advisory Committee, while also providing an update on the schedule and stakeholder and public outreach conducted since the last meeting. The Advisory Committee provided helpful comments to the recommendations and concepts during the meeting and had two weeks following the meeting to provide comments, which generated over 60 additional comments. After this meeting, the Project Team updated the regional recommendations and design concepts to address the Advisory Committee's comments (located in Appendix B: Public Engagement Summary).

Advisory Committee Meeting #4

Prior to the fourth Advisory Committee meeting, the Project Team emailed the draft study to the Advisory Committee. The meeting took place on May 22, 2024, at the Cumberland 4H Extension Center and on MS Teams where Project Team gave an update on the schedule, reviewed changes to the report since the last meeting, and provided takeaways from public meeting #2. After providing an update on the study, Advisory Committee members had the opportunity to voice questions and concerns on the draft study. Following this meeting, the Project Team made final revisions to the design concepts to integrate their feedback.

2. Focus Groups

The Project Team hosted two focus groups centered around specific topics relevant to the project: "Transportation and Connectivity" and "Heritage and Tourism." Invitees to the focus groups were identified by the Advisory Committee and consisted of stakeholders which had not been engaged at this point in the project. These focus groups served as a resource for the project team to more fully understand local issues and areas of concern that could be further explored at a public open-house event.

Heritage Tourism Focus Group

The focus group for Transportation and Connectivity took place on July 26, 2023, at the Cumberland 4H Extension Center. The meeting consisted of a brief project overview followed by a brainstorming session of strategies. Participants included representatives from the South Jersey Economic Development District, NJ

Fish and Wildlife Service, Rutgers' Haskins Research Lab, the American Littoral Society, and local businesses. A full list of participants can be found in **Attachment 2: Meeting Materials**.

Key Opportunities and Concerns

Significant or notable findings which emerged from the Heritage Tourism Focus Group are identified below. These findings have been categorized as either an opportunity or a concern and have been grouped thematically.

Opportunities

- Proximity to residential areas
 - One benefit of the Maurice River Corridor is that it's close to residential areas. This presents connectivity opportunities as well as a built-in user base for any recreational projects.
- Connectivity
 - Future studies could look at improving access to the tributaries of the Maurice such as the Manumuskin River. Parts of this river are included in the Maurice Wild and Scenic River designation.
- Resiliency Projects
 - Rutgers Haskins Lab is working on living shorelines and nature-based solutions to coastal erosion and flooding with the Partnership for the Delaware Estuary along the Maurice River. Living shorelines could be prioritized as a solution and offer an educational opportunity to visitors.
 - There is a multi-agency project being developed to address the loss of saltmarsh on the East side of Matt's Landing Dike, which includes the dredging of Maurice River.
- Historic Districts
 - Mauricetown recently became a historic district. There are sections of Port Elizabeth and Port Norris that could be eligible but haven't pursued designation. Establishment of historic districts could aid in preserving local history as well as potentially opening funding sources for future projects.
- Resources
 - The Nature Conservancy is a great resource for prioritizing areas for protection and areas that may be better for development.

Concerns

- Maintenance
 - Access to some of the beaches with access to the River is informal, which can create issues such as littering since there is no responsible entity for maintenance and/or removal of garbage and debris
 - Existing sites with formal access show a need for improved maintenance.
 - The beach at Union Lake is closed due to bacteria in the water, likely as a result of the geese in the area. Could use a project to improve water quality.
- Ownership Constraints
 - There are various landowners along the river. When out in the field, it is difficult to tell where the property lines are located. This is a potential constraint in the development of this plan which requires coordination with landowners.
- Lack of Public Transportation

- When talking about eco-tourism, public transportation is an issue. In Bridgeton and Millville specifically, not all residents have cars and therefore can't access any of these areas.
- Connectivity is an issue in Millville. City trails don't connect to Union Lake trails.
- The bulk of the Corridor south of Millville can feel isolated and needs more options for accessibility than by car.
- Reduced accessibility to the river
 - Marinas in Bivalve and Matts Landing have closed, and existing boat ramps are not in good shape or have also closed. Some of these have been sold to sand companies. Overall, this has reduced accessibility to the river in the area of the Lower Maurice.
- Few Eco-tourism Supporting Businesses
 - As one approaches the mouth of the river, there fewer amenities there are for the public. For example, there are less places for visitors to spend money, including shops, gas stations, restaurants, lodging, and importantly a lack of facilities such as bathrooms. The lack of amenities is an issue in attracting tourism.
 - It was discussed that years ago there were efforts to do bed and breakfasts especially in Mauricetown but the idea fizzled and never came to fruition. Other options for short-term rentals in the area are lacking as well.
- Sea-level Rise Risk
 - Sea level rise is a threat to the East Point Lighthouse, a prime historic resource and potential tourist destination. The roads in the area which allow access to the lighthouse are low-lying and frequently flood.

Transportation and Connectivity Focus Group

The focus group for Transportation and Connectivity took place on July 27, 2023, at the Cumberland 4H Extension Center. The meeting consisted of a brief project overview followed by a brainstorming session of strategies. Invitees included representatives from South Jersey Transportation Authority, Jersey Off Road Bicycle Association, NJ Bike and Walk Coalition, Vineland Historical Society, and others. A full list of participants can be found in **Attachment 2: Meeting Minutes**.

Key Opportunities and Concerns

Significant or notable findings which emerged from the Transportation and Connectivity Focus Group are identified below. These have been categorized as either an opportunity or a concern and have been grouped thematically.

Opportunities

- Mountain Biking
 - There is opportunity to establish additional mountain biking trails in the corridor. Contrary to what many people think, mountain biking trails don't require dramatic landscapes, but can be planned anywhere with changing terrain. Natural surface trails, whether mountain bike specific or shared use, fit into recreation planning along the corridor.
 - People from across the state travel and spend money to use well maintained and developed mountain bike trails.
- Rails to Trails
 - Besides providing additional trails in the Corridor, conversion of railroads to trails could be a catalyst to the surrounding community to pursue safe streets and connectivity for bike or

pedestrian use. This is something that has been seen in other communities that created converted trails.

- Regional Transportation Coordination
 - It is important to think about how people get to this Corridor. Work could be coordinated with communities who are outside of the immediate area to increase accessibility to reach the Corridor.
 - The South Jersey Transportation Authority (SJTA) looks forward to seeing how the plan develops and where they might be able to fit in to this project as it develops although they primarily provide services based around workplace mobility.
- Support Resources
 - Trail Towns is an organization which works with towns in rural and tourism-oriented trails which provides information regarding how to leverage local commerce/business to best take advantage of trails (<https://www.trailtowns.org/>).
- Funding Resources
 - Various Federal and state funding is available for mitigation of stormwater. Incorporation of green infrastructure into any road projects could lead to additional funding including subterranean storage, as well as for wildlife corridor and natural habitat.
 - FEMAs Building Resilient Infrastructure and Communities (BRIC) grant provides funding to communities for hazard mitigation projects.
 - Incorporating historic resources into transportation projects could also open additional sources of funding.
- Study Potential
 - This study represents an opportunity to highlight the resources of the corridor and draw attention to the region if successful.

Concerns

- Flood and Sea-level Rise Vulnerability
 - Low-lying areas near the bay are particularly vulnerable to flood and sea level rise. In many cases these areas are accessible by only one road, compounding their vulnerability. This includes areas like Matts Landing and Money Island.
- Lack of Public Transportation
 - North/South travel is an issue in the corridor, especially in Millville.
 - Large segments of the corridor- entire communities- are not served by NJ transit at all. There are only four bus routes in the entire county.
 - Trouble Areas -55 and Delsea chokes up- especially in the summer due to Shore Traffic
- Equity
 - Accessibility for local communities is important to think about. Equity should be considered in any plan for the Corridor.
 - It was expressed that the region is struggling economically and there is the feeling that local and county government isn't focusing enough on tourism or taking advantage of the rich history along the river.
- Losing History
 - It was expressed that there is a feeling among some that local communities are losing history on a daily basis, and that many local historic sites have been neglected.

3. Public Outreach

Public Outreach for the Maurice River Corridor Study consisted of a survey and two public meetings. These events were advertised on the Cumberland County website, through an email list, through word of mouth, and at various County events. Through this process, the Project Team sought to engage as wide a segment of the population of the Corridor and surrounding area as possible to garner public interest in the plan and generate actionable feedback.

The Project Team created a handout with information on the Study including project background, desired outcomes, and a map of the Corridor area. The flyer contained a scannable QR code and link to the survey, the Project Lead's contact information (email and phone number), and information on the date and location of the first public meeting held on November 2, 2023. This flyer was also translated into Spanish.

Survey

The Project Team created a survey with questions designed to obtain feedback from residents and visitors to the region to identify the priorities and needs for the Study Area relating to recreation, tourism, and connectivity. Questions were provided to the Advisory Committee for feedback. Once the questions were finalized, they were translated into Spanish in an effort to reach an even greater segment of the population of the Corridor. Both the English and Spanish versions of the survey were uploaded to SurveyMonkey where a link and QR code could be created to disseminate the survey.

The Maurice River Corridor survey was launched at Mauricetown Riverfest on September 16th, 2023, and was live through November 17, 2023. The survey was promoted and available via hard copy at the following local community events:

- Mauricetown RiverFest (September 16, 2023)
- Hopewell Day (September 30, 2023)
- Kids Community Day at the Sheriff's Office in Bridgeton (September 30, 2023)
- Wheaton Arts Festival of Fine Arts (October 7 and 8, 2023)
- Freedom Farm Fall Festival in Cedarville (October 21, 2023)
- Downe Home Day (October 21, 2023)
- Oyster Festival in Bivalve (October 21, 2023)
- Greenwich Artisans Fans (November 11 and 12, 2023)

The flyer with Study information and a scannable QR code to access the survey was also given to the County Planning Board, Cultural and Heritage Commission, Tourism Advisory Council, Delaware Bayshore Council, City of Millville, City of Vineland, Commercial Township and Maurice River Township for distribution amongst those groups. The survey garnered a total of 250 responses.

Information on Participants

The demographic portion of the survey was designed to ask minimal personal questions to maximize participation. The questions decided on in this portion were to better understand participant's relationship to the Corridor, and garner what was decided as the most appropriate demographic data to collect (age).

- Of the 250 total responses, 248 responses were recorded in the English language of the survey, along with two responses collected from the Spanish language version.

- **The majority of participants were visitors to the Corridor.** 51% of respondents identified their relationship to the study area as that of visitors, while 41% of respondents indicated that they live within the Corridor. 15% indicated that they work within the corridor (participants could select more than one answer to this question, so for example, they could select that they both live and work in the Corridor).
- **Survey participants skewed above the age of 56.** 65% of participants were aged 56 or older, compared to those 35 years of age or younger representing 14% of the total.

Survey Findings

Most survey questions allowed for participants to select more than one answer (e.g. please select your top three choices) resulting in percentages that add up to over 100%.

- **“Natural assets and beauty** (water, wetlands and wildlife)” was identified as the Corridors greatest strength (62% of responses), followed by **“the river and its historic and present status as a working waterway”** (19%).
- The top three strategies to **encourage more visitors to come to the Maurice River Corridor** were ranked as:
 1. Improved trail networks and river access (61%)
 2. More public amenities, such as restroom facilities, tourist information center, etc. (56%)
 3. Better branding/advertising/promotion of the area as a destination (44%)
- The top three **eco-tourism activities** respondents identified that they **would like to see** within the Maurice River Corridor were:
 1. Nature Walks (61%)
 2. Backpacking/hiking (49%)
 3. Birding (48%)
- The three types of **visitor-friendly businesses** respondents **would like to see more of** within the Maurice River Corridor included:
 1. Restaurants or cafes (49%)
 2. Arts and cultural businesses (47% selections)
 3. Bed and Breakfasts, hotels, and lodging (46% selections)
- The three **features considered necessary amenities as part of trail and recreational design** included:
 1. Restroom facilities and water fountains (75%)
 2. Seating and rest areas (60%)
 3. Parking areas (53%)
- The top three **recreational rental equipment** respondents would be **interested in trying** were:
 1. Kayak (64%)
 2. Canoe (48%)
 3. Bike (37%)
- The top three **factors which would increase use of recreational facilities** within the corridor were:
 1. Better information about where to access these areas (60% selections)

2. Improved facilities/amenities/parking at these areas (50% selections)
 3. Better maintenance of these areas (41%)
- Top three **active recreation options that respondents would like to see** in the Maurice River Corridor included:
 1. Mountain Biking (37%)
 2. Archery (30%)
 3. Tennis/pickleball courts (27%)
 - The top three **concerns identified when traveling within the Maurice River Corridor**, (by car, bike, or on foot) were:
 1. Lack of sidewalks and bike lanes (44%)
 2. Negligent drivers (35%)
 3. Roads and other transportation infrastructure are in poor state (30%)
 - The three **most utilized recreational areas** used by survey respondents in the Maurice River Corridor were:
 1. Maurice River Bluffs Preserve (68%)
 2. Union Lake (50%)
 3. Beaches along the Maurice River (42%)
 - The top three **barriers preventing survey respondents from accessing recreational opportunities** in the Corridor were identified as:
 1. I'm unsure of how to access these opportunities (36%)
 2. Lack of amenities at recreation areas (35%)
 3. No barriers exist (21% selections)
 - When asked to rank seven **environmental concerns** in the Corridor, respondents ranked them in the following order (one being the greatest concern, seven the least):
 1. Pollution
 2. Water quality
 3. Invasive species
 4. Flooding
 5. Traffic
 6. Sea level rise
 7. Overfishing
 - The top three **open space actions** that respondents **would like to see prioritized** included:
 1. Preserve wildlife habitat (62%)
 2. Preserve more wetlands (55%)
 3. Connect open spaces by creating more trails/bicycle lanes (46%)

Public Meetings

Public Meeting #1 took place on November 2, 2023, at the Cumberland 4H Extension Center. The meeting's purpose was to give all residents and visitors of the Corridor an opportunity to discuss ideas and strategies for enhancing the Maurice River Corridor. Michael Baker started the meeting with a brief PowerPoint

presentation on the project overview, including the purpose of the Study, the Study Area, goals of the Study, and schedule. The second part of the meeting included a mapping exercise with four stations that had large printouts of the Study Area. Michael Baker asked members of the public to place colored dots on the map where they identified specific opportunities or issues/needs. Michael Baker asked if the public had specific concerns or suggestions to place a sticky note with comments explaining the opportunity or issue/need.

Each color dot corresponds to a certain topic area, as listed below.

- Green: Areas where you would like to see more recreation and trail connectivity
- Red: Areas where you would like more amenities (shops, restaurants, restrooms) Which specific amenities would you like to see
- Green with Black Dot: Areas where you would like better trail connectivity.
- Blue: Areas where you would like more access to the river
- Yellow: Where are your favorite areas? What do you like about these places? (please use post it notes)
- Red with Black Dot: Where are areas which you tend to avoid? What is the reason? What would cause you to visit them more often?

The public provided roughly 100 comments on the map, in addition to the colored dots on the outreach maps. Michael Baker will use the results from the outreach maps to guide recommendations for trail development and connectivity in and along the Maurice River Corridor. Additionally, the outreach mapping exercise will assist Michael Baker with prioritizing recommendations based on opportunities or issues/needs identified by the public.

The second Public Meeting took place on May 15, 2024, at the Cumberland 4H Extension Center. The Project Team discussed the planning process and community outreach, existing conditions, the planning recommendations and design concepts, potential funding sources, and next steps. After the presentation, the Project Team opened the discussion to the public to ask questions and provide comments on the draft study. Following the meeting, the draft study was sent to attendees of both the first and second public meeting.

APPENDIX C

Literature Review Summary

MEMORANDUM

To: Taylor A. Waymire
Assistant Planner
South Jersey Transportation Planning Organization

From: Brittany Dremluk, AICP, PP, LEED Green Associate
Project Manager
Michael Baker International, Inc.

Date: July 20, 2023

Subject: Technical Memo - Summary of Findings from Literature Review

Introduction

The South Jersey Transportation Planning Organization (SJTPO) is partnering with Cumberland County to develop a Maurice River Corridor Study. SJTPO selected Michael Baker International, Inc. (Michael Baker) to help with the development this study. The goal of this effort is to identify opportunities for ecotourism, trails, and economic development while continuing to protect, enhance, and enjoy the river. The final Study will include short and long-term planning recommendations and actionable implementation strategies for future greenway connectivity, ecological restoration, and initiatives that promote economic development.

Prior to engaging stakeholders and developing draft strategies, Michael Baker conducted a literature review of existing plans, policies, and regulations within the Maurice River Corridor. The purpose of the literature review is to identify if there are gaps in planning opportunities for ecotourism and trail connectivity and to ensure the concepts, planning recommendations, and implementation strategies are consistent with State, County, and local master plans and other guidance documents.

This memorandum includes as summary of findings and an analysis of existing planning policies and regulations throughout the study area including the document's purpose and goals, a relevant content summary, and examples of tables, drawings, or other relevant figures.

Existing Guidance Documents Covered in this Review

1. Commercial Township Local Plans
 - Commercial Township Master Plan (2006)
 - Commercial Township Master Plan Re-examination (2016)
2. Maurice River Township Local Plans
 - Maurice River Master Plan (2000)
 - Maurice River Township Master Plan Re-examination (2012)
 - Maurice River Open Space and Recreation Plan (2014)
3. City of Millville Local Plans
 - City of Millville Master Plan (2000)

- City of Millville Environmental Sustainability Plan (2009)
 - City of Millville Re-examination (2012)
 - City of Millville Transportation Improvement Study (2013)
 - City of Millville Municipal Public Access Plan (2015)
 - City of Millville Land Use Plan Element (2016)
 - City of Millville Coastal Vulnerability Assessment (2017)
4. Municipal Zoning , Subdivision, and Land Development Ordinances
 - Commercial Township Zoning Map (2006)
 - Maurice River Township Zoning Map (2005)
 - City of Millville Zoning Map (2015)
 5. Cumberland County Open Space and Recreation Master Plan (2011)
 6. Comprehensive Conservation & Management Plan for the Delaware Estuary (2019)
 7. Comprehensive Management Plan for the Maurice National Scenic and Recreational River (2001)
 8. Cumberland County Farmland Preservation Plan (2022)
 9. Feasibility Study for Various Rails to Trails Projects within the County of Cumberland (2010)
 10. Cumberland County Delaware Bayshore Recovery Plan (2013)
 11. Cumberland County Bikeways Inventory (2015)

There is also an Appendices as a separate attachment, including the following:

Appendix A: Commercial Township Maps and Tables

Appendix B: Maurice River Township Maps and Tables

Appendix C: City of Millville Maps and Tables

Appendix D: Municipal Zoning, Subdivision, and Land Development Ordinances Maps

Appendix E: Cumberland County Maps

Appendix F: Cumberland County and Municipal Bikeways Inventory Maps

1. Commercial Township Local Plans

Commercial Township Master Plan (2006)

Commercial Township's Master Plan sets forth goals and objectives to be achieved according to the community's vision. The plan identifies heightened concerns for the environment and dynamics between man and the environment coupled with the need for limited appropriate growth as the focus of the Township's planning effort. This effort seeks to maintain a development pattern largely dictated by the natural environment while at the same time providing the ability of the Township to be vital, adaptive, and productive.

Community Vision

1. A sensitive natural environment within which a rural community has existed and prospered by coexisting and utilizing that environment.
2. Maintenance of the historical village center development pattern and rural character with emphasis on their ability to evolve and grow and develop a sustainable economic base based on their environment.
3. Harmony between nature and human settlement which has been the basis and foundation of the unique Bayshore life.

Goals, Objectives, and Recommendations

Two main goals of the Master Plan include the following:

- Utilizing the wealth of the land and coastal waters
- Managing them carefully and balancing human activity with concern for the environment

The two Master Plan goals are rendered as specific objectives in six areas with the following recommendations :

- **Agricultural Preservation**
 - Encourage farming by reducing intrusion of non-agricultural uses into good quality soil areas.
 - Cluster residential development when proposed on farmland.
 - Sustain the farm economy by permitting farm related business.
- **Economic Development**
 - Encourage natural resource industries with appropriate controls to preserve natural setting.
 - Commercial activities in villages should fit historic nature of village in size, scale, and design.
 - Development regulations to encourage ecotourism and associated economic activities.
- **Environmental Protection**
 - Preserve extensive private and public wetlands .
 - Innovative zoning to minimize adverse impacts of development on sensitive areas.
 - Regulations such as buffer/setback requirements, conservation easements to offset direct and indirect impacts of development.
 - Six Natural Heritage Priority sites are identified including Bear Swamp, North Maurice River, Sockwell Road Pond, Lower Maurice (extreme southern part of Township), Maurice River south of Port Norris, and area south of Port Norris and west to Downe Border.
- **Land Use**
 - Development within existing villages, providing infrastructure can be constructed which prevents environmental harm.
 - Preserve historic village character in new development.
 - Cluster new development if located outside villages and only where environmental conditions can accommodate it.
 - Create development standards which recognize sites' natural features in terms of intensity of permitted use and controls which respect natural, historic, and cultural features.
- **Housing:**
 - Update and implement the Township's Housing Plan Element to meet Commercial Township's affordable housing obligation and fair share requirement.
 - Monitor housing maintenance and undertake programs to assure renovation, rehabilitation, and removal of dilapidated units.
- **Recycling**
 - Adopt the recycling goals of Cumberland County and the State of New Jersey
 - Undertake the necessary municipal actions to attain said goals

Commercial Township Master Plan Re-Examination (2016)

2016 Re-Examination Report Evaluation of 2006 Goals and Objectives

The following sections of the master plan were revised in the 2016 Re-Examination.

- Agriculture

- Agriculture has declined in the township between 2006-2016 by around 10%.
- The objective from the 2006 plan to permit farm related businesses has not yet been acted upon.
- The goals set forth in the 2006 plan are still seen as a valid objective for the Township
- Economic Development
 - Between 2006-2016, limited development due to recession.
 - Promotion of ecotourism and natural resource related economic activity has been pursued, specifically in the *Cumberland County Delaware Bayshore Recovery Plan* and the *Bayshore Heritage Byway Corridor Management Plan*.
- Environmental Protection
 - The Township continues to pursue environmental protection as a major goal.
 - The Master Plan and ensuing development regulations strike balance between conservation of sensitive wetlands and allowing recreation and agriculture use in those areas.
 - Wetlands increased by 2.1% between 2006-2016.
- Land Use
 - The land use objective to respect Township's natural historical and cultural features requires a means to achieve it. The Township is committed to preserving its heritage but has not given itself the toolkit for how best to accomplish that.

2016 Re-Examination Report Recommended Changes to the 2006 Master Plan

- Agriculture
 - Ordinances supporting farm related commercial business and agricultural tourism should be introduced.
- Environmental Protection
 - The Master Plan should acknowledge flood protection measures and coastal vulnerability as part of land use planning within Township.

Note: for the maps discussed in this section, refer to **Appendix A: Commercial Township Maps and Tables**.

Figure A-1: Commercial Township Environmental Protection Plan Map (2006)

2. Maurice River Township Local Plans

Maurice River Township Master Plan (2000)

The Maurice River Township Master Plan presents how the Planning Board envisions land use and development to occur within the Township during the next several years, serving as a guide for future development decisions and acting as the legal basis for subsequent land use, zoning and development regulations. The prior Township Master Plan from 1989 is incorporated into this plan along with substantial new material.

Goals and Objectives

Goals are organized by category. A common theme among goals is that as development occurs the Township would like to retain its small-town atmosphere and environmental resources.

- Economic Development
 - Goal: Stimulate local economic development opportunities.
 - Objectives:

- Use Township's natural and cultural resources as a basis for sustainable economic development opportunities such as ecotourism.
- Make the Township a visitor destination, using small town rural atmosphere and natural resources such as the Pinelands and Maurice River as attractions.
- Take advantage of shore traffic passing through the Township.
- Identify and make use of local economic benefits derived from environmental protection and community development efforts.
- Community Development
 - Goal: Maintain and enhance small town atmosphere of the existing communities within the Township.
 - Objectives:
 - Promote cultural resources and historical heritage of the Township.
 - Encourage rehabilitation and restoration of vacant and underutilized buildings and properties.
 - Promote civic pride in maintaining community image.
 - Require new development to be compatible with existing surroundings.
 - Establish a forum to address historic and cultural issues.
- Housing
 - Goal: Housing Opportunities in keeping with the existing community character
 - Objectives:
 - Renovate existing housing stock.
 - Identify zoning districts for new construction to meet affordable housing requirements.
 - Continue trend for majority of new housing to be single family detached owner occupied dwellings.
- Natural Resources
 - Goal: Conserve natural resources.
 - Objectives:
 - Promote local pride and understanding of the natural events such as horseshoe crab spawning and the shorebird migration that occur within the Township.
 - Allow managed public access for viewing natural events.
 - Use benefits of ecotourism to offset impacts of environmental regulations on the community.
 - Protect woodlands, stream corridors, and beach areas from development.
 - Protect wildlife habitat.
 - Require environmental controls on development to limit impacts.
 - Buffer environmentally sensitive areas from development.
- Land Use/Development
 - Goal: Future land use and development should be compatible with the rural small-town atmosphere of the township.
 - Objectives:
 - Between Maurice River and Route 47 and from Port Elizabeth south to Delmont, encourage natural resource oriented recreational and visitor facilities.
 - Encourage new business and commercial development along "old" Route 47 to attract and serve customers from the shore using Route 347.
- Transportation
 - Goal: Manage impacts of shore traffic on roads and communities within the Township.
 - Objectives:

- Encourage alternatives to Route 47 and Route 55 for shore bound traffic.
- Improve access to Route 55 and Route 347 for business opportunities along “old” Route 47.
- Obtain at least a minimum level of transit service for the Township such as a NJ Transit bus route with stops along Route 47.
- Require Transportation improvements to be sensitive to existing community surroundings.

Maurice River Township Master Plan Re-Examination (2012)

In accordance with the New Jersey Municipal Land Use Law, the municipal master plan is required to be reexamined every 10 years. A previous reexamination was conducted in 2006. This reexamination was brought about because of changes to the Pinelands Comprehensive Management Plan, especially relating to the mandatory clustering program which will result in a change in development patterns not planned for in past reports.

Changes in Assumptions, Policies, and Objectives

This section focuses on recent changes to the Pinelands Comprehensive Management Plan related to:

- Forestry and Wetlands Management
 - The Pinelands Commission amended the CMP relative to address forestry standards (effective on February 1, 2010) and wetland management practices (December 21, 2009.)
- Solar and Wind
 - Pineland CMP and MLUL were previously amended to address renewable energy uses. The Township has no current plans to permit these uses as a permitted use in the development regulations unless permitted through the MLUL. Any future development of solar or wind facilities would require a variance.
- Cluster Development Program for all rural and forest development
 - There are four different zoning districts that would now permit cluster development. These include the PR, PRDA---R, PRDA---C, and PC districts.
 - The plan conducts site analysis of 11 areas with respect to the impacts of the clustering program.

Recommended Changes

Recommended changes to previous reexamination include illuminating reference to active recreation on former mining sites which the Pinelands Commission took exception to. New objectives to read:

- Continue to work with the Pinelands Commission, NJDEP, and other agencies to create opportunities for active recreation on former mining sites
- Work with the Pineland Commission to improve existing commercial zoning districts along Route 347 by reducing restrictions and improving development opportunities.

Mandatory Clustering regulations for the Pinelands area impact over 59% of the Township’s land area. The Land Use Board has concerns in the following areas:

- Potential change to character of areas in the community
- Increased residential development pressure
- Inability to allow large lot development (maximum residential lot size is 1.1 acres for clustered development)

- Ownership and maintenance of open space areas
- Potential for an increased burden on municipal services

The plan makes recommendations for identifying areas where development should be focused.

Maurice River Township Open Space and Recreation Plan (2014)

Maurice River Township recognizes the changing fabric of the community and hopes to turn to eco-tourism and preservation of its natural resources as industry decreases. The Open Space and Recreation Plan discusses current efforts and future opportunities. Priorities and recommendations identified in this plan can be useful in guiding recommendations of the Maurice River Corridor Study which are in line with community vision throughout the study area.

Goals and Objectives

The Open Space and Recreation Plan expands upon the goals and objectives of the 2000 master plan relating to conservation of natural resources and develops the following additional goals:

- Provide recreational opportunities for all areas of the Township whether passive or active.
- Expand existing recreational parks and facilities where appropriate to meet the needs of the community.
- Develop new public access points to the waterways in the Township and improve upon existing ones.

Land Ownership Inventory

Over 50% of the land in the Township is owned by state or non-profit groups. The plan identifies municipal parcels that are used for open space or recreational purposes.

Recommendations and Action Plan

- The Township recognizes a need to provide better linkages between open space resources.
- The Township also realizes a need to better identify existing public access areas to the numerous waterways in and around the Township
- The Township recognizes a need to provide additional active recreation that meets the growing needs of the community.
- The Township began two planning efforts that are incorporated into the Open Space and Recreation Plan. These include the Cumberland County Rails to Trails Feasibility Study (2009) and a Public Access Plan Element.
 - Rails to Trails (covered in section 9 of this document)
 - Public Access Plan:
 - The creation and approval of a Public Access Plan Element by NJDEP in accordance with the Coastal Permitting Rules and Zone Management rules is recommended. The Township is requesting assistance from NJDEP through their assistance program to create a Public Access Plan Element and a CVA.

Note: Maps and Tables mentioned in the above summary are located within **Appendix B: Maurice River Township Maps and Tables**, including:

Figure B-1: Maurice River Township Historic Sites

Figure B-2: Maurice River Township Open Space and Recreational Inventory

Figure B-3: Maurice River Township Open Space & Recreation Plan

3. City of Millville Local Plans

City of Millville Master Plan (2005)

The 2005 Master Plan serves as a set of goals and policies to address the central issue identified by the City at the time of its writing – the balance between economic growth and development and the preservation of the environment. Priorities and recommendations identified in this plan can be useful to guide recommendations of the Maurice River Corridor Study and assist with the community vision throughout the study area.

The Plan is divided into the following elements:

- Community facilities
- Utility Services
- Circulation
- Historic Preservation
- Recreation
- Conservation
- Economic Development
- Land Use
- Future Development and Growth

Goals and Objectives

The overall goal is to encourage balanced growth for the enhancement of the community. Growth is targeted in developable areas serviced by infrastructure while land with development constraints or high resource value are protected.

- *Community Facilities:* Establish and maintain a level of community facilities supplying public services sufficient to satisfy the needs of present residents and to allow for the well-planned expansion of new facilities to meet future needs.
- *Utility Services:* Ensure the availability of utilities for a modern lifestyle.
- *Circulation:* Provide for the efficient movement of people and goods within and through the City in a manner compatible with the policies of the Land Use Element.
- *Historic Preservation:* Establish policies governing the development or redevelopment of land which will promote the retention of the City of Millville’s architectural character and historic streetscapes in the community.
- *Recreation:* Provide active and passive recreation programs for residents of all ages.
- *Conservation:* Safeguard the natural beauty of the City of Millville and preserve its significant environmental features, while balancing growth and development.
- *Economic Development:* Create a City of Millville that is a regional economic growth engine.
- *Land Use:* As the City of Millville develops, ensure that its relationship of open space, residential, institutional, industrial, and commercial uses is balanced and provides sufficient revenue for the provision of public services at a level that meets the needs of its residents.
- *Future Development and Growth:* Encourage progressive, well-planned, and well-managed growth and development that provides the means of accommodating inevitable growth in a balanced manner that enhances economic, environmental, and community development/quality of life issues.

City of Millville Sustainability Plan Element (2009)

The Plan was developed by the City as a result of renewed social concerns about the effects of human activities on the natural resources and environment. Whereas the Conservation Element of the Master Plan identifies strategies for preserving the City of Millville’s environmental assets, the Sustainability Plan Element adopts a comprehensive approach of promoting conservation that extends from educational campaigns and retooling economic development strategies to encouraging high performance green development. Priorities and recommendations identified in this plan can be useful in guiding

recommendations of the Maurice River Corridor Study that is in line with the community vision of the study area.

Goals and Recommendations:

- Goal: Put the City of Millville on the Map as a Green City
 - Recommendations:
 - Create a “go green movement” with community partners.
 - Join the mayors committee for a green future.
 - Continue to participate in the Tree City USA program.
 - Consider the Cool Cities initiative.
 - Participate in NJ clean energy programs.
- Goal: Lead the Way by Example
 - Recommendations
 - Adopt LEED as city building standards.
 - Green operations.
 - Green fleet.
 - Green open space and recreational amenities.
 - Extension of Bike Trails.
 - Promote pedestrian access.
 - Revitalize downtown.
- Goal: Green the City’s Land Use Policy
 - Recommendations
 - Excellence in green development (standards and incentives to encourage compact and sustainable development etc.).
 - Encourage green building.
 - Revise parking standards.
 - Limit impervious coverage.
- Goal: Promote Energy and Water Conservation
- Goal: Promote Recycling
- Goal: Ensure Open Space and Natural Habitat Preservation
 - Recommendations
 - Partner with local nonprofit conservation groups for education and public awareness.
 - Provide volunteer stipends to organizations to clean parks, streets, and public properties.
 - Work with the nearby prison system to institute tree nursery.
 - Add a definition for construction disturbance area.
 - Encourage planned concentrated development over conventional residential development which would allow land to be set aside as open space.
 - Revise the recommended plant list for installation of native and well adapted species.
 - Provide incentives for brownfield redevelopment.
- Goal: Grow the Green Economy
 - Recommendations
 - Greening the workforce (including ecotourism jobs).
- Living Green for Residents
- Learning to be Green for Students

City of Millville Master Plan Re-Examination (2012)

The City adopted a Master Plan Re-Examination Report in 2012. The Reexamination Report is required by the New Jersey Municipal Land Use Law to review of the adopted master plan and development regulations at least once every 10 years. Millville's Reexamination Report updates demographic information, identifies the major problems and policies identified in the 2005 Master Plan and provides a status update on those problems, and incorporates new recommendations for the Master Plan, including goals, objectives, and land development regulations.

Relevant Recommendations

Circulation Plan Element

- Coordinate the proposed trail and bicycle path system with the Recreation Element of the plan.
- Review means to improve bicycle and pedestrian safety throughout the City.

Recreation Plan Element

- Update the Element to include new municipal facilities and any governmental or non-profit land acquisitions and known easements. Revise any descriptions to reflect current conditions.
- Create a combined Recreational and Community Facilities Map suitable for web-based viewing.
- Coordinate the proposed trail and bicycle path system with the Circulation Element of the plan.

Farmland Preservation

- Develop a new farmland preservation plan that meets the planning incentive grant requirements of the State Agricultural Development Committee should the Village Node concept, which seeks to concentrate residential development without pushing out into the City's farm belt, be modified, or eliminated.

Land Use and Development Regulations

- Create an overlay zoning map that delineates environmentally constrained districts, including the Environmental Overlay Zone and Seasonal High-Water Table Overlay Zone.
- Develop a new Lakeshore Conservation District.
- Review the land uses in the Glasstown River Renaissance: Maurice Riverfront Development Plan against the City's existing zoning regulations and revise as necessary.
- Create land use standards for solar power generating uses and other alternative energy uses as appropriate.

City of Millville Transportation Improvement Study (2013)

The City of Millville requested assistance from NJDOT to develop a comprehensive transportation improvement study functioning as a sub element to the City's Circulation and Land Use elements. One goal of the Maurice River Corridor Study is to improve mobility and connectivity along the corridor.

Goals and Objectives

- Improve east west travel through the Central City.
- Improve pedestrian and bicycle access from residential neighborhoods and open space to the Central Business District.

Relevant Recommendations

- Upgrade pedestrian infrastructure at key intersections with pedestrian signals, crosswalks, and signage.

- Develop a citywide bike network to encourage greater use of bicycles for work, errands, and recreational trips.

City of Millville Municipal Public Access Plan (2015)

The development of a Municipal Public Access Plan (MPAP) by the City of Millville enables the municipality to better plan, implement, maintain, and improve public access to the waterfront and water features for its residents and visitors. Understanding public access to the natural resources in the region is important to guide development of recommendations for the Maurice River Corridor Study.

Goals and Recommendations

Goals:

- The intent of this document is to provide a comprehensive public access plan for the City of Millville which lays out their vision for providing access to tidal waters and shorelines within the municipal boundary.
- Guide the City of Millville's future by capitalizing on the Maurice River amenity for economic growth, while also fostering redevelopment in an appropriate manner through controlled land uses and densities, adaptive reuse of brownfield sites, and the creation of a public realm properly balanced with preservation of open space and protection of environmentally sensitive areas.
- Additionally, floodwater damages to City Facilities due to inundation as a result of Hurricane Irene (8/28/11) and Superstorm Sandy (10/29/12) have reinforced the need for the City to analyze existing and proposed public facilities and their resiliency to coastal hazards.

Specific Recommendations

- Maintain existing Public Access Sites and identify new opportunities for Waterfront Parks and Recreation Facilities based on State standards and best practices.
- Identify the public need for specific amenities that may not be offered by the existing facilities through a Community Needs Assessment.
- Identify proposed improvements, new projects, and project alternatives.
- Establish critical linkages between existing and proposed waterfront access sites.
- Protect the City's natural resources and the environmental integrity of the Maurice River including threatened and endangered species habitats and water quality.
- Establish a Resiliency Plan and Implementation Strategy to protect public access facilities against coastal hazards in order to assure uninterrupted public benefit.
- Update the City's Master Plan to maintain consistency with the current Coastal Zone Management (CZM) Rules to guide future planning and development along the waterfront.
- Streamline NJDEP & USACE Environmental Permitting Processes.
- Improve eligibility for State & Federal grants and funding assistance including NJDEP Green Acres, NJDOT Pedestrian/Bikeway, Federal Transportation Alternatives, and Recreational Trails programs.
- Promote ecotourism and economic development by increasing visitors to the City's urban waterfront and Glasstown Arts District.

Public Access Description

Public Access to the waterfront in the City of Millville is provided by the City and conservation groups including the Nature Conservancy and Natural Lands Trust. These access points and facilities include boat ramps, a public marina, waterfront trails, public parks, wildlife observation points, scenic river overlooks, restroom facilities, fishing piers, a riverfront boardwalk, parking facilities and a public beach.

The City of Millville protects and ensures public access through conservation easements, ordinances, and zoning.

The Department of Parks and Public Property is responsible for maintaining public property while the Public Affairs and Public Safety Departments enforce ordinances.

Community Needs Assessment

As part of the Plan, the City conducted a Community Needs Assessment that identified a community vision for the riverfront and downtown core. Additionally, assets and needs of various areas along the Maurice River were discussed with stakeholders. Those findings include:

- Union Lake Beach (Municipal)
 - Pros
 - Good access to parking
 - Active recreation sites including softball, basketball and a free boat ramp
 - Cons
 - Lacks public restroom facilities
 - Opportunities
 - Private kayak/canoe rental facility
 - Add as destination to fish and observe wildlife
 - Add portable restroom facilities with a fence to deter vandalism
- Union Lake WMA (State)
 - Pros
 - Good access to parking
 - Restrooms available
 - Boat ramp is widely utilized by visitors
 - Opportunities
 - “Wawa” Parcel (Block 35 Lot 1) would be a good opportunity for scenic overlooks
 - Trails along Union Lake.
- Maurice River Bikeway
 - Pros
 - Connects several neighborhoods and districts
 - Preserves natural habitat
 - Cons
 - Lacks public restroom facilities
 - Secluded areas, perceived safety concerns
 - Opportunities
 - Add lighting
 - Add additional wayfinding and interpretive signage
 - Partner with existing facilities for restroom access (i.e. Riverside Wawa, Four Seasons Pizza, other downtown facilities)
 - Add distance markers
 - Promote bike patrol route
 - Add cameras
 - Utilize Safety App for smartphone users
- Sharp Street Park
 - Pros
 - Good access to parking
 - Active recreation sites including softball, playground and fishing pier

- Cons
 - Pedestrian Safety – Sharp Street is the 2nd highest volume County roadway
 - Lacks public restroom facilities when events are not scheduled
- Opportunities
 - Partner with Sharp Street Wawa
 - Crosswalks and increased pedestrian visibility on Sharp Street
- Waterfront Park
 - Pros
 - Good access to parking
 - Passive recreation sites
 - Cons
 - Vandalism and loitering
 - Opportunities
 - Promote bike patrol route
- Municipal Marina
 - Pros
 - Good access to parking
 - Passive recreation sites
 - Maurice River Cruises successful
 - Opportunities
 - Provide fishing receptacles
- Fowser Road
 - Pros
 - Good access to parking
 - Widely utilized boat ramp
 - Cons
 - Lack of restroom facilities
 - Opportunities
 - Add portable restroom with fence
 - Provide visitor information kiosk
- Peek Preserve
 - Pros
 - Restrooms
 - Kayak landing
 - Signage
 - Opportunities
 - Additional signage
- Maurice River Bluffs
 - Pros
 - Good access to parking
 - Passive recreation sites
 - Marked trails
 - Signage

Implementation Plan

The City of Millville developed the following priorities:

1. Maintain Existing Public Access

- a. The City of Millville Department of Parks and Public Property will continue to maintain all publicly owned lands and improvements thereon. The Department will continue to maintain community facilities and clean up any signs of litter and vandalism. The City has ordinances in place to assess fines for those in violation of regulations.
2. Preserving Public Access
 - a. The City of Millville developed an extensive riverfront park system by utilizing NJDEP Green Acres funds to preserve the majority of the downtown riverfront in perpetuity. Large tracts of riverfront lands are also permanently preserved by conservation groups through the utilization of conservation easements. The City will work to ensure future private development include dedicated public rights away along the riverfront.
3. Proposed Locations and Facilities
 - a. Future development and redevelopment are envisioned to be a partnership between private and public entities that allows integration of new uses with existing communities. The City may leverage State and Federal funds to develop infrastructure improvements when necessary. The City and community organizations should work to enhance public access locations with missing amenities such as restrooms, signage, safety enhancements and recreational accessories.

City of Millville Land Use Plan Element (2016)

This Land Use Plan Element was created by the City in order to address current land use issues, development activities and future trends in the City of Millville. The Plan Element provides policy guidelines and includes specific recommendations for updates to its zoning districts and land use regulations. Priorities and recommendations identified in this plan can be useful in guiding recommendations of the Maurice River Corridor Study which are in line with the community vision and existing land use patterns throughout the study area.

Goals:

1. Provide a blueprint for the City to accommodate a variety of land uses and densities in the appropriate locations while maintaining a balance between development and land conservation.
2. Protect open space and critical habitats around the Maurice River and preserve the remaining active farmland by encouraging low densities or clustered development in rural areas.
3. Direct large-scale, higher density development towards the Downtown Business District and other already developed areas of the City that are served or are logical for sewer extensions.
4. Sunset outdated Redevelopment Plans, which are no longer relevant, while recognizing the continuation of the Area in Need of Redevelopment designations.
5. Resolve wastewater management planning issues by designing land use boundaries that are consistent with current infrastructure and future sewer service area boundaries.
6. Encourage economic development and investment by attracting businesses and retailers to the Downtown Business District, commercial corridors, and industrial centers.
7. Utilize data to create land use categories and boundaries that avoid potential use conflicts.
8. Reduce the number of land use categories to simplify zoning districts and limit overlay zones.
9. Present a clear purpose, intent and vision for each land use category.
10. Establish user-friendly land use regulations to reduce the need for reoccurring variances and code violations.

Land Use Categories

This Land Use Plan Element developed the following 16 unique land use categories and an associated land use map:

- Downtown Commercial
- Neighborhood Commercial
- Highway Commercial
- Regional Commercial
- Airport Enterprise
- Business Enterprise
- Motorsports Enterprise
- Multi-family Residential
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Open Space
- Institutional
- Lakeshore Mixed Use
- Laurel Lake Residential
- Farmland Production

Commercial Land Use Categories

These land use categories are of specific interest to the Maurice River Corridor Study which seeks to promote beneficial, sustainable economic development that utilizes the river as an amenity while preserving and enhancing its ecological integrity and assets.

Downtown Commercial

- Existing Conditions –
 - This land use category is comprised of a mixture of uses including commercial and civic uses, as well as residences and mixed use buildings which are partly occupied by residential uses and partly occupied by commercial and/or community facility uses. It represents the most compact development within Millville and lends itself to pedestrian circulation. The area is Millville’s traditional “Downtown,” which was overwhelmingly developed in the 19th and early 20th centuries. There are currently two overlay zones in the Downtown Commercial area, the Arts District Overlay and the Traditional Neighborhood Development Overlay.
- Intent and Purpose (Vision)
 - The purpose of this land use category is to provide a variety of walkable retail and commercial establishments with a focus on the eclectic while being arts oriented. It serves the residents of the surrounding high density residential areas, as well as the rest of Millville and the region. The establishments in this district should be convenient to city residents but also interesting in design and type to draw tourists from other areas. The land uses should honor the history of the City.
- Zoning and Land Use Regulation Recommendations –
 - Principal and conditional uses should be broad and inclusive in order to avoid the reoccurrence of common use variance requests. Formula stores and chains should not be permitted in the Downtown district unless they conform with the City’s architectural character. Permitted uses in this district should include retail, restaurants, live/work space, and services that support the future Cumberland Community College on High Street.

Neighborhood Commercial

- Existing Conditions
 - The Neighborhood Commercial Land Use Category exists in a number of areas throughout the City within or adjacent to the high density residential and medium density residential areas. This land use category is intended to include pockets of retail and commercial uses which serve the everyday needs of the immediately surrounding residential areas.
- Intent and Purpose (Vision)
 - The Neighborhood Commercial land use is intended for personal sales and services for the everyday needs of citizens living in the adjacent residential districts. Limits on building

size ensure the comparability with the scale of surrounding structures, so new structures aren't out of character with the surrounding development. These areas are walkable to the adjacent residential neighborhoods but also have on-site parking for those traveling by car through the City.

- Zoning and Land Use Regulation Recommendations
 - Permitted uses should include retail, services, governmental, professional offices and restaurants. It is recommended that residential uses become by-right in the corresponding neighborhood commercial zoning district. Auto dependent uses such as gas stations, tire and automotive service shops, appliance stores, motels and big box stores are inappropriate in this land use category.

Highway Commercial

- Existing Conditions
 - This land use category contains businesses that are almost entirely retail and service-oriented such as pharmacies, restaurants, banks, auto dealers, motels, furniture outlets, gas stations and bargain stores. Typical establishments range from small 3,000 square-foot locally owned shops to 10,000 to 25,000 square-foot regional chain stores. These commercial operations are dependent on automobile travel (non-pedestrian) with ample signage and on-site parking. This category is located along heavily traveled roadways such as Route 47.
- Intent and Purpose (Vision)
 - The purpose of this land use category is to provide a variety of commercial establishments oriented to the auto-centric, general public. A broad selection of retail uses such as dining, lodging, sales and personal and professional services are available on both sides of High Street, North Route 47 and Wade Boulevard. Businesses are convenient to all residents in the City and surrounds and have a service radius that is generally broader than the neighborhood commercial category but less than regional commercial.
 - This land use category includes Wheaton Village, (also known as WheatonArts), an arts and cultural center which includes the Museum of American Glass. This land use category should preserve and enhance structures and ongoing living history activities related to the nineteenth century glassmaking industry and village life, craft and artisan activities, commercial use of culturally significant production processes, related retail opportunities, and related recreational opportunities in this area.
- Zoning and Land Use Regulation Recommendations
 - Principal and conditional uses should be broad and inclusive in order to avoid the reoccurrence of common use variance requests. Additional uses to accommodate the tourism industry and medical and professional businesses near the former hospital should also be permitted in a single Highway Commercial Zone District.

Conservation Land Use Categories

These land use categories are specific interest to the Maurice River Corridor Study which seeks to identify lands with the greatest riverfront access potential for recreation and future greenway connectivity, ecological restoration, and initiatives that promote economic development.

Farmland Production

- Existing Conditions
 - The Farmland Production Land Use Category primarily contains large lot properties that are or could be in agricultural production. This category encompasses parcels associated

with agricultural uses such as cropland, pasture, orchards, vineyards, nurseries and livestock and poultry production. This land use is agrarian in nature and contains long, narrow lots with homes along the road and deep, wooded backyards.

- Intent and Purpose (Vision)
 - To preserve and enhance the economic viability and quality of existing agriculturally productive lands, farms, and agricultural homesteads as well as maintaining a rural, low density environment.
- Zoning and Land Use Regulation Recommendations
 - To discourage over-consumption of prime cropland, residential densities in the Farmland Production district should be a minimum of one unit per 10 acres. In addition, other regulatory techniques such as mandatory clustering should be required in order to avoid developing deep, narrow lots along existing roadways. To simplify zoning, the Agricultural and Land Conservation districts should be combined into one district, with the new density and regulatory techniques noted above. With application of mandatory clustering, the village node concept is not necessary and should be removed in this district. When developing land use regulations and zoning for this area, deference should be given to the City’s goal of preserving 50% of Millville’s land in open space, farmland and forest.

Open Space

- Existing Conditions
 - Properties that are undeveloped, mostly forested, publicly owned or owned by a non-profit and deed restricted from future development are designated within the Open Space Land Use Category.
- Intent and Purpose
 - The purpose of any future zoning for these areas is to safeguard the natural beauty of the City of Millville, preserve significant environmental features and improve the quality of air and water in the City of Millville by protecting streams, wetlands, flood plains, and important woodlands. *The vision for the Open Space Land Use Category is to form a regional greenway by connecting existing open space and parklands.*
- Zoning and Land Use Regulation Recommendations
 - Areas that are zoned in the Open Space district have the most restrictions on development and should prohibit new residential and commercial construction. Uses are to be limited to agriculture, active and passive recreation, conservation, habitat enhancement and stormwater management facilities.
 - When developing land use regulations and zoning for this area, deference should be given to the City’s goal of preserving 50% of the City of Millville’s land in open space, farmland and forest.
 - The River Conservation Zone regulations that were crafted to protect the Maurice River and its tributaries should be carried forward to provide additional protection to this sensitive environment.
 - The City of Millville should continue to work with the County, State and property owners to identify and purchase or deed restrict land in this district that is not already preserved.
 - Connecting existing open space along the Maurice River between Route 49 and Fowser Road will achieve the City of Millville’s goal of interconnecting its open space.

City of Millville Coastal Vulnerability Assessment (2017)

The City of Millville’s Coastal Vulnerability Assessment summarizes past efforts and data compiled in response to increased awareness of the City’s coastal vulnerability. Vulnerability to sea level rise should be understood and considered an environmental constraint and incorporated into any Maurice River Corridor Study recommendation.

Vulnerability Assessment

Includes various models showing flood and sea level rise risk facing the City, as well as location of critical facilities and socially vulnerable populations which could be affected.

Recommendations

- City government should make a commitment to recognizing and preparing for sea level rise and climate change. This includes coastal vulnerability due to sea level rise and flooding in city planning and related documents.
- Public education and awareness should start with City government. Public support for expenditures is more likely when the public understands the dangers of “no action”.
- High priority should be given to retrofitting and mitigating infrastructure in the flood zone to ensure it is as resilient as it can be made utilizing limited funds.
- Public investment should be informed by past flooding events and should integrate modelling efforts which can be used to help predict where future flooding may occur.

Note: Maps and Tables mentioned in the above summary is located within **Appendix C: City of Millville Maps and Tables**, including:

Figure C-1: Coastal Vulnerability Index (2014); located within the City of Millville Coastal Vulnerability Assessment

Figure C-2: SLOSH Maps (2017); located within the City of Millville Coastal Vulnerability Assessment

Figure C-3: Existing Bike Compatibility (located in the City of Millville Transportation Improvement Study)

Figure C-4: Proposed Bike Compatibility (located in the City of Millville Transportation Improvement Study)

Figure C-5: Waterfront Amenities & Public Access Sites

Figure C-6: Proposed Improvements: Preferred Riverfront Vision Plan

4. Municipal Zoning, Subdivision, and Land Development Ordinances

Commercial Township Zoning Map (2006)

Zoning Codes

- Resource Protection/Flood Hazard Sub-Districts Overlay
- Riparian Corridor/Flood Plain (RC/FP) Overlay
- PC/R Public Conservation/Recreation
- C/R - Commercial /Recreation
- LI - Light Industrial
- C - Conservation
- A - Agriculture
- RR - Rural Resource

- R-1 through R-5 - Residential
- VR-1 through VR-3 – Village Residential
- VB – Village Business
- P - Public

Maurice River Township Zoning Map (2005)

This list contains by-right uses of the Township's Zoning Districts (additional conditional uses may apply and often include agricultural uses, parks and recreational uses, educational, cultural or historical uses, marinas and other water related recreational uses, seasonal recreational facilities and uses including those related to hunting and fishing, etc.). Relevant districts:

Pinelands District (falls within the Pinelands National Preserve and falls under jurisdiction of the Pinelands Commission)

Relevant Codes (those corresponding to the goals of the Study, i.e. open space, recreation, maritime industry, heritage, or tourism supporting businesses)

- PB - Pinelands Business District
 - Principal uses:
 - Agricultural or horticultural use.
 - Store or shop for retail business.
 - Studio or workshop.
 - Restaurants, café, pizzeria or similar use.
 - Motel or hotel.
- PC- Pinelands Conservation District
 - Principal Uses
 - Agricultural or horticultural use.
 - Agricultural or Pinelands environment related research center or facility.
 - Water, forest, and wildlife conservation areas and uses.
- PVB - Pinelands Village Business District
 - Principal Uses
 - Parks and recreational facilities.
 - Agricultural or horticultural use.
 - Forestry/Woodcutting.
 - Village oriented commercial or retail.
 - Restaurant excluding drive in windows.
 - Studio or workshop.

Non-Pinelands District

- C – Conservation District
 - Primary Uses
 - Water, forest, and wildlife conservation areas and uses.
 - Agricultural or horticultural use.
 - Forestry/woodcutting.
 - Parks and Recreational Facilities.
 - Studio or workshop.
- C-15 Conservation District
 - Primary Uses
 - Water, forest, and wildlife conservation areas and uses.
 - Agricultural or horticultural use.
 - Forestry/woodcutting.

- Parks and Recreational Facilities.
 - Studio or workshop.
- MH - Mobile Home district
 - Primary Uses
 - Agricultural or horticultural uses.
 - Forestry or woodcutting.
- VB - Village Business
 - Primary Uses
 - Parks or recreational facilities.
 - Agricultural or horticultural use.
 - Forestry/woodcutting.
 - Village oriented commercial or retail.
 - Restaurant excluding drive in windows.
- VC – Village Center District
 - Primary Uses
 - Educational, cultural, or historical facility or museum.
 - Parks and recreational facilities.
 - Agricultural or horticultural use.
- VLI - Village Light Industrial District
 - Primary Uses
 - Parks and recreational facilities.
 - Agricultural or horticultural use.
 - Forestry/woodcutting.
 - Marina or similar water related recreational use or facility.
 - Shipbuilding.
- VR - Village Residential
 - Relevant Primary Uses:
 - Parks and recreational facilities.
 - Agricultural or horticultural use.
 - Forestry/woodcutting.
- VHB - Village Highway Business District
 - Primary uses:
 - Agricultural or horticultural use.
 - Forestry/woodcutting.
 - Parks and recreational facilities.
 - Educational, cultural, or historical facility or museum.
 - Commercial and retail uses.
 - Restaurants, bakeries, cafes and fast-food outlets.
 - Motels or hotels.
 - Theaters, auditoriums, and indoor recreational uses.

City of Millville Zoning Map (2015)

- AC – Agricultural Conservation
 - Purpose:
 - To preserve and enhance the economic viability and quality of existing agriculturally productive lands, farms, and agricultural homesteads in outlying areas of the City of Millville designated as Agricultural Conservation Zones.

- To allow higher density planned residential development and rural infill housing to occur in existing or developing areas while ensuring that adequate clustering, open space, and perimeter screening shall buffer and preserve environmentally sensitive lands, rural viewsheds and agricultural operations.
- Relevant permitted uses:
 - Agricultural or horticultural purposes and uses.
 - Farms.
 - Forests and wildlife conservation areas or uses.
 - Parks, playgrounds, playfields and other similar facilities.
 - Public educational or cultural facilities including museums or libraries.
- B-5 Tourism Services
 - Purpose:
 - To preserve and enhance Wheaton Village's structures and ongoing living history activities, related to the nineteenth century glassmaking industry and village life, craft and artisan activities, and commercial use of culturally significant production processes, related retail opportunities, and related recreational opportunities.
 - Permitted uses:
 - Planned development devoted to tourism, subject to the Planning Board's determination and the following conditions:
 - The subject area shall be designed to provide opportunities for Wheaton Village to improve, expand, and increase its commercial, lodging, and dining facilities and capacities in order to support and enhance public enjoyment of, and access to, the village's historical and culturally significant structures and activities; and
 - The subject area shall be designed as a whole or complete complex, with a single architectural and landscape theme, and with continuity between areas and uses, regardless of phase of construction.
 - Planned development devoted to tourism shall include the following uses:
 - Facilities designed to demonstrate, illustrate, or display historical and cultural material for purposes of preservation and public education, recreation, and participation.
 - Commercial use of culturally significant activities and processes associated with the City of Millville's historic glassmaking industry and other historic and culturally significant industries native to Southern New Jersey.
 - Hotel and motel facilities, inclusive of meeting rooms, convention facilities, conference centers, food service, and ancillary retail and service facilities and activities.
- I-2 Riverfront Mixed Use
 - Purpose:
 - Provide an appropriate mix of planned new development and redevelopment of existing sites along the Maurice River. The intent of this district is to provide for a diverse mix of compatible land uses and densities that promote high quality development. The intent also is to retain the Maurice River waterfront property as an asset of the community for the quality of life it provides and for economic development.
 - Relevant Permitted Uses:

- Retail sales and businesses, including: apparel and accessories stores, art galleries, furniture and home decorating, general merchandise, food stores, liquor stores, printing or publishing, office equipment and supplies, and specialty stores;
- Eating and drinking establishments with indoor and outdoor seating, including: coffee shops, delicatessens, ice cream parlors, restaurants, tea rooms, bars, lounges, pubs, and taverns;
- Cultural, public and recreational uses, including: auditoriums, boathouses and boat-launching facilities, canoe and kayak rental facilities, conference centers and meeting halls, health and fitness centers, farm markets, libraries, marinas, parks, post offices, schools and theaters;
- Accommodations and services, including: assisted living and community living facilities, bed-and-breakfast facilities, hotels and motels, hospitals, nursing homes, and veterinary offices;
- Personal services, including: barber shops and hair salons, day care, dry cleaning and laundromats, funeral parlors, and pharmacies;
- Art galleries
- LSC - Lakeshore Conservation Purpose:
 - Purpose:
 - To preserve the environmental integrity of Union Lake through proper mitigation measures that minimize the effects of development, preserve the view of the shore from the lake, maintain a corridor for wildlife along the lake's edge and to provide appropriate locations for passive recreation and other open space while recognizing the District's superior transportation access and suitability for development.
 - Permitted Use:
 - Forests and wildlife conservation areas or uses.
 - Parks, playgrounds or other similar facilities.
- RC - River Conservation
 - Purpose:
 - Provide measures that ensure the protection and enhancement of the natural resources of the Maurice River and its tributaries, as well as promote the public health, safety and general welfare of this community.
 - Permitted Uses:
 - Conservation activities.
 - Recreational uses, excluding shooting ranges and campgrounds, provided that there is minimal disruption of wildlife habitat and minimal clearing.
 - Hunting, fishing, trapping.
 - Hunting and conservation clubs.
 - Nurseries and forestry uses with approved management plans.
 - Reforestation with approved forestry management plans.

Note: each municipal zoning map is located in **Appendix D: Municipal Zoning, Subdivision, and Land Development Ordinances**.

5. Cumberland County Open Space and Recreation Master Plan (2011)

The plan is an element of the Cumberland County Master Plan. It provides a forward-looking perspective for future County open space and recreation decisions and initiatives. Priorities and recommendations identified in this plan can be useful in guiding recommendations of the Maurice River Corridor Study related to the Study's focus on open space and recreation which are in line with community vision throughout the study area.

Existing Land Use and Geography as Related to Open Space and Recreation Opportunities

The plan identifies that not all the County's land area is suitable for active recreation. Active recreation refers to a structured individual or team activity that requires the use of special facilities, courses, fields, or equipment. Passive recreation on the other hand refers to recreational activities that do not require prepared facilities like sports fields or pavilions. Passive recreational activities place minimal stress on a site's resources; as a result, they can provide ecosystem service benefits and are highly compatible with natural resource protection.

A significant proportion of the County consists of tidal wetlands located along the Delaware Bay. Where accessible, these areas are appropriate for passive recreation activities such as hiking, fishing, bird watching, etc. The plan notes that many of the State Wildlife Management Areas along the Delaware Bay are not easily accessible to County residents. In addition, public access to the Maurice River for activities such as kayaking and fishing is minimal or nonexistent in many locations.

For these reasons, there is great potential for a County-wide water trail system which would provide access points along the County's rivers and bay and establish routes through the many smaller waterways in the coastal portions of the County.

Recommendations

The plan recommendations fall into four categories: Linkages, Land Acquisition, Funding, and Organizational Structure. Of these four, the linkages section is most relevant to the Maurice River Corridor Study. Land acquisition, funding, and organizational structure could all be considered next steps.

Linkages:

Linkages are about connecting people with open space and recreational resources. Sometimes linkages themselves can be recreational resources, as in the form of land and water trails.

Linkages Recommendations

- Rail Trails (covered in the Rails to Trails Feasibility Study in Section 9 of this Memorandum)
- On Road Trails
 - "Due to its relatively flat topography, Cumberland County could be a bicyclist's paradise." A study conducted by the plan suggests that with planning, mapping, appropriate signage and minimal promotion, Cumberland County could become a destination location for regional cyclists while also serving interested cyclists who live in the County.
- Off road (Non-motorized trails)
 - The plan states that Cumberland County's relatively undeveloped condition (compared to most other New Jersey counties) presents the opportunity to plan and eventually develop a system of additional non-motorized off-road trails through areas of the County that are still relatively rural and undeveloped.
- Water Trails
 - The development of water trails in Cumberland County is a unique opportunity to create a system of aquatic trails. The County's many bodies of water in combination with its 40

miles of bay coastline present the opportunity for the County to develop a one-of-a-kind ecotourism resource that could draw kayak and canoe day-trippers to the County for on-water experiences.

- The plan identifies a challenge in creating a water trail system: securing an adequate number of access points on the various bodies of water throughout the County. These access points need to provide parking, signage and safe access to and from the body of water.
- In addition to the Maurice River, tributaries such as the Menantico Creek and Manumuskin River can supplement the variety of water trails in the corridor.
- **Contiguous Open Space**
 - In addition to the environmental benefits of protecting open space, many economic benefits have been documented—including the promotion of ecotourism.
- **New Jersey Coastal Heritage Trail:**
 - When planning new trails, the Plan states that consideration should be given to building upon and complimenting the County's existing Coastal Heritage Trail, as designated by NJDOT, which is located in **Appendix F: Cumberland County Maps**

6. Comprehensive Conservation and Management Plan for the Delaware Estuary (2019 Revision)

The Delaware Estuary is one of 28 National Estuary Programs (NEP). Created by amendments to the Clean Water Act (Section 320) the NEP focuses on using collaboration, science, research, outreach, and education as tools to complement regulatory efforts to keep estuarine waterways clean and healthy. This plan establishes goals and targets for habitats, waters, and a high quality of life for residents of the Delaware Estuary. The ongoing health of the Delaware Estuary and nearby communities is vital to the region's livelihood and unique character which the Maurice River Corridor Study seeks to strengthen and promote.

Themes and Goals

There are three themes of the plan: Clean Waters, Strong Communities, and Healthy Habitats. Themes 2 and 3 are of the most relevance to the Maurice River Corridor Study goals as they describe the goals of protecting and enhancing natural resources in the area and the way people, both visitors and residents, are able to interact with those regional resources.

Theme 2: Strong Communities

Goal 1: Increase Community Resilience and Access

- **Strategy C1.1: Restore working waterfronts**
 - **Action: Ensuring public access.**
 - Public access should be considered and available in all working waterfront restoration efforts where it is safe and feasible. Effective, public-friendly access to waterfronts provides communities both educational and recreational opportunities that historically have been disconnected from the water, as well as potential for tourism and recreation to benefit local businesses and economies. The first step in reconnecting these communities to the water is ensuring that access is available, safe, and easy to use.

- Waterfront restoration projects—such as cleanups or ecological enhancements—are opportunities to include or improve public access, including appropriate amenities such as trails, boardwalks, walkways, fishing piers, boat launches, and public restrooms (or connections to these features nearby).
- Strategy C1.2: Provide tools and technical assistance to waterfront communities & partners to improve economic and environmental resilience.
 - Action: Adding or enhancing public access sites.
 - Action: Removing the barriers to safe, enjoyable public access in a way that engages people as stewards.
 - Making visits to public access points a safe and enjoyable experience will help connect and attract people. Projects that prevent and remove debris from waterfront areas—including cleanups, marine debris removal, fishing line recycling, and hydrations stations—also can engage local residents as stewards.
 - Action: Enhancing local economies based on natural resources
 - Outreach and publicity to promote the virtues of low-impact recreation and stewardship will draw new users and stewards to these areas. Raise awareness and prioritize resilience projects critical to protecting infrastructure needed to sustain fisheries and related businesses’ economic viability.
- Strategy C1.3: Protect and enhance natural areas and public access
 - Action: Manage protected lands to encourage and provide appropriate public access.
 - This includes managing natural areas’ health, as well as creating and managing trails, boardwalks, viewing platforms, boat ramps, piers, parking, restrooms, and other improvements appropriate for waterways and other natural resources’ protection and appreciation.
 - The focus of these efforts should be on sustaining and improving access to waterways with particular attention to the inclusion of underserved communities. Remediating urban working waterfronts and stabilizing eroding bay-front shorelines provide opportunities to incorporate improved public access.
 - Continued development of the Circuit Trail system in Philadelphia and the surrounding region, the East Coast Greenway, Northern Delaware Greenway, and scenic byways along the Bayshore in Delaware and New Jersey are important actions to advance.
- Strategy C1.4: Connect people to natural areas and waterfronts in the Delaware Estuary
 - Action: Promoting, supporting, and creating education programs, displays, and signage.
 - These education and outreach tactics can offer users information and experiences that provide a connection between the places and activities they enjoy and a healthy Delaware Estuary.
 - Working with waterfront communities to explore opportunities to add/improve signage tailored to tourists and recreational users to enhance access. Developing an inventory of existing Delaware Estuary signage is a need that will be pursued as part of this strategy.
 - Action: Promote ecotourism and recreation opportunities in and around the Delaware Estuary.

- Raising awareness of these opportunities and encouraging people to take advantage of local natural, as well as cultural and historic resources, available will facilitate experiences that connect people to the Estuary.

Theme 3 Healthy Habitats

Goal 1: Prevent Wetland Loss

- Strategy H1.1: Establish clear baselines for tidal wetland conditions and track changes over time.
- Strategy H1.2: Restore, enhance, and manage tidal wetlands for maximum health and resilience.
- Strategy H1.3: Develop and implement natural and nature-based techniques to stabilize and restore eroding shorelines, and to build and protect wetlands, infrastructure, and other key resources.
- Strategy H1.4: Protect, enhance, and improve non-tidal wetlands.

Goal 2: Stem Forest Loss

- Strategy H2.1: Inventory, map, and increase connectivity and resilience of forests for water quality.
- Strategy H2.2: Promote stewardship practices by local partners for the health and sustainability of forests for water quality.
- Strategy H2.3: Protect and manage high-value and threatened forests for water quality.

Goal 3: Increase and Improve Fish and Shellfish Habitat

- Strategy H3.1: Inventory, map, protect, and enhance habitat critical for fish and crabs.
- Strategy H3.2: Restore oyster beds and productivity in and around the Delaware Bay.
- Strategy H3.3: Inventory, restore, and manage mussel populations.
- Strategy H3.4: Protect and restore horseshoe crabs and their habitat.
- Strategy H3.5: Manage and improve populations of rare, endangered, or otherwise important native species in the Delaware Estuary.

7. Comprehensive Management Plan for the Maurice National Scenic and Recreational River (2001)

In 1993, Congress passed Public Law 103-162 which designated 35.4 miles of the Maurice River and its tributaries in the State of New Jersey as components of the National Wild and Scenic Rivers System.

There are seven NJ Wildlife Management Areas located within the Maurice River Corridor and a total of fifteen in the Maurice River Watershed. The pristine nature of much of the river and its tributaries permitted the classification of approximately 29 miles as a “scenic” which represents 82% of the Maurice River corridor. The remaining mileage is classified as “recreational.”

The Comprehensive Management Plan describes 35.4 miles of the Maurice River and its surroundings, identifies river-wide issues and opportunities along with potential actions, analyzes the environmental consequences of the plan and presents three management alternatives that were considered. Under all management alternatives, the National Park Service maintains its role as overall federal administrator and facilitator assisting local protection efforts.

Goals and Objectives

- Goals:
 - Foster the protection and enhancement of the natural, cultural and recreational resources of the rivers and their adjacent lands for future generations.
 - Promote economic vitality by acknowledging rights of traditional businesses and stimulating future compatible opportunities.
 - Encourage coordination and consistency among existing levels of government, businesses, organizations and individuals to facilitate implementation of management plans, without creating a new regulatory agency or infringing on individual property rights.
- Objectives/Vision Statements:
 - A sense of the fragility of river resources must be communicated to residents and visitors to assure respect and preservation.
 - Create advocates for both resource protection and responsible tourism.
 - Protect resources from overuse and inappropriate uses.
 - Support wildlife, fisheries and the recreational values associated with the designated corridor.
 - Protect and preserve the significant scenic, cultural, historic and natural qualities of the river corridor.

Jurisdictional Summary

- As a cooperatively managed unit of the National Park System, responsibility for long-term management and protection of the Maurice National Scenic and Recreational River is shared among neighboring municipalities, Atlantic and Cumberland counties, the State of New Jersey, and the National Park Service.
- Over 50 percent of the designated corridor is located within the boundaries of the Pinelands National Reserve and falls under the jurisdiction of the New Jersey Pinelands Commission. Uses of these lands and waters within the Pinelands Area are governed by a Comprehensive Management Plan that is administered by the Commission.
- Waterways and adjacent lands outside of the Pinelands Area but within the boundaries of the Pinelands National Reserve are subject to New Jersey's Coastal Area Facilities Review Act (CAFRA), which must be consistent with the Pinelands Comprehensive Management Plan.

Plan Guidelines

- The National Park Service will not acquire land within the Maurice River corridor for its direct ownership nor will the National Park Service directly manage the designated river corridor.
- Management of the Maurice River will be based primarily on the actions of local governments in cooperation with the County, the State of New Jersey, and the National Park Service.
- Protection against over regulation will be assured by using only existing local, state and federal laws to achieve comprehensive protection of the river's important resources.
- Traditional uses will be maintained.
- Landowner rights will be respected.
- Resource protection must recognize that the Maurice River is the economy in the region and the designation can, and should, be used to foster local economic revitalization efforts in keeping with resource protection.

River Significance

The Maurice River corridor is an unusually pristine Atlantic Coastal River with national and internationally important resources.

- As part of the Atlantic flyway, its clean waters and related habitats are vitally important to the migration of shorebirds, songbirds, waterfowl, raptors, rails, and fish. Historically, the Maurice is home to a rich fishing, boating, and oystering heritage.
- The river supports New Jersey's largest stand of wild rice and 53 percent of the animal species that New Jersey has recognized as endangered, excluding marine mammals. The river is a critical link between the Pinelands National Reserve and the Delaware Estuary – both nationally and internationally important.
- A resource assessment of the Maurice River and its tributaries shows that the area possesses numerous outstandingly remarkable natural, historical, cultural, scenic and recreational resources that are important at the local, regional, and international levels, including rare plant and animal species and critical habitats for birds migrating to and from the north and south hemispheres.
- In a regional context, the designated area functions as an important biological link between the Pinelands and the Delaware Bay. The river drains extensive forest and shrub wetlands. Their shorelines and the shorelines of their small tributaries are dominated by woody vegetation that overhangs the banks and shades the water, maintaining low water temperatures, trapping sediment and other pollutants, and delivering fine-to-coarse organic matter to the streams in a manner characteristic of undisturbed riverine systems.
- Very high-quality water is delivered to the Delaware Bay by the Maurice River system. This water is critically important to regional oyster, crab and fin-fish industries. These traditional industries presently have considerable social and economic importance in Cumberland County, as they have had for at least five human generations.
- The Maurice River system functions in direct relation to the Cohansey aquifer, the region's source of groundwater. Because of the sandy substrate, the Maurice River system both contributes to, and draws from, the Cohansey aquifer depending on localized physiography and the seasonal distribution of precipitation.

Users of the River Corridor

- Existing:
 - There is little scientific data on who currently visits the watershed. Impressions are primarily anecdotal. Obtaining data on what level of recreational usage and what type of user the river currently experiences could allow for better planning.
- Potential:
 - Because the Maurice River lies along a major transportation corridor between Philadelphia and the Jersey Shore and it is so close to large population centers, some level of urban visitation is inevitable. Interpretation should help to actively manage the watershed experience of these potential users.
 - River resources could be overwhelmed. Ill-planned increases in use could destroy the very things that make the watershed special. So, interpretive programming should encourage participation by those visitors, vendors, and resource managers most likely to possess a willingness to respect watershed resources. Visitors who enjoy looking for antiques, for example, might appreciate the sense of past possessed by many watershed villages. Members of environmental or conservation groups might be more likely to understand and accept use restrictions in sensitive habitats.

- Good potential for hike/bike trails that intersect with the river at carefully chosen and well-designed access point because the area is flat and highway access between the river and land is often non-existent.
- Not everyone who “uses” an area and benefits from interpretive programming actually visits the resource. Some interpretive media (audio visual programs, publications, lesson plans, etc.) are portable and can be used effectively off-site. These programs can be particularly valuable when over-use is a threat and can be used to influence pre-visit behavior in positive ways.
- Watershed resources offer different rewards at different times of the year. Recreational use is already determined by season. With proper planning and publicity, seasonal use might help distribute visitation, direct visitation of selected sites, and avoid damaging impact.

Potential Interpretive Stories

1. The Importance of Water
2. The Survival of Biological Integrity
3. The Impacts of Change
4. The Long Tradition of Glass Making

Existing Facilities and Programs (as of 2001)*River Experiences*

- The Bayshore Center (in Bivalve) offers educational sails on the restored schooner, “A.J. Meerwald.”
- The Fowser Road boat ramp in the City of Millville is one of the few existing public access points on the river.
- There are over a dozen marinas along the Maurice River, including sites at Matts Landing (a favorite spot for crabbing), the Port Norris/Bivalve/Shellpile area, Leesburg, Dorchester, and Port Elizabeth.
- Canoes can be rented in Newfield.

Nature Preserves

- Willow Grove Lake, at the northern end of the Maurice River, is managed by The Nature Conservancy. Facilities and interpretation are currently very limited.
- Maurice River Natural Area is a 117-acre tract administered by the Vineland Environmental Commission. The commission also administers the 56+ acre Bennett’s Mill Natural Area, the Willow Oak Natural Area, and is seeking permission to administer a 259-acre tract along Union Road and the Manumuskin River.
- West Side Park is primarily a recreational area but includes a 25-acre natural preserve administered by the Vineland Recreation Commission.
- Natural Lands Trust’s Peek Preserve is a 252-acre private preserve open to the public. It is located on Delsea Drive in the south of the City of Millville just below the Fowser Road boat ramp. Visitors can see a section of pine barrens, a red maple/white cedar swamp, and wild rice marshes on the river. Plans are underway to construct a small parking area, trail system, observation platform, and floating dock to provide better access to the preserve for school groups and eco-tourists.
- The state-operated Union Lake Wildlife Management Area covers 4,677 acres and includes a boat ramp. The lake itself, at 898 acres, is the largest lake in NJ and is a popular fishing spot.
- Edward G. Bevan Wildlife Management Area (state-operated) includes over 12,000 acres. Primary activities include dog training, hunter education, fishing, and hunting.

- Heislerville Wildlife Management Area (state-operated) covers 5,700 acres of uplands, impoundments, and tidal salt marsh. It includes sections of a working farm once owned by the Cadwallader family of Philadelphia. Produce was shipped via railroad to urban markets.
- Thompsons Beach and over 20,000 acres of wetlands and upland buffer are included in PSE&G's (a utility company) Estuary Enhancement Program.
- The Nature Conservancy will administer public access and programming for this area. Limited parking, trails, boat ramps, and bird watching platforms are planned.
- The 8,540 acre Egg Island/Berrytown Wildlife Management Area (state-operated) includes tidal marsh and some upland habitat. Recreational activities currently include waterfowl hunting, crabbing, fishing, and birding
- Peaslee Wildlife Management Area (state-operated) includes 17,988 acres bounded on the west by the Manumuskin.
- The Nature Conservancy maintains Camp Hollybrook, an old YMCA camp, and the Manumuskin River Preserve. The property includes the site of Fries Mill (a grist mill) and the abandoned Simon Shaw House. Once a sand and gravel mining site, the preserve contains significant numbers of rare New Jersey species. Several miles of river front include excellent examples of tidal marsh.
- Menantico Ponds Wildlife Management Area (state-operated) is accessible via unimproved road. It includes a 295 acre tract of sand ponds and is used by anglers (there is a boat ramp).

Museums & Historic Sites

- The Maritime Traditions of the Delaware Bay Museum (in Port Norris) is open on weekend afternoons from April to October. Operated by the Delaware Bay Schooner Project, the museum exhibits a variety of maritime objects.
- Restoration of the schooner "Ada C. Lore" is underway in Bivalve.
- The Mauricetown Historical Society operates a museum and research library in the Edward Compton House. Visits are arranged by appointment. The Society also sponsors an annual Christmas Candlelight Tour.
- East Point Lighthouse is now cared for by the Maurice River Historical Society and is scheduled for restoration. Its location offers views of both bay and river. Actual admission to the lighthouse itself is extremely limited.
- Wheaton Village offers several different experiences. Glass artists are at work in the T.C. Wheaton Glass Factory. The Museum of American Glass is one of the finest collections of American glass and includes over 7,500 objects. Along Arts and Crafts Row visitors can see demonstrations of regional New Jersey crafts. The Down Jersey Folklife Center focuses on local traditions via exhibits, educational programs, and concerts. It also collects archival materials, including audio and video tapes, photographs and slides, printed materials, and craft products. Annual events focus on dolls, antiques, vintage cars, fire apparatus, and Christmas. Wheaton Village is open daily from April to December and from Wednesday through Sunday in January, February, and March.
- The Millville Historical Society offers limited tours of the Union House overlooking Union Lake and is currently restoring the Baracka-Dunn House, constructed in 1797.
- There is an aviation museum at the Millville Airport, built as a pilot training facility during WWII.
- The Burcham Farm is the last diked farm along the Maurice River. It is privately owned and not open to the public.
- Privately owned Manumuskin Manor dates to the early 19th century. Wesley Budd, owner of a local iron furnace, built the house.

- Literature for Camp Cedar Knoll, a 45 acre church camp, identifies it as stop on the Underground Railroad. One of the camp buildings was a military barracks used in Atlantic City during WWII but moved to its current location.
- Schooner Landing marks the site where iron ore was transferred from sailing vessels to wagons for the last leg of the trip to the Cumberland Furnace.

Towns

- The City of Millville contains three historic districts that include over 500 structures. They represent a mixture of residential, commercial, civic, industrial, and maritime buildings. A walking tour brochure exists for downtown.
- Bricksboro founder, Joshua Brick, owned a shipyard there in the early 19th century. Although earlier settlers lived in the area.
- Mauricetown, located on a protected river harbor, reached its zenith in the early 19th century. Timber and produce flowed to urban markets via the town's wharves. Shipyards produced sailing vessels for the coastal trade and oystering. Although the commercial waterfront has changed, the residential architecture that developed is largely still in place, occupied by residents and a few antique shops and bed and breakfasts. The spire of the Methodist Church dominates the skyline. A small park and a section of a 19th century steel truss bridge line the river. A walking tour of the village has been prepared.
- Dorchester also developed as a shipbuilding village. Unlike Mauricetown, Dorchester retains a link to its maritime heritage via the Dorchester Shipyards.
- The Lee brothers' shipyard established Leesburg's best-known industry. During WWII, the Delaware Bay Shipyard built wooden mine sweepers in a complex of buildings now owned by Whibco, a sand mining company that can trace its own history to 1841. Whibco is interested in participating in interpretive programs on both shipbuilding and sand mining.
- Heislerville originated as a crossroads town with services supporting local farmers.
- Maurice River Township presents an interesting case study in change. Once the site of several large packing houses, Maurice River was primarily an African-American community. Erosion and demolition have left virtually no surviving resources.
- Port Norris originally served as a crossroads town. After the Civil War, and particularly after the arrival of the railroad (1872), oystering changed the local economy and provided employment for as many as 3,000 workers.
- Port Norris became the "principal oystering port in the Delaware Bay." With the collapse of the oyster industry, Port Norris entered a period of economic dislocation and transition.
- Bivalve & Shellpile, together with the river front at Port Norris, still convey the maritime orientation of the area.
- Once a promising industrial center, Port Elizabeth failed to sustain either the iron or glass industries for which it was once well-known. The town was named for Quaker founder, Elizabeth Clark Body. It also functioned as a federally designated "port of delivery."

Special Events

- The Delaware Bay Schooner Project sponsors an annual Bay Day festival in Port Norris.
- Mauricetown hosts antique shows and a Christmas candlelight tour.
- Commercial Township sponsors several seafood festivals in Mauricetown.
- Volunteer fire companies in several of the towns host dinners that often feature seafood.
- The City of Millville sponsors a river race.
- There is an annual weakfish tournament.
- East Point Lighthouse holds an annual open house.

- The Upper Maurice River Watershed Association and other groups sponsor a Water Fest for area residents.

Proposals

- a. Welcome Center & Interpretive Facilities
- b. Educational Programming
- c. Hiking & Nature Trails
 - a. before additional hiking and nature trails are constructed there should be a coordinated effort to develop a riverwide system of complementary trails based on a survey of river resources and sensitive conditions. A single riverwide plan would avoid duplication of effort and costly construction of similar rather than complementary facilities
- d. Highway Signs & Wayside Exhibits
- e. Historical Structures, Museums, & Villages
- f. Folklife & Traditional Skills
- g. Organized Water Trips
 - a. because sections of the river are fragile and easily damaged by overuse, control of use, particularly along the tributaries, can be extremely important
 - b. In order to limit environmental impact and yet encourage economic benefit, the trips should begin and end at more developed points along the river.
- h. Rental Boats
- i. Bike Routes
- j. New bike routes will require a survey of possible road routes by experienced cyclists. This survey should consider road condition, road safety, route length, and facilities. To be effective as an interpretive program, it also must be planned to reflect the river themes. There must be visual and physical access to the river.
- k. Audio Visual, Video, and Electronic Programming
- l. Special Events

8. County of Cumberland Farmland Preservation Plan (2022)

The Cumberland County Farmland Preservation Plan addresses the ways in which the County will increase protection and preservation of agricultural resources and businesses in the community. The Plan provides data on farmland preservation in the county and describes the various preservation techniques and programs that are available to the county and its municipalities. Farmland preservation is of interest to the Maurice River Corridor Study due to the ecotourism potential of working farms as well as a farmland preservation as a tool to expand designated open space.

Goals and Objectives

The plan states that agriculture is a leading industry and a way of life for Cumberland County. Farming is also a major component of the region's character. Preservation of the agricultural lands is essential and is a major purpose of the Plan. The Plan also evaluates efforts to support farmers, farming, and the agricultural industry of Cumberland County.

Land Use and Zoning for Farmland Preservation in the Study Corridor identified in the Plan

Commercial Township:

- Residence-Agriculture District (R-A) requires a minimum of one acre for a single-family dwelling unit and a minimum of five acres for a farm. Permitted land uses in the R-A District include single family detached dwellings, agricultural uses, home occupations, and housing facilities for transient or migrant farm workers. Nurseries, small animal, and livestock-raising are permitted

agricultural uses, although pigs must be grain fed, not “garbage fed.” There is a maximum of 15 percent building coverage allowed in the R-A District.

City of Millville:

- Agricultural Conservation District is intended to preserve and enhance the economic viability and quality of existing agriculturally productive lands, farms, and agricultural homesteads in outlying areas of the City of Millville. This district permits agricultural or horticultural uses, farms, single-family detached dwellings or fine acres, planned agri-community development, forests and wildlife conservation, parks and recreational facilities, educational facilities, and cemeteries. Agri-community developments require a minimum of 100 acres and must consist of at least 50 percent open space. These communities are intended to incorporate both residential and farming uses to accommodate new growth while preserving rural character.

Maurice River Township:

- Does not have a land use category for farmland preservation.

Coordination with Open Space Preservation Programs

While Farmland Preservation can and is utilized as an open space method in many parts of the state, in Cumberland County its primary use is as a financing tool for the significant agricultural sector of the county’s economy. The County prioritizes its effort to preserve large contiguous tracts of farmland that reduces the chance of conflicting development and establishes a critical mass of permanently preserved farmland in key communities. Since the preservation program targets areas lacking existing or planned development infrastructure, farmland preservation occurs almost exclusively in rural areas. Often, farmland preservation activities shares space with compatible open space initiatives.

In October 2011, the County of Cumberland completed its Open Space & Recreation Master Plan, which specifically studied the prospect of expanding the use of the county’s Farmland & Open Space Trust Fund to open space acquisition. Up until 2011, the fund had been used exclusively for the Farmland Preservation Program. Open space utilizing trust funds was prioritized for more urban and densely populated areas of the county *outside* of the Farmland Preservation project areas.

Note: for the maps discussed in this section, refer to **Appendix E: Cumberland County Maps**

Figure G-1: Cumberland County Agritourism Map (2014)

9. Feasibility Study for Various Rails to Trails Projects within the County of Cumberland (2010)

Cumberland County contains 105 miles of constructed railroad which may present opportunities to create a useful network of trails. This plan is relevant to the Maurice River Corridor Study’s goals of examining opportunities for ecotourism and trails while also laying the groundwork for the future connectivity of Cumberland County.

Goals and Objectives

This study assesses the feasibility of creating multi-use trails on various railroad rights-of-way in Cumberland County. The objectives of this study are to evaluate the feasibility of creating rails-to-trails (or rails-with-trails), and where appropriate, to make recommendations to guide the creation of the trails.

Recommendations

Six major trails are recommended (those in italics are located within or partially within study area and will be discussed below).

1. *Maurice River Trail**
2. Sturgeon Trail
3. Bridgeton – to – Camden Trail
4. *Bridgeton – Millville – Mauricetown Loop*
5. *Cumberland – to – Cape May Trail*
6. *Vineland – to – Atlantic City Trail*

Maurice River Trail

- Overview: This trail is identified by the plan as offering the most promise because it would:
 - Provide recreational and non-motorized commuter access to the Bayshore Discovery Project in Bivalve, currently known as the Bayshore Center.
 - Link the historic town centers of Port Norris, Dorchester, and Leesburg.
 - Enhance non-motorized access to historic East Point lighthouse.
 - Several links in the proposed trail are already in place:
 - The rail-trail between Bivalve and Port Norris is already in use
 - The abandoned CNJ railroad north of Port Norris is now in public ownership
 - The abandoned River Road north of Matt's Landing is now in use as a rail-trail
 - The abandoned PRSL railroad east of Matt's Landing is in use as a rail trail
- Determination of Feasibility of Maurice River Trail
 - A committed Trail Study Committee is comprised of dedicated advocates for the project.
 - The Maurice River Trail is not intended to exist in isolation, but rather is joined at three key points by two other proposed multi-use trails: the Trolley Trail, and the Cumberland to Cape May Trail.
 - The Maurice River Trail would serve as a key element in a local pedestrian and bicycle network, linking population centers, workplaces, schools and recreation areas.
 - Challenges to the development of the Maurice River Trail identified by the Plan include cost (both of construction and of easement acquisition) and the absence of a rail-trail authority or a parks and recreation department in the County to assume ownership. Could be addressed through the formation of such a governmental authority or the willingness of non-profit agency to assume responsibility for maintenance of the trail.

Bridgeton-Millville-Mauricetown Loop.

- Due to lack of available railway right-of-way (ROW), this trail is envisioned as a 46.4 mile on-road bicycle network.

Cumberland to Cape May Trail.

- This trail is envisioned as the northern end of a future rail-trail that will connect Cumberland County with Cape May. Within Cumberland County, this trail will connect with the proposed Maurice River Trail in Port Elizabeth.

Vineland to Atlantic City Trail

- This trail begins in the City of Millville, utilizes existing roads to Vineland, then continues on an inactive railroad owned by the State of New Jersey to the Atlantic County line. This is envisioned as the western end of the trail system now in place and being expanded in Atlantic County.

The plan outlines a detailed potential alignment of each trail.

Note: for the maps discussed in this section, refer to **Appendix E: Cumberland County Maps**

Figure E-1: Potential Rail to Trail Projects (2010)

Figure E-2: Rails to Trails Regional Connectivity (2010)

10. Cumberland County Delaware Bayshore Recovery Plan

This plan was created following extensive damage to New Jersey’s Delaware Bayshore as a result of Superstorm Sandy. It is comprised of four sections:

1. Intergovernmental Relations
2. Tourism and Economic Development (this analysis will focus on this section)
3. Infrastructure
4. Shoreline Protection and Coastal Management

This plan is relevant to the Goals of the Maurice River Corridor Study in promoting beneficial, sustainable economic development that utilizes the river as an amenity while preserving and enhancing its ecological integrity and assets and overall resilience of the region.

Goals and Vision

“The overall recovery planning process began by building consensus on a recovery vision. This vision became the guiding principle, the yardstick to gauge all issues involving Cumberland County’s Bayshore communities during the recovery process over the next 10 years. The vision of Cumberland County’s Bayshore communities is to:

- Sustain and stabilize the environment and economy by supporting existing businesses and promoting tourism;
- Empower families who live and work in the Bayshore communities to have a balanced approach to developing and protecting the Delaware Estuary system;
- Develop new business and tourism ventures; and
- Protect important and often vulnerable natural habitats.

Tourism and Economic Development

Project summaries are comprised of seven sections:

1- Business Retention and Recruitment Plan

- Summary: This project proposes securing funding and technical assistance for development of a business retention and recruitment plan for Cumberland County’s Bayshore communities. There will be three major elements:
 - Business retention—especially those in the tourism sector

- Revitalizing closed tourist sites and commercial properties—especially on waterfronts, village main streets and the New Jersey Route 47 corridor
- New business recruitment focusing on three key sectors:
 - tourism and ecotourism
 - maritime and fisheries
 - agribusiness
- Steps:
 - Convene a subcommittee
 - Secure funding
 - Host a planning workshop
 - Develop a Request for Proposal
 - Select a consultant
 - Develop a plan
- Cost Estimate: \$50,000-60,000 (for planning. Implementation would be achieved in multiple phases)

2- Business Plan Initiatives Implementation

- Summary: The Eco-Tourism Business Improvement Task Force will implement the Business Retention and Recruitment Plan, including:
 - Business retention for existing businesses especially those that enhance the destination value of the region.
 - Working with inventory of closed businesses developed by the business planning process to recruit entrepreneurs to reopen them. Working with municipalities to provide incentives and support. Working with realtors and bankers to find and finance investors.
 - Recruiting tourism, fisheries and aquaculture, maritime industries and agribusiness and food processing where compatible with the natural resource base, existing economies and resiliency goals.
 - Initiate and support efforts to improve the communications infrastructure of the Cumberland County Delaware Bayshore (telephone and high-speed internet).
 - Administering a grant and loan program to assist Bayshore businesses in achieving resiliency and preparedness for sea level rise and future storm surges.

3. Bayshore Eco-Tourism / Business Improvement Task Force

- Summary: This project would focus on developing New Jersey's Delaware Bayshore as a nationally recognized eco/heritage/agri-tourism destination and building the complementary economy of the region. This task force would carry out the remainder of the tourism and economic development projects contained in this plan.

4. Bayshore Marketing and Destination Plan

- Summary: This project seeks technical assistance and funding to produce a tourism development and promotions plan. This plan requires an overall project implementation strategy. It will include an asset map, a brand and logo proposal, an annual campaign plan including a strong web and social media presence, themed packages and a calendar of events. A section recommending wayfinding and other visitor improvements will be based on an inventory and assessment of key properties.

5- Tourism Initiatives Implementation

- The Eco-Tourism Business Improvement Task Force will implement the Marketing/Destination Plan, including:

- A targeted tourism marketing campaign with web based and social media initiatives all building the brand for the Bayshore.
- Installation of wayfinding signage employing the themes and logos developed as part of the plan.
- Improvements to key properties and sites to a standard developed in the Destination Plan for signage, parking, trash receptacles and other visitor amenities.
- Enhancing gateways to villages cultivating the brand image and instituting consensus welcoming features.
- Create a Gateway to the Bayshore on the Route 55/47 corridor.
- Establish a regularly scheduled market for the sale of locally grown produce, locally harvested seafood, and locally produced goods.
- Create and maintain a “hyperlocal media outlet” online for the various neighborhoods within the municipalities.

6 - Maurice River Rails-to-Trails

- Status (as of 2013): This project has already been started by Cumberland County, with funding received in 2013 from New Jersey’s Green Acres Program for trail development and right-of-way acquisition in Maurice River Township.
- Note: Covered in other section of this analysis

7- Historic Bayshore Oyster Industry Revitalization

- Summary: The Bayshore Eco-Tourism/Business Improvement Task Force proposes partnering with the Delaware Bay Oyster Restoration Task Force, a collaborative group of organizations, institutions and agencies working at the local, state, regional and Federal levels, to seek funding. This project would rejuvenate the task force’s successful oyster shell planting program, which was suspended in 2010 due to a lack of funding.

11. Cumberland County Bikeways Inventory (2015)

The Bikeways Inventory plan, created by SJTPO in partnership with Cross County Transportation Management Association, documents existing and proposed bikeways throughout Cumberland County and functions as a snapshot of bikeway planning and implementation activity in Cumberland County in 2014. This plan is directly relevant to the Maurice River Corridor Studies goals of identifying lands with the greatest riverfront access potential for recreation and future greenway connectivity, as well as laying the groundwork for the future connectivity of Cumberland County

Goals and Objectives

- Guide future bicycle infrastructure investments by ensuring that local governments and other interested parties have accurate information regarding the existing and proposed bicycle network throughout the County.
- Provide information to better equip those involved with bikeway planning to identify bicycle network gaps and maximize connectivity.
- Ultimately to facilitate the creation of a comprehensive bicycle network in South Jersey that is accessible to a broad range of users.

Recommendations

- Bikeway Prioritization Model

- The plan developed a model to help communities in Cumberland County prioritize the construction of proposed bikeways. The model considers important factors such as network connectivity, geography, demographics, accessibility, and safety.
- High Priority Proposed Bikeways
 - All proposed bikeways at the time of writing the plan were scored and ranked using the prioritization model. The plan lists them all as High, Medium or Low priority.
- Complete Streets
 - The plan recommends communities throughout the County should implement a Complete Streets policy (roadways designed to meet the needs of all road users, including pedestrians, bicyclists, motorists, and transit users, of all ages and abilities)
- Bicycle Safety Programs
 - The plan recommends education and enforcement programs such as Safe Routes to Schools and Road Safety audits to work in tandem with infrastructure improvement efforts to create environments that are more friendly to bicycling.

Note: for the maps discussed in this section, refer to **Appendix F: Cumberland County Bikeways Inventory (2015) Maps**

Figure F-1: Cumberland County Transportation Network (2014)

Figure F-2: Proposed Bikeway Network (2014)

Figure F-3: Commercial Township Bikeway Network (2014)

Figure F-4 Maurice River Township Bikeway Network (2014)

Figure F-5: City of Millville Bikeway Network (2014)

APPENDIX D

Transportation Analysis

To: Jenna Monaghan, Program Manager
South Jersey Transportation Planning Organization

From: Brittany Dremluk, AICP, PP, LEED Green Associate
Project Manager
Michael Baker International, Inc.

Date: September 22, 2023

Subject: Technical Memo – Existing Conditions: Active Transportation Facilities and Crash Analysis

Introduction

The Maurice River Corridor is home to several open space and recreation areas that promote walking and cycling. These spaces, as well as the commercial districts and the riverfront, can benefit from a safe and connected transportation network that is accessible to all users.

This memorandum will look at existing conditions, summarizing the active transportation inventory in the Maurice River Corridor study area, and provide a summary of the crash statistics between 2016 and 2020. This exercise helps to identify potential gaps in the transportation network and high-density crash areas that will inform safety and design recommendations for the Corridor.

Existing Conditions: Bicycle Facilities

The following section describes existing active transportation facilities in the study area, as determined by a desktop survey using resources from Cumberland County, Cross County Connections Transportation Management Association (TMA), the South Jersey Transportation Planning Organization (SJTPO) and the New Jersey Departments of Environmental Protection (NJDEP) and Transportation (NJDOT).

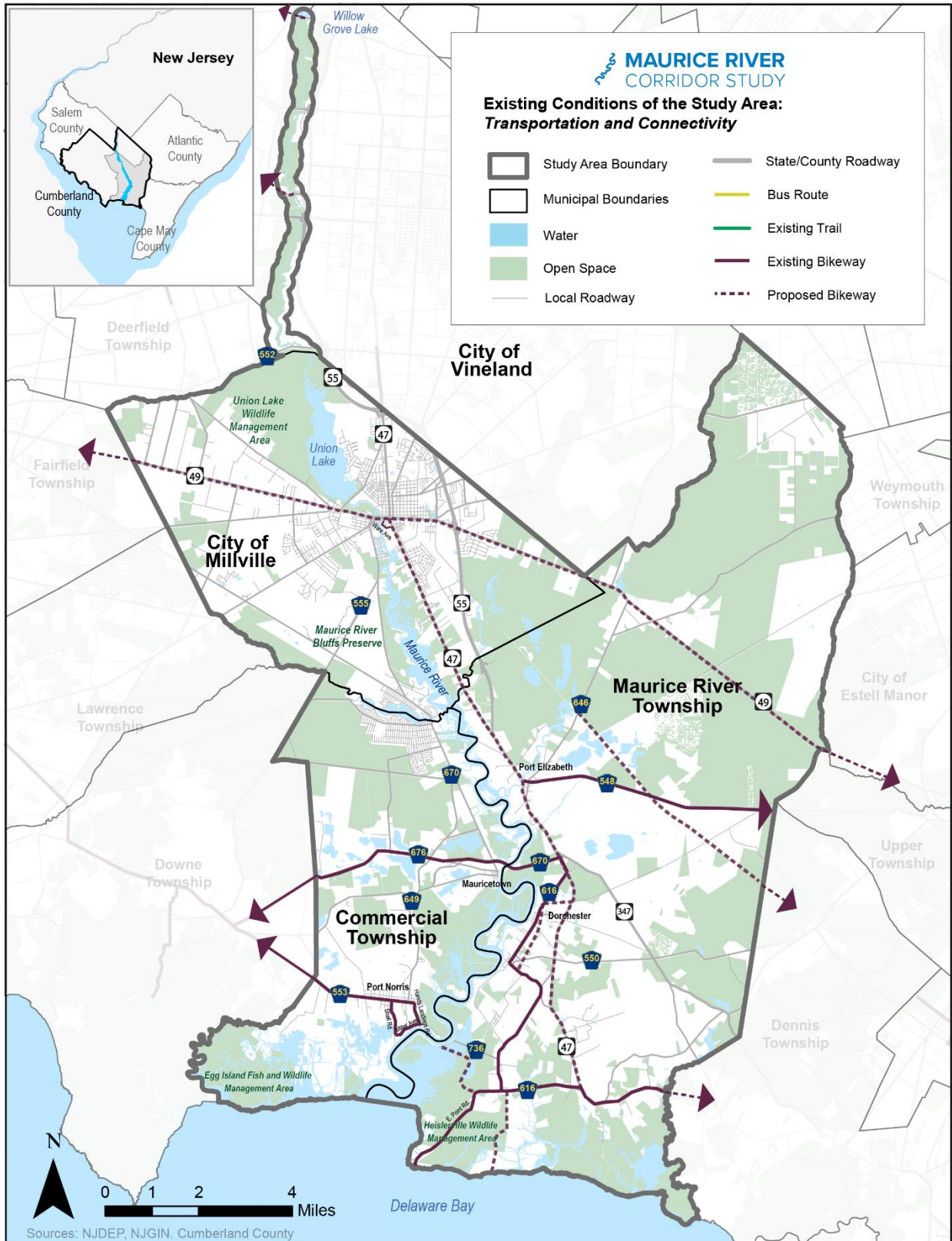
The Maurice River Corridor Study Area’s Transportation Management Association, Cross County Connection, hosts an online interactive map identifying existing bikeways in Cumberland County. According to this map, the study area’s existing bike lanes and multi-use paths are found only in the southern portions of Maurice River Township and Commercial Township, and in the commercial district of the City of Millville. Bicycle routes account for the majority of bikeways in the study area; however, these are shared roadways and are more accessible to experienced cyclists.

Table 1 summarizes the existing conditions of the roadways identified as having bicycle facilities. Figure 1 displays the existing roadways with bicycle facilities and proposed bicycle facilities, as recommended prior to the inception of the Maurice River Corridor Study.

Table 1. Summary of Existing Bicycle Facilities

Municipality	Roadway	Direction	Summary of Bicycle Facilities
Commercial Township (Bivalve)	Hands Landing Rd. from Main Street to Miller Avenue	North-south	Sharrow
Commercial Township (Bivalve)	Miller Avenue from the Port Norris Marina to the Haskins Shellfish Research Laboratory	East-west	Sharrow
Commercial Township (Bivalve)	Shell Road to Germantown Avenue	North-South	Sharrow
Commercial Township	County Route 553/Main Street	East-West	Listed as on-street bicycle route shared lane that lacks a shoulder, shared lane markings on the asphalt, and signposts
Commercial Township	County Route 676/Highland St.	East-West	Listed as on-street bicycle route shared lane that lacks a shoulder, shared lane markings on the asphalt, and signposts
Commercial Township	County Route 670, between Rt. 47 and the Mauricetown Causeway	East-West	Sufficient shoulder for bicycle use, but there are no markings on the asphalt or signage indicating it is a bike route
Maurice River Township	Mauricetown Causeway	East-West	Sholder width is sufficient to allow space for a bike lane, however there are no markers on the asphalt, nor signage instructing motorists to share the road.
Maurice River Township	Weatherby Road/CR 548	East-West	Listed as on-street bicycle route shared lane that lacks a shoulder, shared lane markings on the asphalt, and signposts
Maurice River Township	County Route 616	North-South, and East-West	Listed as on-street bicycle route however it lacks bicycle facilities of any kind and there is minimal shoulder on either road to accommodate a variety of users.
Maurice River Township	East Point Road	North-South	Listed as on-street bicycle route lacks bicycle facilities of any kind and there is minimal shoulder on either road to accommodate a variety of users
City of Millville	Ware Avenue	Loop	Listed as on-street bicycle route lacks bicycle facilities of any kind and there is minimal shoulder on either road to accommodate a variety of users

Figure 1. Existing and Proposed Bicycle Facilities



Detailed Analysis of Existing Bicycle Facilities

Commercial Township

Commercial Township has the second-largest existing bikeway network in Cumberland County with a total of 9.13 miles of bikeways. The bikeways consist of on-street and off-street facilities.

On-street bicycle facilities:

- There are on-street bicycle facilities near the river in the Port Norris/Shell Pile area of the Township. There are frequent and clear shared lane markings, “known as sharrows,” which go north-south on Ogden Avenue/Hands Landing Road from Main Street to Miller Avenue where near the Port Norris Marina. The sharrows continue east-west along Miller Avenue from the Port Norris Marina to the Haskins Shellfish Research Laboratory. The sharrow facilities continue on Shell Road, south to Germantown Avenue where it connects west to the Commercial Township Wetlands Restoration Site, and north along Shell Road back to Main Street where it terminates.



Figure 2: Shared Lane Markings on Miller Avenue

Off-street bicycle facilities:

- The Port Norris Pathway is a roughly 0.75-mile unpaved offroad bike route in the Port Norris area of the Township that runs in a north-south direction. The Pathway connects Miller Road near the Haskin Shellfish Research Lab to Main Street, leading to the intersection of Main and Pearl. This path has bike route signage at both ends of the path.

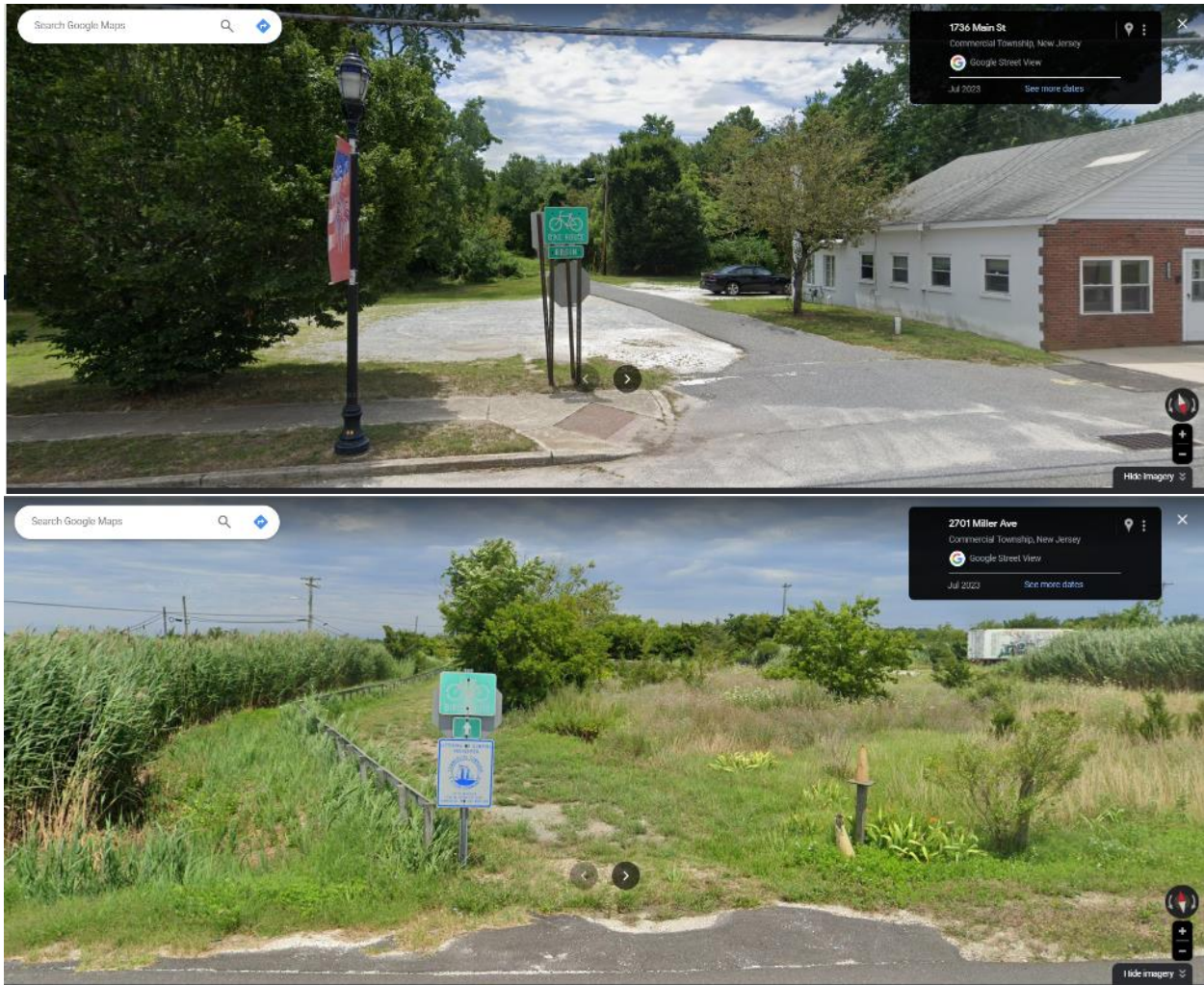


Figure 3: Entrances to the Port Norris Pathway

Level of Bicycle Compatibility

While the Study Area is not within the jurisdiction of the North Jersey Transportation Planning Authority’s (NJTPA), the NJTPA conducted a bicycle assessment of New Jersey’s roadways. The Assessment analyzed the Level of Bicycle Compatibility (LBC) and Connectivity Analysis based on cycling suitability, also referred to as level of traffic stress (LTS) or bicycle comfort. LBC values are assigned for each roadway using attributes such as speed limit, number of lanes, and inclusion of bike facilities to determine scoring. LBC 1 segments have the lowest level of stress for most cyclists, while LBC 4 roads are most suitable for experienced cyclists. LBC 5 roads are considered “Barrier Roads” such as toll roads and interstates which prohibit bicycle use.

Figure shows the LBC scores for all roads in Commercial Township.

- There are no **LBC 1** segments in Commercial Township, or roads that would be suitable for most bike users.
- **LBC 2**, considered accessible for most adult cyclists, includes portions of Main Street, Brown Street, Temperance Street, and Samuel Drive.

- The majority of roads in Commercial Township are categorized as **LBC 3**, which includes principal arterials without bike lanes and roads with pavement widths greater than 30 feet. These roads are generally appropriate for confident adult cyclists.
- **LBC 4** roads, appropriate for very skilled cyclists, includes Main Street west of the denser Main Street area, North Avenue, Highland Street, Bayshore Heritage Byway, Steep Run Road, E. Buckshutem Road, Battle Lane, and Narrow Lane Road.



Figure 4: Level of Bicycle Compatibility for Commercial Township. Source: NJTPA

Gaps:

- Main Street/CR 553 is listed as an on-street bicycle route in the 2015 Cumberland County Bikeways Inventory. This roadway is a shared lane between vehicles and bicyclists, which accommodates more experienced cyclists than casual cyclists. The route lacks bicycle facilities of any kind. There are no shared lane markings on the asphalt, and no signposts along the Road indicating that the Road is shared with bicycles. The shoulder is only about 1 foot on either side of the Road.

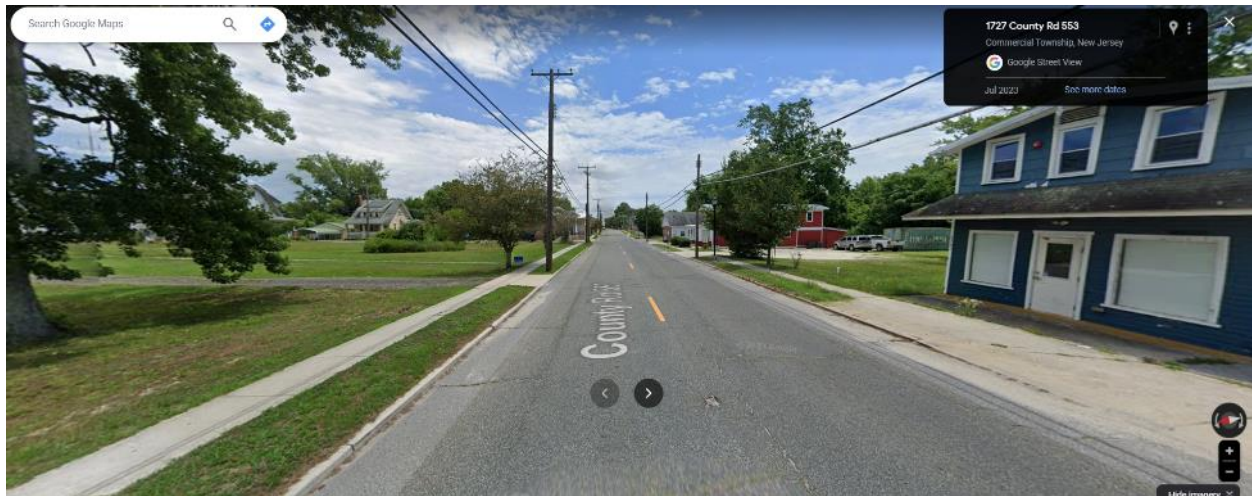


Figure 5: Main Street/CR 553 in Port Norris

- Highland Street/CR 676 is also listed as an on-street bicycle route in the Cumberland County Bikeways Inventory. Similar to Main Street/CR553 it is a shared lane that lacks a shoulder, shared lane markings on the asphalt, and signposts along the Road indicating that the Road is shared with bicycles. As it exists, this roadway best accommodates experienced cyclists.



Figure 6: Typical stretch of CR 676

- CR 670, between Rt. 47 and the Mauricetown Bridge, is also listed as an on-street bicycle route in the Cumberland County Bikeways Inventory. It has a shared lane, making it more accessible to experienced cyclists than casual cyclists. There is sufficient shoulder for bicycle use, but there are no markings on the asphalt or signage indicating it is a bike route.



Figure 7: CR 67 Approaching Mauricetown Bridge

Maurice River Township

According to Cross County Connection, Maurice River Township has the largest bikeway network in Cumberland County, with 26.55 miles of bikeways. However, a desktop survey revealed infrequent or missing signage denoting the bikeway, such as “Share the Road” signs or pavement markings.

On-street bicycle facilities:

- Maurice River Township lacks any on-street bicycle facilities with markings, signage, or shoulder.

Off-street bicycle facilities:

- There is a 0.85-mile off-street paved multi-use path along Earth Dike connecting Menhaden Road to Matt’s Landing Road. The path follows a north-south direction. Where the path connects to Matt’s Landing Road it becomes a shared lane without any marking, signage or shoulder.



Figure 8: Earth Dike Bike Path in Maurice River Township (photo source: Alltrails)

Level of Bicycle Compatibility

Figure shows the LBC scores for all roads in Maurice River Township.

- There are no **LBC 1** segments in Maurice River Township.
- **LBC 2** designation is only assigned to one street in Maurice River Township, Quaker Street.
- Most roads in Maurice River Township are categorized as **LBC 3** and **LBC 4** and are more appropriate for confident and skilled cyclists.

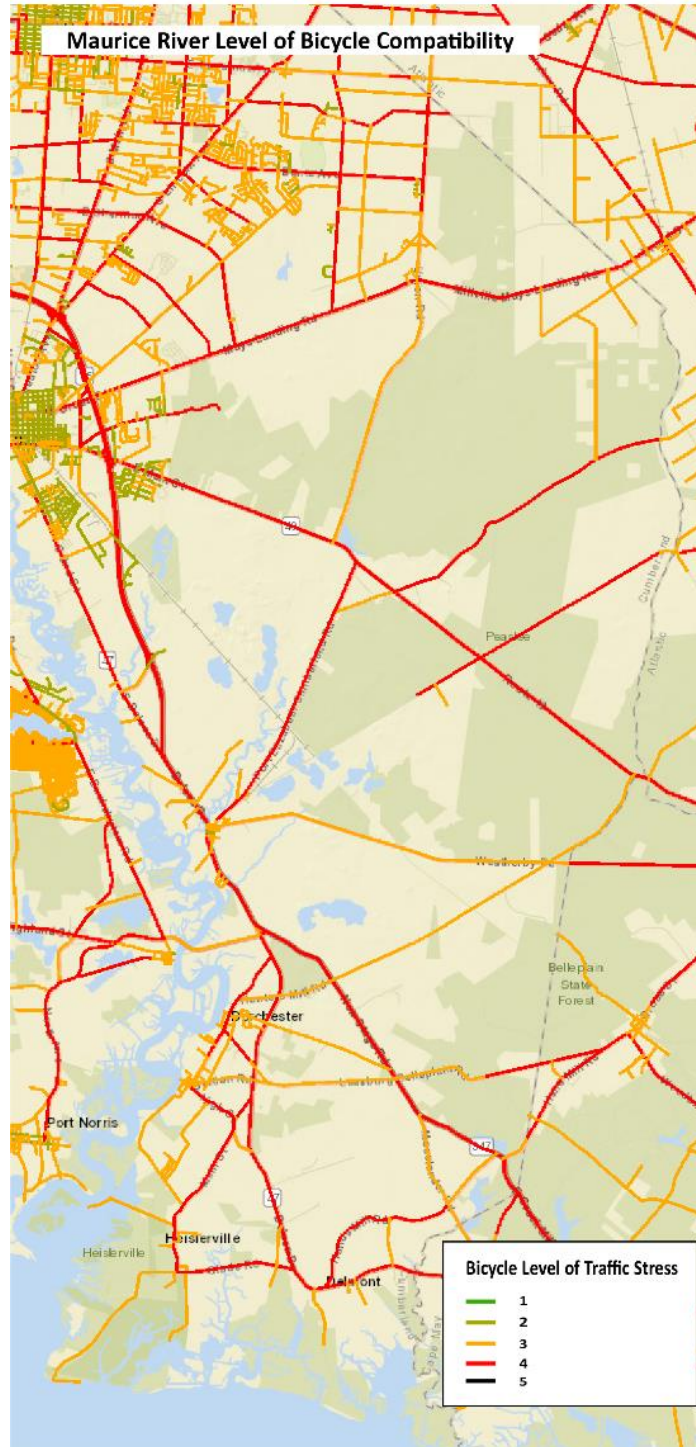


Figure 9: Level of Bicycle Compatibility (LBC) for Maurice River Township. Source: NJTPA

Gaps:

- CR 670 Mauricetown Crossway Road, from the Mauricetown Bridge to Route 47, is listed as an on-street bicycle route in the County Bikeways Inventory. It is a shared lane, making it more accessible to experienced cyclists than casual cyclists. The shoulder width is sufficient to allow space for a bike lane, however there are no markers on the asphalt, nor signage instructing motorists to share the road.



Figure 10: CR 67- in Maurice River Township

- Weatherby Road/CR 548, between Sand Company Road and Port Elizabeth-Cumberland Road, is listed as an on-street bicycle route in the County Bikeways Inventory. As such, it is a shared lane, making it more accessible to experienced cyclists than casual cyclists. This route lacks bicycle facilities of any kind. There are no shared lane markings on the asphalt, and no signposts along the road indicating that the Road is shared with bicycles. The shoulder widths are also insufficient to accommodate cyclists

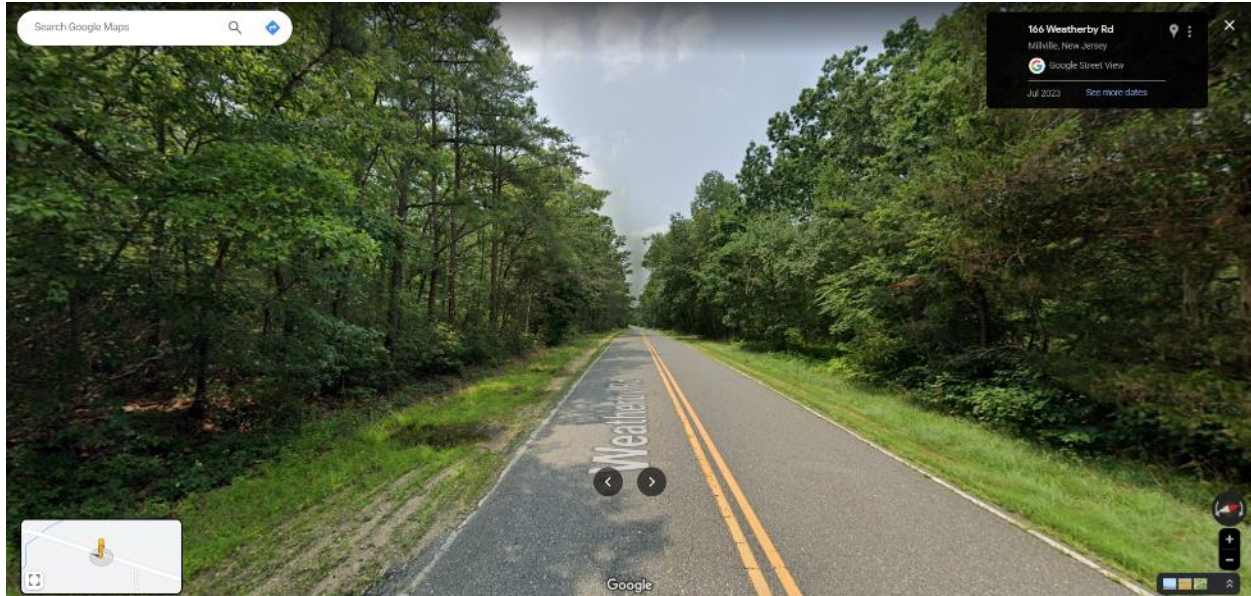


Figure 11: Typical stretch of CR548 in Port Elizabeth

- Newell Road and Main Street/CR-616 in Leesburg are listed as on-street bicycle routes on the County Bikeways Inventory. As such, they are shared lanes making them more accessible to experienced cyclists than casual cyclists. This route lacks bicycle facilities of any kind and there is minimal shoulder on either road to accommodate a variety of users.
- East Point Road, Thompson Beach Road, Moore’s Beach Road, Glade Road, and Main Street in Heislerville are all listed as on-street bicycle routes in the County Bikeways Inventory. As such, they are shared lane routes, making them more accessible to experienced cyclists than casual cyclists. These roads lack markings, signage, or a shoulder, but because they dead end, there may not be a large amount of traffic.



Figure 12:: Characteristic stretch of East Point Rd

City of Millville

On-Street Bicycle Facilities

- There is a roughly 0.2 mile on-road path in the Municipal Dock Area continuing south from where Ware Avenue curves to the east along the river. This is an unpaved road and contains “share the road” bicycle signs designating it as a bike route.

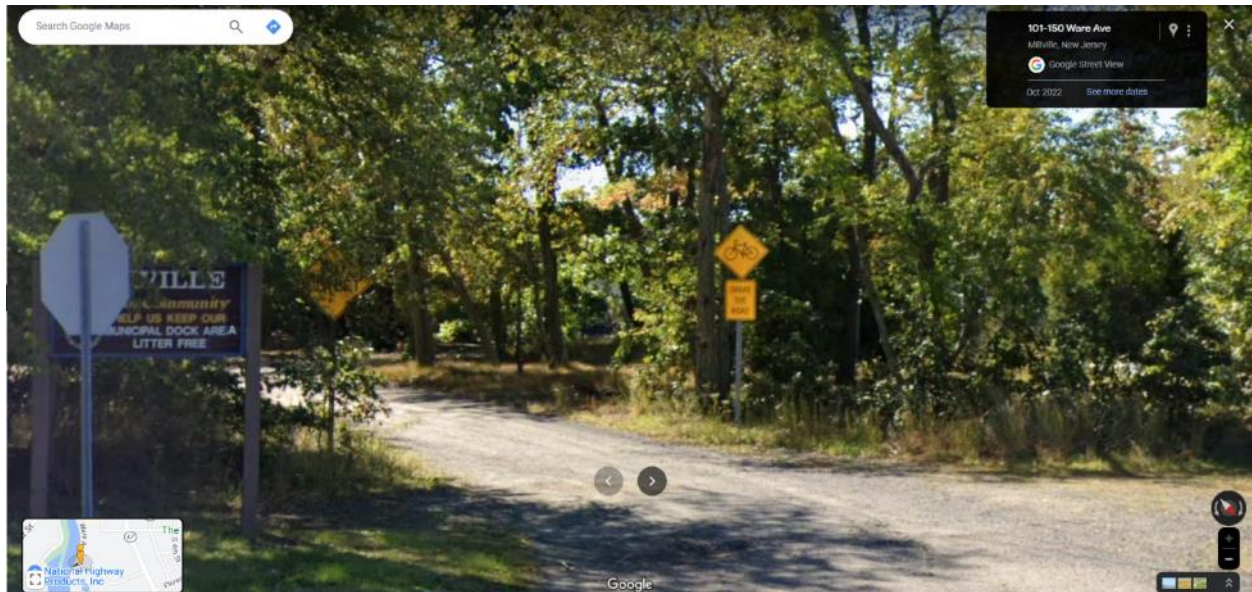


Figure 13: Entrance to Shared Bike Path Near Municipal Docks on Ware St

Off-Street Bicycle Facilities

- There is a 1.35-mile, multi-use path along the Maurice River in downtown Millville. This path starts at the intersection of Main Street and Buck Street and ends at Sharp Street.

Level of Bicycle Compatibility

Figure 1 shows the LBC scores for all roads in the City of Millville.

- There are no **LBC 1** segments in the city of Millville.
- Most streets in the downtown core of Millville are **LBC 2**, most likely due to their widths and lower speed limits, making them accessible to most adult cyclists.
- Regional connectors in the study area are **LBC 3** and **LBC 4**, such as Routes 47, and 49. These routes are important for overall regional connectivity but would require more robust treatments, like separate and buffered bike lanes or shared-use paths, to make them safer for all cyclists.

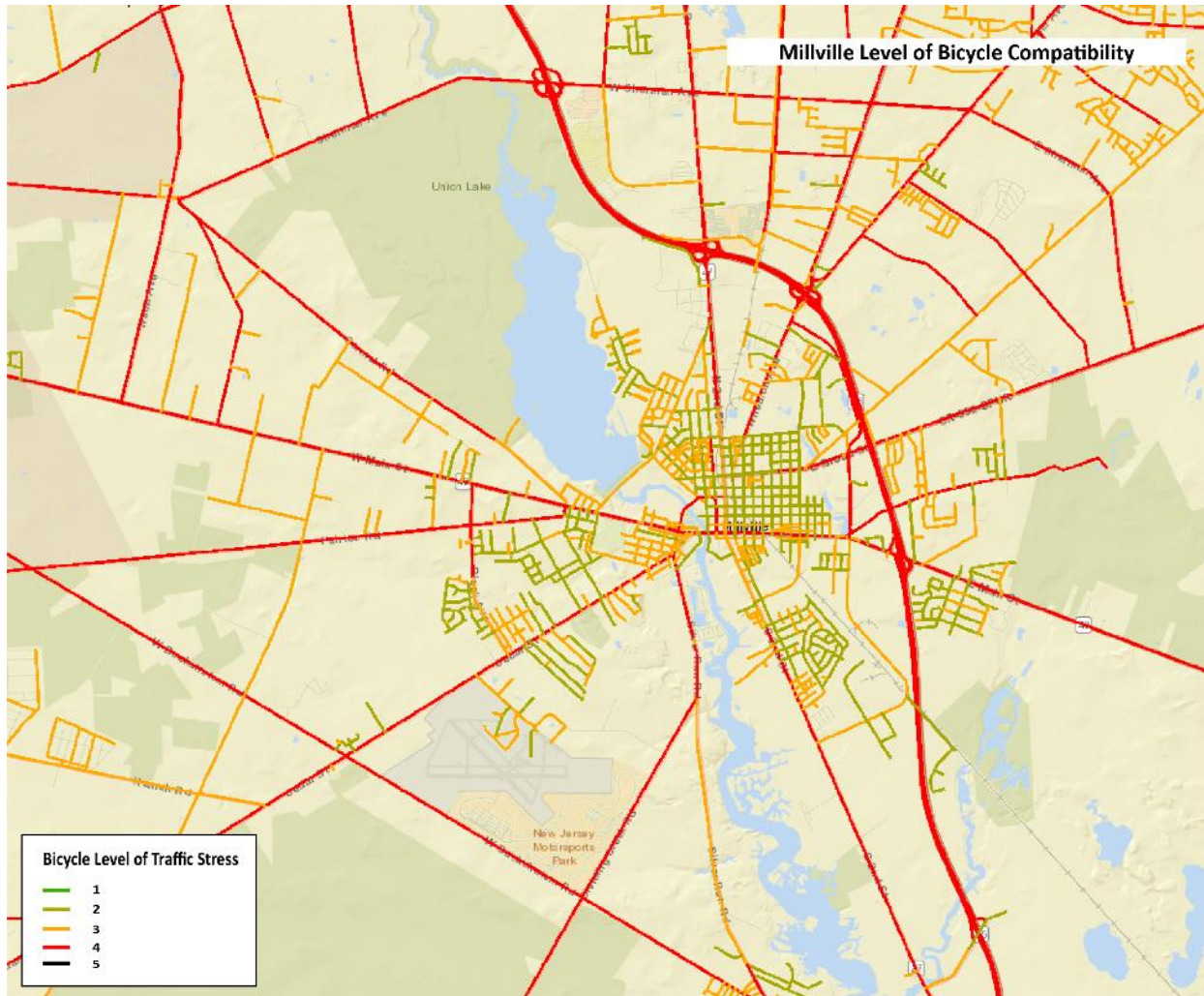


Figure 1: Level of Bicycle Compatibility (LBC) for the City of Millville. Source: NJTPA

Gaps

- The entirety of Ware Avenue is listed as an on-street bicycle route in the Cumberland County Bikeways Inventory. As such, it is a shared lane, making it more accessible to experienced cyclists than casual cyclists. It lacks bicycle facilities such as markings, signage, or shoulders.

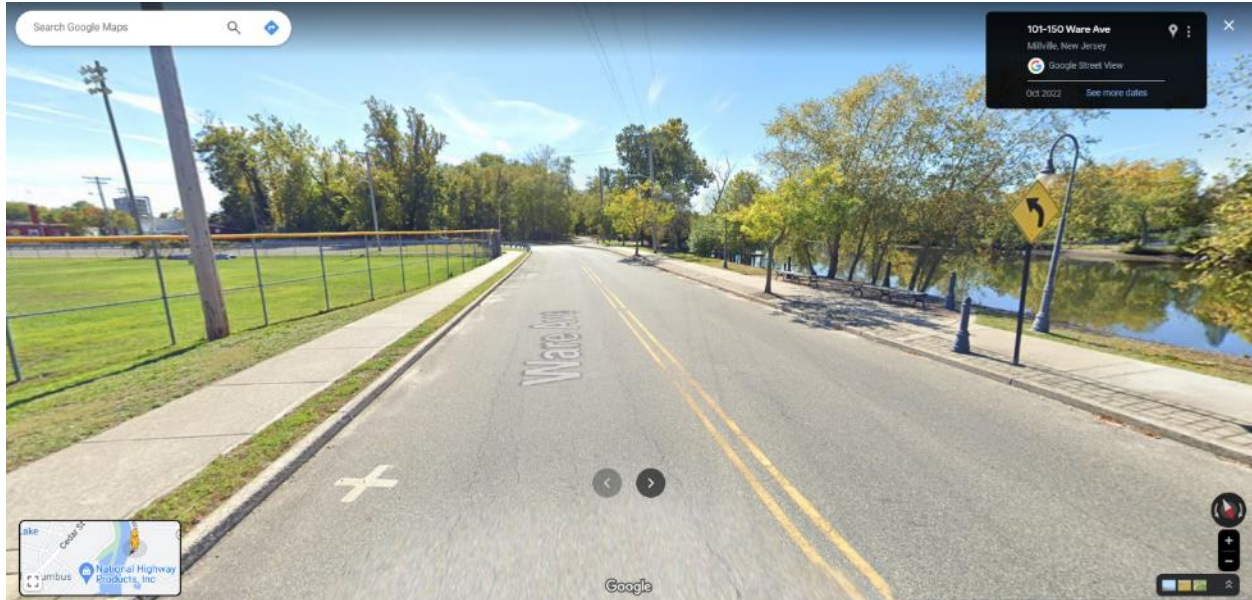


Figure 2: Facing south on Ware Avenue near Downtown Millville

City of Vineland

The City of Vineland does not contain any bicycle facilities within the study area or in the immediate surroundings of the study area. There are two one-mile-long bike lanes along East Elmer Road and East Wood Street. These roads are in the downtown area, with E. Elmer being a one-way road traveling east, and E. Wood Street being a one-way road and traveling to the west.

Existing Conditions: Trail Network

The following is a list of facilities that offer walking and/or bicycle trails within the study area. This list may not be exhaustive as available data was used from sources like SJTPO, NJDOT, NJDEP, Cumberland County, municipal websites, online crowdsourced community sites, and non-profit websites such as The Nature Conservancy and Natural Lands Trust, and the Jersey Off Road Bicycling Association (JORBA). Some of these facilities are not verifiable through a desktop survey and require field verification.

Commercial Township

- [The Strawberry Avenue Boardwalk: Nature trail and observation tower](#)
- Bevens/Millville Wildlife Management Area (WMA): Includes walking trails including a 3.1-mile trail near Lake Audrey.
- Port Norris Pathway: An unpaved, off-road trail with bike route signage at both ends of the path.

Maurice River Township

- Belleplain State Forest: A portion extends into the eastern portion of Maurice River Township, offering trails for cycling and walking.

- Heislerville WMA: Located on the southern portion of Maurice River Township, the WMA offers hiking trails and other activities such as birding, fishing, crabbing, and hunting, provided it does not conflict with hunting/fishing.
- Peaslee WMA: Includes trails for walking and cycling, provided it does not conflict with hunting/fishing.
- Manumuskin River Preserve: Includes walking trails
- Earth Dike (connecting Menhaden Road to Matt's Landing Road): a multi-use path but no markings, signage or shoulder for bicycle users.

City of Millville

- [Maurice River Bluffs](#): a 500-acre nature preserve offering 6 miles of hiking trails and six miles of mountain biking trails that were designed following International Mountain Biking Association standards.
- Menantico Ponds WMA: Hiking paths, provided it does not conflict with hunting/fishing.
- Union Lake WMA: [Offers miles of unmarked trails for hiking](#), provided it does not conflict with hunting/fishing.
- Corson Park: Includes walking paths.
- Maurice River Trail: a multi-use path however it is currently closed because the dike is falling into the water.
- Captain Joseph Buck Waterfront Park: Includes a Riverfront Walk from Main Street to the Maurice River Trail
- Riverview Park: walking trails connecting to the Maurice River Trail
- [Harold N. Peek Preserve: Offers 1-3 miles of hiking trails.](#)

City of Vineland (near the River Corridor)

- West Side Park: walking paths

Crash Analysis

Crash data for the five-year period from 2016 to 2020 was downloaded from the New Jersey Department of Transportation (NJDOT) Safety Voyager tool. As of production of this memo, 2020 represented the most recent year for which reliable crash data is available.

For this analysis, crash data for the corridor includes data from Commercial Township, Maurice Township, and Millville City. Crash data maps can be found attached to this memo.

Crash Severity

- Between 2016 and 2020 there were a total of 4,667 crashes in the Maurice River Corridor study area.
- There were 41 fatal injury crashes and 66 suspected serious injury crashes.
- Table 1 below shows the number and percentage of crashes by severity.

Table 2: Crashes by Severity for each municipality, 2016-2020. Source: NJDOT.

SEVERITY	COMMERCIAL	MAURICE	MILLVILLE	TOTAL CRASHES	PERCENTAGE
Fatal Injury	2	19	20	41	0.88%
Suspected Serious Injury	4	14	48	66	1.41%
Suspected Minor Injury	26	84	345	455	9.75%
Possible Injury	36	112	669	817	17.51%
No Apparent Injury	195	589	2,504	3,288	70.45%
Total	263	818	3,586	4,667	100%

Crash Types

- Table 2 categorizes crashes by type. Predominant crash types include Same Direction – Rear End (22.5%), Fixed Object (20.36%), and Right Angle (19.41%).

Table 3: Crashes by Type, 2016-2020. Source: NJDOT.

CRASH TYPE	TOTAL CRASHES	PERCENTAGE
Same Direction - Rear End	1050	22.5%
Fixed Object	950	20.4%
Right Angle	906	19.4%
Animal	412	8.8%
Same Direction - Sideswipe	376	8.1%
Struck Parked Vehicle	282	6.0%
Backing	140	3.0%
Left Turn/U Turn	130	2.8%
Pedestrian	78	1.7%
Non-fixed Object	71	1.5%
Opposite Direction (Head On)	70	1.5%
Overtuned	62	1.3%
Opposite Direction (Sideswipe)	51	1.1%
Pedal cyclist	41	0.9%
Other	33	0.7%
Encroachment	12	0.3%
Railcar - vehicle	3	0.1%
Unknown	0	0.0%
Total	4667	100%

- Between 2016 and 2020 there were 78 crashes involving pedestrians and 41 involving pedal cyclists. The highest concentration of these crashes in the study area, were found around the central business zone of Millville.

Crash Locations

The City of Millville had the highest number of crashes, followed by Maurice River Township, and Commercial Township, respectively. The crash rates reflect the population for each municipality as well as density. Millville, most populated and densest, had the highest number of total crashes between 2016-2020. Generally, crashes occur in more densely populated areas, along high-volume roadways, and at intersections.

Commercial Township

Crashes in Commercial Township occurred primarily in the northern and eastern part of the Township, concentrated in the Laurel Lake neighborhood, home to most of the residential population of the Township. Additional hot spots are located in the Port Norris and Mauricetown areas, also home to residential populations. Other areas with a high concentration of crashes include the stretch of CR 633 between CR 670 and Highland Street, and North Avenue near the intersection with Sockwell Road.

Between 2016 and 2020 there were four pedestrian crashes in Commercial Township, all occurring within the Laurel Lake area. Additionally, there were four serious injury crashes and two fatal injury crashes fairly spread out geographically within the Township. One fatal injury crash occurred on Haleyville Road (CR 676) near the border with Downe Township, while the other fatality occurred on Route 555. Serious injury crashes occurred on County Routes 649, 633, and on Keron Drive and Yock Wock Road.

Maurice River

Crashes in Maurice River Township occurred mainly along the main stretch of Route 47, between Millville and Mauricetown Crossway Road. Crashes also occurred along both 47 and Route 347, after Route 47 splits. Other crash hotspots occurred on Highway 55 as it joins Route 47 in the northwest section of the Township.

There were five pedestrian crashes, which were fairly spread out geographically within the Township. There were 19 fatal injury and 14 serious injury crashes. These crashes occurred largely on the busiest roads in the Township including Route 55, Route 47, CR 347, and Route 49.

Millville

Crashes in Millville are centered in the commercial district along Route 47, especially near the Route 55 intersection at Exit 27 in the northern portion of the City near the Cumberland Mall, and the Route 55 intersection (Exit 24) at Main Street (Route 49) in eastern quadrant of the City. Other crash hotspots include Wheaton Ave (CR 555) and Route 47 as it heads south into Maurice River.

There were 41 pedal cyclist crashes and 69 pedestrian crashes in Millville between 2016-2020. Bicycle-pedestrian crashes occurred largely within the commercial center and residential areas as well as along major roads such as routes 47 and 49. There were 20 fatal injury and 48 serious injury crashes during this time period. Fatalities and injuries were fairly spread out across the City, but most took place on major roads or intersections.

Conclusion

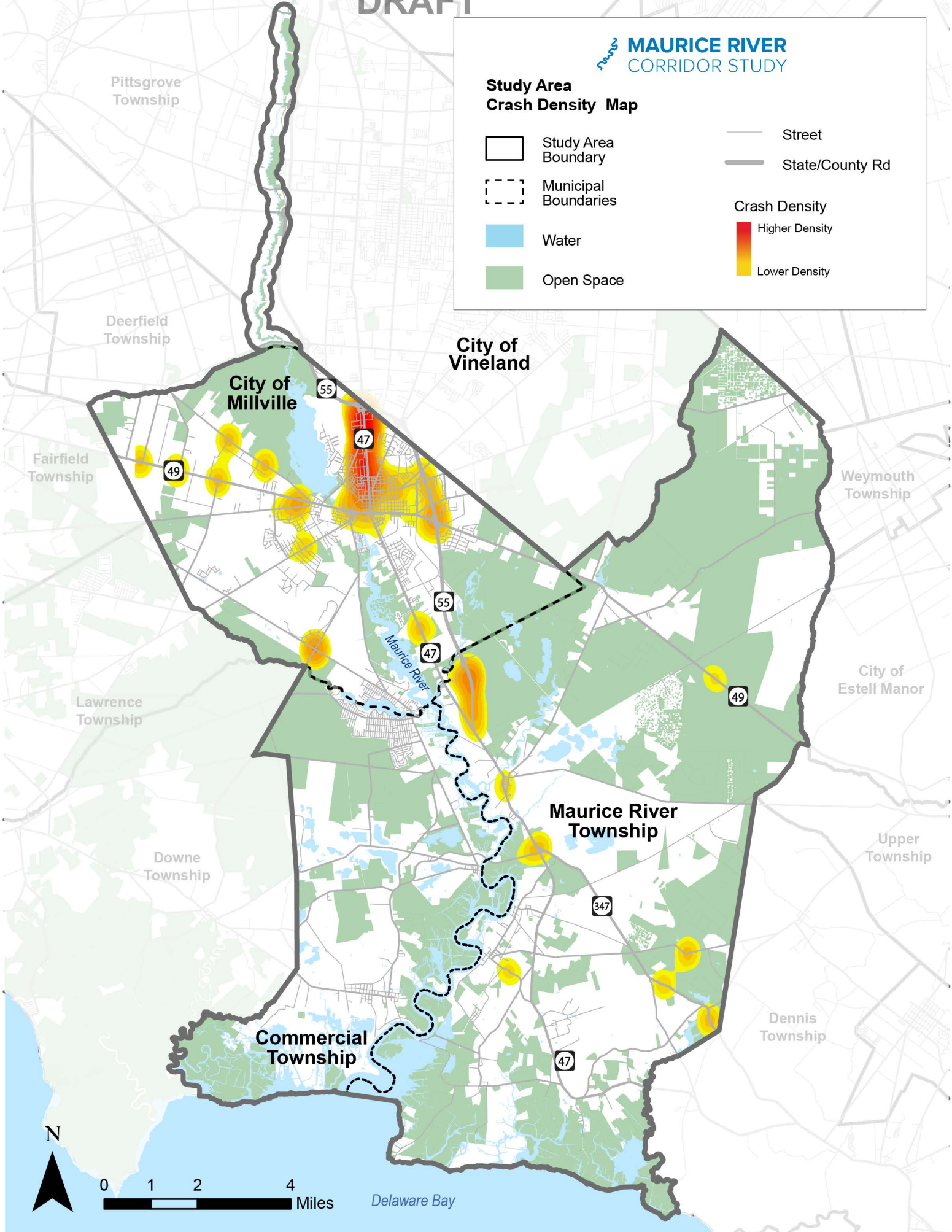
The Maurice River Corridor has many bicycle and pedestrian amenities that are primarily located in parks and protected areas. These areas lack connection and are dispersed throughout the region. Bridging network gaps between existing facilities and improving connectivity to the waterfront will encourage

alternative modes of travel. Opting for design treatments that consider the safety of all road users will help to reduce crashes and ensure that walking and cycling are accessible to all.








MAURICE RIVER
CORRIDOR STUDY

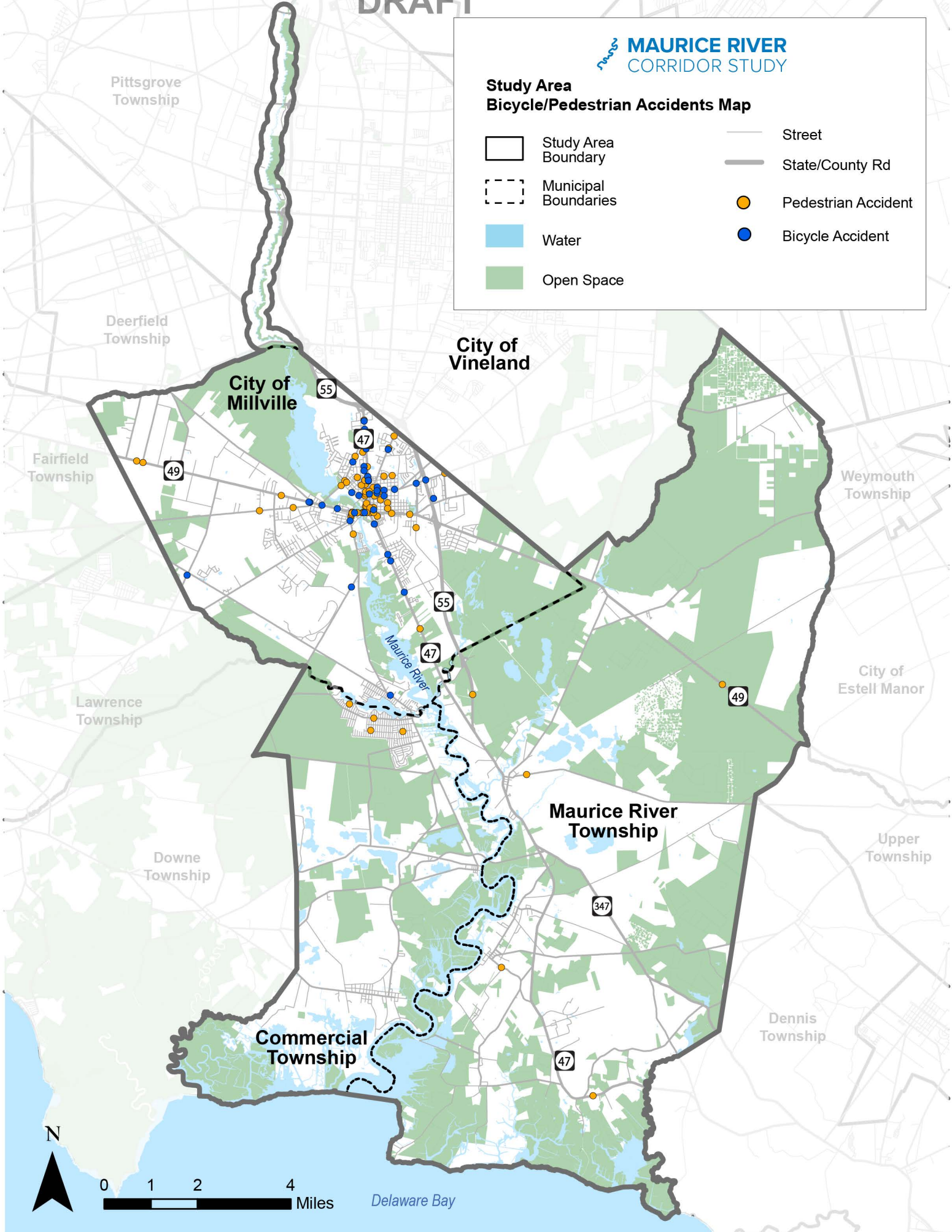
Study Area
Crash Density Map

- Study Area Boundary
- Municipal Boundaries
- Water
- Open Space
- Street
- State/County Rd
- Crash Density
 - Higher Density
 - Lower Density











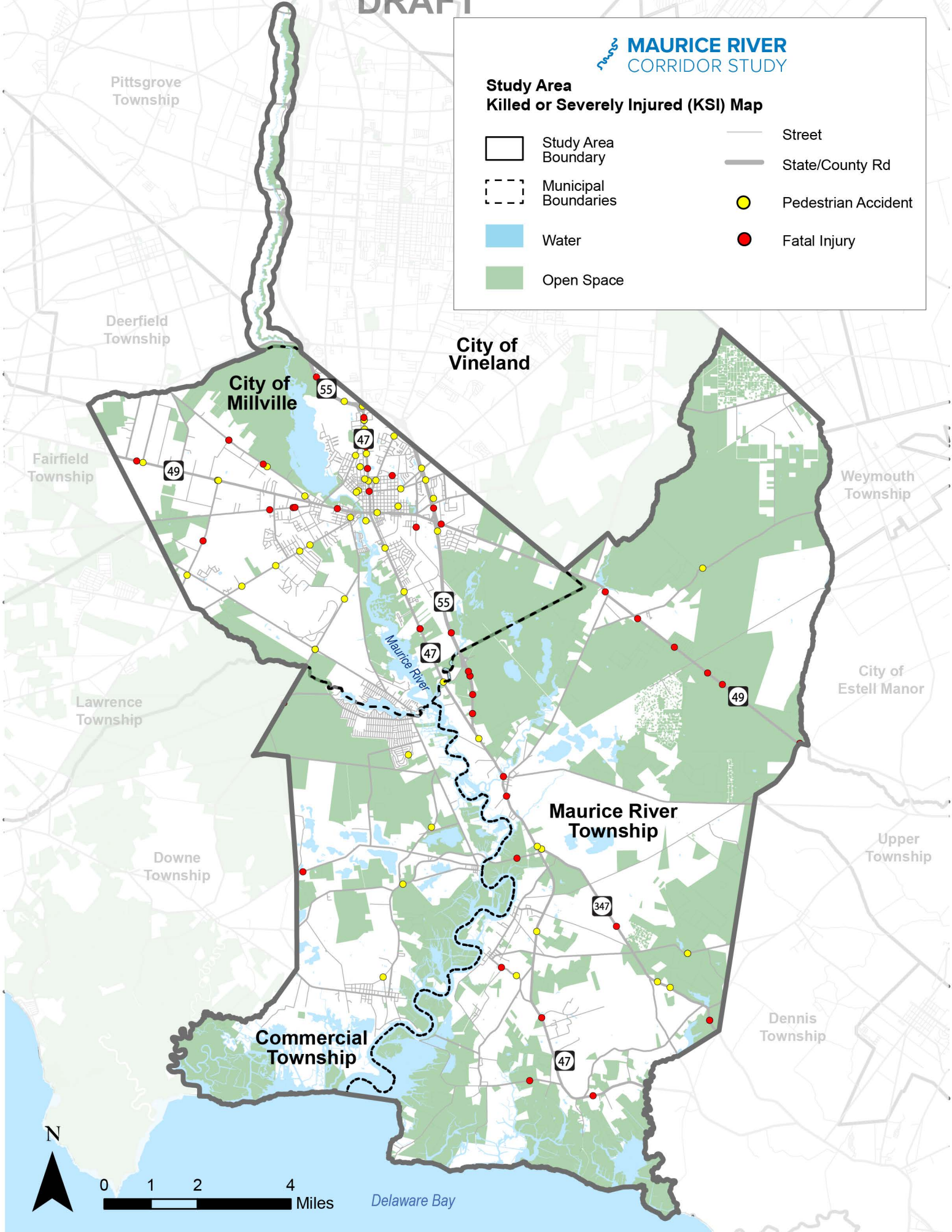
Study Area
Bicycle/Pedestrian Accidents Map

- | | | | |
|---|----------------------|---|---------------------|
|  | Study Area Boundary |  | Street |
|  | Municipal Boundaries |  | State/County Rd |
|  | Water |  | Pedestrian Accident |
|  | Open Space |  | Bicycle Accident |



**Study Area
Killed or Severely Injured (KSI) Map**

- | | | | |
|---|----------------------|---|---------------------|
|  | Study Area Boundary |  | Street |
|  | Municipal Boundaries |  | State/County Rd |
|  | Water |  | Pedestrian Accident |
|  | Open Space |  | Fatal Injury |



To: Jenna Monaghan and Allan Huff
Client Project Managers
South Jersey Transportation Planning Organization

From: Brittany Dremluk, AICP, PP, LEED Green Associate
Consultant Project Manager
Michael Baker International, Inc.

Date: October 31, 2023

Subject: Technical Memo – Existing Network and Destination Analysis, and Recommended Active Transportation Network

Introduction

This memo summarizes the existing transportation network and additional locational information important to the goals of the study such as river access, ecotourism businesses, parks, and schools to identify network gaps and potential opportunities for active transportation (walking and biking) improvements. This memo provides strategies for enhancing the current transportation network through a proposed network for pedestrians and cyclists, referred to as the Maurice River Corridor Active Transportation Network.

Existing Network Analysis

An existing conditions analysis was conducted using data from various sources including the South Jersey Transportation Organization (SJTPO), Cross County Connection Transportation Management Association (TMA), the New Jersey Department of Transportation (NJDOT), the New Jersey Department of Environmental Protection (NJDEP), NJ TRANSIT, trail maps, site visits, and Google Maps to verify online sources of existing trails and paths. Feedback from the Focus Groups conducted in July 2023 also provided local context for locations that are not formalized in existing maps.

Existing Facilities

Existing conditions were assessed by mapping data points in ArcGIS including the study area’s road network, NJ TRANSIT bus routes, open spaces, historic districts, historic properties, byways, trails, river access points, ecotourism businesses, and schools. For overall regional connectivity, existing trails, byways, and NJ TRANSIT bus routes were used to assess where existing active transportation networks are present or encouraged, and how transit routes may currently or potentially bridge gaps between points of interest. Schools were considered as well to consider the mobility needs of a younger population that does not have vehicle access and could benefit from increased connectivity through active transportation. Finally, river access, ecotourism businesses, historic districts, and historic properties were also included in the existing conditions analysis to determine where additional tourist destinations are spatially located in relation to the existing transportation network.

Figure 1 Maurice River Corridor Study Existing Network Analysis shows the overall transportation network and key destinations within the Maurice River study area.

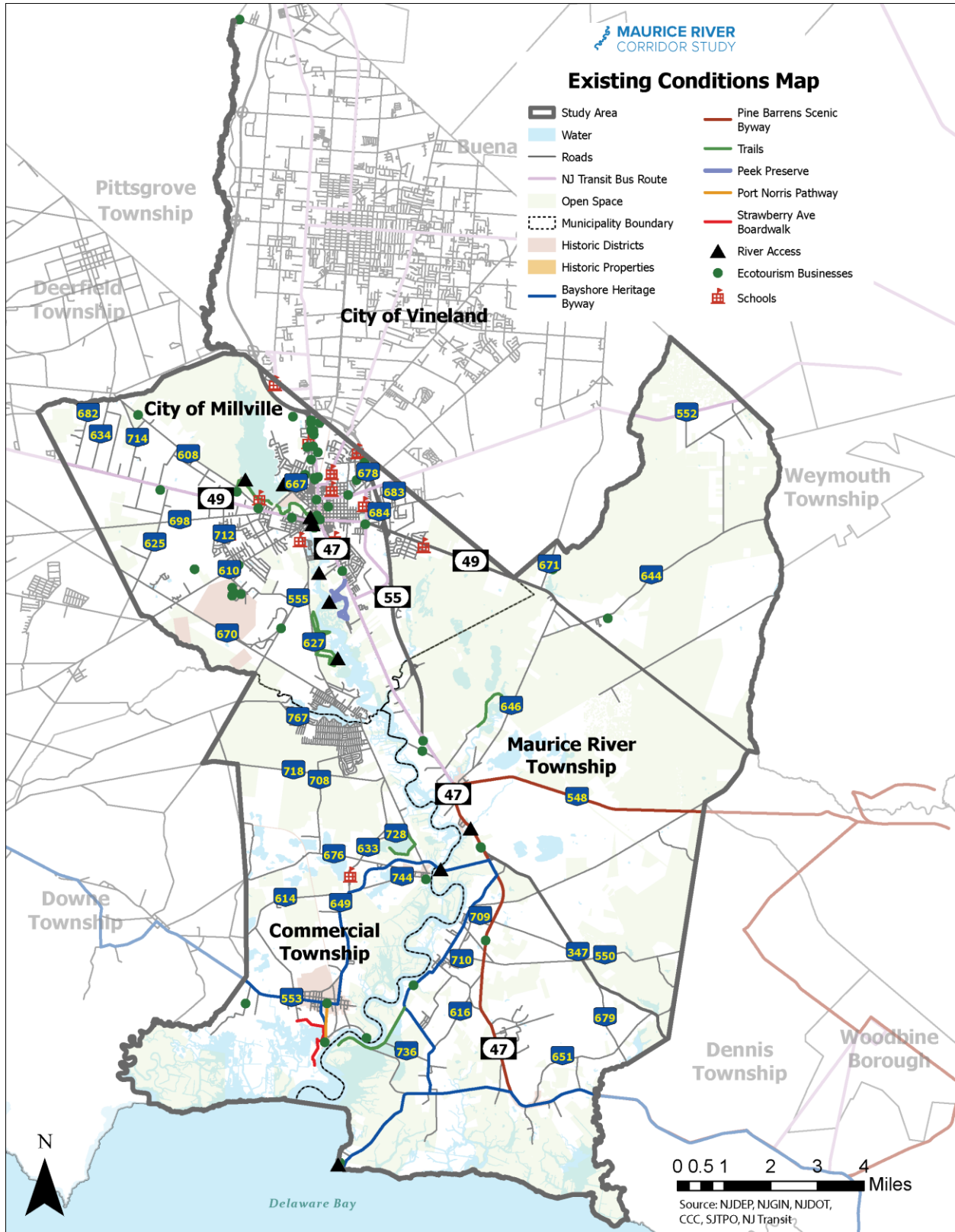


Figure 1. Maurice River Corridor Study Existing Network Analysis

Additional Network Considerations

In addition to the existing facilities, other factors were considered for the network analysis based on data gathered from outreach activities. Main Street (CR 553) in Port Norris, Commercial Township was identified as an area of concern by the Advisory Committee in the Kick-Off Meeting, where truck traffic is present, and speeding occurs. CR 553 is an important east-west connection between Port Norris, which is one of the denser areas of Commercial Township, to Downe Township and the rest of Cumberland County to the west. CR 553 is also the main access route to several river-related activities including the Strawberry Avenue Boardwalk, the Port Norris Pathway, the Bayshore Center, and the Cape May Salt Oyster Farm. CR 553 is a two-lane road with sidewalks present on both sides between Ogden Avenue and just west of Church Street on the south side. Where the road has a higher concentration of residences, it is 25 mph (east of Washington Street). Main Street then becomes a 35-mph road until Strawberry Avenue, increasing to 40 mph and eventually 45 mph before passing beyond the Commercial Township limits. The Commercial Township Public School is one block north of CR 553, which could lead to additional crossings through the High Street intersection.

Focus Groups also identified active recreation locations that are not formalized but locally known such as Alliance Beach in Pittsgrove Township. These informal locations were considered but are not comprehensive in the analysis due to the lack of a complete and reliable inventory of the study area's facilities beyond local knowledge.

Kernel Density Analysis

To understand how the existing roadway network and key destinations relate to river access, a kernel density analysis on ecotourism businesses was used to identify clusters of destinations in the study area. The Kernel Density tool in the Geographic Information System (GIS) software calculates the density of a specified feature in a neighborhood around those features, or the magnitude that a unit occurs in a defined area. In this scenario, it was calculated using point data (ecotourism businesses) with the study area as the barrier or boundary for the calculation.¹ The results of the kernel density analysis are shown in Figure 2. Visually, a network of destinations appears, generally aligning with the river corridor and State Route 47 with some branches to the west near the Millville Executive Airport, along Mauricetown Crossway Road (CR 670)/CR 649 (which provides one of the few river crossings in the study area), and along River Road near Leesburg.

The analysis reveals some north-south gaps in the existing active transportation network. Millville has the highest density of ecotourism related businesses with additional clusters in the Port Elizabeth, Mauricetown, Port Norris, and Heislerville areas. The existing Pine Barrens Scenic Byway and Bayshore Heritage Byway do not travel north of Mauricetown and Port Elizabeth, isolating the southern destinations in the study area from the north. Additionally, the northernmost point of the study area, which terminates at Willow Grove Lake, is also disconnected with no formal trails or other access points for cyclists traveling through the study area.

There are also east-west gaps in the study area due to infrequent river crossings. There is currently one bridge between Commercial Township and Maurice River Township: the Mauricetown Causeway. The Bayshore Heritage Byway traverses this route, but there are no dedicated cyclist facilities connecting both

¹ "How Kernel Density works", ESRI, <https://pro.arcgis.com/en/pro-app/latest/tool-reference/spatial-analyst/how-kernel-density-works.htm>

sides. While the study area contains several natural and historic destinations which often contain trails and pathways, there are no links between these facilities, requiring cyclists or pedestrians to have to either share high speed roads with vehicles or drive to each location.

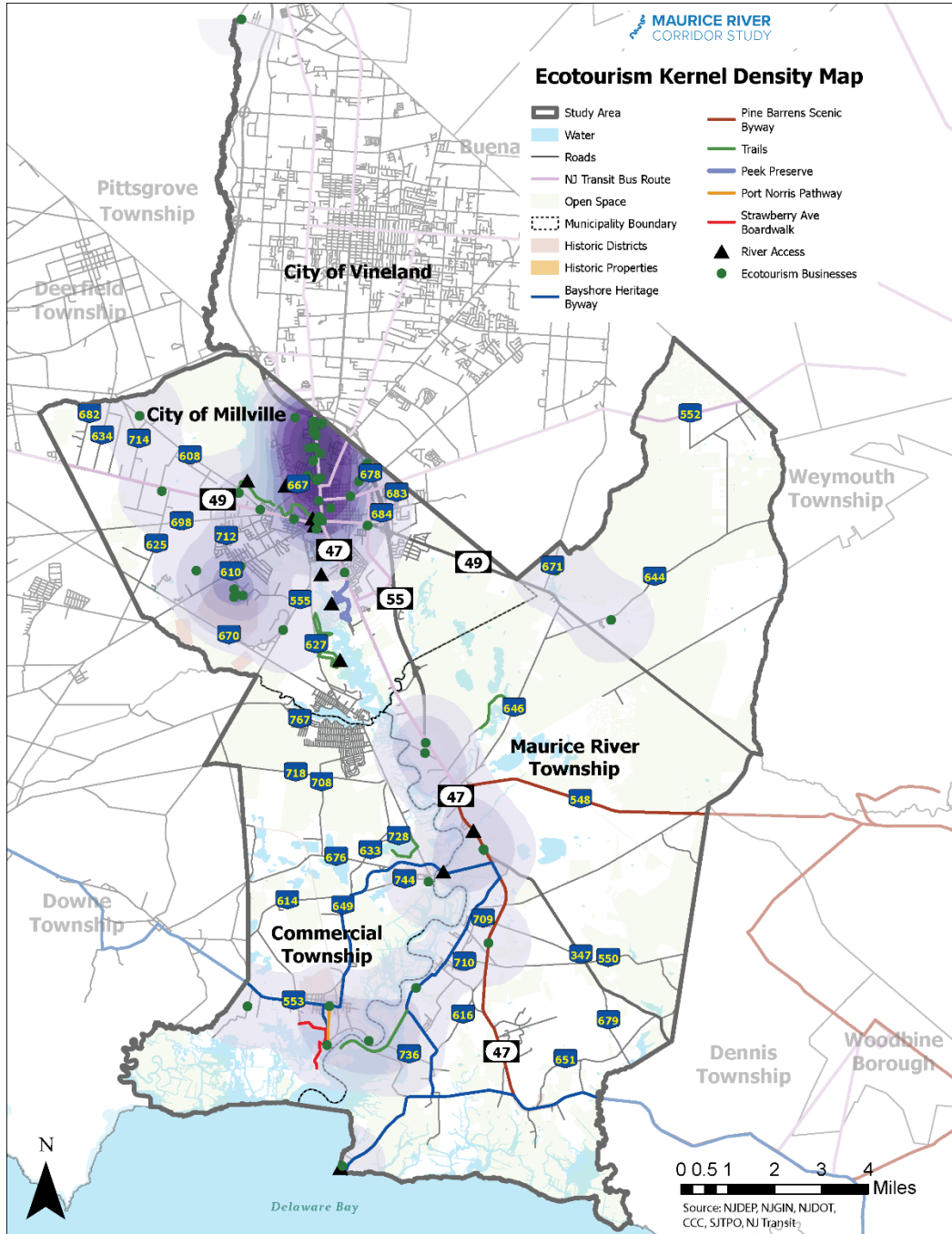


Figure 2. Kernel density analysis map of ecotourism businesses

Maurice River Corridor Active Transportation Network

Based on the kernel density analysis – which revealed gaps between clusters of ecotourism businesses as well as existing trails, open spaces, and river access – Michael Baker recommends the following Maurice River Corridor Active Transportation Network that connects those clusters while also aligning with transit routes and schools (*Figure 3*). While the network does not connect to every data point in the study area, it generally leverages existing infrastructure – specifically roadways and trails – while prioritizing connections to the river, existing trails and open spaces, and ecotourism businesses, creating a route that offers connections north, east, and west. Below are some key network connections by municipality.

City of Millville

- The Maurice River Corridor Active Transportation Network connects to the cluster of ecotourism destinations off Cedar Street (CR 610), along the Millville Municipal Airport, and on Dividing Creek Road (CR 555).
- The network creates a loop on the east side that connects Memorial High School and Millville Senior High School to the larger Maurice River Corridor network.
- Through Millville, the network also offers connections to Willow Grove Lake in Vineland through State Route 47 on the east side, and Brotmanville-Willow Grove Road/Gershal Avenue south to Sherman Avenue (CR 552) and Carmel Road (CR 608), on the west side.
- The network connects to destinations like the Peek Preserve, the Millville Waterfalls, and Union Lake Park.

Maurice River Township

- In Maurice River, State Route 47, has the most potential for regional connectivity, utilizing an already built-out route that reaches some of the southernmost points through connections to the Main Street leg of the network, all the way to the northernmost destinations in Vineland, overlapping transit and river access areas.
- The network utilizes some of the existing Bayshore Heritage Byway routing, connecting to the East Point Lighthouse.
- The portion of the network on CR 616 connects the Heislerville, Leesburg, and Dorchester communities.

Commercial Township

- Except for State Routes 47 and 49, majority of the gaps in the active transportation network can be filled using county roads, as evidenced in Commercial Township. County Routes 627, 670, and 649 offer much needed north-south connection, reaching the Laurel Lake, Mauricetown, and Port Norris communities.
- Main Street (CR 553) is an important segment of the draft network due to the connections it provides to the ecotourism businesses and trails in Port Norris. During the recommendations phase, additional traffic calming treatments will be considered for this area due to the speeding and truck traffic concerns.

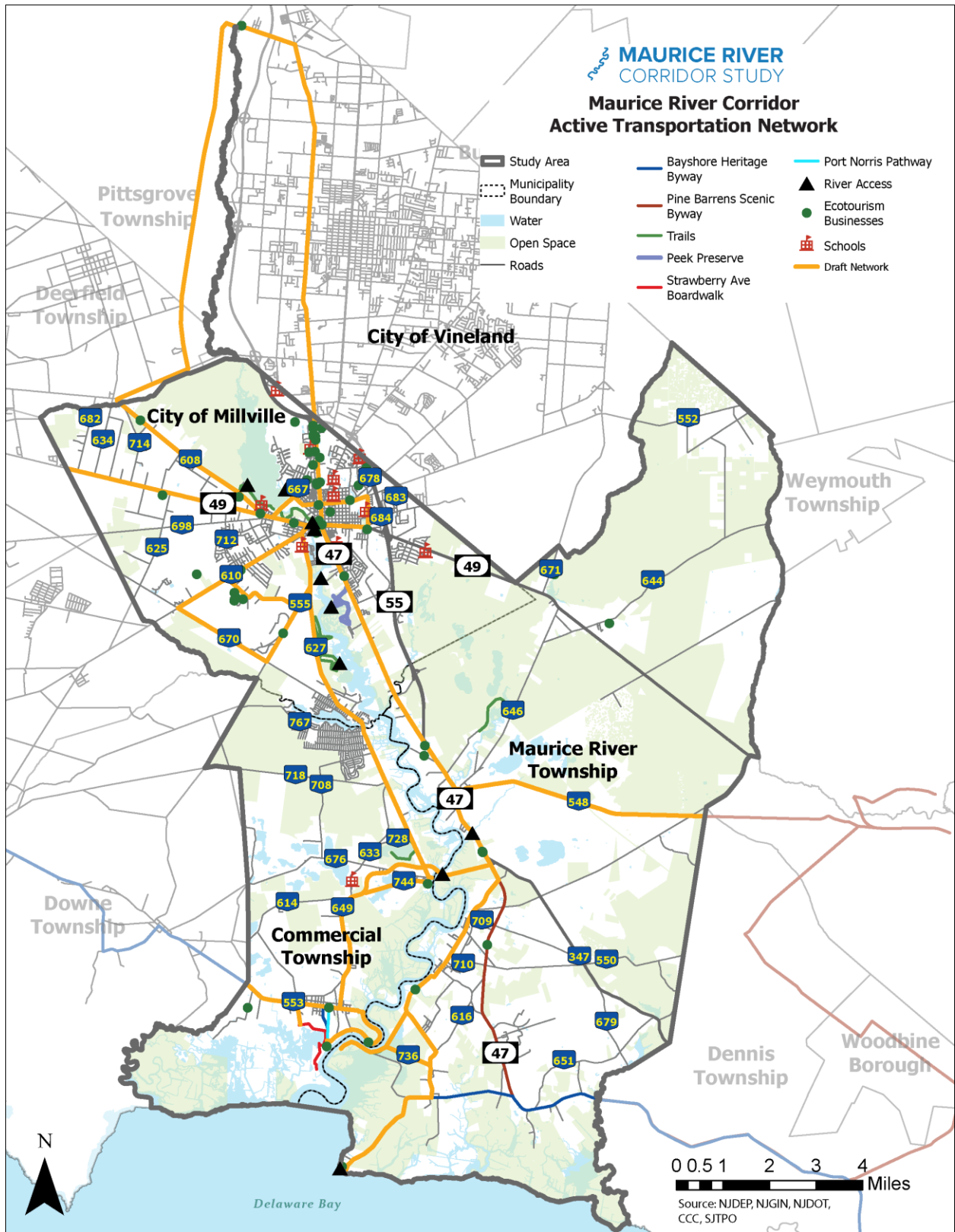


Figure 3. Maurice River Corridor Active Transportation Network

Regional Connectivity

Connections are also suggested to locations outside the study area, allowing for potential future regional connectivity. The following are potential connections to routes outside of the study area:

- CR 548: Eastern connection through the Pine Barrens Scenic Byway
- CR 553: Western connection through the Bayshore Heritage Byway
- State Route 49: Potential western connection to downtown Bridgeton
- State Route 47: Northern connection to Vineland
- CR 638: Northern connection to Salem County

Transit

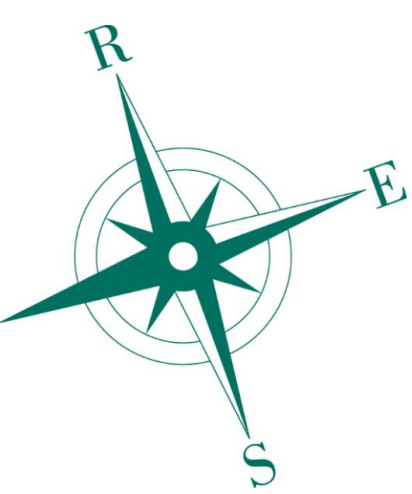
The draft network follows the NJ TRANSIT 313 and 553 routes on Routes 47 and 49, providing multimodal regional connectivity. Transit users from the east and north in areas like Bridgeton could utilize transit to reach areas with bicycle infrastructure allowing them access to the Maurice River destinations and active recreation opportunities.

Next Steps

With a regional Maurice River Active Transportation Network identified, specific improvement strategies can be recommended depending on the street context and characteristics such as lane widths, shoulder presence, speed limits, level of bicycle compatibility (LBC), and other factors. For instance, local roads with lower speed limits and less vehicle traffic can be incorporated into the larger network with sharrows and signage, while other roads may require more investment and dedicated facilities such as dedicated bike lanes with buffers or traffic calming road treatments. Recommendations can be amended as feedback from stakeholders is received through the outreach process.

APPENDIX E

Economic Development Analysis



TO: Jenna Monaghan and Allan Huff
Client Project Managers
South Jersey Transportation Planning Organization

FROM: Elizabeth Beckett, RES Advisors

CC: Brittany Dremluk, Michael Baker International

SUBJECT: Draft Memo – Economic and Demographic Conditions

This technical memorandum addresses economic and demographic conditions and trends for the Focus Area defined for the Maurice River Corridor Study. The Focus Area consists of a core of three Cumberland County municipalities--Maurice River Township, Commercial Township, and the City of Millville—as well as a portion of the City of Vineland bordering the Maurice River corridor as far north as Willow Grove Lake. The analysis in this memorandum is focused on the three core municipalities. Data sources include the US Census Bureau (decennial Census and American Community Survey) as well as 2022 estimates and 2027 projections prepared by data vendor Esri Demographics (Esri). Esri, a global leader in economic and demographic data services, aggregates public data and develops proprietary estimates and projections for geographies as small as Census block groups as well as larger geographies and custom study areas. In the tables below, data for Cumberland County and the State of New Jersey are provided for comparison purposes.

MAP 1: MAURICE RIVER CORRIDOR STUDY FOCUS AREA (CORE MUNICIPALITIES)

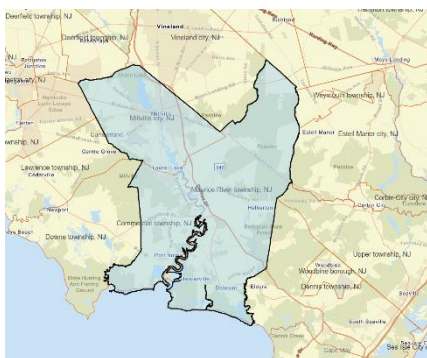


Table 1 presents information on population and household trends in the Focus Area, Cumberland County and the State of New Jersey based on 2000 and 2010 US Census Data as well as 2022 estimates and five-year (2027) projections.

TABLE 1: POPULATION AND HOUSEHOLD CHARACTERISTICS

	Maurice River Focus Area	Cumberland County	New Jersey
Total Population			
2000 Census	38,995	146,449	8,414,350
2010 Census	41,554	156,898	8,791,894
2022 Estimate	37,983	153,196	9,353,371
2027 Projection	37,821	152,201	9,391,084
Percent Change 2000 - 2010	6.6%	7.1%	4.5%
Percent Change 2010 - 2022	-8.6%	-2.4%	6.4%
Percent Change 2022 - 2027	-0.4%	-0.6%	0.4%
2000 - 2010 Avg. Annual Growth	0.6%	0.7%	0.4%
2010 - 2022 Avg. Annual Growth	-0.8%	-0.2%	0.6%
2021 - 2027 Avg. Annual Growth	-0.1%	-0.1%	0.1%
Total Households			
2000 Census	13,231	49,147	3,064,645
2010 Census	13,892	51,931	3,214,360
2022 Estimate	13,738	52,542	3,456,736
2027 Projection	13,805	52,556	3,486,726
Percent Change 2000 - 2010	5.0%	5.7%	4.9%
Percent Change 2010 - 2022	-1.1%	1.2%	7.5%
Percent Change 2022 - 2027	0.5%	0.0%	0.9%
2000 - 2010 Avg. Annual Growth	0.5%	0.6%	0.5%
2010 - 2022 Avg. Annual Growth	-0.1%	0.1%	0.7%
2022 - 2027 Avg. Annual Growth	0.1%	0.0%	0.2%
Percent Households by Size, ACS 2016-2020			
1-Person	30.7%	26.4%	26.1%
2-Persons	35.0%	33.3%	31.1%
3-Persons	14.2%	15.1%	17.3%
4-Persons	13.8%	14.1%	15.4%
5+-Persons	6.3%	11.2%	10.2%
Average Household Size			
2000 Census	2.67	2.73	2.68
2010 Census	2.66	2.79	2.68
2022 Estimate	2.53	2.71	2.65
2027 Projection	2.50	2.69	2.64

Note: Percentages may not add to 100% due to rounding.
Sources: US Census Bureau, Esri, RES

Key trends include:

- Modest population decline in the Focus Area and Cumberland County as a whole since 2010.
- The number of households in the Focus Area declined slightly between 2010 and 2022, but household growth is projected between 2022 and 2027. The household count in Cumberland County has been stable.
- Average household size is declining in all three geographies, but the decrease is most pronounced in the Focus Area.

Table 2 presents information on population characteristics including age, race, and ethnicity in the Focus Area, Cumberland County, and the State of New Jersey.

TABLE 2: POPULATION AGE, RACE, AND ETHNICITY

	Maurice River Focus Area		Cumberland County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
2022 Population by Age						
0 – 4	2,127	5.6%	9,651	6.3%	505,082	5.4%
5 – 9	2,203	5.8%	9,805	6.4%	551,849	5.9%
10 - 14	2,165	5.7%	9,498	6.2%	589,262	6.3%
15 – 24	4,710	12.4%	18,843	12.3%	1,131,758	12.1%
25 – 34	6,001	15.8%	23,745	15.5%	1,225,292	13.1%
35 – 44	4,938	13.0%	19,762	12.9%	1,215,938	13.0%
45 – 54	4,748	12.5%	18,230	11.9%	1,197,231	12.8%
55 – 64	4,786	12.6%	18,077	11.8%	1,253,352	13.4%
65 – 74	3,684	9.7%	14,400	9.4%	954,044	10.2%
75 – 84	1,899	5.0%	7,660	5.0%	514,435	5.5%
85+	722	1.9%	3,217	2.1%	224,481	2.4%
Median Age in Years						
2010 Census	37.1		36.5		38.9	
2022 Estimate	38.5		38.5		40.5	
2027 Projection	39.1		39.1		41.3	
2022 Population by Race/Ethnicity						
White Alone	22,866	60.2%	73,074	47.7%	5,078,880	54.3%
African-American Alone	8,318	21.9%	28,341	18.5%	1,225,292	13.1%
American Indian Alone	228	0.6%	2,451	1.6%	56,120	0.6%
Asian or Pacific Islander Alone	342	0.9%	2,145	1.4%	972,751	10.8%
Some Other Race Alone	2,203	5.8%	28,494	18.6%	1,084,991	12.7%
Two or More Races	4,064	10.7%	18,690	12.2%	935,337	10.7%
2022 Population of Hispanic Origin	6,343	16.7%	53,465	34.9%	2,048,388	21.9%

Note: Numbers and percentages may not add due to rounding.

Sources: US Census Bureau, Esri, RES

- As shown in Table 2, the population in all three geographies is aging. The 2022 median age in the Focus Area as well as Cumberland County was identical at 38.5 years.
- The percentage of White population is higher in the Focus Area compared with both Cumberland County and the State overall. The African American population percentage is also higher in the Focus Area than in Cumberland County or New Jersey as a whole.
- At 16.7%, the Hispanic population in the Focus Area is much lower than the proportion of the population that is Hispanic in Cumberland County as a whole (almost 35%).

Table 3 provides statistics on household income for the three comparison geographies.

TABLE 3: HOUSEHOLD INCOME

	Maurice River Focus Area		Cumberland County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Income Band						
< \$15,000	1,607	11.7%	5,937	11.3%	235,046	6.8%
\$15,000 - \$24,999	1,168	8.5%	4,519	8.6%	190,111	5.5%
\$25,000 - \$34,999	1,030	7.5%	4,519	8.6%	197,024	5.7%
\$35,000 - \$49,999	1,456	10.6%	5,359	10.2%	286,895	8.3%
\$50,000 - \$74,999	3,009	21.9%	11,401	21.7%	490,832	14.2%
\$75,000 - \$99,999	1,621	11.8%	5,832	11.1%	414,787	12.0%
\$100,000 - \$149,999	2,844	20.7%	9,510	18.1%	639,464	18.5%
\$150,000 - \$199,999	508	3.7%	2,732	5.2%	390,591	11.3%
\$200,000 +	481	3.5%	2,785	5.3%	615,268	17.8%
Median Household Income						
2022 Estimate	\$60,623		\$60,503		\$93,666	
2027 Projection	\$70,006		\$72,196		\$106,515	
Average Household Income						
2022 Estimate	\$79,306		\$84,333		\$136,646	
2027 Projection	\$106,026		\$113,976		\$156,693	

Note: Percentages may not add to 100% due to rounding.

Sources: Esri, RES

- As shown in Table 3, the 2022 median household income in the Focus Area and the County were similar at \$60,623 and \$60,503 respectively, but only two-thirds of the statewide median (\$93,666).

Table 4 presents information on the housing inventory in each geography, including total units, vacant units, and the tenure split of occupied units.

TABLE 4: HOUSING

	Maurice River Focus Area	Cumberland County	New Jersey
Total Units			
2000 Census	14,264	52,867	3,310,275
2010 Census	13,892	55,834	3,553,562
2022 Estimate	13,738	57,452	3,813,207
2027 Projection	13,805	57,652	3,873,333
Vacant Residential Units: 2022			
Percent Vacant	9.7%	8.5%	9.3%
Tenure Split of Occupied Units: 2022			
Percent Owner-Occupied	69.2%	67.8%	64.1%
Percent Renter-Occupied	30.8%	32.2%	35.9%

Note: Percentages may not add to 100% due to rounding.
Sources: US Census Bureau; Esri; RES.

- The Focus Area has a higher percentage of homeownership (69.2%) than the County or the state, but, like Cumberland County, saw a loss of total housing units between 2000 and 2022. The housing inventory in both the Focus Area municipalities and the County as a whole is expected to grow modestly through 2027.

Table 5 shows the distribution of adult (ages 25+) educational attainment in the three comparison geographies.

TABLE 5: 2022 EDUCATIONAL ATTAINMENT (ADULTS AGES 25+)

	Maurice River Focus Area	Cumberland County	New Jersey
Less than 9th Grade	3.8%	7.2%	4.0%
9-12th Grade/No Diploma	10.1%	10.6%	4.5%
High School Diploma	37.6%	34.5%	24.8%
GED/Alternative Credential	6.7%	6.2%	2.4%
Some College/No Degree	16.9%	15.9%	14.3%
Associate's Degree	8.0%	7.7%	6.9%
Bachelor's Degree	11.6%	12.4%	26.2%
Graduate/Professional Degree	5.3%	5.6%	16.9%

Note: Percentages may not add to 100% due to rounding.
Sources: US Census Bureau; Esri; RES.

- The educational attainment patterns in the Focus Area roughly mirror those in Cumberland County. The Focus Area has a smaller proportion of households with less than a 9th grade education and a slightly larger percentage of households whose highest educational attainment is a high school diploma.
- 61% of Focus Area adults have at least a high school diploma but no college degree.
- Advanced degrees (Bachelor’s Degree and higher) are substantially more common in adults in the state of New Jersey (43.1%), as compared to both the County (18%) and the Focus Area (16.9%).

Table 6 presents information on employment and unemployment for the civilian labor force in the three Focus Area municipalities. The civilian labor force refers to employed or unemployed individuals, who are not active-duty military personnel, institutionalized individuals, or federal government employees. The civilian labor force does not include retirees or discouraged workers (unemployed individuals who are not actively seeking work).

TABLE 6: 2022 CIVILIAN LABOR FORCE: FOCUS AREA (CORE MUNICIPALITIES)

Age Group	Population	Employed	Unemployed	Unemployment Rate
16+	31,031	15,493	1,109	6.7%

Source: Esri

- The 2022 civilian labor force (residents ages 16+ who are either employed or seeking work) in the Focus Area communities totaled just over 16,600. The unemployment rate for Focus Area residents was estimated at 6.7% in 2022.

Table 7 below shows resident employment by industry sector. The location quotient shows the relative concentration of Focus Area resident employment in a sector compared with the distribution of employment nationwide. An LQ higher than 1.0 indicates that Focus Area residents have a greater concentration of employment in that sector than the labor force in the US overall.

TABLE 7: 2022 RESIDENT EMPLOYMENT BY SECTOR: FOCUS AREA (CORE MUNICIPALITIES)

Industry	Employed	Percent	US Percent	Location Quotient (LQ)
Total	15,493	100.0%	100.0%	-
Agriculture/Forestry/Fishing	96	0.6%	1.2%	0.50
Mining/Quarrying/Oil & Gas	29	0.2%	0.4%	0.50
Construction	1,147	7.4%	7.1%	1.04
Manufacturing	1,981	12.8%	9.6%	1.33

Wholesale Trade	288	1.9%	2.5%	0.76
Retail Trade	2,294	14.8%	10.8%	1.37
Transportation/Warehousing	897	5.8%	5.5%	1.05
Utilities	340	2.2%	0.8%	2.75
Information	187	1.2%	1.9%	0.63
Finance/Insurance	223	1.4%	4.8%	0.29
Real Estate/Rental/Leasing	141	0.9%	2.0%	0.45
Professional/Scientific/Tech	410	2.6%	8.0%	0.33
Management of Companies	14	0.1%	0.1%	1.00
Admin/Support/Waste Management	639	4.1%	3.8%	1.08
Educational Services	1,587	10.2%	9.0%	1.13
Health Care/Social Assistance	2,551	16.5%	14.5%	1.14
Arts/Entertainment/Recreation	254	1.6%	1.8%	0.89
Accommodation/Food Services	838	5.4%	6.5%	0.83
Other Services (Excluding Public)	597	3.9%	4.7%	0.83
Public Administration	980	6.3%	4.9%	1.29

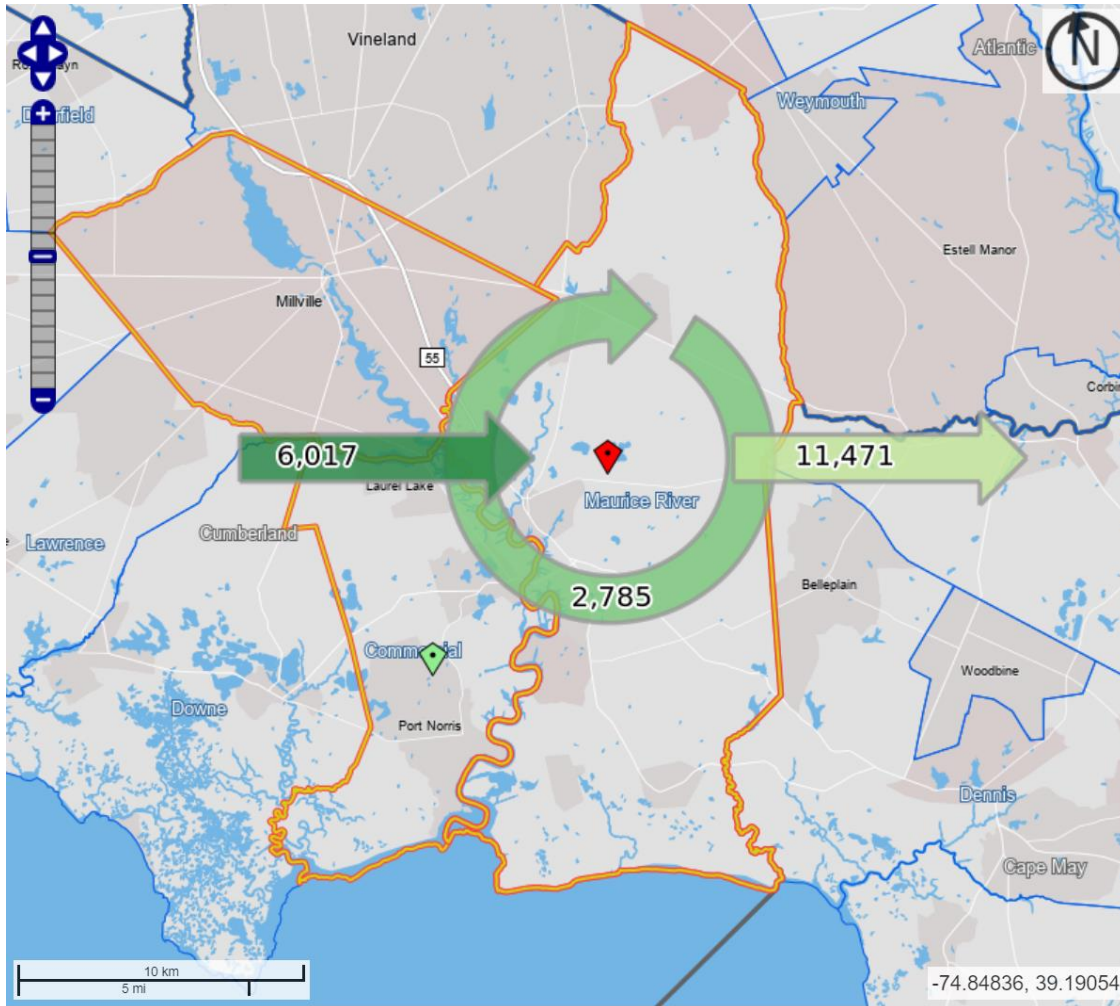
Note: Percentages may not add up to 100% due to rounding.

Source: Esri Civilian Labor Force Report

- Sectors in which a relatively high number (more than 1,000) of Focus Area residents are employed and that have an LQ greater than 1.00 include Health Care/Social Assistance, Retail Trade, Manufacturing, Educational Services, and Construction. Public Administration has just under 1,000 employees but an LQ of 1.29.
- Sectors that could support eco-tourism in the Maurice River Corridor, including Agriculture /Forestry/Fishing, Accommodation/Food Services, and Arts/Entertainment/Recreation have relatively low levels of Focus area resident employment and low LQs at this time.

Map 2 below, which is based on 2020 data from the Census Bureau’s Local Employment and Household Dynamics (LEHD) data set, summarizes commuter patterns in the Focus Area. More than 6,000 workers who live outside of the Focus Area commute into these three jurisdictions for work. Nearly 11,500 Focus Area residents commute to employment outside of these communities. An additional 2,785 people both live and work within the Focus Area.

MAP 2: COMMUTER INFLOW/OUTFLOW (2020): FOCUS AREA (CORE MUNICIPALITIES)



Source: Census OntheMap LEHD data

Table 8 below provides third quarter 2022 data on the average weekly wage for jobs located in Cumberland County by industrial sector.

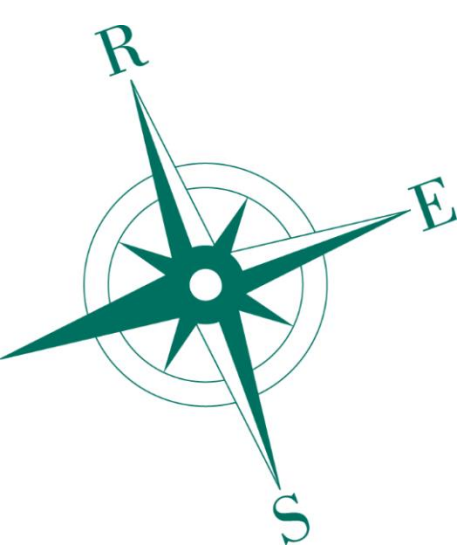
TABLE 8: CUMBERLAND COUNTY WAGES BY INDUSTRY SECTOR: THIRD QUARTER 2022

Industry Sector	Average Weekly Wage
NAICS 11 Agriculture, forestry, fishing and hunting	\$ 750
NAICS 21 Mining, quarrying, and oil and gas extraction	\$ 1,565
NAICS 22 Utilities	\$ 2,752
NAICS 23 Construction	\$ 1,500
NAICS 31-33 Manufacturing	\$ 1,230
NAICS 42 Wholesale trade	\$ 1,105
NAICS 44-45 Retail trade	\$ 723
NAICS 48-49 Transportation and warehousing	\$ 927
NAICS 51 Information	\$ 1,203
NAICS 52 Finance and insurance	\$ 1,382
NAICS 53 Real estate and rental and leasing	\$ 1,030
NAICS 56 Administrative and support and waste management and remediation services	\$ 736
NAICS 61 Educational services	\$ 705
NAICS 62 Health care and social assistance	\$ 1,234
NAICS 71 Arts, entertainment, and recreation	\$ 459
NAICS 72 Accommodation and food services	\$ 426
NAICS 81 Other services (except public administration)	\$ 721
NAICS 99 Unclassified	\$ 532

Source: US BLS Quarterly Census of Employment and Wages (QCEW)

- The Utilities sector has significantly higher wages than any other industry group. Other higher-wage sectors include Mining/Quarrying/Oil and Gas Extraction and Construction.

A separate technical memorandum will address the inventory of businesses and “at place” employment in the Focus Area (including the Maurice River corridor north to Willow Grove Lake).



TO: Jenna Monaghan and Allan Huff
Client Project Managers
South Jersey Transportation Planning Organization

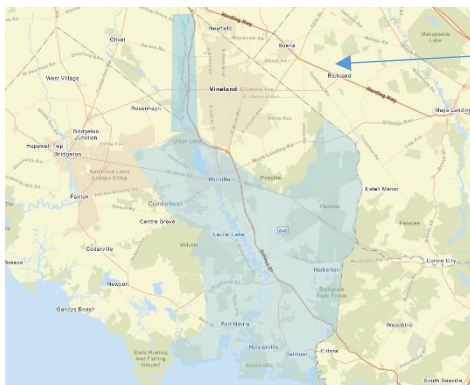
FROM: Elizabeth Beckett, RES Advisors

CC: Brittany Dremluk, Michael Baker International

SUBJECT: Memo - Maurice River Preliminary Focus Area Business Inventory

This technical memorandum provides preliminary information on the inventory of business establishments located in the Focus Area defined for the Maurice River Corridor Study. The Focus Area consists of a core of three Cumberland County municipalities--Maurice River Township, Commercial Township, and the City of Millville. Businesses located in close proximity to the River north to Willow Grove Lake were also included to understand the full scope of eco-tourism supportive establishments. Map 1 below shows the core Focus Area municipalities as well as the area in close proximity to the River extending north to Willow Grove Lake. Table 1 on the following page shows the distribution of Focus Area establishments with five or more employees by NAICS Code and ZIP Code. Table 2 presents estimated employment at these establishments.

MAP 1: MAURICE RIVER CORRIDOR STUDY FOCUS AREA: CORE MUNICIPALITIES AND EXTENDED CORRIDOR



Extended Corridor: Including parts of Vineland, Deerfield Township, and Pittsgrove Township.

Core Focus Area: Millville, Commercial Township, and Maurice River Township

TABLE 1: FOCUS AREA ESTABLISHMENTS BY NAICS CODE AND ZIP CODE (2022)
Includes only establishments with 5 or more employees

Zip Code/Post Office Name	08314 Delmont	08316 Dorchester	08324 Heislerville	08327 Leesburg	08329 Mauricetown	08332 Millville	08340 Milmay	08348 Port Elizabeth	08349 Port Norris	08360 Vineland	Total
NAICS 11 Agriculture, forestry, fishing and hunting						2			2		4
NAICS 21 Mining, quarrying, and oil and gas extracti					1						1
NAICS 22 Utilities						1					1
NAICS 23 Construction						21			1		22
NAICS 31 Manufacturing						3			1		4
NAICS 32 Manufacturing						11					11
NAICS 33 Manufacturing				1		18			1		20
NAICS 42 Wholesale trade						20		1	1		22
NACIS 44 Retail trade		2				38		1	2	1	44
NAICS 45 Retail trade		2				33		1			36
NAICS 48 Transportation and warehousing						6			1		7
NAICS 49 Transportation and warehousing						4			1		5
NAICS 51 Information						10					10
NAICS 52 Finance and insurance						12				1	13
NAICS 53 Real estate and rental and leasing						17					17
NAICS 54 Professional, scientific and technical servi						21	1		1		23
NAICS 55 Management of companies and enterprises						1					1
NAICS 56 Administrative and support and waste management and remediation services						5					5
NAICS 61 Educational services						20		2	3	2	27
NAICS 62 Health care and social assistance						48		1	1		50
NAICS 71 Arts, entertainment, and recreation						8				1	9
NAICS 72 Accommodation and food services						38					38
NAICS 81 Other services (except public administrati	1	1			1	25			2	7	37
NAICS 92 Public administration and government	1		1	6	2	31		1	5		47
NAICS 99 Unclassified						5					5
Total	2	5	1	7	4	398	1	7	22	5	459

Sources: Esri; DataAxle, RES

TABLE 2: EMPLOYMENT AT FOCUS AREA ESTABLISHMENTS BY NAICS CODE AND ZIP CODE (2022)
Includes only establishments with 5 or more employees

Zip Code/Post Office Name	08314 Delmont	08316 Dorchester	08324 Heislerville	08327 Leesburg	08329 Mauricetown	08332 Millville	08340 Milmay	08348 Port Elizabeth	08349 Port Norris	08360 Vineland	Total
NAICS 11 Agriculture, forestry, fishing and hunting						28			25		53
NAICS 21 Mining, quarrying, and oil and gas extractio					54						54
NAICS 22 Utilities						60					60
NAICS 23 Construction						150			7		157
NAICS 31 Manufacturing						52			100		152
NAICS 32 Manufacturing						1,099					1,099
NAICS 33 Manufacturing				11		549			7		567
NAICS 42 Wholesale trade						466		8	8		482
NACIS 44 Retail trade		31				1,163		5	26	6	1,231
NAICS 45 Retail trade		10				998		7			1,015
NAICS 48 Transportation and warehousing						100			10		110
NAICS 49 Transportation and warehousing						90			5		95
NAICS 51 Information						98					98
NAICS 52 Finance and insurance						110				11	121
NAICS 53 Real estate and rental and leasing						145					145
NAICS 54 Professional, scientific and technical servic						286	8		6		300
NAICS 55 Management of companies and enterprises						5					5
NAICS 56 Administrative and support and waste management and remediation services						87					87
NAICS 61 Educational services						904		130	126	258	1,418
NAICS 62 Health care and social assistance						1,029		16	14		1,059
NAICS 71 Arts, entertainment, and recreation						225				13	238
NAICS 72 Accommodation and food services						1,092				237	1,329
NAICS 81 Other services (except public administratio	51	10			6	338			23		428
NAICS 92 Public administration and government	680		5	610	35	762		20	218		2,330
NAICS 99 Unclassified						31					31
Total	731	51	5	621	95	9,867	8	186	575	525	12,664

Sources: Esri; DataAxle,RES

- Of the 459 Focus Area establishments with five or more employees, 87% are in ZIP Code 08332, which encompasses the City of Millville and the northern portions of both Commercial and Maurice River Townships.
- An initial review of the Focus Area establishment database identified 12 marine industry businesses employing five or more persons. These are listed in Table 3.

TABLE 3: FOCUS AREA MARINE INDUSTRY ESTABLISHMENTS

Business	Town	ZIP Code	NAICS	Description
Cape May Salt Oyster Farms	Port Norris	08349	111998	All Other Miscellaneous Crop Farming
Bruce Gardner Fisheries Llc	Millville	08332	114112	Shellfish Fishing
Us Silica Co	Mauricetown	08329	212322	Industrial Sand Mining
Whibco of New Jersey	Millville	08332	212322	Industrial Sand Mining
Lamonica Fine Foods	Millville	08332	311422	Specialty Canning
Surfside Products	Port Norris	08349	311999	All Other Miscellaneous Food Manufacturing
Dorchester Shipyard Inc	Leesburg	08327	336611	Ship Building and Repairing
Henderson Aquatics	Millville	08332	339999	Dive Equipment Manufacturing
Franzwa's Marine	Millville	08332	441222	Boat Dealers
Yank Marine Service	Dorchester	08316	441222	Boat Dealers
Bivalve Packing Co	Port Norris	08349	445250	Fish and Seafood Retailers
Spring Garden Marina	Millville	08332	713930	Marinas

Sources: Esri; DataAxle, RES

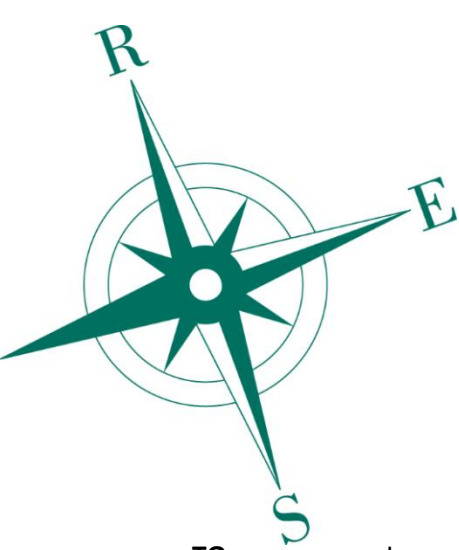
- RES reviewed the Focus Area establishment database to identify businesses that could potentially support eco-tourism activity in the Maurice River Corridor. A preliminary list is provided in Table 4.
- There are two full-service hotels in Millville. An additional three full-service hotels are located in Vineland off Route 55 near the Landis Road interchange. In July 2023, 14 properties in the Focus Area (core and extended corridor) are listed for short-term rental on AirBnB.

TABLE 4: FOCUS AREA ESTABLISHMENTS POTENTIALLY SUPPORTING ECO-TOURISM

Business	Town	ZIP Code	NAICS	Description
1. Cape May Bamboo Farms	Millville	08332	111998	All Other Miscellaneous Crop Farming
2. Cape May Salt Oyster Farms	Port Norris	08349	111998	All Other Miscellaneous Crop Farming
3. Meadow's Edge Farm	Port Norris	08349	111998	All Other Miscellaneous Crop Farming (Alpacas)
4. Bruce Gardner Fisheries Llc	Millville	08332	114112	Shellfish Fishing
5. Surfside Products	Port Norris	08349	311999	All Other Miscellaneous Food Manufacturing
6. Glasstown Brewing Co	Millville	08332	312120	Breweries
7. Al & Sam's Canoe, Boat, Kayak	Newfield	08344	441222	Boat Dealers (rentals)
8. Vineland Deli	Vineland	08360	445110	Supermarkets and Other Grocery Retailers
9. Sweet Tooth Candy and Gifts	Vineland	08360	445292	Confectionary and Nut Retailers
10. Sparrow-A Transportation Co	Millville	08332	485991	Special Needs Transportation
11. Millville Municipal Airport-Mv	Millville	08332	488119	Other Airport Operations
12. Millville Army Air Field Museum	Millville	08332	712110	Museums
13. Museum of American Glass	Millville	08332	712110	Museums
14. Wheaton Arts & Cultural Ctr	Millville	08332	712110	Museums
15. Spring Garden Marina	Millville	08332	713930	Marinas
16. Fairfield Inn-Suites by	Millville	08332	721110	Hotels (except Casino Hotels) and Motels
17. Quality Inn & Suites Millville	Millville	08332	721110	Hotels (except Casino Hotels) and Motels
18. Hampton Inn-Vineland	Vineland	08360	721110	Hotels (except Casino Hotels) and Motels
19. Ramada by Wyndham	Vineland	08360	721110	Hotels (except Casino Hotels) and Motels
20. Wingate by Wyndham	Vineland	08360	721110	Hotels (except Casino Hotels) and Motels
21. Finish Line Pub	Millville	08332	722410	Drinking Places (Alcoholic Beverages)
22. Larry's Bar & Restaurant	Millville	08332	722410	Drinking Places (Alcoholic Beverages)
23. Sidelines Sports Bar & Grill	Millville	08332	722410	Drinking Places (Alcoholic Beverages)
24. Andrea Trattoria Italiana	Millville	08332	722511	Full-Service Restaurants
25. Buffalo Wild Wings	Millville	08332	722511	Full-Service Restaurants
26. Chili's	Millville	08332	722511	Full-Service Restaurants
27. Chow's Garden Restaurant	Millville	08332	722511	Full-Service Restaurants
28. Criollo's Latin Cuisine	Millville	08332	722511	Full-Service Restaurants

Business	Town	ZIP Code	NAICS	Description
29. Denny's	Millville	08332	722511	Full-Service Restaurants
30. El Guacamole Mexican Rest.	Millville	08332	722511	Full-Service Restaurants
31. Flight Line Restaurant	Millville	08332	722511	Full-Service Restaurants
32. Holly City Cold Cuts	Millville	08332	722511	Full-Service Restaurants
33. Jays	Millville	08332	722511	Full-Service Restaurants
34. Kaffe Magnum Opus Inc	Millville	08332	722511	Full-Service Restaurants
35. Kawa Sushi Corp	Millville	08332	722511	Full-Service Restaurants
36. Longhorn Steakhouse	Millville	08332	722511	Full-Service Restaurants
37. Luigi's Pizzeria & Restaurant	Millville	08332	722511	Full-Service Restaurants
38. Maurice River Diner	Millville	08332	722511	Full-Service Restaurants
39. Business	Town	ZIP Code	NAICS	Description
40. Millville Queen Diner	Millville	08332	722511	Full-Service Restaurants
41. Old Oar House Irish Pub	Millville	08332	722511	Full-Service Restaurants
42. Runaway Chefs	Millville	08332	722511	Full-Service Restaurants
43. Texas Roadhouse	Millville	08332	722511	Full-Service Restaurants
44. Winfield's Restaurant	Millville	08332	722511	Full-Service Restaurants
45. Bennigan's	Vineland	08360	722511	Full-Service Restaurants
46. Dakota Prime Steak & Sushi	Vineland	08360	722511	Full-Service Restaurants
47. IHOP	Vineland	08360	722511	Full-Service Restaurants
48. Dino's Pizzeria	Port Norris	08349	722513	Limited-Service Restaurants
49. Burger King	Millville	08332	722513	Limited-Service Restaurants
50. Domino's	Millville	08332	722513	Limited-Service Restaurants
51. It's Just Wings	Millville	08332	722513	Limited-Service Restaurants
52. KFC	Millville	08332	722513	Limited-Service Restaurants
53. Mc Donald's	Millville	08332	722513	Limited-Service Restaurants
54. Moe's Southwest Grill	Millville	08332	722513	Limited-Service Restaurants
55. Pizza Hut Express	Millville	08332	722513	Limited-Service Restaurants
56. Sonic Drive-In	Millville	08332	722513	Limited-Service Restaurants
57. Wendy's	Millville	08332	722513	Limited-Service Restaurants
58. Wendy's	Vineland	08360	722513	Limited-Service Restaurants
59. Dunkin' (1 of 2)	Millville	08332	722515	Snack and Nonalcoholic Beverage Bars
60. Dunkin' (2 of 2)	Millville	08332	722515	Snack and Nonalcoholic Beverage Bars
61. Serene Custard and Mini Golf	Vineland	08360	722515	Snack and Nonalcoholic Beverage Bars
62. Bayshore Center At Bivalve	Port Norris	08349	813410	Civic and Social Organizations

Sources: Esri; DataAxle, RES



TO: Jenna Monaghan and Allan Huff
Client Project Managers
South Jersey Transportation Planning Organization

FROM: Elizabeth Beckett, RES Advisors

CC: Brittany Dremluk, Michael Baker International

SUBJECT: Memo - Economic Development Support in the Corridor

This draft technical memorandum addresses opportunities to support eco-tourism and maritime businesses in the Maurice River Corridor. It builds on the economic and demographic overview and business inventory presented in two previous deliverables.

Cumberland County and Maurice River Corridor Economic Development Context

Cumberland County overall has made great strides in leveraging the area's agricultural heritage to develop a food manufacturing and distribution cluster. Glass production also continues to thrive in the County. The presence of high-quality silica sand in the Bayshore region drove the glass industry in Cumberland and Gloucester Counties, which continues to provide both construction sand as well as high quality processed sand for industrial use. Marinas/boatyards on the Maurice River are appropriately located to serve both commercial and recreational boaters, and eventually will be a resource supporting off-shore wind development. While recreational boating activity has declined, commercial repair and retrofit services are thriving because it is more cost-effective to have a facility and storage on the Delaware Bay than in Cape May where land values continue to increase.

Recovery planning conducted after Superstorm Sandy recommended that economic development activities along the Maurice River Corridor have a dual focus:

- Preserving/strengthening opportunities for maritime industries (primarily commercial fishing/shellfishing and related packing operations, marinas and boat repair facilities) that had suffered from a weak economy and storm damage.
- Supporting and expanding eco-tourism to leverage the region's natural resources and create sustainable economic activity.

These two objectives are not mutually exclusive—the maritime history of the Bayshore is unique and is a potential draw to tourists interested in both heritage and nature focused activities.

After a decade of focus on eco-tourism, stakeholders have made specific observations and raised several concerns:

- Many River access points are under-developed and do not offer a positive experience for residents and visitors who enjoy boating, fishing, swimming, or hiking. The City of Millville has made strides in activating the Riverfront in its downtown, but areas to the south of the City and out to the mouth of the Maurice River have lower population density and fewer public visitor amenities.
- Paddlers and hikers frequent the upper reaches of the River. Eco-tourism visitation (including birding) has grown in the Bayshore part of the Corridor, but there “is nowhere for these people to spend money.”
- The types of eco-tourism and other tourist activities available are diverse and spread over an extensive geographic area (paddling, hiking, hunting, fishing, visiting the East Point Light House and historic villages, museums, the motorsport complex, Wheaton Arts, etc.). Visitors often come for one activity while passing through or for a day trip, which limits their exposure to other options and potential expenditures in the surrounding community.
- Biting insects in the Bayshore area make it difficult to attract visitors to outdoor activities in June and July, the heart of the tourist season at the ocean beaches.
- Truck traffic serving both shellfishing and sand operations in the Bayshore can be incompatible with eco-tourism activities such as cycling. This is primarily a problem in Port Norris/Bivalve where trucks move sand from the mining areas to barge wharfs on the River. The trucking companies are independent operators, thus local businesses reportedly have limited control over vehicle speeds once the trucks leave their facility.
- Regulatory constraints and the lack of public sewer service impede efforts to construct (or rebuild) and operate business facilities and accessory uses in the Corridor south of Millville. The urban areas of Cumberland County are in sewer service areas. This has allowed these communities to attract light industrial businesses. Outside but near the study area, Downe Township is building a small sewer system to serve its roughly 400 households. One motivation is to allow new lodging and food establishments and restore ratables lost after Blue Acres buyouts of damaged residential properties. There have been discussions about establishing sewer service in Port Norris, but there are no current plans to do so. Areas to the west of Route 47 are subject to CAFRA restrictions, which sharply limit the percentage of impervious coverage allowed on a parcel. Areas to the east are under the jurisdiction of the Pinelands Commission.

Efforts to support increased eco-tourism moving forward as well as preserve maritime industries on the River involve: expanding facilities that improve visitor experience; filling gaps in businesses that serve eco-tourists; furthering major infrastructure investments; and considering options to expand eco-tourism assets.

Public Facility Improvements to Support Eco-tourism

- Basic infrastructure such as public restrooms, designated parking areas, bike racks/repair stations and/or directional signage are needed at River access points on the Corridor and at trailheads. These facilities are provided at the Bayshore Center in Bivalve and in downtown Millville, but could be enhanced.
- The quality and effectiveness of signage is uneven throughout the Corridor reflecting funding limitations and the loss of specific project champions. The attractive byway signs seen in the study area often show only the “branded” image, with no additional text or reference to online information (QR code, web address, name of byway). Signage can also improve awareness of eco-tourism opportunities for both individuals commuting into study area communities for work, and individuals driving through the area to reach the Atlantic Ocean shore.

Filling Gaps in Business Types Supporting Eco-tourism

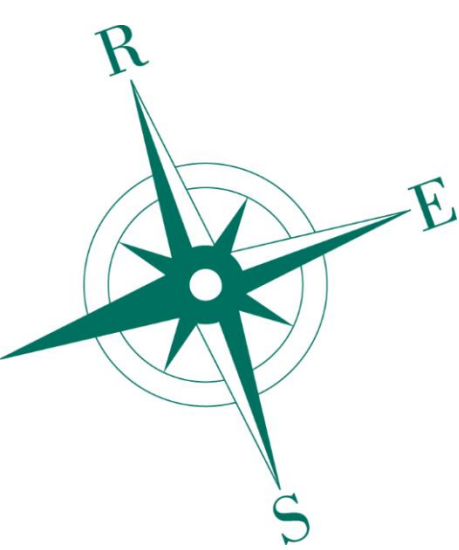
- The business inventory shows that many full- and limited-service restaurants are located in the northern end of the Corridor. Visitors to the Bayshore part of the Corridor have very limited options. The low population density in Commercial and Maurice River Townships makes it difficult to support a restaurant that is open daily. Restaurants reportedly also have trouble finding staff, which impacts their ability to open. Although Bayshore visitors could travel to food and beverage options in the three Cumberland County cities, in practice most people consider it too far away. The Bayshore attracts eco-tourists from Cape May County. For these individuals it is quicker to drive to Cape May, which has extensive food and beverage options.
 - Opportunities may exist to utilize existing restaurants at the northern end of the Corridor to provide food to go or off-site (box lunches, meal set up for organized group activities, catered meals for events, etc.) for tourists and event attendees in the Bayshore area.
 - Reestablish a restaurant at the Bayshore Center at Bivalve
- Chain hotels and motels are clustered in Millville and along Landis Avenue in Vineland. The Charlesworth Hotel is a boutique hotel offering a restaurant and four guest rooms in Fortescue (Downe Township) and is the only hotel in the Bayshore region. Within the Corridor study area, there are few lodging alternatives to these chain properties. RES identified only 14 short-term rental options (AirBnB, VRBO, etc.) One property—the Lokal A-Frame—sits on the Maurice Riverfront. This property has received positive press coverage in the wider Philadelphia metropolitan area. Millville’s City Code states that “the owner of a short-term rental in Millville City must reside in Millville City.” It is unclear what motivated this restriction, but its impact may be restricting a more diverse set of lodging options for visitors to the study area.
 - Consider expanding opportunities for short-term rentals in Millville.
- Other “support” businesses that were missing from the business inventory include a bike shop/rental operation, tour planner, and a shuttle service to pick up cyclists, hikers, or paddlers (and their equipment) at the end of the route.
 - Active tourism (biking/e-biking, paddling, hiking) is increasingly popular. A trip planner/guide service could design an itinerary/route, and make arrangements for equipment, lodging, food enroute and shuttle service to pick up participants and their equipment. There are services that do this for multi-day trips on rail trails or on behalf of clubs or interest groups.

- Cumberland County ranks first out of all New Jersey counties in greenhouse, nursery, floriculture, sod, and the overall value of agricultural goods sold. Farmland makes up an estimated 70,000 acres in the County.¹ Several vineyards have been established in the County outside the Corridor and are attracting residents and visitors interested in locally produced wine. Several agricultural businesses in the Corridor have products that lend themselves to visitation and programming—bamboo, wildflowers, alpacas.
 - Consider opportunities to expand agritourism options in the Corridor.

Infrastructure and Permitting Issues

- Ultimately sewer service expansion would create more opportunities in the Bayshore part of the Corridor for businesses and facilities that support eco-tourism. Finding wastewater management solutions for Port Norris should be a priority.
- Access to broadband internet service and cell service is important for businesses and visitors alike. Cumberland County pursued and received an Enabling Middle Mile Broadband Infrastructure grant to extend fiber along roads throughout the County. Homeowners and businesses then pay for the installation to their homes.
- Bivalve has received a Working Waterfront Node designation from the State of New Jersey that may result in some degree of permitting relief, reportedly to the CAFRA impervious coverage ratio. This could in turn help facilitate the construction of both eco-tourism and maritime industry facilities in this Riverfront area.
- Recommendations related to truck traffic calming could help smooth the potential conflicts between the needs of industry and the desire to encourage cycling and other activities in the Bayshore part of the Corridor. The reestablishment of the shortline rail service interrupted by two bridge failures will reduce the reliance of trucks at a Port Elizabeth sand mine. There may be other rail options that could reduce the number of trucks on study area roads.

¹ The Authority, Economic Development Strategic Plan for Cumberland County 2020-2030



TO: Brittany Dremluk, Michael Baker International
FROM: Elizabeth Beckett, RES Advisors
RE: Potential Funding Sources
DATE: 4/23/2024

This technical memorandum addresses potential funding sources and strategies to move recommendations presented in our earlier eco-tourism technical memorandum forward toward implementation. These recommendations can be grouped into two broad categories: infrastructure and target business development. The recommendation to explore facilitating short-term rentals in Millville is a policy decision and would not require implementation funding.

Potential funding options for infrastructure and target business development are outlined below. Opportunities for Michael Baker to add additional sources are noted.

Infrastructure:

- Construct or enhance basic infrastructure such as public restrooms, designated parking areas, bike racks/repair stations and/or directional signage at River access points on the Corridor and at trailheads.
 - Federal Department of Transportation (DOT) funding programs through the Office of the Secretary of Transportation (OST) and the Federal Highway Administration (FHWA).
 - NJ DOT

- Address truck traffic calming to improve conflicts between the needs of industry and the desire to encourage cycling and other activities in the Bayshore part of the Corridor.
 - NJ DOT Local Freight Impact Fund

Target Business Development:

- Help existing restaurants at the northern end of the Corridor to provide food to go or off-site (box lunches, meal set up for organized group activities, catered meals for events, etc.) for tourists and event attendees in the Bayshore area.
 - USDA Rural Business Development Grants
 - New Jersey Small Business Development Center at Stockton University
 - Small Business Administration financing

- Attract/support active tourism businesses and trip planner/guide services
 - USDA Rural Business Development Grants
 - New Jersey Small Business Development Center at Stockton University
 - Small Business Administration financing

- Reestablish a restaurant at the Bayshore Center at Bivalve
 - NJ EDA Small Business Improvement Grant
 - USDA Rural Business Development Grants

- Consider opportunities to expand agritourism options in the Corridor.
 - USDA Farmers Market Promotion Program (FMPP). Not limited to farmer's markets but can be used for agritourism enterprises run by the grower/producer.
 - USDA Rural Business Development Grants
 - New Jersey Small Business Development Center at Stockton University
 - Small Business Administration financing

APPENDIX F

Meeting Materials

Advisory Committee Meeting Materials

- Advisory Committee Meeting #1
- Advisory Committee Meeting #2
- Advisory Committee Meeting #3
- Advisory Committee Meeting #4

Maurice River Corridor Study

Advisory Committee Kick-off

Meeting Notes

Date and Time: June 15, 2023, 1:00 – 2:00 pm

MS Teams

Participants

- Brittany Dremluk
- Jessica Jahre
- Daniel Gilkeson
- Ken Whildin
- Matt Pisarski
- Karla Rossini
- Elena Gable
- Wayne Johnson
- Beth Beckett
- Meghan Wren
- Jennifer Marandino
- Wade Sjogren
- Barney Hollinger
- Barbara Brummer
- Kate Neuman
- Taylor Waymire
- Kathleen Hicks

Agenda

1. Welcome (10 minutes)
2. Project Overview (15 minutes)
 - Project Team
 - Roles of the Advisory Committee
 - Goals
 - Scope
 - Schedule
3. Brainstorming Session of Strategies (20 minutes)
4. Public Outreach Plan Overview (10 minutes)
 - Focus Group Participants
 - Public Meeting Strategies
5. Next Steps (5 minutes)

Project Overview comments

- Recreation should consider both passive and active recreation opportunities.
- Study Area: Stakeholders from Vineland disappointed to see the city excluded. Access there exists, but is not sufficient. There is opportunity for more.
- Final product deliverable will look at regulatory issues, constraints and barriers.
- It's a unique location because its one of the few opportunities to see a working waterfront.

River Access Discussion:

Access points

- Most are informal or dilapidated like the boat ramp at the Manumuskin.
- Union Lake dam access point is a fishing dock but it would be nice if access for kayaking. Good parking along the baseball field there. A lot of sites need retrofitting and upgrading.
- There is limited access to river on Maurice River side of Commercial. Often floods out. Mauricetown bridge would be a good place to have a launch ramp
 - Maurice River Township has acquired property near the bridge. People are using the mud area for a ramps so they'd like to see a concrete ramp. Engineers are looking at it. A river overlook on the other side of the bridge would be nice.
- Where Sherman Ave crosses river always a lot of pull off vehicles that are primarily canoe and kayak. Need something more formal. Access at this point would improve river
- Feral cat colonies along the scenic river are a smell and eyesore. At 3 major boat ramps on Fowser and East and West sides of Union Lake
- Get parking off roadways.

Recreational Outfitters and Accessibility

- If you know how to use the tools and resources lots of opportunities but if you're a beginner there's only one outfitter and they're looking at winding down operations. Renting kayaks is how people get started. No sportsman store in downtown Millville.

History

- On the Maurice river near Willow Grove Lake area, there are some old trail features. A lot of history along the river. If there is anyway to use that for this project. East of the land sewage authority. There is an archeological area that has been documented. LSA blocked off Indian Head to protect it.

Swimming Access

- North of Norma there is a nice beach along the Maurice River called Alliance Beach. Right now access is informal but the county is in contact with the owners.
- Union Lake also used to have a swimming beach but it has been shut down. Lots of Geese. If you deter geese with landscaping could be a good area for swimming.
- South Vineland Park could be a good launch location but also a swimming area- so would need to separate uses.

Making competing uses compatible

- Balancing the natural resources with the commercial and working economy.
- Maurice River township has potential- old dell bay shipyard. Amazing opportunity for something.
- Bivalve has its charm related to commerce, but it also has miles of walkways for birding and natural resource. Only so many places you can go and see a working waterfront

Traffic/Transportation

- Port Norris truck traffic is an ongoing issue/challenge. Speeding is a huge issue. Haven't seen assistance from state police. Particularly on 553.
- Boat traffic is also an issue. Larger boats turning around occurs as north up as Dorchester.
- Barge companies are taking over the area. Making it harder to access the river and closing ramps.
- Wharf site privatization makes it difficult because so many companies have their own.
- Expect that barge transport will continue to be the cheapest method transportation method. Providing subsidies to alternative methods could be a suggestion.

Public Outreach Strategy

- Millville and Maurice River Township have possible meeting location sites
- Outstanding Question: Can we host three or four event? one for each area of the study. Could increase overall turnout and variety of perspectives

Next Steps

- Finish up research
- Online survey
- Start preparing for public meetings

(Link to Miro board is up for anyone who would like to add to it later)

Miro Board Comments

“Rt 49 Bridge is low enough in Millville to thwart boating from one side to the other” – no name attached (Route 49)

“Outfitter needed” – Karla Rossini (placed near Millville)

“Loving a place to death is a threat” – Karla Rossini (general)

“Boat access points are in disrepair” – Karla Rossini (Placed south of Millville)

“Invasive Species infestation is degrading the eco-tourism experience from the water (phragmites)” – Karla Rossini (general)

“Cat Colonies are an eye sore” -Karla Rossini (placed near union lake)

“Boat Ramp and Park area” – Mayor Whildin (placed near Maurice River Township)

“Mountain biking trails to compliment the maurice river bluffs park and trails” – Elena Gable (general)

Maurice River Corridor Study

Advisory Committee Meeting #2

Meeting Notes

Date and Time: September 27th, 2023, 1:00 – 2:00 pm

Location: MS Teams and In Person at Cumberland 4H Extension Center, 291 Morton Ave,
Millville, NJ 08332

Attendance:

- Brittany Dremluk, Michael Baker
- Daniel Gilkeson, Michael Baker
- Jennifer Marandino, SJTPO
- Alan Huff, SJTPO
- Jenna Monaghan, SJTPO
- Martha Maxwell- Doyle, Partnership for the Delaware Estuary
- Beth Beckett, RES
- Ken Whildin, Mayor of Maurice River Township
- Lucia Osborn, American Littoral Society
- Omarey Williams, Cumberland County
- Elena Gable, Cumberland County
- Matt Pisarek, Cumberland County
- Michelle Nothat
- Karla Rossini, CU Maurice River
- Kathleen Hicks, Vineland
- Douglas Albrecht, Commissioner Director Cumberland County
- Kim Ayres, Improvement Authority

Agenda:

1. Welcome
2. Schedule Update
3. Existing Conditions Overview
4. Field Work/Transportation Analysis
5. Economic Analysis
6. Stakeholder Engagement
7. Next Steps

Schedule update:

- We are here at the start of Fall
- Summer was primarily desktop research
- Earlier this month was Riverfest and the launch of Survey
 - Survey will be live for one week after the public meeting
 - Citizens united sent out on listserv
 - Need for additional ways to get out the survey and to reach a broader segment of the population than those who are already invested in the river (CU and Riverdays attendees)
 - Need to draft a Facebook post for County Commissioners and Explore Cumberland to raise awareness for the survey and outreach
- Public meeting 1 will be on Thursday November 2nd at 6pm in Millville
 - Will consist of an introduction to study and opportunity to hear from the public
- Starting to develop recommendation processes and to determine how to incorporate feedback
- Researching best practices
- Next advisory committee meeting will be in the Winter
 - Will consist of presentation of draft materials
- Final advisory committee in the Spring will be presenting on what is nearly the final study
- Public meeting #2 will follow that and allow for a presentation of the final study to the public with some time to allow for incorporation of feedback

Project Update

- Existing conditions overview
 - Literature review of existing plans- draft memo has been provided to steering committee.
 - Existing conditions mapping
 - Environmental opportunities, Heritage Tourism Map, Land Use
 - Fishing locations- potential to add to tourism map
- Transportation analysis
 - Transportation and Connectivity memo consisting of bicycle facilities, trails, and crash analysis
- Economic Analysis
 - RES advisors has completed a business inventory and a memo on economic/demographic trends,
 - Upcoming memos on Eco tourism, incentives and implementation strategies
- Stakeholder engagement
 - Public Outreach – focus groups, public survey, public meetings
 - Focus groups findings

- Link to the survey provided in powerpoint

Next steps

- Conclude and analyze survey- for next AC meeting
- Prepare for the public meeting
- Synthesize findings for next meeting

Questions and Discussion

- RES advisors was asked to provide a general analysis of economic development in the region
 - The research done so far has been background context – economic and demographic data overview and business inventory.
 - Takeaways:
 - Economic and demographic data- very little density along the corridor, as you move south- creates an issue for how to provide necessary support to sustain businesses
 - population is declining and aging. Part of the energy has to come from the outside when looking at demographics
 - Commuting flows- a lot of people who come into the area to work, potential to draw those people into any plans
 - Cluster of supporting businesses around Millville. Marine industry centered around the bay. The question we are thinking about is how to use the population concentration to better serve those who are using the river for recreation and tourism
- Cumberland County stressed that This project is not taking place in a vacuum. Looking at the bigger picture it fits into the County's plans on the whole.
 - Priorities for the county:
 - Economic development project for the county near the airport
 - Broadband – communications supporting businesses in the area
 - County Parks system (at a 0.5 right now)
 - River will be an economic boon if we can figure out how to capitalize on it
- Lucia will provide Baker with a list of restoration projects within the study area to include in existing conditions.
- SJTPO sees forward-thinking work being done and pulling the pieces together. Something to keep in mind is the circuit trails network in metro Philly area (DVRPC). Opportunity connections through shore area and circuit trails network- through Hammonton. long term visions
 - Trails in Cape May and Atlantic County as well as Gloucester and Salem
 - SJTPO will try bring in Salem – they circuit trails and encroachment in northern part of study area.
- Potential idea of creating a story map for the Bayshore Heritage Scenic Byway with Salem, Cape May and Cumberland counties (similar to Pinelands story map)
 - CU received grant to create story map for river for mouth or Maurice up to silver and Wesley lake

- Parks department would be a real step forward
- Millville has two grants rolling up including the Maurice River bikeway trail phase 5- scope got reduced a bit as well as another grant Connecting behind library and changing main entrance from road to riverfront.
- Millville- Trans Alternative- Bikeway Trails→Sharp Street/Little League Field to Mt. Pleasant School to Union Lake (reduced)
 - Ballfields for parking to Union Lake
- Hydroplant – old rescue squad – demolition- proposed pad site for al fresco dining
- Besides a boat ramp, what is needed in the area of the lower Maurice is restaurants and bathroom facilities. Heard directly from tourists who visit the area. There is no place for them to spend their money so they'll go home to eat dinner because that's where they're coming from anyway.
 - Barriers to these facilities include NJDEP and septic hurdles.
- Laurel Lake – drinking water and sewer utility to extend Millville side of lake in the works but a bit down the line.
- Other County projects:
 - Nabb Avenue Extension- extended Nabb Ave from its terminus with Route 49 to a traffic circle at Buckshutem and Fairton-Millville Roads. Goal is to provide better flow of truck traffic to the airport/industrial park/motorsports park from 55 that doesn't rely on truck traffic through downtown Millville.
 - Airport and NJ Motorvehicle Park located off of Buckshutem Road
 - Middle Mile- fiber optic loop in Cumberland and Salem Counties- bringing in an "open" (ie. not owned by a singular company) fiber optic loop to the counties for use by multiple service providers.
 - Pumping station in Fortescue (not in study area) approved for Sewer- took 13 years to get.
 - An example of what can be done for this area.

Maurice River Corridor Study

Advisory Committee Meeting #3

Meeting Summary

Date and Time: February 28, 2024, 1:00 – 2:30 pm

Location: MS Teams and In-Person at Cumberland 4H Extension Center, 291 Morton Ave, Millville, NJ 08332

Attendance:

- Brittany Dremluk, Michael Baker
- Jenny Gutierrez, Michael Baker
- Beth Beckett, RES
- Jennifer Marandino, SJTPO
- Jenna Monaghan, SJTPO
- Elena Gable, Cumberland County
- Matt Pisarski, Cumberland County
- Victoria Groetsch-Lods, Cumberland County
- Melissa Hemple, Cumberland County Parks
- Johnathan Paes, Cumberland County Planning Board
- Patrick Farley, Cross County Connection TMA
- Lucia Osborne, American Littoral Society
- Karla Rossini, CU Maurice River
- Rob Ferber, NJ Conservation Foundation
- Michelle Nothaft, City of Millville
- Ken Whildin, Mayor of Maurice River Township
- Ben Stowman, Maurice River Township
- Ben Sten, Maurice River Township
- Kathleen Hicks, City of Vineland
- Jon Sever, Salem County
- Meghan Wren, FEMA

Schedule Update:

- Since the last Advisory Committee meeting in September 2023, we have drafted design concepts and cost estimates and held Public Meeting #1 and closed the public survey.
- Today is the third Advisory Committee meeting. After today, the concepts and cost estimates will be revised based on feedback from the group.
- The draft study will be finalized in the spring following feedback from Advisory Committee Meeting #4 and Public Meeting #2. The final study will be complete by May 2024.
- Elena, Jenna, and Brittany will be presenting the draft study at the Transaction Conference in Atlantic City on April 30.

Project Update:

- Public Outreach overview
 - Focus Groups were completed in July 2023
 - Public survey was live from September to November 2023 and collected 250 responses.

- Public Meeting #1 was held on November 2, 2023. The next public meeting will be an opportunity for feedback on the draft study this spring.
- Public Survey
 - 248 English responses, 2 Spanish
 - Less than half of participants were residents to the corridor (41%)
 - Survey participants skewed to age 56 and older (68%)
 - Findings revealed current uses, concerns with the corridor, and preferred strategies.
- Public Meeting #1
 - Started with a presentation that gave an overview of the study including purpose, schedule, and goals.
 - An interactive mapping exercise allowed participants to identify specific opportunities or issues/concerns. Roughly 100 comments were left on the map.
 - Key takeaways:
 - Union Lake to Waltman Park was identified as in need of more amenities and more access to the river.
 - Favorite areas included Union Lake, Maurice River Bluffs, Egg Island Fish and Wildlife Management Area, and Heislerville Wildlife Management Area.
 - The area north of Union Lake including West Side Park and Alliance Beach was identified as in need of more recreation.
 - The southern portion of the study area was identified as in need of more amenities.
- Planning Recommendations
 - Five categories: transportation network, economic development, marketing and branding, educational opportunities, environmental opportunities
 - Transportation network
 - Plotted the network to incorporate many of the Ecotourism businesses and river access points while also creating loops where possible for overall regional connectivity.
 - Proposed bicycle network includes bike lanes, buffered bike lanes, protected bike lanes, shared use path, and sharrows.
 - For train connectivity, identified railroads, trolley lines, trails, and footpaths within the corridor and created a proposed trail from Matts Landing to City of Millville along the railroad.
 - Traffic calming by narrowing lanes; installing speed humps, tables and cushions; and adding pinchpoints for pedestrian crossings.
 - Shuttle services for visitors that do not have access to a car or experience a lack of parking lots.
 - Economic development
 - Existing restaurants to provide to-go or off-site food
 - Short-term rentals
 - Pursue historic district designation for villages identified by the SHPO
 - Trip planner/guide service
 - Agritourism

- Capitalize on Bivalve’s working waterfront node designation
- Marketing and branding
 - Explore public-private partnerships to create a promotional campaign to market the corridor as a visitor designation to the region and beyond.
 - Create design guidelines for wayfinding and marketing materials for Vineland, Millville, Maurice River, and Commercial.
- Educational opportunities
 - Support and expand environmental education programming at the Bayshore Center.
 - Outdoor exhibits and signage throughout the corridor highlighting environmental, historic, and cultural elements.
 - Provide opportunities for school children to visit the Bayshore region to encourage a lifelong appreciation for the natural resources and commercial activity along the River and the Bay.
- Environmental opportunities
 - Coordinate with local nonprofits on living shorelines, shoreline restoration and protection.
 - Integrate nature-based solutions with future infrastructure projects.
 - Improve water quality.
 - Enhance visitor amenities for eco-tourism and improve connectivity through the corridor.
- Draft Design Concepts
 - Findings from both the public survey and the public meeting were critical for putting together the draft design concepts. Also incorporated best practice research.
 - Five opportunity sites:
 - West Side Park
 - Union Lake to Waltman Park
 - Maurice River Bluffs Preserve to Harold N. Peek Preserve
 - Mauricetown Causeway Rd
 - Bivalve
 - Opportunity sites chosen based on where publicly available land is located along the corridor.
 - Each opportunity site document includes the proposed design concept and images illustrating existing conditions and precedent features.

Questions and Discussion

- Feedback on planning recommendations for trail connectivity.
 - There are some railroads in the proposed trail that may be active where they are currently identified as inactive on the map. Brittany will continue to work with the Committee to identify the status of the railroads.
 - Some dredging near the southern portion of the proposed trail at the bay.
 - There are a lot of informal trails on Wildlife Management Area (WMA) land around the active railroad portion. Many were made by ATV riding, so are not necessarily desirable.

- The WMA land is for hunting and wildlife management, so proposed trails should stay clear of these areas.
- Instead of doing a trail from north to south (due to the WMAs), incorporate loops. Hiking trails should be more interesting, not just going from point A to point B. Bike paths could be more direct.
- In general, need to have more consideration for hunting as a kind of outdoor recreation. Hunting is part of the ecotourism economy (recommendation to provide lodging for hunters).
- Maurice River Township has been coordinating with Cape May County on a different bike route in the area. SJTPO will distribute the Cape May County Trail Planning Feasibility Report.
- Incorporate flood control where appropriate. Could prioritize location of paths based on potential to reduce risk.
- Feedback on draft design concepts
 - Maurice River Bluffs Preserve to Harold N. Peek Preserve
 - Do not put camping in the preserves. The River Conservation Plan likely won't allow it and there are endangered species there.
 - Camping could be moved to the city property to the north.
 - Mauricetown Causeway Rd.
 - The bulkheads near Mauricetown Park are being repaired.
 - The whole parking area near the boat ramp on the Maurice River side is underwater. Maurice River Township has a conceptual plan and they are pursuing funding to repair the boat ramp. DEP evaluated this about a year ago and agreed it was a good location. Brittany will coordinate with the Township on this plan.
 - Add signs to “beware of high tides.” Add interpretive signs about the tides.
 - A lot safer for kayaking at Manantico or Manumuskin. Could be dangerous under the causeway. Boat ramp here is more suited for other vessels. Kayakers should really understand the tides if they want to come here. Maybe could have signs about this area being more advanced.
 - Promote kayaking on the tributaries. The Advisory Committee can send alternative locations where kayaking and paddleboarding would be safer.
 - Bivalve
 - Move the trailhead to Germantown Ave across from Bayshore Center where there are already parking and amenities.
 - Move kayak access to #7 on the map to avoid where river is muddy at low tide.
 - Vineland would be better for horse trails since there are farms up there and it is less buggy.
 - Bayshore Center museum/restaurant is seasonal. It used to be open year-round but reduced due to funding (not enough visitors). However, the bathrooms there are open all year (Note: replace precedent photo. The one there now is a Rutgers building).
 - Natural Lands may have GIS layer for trails.

- Acknowledge existing trailhead at Bayshore Center that connects to bike trail in Commercial. Could propose upgrades and additional amenities.
- In general, underline the importance of mom-and-pop shops/restaurants in the historical villages. People want to stay in the same setting, they don't want to go to chains. Places like Dino's, The Red Eye Crab, the Bull on the Barn, etc. are desirable.
- Anything in the plan to help with septic challenges?
 - Put recommendations into two tiers: those that are readily viable and those that need a heavier lift.
 - Include components that are easier to install if funding is available, then those that would have to overcome hurdles like permitting first.
- After the plan is finished, who is implementing?
 - Implementation depends on property ownership but there are opportunities for a partnership between the County and municipalities.
 - Final study will include potential funding opportunities for the proposed recommendations.
 - The plan will also provide general recommendations (similar to the first half of the presentation) that could apply throughout the corridor
- Agritourism – don't include bamboo, it is very invasive.

Next Steps:

- Send any comments on the draft design concepts to Brittany by March 14th.
- Revise concepts and costs based on feedback.
- Prepare for Public Meeting #2 where the public will have the opportunity to comment on the draft plan.
- Schedule Advisory Committee meeting #4 to review the draft plan.

Maurice River Corridor Study

Advisory Committee Meeting #4

Meeting Notes

Date and Time: May 22, 2024: 1:00 – 2:30 PM

Location: Cumberland 4H Extension Center, 291 Morton Ave, Millville, NJ 08332, and MS Teams

Attendance:

- Brittany Dremluk, Michael Baker
- Jennifer Marandino, SJTPO
- Jenna Monaghan, SJTPO
- Kathleen Hicks, City of Vineland
- Ken Whildin, Mayor of Maurice River Township
- Jon Paes, Cumberland County Planning Board
- Ben Stowman, Maurice River Township
- Meghan Wren, FEMA
- Elena Gable, Cumberland County
- Matt Pisarski, Cumberland County
- Karla Rossini, CU Maurice River
- Wade Sjogren
- Lucia Osborn, American Littoral Society
- Michelle Nothaft, City of Millville

Agenda:

- Welcome
- Schedule Update
- Changes Since Last Draft
- Potential Funding Sources & Next Steps
- Public Meeting #2 Take Aways
- Open Discussion

Open Discussion:

- The City of Millville discussed their plans to renovate the Maurice River Trail and enhancements in their parks, which are in alignment of the recommendations of this study.
- There were concerns about the kayak launch proposed at West Side Park due to the dam that is located under the Almond Road bridge. The Project Team explained they moved the kayak launch away from the dam to keep riders away from that area. There was a suggestion to add a designated area for portage across Almond Road which was added to the design concept for West Side Park. There was discussion to remove the dam, but that would require DEP approval.
- Discussed relocating the proposed bike lane from Sharp St to Columbia Ave. since Sharp St. is a major roadway within the County.
- Feral cat colony at the trolley line in Concept 3, Union Lake boat ramp, and Fowser Rd. boat ramp; a conversation needs to occur with South Jersey Animal Shelter to address the colony or the state veterinarian .

- Discussed Maurice River Township’s plans for the property by the Mauricetown Causeway including the boat ramp, elevated walkways, clamshell parking lots and walkways, and new playground. There are opportunities for the clamshell parking lot can offer food trucks and portable restrooms in alignment with local events. Recommendations not to bring attention to kayaking in this area due to the rough current at this area.
- Long-term project recommendation: connecting the trails at Strawberry Ave. to Robinstown and Barryton.
- There are other restoration projects occurring at the mouth of the Maurice River, such as living shorelines that are occurring on the Maurice River Township side, which was added to the design concept for Bivalve.
- Maurice River Township discussed their waterfront redevelopment plans for Matts Landing.
- Recommendation to add CU Maurice River, The Nature Conservancy, New Jersey Conservation Foundation to the discussion on page 60.
- Question about the next steps and the Maurice River Corridor Committee; the County will partner with the owners of the properties (e.g., the City of Vineland) to develop the design concepts. The lead of the Maurice River Corridor Committee could be a sub committee of County Recreation Commission, a preexisting board that relates to recreation interests of the County. Bring in members of the County Economic Development.
- Discussed funding and how the study area is has a strong probability of receiving grant funding within the study area.

Next Steps:

- Provide any additional comments to the Project Team by May 24, 2024.

Focus Group Meeting Materials

- Focus Group #1: Transportation & Connectivity
- Focus Group #2: Heritage Tourism

Maurice River Corridor Study

Focus Group: Transportation

Meeting Notes

Date and Time: July 27, 2023, 1:00 – 2:00 pm

Rutgers NJ Agricultural Experience Station (Cooperative Extension of Cumberland County) at
291 Morton Ave, Millville, NJ and MS Teams

Participants

- Brittany Dremluk
- Paul Rosenberg, SJTA
- Dominic D’Amico, SJTA
- James Sullivan, SJTA
- Tom Hennigan, JORBA
- Deb Kagan, NJ Bike and Walk Coalition
- Taylor Waymire, SJTPO
- Pat Martinelli, Vineland Historical Society
- Kathy Hicks, Vineland
- Beth Beckett, RES advisors
- Kate Neuman, RES advisors
- Elena Gable, Cumberland County
- Lisa Fleming, Vineland Environmental Commission
- Matt Pisarski, Cumberland County

Agenda

1. Welcome and Introductions (10 minutes)
2. Project Overview (10 minutes)
3. Brainstorming Session of Strategies (20 minutes)
4. Collaboration and Next Steps (5 minutes)

Brainstorming Session of Strategies:

Bicycle/Pedestrian

- The Maurice Bluffs Preserve has mountain bike and bike specific trails.
- JORBA has a member at the Maurice River Bluffs that built and maintains the trails that are there
- Mountain Biking Eco-tourism is a big part of what JORBA is trying to push and establish.
- People drive and spend money to go to good places to ride.
- Mountain biking trails can be put in anywhere- natural surface trails, mountain bike specific or shared use, fit into planning along the corridor. Mountain bikes don't require mountains just some changing terrain
- Difference between greenways/nature trails and natural surface materials- Natural surfaces include sand or dirt and pine, cheaper to build and is what hikers and mountain bikers are looking for.
- NJTPA active transportation plan
 - Offroad active transportation which could be a layer of that overall network
 - Model for our state is DVRPC Circuit Trails
 - Process to identify potential for off road trails and connectivity from Maurice River to surrounding community.
 - Rails to trails- corridors which have been implemented have been a catalyst to the surrounding communities to pursue safe streets and connectivity for bike/ped.
 - Also important to think about how people get to this corridor- work with communities who are outside of the immediate area to increase accessibility
 - Accessibility for local communities is important to think about- equity should be considered.
- Look at possibilities of bikeshare or bike parking. What amenities are there? Bike rental
- Resource called trail towns- organization which works with towns in rural and tourism oriented trails and talks about how to leverage local commerce/business to take advantage of trail

Public Transportation/Shuttles

- SJTA runs shuttles in the Atlantic County area. Goal is to fill in the gaps in the existing network of bus, rails, etc. and service assets, typically to help people get to work
- SJTA doesn't have a lot of experience with this type of project.
- SJTA looks forward to seeing how the plan develops and where they might be able to fit in.
- How do tourists or visitors get around AC without cars? Jitneys and privately owned shuttles

- Glassboro as a hub to do a study instead of AC? AC is quite far away. Glassboro has the University. Students at Rowan may be interested/benefit
- North/South travel is an issue in the corridor, especially in Millville. Salem county has more routes
- Passenger train service would be a benefit. The tracks exist but are only used for freight purposes.
 - There have done studies completed on expanding passenger rail to the area, if it ever happens, Glassboro would be first and then it would extend to the study region
- Large segments of the corridor- entire communities- are not served by NJ transit at all. There are only four bus routes in the entire county

Freight

- Industrial park south of Millville near the airport presents a transportation challenge to trucks Route 55 to 49 through the heart of Millville. 49 and Delsea where they intersect are identified as inadequate and failing for road capacity. The county is looking at options to address that

Resiliency

- Low-lying areas near the bay with only one road into them- Matts Landing, Money Island, are vulnerable to flood
- Federal and state money is available for mitigation of stormwater. Incorporation of green infrastructure into any road projects could lead to additional funding including subterranean storage. Also wildlife corridor and natural habitat
- FEMAs BRIC could provide funding for hazard mitigation. Could be incorporated into the plan

Other

- *Deb Kagan* brings up the point of the importance of early engagement in the planning process
 - Try to engage local Organizations, BIDs, etc, so they can be part of the plan
 - Presenting a plan that's already been developed- some people may feel that its set in stone already. Difficulty in full participation at those types of meetings for people who haven't known about it, thought about it, and talked about it beforehand.
- Surveys
 - Circulate with committee and focus groups
 - Getting the word out and getting people involved- publicity for the survey. Engage businesses around the corridor

- Pat Maritnelli- Unsure of kind of cooperation you will get down here. Losing history on a daily basis, sites that have been neglected
 - Pinelands isn't properly taken advantage of
 - Every community down here is struggling to survive on its own. Local and county government isn't focusing enough on tourism and taking advantage of rich history along the river.
 - This region has been neglected. Perhaps this study can really highlight the resources of the corridor and get it attention,
- Trouble Areas -55 and Delsea chokes up- especially in the summer due to Shore Traffic
- "Forest Bathing" is becoming more popular. Consists of something like a guided tour through the woods and a yoga or meditation session.
- Incorporating historic resources into transportation projects
 - Morris Canal- has created a full booklet including historic building which they have incorporated into greenway development and the funding

Maurice River Corridor Study

Focus Group: Heritage and Tourism

Meeting Notes

Date and Time: July 26, 2023, 3:00 – 4:00 pm

Rutgers NJ Agricultural Experience Station (Cooperative Extension of Cumberland County) at
291 Morton Ave, Millville, NJ and MS Teams

Participants

- Brittany Dremluk
- Hannah Clark
- Taylor Waymire, SJTPO
- Beth Beckett, RES Advisors
- Jennifer Marandino, SJTPO
- Wade Sjogren, Whibco
- Louis Joyce, SJ Economic Development District
- Cheryl Fox, Al and Sam's Canoe and Kayak Rental
- Kathy Hicks, Vineland
- Matt Pisarski, Cumberland County
- Elena Gable, Cumberland County
- Lisa Fleming, Vineland Environmental Commission
- John Pederson, Vineland Environmental commission
- Nathan Figley, NJFWS
- Iris Burt, Haskins Research Lab
- David Bushek, Haskins Research Lab
- Lucia Osbourne, American Littoral Society (Delware Bay Watershed)

Agenda

1. Welcome and Introductions (10 minutes)
2. Project Overview (10 minutes)
3. Brainstorming Session of Strategies (35 minutes)
4. Collaboration and Next Steps (5 minutes)

Project Overview comments

- Topic of study area came up- question of why only small section of Vineland included? Focus specifically around the river corridor and Vineland is very large in area

- Point was raised that perhaps the Study should seek to engage Salem County which borders the Maurice River on the west side of Vineland.
- Potential for connection to Delaware Basin River Council
 - Louis and Lucia sit on that board- they focus a lot on lower half of the Delaware and could be a resource.

Brainstorming Session of Activities:

Eco-Tourism/Recreation

- Area of the river north of Union Lake
 - Existing trail network including areas of Vineland and Salem County (Nature Conservancy maintains a couple of miles in this area)
 - Trails south of the Lake could link together Alliance Beach, West Lake, Nature Conservancy protected land
 - Alliance Beach
 - Heavily used but not legally
 - Next to a beautiful Jewish cemetery
 - Lots of trash/littering (due to non legal status)
 - Superfund site patch along blackwater brand- Vineland Chemical site. Still EPA authority. Discussion of developing trails on this land.
 - Vineland needs more green space, the nice thing about Maurice River Corridor is that it's close to residential areas.
 - West Side Park – playground, talk about putting in a playground. Parking available.
 - South of the bridge access to river for fishing. Many people park cars along the road.
- River/fishing location at park south of almond road bridge.
- Big need for maintenance of access spaces in line with DEP guidelines for safety.
- Garden Road access point historically used for cookouts/swimming, not technically legal, but is a prime community resource.
- Possible constraint in development of plans- Various ownerships along the river. DEP has open space mapped. MOD-IV data will show ownership.
- Union Lake- bacteria. Could use a project to improve water quality.
 - Beach area is closed due to bacteria in the water.

Connectivity

- When talking about eco-tourism, public transport is an issue. In Bridgeton and Millville specifically many people don't have cars and can't access any of these areas.
- Downtown Millville- Area south of the bridge runs all the way through 49 to union lake. some maintenance requirements- trash and homeless. Right by downtown.

- Pedestrian bridge
- Boardwalk components
- Connects with sharp street- they're expanding bike access down Sharp Street and 49. Improvements to extend biking and trails.
- This is all a one way trail, perhaps it should be made two way.
- Safe way to walk along the dam?
- Connectivity is an issue here. City trails don't connect to Union Lake trails.
- Sharp Street is very busy and people are driving at high speeds.
- Sidewalks in this area are narrow.
- Future studies could look at improving access to the tributaries such as the Manumuskin
 - Development that happens along the tributaries will affect the main stem.
- South of Millville can be isolated. For example, the bluffs are isolated. Would be great if there was connectivity to the bluffs besides cars.

Business Industry

- Maritime Trades
 - Commercial boat repair is a big industry along river.
 - Need for more commercial maritime trades which work with other uses towards the mouth of the river.
 - Demand for winter storage of boats- upriver is safer than the ocean.
 - Marinas in Bivalve and Matts Landing have closed and boat ramps are not in good shape or closed. Several marinas have closed and some sold to sand companies.
 - Economic opportunities coming from wind development offshore.
- Recreational boating
 - There is decreasing recreational availability in the lower Maurice.
 - Perhaps there are strategies for permitting and licensing to increase recreational use.
 - Gas for boats- Longreach Marina in Bivalve, Anchor marina in Matts Landing has gas, then have to go a few miles upriver to Spring Garden, may be one in town there.
 - Potential boat access point at Mauricetown Bridge.
- Maurice River Township in the process of acquiring land from the state which they are going to put back to beneficial use in Matts Landing.
 - Lots of issues to consider such as wastewater, bulkheads.
- Eco-tourism Supporting Businesses
 - The closer you get to the mouth of the river the fewer amenities there are for the public. E.g. less places to get lunch etc.. Amenities could be an issue in attracting tourism

- Short term rentals- years ago there were efforts to do bed and breakfasts especially in Mauricetown but that kind of fizzled.
- Bayshore region as a whole needs gas stations, restaurants, etc.
- Regulatory constraints for development- Floodplains and DEPs rules for flood hazard areas
- Mauricetown recently became a historic district. Sections of Port Elizabeth and Port Norris could be eligible but haven't pursued it.

Resiliency

- Sea Level Rise is a threat to the lighthouse.
- Roadway to Matts Landing, east point, and money island floods during storms- needs to be addressed to preserve access to the lighthouse
- Challenge that state is setting standards to make elevated roadways- widen slopes on either sides- impacts wetlands- mitigate wetlands damage- endless cycle. Roads in bivalve were elevated 6-18 inches and those were all issues.
- South Jersey is experiencing subsidence which is compounding the issue.
- Question of what type of development is appropriate in these places. By putting businesses in and developing some of these low areas are we putting people in harms way?
- In terms of the way we talk about permitting difficulties and NJDEP regulations- wetlands protect us. We should start looking at it as an asset and not a burden
- Bulkheads can create issues downstream. Nature based solutions like living shorelines should be prioritized.
- There is a multi-agency project being developed to address the loss of saltmarsh on the East side of Matt's Landing Dike, which includes the dredging of Maurice River. ALS recently created rock break walls at Basket Flats.
- Rutgers Haskins Lab is working on living shorelines and nature-based solutions with the partnership for the Delaware Estuary in along the Maurice River

Other

- Education could fit into eco-tourism
 - Sea level rise, fisheries, aquaculture, climate, importance of marshes, etc..
- Sewer Service Areas- Fortescue is working on an enclosed system
 - Laurel Lake is served through septic. Increasingly leading to issues. Expansion of services- perverse incentives for development? But also beneficial to environment. Needs to be balanced
- Nature conservancy is a great resource for prioritizing what areas should be prioritized for protection and what areas may be better for development.

Future Collaboration and Next Steps

- Opportunities for Future Collaboration
 - APA NJ 2012 study on Maurice river
 - Keep in mind the next generation, during covid saw real influx of people coming out with their families, increase in fishing for young people
 - Send out a map to have people label their areas of focus/opportunity areas/challenge areas
 - How will we spatially distinguish the map
 - Can different people focus their individual talents on specific areas
 - NJ conservation blueprint – hosted by nature conservancy, prioritizing what areas should be protect/what areas should be developed
 - Where best places to develop are
 - With eco-tourism recreation – if don't plan development well, then going to use the eco-tourism and recreation benefits
- Next Steps
 - September joining the town for Maurice town day/river day – link to public survey September 16th

Public Meeting Materials

- Public Meeting #1
- Public Meeting #2

Public Meeting #1: Interactive Mapping Exercise

Instructions:

1. Place dots on the map where you identify specific opportunities or issues/needs
2. If you have a specific concern or suggestion, place a sticky note with your comment explaining the opportunity or issue/need
3. Each color dot corresponds to a certain topic area, as listed below

Dot colors:



Green: Areas where you would like to see more recreation and trail connectivity



Red: Areas where you would like more amenities (shops, restaurants, restrooms)
Which specific amenities would you like to see (please use post-it notes)



Green with Black Dot: Areas where you would like better trail connectivity



Blue: Areas where you would like more access to the river



Yellow: Where are your favorite areas? What do you like about these places?
(please use post it notes)



Red with Black Dot: Where are areas which you tend to avoid? What is the reason? What would cause you to visit them more often? (please use post-it notes)

Results from Outreach Map 1

- There are limited places for visitors to spend their money.
- Whibco would potentially donate land but who will invest? What's going on with TNC and why they limit access?
- Juxtaposition of Pinelands and CAFRA creates patchwork regulations.
- Parking doesn't exist to allow for access.
- Guided boat tours out of Millville. No amenities.
- Crew teams are going North to practice- Lenape Lake.
- How do places facilitate guiding businesses? Has PWC ownership decreased overall or just in this area?
- No county owned land along corridor?
- Off road racing brings in people and money
- Manumuskin could be great
- Used to be races on the lake; State Police didn't permit ABPA. Check with OPA on SSA under state plans.
- Similar in character to Eastern Shore but policy in Maryland supports community development.
- Can't fix docks. Can't repair waterfront infrastructure.
- Library to allow public restrooms and access
- Sherman Ave (north of Union Lake) has cars lined. popular but no amenities. Is beautiful but unsafe.
- Downed trees can be an issue (north of Union Lake)
- Dirt path but no real access (Alliance Beach)
- Zero access (Laurel Lake)
- State cut off access (Menantico)
- Dangerous but used access (County Road 646 and old railroad tracks)

Results from Outreach Map 2

- Better quality amenities
- Union Lake – Can't use paddleboard?
- Needs economic advancement (Millville)
- More high-quality restaurants → advocacy group
- Gangs, drugs, empty stores, unwelcoming, lack of community (Millville)
- Doesn't feel safe in Millville → empty stores → quality
- Cell signal – safety/emergency
- Revitalization of existing access to the water
- OMG – the bluffs “a jewel”
- Cedar Ave/Main Street → birding spot. Turkey Point Downe Township
- Bathroom ideas – composting – pumping
- Isolation “forest bathing”
- Swimming area – free – benefit community
- Parking/signage/materials for wayfinding/visitor center
- Bay beaches

- birding
- climate change
- future shoreline
- controlled development in floodplain
- Need better trail markers/purpose for trail
 - information/parking/upstream or downstream?
- Hunting season knowledge → Orange
- Bluffs – security at locations safety
- Tour guide business – need to sustain
- The reminder – for advertising
- Bike trails → rails to trails → lead to cafes, bike shops
- ADA access
- Agritourism
 - Cheese
 - Goats
 - How to engage?
- Protect wildlife (eagles)
- People leave the region for better quality food and experience (e.g. Collingswood for dinner)
- Need to address poverty in the region
- Better parking facilities for water access to kayak/water recreation areas
- Trail maps Love open land – not developed
- Biking in Leesburg – path to water
- Water quality
- Menantico Ponds – eco trailhead on water
- Trail access/knowledge of trail location → address identification
- Land disputes- hunting studies-“territorial” → impact of tourism

Results from Outreach Map 3

- Elephant Swamp (Blue)
- (Currently Unofficial) Canoe launch Pittsgrove side
- Public access to Willow Grove Lake (gravel lot) → eliminate the guardrail
- Signage/wayfinding/pictures (red dot)
- Brochure of fishing holes (red dot)
- So much preserved land, but need to enhance access, people need to see it/views
- West Side Park – small park – may need to better segregate uses
 - Swimming
 - Dishing
 - kayaking
- Enhance access to river (West Side Park)
- EPA superfund reclaimed site
- City owned undeveloped (previously EPA restoration site)
- Fishing on s/s or almond rd – park along s/s of road in Pittsgrove. Need better parking

- Kayak Pickup Sherman Ave
- Birding (near mouth of River/Port Norris)
- History → boatyards (Dorchester)
- Trail opportunity (green dot) (RR east of port Elizabeth)
- Historic Ruins (Fries Mill Ruins)
- Work to protect these waterways (Menantico)
- Rainbow Lake, boat launch, fishing
- Alliance Beach → cemetery. Jewish history in the area
- Creeks = natural greenways

Results from Outreach Map 4

- Garden Rd (blue dot)
- Alliance Beach (blue dot)
- Almond Rd (blue dot)
- Laurel Lake (blue dot)
- Between 56 and Sherman that is dangerous (red and black dot)
- Identify technical levels of river bodies
- Connect Union Lake
- Restaurant at Wheaton Arts (red dot)
- Restaurant on Union Lake (red dot)
- Old public docks need rehabbing
- Holly Farm (green dot)
- Lackluster abandoned industrial (red and black dot)
- Used to be boat ramp at Menantico
- Nature Drive
- Hunting
- Manumuskin
- Restaurant on 47 (red dot)
- Maurice River Side of Bridge (blue dot)
- End of Baret Rd (green dot)
- Matt's Landing restaurant (red dot)
- Abandoned crossroads(?) (red dot)
- Connect to C-M County trail system (green dot)
- Bathroom at lighthouse (red dot)
- Port Norris Restaurant (red dot)
- Rail to trail (green dot)
- Unmarked kayak trails (blue dot)
- County Route 553 (green dot)
- Mauricetown and Commercial (red dot)
- Restaurant on Buckshutem (red dot)



These are limited
prices for water
to spend more
money

What's going on w/
this? This and why
that land needs

Priority stream
projects -
allow for
needs

Investment of
CRF/CRS
projects -
prioritize
needs

Structure in character
has been in place
for many years
and is a key
part of the
community's
identity

Need to work on
water quality
and water quantity
issues. Consider
open water
space along
riparian zone

Investment needed in
open
space

Great work has
been done
to improve
water quality
and quantity







Great work has
been done
to improve
water quality
and quantity

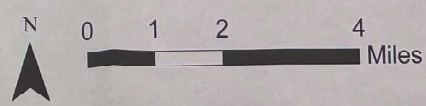
What are the
key issues?
How do we
address them?
What are the
opportunities?
How do we
address them?

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What are the
opportunities?
How do we
address them?

Maurice River Corridor Study

-  Study Area
-  Open Space
-  Municipal Boundaries
-  Local Roadway
-  Water
-  Major Roadway



Michael Baker
INTERNATIONAL



South Jersey
Transportation
Planning Organization

Maurice River Corridor Study

Public Meeting #2

Meeting Notes

Date and Time: May 15, 2024: 4:30 – 6:00 PM

Location: Cumberland 4H Extension Center, 291 Morton Ave, Millville, NJ 08332

Attendance:

- Brittany Dremluk, Michael Baker
- Jennifer Marandino, SJTPO
- Jenna Monaghan, SJTPO
- Kathleen Hicks, City of Vineland
- Jim Sauro, Cumberland County Commissioner
- Ben Stowman
- Sandy Acevedo
- A, Klock
- Marica Stetlet Klock
- Lisa Fleming
- Ellen Pedersen
- John Pedersen
- Robyn Montagna
- Jessica Yoche
- John McMahan
- Douglas Whitaker, Cumberland County
- Elena Gable, Cumberland County
- Matt Pisarski, Cumberland County
- Karla Rossini, CU Maurice River

Agenda:

- Welcome
- Planning Process & Community Outreach
- Existing Conditions
- Planning Recommendations & Design Concepts
- Potential Funding Sources & Next Steps
- Open Discussion

Open Discussion:

1. Question about the shuttle services path and populations it will serve

- Proposed shuttle path is discussed in the plan as Willow Grove Lake, West Side Park, Union Beach Lake, downtown Millville, the City of Millville property next to the Harold N. Peek Preserve, Port Elizabeth, Mauricetown, Bivalve, and ending at the Maurice River Bluffs Preserve.
- The proposed parking lots were located due to the central location, density of the area, location near existing NJ Transit bus lines, and large amount of underused parking lots. Shuttle users may drive or take NJ Transit to the park and ride locations.

2. Comments on Opportunity Site #2:

- Recommend moving the bicycle trail down Columbia instead of Sharp St.

- If the City of Millville owns the property near Union Lake Dam, there could be opportunities for fishing and birdwatching.

3. Comments on Opportunity Site #3:

- Recommend removing river's edge seating, kayak launches, designed area for boats to pull up, paddleboard area from the Maurice River Bluffs because it is a preserve. People already use the banks to pull their kayak up.
- Discussed natural kayak areas are not ADA compliant. Recommendation if keep kayak launches, to combine with fishing dock.
- Rather than adding a river's edge seating, add more benches to the Maurice River Bluffs Preserve
- Recommend removing the existing kayak launch from Harold Peek Preserve

4. Comments on Opportunity Site #4:

- Recommend fixing fishing dock by bridge and adding kayak launch for experienced users
- Questions on why the facilities were removed from the Maurice River Township property – explained there were concerns from the Advisory Committee that the Maurice River Township property constantly floods and has a rough current for kayaking
- Recommendation to bring back original amenities as the Township is pursuing the original amenities
 - Restore the Boat Ramp for motorized boats and experienced kayakers; pavilion/rest rooms
 - Recommendation a municipal dock and marina
 - Add elements from the Township's plan (will send to the Project Team after this meeting)

5. Several questions on why these five properties were identified as “opportunity areas”

- Project Team responded that they selected publicly available lands along the River to skip the step of coordination and purchasing private land, as that can take years to complete. Additionally, the location of dams along the river limited opportunity sites.
- Recommendation from the public was to remove dams – that recommendation would require coordination with DEP and is beyond the scope of this study as it is not easily implementable.
- Add a section on “Challenges” to the narrative of the report that includes considerations that weren't recommended and why.

6. Question regarding expanding the Bayshore Center at Bivalve

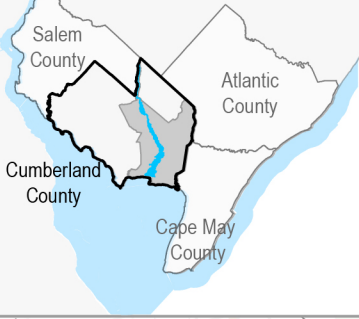
- Recommendation includes upgrading the existing restrooms, adding a bicycle rental station, and expanding education programming.
- Discussion over a potential county-owned marina; currently only private-owned land along the River but financial opportunities exist with the Working Waterfront designation

The Project Team explained that the draft report and appendix will be sent to all members of the public (from both public meeting 1 and 2) following this meeting. Comments will be accepted through May 24, 2024.

APPENDIX G

Existing Conditions Maps

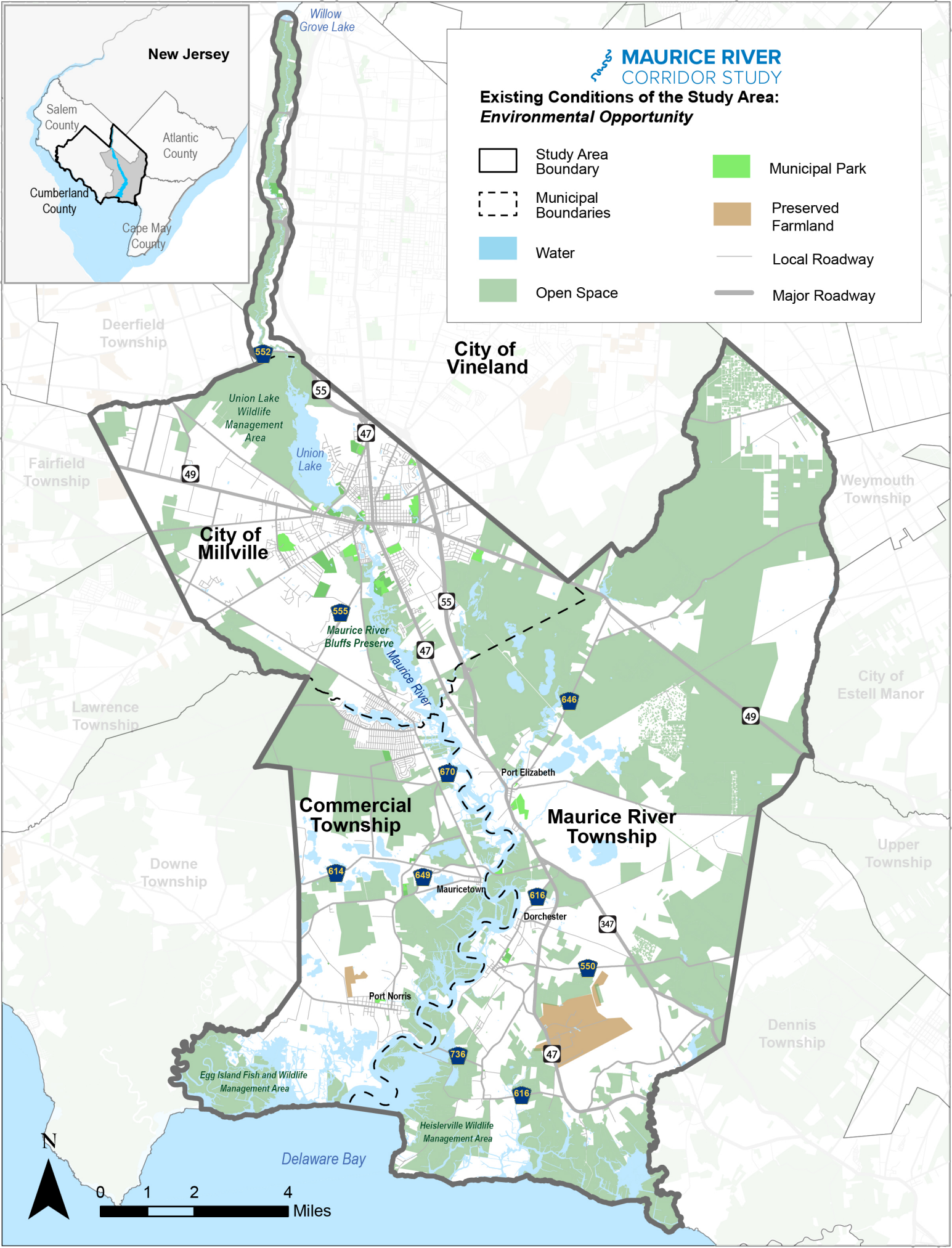
New Jersey



MAURICE RIVER
CORRIDOR STUDY

Existing Conditions of the Study Area:
Environmental Opportunity

- Study Area Boundary
- Municipal Boundaries
- Water
- Open Space
- Municipal Park
- Preserved Farmland
- Local Roadway
- Major Roadway



Willow Grove Lake

Deerfield Township

City of Vineland

City of Millville

Fairfield Township

Weymouth Township

Lawrence Township

City of Estell Manor

Downe Township

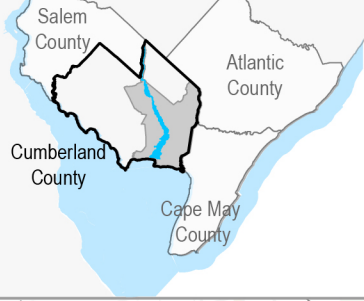
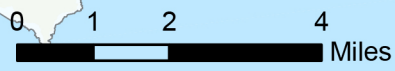
Commercial Township

Maurice River Township

Upper Township

Dennis Township

Delaware Bay



Fairfield Township

Deerfield Township

City of Millville

Commercial Township

City of Vineland

Maurice River Township

Dennis Township

Weymouth Township

Upper Township

City of Estell Manor

Lawrence Township

Downe Township

Delaware Bay

Union Lake Wildlife Management Area

Maurice River Bluffs Preserve

Egg Island Fish and Wildlife Management Area

Heislerville Wildlife Management Area

55

47

49

552

555

55

47

49

646

Port Elizabeth

614

649

616

Dorchester

347

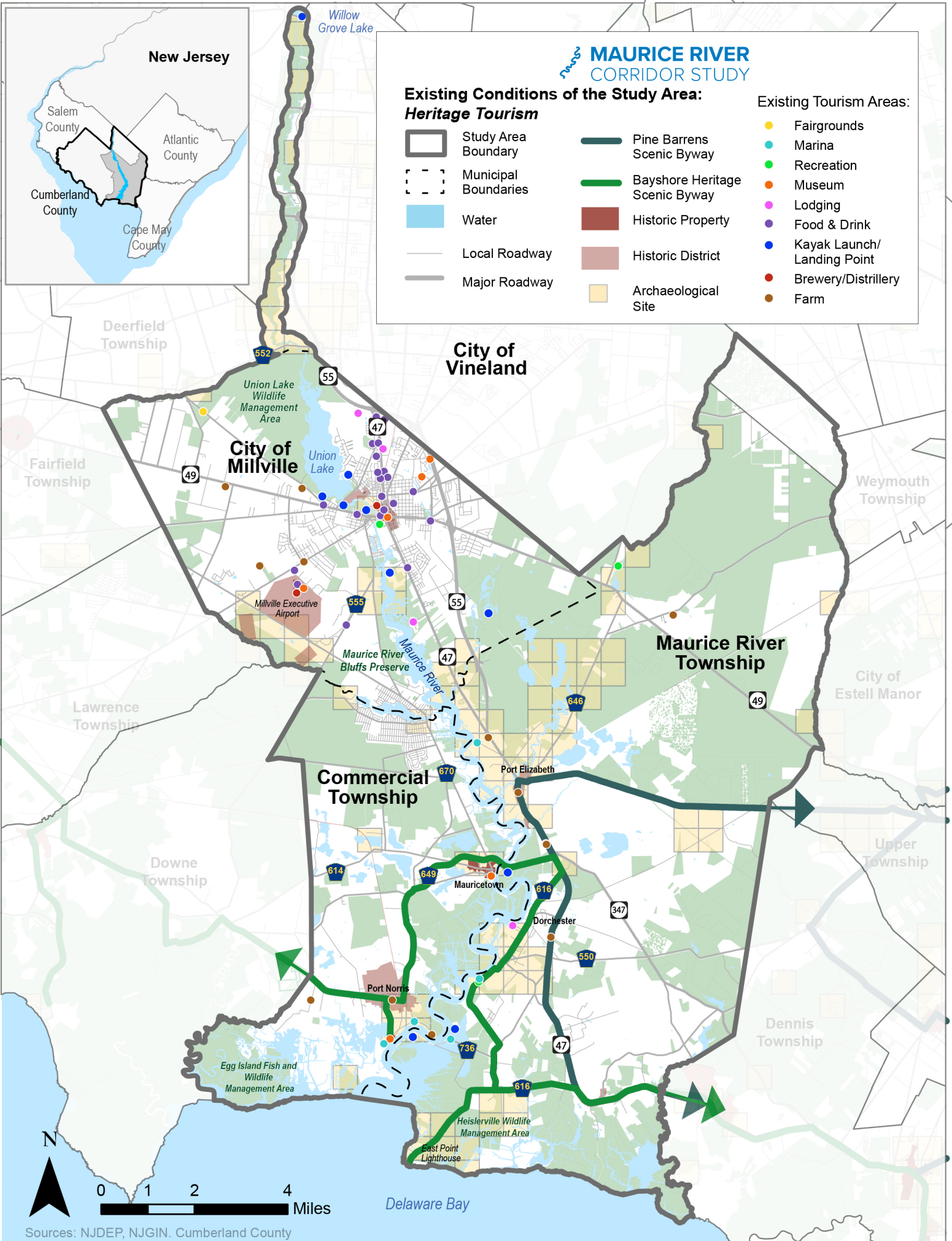
Port Norris

550

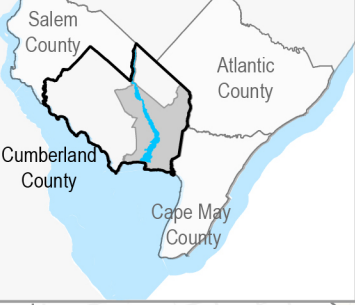
736

616

47



New Jersey



**MAURICE RIVER
CORRIDOR STUDY**

Existing Conditions of the Study Area:

Heritage Tourism

- Study Area Boundary
- Municipal Boundaries
- Water
- Local Roadway
- Major Roadway
- Pine Barrens Scenic Byway
- Bayshore Heritage Scenic Byway
- Historic Property
- Historic District
- Archaeological Site

Existing Tourism Areas:

- Fairgrounds
- Marina
- Recreation
- Museum
- Lodging
- Food & Drink
- Kayak Launch/Landing Point
- Brewery/Distillery
- Farm

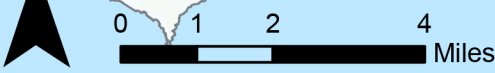
City of Vineland

City of Millville

Maurice River Township

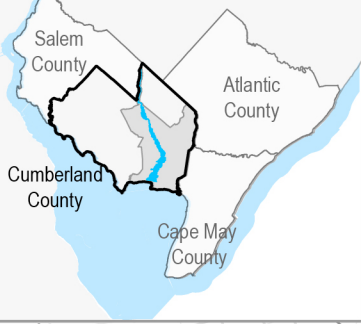
Commercial Township

Delaware Bay



Sources: NJDEP, NJGIN, Cumberland County

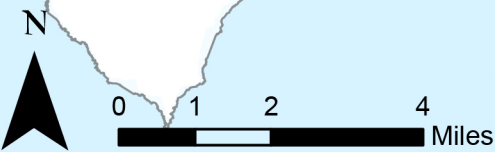
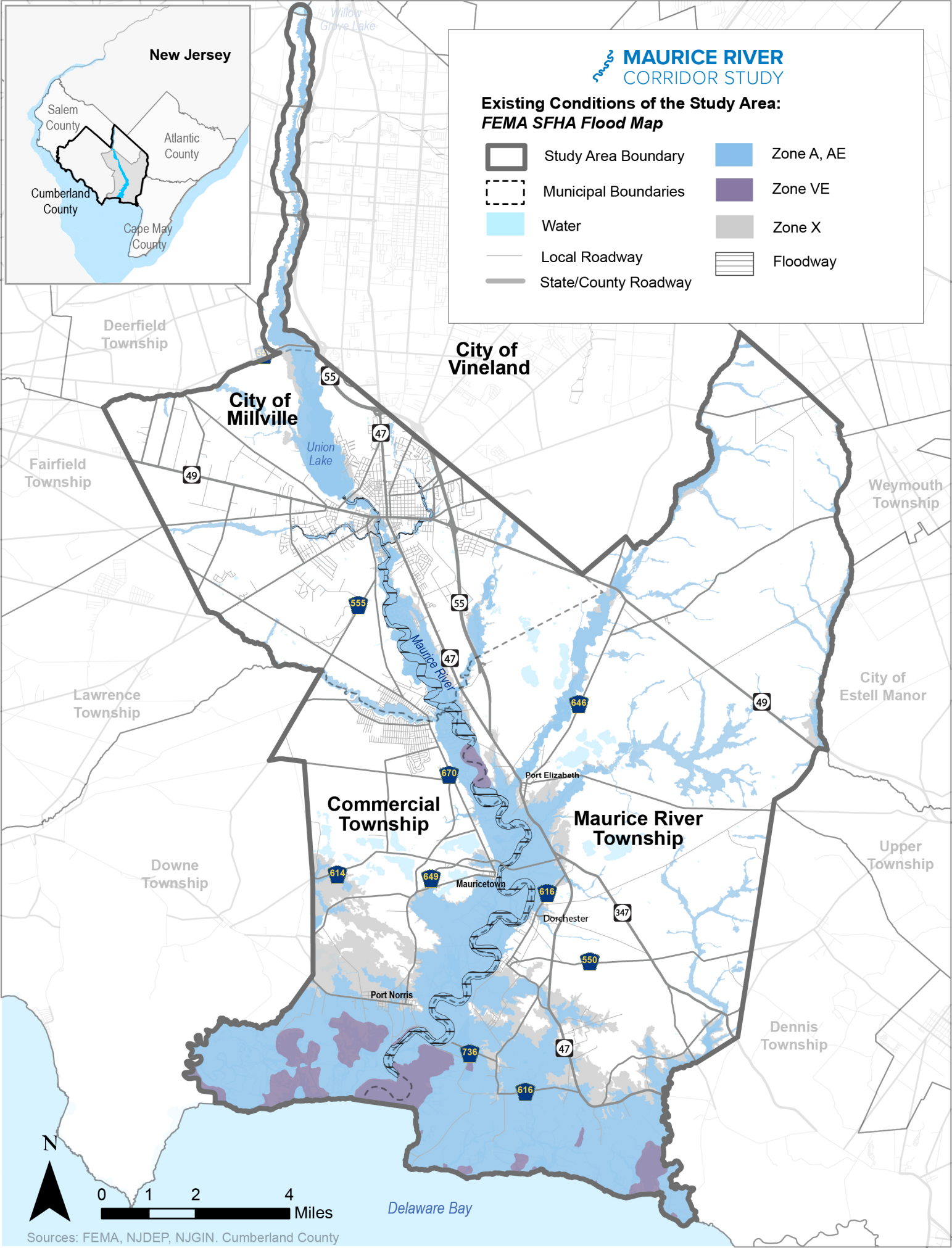
New Jersey



MAURICE RIVER
CORRIDOR STUDY















**Existing Conditions of the Study Area:
FEMA SFHA Flood Map**

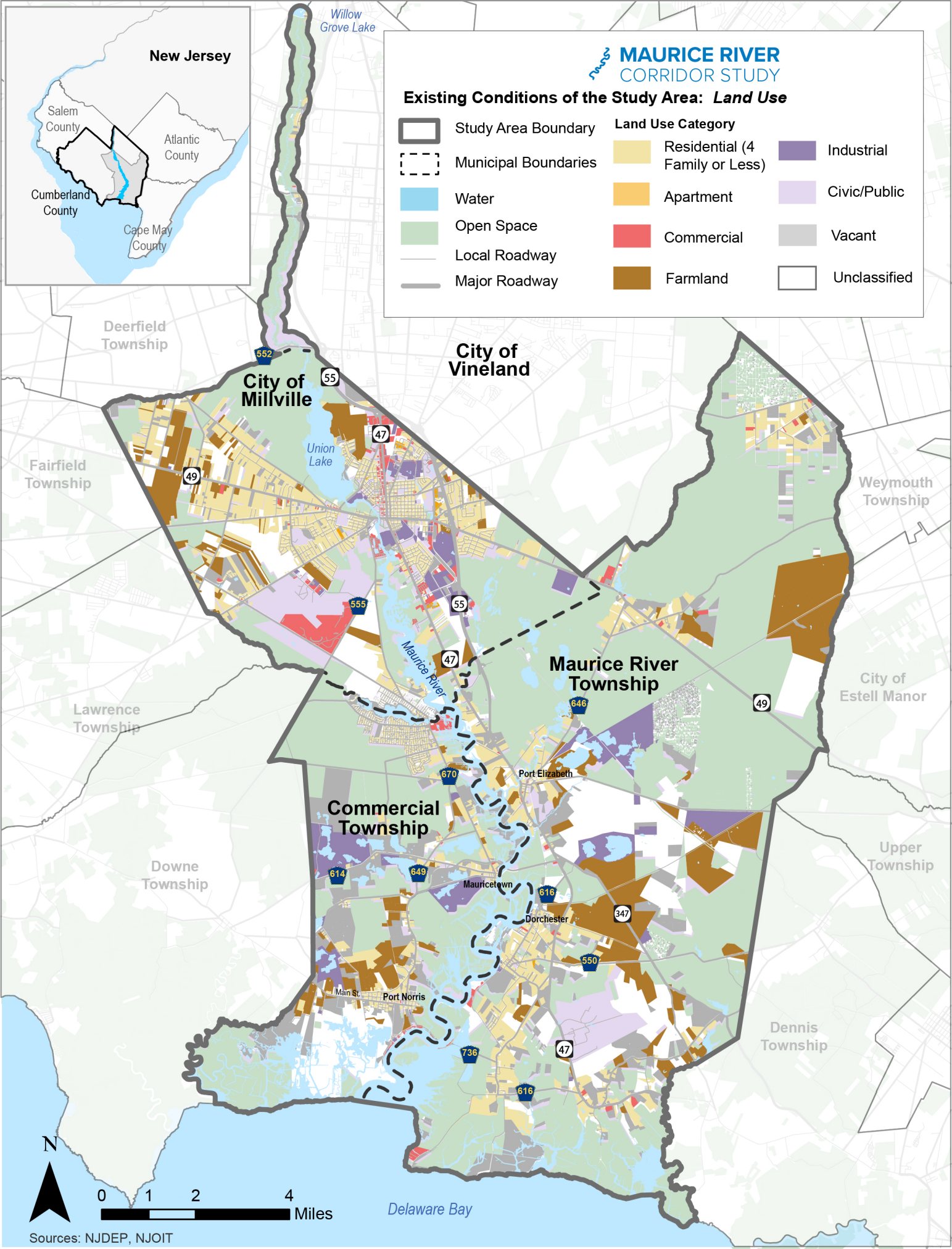
- | | | | |
|--|----------------------|--|------------|
| | Study Area Boundary | | Zone A, AE |
| | Municipal Boundaries | | Zone VE |
| | Water | | Zone X |
| | Local Roadway | | Floodway |
| | State/County Roadway | | |



**MAURICE RIVER
CORRIDOR STUDY**

Existing Conditions of the Study Area: Land Use

 Study Area Boundary	Land Use Category	 Industrial
 Municipal Boundaries	 Residential (4 Family or Less)	 Civic/Public
 Water	 Apartment	 Vacant
 Open Space	 Commercial	 Unclassified
 Local Roadway	 Farmland	
 Major Roadway		



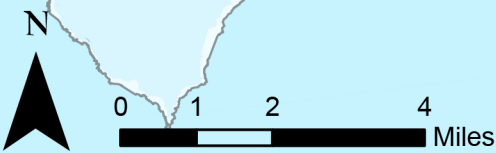
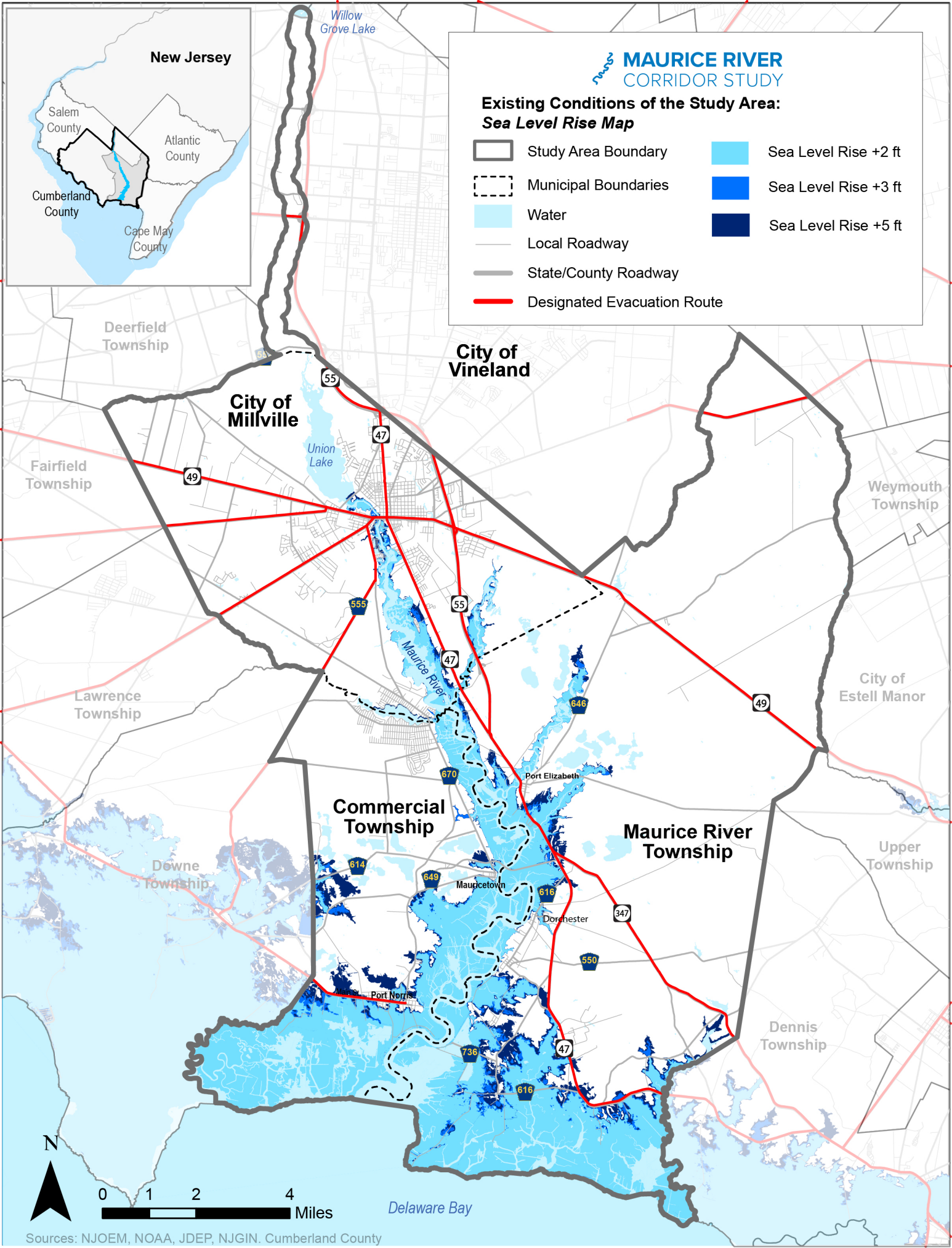
Sources: NJDEP, NJOIT



MAURICE RIVER CORRIDOR STUDY

**Existing Conditions of the Study Area:
Sea Level Rise Map**

Study Area Boundary	Sea Level Rise +2 ft
Municipal Boundaries	Sea Level Rise +3 ft
Water	Sea Level Rise +5 ft
Local Roadway	
State/County Roadway	
Designated Evacuation Route	



APPENDIX H

Bicycle Network Recommendations Table

Appendix H: Bicycle Network Recommendations Table

#	Segment Name	Municipality	Length (Mi)	# of Lanes	Width	Top Speed	Volume	Facility Type	Segment Limits	Notes/Recommendations
1	North Ave (CR 649)	Commercial	4.47	2	36	45	2,900	Protected Bicycle Lane	From Main Street to E. Buckshutem Road.	<ul style="list-style-type: none"> Has shoulders.
2	E Buckshutem (CR 670)	Commercial	3.20	2	38	50	5,200	Protected Bicycle Lane	From Mauricetown Bypass to Battle Lane.	
3	Front Street	Commercial	0.10	2	36	25	-	Sharrows	From Noble Street to Highland Street.	<ul style="list-style-type: none"> On-street parking on both sides.
4	Main Street Port Norris (CR 553)	Commercial	1.32	2	33	35	500	Sharrows	From Strawberry Avenue to eastern terminus.	<ul style="list-style-type: none"> Reduce speed to 25 mph to incorporate sharrows.
5	Miller Ave/Berry Ave	Commercial	2.24	2	25	25	-	Sharrows	From High Street to Main Street.	<ul style="list-style-type: none"> Has existing sharrows– add wayfinding and complete route.
6	Noble Street	Commercial	1.35	2	25	50	-	Shared Use Path	From Mauricetown Road to 2 nd Street.	
7	Noble Street Local	Commercial	0.08	2	36	35	-	Bike Lane	From 2 nd Street to Front Street.	<ul style="list-style-type: none"> On-street parking both sides–remove one side of parking to accommodate bike lane.
8	Buckshutem Road	Commercial	0.31	2	26	30	-	Sharrows	From Highland Street to Mauricetown Bypass.	<ul style="list-style-type: none"> Reduce speed to 25 mph to accommodate sharrows. Connects to the Old Mauricetown Bridge.
9	Port Norris Dividing Creek Road (CR 553)	Commercial	1.22	2	33	45	600	Protected Bicycle Lane	From Dragston Road to Strawberry Avenue.	
10	Strawberry Ave	Commercial	0.47	2	20	25	-	Sharrows	From Main Street to southern terminus.	
11	Mauricetown Causeway (CR 670)	Commercial/Maurice River	1.51	2	40		6,500	Bike Lane	From E. Buckshutem Road to State Highway 47.	
12	E Buckshutem Road	Commercial/Millville	0.81	2	40	50		Protected Bicycle Lane	From Battle Lane in Millville to Silver Run Road.	<ul style="list-style-type: none"> Road has shoulders and crosses residential land uses.
13	Sherman Ave (CR 552)	Deerfield	1.63	2	40	50	1,300	Protected Bicycle Lane	From Carmel Road to Jesse Bridge Road.	
14	Jesse Bridge Road	Deerfield/Pittsgrove	3.16	2	32	50	1,900	Shared Use Path	From Sherman Avenue to Landis Avenue.	<ul style="list-style-type: none"> May have right-of-way (ROW) constrictions. May need to reduce existing lane widths if they are wider than 11ft. to accommodate facility.
15	Broadway Street	Maurice River	0.12	2	40	25	800	Sharrows	From State Highway 47 to Port Elizabeth Cumberland Road.	

#	Segment Name	Municipality	Length (Mi)	# of Lanes	Width	Top Speed	Volume	Facility Type	Segment Limits	Notes/Recommendations
16	E Point Road	Maurice River	2.68	2	26	30	-	Sharrows	From southern terminus to Main Street.	<ul style="list-style-type: none"> Reduce speed to 25 mph for the use of sharrows. Connects to East Point Lighthouse and Bay Avenue.
17	Earth Dike	Maurice River	0.87		-	-	-	Sharrows	From Matts Landing Road to Menhaden Road.	<ul style="list-style-type: none"> May have existing infrastructure, cannot confirm on aerials.
18	Main Street (CR 616)	Maurice River	1.04	2	24	50	800	Sharrows	From Glade Road to Menhaden Road.	<ul style="list-style-type: none"> Reduce speed to 25 mph for the use of sharrows.
19	Main Street (CR 616) through North Dorchester	Maurice River	1.01	2	24	50	-	Shared Use Path	From north of Carlisle Place Road to State Highway 47.	<ul style="list-style-type: none"> High speed road and narrow, may have ROW constrictions.
20	Matts Landing Road	Maurice River	2.12	2	20	25	-	Sharrows	From western terminus to Main Street.	
21	Menhaden Road	Maurice River	1.07	2	24	-	-	Sharrows	From River Road to Main Street.	
22	Port Elizabeth Cumberland Road	Maurice River	0.37	2	30	35	-	Sharrows	From State Highway 47 to Broadway Street.	<ul style="list-style-type: none"> Reduce speed to 25 mph for the use of sharrows.
23	River Road/Main Street (CR 616)	Maurice River	2.58	2	22	-	-	Sharrows	From Menhaden Road to north of Carlisle Place Road.	<ul style="list-style-type: none"> Reduce speed to 25 mph for the use of sharrows.
24	Rt 47 in Port Elizabeth	Maurice River	0.44	2	40	45	1,900	Protected Bicycle Lane	From Ferry Lane to Broadway Street.	<ul style="list-style-type: none"> Reduce speed to 35 mph—residential area, and school zone.
25	Rt 47 through Maurice River	Maurice River	1.78	2	40	50	7,300	Protected Bicycle Lane	From Main Street to Ferry Lane.	
26	Weatherby Road (CR 548)	Maurice River	5.39	2	24	-	-	Shared Use Path	From Port Elizabeth Cumberland Road to eastern Maurice River border.	<ul style="list-style-type: none"> Speed limit on SLD is 25 mph, needs to be confirmed.
27	S 2nd Rt 47	Maurice River/Millville	4.09	2	40	50	2,100	Protected Bicycle Lane	From Broadway Street to County Meadows Mobile Home Park.	
28	Bogden Boulevard	Millville	1.81	2	35	35	-	Bike Lane	From Cedar Street to Dividing Creek Road.	<ul style="list-style-type: none"> Part of the segment has shoulders. Consider 25 mph for entire segment to accommodate bike lane.
29	Carmel Road	Millville	0.61	2	24	35	3,800	Sharrows	From W Main Street to just east of Union Lake access Road.	<ul style="list-style-type: none"> Reduce speed to 25 mph for the use of sharrows. Residential landuses.
30	Cedar Street	Millville	3.33	2	38	50	-	Protected Bicycle Lane	From W Buckshutem Road to W Main Street.	<ul style="list-style-type: none"> Speed reduction recommended further south of current reduced zone.

#	Segment Name	Municipality	Length (Mi)	# of Lanes	Width	Top Speed	Volume	Facility Type	Segment Limits	Notes/Recommendations
										<ul style="list-style-type: none"> Potential for bike lanes on northbound side, with elimination of on-street parking on one side of the road.
31	Columbia Ave	Millville	0.26	2	25	25		Sharrows	From Sharp Street to W Broad Street.	
32	Dividing Creek Road (CR 555)	Millville	1.86	2	40	50	2,000	Protected Bicycle Lane	From W Buckshutem Road to Silver Run Road.	
33	E Broad Street	Millville	1.04	2	40	45	6,300	Protected Bicycle Lane	From N 2 nd Street to Wade Boulevard.	<ul style="list-style-type: none"> Segment narrows on the approach to Wade Boulevard
34	E Main Street Rt 49	Millville	0.89	2	38	35	11,800	Bike Lane	From S 3 rd Street to Wade Boulevard.	<ul style="list-style-type: none"> Existing lane widths would have to be reduced along with posted speed, and removal of parking from one side of the street to accommodate bike lane.
35	Main Street Rt 49	Millville	0.35	2	36	25	11,800	Bike Lane	From Cedar Street to N 3 rd Street.	<ul style="list-style-type: none"> Existing lane widths should be narrowed if wider than 11 feet to accommodate facilities.
36	N 2 nd Street Rt 47	Millville	0.93	3	40	45	14,000	Protected Bicycle Lane	From E Foundry Street to North High Street.	<ul style="list-style-type: none"> Center turning lane present throughout. There are driveway considerations for this segment when planning for bicycle facilities. Lane narrowing should be considered if existing lanes are wider than 11 ft. Speed reduction to minimize conflicts.
37	N Wade Boulevard	Millville	0.66	2	65	40	7,100	Protected Bicycle Lane	From E Main Street to E Broad Street.	<ul style="list-style-type: none"> Existing turning lanes at driveway approaches.
38	Rt 47 by Peek Preserve	Millville	1.45	2	40	45	-	Protected Bicycle Lane	From Country Meadows Mobile Home Park to Whitall Avenue.	<ul style="list-style-type: none"> Consider a shared use path if pedestrian demand for Peek Preserve reserve is high.
39	Rt 47 through Millville	Millville	1.60	2	30	35	12,100	Bike Lane	From Whitall Avenue to E Foundry Street.	<ul style="list-style-type: none"> Driveway considerations when planning for bicycle facilities. Implement No parking along roadway to accommodate bike lane– may require travel lane narrowing (if existing lanes are wider than 11 ft) Speed reduction recommended.
40	Sharp Street	Millville	0.65	2	-	35	11,600	Buffered Bike Lane	From W Main Street to Columbia Avenue.	<ul style="list-style-type: none"> Reduce speed to 25 mph, may require travel lane narrowing (if existing lanes are wider than 11 feet).

#	Segment Name	Municipality	Length (Mi)	# of Lanes	Width	Top Speed	Volume	Facility Type	Segment Limits	Notes/Recommendations
41	Silver Run Road (CR 555)	Millville	3.83	2	40	50	5,800	Shared Use Path	From E Buckshutem to Cedar Street.	<ul style="list-style-type: none"> Has existing shoulders. Near the Maurice River Bluffs.
42	W Broad Street	Millville	0.37	2	40	25	6,300	Bike Lane	From Columbia Avenue to N 2 nd Street.	
43	W Main Street Rt 49	Millville	5.34	2	-	50	10,400	Protected Bicycle Lane	From Cedar Street to western municipal border.	<ul style="list-style-type: none"> Special consideration for driveways and bus stops when planning the route. May require removal of on-street parking from one side.
44	Carmel Road by Union Lake	Millville/Deerfield	3.42	2	24	50	3,800	Shared Use Path	From Union Lake Access Road to Irving Avenue.	<ul style="list-style-type: none"> Install facilities on the northbound side, adjacent to Union Lake access.
45	Delsea Drive Rt 47	Millville/Vineland	8.70	5	40	50	26,200	Protected Bicycle Lane	From N High Street to Weymouth Ave.	<ul style="list-style-type: none"> This segment can be up to 90 ft wide near NJ 55.
46	W Buckshutem Rd	Millville/Vineland	2.22	2	40	50	3,300	Protected Bicycle Lane	From Dividing Creek Road to Cedar Street.	<ul style="list-style-type: none"> Has existing shoulders. Center turning lane at driveway approaches.
47	Gershal Avenue	Pittsgrove	4.37	2	28	35	-	Protected Bicycle Lane	From Landis Avenue to Willow Grove Road.	<ul style="list-style-type: none"> Protected bicycle lanes preferred if travel lanes can be reduced to 10 ft, or reduce speed to 25 mph and use a conventional bicycle lane
48	Willow Grove Road	Pittsgrove	0.30	2	28	50	4,200	Protected Bicycle Lane	From Parvin Mill Road to eastern municipal border.	<ul style="list-style-type: none"> Bridge width constraints. Travel lanes may have to be narrowed (if existing are wider than 11 ft) and speeds reduced to accommodate facilities.
49	Almond Road	Pittsgrove/Vineland	2.44	2	40	45	6,300	Protected Bicycle Lane	From Gershal Ave to Rt 47.	<ul style="list-style-type: none"> Provides connection to West Side Park from east and west of the river.
50	Weymouth Ave	Vineland	1.25	2	24	-	4,200	Bike Lane	From western municipal border to Rt 47.	<ul style="list-style-type: none"> Roadway widths vary throughout segment. Up to 40 feet in some portions. May only accommodate an unprotected bike lane if speeds are reduced to at least 25 mph.

APPENDIX I

Public and Stakeholder Comments

Maurice River Corridor Study Stakeholder and Public Comments		
DRAFT STUDY COMMENTS		
Commenter	Comment	Response
Whibco, Inc.	Note that the Winchester and Western Railroad is in the process of restoring rail service to Whibco's plant at 377 Port Cumberland Road, in Port Elizabeth. It is shown on the map on the slide as inactive. Whibco will be constructing a hopper and load out facility over the rail line adjacent to our plant that may make bike riding in the railroad right of way unsafe.	Updated the trail map to show active rail line.
Cumberland County	Any proposed kayak launch be handicapped accessible per the below suggestion.	All proposed kayak launches will be handicapped accessible.
The Authority	Don't know if anyone was able to engage the city and get their input but it is my understanding from announcements at public meetings that the portion of the riverfront in the downtown is expected to be developed. The building designated for visitors center on the plan at Buck and Main was obtained from the county to be used as a restaurant and I believe has been sold to a designated redeveloper for this area. I am thinking the plan you present and their vision should be consistent. I see Ray Compari on the email list and he would be able to identify more clearly what is proposed. They have not been specific in public meetings.	The Project Team met with the City of Millville to discuss redevelopment plan for downtown Millville and incorporated into the report for consistency.
The Authority	Thinking about past recreation experiences on the river I was remembering the wish list of many boaters was more spaces along the edge of the river where boats could just pull in, picnic, or rest and then go back out water skiing, etc. There are very few cleared spaces along the waters edge where boaters planning to spend the day on the river can pull in and anchor for a while. For water skiers, for instance, the boats end of stopping in the middle of the river which creates a hazard for other skiers and boaters. Maybe some of the identified paddleboard or dock areas particularly along the bluffs in Millville could also be designated for 4-5 boaters to pull in – boaters could get familiar with where the designated areas are and claim a spot when they were ready to break. There wouldn't need to be amenities just maybe signage and markout the areas in some way. Overall I think the plan is quite good and may help us with tourism-based commerce!!! Thanks for requesting the input and sharing the presentations. Hope to be at the next one.	Added paddleboard and boat areas along the bluffs in Millville that can be designated for boaters to pull in.
Planning Board, Cumberland County	Public Safety: Millville especially must partner with the project to remove homeless people and safety risks of personal harm along the corridor. This is a first step must with the city's engagement and support fully required.	This can be a future action between the County and the City, but is outside the scope of this report.
Planning Board, Cumberland County	Transportation: Public safety is the key to enjoyment! Roadway safety for walking and cycling, walking, and transiting need to be of a high level of consideration.	Transportation safety is discussed in the Transportation Network section of the report.
Planning Board, Cumberland County	Economic: Question any grant monies available for the business owners, for upgrades, improvements and such? How about an "Information Center" that is manned and staffed during business and weekend hours. Supporting key events, and also general event directories, maps, trails, and event information. Marketing: Coordinate with cities economic and development departments to solicit city support and engagement. Seek municipal informational centers that support the distribution of information and act as a hub for information such as "Informational Centers".	Potential Funding Sources is discussed in Section 5.0. The County Library in Maurice River Township is also going to act as a Welcome Center for visitors and is proposed to include information about things to do in the area (ecotourism), the History of the East Point Lighthouse, and have a Guide to Birding. The building is proposed to be approximately 4,000 sq. ft and will house a library and satellite office for some County Departments. The Library will offer internet access via computers and Wi-Fi, Digital Literacy classes, youth and adult programming, as well as print and non-print materials (books, DVDs, etc.). There will also be a meeting room for use by the community when not being used for Library programming. Traditional library services will be offered as well.
Planning Board, Cumberland County	Educational: Solicit educational partnerships with Cumberland County College, CCTEC and Rowan educational facilities to include the program into their environmental studies programs.	Added educational partnerships with Cumberland County College, CCTEC and Rowan educational facilities to the discussion in 3.5 Educational Opportunities.
Planning Board, Cumberland County	Opportunity Sites: Project implementation oversight and direction of the projects, who will provide this oversight? Will this be performed through the Cumberland County Planning or The Improvement Authority departments for the cost of the project nears \$4 million.	Potential Funding Sources is discussed in Section 5.0.
South Jersey Bayshore Coalition	Thank you for the hard work and thoughtful ideas put into the draft concepts for the Maurice River Corridor Study thus far. As stakeholders and advocates Maurice River and the Bayshore region, we appreciate the incorporation of art, trail and boating access, and appropriately sited amenities into the draft plans. We especially appreciate the addition of bird blinds and trail markers to help residents and visitors better enjoy the wildlife and would like to reiterate our support for drawing people into the Bayshore Center at Bivalve. We also recognize that unique ecological features of the Bayshore Region make up some of the key reasons that people chose to recreate and live in the area. To protect distinct character of the region and to promote safe use of the corridor, we recommend the following items be incorporated into the final drafts of the plan: Appropriately site kayak and paddle board launches: The currents and tides are especially strong at the Bayshore Center at Bivalve and at the Mauricetown Crossway Rd. This would make kayaking dangerous for novice paddlers. We recommend siting the launch as the Manumuskin Boat Ramp instead.	Removed kayak launches in Bivalve and Mauricetown due to the strong tides at the Bayshore Center at Bivalve and at the Mauricetown Causeway.
South Jersey Bayshore Coalition	Prioritize improving existing infrastructure before adding new amenities and cluster new amenities together to minimize habitat disturbance: The boat ramp on Union Lake off of Sunset is in need of repairs, the existing Maurice River Walking and Bicycle Trail is currently inaccessible because of a failing dike, the fishing, birding overlook, and paddle launch at West Side Park should be combined into one structure.	Revised language from new kayak launch to repair the kayak launch and improve the existing Maurice River Walking and Bicycle Trail. We kept the fishing, paddle launch and birding stations separate. The birding stations are to be located in the woods and combining the fishing and paddle launch would be too crowded.
South Jersey Bayshore Coalition	Exclusively use native plants and eco-friendly landscaping in park revitalization and beautification efforts, this include the removal of invasive species, which is needed at Buck Park and along the Maurice River Walking and Bicycle Trail.	Added language to the Concept Designs to remove invasive species and replant with native plants, and to conduct eco-friendly landscaping and beautification efforts.
South Jersey Bayshore Coalition	Limit new buildings in coastal planning areas 3, 4, & 5 (fringe, rural, and ecologically sensitive areas). The proposed bathrooms at Mauricetown Crossway Road are in a coastal planning area 5. They should be designed to take up as small of a footprint as possible.	Porous pavement is recommended for the parking lot at the Mauricetown Causeway since it is in a flood zone. All other amenities were moved to Mauricetown Riverfront Park.
South Jersey Bayshore Coalition	Consider potential flooding when siting amenities: The suggested bike rental station and porous pavement at the Crossway may need to be re-sited or adjusted to limit issues caused by flooding.	
South Jersey Bayshore Coalition	Preferred bike and trail routes: Avoid Route 47 if possible, An additional loop could include Union Road, Landis, Hesstow, to Main. People could also bike the Peaslee bike/car trail on Maries Road which is a great birding-by-bike opportunity. We do not recommend hiking trails in WMAs as these areas are largely used for hunting.	Route 47 remains in the Transportation Network with recommendations of traffic calming measures and improved bicycle facilities to create a safer environment for users. Revised trail network to remove recommendations through WMAs.
South Jersey Bayshore Coalition	Incorporate stormwater management into traffic control measures: traffic slowing bump-outs can include vegetated curb extensions to help manage stormwater while slowing traffic.	Traffic calming recommendations incorporate green infrastructure.
CU Maurice River	West Side Park Strengths: Bike Lane on Almond, fishing dock, new fire pit, grilling areas, restrooms, food truck areas, new walking and hiking trails - excellent!, birdwatching stations, wayfinding signs - nice! Almond Road is a notorious area for speeding cars. Traffic controls (speed camara, bumps, etc.) will lend to the bike lane's success and safety	Added traffic calming recommendations to Almond Road.
CU Maurice River	West Side Park Comments: Is fishing better below or above a dam? This may depend on the species in the system. Here people tend to fish below dams. There is an already popular fishing spot (right off of Almond) below the dam.	The parcel to the south of the dam is DEP property. Kept all recommendations within City property to reduce coordination with state agencies.
CU Maurice River	West Side Park Comments: New fire pit, grilling area, and restroom facilities- There are security concerns at this park. There is a gate at the entrance to the parking area that closes automatically at sunset.	Recommend coordination with the City to adjust hours on gate to later in the evenings so people can use the fire pits
CU Maurice River	West Side Park Comments: A new kayak and paddleboard launch-there is a dam at Almond Road paddlers would go against the current if they wanted to paddle anywhere here. However, removing this dam could have positive impacts on both recreation and aquatic habitats.	Moved the kayak launch north away from dam.
CU Maurice River	West Side Park Comments: There are no public sewer lines west of 55. This area is outside of LSA's sewer service area. Connections are not allowed. These bathrooms would need to be on septic; However, this area is also exceptionally prone to flooding.	Revised concepts to have a smaller bathroom footprint, added language that recommended the restroom above the Base Flood Elevation (BFE) of 8' at West Side Park.
CU Maurice River	West Side Park Comments: The picture of the bird blind (Pic#8) was taken at the Bluffs Preserve. Is there a bird blind at West Side Park? A visitor might have a more satisfying experience if the bird blind overlooks the water instead of the forest floor. Benches along the nature trail for sitting and observing the canopy would be nice. Yes, an interpretative trail would be an excellent idea. There are many nearby nature centers now that are doing interactive and sensory trails that are designed for both youths and the young-at-heart.	There are currently no bird blinds located at West Side Park. The image was included to show design intent. Revised locations of the birding station towards the water and adding benches at the overlook.
CU Maurice River	West Side Park Comments: The following area abounds with life. It is a hot spot for rare dragonfly species. See - 39.49714837856855, -75.07768953315922 . This might be a better spot for the bird blind and look out.	Need to confirm this location - the coordinates took me to Chile.
CU Maurice River	West Side Park Comments: Picture under "EXISTING CONDITIONS" is of Waltman Park in Millville. This could be a nice spot for community festivals, which would also give more purpose to a food truck station	Replaced image with correct location.
CU Maurice River	West Side Park Comments: Does the location of a remediated SuperFund site less than a kilometer upstream affect the viability of fishing at this site? This public swimming hole had been closed down because of the contamination at the site as well as lack of funding for lifeguards. (Possible drowning cases?) If the site is fully remediated, could it become a swimming spot again with lifeguard services?	Under Environmental Opportunities, there is a recommendation to conduct a future study on improving water quality in the corridor. Recommendation to add a "no lifeguard on duty" sign to raise awareness of drowning risk.
CU Maurice River	West Side Park Comments: Combining the fishing, birding overlook, and paddle launch into one structure would seem more efficient use of space and have less impact on aquatic resources.	We kept the fishing, paddle launch and birding stations separate. The birding stations are to be located in the woods and combining the fishing and paddle launch would be too crowded.

Maurice River Corridor Study

CU Maurice River	Union Lake to Waltman Park Comments: The courts that are present are used quite a bit. You often see kids on bikes and others playing basketball. A new basketball court and a skatepark might make more sense for those who are already using the area (versus tennis and pickleball).	Revised concepts to keep baseball court but kept tennis and pickleball courts, as those were amenities most preferred in the public survey
CU Maurice River	Union Lake to Waltman Park Comments: Event lawn The location of the event lawn would be more sustainable and responsible endeavor at Union Lake and at a further distance from the water. This will reduce runoff of sediment, grass cuttings, and other materials into surface waters. Also, there is an event lawn just on the other side of the river, just behind Buck Park. The City uses that space often. Many events are held at the Motorsports Park and at Corson Park. Corson's has a little stage which could be improved. Corson's is on a Maurice River tributary.	Move event lawn to the Union Lake Park area.
CU Maurice River	Union Lake to Waltman Park Comments: There are two playgrounds on this site. One has some wheelchair accessibility, but both could be updated.	Revised language to update the existing playground rather than build a new playground.
CU Maurice River	Union Lake to Waltman Park Comments: The boat ramp on Union Lake off of sunset needs repair. And the parking area needs improvements. This is a popular fishing spot for families but infrastructure for fishing is lacking.	Revised language at this location to say repair kayak launch.
CU Maurice River	Union Lake to Waltman Park Comments: 7.New picnic shelters- Invasive species management in Buck Park would lend to a better outdoor experience	Added language to the Concept Designs to remove invasive species at this location.
CU Maurice River	Union Lake to Waltman Park Comments: The Maurice River Walking and Bicycle Trail is currently closed because the dike is falling into the water. Funding is needed to repair this otherwise easily accessible urban oasis. The forest along this centrally located trail is laden with fuel for fire. It is also riddled with invasive flora species. Both are degrading the outdoor experience. A controlled fire (if possible at this location) could reduce the potential for uncontrolled fire as well as improve habitat quality and the recreational experience. Trash cans and benches are needed along this trail	Added language to the Concept Designs to repair the Maurice River Walking and Bicycle Trail.
CU Maurice River	Union Lake to Waltman Park Comments: Wayfinding signs- In the past the City has not allowed the placement of wayfinding signs along the trail due to the park's history with nefarious activity and vandalism.	Removed wayfinding signs at this location.
CU Maurice River	Union Lake to Waltman Park Comments: Trash cans and their maintenance are needed along the river nature trail. Benches, a playground, a café, ecologically sound landscaping, and other improvements.	Added this recommendation in Economic Development section.
CU Maurice River	Union Lake to Waltman Park Comments: The area around the retention ponds has been flooding as of recently. This may be caused by beaver activity. The park has five distinctive habitats. The addition of a wildlife meadow with trails or a maze could be neat – and may also help with water absorption during wet seasons.	Added a wildlife meadow near the retention ponds to mitigate flooding in this area.
CU Maurice River	Maurice River Bluffs Preserve and Peek Preserve Comments: River's edge seating terrace provides a scenic resting area for hikers - There is seating along at the top of the bluffs. This could be improved upon; however, the footprint should remain small like simple benches and picnic table. The bluff structure is a geological Outstanding Resource Value on the Maurice River that is recognized by the Wild and Scenic Rivers Program. They provide nesting habitat for specialized species.	Reduced the footprint of the river's edge seating.
CU Maurice River	Maurice River Bluffs Preserve and Peek Preserve Comments: A camping area located near the existing artesian well. Tree Swings at the Red Cedar Overlook. Elevated canopy trail - These proposals do not align with the intent behind the preservation of these lands. Due to the preserves' sensitive natural character, it is essential that habitat health remains a top priority in use planning. The human footprint should remain small and recreation should be limited to nature appreciation through observation and low impact activities that do not greatly alter habitats or increase pressure on wildlife populations through unsustainable visitation numbers.	Removed camping and tree swings from the preserve.
CU Maurice River	Maurice River Bluffs Preserve and Peek Preserve Comments: An area designated for "forest breathing" yoga and meditation. What does this entail? A walk in the woods, natural areas, is proven by healthcare researchers to have positive impacts on both physical and mental health. Can this be highlighted in marketing versus altering sensitive ecological areas?	Removed this recommendation from final design.
CU Maurice River	Maurice River Bluffs Preserve and Peek Preserve Comments: A log jam inspired nature playground on the City of Millville property. – This would be a great idea for a playground at Union Lake which needs much revitalization and that is easily accessible for many downtown neighbors.	Moved the log jam inspired playground to the City of Millville property.
CU Maurice River	Maurice River Bluffs Preserve and Peek Preserve Comments: Proposed Shared Use Path- A bike lane around the river would be neat. 49 -Silver Run -Buckshutem -Causeway -47 - 2nd Street - Back to Millville... However, 47 is much too dangerous and congested to ride during the summer considering the amount of shore traffic. An alternative loop for the summer could go from Millville, Loop Bivalve, then head down Port Norris Dividing Creek Rd/Main St, and head back to Millville	We recommend a protected bike lane for Rt. 47 with additional signage of bikers and traffic calming along Rt. 47. This should increase safety along Rt. 47
CU Maurice River	The Causeway Comments: River overlook - Great idea. The north or south edges on the eastern side of the Causeway offer better vantage points of the marshes. A fishing pier and picnic area at Mauricetown parking area would be a better fit. Bike stands, picnic tables. Formal public boat access that cruises (i.e.. Captain Dave and AJ Meerwald) could use to load and unload passengers. A café here would be the pinnacle!	Relocated river outlook to the east side of the Causeway and add fishing pier to picnic area to Mauricetown parking area with formal boat area. Add small café on the Mauricetown Riverfront Park.
CU Maurice River	The Causeway Comments: Proposed Bike Lane - The bridge may have to be widened to accommodate this use.	The bike lane is proposed on the shoulder of the bridge. Our traffic planner stated the existing width can support a bicycle lane.
CU Maurice River	The Causeway Comments: New kayak and paddleboard launch – The river is wide, deep, and fast here. The combination of wind and current can have a paddler paddling in place for a long time. Paddling south of this point is not advisable. Those who paddle northward need to know how to read the river and be more advanced, physically strong paddlers in case winds turn or they miscalculate tide and travel times. On the weekends boaters and jet skiers are not respectful of kayakers on the water. Their wakes can easily capsize paddlers	Removed kayak and paddleboard launch at this location due to the strong tides.
CU Maurice River	The Causeway Comments: Pervious parking lot for visitors – The pervious parking lot has all the right intention, but the flooding at this site is severe and consistent. Look at FEMA flood rankings and flooding trends for Maurice River and Commercial Townships.	Porous pavement is recommended since it is in the SFHA. All recommendations will be located outside the Floodway.
CU Maurice River	The Causeway Comments: New restroom facilities – This is a wetlands area that isn't on public sewer. This suggestion needs more development for consideration. It is also falls into the Wild and Scenic protections. There are bathrooms right down the street from here at Wawa. Public bathrooms in Mauricetown would possibly get more people to visit the village and support the Pinnacle Café!	Move bike facilities and bathrooms to the Mauricetown property.
CU Maurice River	The Causeway Comments: Bike Rental Station – The bikes would have to be elevated so the flooding and brackish water doesn't damage them. Bayshore Villages like Mauricetown or Port Elizabeth might better suited for this type of rental service – and the Townships' cluster development priority would be met/supported.	
CU Maurice River	The Causeway Comments: Both Mauricetown, Port Elizabeth, and Dorchester are on the river and are under-represented and under-utilized in this study. Getting more people to these villages could spark economic growth for these communities.	All private property along the River in Port Elizabeth & Dorchester, which is why they were not selected for the design concepts but the Regional Planning Recommendations can be implemented in Port Elizabeth and Dorchester.
CU Maurice River	Bivalve Comments: birdwatching stations -There are already two excellent birding platforms at this site. They were built by PSEG. There are excellent boardwalk trails here already. Could be better signage/wayfinding to trailhead.	Incorporated into the enhance the existing trailhead recommendation.
CU Maurice River	Bivalve Comments: New kayak and paddleboard launch – Kayak and paddleboard launches would be better at the Manumuskin boat ramp and the Menantico at Rt. 47, which would have a lower impact on migratory bird and rare wildlife species that depend on the vast wetlands of the Bayshore. Bivalve is excellent for birdwatching. Adding a paddle launch could diminish the birding experience. The tides run very fast here and it is not safe for most kayakers and especially not for paddleboards. Rather, promote eco/heritage tourism on the A.J. Meerwald	Removed paddleboarding in this area with emphasis on birdwatching.
CU Maurice River	Bivalve Comments: Reestablish a restaurant, provide restrooms, and expand education program – There is a bathroom, restaurant, and "brewery" at the Bayshore Center. These could be developed before adding to the area. Oyster Cracker Cafe and AJ's Pub reopened in 2023 (seasonal). Bathroom in the boxcar - toilet and grey water go into a tank, no septic, BCB pays to pump out.	Included in the Bivalve design concept.
CU Maurice River	Bivalve Comments: Horse trails – Horses are extremely sensitive to flying/biting insects – especially if the horse isn't used to Bayshore insects. These trails would most likely be used mostly during the shoulder seasons. Further north in the watershed might be more suitable for this use. Parvin has riding trails. Horseback riding is allowed with a permit on existing and established roads and designated trails at these WMA's in the watershed - Bevans, Union Lake and Peaslee already; however, leisure riding is not safe when ATVs run rampant illegally.	Remove horse trails due to flying/biting insects at this location.
FINAL STUDY COMMENTS		
Whibco, Inc.	Maybe I missed it, but should we address the timing, extent and economic impact of the dredging of the mouth of the Maurice River? My understanding is that the depth is limiting commercial vessel ingress/egress on the river.	Since the dredging is not related to ecotourism, the Team decided not to include.
Whibco, Inc.	Also, on page 53, thanks for referencing that the railroad plans to restore service to Whibco's plant in Port Elizabeth. If possible, can we refer more generally to rail loading facilities, rather than more specifically referring to the hopper system?	Change to "For example, the Winchester and Western Railroad is in the process of restoring rail service to Whibco's plant in Port Elizabeth. Whibco plans to construct rail loading facilities adjacent to the plant that may make bike riding in the railroad right of way unsafe."
Vineland Resident	I hope the preservation of the river is upheld as well enhanced in a environmentally sensitive way.	Comment received.
Vineland Resident	BIKE NETWORK - Delsea Drive, Rt. 47 is not safe or especially attractive for biking in Vineland. Could other roads be utilized as an alternative linking in the Willow Grove Lake trails to those to the south? Traffic calming would take time to kick in.	The recommended transportation network was selected due to the existing ecotourism points and community assets. The bike lanes along Rt. 47 are proposed to be protected.
Vineland Resident	WEST SIDE PARK VINELAND - It would be great to have the birding trails and improvements to the picnic area. Again linking in Willow Grove Lake with Alliance & WSP would be great. Rangers would be welcome during the warmer months especially with possible food vendors and increased public use.	There can be future trail development if the adjacent lands are purchased by the City.
Vineland Resident	Willow Grove Lake and the Nature Conservancy Trails south of Forest Grove Road are jewels of this area especially for Vineland. Why not figure out a way to utilize a livery service like Pineland Adventures?	This area is outside the study area.
Vineland Resident	BLUFFS PRESERVE: Please preserve and protect, you can't replace what is there once it is gone. Adding asphalt would be a detriment and increase heat. Stadium seating would be a detriment as well to this preserve. As Karla noted there is no place like it in NJ, it is a jewel.	There are no recommendations to add asphalt to the Bluffs Preserve.
Vineland Resident	PEEK PRESERVE: Protection of the wetlands, there is existing access for kayakers.	Comment received.
Vineland Resident	Not much as to the history of the area being highlighted. Would wayfinding signage and possible website include this?	Correct, through wayfinding and the marketing recommendation.
Vineland Resident	Highlighting the annual festivals would be a plus (Purple Martin Festival, Eagle Festival, etc.). Amenities (food trucks, port a potties) could be enhanced and built upon for these	Comment received.
Vineland Resident	Utilizing the mall parking lots would increase business for that area. Providing shuttles from inner city neighborhoods would provide better accessibility for those residents who don't have cars.	Comment received.
Cumberland County Planning Board	Check spelling on the Advisory Committee (Mmbers) ??	Comment received.

Cumberland County Planning Board	Will the protected bike lanes be a widening of the road ways? Any impacts to right of ways? Has the county engineering team weighed in on this?	For the protected bicycle lanes, it will depend on the width of the right-of-way. The County Engineer attended the public meeting #2 and recommended one revision to the proposed bicycle network.
Cumberland County Planning Board	Have we considered the state planning process to seek development and support in parallel with this opportunity?	The County can mention this study in the cross-acceptance plan but it would not really affect the cross-acceptance planning process.
Cumberland County Planning Board	How have we tied this into the economic development planning to bring more businesses into the plan?	The team interviewed existing business owners as part of the economic analysis which is reflected in Appendix E. The Authority was also on the Advisory Committee and provided feedback throughout the planning process.
Cumberland County Planning Board	Modifications and costs for the multi county routes will require resources from the state level, are we aligned with the state planning?	The County can mention this study in the cross-acceptance plan but it would not really affect the cross-acceptance planning process.
Cumberland County Planning Board	Restaurants providing services, have they been aligned and in agreement? What is there offset or motivations? Seasonal?	The team interviewed existing business owners as part of the economic analysis which is reflected in Appendix E.
Cumberland County Planning Board	Will there be educational opportunities that are tied to facilities and have we solicited for curriculum events?	Yes, this is discussed on page 60.
Cumberland County Planning Board	What are the costs estimates based on? What level of detailing went into the cost estimating? Do we have overhead and project manager considered in this?	The cost estimates were developed by talking to other municipal planners in the state that have developed similar recommendations and desktop research. Overhead and project management costs are not included in the estimates.
Cumberland County Planning Board	Who would be the targeted construction companies, contracts or project oversight players?	This would be decided in next steps.
Cumberland County Planning Board	Combined Costs \$2,248,000	There is strong probability of receiving grant funding within the study area.
Cumberland County Planning Board	Is the city of Millville aligned to restore the trails and walk ways through Captain Buck park and the associated wooded areas?	Yes, at the Advisory Committee Meeting #4, the City discussed their plans to restore the trails in this area of the City.
Vineland Resident	NOTE per the summary the purpose of the study is to promote beneficial, sustainable economic development that utilizes the river as an amenity which preserving and enhancing is ecological integrity and assets.	Comment received.
Vineland Resident	NOTE transportation - trail connectivity - (in the study I don't see much connectivity)	Comment received.
Vineland Resident	EXISTING TRAILS map shows existing and proposed trails including some dirt roads thru the Union Lake Wildlife Management Area (WMA) at Union Lake. It does not show the numerous other trails and dirt roads thru the public spaces of the Nature Conservancy, the Peaselee WMA, the upper Union Lake WMA, the NJ Long Trail, the eastern side of Belleplaine State Forest in Maurice River Township, Lake Audrey etc. Belleplaine SF has numerous off road connection trails.	Comment received.
Vineland Resident	LAKE AUDREY (north of Mauricetown)- A Wonderful place. The completion of a LOOP TRAIL around this lake would make this hike much more enjoyable. Looped trails with the ability for various lengths and variety of walks (min. 1 mile, up to 3, 4, 5 plus) with interest are most practical and desired. Dead end trails (like at Bivalve) are limited and not as enjoyable. This could increase the experience at Mauricetown. Dead end trails where you must stop and retrace your steps over the same paths are not interesting for the most part.	Greenway expansions can be incorporated in the future.
Vineland Resident	TRAIL LINKAGE - stated as a goal. Lots of effort in the study on individual pieces that are not connected and are dead end loops. A trail at West side park is recommended however it needs to be interesting and it needs to have the ability to go somewhere. See other comments in these comments.	There can be future trail development if the adjacent lands are purchased by the City.
Vineland Resident	TRAILS - the potential of interesting trails in this area is tremendous. The potential of linkage to other nearby interesting trails in this area is tremendous. I would think a linkage to these nearby areas (Camden county, Atlantic county parks - Egg Harbor River, McNamara Ponds, Lake Lenape) and nature areas, Cape May County (Belleplaine, NJ Long Trail,) Gloucester county (Elephant Swamp Trail) linked to the Maurice where people could take long hikes, camp, bike to the shore or the city, etc. is tremendous. Short, dead end trails that don't have variety do not seem as if they would attract visitors particularly for those seeking an 'adventure'	Comment received.
Vineland Resident	BIKE NETWORK - I am not sure that the loops indicated (particularly those along state route 47 which is an almost uniformly unattractive/ugly) road would be of interest to many people. The experience along this road is the type of experience people look to get away from, not go towards. Part of Gershal Avenue along the west side of the Maurice from Union Lake to Elmer is and can be interesting with stops and many possible off shoots, places to stop, linked thru Union Lake WMA to Waltman park trail. In lieu of Delsea Drive for the East side of the loop, a path thru the existing Nature Conservancy Willow Grove lake trails, down to the Maurice River Parkway, thru the existing old road easement to Landis Avenue and then down Mill and Orchard Road and perhaps thru the Landis Sewage Authority Lands to Sherman Avenue. For the Gershal side off road spurs are possible in multiple areas. Work with the CCIA, the new 1,000,000 sf warehouse project, etc.	The recommended transportation network was selected due to the existing ecotourism points and community assets. The bike lanes along Rt. 47 are proposed to be protected.
Vineland Resident	LOCAL PEOPLE AND PATHS. - Safe trails/paths ways for young children to access these nature areas. Bike paths along the side of busy roads are not safe for younger children.	Comment received.
Vineland Resident	WEST SIDE PARK VINELAND - Improvement and expansion here is welcome. Existing Dike trail exists from Maurice River Parkway into the Park.. As with most edges of the river, the river itself is isolated from easy walking view by dense and wet soil areas. Without careful planning, a walk thru here would be very uninteresting. Improvements around the dam for portaging across Almond Road, steps down the river on the south, open guardrail openings, etc., a maintenance plan, etc. would be recommended. Linking the trail north to city lands along the Blackwater Branch and South thru the old Maurice River Parkway to Landis and possible points south could like this much better into a possible greater trail network. Almond road is also the main access for the 50,000 vineland residents to Parvin's State Park which is one of our most accessible and used nature areas. The LSA lands south of Landis are tremendous possible resource.	Adding a recommendation to portaging across Almond Road.
Vineland Resident	WEST SIDE PARK VINELAND - food truck vendors here do not seem like a viable idea. Fire pits there were here in the past have torn out. Picnic areas would nice.	Comment received.
Vineland Resident	WEST SIDE PARK VINELAND - Space or identification of the area as Kayak Launch Livery service (like Pinelands Preservation Alliance could be a great thing. The next pull out area downstream is at Sherman (another area for a parking and pull out space - steps down to the river, places to park, etc.) and the next upriver spaces (Garden, Forest Grove) are all spots where places for people to park unload would be beneficial.	Comment received.
Vineland Resident	UPPER MAURICE RIVER -Willow Grove Lake and Nature Conservancy Trails south of Forest Grove Road - one of the prettiest spots in our region. It is an after thought. The kayak trip up thru the lake to route 40 is wonderful but unimproved.	Comment received.
Vineland Resident	WALTMAN PARK - UNION LAKE - Waltman park is a wonderful hike but it is a dead end. A loop walk along Sharp and the dam and thru the old neighborhoods and factories along the east side of the river would be made interesting and would provide access from the poor areas of Millville to the natural areas. A trail link up the west side of union lake from the Waltman towards the boat launch and then up into Vineland is possible, interesting and could be great. As Carla said a kayak launch at Sharp could be great	The recommendation would be to link Waltman Park to the proposed new bicycle trail to the south.
Vineland Resident	UNION LAKE Millville - Safe off road (not on road - not safe for kids, not pleasant) link between Riverview park and union lake park.	Comment received.
Vineland Resident	RIVERVIEW PARK MILLVILLE - great potential here for a restaurant, for a white water knock adventure off dam water, open up old mill race, etc. The lake is one of the reasons for Millville's existence	Comment received.
Vineland Resident	PEEK PRESERVE AND BLUFFS PRESERVE - I would not over improve either. at the Bluffs second upper landing parking area at the Bluffs would help make the trails more accessible. Ways for people to more easily park towards the north end would make the hiking more enjoyable. Alternate paths with the ability to walk around the nesting areas would make more interesting. The trail along road is not interesting. the idea of linking to Peek looks good on paper but there is no way for anyone to walk between the two.	Comment received.
Vineland Resident	PEEK PRESERVE - is mostly march and is heavily bug infested. It is filled with invasive species and old landfill scrub forest. Limited views of the river. Seems like limited attractiveness. Park improvements would be better closer into Millville on stretches of river south of 49 where parks need improvements, views are more interesting and play areas can be better monitored.	Comment received.
Vineland Resident	MAURICETOWN - a jewel in our area. Better views of town from bridge or south of bridge vs. the North. No Loop. Limited attraction won't hold interest for people for very long. Old causeway to old bridge seems like opportunity. Good Birding spot.	Comment received.
Vineland Resident	BIVALVE - there is a published water trail thru the swamp. There are boat rentals at Dividing Creek. Interesting but a dead end walking trail. Seems like options existing to create longer walking trails along Miller avenue. Trails NEED Loops and NEED interest. Areas across the river at MATT's LANDING (not on list are great birding and fishing locations	Comment received.
Vineland Resident	BIVALVE - this is the place where an infrastructure investment to help a restaurant start and or Improve the existing one (the one at the bay shore is ok, but it is not destination. Great views of the river, sewer in place, some interest. Bugs can be voracious at times.	Comment received.
Vineland Resident	BIKEWAY NETWORK. The most important bike network in my option would be safe (off road or near off road) paths for people from the core of our cities (Vineland and Millville) to access these wonderful natural areas and possible get/go somewhere (Vineland to Millville, Vineland/Millville to the shore, to Philly, to Wharton State forest, to Belleplaine State Forest, to Parvin's, the Mall, the College, The Hospital etc.)	Comment received.
Vineland Resident	BIKEWAY - place for people to stop and perhaps be able to camp or stay between Philly and the shore	Comment received.
Vineland Resident	KERNAL DENSITY - how this map cuts off Vineland so abruptly limits it usefulness.	Comment received.
Vineland Resident	KERNAL DENSITY - in addition to kayaking (gentle, non tidal water) along the stretches of the Maurice from Union Lake north to route 40 is accessible, safe, interesting and pleasant. Similar stretches of the Menantico, the Manumuskin, Laurel Lake offer similar opportunities along with a group like Pinelands Adventure tours. Would require some upkeep to clear fallen timber	Comment received.
Vineland Resident	REGIONAL TRAIL CONNECTION - Plan is missing many trails. Like many things how this network seems to go out of its way to bypass Cumberland County. ALL NEW JERSEY TRAIL ? Trails along the Great Egg Harbor River. Elephants Swamp trail north to the core of Gloucester County and Camden County	Comment received.
Vineland Resident	PARKING SHUTTLE = there are better, more unique and more interesting places to base a shuttle then our ANYPLACE USA kind of second rate and slowly dying mall area. The college, The Hospital, Downtown Millville, Downtown Vineland. The parking areas are also far away from the bus stops and the BUS Stop at the Mall is does a terrible disservice to those who rely on bus transportation. NOT A GOOD PLACE TO START OF TOUR OF OUR REGION	Comment received.
Vineland Resident	BRANDING- consistent signage for this corridor could be highly beneficial to bring better local, regional and possibly national and international awareness to this area. Each road crossing the river should be similarly signed. The multitude of nature areas signed, the entering of the watershed should be signed.	Comment received.
Vineland Resident	BRANDING - As the lower end of the Pinelands and an essential component of the Delaware Bay estuary - identification and possibly designation of its importance in the world at large should be trumpeted.	Comment received.

Maurice River Corridor Study

Vineland Resident	MAURICETOWN - Café he probably problematic from a septic stand point and the ability to make money. Resurrection/improvement of the existing restaurant at Laurel Lake or the Bayshore Discovery or another area with river view and utilities would be of value. Too much 'development' here seems like it would ruin things. Bike network is good, but where do casual bikers you go off road (LOOP, Interest, etc.) Lake Audrey, across the bridge, ?	Comment received.
Vineland Resident	PORT ELIZABETH - A beautiful old tidewater town that will some care could be made more attractive and interesting like Dennisville.	Comment received.
Vineland Resident	ROUTE 55 TO 47 Used by 100,000 of thousands of cars particularly in the summer. Great opportunity for something to capture some of this besides a Wawa. Long causeway to the Mauricetown - elevated restaurant with a view over the trees ?	The area adjacent to the Mauricetown Causeway floods often and is partially in a Floodway.
Vineland Resident	BIKE RENTAL - seems like a good idea, but I don't know how this would work financially for anyone. Perhaps Bike Share and livery shuttling ?	Comment received.
Vineland Resident	GHOST TOWNS OF THE DELAWARE BAY FRONT - Interesting, accessible, nice views	Comment received.
Vineland Resident	SECURITY - Menantico ponds along with the ruins of Fries Mills village and Manumuskin are beautiful areas. It is a crime that these areas are now locked off from summer use. These and many of our nature areas are remote and unpoliced. These leads to the allowance of excessive littering, nefarious activities and then reactions of closing off these areas from the majority of people who need a nature outlet. A dedicated policing agency for high use times (summer, weekends, early evening) would go a long way to keeping these areas nicer and keeping them open for the citizenry. It could help make these areas of our community greater assets and not embarrassments.	Comment received.
Vineland Resident	WEST SIDE PARK - most of trail in a swamp. Other Vineland lands to north and along Maurice River Parkway. City and state lands south of Almond. Existing dike trail not shown. Lots of current nefarious activities. The shown boat launch is on a branch of the river that is filling in with vegetation and is rapidly becoming a new marsh vs. a creek branch.	Comment received.
Vineland Resident	MAURICE RIVER BLUFFS - see other notes. Would not recommend over improving. Very nice the way it is EXCEPT - noise from Motorsports Park and Litter where people boat at the old granary.	Comment received.
Vineland Resident	MAURICE RIVER BLUFFS - The proposed river edge seating area is a long hike from the parking area. Another northern lot would be nice. A link to the MOTORSPORTS park could give patrons there a side attraction.	Comment received.
Vineland Resident	SEWER PLANT - of the many places to create nice spots, next to this sewer plant doesn't seem like the best place for an investment.	This site was selected because it is Township-owned waterfront property with an existing dock. There is green fencing recommended around the plant to improve the aesthetics of the site.
Vineland Resident	WATER QUALITY - Needs to be improved. Litter Awareness, Watershed awareness, protected inlets, storm basins, etc.	Agreed
Vineland Resident	BACKGROUND INFO - as a report on integrity and assets it seems to be missing any discussion of any history (a point of interest to many people), the old communities, (Dorchester, Leesburg, Port Elizabeth, Port Norris, Brotmanville, Alliance, Malaga Camp Meeting, Carmel, on top of Millville, Vineland, Laurel Lake, Cumberland, Fries Mill, the old bayfront towns, etc.)	Comment received.
Vineland Resident	NATURE - no discussion as to the Natural features (a point of interest) the watersheds, the tributaries, the vegetation, the Pinelands, the Bayshore, the International Biosphere, etc.)	Comment received.
Vineland Resident	TOPOGRAPHIC INTEREST height features are not typical in our area but do add interest. The Nature Conservancy Lands north of Willow Grove Lake, the Union Lake WMA south of Landis, the south end of Union Lake, the Bluffs.	Comment received.