

Cross Acceptance Response Template

Prepared for the
City of Bridgeton

Prepared by
Cumberland County
Department of Planning, Tourism & Community Affairs
In coordination with
City of Bridgeton

This document was presented to the City of Bridgeton Planning Board on May 14, 2025. The document was further revised to reflect the conversations and feedback received at the meeting.

Approved by the Cumberland County Planning Board on June 4, 2025

SECTION 1: CONSISTENCY WITH THE PRELIMINARY STATE PLAN

Municipal Documents

Master Plan, adopted September 2008

- Goal, Objectives & Vision
- Neighborhood Development and Redevelopment
- Open Space and Recreation
- Historic Preservation
- Riverfront Access
- Streetscapes and Design Guidelines
- Land Use Plan
- Housing Plan
- Pedestrian & Vehicular Circulation
- Economic Development
- Zoning Plan and Code
- Interrelationship to Municipal, County, State

Master Plan Reexamination Report, adopted March 2019

Redevelopment Plans

- City-Wide Rehabilitation Area, August 2007
- Bridgeton Downtown Redevelopment Plan, August 2017
- Florida Avenue Industrial Park Food Specialization Center, August 2017
- Propose Wawa, Hope VI Redevelopment Area, September 2017
- Proposed Corrections Center, August 2018
- Tin Can Redevelopment Plan, September 2018
- Cumberland Dairy Redevelopment Plan, September 2018

Zoning Map, adopted October 2013

Zoning Ordinance, adopted April 2013, as amended through October 2024

Areas of Inconsistency- Goals/Objectives

Equity

Equity is woven through the City's planning documents, particularly as it relates to access to recreational facilities and green space, housing rehabilitation and acquisition, and efforts to provide Spanish-speaking populations with translated resources. However, the City could benefit from a Food Systems Master Plan Element to ensure that the local populations have reasonable access to fresh foods.

- State should act as the catalyst for connecting municipalities with colleges/universities that can provide planning services in disadvantaged regions. This may include Rowan or Rutgers University's Graduate Programs hosting a planning studio in municipalities that focus on a Health Element of the Master Plan.

Climate Change

The City of Bridgeton's Master Plan lacks goals and objectives pertaining to climate change, hazard mitigation & extreme heat, as well as coastal areas & riverine corridors.

The City will work towards becoming more aligned with this goal by incorporating information from existing studies into their Master Plan. These efforts include:

- SJTPO Hazard Vulnerability Framework, May 2024
- Cumberland County Hazard Mitigation Plan, August 2022
- State of New Jersey Climate Change Resilience Strategy, 2021

The City of Bridgeton will also become consistent with the Statewide Electric Vehicle Law (P.L. 2021, c. 171). DCA, in coordination with NJDEP and BPU, prepared a Model Municipal EV Ordinance¹ which the City will review and incorporate. The City requires EV charging stations per their Development Review Checklist, even though there is no adopted ordinance.

The City also has ordinances governing limitations on tree removal and includes requirements for compensatory planting.

It should be noted that the City of Bridgeton is not located along the state's coastline, therefore goals and objectives related to the coast are not applicable.

Natural and Water Resources

The City's Master Plan lacks goals and objectives related to habitat preservation, agriculture and food production, air quality, and water quality.

Habitat Preservation- Bridgeton is a built-out community with limited opportunities for habitat preservation. The city has taken strides to preserve open space as park lands within its borders. The Bridgeton City Park, home to the oldest zoo in New Jersey, spans over 1,200 acres.

- Need funding/support/grants from the State to help enhance and restore valuable habitats.
- Information/education on nonprofits that can provide native landscaping assistance- NJ Audubon Certified Wildlife Habitat
- Need assistance with grant management.
- Funding/support related to marketing and tourism for the City Park.

¹ <https://www.nj.gov/dca/dlps/home/modelEVordinance.shtml>

Agricultural Lands- Bridgeton does not have traditional agricultural lands. However, the City is home to the Rutgers Food Innovation Center.

- State to provide funding/support/educational resources concerning community gardens to municipalities and/or community groups.

Air quality- The City notes that during certain times of the year, the CUA infrastructure emits a smell. The City will also continue coordination with SJTPO to identify/maintain compliance with federal air quality regulations.

Water quality- The City adopted the updated Stormwater Management Ordinance (Ord. No. 24-10) in May 2024 and the Flood Damage Prevention Ordinance (Ord. No. 24-18) in October 2024. Both of these ordinances include water quality provisions as required by State Law.

Pollution and Environmental Clean Up

Brownfields- Since the City's Master Plan was adopted in 2008 and reexamined in 2018, the City received an NJEDA Brownfield Assessment Grant to conduct public outreach and develop a conceptual design for the former Bridgeton Sanitary Landfill². This project, along with other Brownfield Projects, should be catalogued in the City's next Master Plan or Reexamination process. The City is also working to redevelop Wiley Acres.

- State to provide strategic outreach and funding/support to municipalities with potential for redeveloping brownfields. State to streamline funding opportunities.

Waste Management & Recycling- The City's Master Plan lacks information related to waste management and recycling. However, Chapter 300 of the City's General Legislation entitled "Solid Waste" was adopted in 2011 and amended through 2024. Specifically, the 2024 ordinance adds regulations concerning items requiring a trash sticker. In 2014 the City adopted its Recycling Ordinance (Chapter 270 of the General Code), which includes amendments through 2017. The Recycling Ordinance requires that the Recycling Coordinator review and comment on all Zoning/Planning Board applications to ensure that appropriate waste collection, storage and recycling collection are brought to the attention of the Board members.

Infrastructure

The City's Master Plan is mostly in-line with the Infrastructure Goals of the State Plan. However, goals and objectives at the local level could include additional information related to capital improvements and clean energy.

Clean Energy- The City's Master Plan does not include specific goals or objectives related to clean energy. However, the Development Review Checklist requires EV Charging stations as part of the completeness process. The City is also looking to convert the former landfill to a solar field.

- State to provide education and outreach on existing incentives and funding related to clean energy (ie. EV charging stations, solar arrays, wind turbines, energy efficiency)
- State to work with Board of Public Utilities and Atlantic City Electric to modernize the grid without increasing consumer rates.
- State to work with utility providers to provide incentives to reduce costs.

² <https://www.njeda.gov/brownfields-planning-and-assessment-services/> // https://www.njeda.gov/wp-content/uploads/2023/06/Bridgeton_Narrative-Summary_February-27-2023.pdf // https://www.njeda.gov/wp-content/uploads/2023/06/Bridgeton_Conceptual-Site-Plan-Rendering_February-2023.pdf

Planning Area Assessment

How do Planning Areas suit current and future needs

The City of Bridgeton is located in PA 1: Metropolitan and PA 5: Environmentally Sensitive. PA1 encompasses the majority of the City, with PA5 located on areas adjacent to the Cohansey River.

It is recommended that the Planning Area boundaries become more aligned with patterns of existing development. Specifically, there are areas categorized as PA5 Environmentally Sensitive that have existing development on the properties, or are properties zoned for commercial or industrial uses.

The Metropolitan Planning Area is appropriate for the City of Bridgeton, considering the mix of uses, sewer and water service areas, and its higher density housing options.

SECTION 2: AGREEMENTS AND DISAGREEMENTS WITH THE PRELIMINARY STATE PLAN

Issues/Recommendations to Meet Local Needs

- Funding and Support

Changes to be Implemented Locally to Align with Draft Plan

- Incorporate State Plan and identified inconsistency areas into local Master Plans

Comments/Recommendations for State Agency Implementation

- Funding and support- technical assistance, grants, etc.

Areas Identified for Protection and Areas Identified where Sprawl should be limited or prevented?

There are no areas identified where sprawl should be limited or prevented, as the majority of the City is developed and is within the Sewer Service Area.

Areas Identified that are Vulnerable to Flooding

Around the Cohansey River- check SJTPO Hazard Vulnerability Framework Data for local flooding areas based upon topography.

- NJDEP/FEMA on going study for Cohansey Maurice River watersheds- nearly all of the County is within

Open Space Plan/Open Space Tax

The City of Bridgeton adopted an Open Space Plan as part of its 2008 City Master Plan. The City of Bridgeton has an Open Space, Recreation, Farmland and Historic Preservation Trust Fund. Funds are created through a local open space tax, which was passed via Voter Referendum in 2023. For the 2024 year, the tax was set at \$0.02 per \$100 assessed value. The Open Space Trust Fund was expected to generate approximately \$98,000 annually.

- Bridgeton OS Tax used for...?

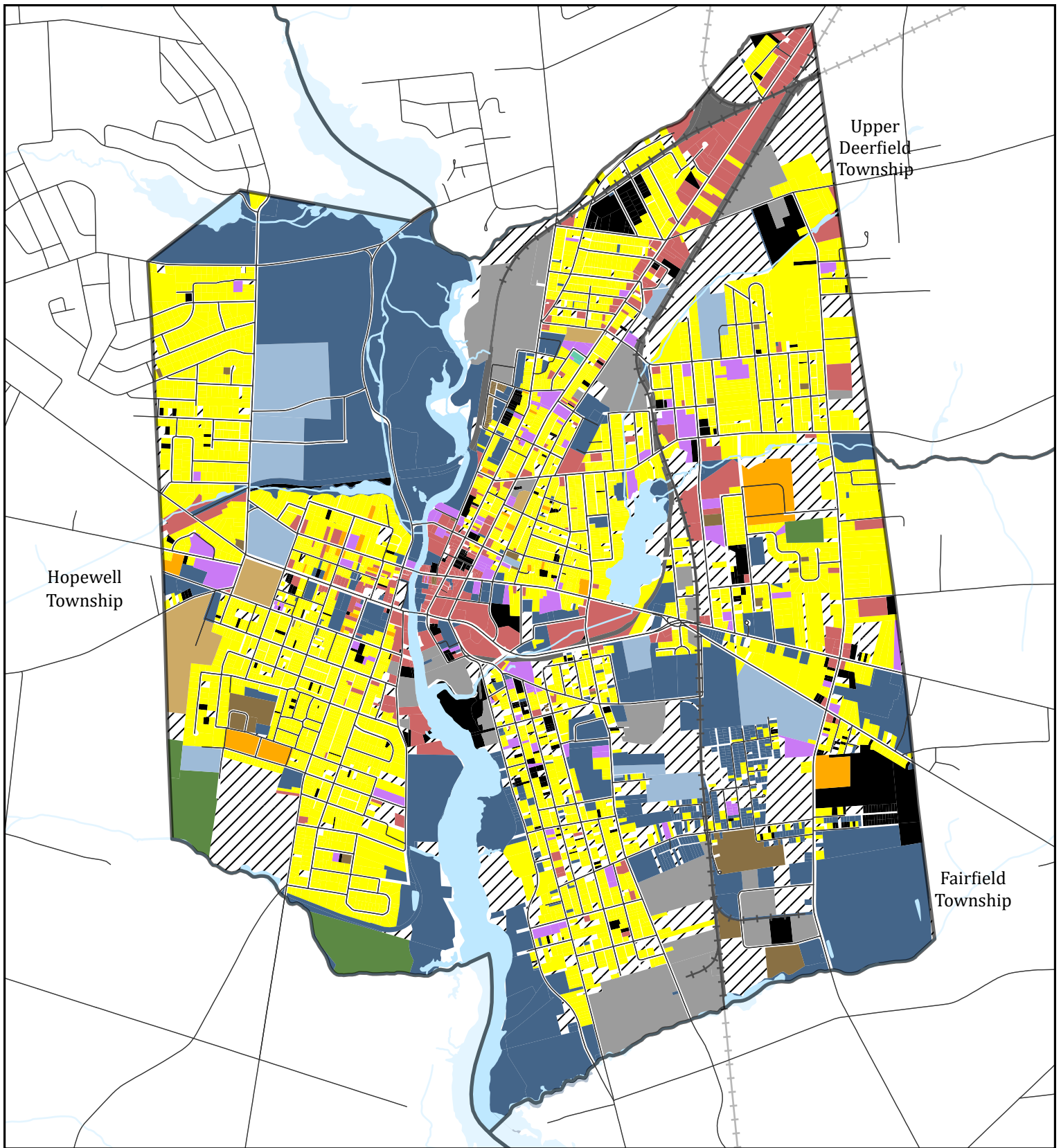
Cumberland County has an Open Space Trust Fund that can be used for the acquisition of open space and development easements in accordance with farmland preservation rules and regulations.

Sustainable Jersey Participation / Environmental Commission

The City of Bridgeton does not participate in Sustainable Jersey, nor do they have an active Environmental Commission. The City participates in the Bridgeton Clean Communities Program. The City received grant funding for educational programming, clean-up events, and implementing adopt-a-road and mini-grant programs throughout the City.

Three Most Important Local and Regional Land Use Planning Goals and Priorities

- Economic Development
- Outdoor recreation, including league sports
- Tourism and marketing for the City Park and its amenities



Existing Land Use

City of Bridgeton, Cumberland County

Existing Land Use (2025)

/// Vacant

Yellow Residential

Green Farmland

Red Commercial

Grey Industrial

Orange Apartment

Dark Grey Railroad

Light Blue Public School

Teal Private School

Dark Blue Public Property

Purple Church & Charitable

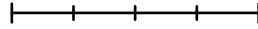
Tan Cemeteries & Graveyards

Brown Other Exempt

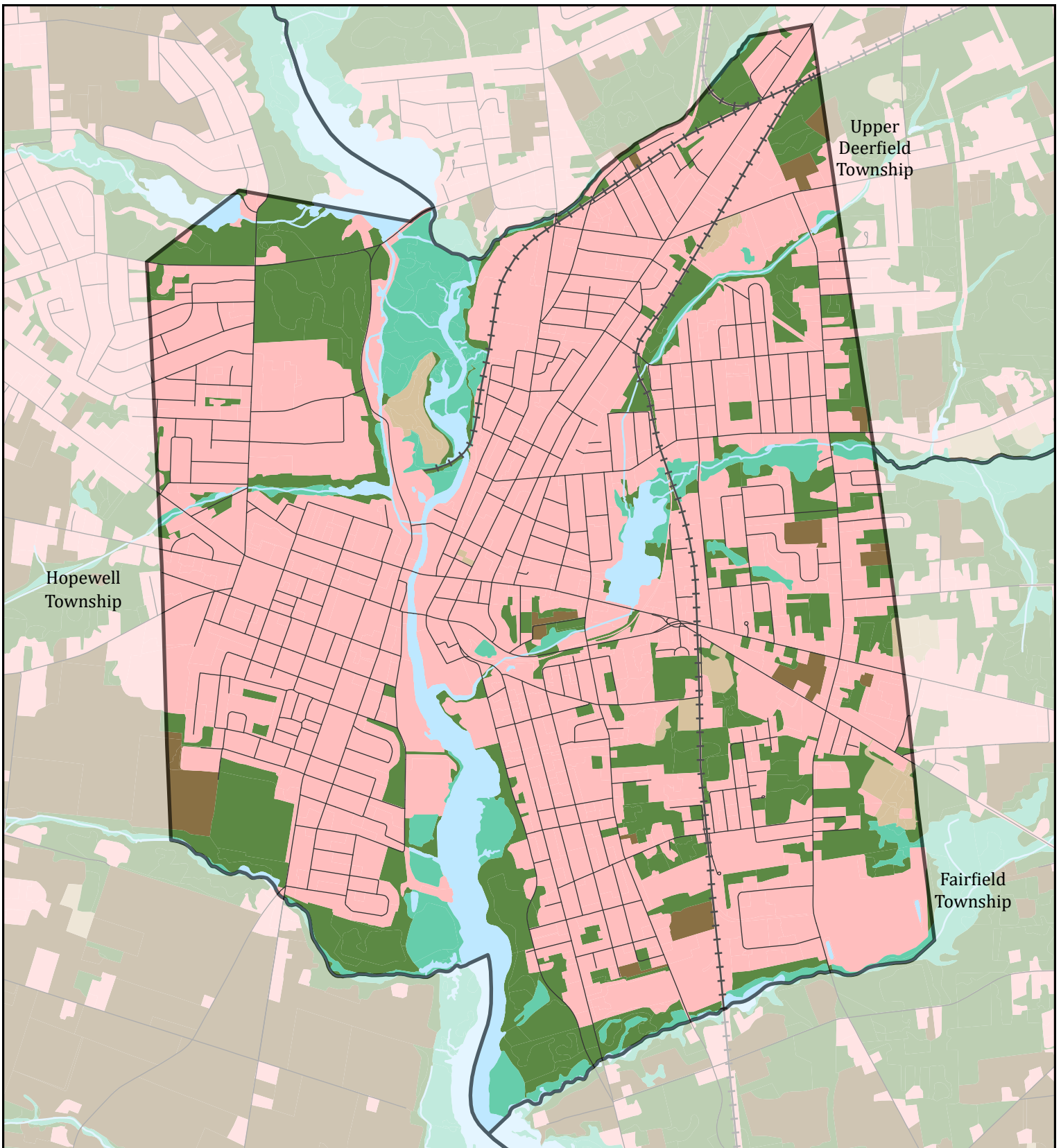
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0 1,500 3,000 Feet



Source: Cumberland County GIS, County Tax Assessment Records, NJDEP, NJOGIS, NJOIT
May 2025

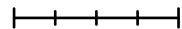


DRAFT 2020 Land Use Land Cover

City of Bridgeton, Cumberland County



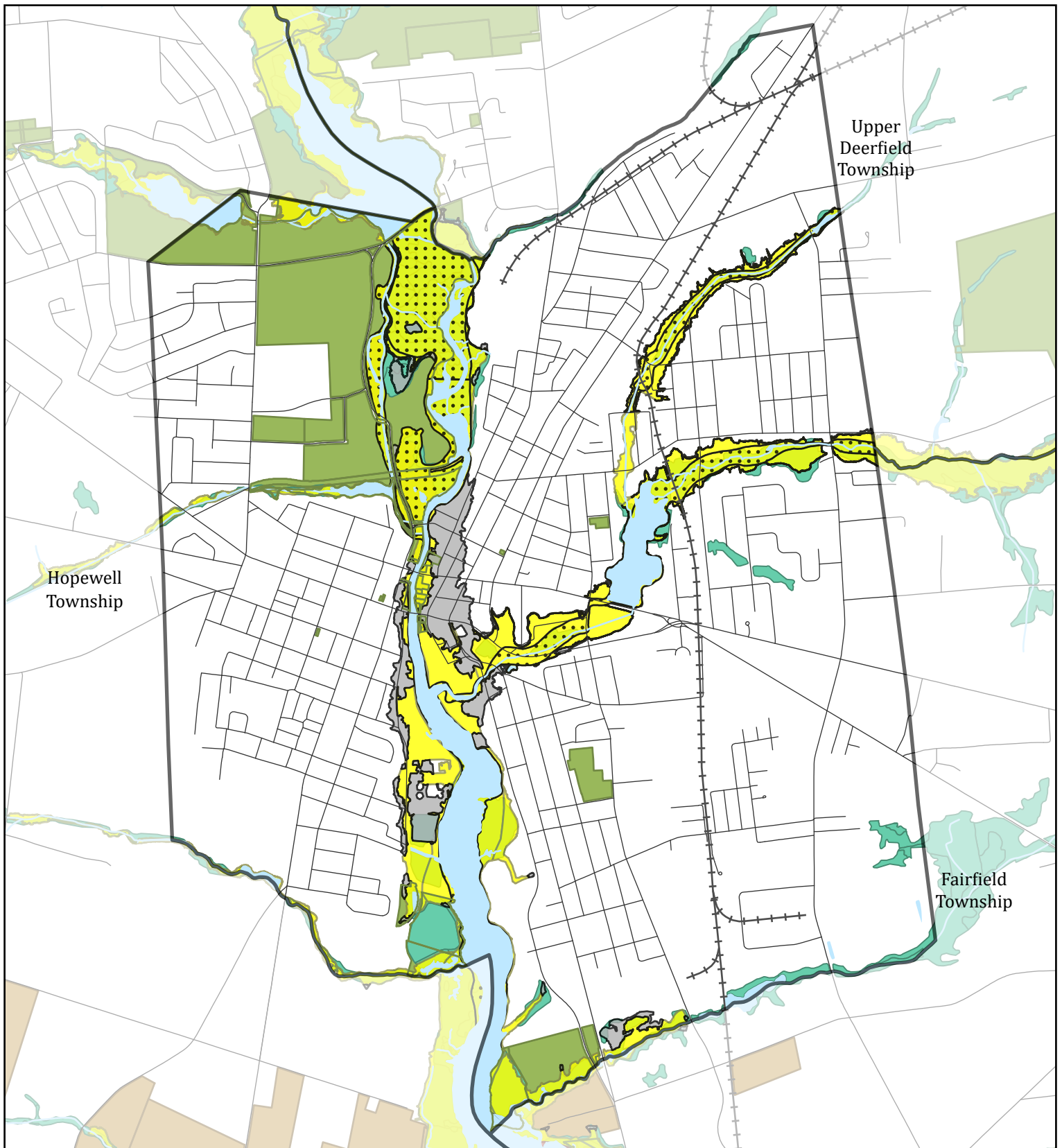
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Source: Cumberland County GIS, 2020
LULC, NJDEP, NJOGIS, NJOIT
April 2025

Land Use Land Cover (2020)

-  Agriculture
-  Barren Land
-  Forest
-  Urban
-  Water
-  Wetlands



Environmental Features


City of Bridgeton, Cumberland County





0 1,500 3,000 Feet

Source: Cumberland County GIS,
NJDEP, NJOGIS, NJOIT
May 2025

FEMA Floodplains


 Zone A, AE, AO: 100-Year Floodplain

 Zone VE: 100-Year Floodplain with Wave Action

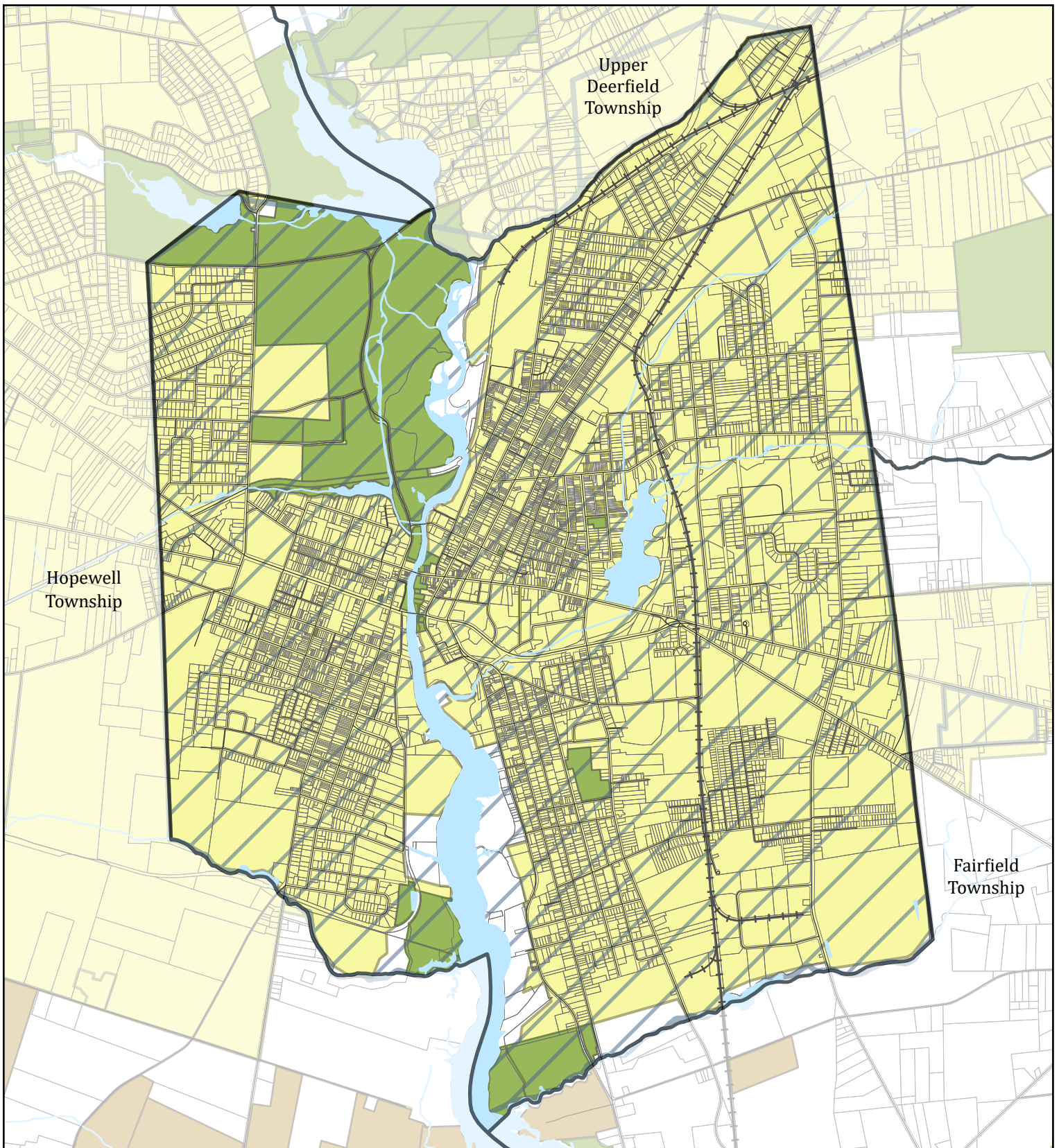
 0.2% Chance Annual Floodplain (500-Year Flood)

 Floodway

 Preserved Farmland





 Preserved Open Space

 Wetlands



Utilities

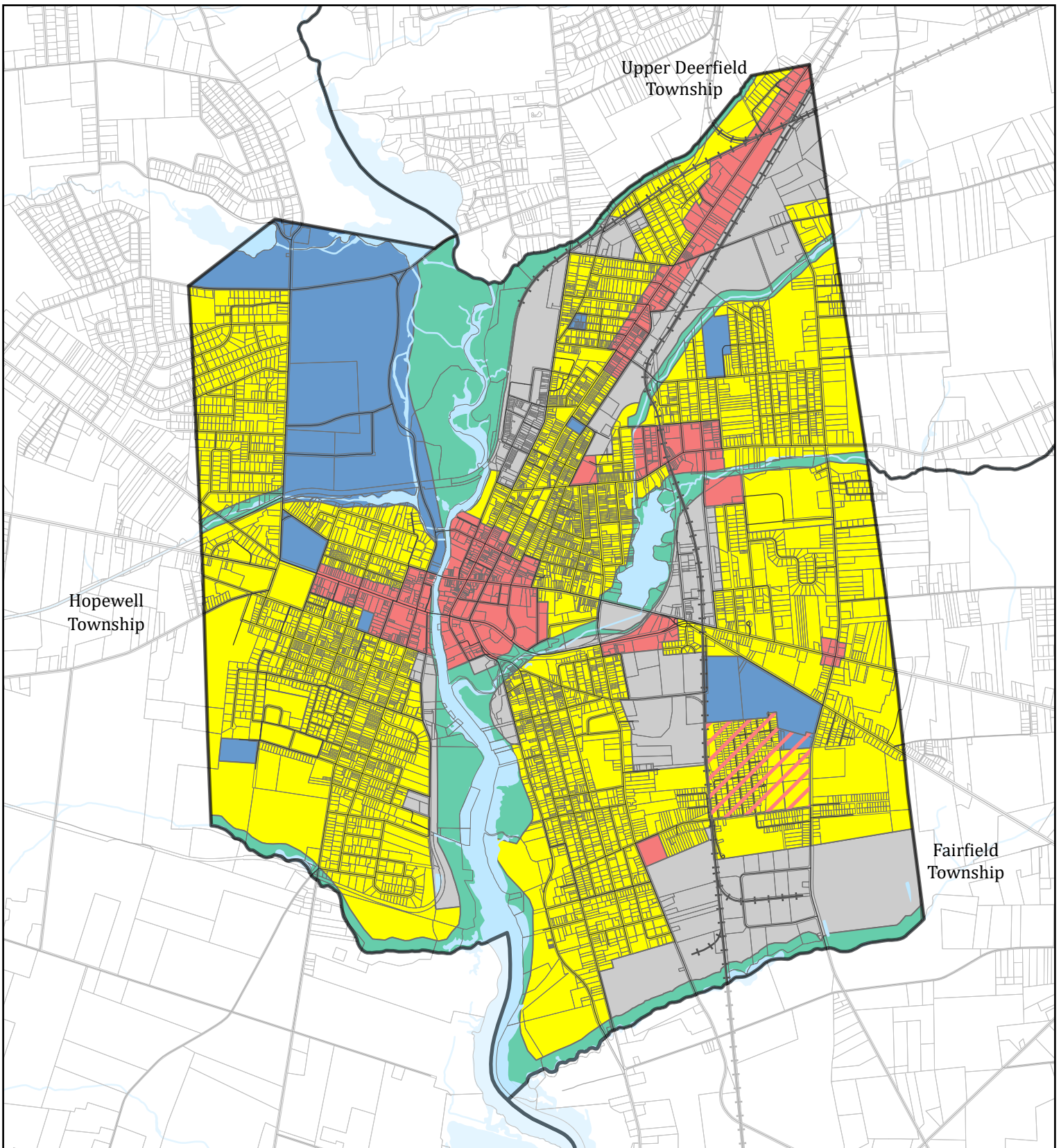
City of Bridgeton, Cumberland County

-  Water Purveyor Service Area
-  Sewer Service Areas
-  Preserved Open Space
-  Preserved Farmland



0 1,500 3,000 Feet

Source: Cumberland County GIS,
NJDEP, NJOGIS, NJOIT
May 2025



Zoning

City of Bridgeton, Cumberland County

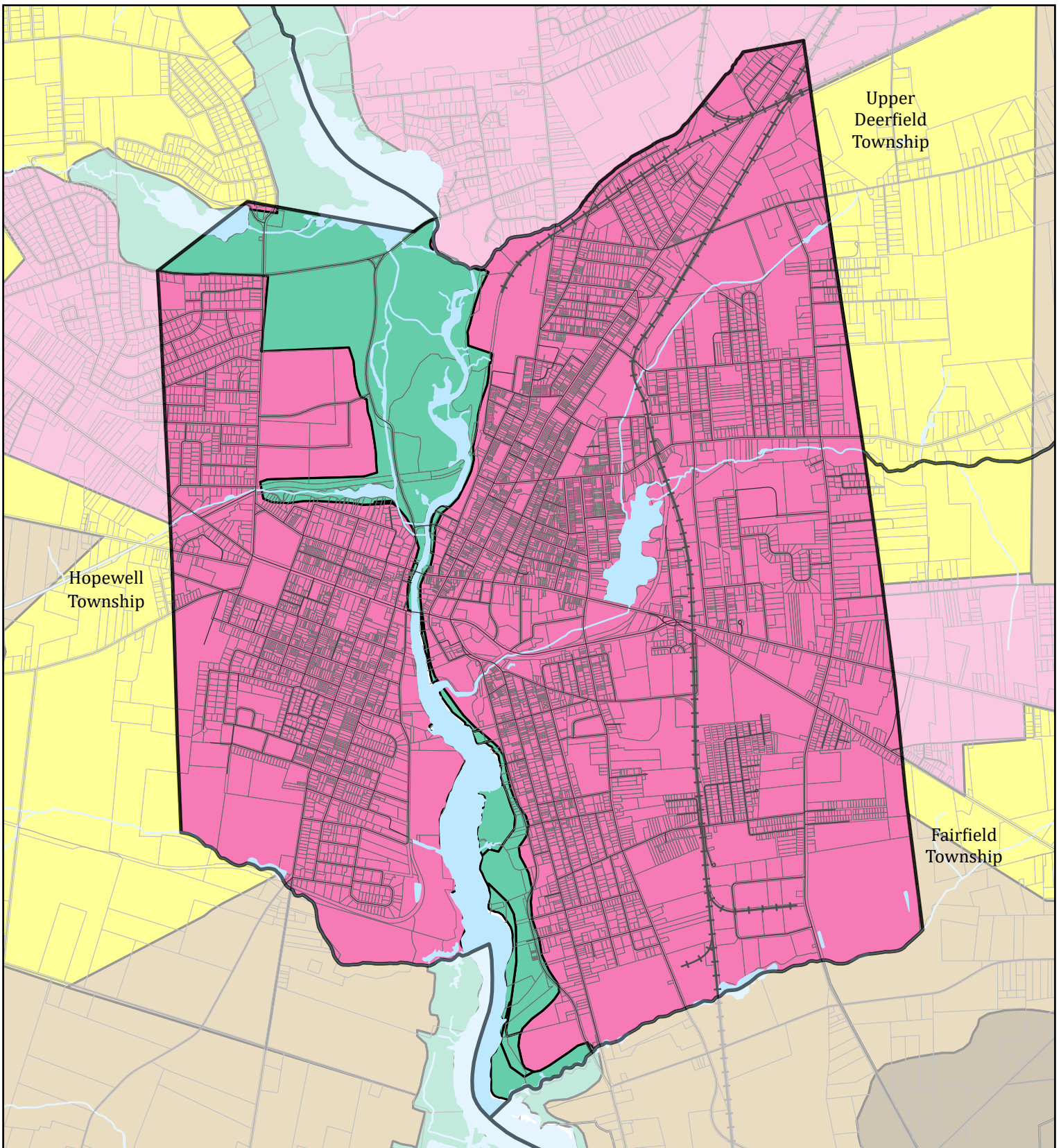


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Source: Cumberland County GIS,
NJDEP, NJOGIS, NJOIT
May 2025

Zoning Districts

- Commercial
- Industrial
- Public
- Residential
- Waterfront
- Planned Mixed Use Overlay District



State Planning Areas

City of Bridgeton, Cumberland County

State Planning Areas

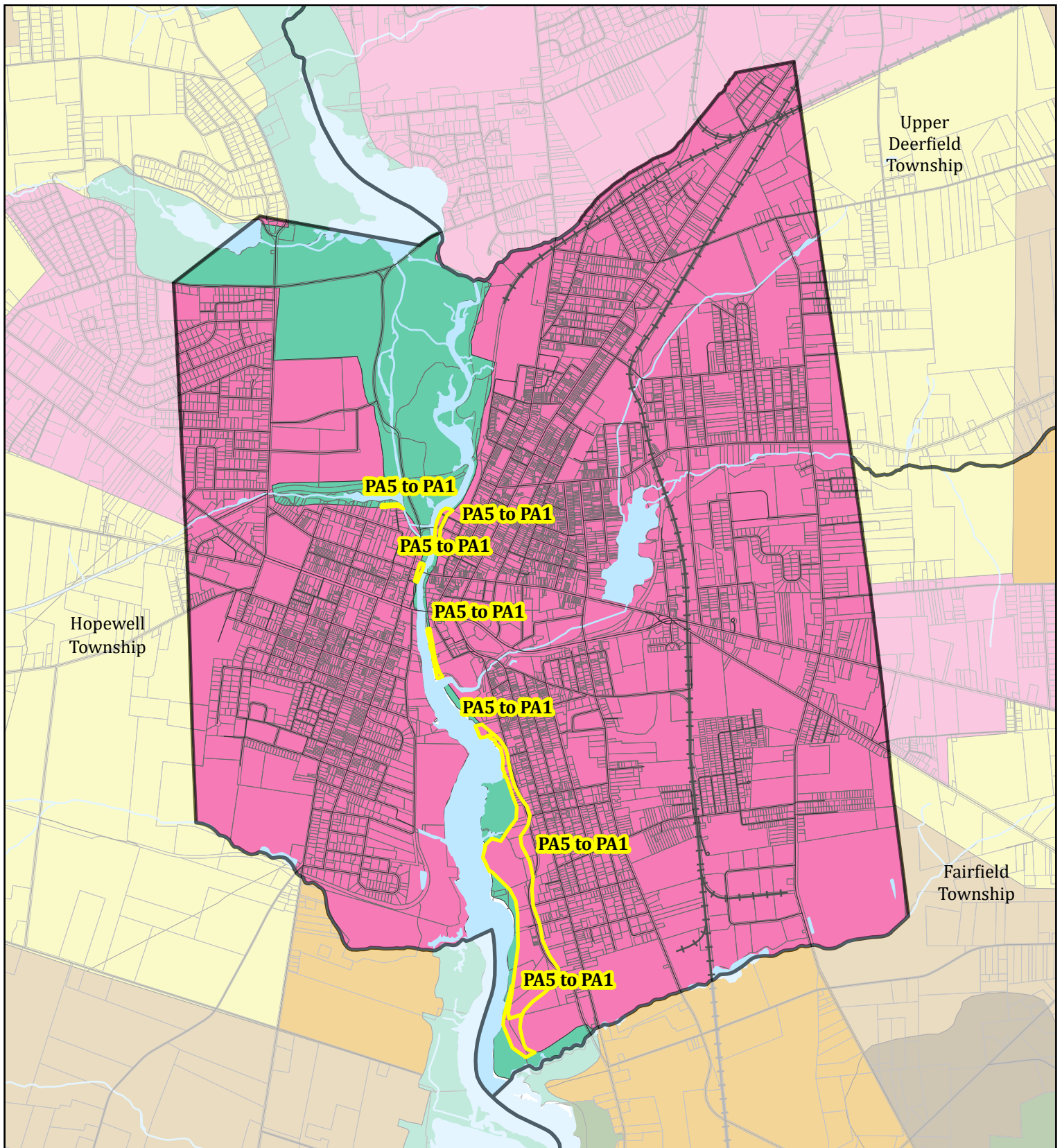
- PA1: Metropolitan
- PA2: Suburban
- PA3: Fringe
- PA4: Rural

- PA4B: Rural Environmentally Sensitive
- PA5: Environmentally Sensitive
- State Parks/Open Space
- Pinelands












0 1,500 3,000 Feet

Source: Cumberland County GIS,
NJDEP, NJOGIS, NJOIT
May 2025



Assessment and Inconsistency

City of Bridgeton, Cumberland County

- | | |
|---|--|
|  Planning Area Changes |  PA4: Rural |
|  PA1: Metropolitan |  PA4B: Rural Environ. Sens. |
|  PA2: Suburban |  PA5: Environ. Sens. |
|  PA3: Fringe |  State Parks/Open Space |
| |  Pinelands |



0 1,500 3,000 Feet

Source: Cumberland County GIS,
NJDEP, NJOGIS, NJOIT
May 2025

BRIDGETON

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
EQUITY GOAL			
Equity	<p>Equitably distribute the benefits and burdens flowing from implementation of the municipality/county plans</p> <p>Consider the demographic makeup of residents and deploy resources to reverse historic inequities</p>	<p>Develop mini or neighborhood parks in under-served areas. City created a mini park at the intersection of South Avenue and Grove Streets, completed downtown Pocket Park in CBD, and created a domestic violence "serenity garden" in City Park. Make recreational facilities more accessible and ADA compliant (City carried out and completed a multi-year effort to provide ADA accessibility and seating at venues throughout City Park.) Provide a full range of recreational activities for all residents. City offers assistance on home modification for special needs populations through the CDBG program on an "as needed" basis.</p> <p>Continue infill development in Hope VI area. Lead-based paint removal program is part of ongoing assessments in the CDBG Home Rehabilitation Program. The Bridgeton Area Transport Service helps meet goal of vanpool services to employment nodes and training programs, and it is a free shuttle with suggested donations that covers a circuit of employers, retail, and doctor's offices within City limits.</p>	<p>Equity is considered extensively when it comes to recreational facilities and access to green space, housing rehabilitation and acquisition, and there are multiple efforts to serve Spanish-speaking population by translating documents and guidelines.</p>
CLIMATE CHANGE GOAL			
Climate Change	<p>Assess the likely climate change impacts of the master plans' land use, circulation, and housing elements</p> <p>Encourage decarbonization and nature-based carbon sequestration</p>		
Hazard mitigation & extreme heat	<p>Use passive strategies to combat urban heat islands (i.e. light building materials, awnings, green roofs...)</p> <p>Reduce the risk of uncontrolled wildfires through best management practices and selective burning</p>		<p>Master plan lacking climate-change related goals.</p>
Coastal areas & riverine corridors	<p>Undertake a regional development capacity analysis to determine the levels of growth that can be sustained in the coastal area while maintaining the functional integrity of coastal ecosystems</p> <p>Establish and follow a comprehensive, detailed, intergovernmental coastal management program that maximizes consistency with CAFRA, includes emergency response planning & mitigation, and includes results of the regional development capacity analysis</p> <p>Protect vital ecological areas and coastal high-hazard areas through coastal maintenance and restoration programs</p> <p>Conserve coastal water resources (ex: reduce water demand, prevent saltwater intrusion...) and protect coastal water quality (i.e. pollution controls)</p>	<p>Recovery from Hurricane Irene mentioned.</p>	<p>Bridgeton is a conforming Tier A community with respect to its stormwater management.</p> <p>The City has ordinances governing limitations on tree removal and compensatory planting.</p>

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
NATURAL AND WATER RESOURCES GOAL			
Habitat preservation	Utilize capital projects, redevelopment, brownfields, and municipality/county owned lands as opportunities to maximize habitat restoration Identify and protect critical habitats and habitats of resident or migratory threatened & endangered species Steer new development away from environmentally sensitive areas	Utilize brownfield redevelopment as economic development. DEP Wildlife Management Areas.	Master plan lacking natural and water resource goals for preservation. Goals related to the environment and river were more focused on ecotourism and economic development. There are air quality concerns (smells) as it relates to the Cumberland County Utilities Authority (CCUA) during certain times of the year.
Agriculture & food production	Balance the Policy Objectives of the planning area while maintaining the viability of agriculture and agritourism in appropriate locations Promote economic development and diversification of the agricultural industry through capital facilities, funding, tax & regulatory policies, and land use regulations Encourage sustainable and profitable farming through agricultural best management practices and incorporating the water needs of the agricultural economy in water supply planning Educate the state’s residents on the economic and environmental value of sustainable agriculture		
Air quality	Ensure that both development and redevelopment will lead to the attainment of National Air Quality Standards (NAAQS). Delineate all current hotspots ozone & carbon monoxide hotspots and take all appropriate measures to address those hotspots		
Water quality	Encourage watershed-based regional flood and stormwater management Avoid new development in designated flood plains and implement federal flood hazard reduction standards in areas subject to tidal flooding Reduce water consumption/manage water consumption to avoid needing additional infrastructure Manage development to avoid surface and groundwater degradation and convey stormwater to surface water bodies at a quantity, quality, and rate equal to that which would be achieved through natural processes Coordinate state, regional, and local land use planning with the Statewide Water Supply Master Plan Protect and enhance wetlands & other water-dependent ecosystems Identify locally important aquifer recharge areas, wellheads, headwaters, reservoirs, and other sensitive surface water resource systems and manage activities in areas containing, or adjacent to, these systems Use naturally functioning systems and nonstructural methods for stormwater management and flood control (Green Infrastructure) wherever practicable; otherwise design and construct adequate flood protection facilities		
PROTECT THE ENVIRONMENT, PREVENT AND CLEAN UP POLLUTION GOAL			
Brownfield Remediation	Give public resources and assistance priority to communities with well-thought-out brownfield redevelopment strategies Plan, locate, and market redevelopment projects to capitalize on opportunities presented by brownfield sites and to coordinate community planning efforts with all levels of government	Utilize brownfield redevelopment as economic development.	While the Master Plan does not include information related to brownfields, the City is working to redevelop the former landfill and Wiley Acres.

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
Waste Management & Recycling	Promote multi-jurisdictional planning, design, and siting of waste management and disposal facilities and self-sufficiency in waste management Decrease the size of the waste stream by reduction at the source, promotion of reusing materials, and development of markets for recycled goods Remove hazardous wastes from the solid waste stream Develop educational programs for residents	The City partners with BHS, AmeriCorp, Littoral Society, and Give Something Back Foundation to carry out multiple river/park clean up events which occur 2-3 times per year since 2012. The City has a UEZ program within the business district.	The Cumberland County Authority (The Authority) provides waste management and recycling services to the City of Bridgeton. The City provides curbside leaf and brush pick-up which is transferred to a composting facility.
PUBLIC FACILITIES / INFRASTRUCTURE GOAL			
Infrastructure Investment Priorities	The highest priority should be given to infrastructure projects and programs statewide that mitigate life-threatening situations and emergent threats to the public's health and safety, The second-highest priority should be given to maintenance, repair, and system preservation of infrastructure Create functional plans which should include capital plans (i.e. schools, emergency response, community facilities), utilities and sewer system maintenance/installation that is in line with water quality goals Coordinate infrastructure investments with those of surrounding and overlapping jurisdictions	Reinforce public safety image (working with police department.) Plan for traffic improvements at Broad and Commerce intersection. Develop better access to Route 55. Upgrade alleys from Laurel to the plaza. The City implemented a façade improvement program in conjunction with Main Street over 2 phases for 15-20 facades using UEZ funds.	A lot of goals and initiatives in line with SDRP goals. More information could be provided related to capital improvements and clean energy. City is looking to convert the former landfill to a solar field. While the City does not have an ordinance requiring EV charging spaces, the Checklist for Development requires EV charging.
Mobility & equal Access	Provide greater accessibility to rail and bus transit systems/stops and improve mobility within neighborhoods Complete intra- and inter-modal transportation linkages that capitalize on land use, economic development, density, employment opportunities, mass transit facilities, and opportunities to complete coverage of transit corridors Emphasize the movement of people rather than the movement of vehicles by investing in public transportation and prioritizing the needs of pedestrians and bicyclists Establish a working partnership between transportation agencies, local governments and the private development community to strengthen the linkages between land use and transportation Enhance the movement of goods throughout New Jersey by investing in a comprehensive network for regional and interstate commerce Evaluate the positive and negative impacts of every transportation project on public health, natural & historic resources, air quality, energy use, and decarbonization particularly in underserved communities Promote market-based incentives to alleviate congestion (congestion pricing) & utilize existing capacity (carpooling, public transit, telecommuting) Make appropriate transportation investments that consider seasonal demands and tourism	Improve neighborhood street signs. Require bike paths for any new riverfront developments or parks. The Bridgeton Area Transport Service helps meet goal of vanpool services to employment nodes and training programs, and it is a free shuttle with suggested donations that covers a circuit of employers, retail, and doctor's offices within City limits. City's goal is to develop a pedestrian network City-wide. The focus has been walking paths in City Park including Raceway revitalization (completed), installation of sidewalks, and trail planning for capped landfill. City is working with NJ DOT on many of the mentioned goals. Provide better connected between fountain and the Plaza, as well as between boat ramp and Riverwalk (the City designated Boat Ramp for use as a food truck park, increasing foot traffic, and upgrades are slated for the fountain area.	The City's local policies are aligned with the subgoal of Mobility and Equal Access. The City has NJ Transit bus service, as well as Cumberland Area Transit Service (CATS). The City has a sidewalk ordinance that meets RSIS standards.

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
Clean Energy	<p>Promote and encourage the development of and expanded use of environmentally sensitive, renewable energy resources and energy conversion processes that reduce the demand for fossil fuel consumption</p> <p>Ensure that adequate energy capacity exists to meet statewide demands through conservation, cogeneration and either facility additions or upgrades.</p> <p>Promote the use of energy efficient transportation vehicles and systems, industrial processes, buildings and building systems</p>		The City's Master Plan could include additional information related to clean energy.
Public Health	<p>Lead abatement in older homes and drinking water infrastructure</p> <p>Improving obesity outcomes through a physical planning framework that encourages active living choices, programs that address food deserts, and public education on health & wellness</p> <p>Relocating air polluting facilities to more suitable locations, and / or mothballing them</p>	Lead-based paint removal program is part of ongoing assessments in the CDBG Home Rehabilitation Program.	The City could benefit from a Health Systems Master Plan Element.
HOUSING GOAL			
Housing	<p>Municipal master plans and development regulations should provide a reasonable balance between residential and other land uses, to achieve sensible ratios between housing and jobs, housing and retail, housing and open space, and housing and other uses; different housing types, to address the full range of housing needs and preferences (different age groups, income levels, mobility options, and lifestyles); and housing costs, with an emphasis on quality affordable housing, housing tenures, and residential arrangements.</p> <p>Encourage & support housing maintenance</p> <p>Promote innovative public/private partnerships for housing development and redevelopment</p> <p>Coordinate the siting of housing with the State Plan, the provision of community services, and employment opportunities</p> <p>Prohibit discriminatory lending practices and promote and enforce fair lending practices</p> <p>Encourage the adaptive reuse of obsolete commercial, industrial, and civic buildings for housing.</p>	<p>Zoning ordinances revised in 2012 and included downtown-upstairs living in CBD and other selected industrial to residential areas in census tract 205.3. Continue housing and neighborhood redevelopment efforts.</p> <p>Consider using housing restoration as an economic development tool. The City pursues code enforcement and created a Vacant and Abandoned Property Tool Kit via Ordinance 18-3 pursuing an aggressive enforcement/registration regime. The City holds auctions for City-owned vacant houses/properties.</p> <p>First-time homebuyers program: City utilizes CDBG funds for its Community Housing Development Organization (CHDO) offering down payment and closing cost assistance to applicants.</p> <p>The CHDO receives CDBG funding to undertake first-time homebuyer counseling and financial literacy.</p> <p>Housing rehab has increased under CDBG program grants for qualified applicants.</p>	<p>City's initiatives and goals support the goals of the SDRP. A lot of redevelopment work, restoration, and resources for residents and future homeowners.</p> <p>Bridgeton is also participating in the 4th Round of Affordable Housing. The City agreed with the DCA assessment that the municipal present (rehabilitation) obligation of 290 units and a prospective (new) obligation of 0 units are appropriate.</p>

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
ECONOMIC GROWTH GOAL			
Economic Development	Identify and target those economic sectors with the greatest growth potential and public benefit	<p>2016 Economic Development Action Agenda report shows the available commercial and industrial parcels to encourage development and redevelopment. Identify priority sites and projects. Revitalize downtown area for an entertainment district theme. Ongoing identification of industrial target industries and coordination of recruitment with other economic development entities. Explore Freshwater Tidal Marsh Center and establish mini-parks south of Broad Street. Develop data on sites and program support to foster neighborhood retail growth, and identify and rezone key areas to support that growth.</p>	<p>Economic growth is a significant goal of the City and is intertwined with many of the other goals. City's goals and programs are mostly in line with those of the State.</p>
	Provide skills training, leadership counseling and training, and financial assistance, including microloans, to small business enterprises, with special targeting of women and minority groups.	<p>Expand and continue training programs for the Food Innovation Center and English as a Second Language programs. Implement programs through the school system to promote teaching Spanish as a second language. City partners with LEADA for Spanish training programs for Spanish entrepreneurs. Seek Bridgeton Workforce Investment Board Office and Programs (City has a strong working relationship with WDB and participates in hiring events.) Develop and implement more workforce preparedness, intern, and apprenticeship programs.</p>	
	Promote the retention and expansion of existing businesses, home-based businesses, the relocation of businesses from other states or abroad, and the creation of new businesses	<p>Recruit and inform developers about plans. Recruit desired types of businesses (through mail, engagement, marketing, research.) Expand business retention and attraction efforts. Encourage businesses reflecting the City's cultural diversity.</p>	
	Enhance domestic tourism	<p>Develop marketing materials for attraction efforts (current programs include mailing lists for City Park and billboards.) Develop riverfront activities and events to draw visitors (City has "Sunday Night Concert Series," food trucks at Boat Ramp, and walking events through downtown/City Park.) Implement walking tours of the Historic District of the City, and publicize and promote historic and cultural attractions in the city. Seek funding to better and more widely publicize City historic and cultural activities. Ensure zoning and regulation for the Historic District permit and foster the development of Bed and Breakfast Facilities. Encourage ecotourism. Develop brand or image for the city (new City seal created.)</p>	
	Provide support to the State's Main Streets, Special Improvement Districts, and Business Improvement Districts	<p>Harmonize UEZ, Main Street, and Commercial zoning. Bridgeton is UEZ designated and wants to expand business participation in program. Coordinate tourism efforts with Main Street program, other communities, and regional programs. Improve signage, wayfinding, and gateways.</p>	

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
Economic Development (cont.)	<p>Provide adequate capital facilities, whether publicly or privately owned or maintained, in line with capital plans to meet desired economic development objectives</p> <p>Encourage the clustering of compatible industries in ways that reduce natural resource consumption and minimize industrial waste and pollution</p> <p>Promote the creation and expansion of businesses that use raw materials from renewable sources including recyclable materials</p> <p>Promote planning, investment, and maintenance of maritime facilities and public-use airports</p>	<p>Improvements recommended for City Park are included in the master plan reexamination and include short and long term priorities, including capital improvements.</p> <p>Develop coordinated business programs, hours, parking, promotions, events.</p> <p>Monitor port and rail activity in South Jersey.</p>	<p>Economic growth is a significant goal of the City and is intertwined with a lot of the other goals. City's goals and programs are mostly in line with those of the State.</p>
ARCHEOLOGICAL, HISTORIC, CULTURAL, SCENIC, OPEN SPACE, AND RECREATIONAL VALUE GOAL			
Scenic, Recreational & Open Space Resources	<p>Coordinate regional, county, and municipal land use/open space plans with the State Open Space and Outdoor Recreation Plan</p> <p>Ensure that there are adequate indoor and outdoor recreational facilities</p> <p>Connect large contiguous tracts of forest, grasslands, and other natural lands</p> <p>Implement the New Jersey Trails Plan including rails-to-trails conversions and greenway systems</p> <p>Where appropriate, promote and encourage the protection and enhancement of privately owned tracts of open space, wetlands, or forest lands,</p> <p>Ensure that residents are no more than a 10-minute walk from open space</p> <p>Map critical slopes, manage their character, and enforce strict development performance standards on critical slopes</p> <p>Map & manage important forest resources and maintain & expand existing urban canopies</p>	<p>Continue upgrading and maintaining existing facilities. City undertook major renovations of Johnson Reeves playground (completed), installed a splash park in City Park with mini golf and basketball courts, and has a pending HDSRF application at the State for Tin Can site. Seek funding to support upgrades and maintenance (City obtained Green Acres funding for numerous projects.) City is exploring opportunities for recreation/community centers, especially for youth programs and training. Promote ecotourism along the river. The City partners with Main Street & Chamber of Commerce to hold events such as "Riverfest." Determine funding and personnel capacity to hold a Rhododendron Festival. Realign benches to promote group seating, provide amenities to encourage visiting the area (City completed creation of a downtown pocket park with cafe tables/seating.) Kayak and canoe rental are available for Sunset Lake. Change ordinances to encourage river-oriented uses (in 2012, the Floodplain district was renamed the Waterfront District and river-oriented uses were permitted.)</p> <p>Expand Cohansey Greenway.</p> <p>Evaluate acquisition of access to west bank of river at the south end of Water Street to open this area to the public.</p> <p>Develop mini or neighborhood parks in under-served areas. City created a mini park at the intersection of South Avenue and Grove Streets, completed downtown Pocket Park in CBD, and created a domestic violence "serenity garden" in City Park.</p>	<p>Open space, recreation, and historic preservation are very important goals for the City as they are tied directly to economic growth and development goals. More information could be provided on open space programs beyond recreational-focus, but goals and initiatives of the City are mostly aligned with the State's.</p>

Category	Sub Goals	Planning Goals & Current Conditions	Assessment
Historic & Cultural Resources	<p>Identification and protection of historic areas, historic sites, historic landscapes, archeological sites, and scenic corridors</p> <p>Support museums, libraries, interpretive centers and archives, and other public buildings as repositories of past culture and showcases for contemporary culture</p>	<p>Historic preservation ordinance updated in 2012. Inventory all buildings and structures within historic district. Inventory remainder of Bridgeton as funding allows. Historic Commission Education and involvement with Code Enforcement. Historic Commission involvement with Planning Board to develop strategies for redevelopment.</p> <p>City provided CDBG funding to local nonprofit Center for Historic American Building Arts to hold neighborhood-based workshops for residents and translate historic guidelines into Spanish.</p>	The City's Master Plan is aligned with the State's goal for Historic and Cultural Resources.
REVITALIZATION GOAL			
Revitalizing & Recentering Older Centers and Underutilized Urbanized Areas	<p>Correct the phenomenon of communities that exhibit Center-like features adopting inappropriate suburban models</p> <p>Reinvestment should make areas less auto-oriented, more pedestrian-friendly, and more interconnected to improve mobility</p> <p>Redevelopment plans should reintroduce Center-like features & beautify public spaces</p> <p>Reverse interventions that have erased natural features and integrate any recoverable natural features into redevelopment</p>	<p>Revisit and amend redevelopment plans. Ensure zoning for commercial areas along Route 77 supports a range of uses and increased development.</p> <p>Conduct a parking study (parking considered on an "as needed basis." Develop a pedestrian network city-wide. Improve signage, wayfinding, and gateways.</p> <p>Implement and continue clean-up and beautification programs (Mayor implemented best garden, best holiday decoration, litter marshals program.) Prepare redevelopment plan for CBD Redevelopment Area. Resolve Port Authority and Port Authority Redevelopment Area issues and market area to developers. Market "Area in Need of Rehabilitation" designation, and coordinate with other development efforts.</p>	Revitalization goals are mostly in line with SDRP goals.
AND INTEGRATED PLANNING GOAL			
Comprehensive Planning	<p>Integrate planning with neighboring municipalities, the county, regional bodies, and statewide planning initiatives</p> <p>Ensure that land use patterns encourage the goals of the state plan including reducing sprawl, improving walkability, mixing uses, and protecting natural features</p> <p>Apply design principles to create and preserve spatially defined, visually appealing, and functionally efficient places in ways that establish a recognizable identity, create a distinct character, and maintain a human scale</p>	<p>Consideration has been given to creating greenways along the Cohansey River in conjunction with Fairfield Township but funding has yet to be identified.</p> <p>Continue Southeast Gateway Neighborhood Strategic Plan implementation.</p> <p>Improve neighborhood street signs. The City funded 3 murals in downtown including Laurel Theater, Pocket Park, and Val Mode building. The City is renovating Nail House as a welcome center and implemented food trucks near downtown. Publish and disseminate guidelines on streetscapes and urban design depending on streetscape involved. The City funded CHABA to carry out workshops on historic preservation and design guidelines and also translated guidelines into Spanish.</p>	Could include more details about collaborative work being done with other municipalities, county, regional bodies, and state.