

RESOLUTION NO. 2021- 468

RESOLUTION OF THE CITY OF VINELAND, COUNTY OF CUMBERLAND, STATE OF NEW JERSEY TO PURSUE PLAN ENDORSEMENT AND AUTHORIZATION TO SUBMIT THE MUNICIPAL SELF-ASSESSMENT REPORT TO THE STATE OFFICE OF PLANNING ADVOCACY.

WHEREAS, the State Planning Act recognizes that New Jersey requires sound and integrated land use planning and coordination of planning at all levels of government in order to conserve the State's natural resources, revitalize its urban centers, protect the quality of the environment, and provide needed housing and adequate public services at a reasonable cost while promoting beneficial economic growth, development and renewal; and

WHEREAS, Plan Endorsement is a voluntary review process developed by the State Planning Commission to provide the technical assistance and coordination of the State for municipalities, counties and regional agencies to meet the goals of the State Planning Act and the State Development and Redevelopment Plan ("State Plan"); and

WHEREAS, the purpose of the Plan Endorsement process is to increase the degree of consistency among municipal, county, regional and state agency plans with each other and with the State Plan, and to facilitate the implementation of these plans to guide where and how development and redevelopment can be accommodated in accordance with the State Development and Redevelopment Plan; and

WHEREAS, the State Planning Rules and Plan Endorsement Guidelines incorporate, and expand upon, the principles of the Municipal Land Use Law in order to help municipalities plan for a sustainable future; and

WHEREAS, the State Planning Rules and Plan Endorsement Guidelines require the preparation and submission of a Municipal Self-Assessment (MSA) Report as the means by which a municipality assesses the consistency of its existing community vision and planning documents with the State Plan; and

WHEREAS, the State Planning Rules and Plan Endorsement Guidelines require citizen participation in the Plan Endorsement process; and

WHEREAS, the City of Vineland intends to expand its Green Team with additional citizen members, and to designate the expanded Green Team as the City of Vineland's Plan Endorsement Advisory Committee; and

WHEREAS, the City of Vineland's Planning Consultant, Clarke Caton Hintz, has prepared a MSA Report pursuant to the State Planning Rules and Plan Endorsement Guidelines; and

WHEREAS, the Mayor and Council of the City of Vineland concur with the narratives, conclusions, and recommendations in the proposed MSA Report; and

WHEREAS, *N.J.A.C. 5:85-7.13* provides that any endorsement may be revoked if the New Jersey Office of Planning Advocacy determines that the City of Vineland has made substantial changes to its endorsed plans so that the plans of the City of Vineland are no longer consistent with the State Development and Redevelopment Plan.

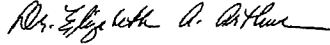
NOW, THEREFORE, BE IT RESOLVED that the Mayor and Council of the City of Vineland hereby expressly state the intention of the City of Vineland to pursue Plan Endorsement by the State Planning Commission; and

BE IT FURTHER RESOLVED that the Mayor and Council of the City of Vineland authorize the MSA Report to be submitted to the State Office of Planning Advocacy for consideration and review as part of the effort to pursue Plan Endorsement; and

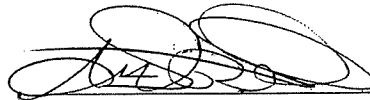
BE IT FURTHER RESOLVED that the Municipal Clerk of the City of Vineland shall transmit a copy of this Resolution and the Notice as required by the State Planning Rules to the State Planning Commission and the Office of Planning Advocacy.

Adopted: October 12, 2021

CITY OF VINELAND

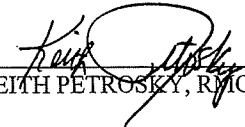


DR. ELIZABETH A. ARTHUR
PRESIDENT OF COUNCIL



HON. ANTHONY FANUCCI, MAYOR

ATTEST:



KEITH PETROSKY, RMC, MUNICIPAL CLERK

October 12, 2021

Date

CERTIFICATION

I, Richard G. Franchetta, RMC, EJD, Deputy Municipal Clerk of the City of Vineland, Cumberland County, New Jersey, do hereby certify that the foregoing Resolution is a true and correct copy of a Resolution adopted by the Council of the City of Vineland, at a meeting conducted on October 12, 2021, at the City Hall, Vineland, New Jersey.

(SEAL)



Richard G. Franchetta, RMC, EJD
Deputy Municipal Clerk

Vineland DRAFT Municipal Self-Assessment

INTRODUCTION

The City of Vineland is seeking Plan Endorsement under State Planning Commission guidelines. Plan Endorsement is one part of the process that ensures coordination across all levels of planning in New Jersey and is grounded in a mutual effort to achieve the goals and objectives of the State Planning Act. The process of Plan Endorsement involves state review of local land-use practices and the ultimate goal is adoption of a Planning Implementation Agreement, upon which the City of Vineland will base its future planning.

The three key principles on which the City's 2008 Master Plan is based include:

- Balanced land use, comprising an appropriate mixture of different types of residential, commercial, industrial, farmland, and open space;
- Sustainable development, that can be supported by the City's finances, that doesn't consume more resources than the benefits it provides, and that can withstand the demands of a changing climate; and
- Equitable growth, in which the benefits are shared fairly among all stakeholders, and none are privileged at the expense of others.

Among the plan's stated objectives are:

- Preservation of agricultural lands and activities and the protection of open space through directing growth appropriately and limiting the expansion of water and sewer infrastructure so as to deter sprawl development;
- Improvement and expansion of housing choices through upgrading substandard housing, fostering adaptive reuse of vacant and under-utilized buildings, and provision of affordable housing; and
- Improving the visual appeal Center City and commercial corridors.

The City's 1998 Master Plan Re-Examination Report identified several issues requiring the City's attention, including unplanned commercial growth along Route 55 and the resulting decline of the downtown commercial district; developer-driven, leapfrog-style expansion of water and sewer infrastructure, often not concurrently; encroachment of development on agricultural lands; a shortage of lands for industrial uses; increased costs of deferred maintenance of public facilities; and a zoning ordinance that did not reflect the principles and objectives of the Master Plan. A new zoning ordinance endeavored to address these issues. The 2008 Master Plan and Re-Examination Report further addressed these same issues, in part through revised zoning and the adoption of design guidelines for the downtown area. The 2018 Re-Examination Report highlights significant progress in addressing some of these same issues, but notes that in some cases challenges remain.

PURPOSE

While the City's downtown began losing investment with the development of post-World War II shopping centers on major arterial roads in suburbanizing areas of the City, it has enjoyed recent economic and residential revitalization. Vineland's eagerness to embrace available economic development tools and designations are evidence that persistent land use policies can lead to sustainable economic growth and has been a key to City economic successes in the face of countervailing forces. To that end, the City is pursuing Plan Endorsement in order to ensure that the current and future Sewer Service Area, as delineated on Cumberland County's map, located at the end of this report ahead of the appendices, remains essentially unchanged¹. Plan Endorsement will enable the City, the County, and the state Department of Environmental Protection to work together more effectively on the management of current and future Sewer Service Areas. Additionally, Plan Endorsement will help Vineland to gain prioritized scoring and preferential interest rates on loans from the state Infrastructure Bank for needed upgrades to its aging water and sewer infrastructure.

Plan Endorsement will also enable the City to work more efficiently with the state departments and agencies that administer the various economic development zones in the City: the state Office of Local Planning Services, which oversees its Opportunity Zone and which is responsible for designation of regional centers, of which Vineland-Millville is one; and the state Department of Community Affairs, which is responsible for the City's Urban Enterprise Zone and Main Street District.

Plan Endorsement will improve the City's point ratings for the allocation of State Municipal Aid transportation funding, which the City would designate for projects such as sidewalk improvements and expansion of its cycling network, to enhance pedestrian and cycling mobility and safety.

EXISTING CONDITIONS

Local and Regional Context; Physical Characteristics

Vineland is a city in Cumberland County, which is located in the southernmost part of New Jersey, in the central part of the three-county region that makes up the state's Delaware Bayshore. It is bordered to the north by Franklin Township and Newfield Borough in Gloucester County, and Buena Borough and Buena Vista Township in Atlantic County; to the west by Pittsgrove Township in Salem County and Deerfield Township, also in Cumberland County; to the south by Millville City; and to the east by Maurice River Township (both also in Cumberland County). The City encompasses approximately 69 square miles. The central portion is in Planning Area 1, the Metropolitan Planning Area of the State Development and Redevelopment Plan. Outside of that are areas designated as Planning Area 2, the Suburban Planning Area, and Planning Areas 4 and 5, the Rural Planning and Environmentally Sensitive Areas. Approximately 7% of the land at the eastern/southeastern edge of the city is designated as Planning Area 10 (the designation for the New Jersey Pinelands), and consists of mostly

¹ - Maps with the Municipal Self-Assessment include in order: Existing SSA, Zoning Map, Urban Enterprise Zones and Opportunity Zone Map.

undeveloped dense pine forest that runs from Union Road to the Manumuskin River at the City's boundary with Maurice River Township. In accordance with the guidance documents prepared by the New Jersey Office of Planning Advocacy, this report will address only the areas outside of the Pinelands.

Most of the central area of the City is part of the State Plan-designated Millville-Vineland Regional Center. State Route 55 runs north-south along the western edge of the city before changing course to a west-east route virtually at the boundary between Vineland and Millville, and then once again assuming a north-south alignment on the eastern edge of the developed portion of Millville. Route 55 ends just south of Millville at State Route 47, which is Delsea Drive, the original highway from the Delaware River to the Atlantic Ocean (hence Del-Sea). Route 55 and its continuation as Route 47 is a major route to the New Jersey Shore areas of Cape May County, Philadelphia (40 miles north-northwest via the Benjamin Franklin Bridge) and Wilmington, Delaware (40 miles northwest via the Delaware Memorial Bridge) are the closest regional metropolitan areas to Vineland.

The Maurice River runs south along the western edge of the City, fed by four major tributaries that run west to east. Portions of the Maurice River and its tributaries in Vineland (the Menantico Creek and the Manumuskin River, which run through the eastern portions of the City) are federally designated as Scenic Rivers because of their outstanding natural, cultural, and recreational value. In 1994 Vineland, together with Cumberland County and the municipalities of Millville, Buena Vista, Maurice River, and Commercial, signed a Memorandum of Understanding in which they agreed to adopt plans and zoning regulations to protect the river corridors.

The sections of the City located east of its downtown have traditionally been the home of Vineland's agricultural industry. While the character of this area has become increasingly more suburban over the last several decades, large expanses of farmland remain, especially east of Menantico Creek.

History

Vineland can trace its founding to 1861, when Charles K. Landis, a Philadelphia lawyer, businessman, and developer, decided to purchase 20,000 acres of land near Millville on the main railroad line connecting Millville to Camden (completed that same year). After having success founding and developing nearby Hammonton, Landis conceived a vision of a utopian new town that could accommodate farming as well as industry. He laid out the town in the spirit of Philadelphia, his home town, with a central town one mile square and a grid of streets surrounded by farmland. A central boulevard 100 feet wide and one mile long running east-west (Landis Avenue) was laid out as the town's main street. The original development regulations for the new town included requirements for building setbacks, street trees, and lawn areas. To discourage speculation, Landis also required that property owners build a house and live on their land within one year of purchase. Convinced that the local soil was ideal for grape growing, he named the community Vineland and began marketing the area to Italian immigrants. Landis promised low-priced plots of 20 acres surrounding the downtown with the stipulation that the land be cleared and actively cultivated for vineyards. Through aggressive advertising both locally and throughout the country, Landis was successful in persuading thousands of people to move to Vineland in just several years. The population of the now-incorporated Vineland Borough and surrounding Landis Township reached 6,500 by 1869.

Over the ensuing decades the town grew steadily in population and attracted various new industries, including clothing, food processing and glassmaking. In the early and mid-20th century the egg and poultry business became the dominant force in the local economy, employing 90% of the area's population in the 1940s. In July 1952, the Borough of Vineland and the surrounding Landis Township merged to form the City of Vineland. This merger is the reason for the City's unusually large size and diversity of land use, from urban to rural. The City's downtown continued to thrive as a regional center for commerce and retail activity through the early 1960s. Mirroring national trends, the local economy stagnated or declined through the 1970s and into the early 1980s as traditional poultry and industrial jobs left the area and suburban development brought competition to the downtown retail sector.

However, the health of the local economy began to reverse itself in the mid-1980s, spurred on in part by and the opening of the City's industrial park in 1976 and the establishment of the Vineland-Millville Urban Enterprise Zone in 1986. In addition, the opening of the first segments of Route 55 a decade earlier had begun to plant the seeds for economic recovery through improved vehicular connections with the rest of the region. Developers quickly recognized the opportunity and began developing the farmland that encircled the traditional downtown into subdivisions of single-family detached houses. New highway-oriented retail growth along Route 47 (Delsea Drive) soon followed, highlighted by the 1972 opening of the 900,000-square-foot Cumberland Mall adjacent to Route 55. With the completion of the Route 55 freeway in 1989, the City was now positioned as an attractive, lower-cost alternative to suburban areas in Camden and Gloucester counties. Since 1989, and especially during the housing boom of the first years of the 21st century, the City felt increasing development pressure as large areas of farmland to the east of the old downtown were converted to residential subdivisions. As a response, the City has pursued and continues to pursue farmland preservation strategies.

Demographics and Housing

Table 1: Demographics and Housing Summary

	Vineland	Cumberland County	New Jersey
Land Area (sq. mi.)	69.0	489.3	7,417
Population	60,034	149,527	8,882,190
Households	21,081	51,360	3,286,264
Average Household Size	2.9	2.9	2.7
Housing Units	22,573	56,448	3,616,614
Home Ownership Rate	13,895 (61.6%)	33,093 (58.7%)	57.1%
Vacancy Rate	1,492 (6.6%)	5,719 (10.1%)	10.6%
Median Household Income	\$54,476	\$54,587	\$85,751

	Vineland	Cumberland County	New Jersey
Per Capita Income	\$26,518	\$29,711	\$44,888
Poverty Rate	13.7%	13.2%	9.2%
Unemployment Rate	7.2%	7.6%	5.5%

Source: 2019 American Community Survey

A detailed demographic, housing and employment analysis for the City of Vineland is included in its 2015 Housing Plan Element and Fair Share Plan, which is attached to this assessment as an appendix. From the Housing Plan Element, we see that the fastest-growing age cohort in Vineland between the 2000 census and 2013 was the group aged 60-74, which grew by 33.8% during those 13 years, from 16.0% to 19.8% of total population. By contrast, Vineland’s overall population grew by 8.4% during that time. At the lower end of the age spectrum, the cohort aged 15 to 29 grew by 14.9%, from 19.1% of the total population to 20.3%.

Since the Housing Plan Element was adopted, the U.S. Census Bureau has released preliminary 2020 census figures for population and housing. Table 2 highlights the key demographic changes the City has undergone between the 2010 census and the newly released 2020 census municipal data; Tables 3 and 4 detail the same demographic changes at the county and state levels.

Table 2: Key Demographic Changes, City of Vineland, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Population	60,724	100%	60,780	100%	0.1%
Hispanic	23,093	38%	26,315	43.3%	14%
Caucasian	28,087	46.3%	23,626	38.9%	-15.9%
Black/African American	7,384	12.2%	7,403	12.2%	0.3%
Asian	1,011	1.7%	1,274	2.1%	26%
Age 18 or over	45,865	75.5%	46,574	76.6%	1.5%
Age < 18	14,859	24.5%	14,206	23.4%	-4.4%

Source: U.S. Census 2010, 2020

Table 3: Key Demographic Changes, Cumberland County, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Population	156,878	100%	154,152	100%	-1.7%
Hispanic	42,457	27.1%	53,054	34.4%	25.0%
Caucasian	78,931	50.3%	65,808	42.7%	-16.7%
Black/African American	29,376	18.7%	26,375	17.1%	-10.2%
Asian	1,854	1.2%	2,051	1.3%	10.6%
Age 18 or over	119,193	76.0%	118,421	76.8%	-0.6%
Age < 18	37,685	24.0%	35,731	23.2%	-5.2%

Source: U.S. Census 2010, 2020

Table 4: Key Demographic Changes, State of New Jersey, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Population	8,791,909	100%	9,288,994	100%	5.7%
Hispanic	1,555,144	17.7%	2,002,575	21.6%	28.8%
Caucasian	5,214,878	59.3%	4,816,381	51.9%	-7.6%
Black/African American	1,125,401	12.8%	1,154,142	12.4%	2.6%
Asian	719,827	8.2%	942,921	10.2%	31.0%
Age 18 or over	6,726,680	76.5%	7,281,310	78.4%	8.2%
Age < 18	2,065,229	23.5%	2,007,684	21.6%	-2.8%

Source: U.S. Census 2010, 2020

Compared to the County and the State, the City of Vineland saw a much larger relative increase in its Hispanic population, a group that was already a key demographic. Both the number and percentage of children under 18 dropped in the City, as it did to a much larger degree in the County, and in the State overall. A review of the Vineland School District's budgets from 2011 to 2020 shows that during this period, enrollment in the district's schools went from 10,060 to 9,958, a drop of 1.0%. These numbers confirm the continuing change in the proportion of various age cohorts, which has implications for future facilities planning, both for schools and for facilities such as senior centers and care facilities that serve older residents, and for transportation and land use planning as more and more residents age in place in locations that may be far from basic services and goods.

Housing

As will be discussed in more detail below, the 2015 Housing Plan Element shows that 80% of the housing stock in the City is more than 40 years old, and fully 8.6% of the City's housing stock is in the form of mobile homes. Tables 5, 6, and 7, below, which look at 2010 and newly released 2020 census data, show that the number of residents per occupied unit in New Jersey, and in Cumberland County and Vineland as well, is shrinking, which increases the demand for housing, especially for comparatively smaller units. The City's housing stock increased at a significantly faster rate than did its population, although, as with the County overall, its vacancy rate also increased slightly. (The State's overall vacancy rate decreased, an indicator that housing demand is outstripping supply in some areas.)

Table 5: Key Changes in Housing Stock, City of Vineland, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Housing Units	22,661	100.0%	23,477	100.0%	3.7%
Occupied	21,450	94.7%	22,176	94.5%	3.4%
Vacant	1,211	5.3%	1,301	5.5%	7.4%
Residents per Occupied Unit	2.83		2.74		-3.2%

Source: U.S. Census 2010, 2020

Table 6: Key Changes in Housing Stock, Cumberland County, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Housing Units	55,834	100.0%	57,119	100.0%	2.3%
Occupied	51,931	93.0%	52,649	92.2%	1.4%
Vacant	3,903	7.0%	4,470	7.8%	14.5%
Residents per Occupied Unit	3.02		2.93		-3.0%

Source: U.S. Census 2010, 2020

Table 7: Key Changes in Housing Stock, State of New Jersey, 2010-2020

	2010	2010 Percent of Total	2020	2020 Percent of Total	Percent Change 2010-2020
Total Housing Units	3,553,569	100.0%	3,761,229	100.0%	5.8%
Occupied	3,214,367	90.5%	3,426,102	91.1%	6.6%
Vacant	339,202	9.5%	335,127	8.9%	-1.2%
Residents per Occupied Unit	2.74		2.71		-1.1%

Source: U.S. Census 2010, 2020

Public Facilities

Public information from the **Vineland Public Schools** indicates the district includes one early-childhood learning center), eight elementary schools, four middle schools (including the recently completed Lincoln Avenue Middle School), and one senior high school, in addition to facilities targeted to specific curricula. During the 2019-2020 school year, the most recent year for which enrollment figures are available, the Vineland School District served 9,958 students according to their website, a drop of 1.0% from the 2010-2011 total of 10,060 students. Charter schools accounted for an additional 517 students in 2019-2020, the last year available.

There is one **public library** in the City of Vineland, on East Landis Avenue in the downtown district. There is one **institution of higher learning**, Rowan College of South Jersey, a recent merger of Rowan College of Gloucester County and Cumberland Community College, at the southwest edge of the city near the Route 55 interchange at exit 29.

With the closure of Newcomb Hospital, which had been located approximately six blocks east of South East Boulevard and three blocks south of Landis Avenue close to the downtown, the closest **emergency health facility** is Inspira Hospital, which opened in 2004, at the southwest edge of the city near the Route 55 interchange at exit 29.

According to the City's website, Vineland's **employers** comprise a diversified group of regional and international companies anchored by the food processing, cold storage, and scientific glass industries. It is also a center for pre-cast concrete production. Brands including Rich Products, Bridor USA, Hanover Foods, Corning, Archer Daniels Midland, Tyson Foods, and Gershheimer, are all located in the City. The City also developed two industrial parks adjacent to Route 55, both of which are filled.

Land Uses

A review of the City's 2020 MOD-IV data indicates land uses in Vineland include 36% open space and farmland; 36% residential including all multi-family, and 10% commercial and industrial, by acreage. The largest single property class by acreage is low-density residential (Property Class 2), and the largest property class by assessed value is the property owned by the City of Vineland, which represents almost

25% of all assessed property value in the City. Public and nonprofit-owned lands represent almost 25% of the total assessed acreage in the City. Table 8 provides more detail.

Table 8: Land Uses in Vineland

	Property Class	Number of Parcels	Acreage	Square Footage	Assessed Value 2020
Vacant land	1	1,158	3,515		\$50,768,700
Residential (<= 4 units)	2	15,991	16,455		\$255,483,600
Farmland	3A, 3B	873	9,936		\$51,548,600
Commercial	4A	1,289	3,198	1,236,496	\$807,343,800
Industrial	4B	163	1,557	185,892	\$255,940,200
Multi-Family (5+ units)	4C	61	185		\$109,099,400
Educational Facilities	15A, 15B	36	605		\$215,217,900
City of Vineland	15C	565	1,921		\$1,211,484,700
Cumberland County (all)	15C	17	46		\$16,489,600
Landis Sewerage Authority	15C	38	1,210		\$40,850,400
Vineland Housing Authority	15C	84	65		\$65,305,900
Vineland Development Corp.	15C	9	11		\$7,584,300
State of New Jersey (all)	15C	70	4,585		\$131,404,100
U.S. Government (all)	15C	3	37		\$6,253,500
Nonprofit/Other	15D, 15E, 15F	562	3,368		\$451,937,800
Total		20,973	46,692	1,422,388	\$4,886,712,500

Source: MOD-IV data 2020

Farmland and Open Space

In 1996 the City rezoned most of East Vineland to require larger lot sizes, which has been effective in maintaining this largely agricultural area and reducing the threat of loss of agricultural lands. The 2008 Master Plan recommended expansion of its existing Agricultural Development Area, and the establishment of an Agricultural Development Committee. The State Agriculture Development Committee lists nine farms in the City, totaling approximately 834 acres, that have been permanently preserved since 1990.

Transportation/Circulation/Movement of Goods

Two NJ Transit bus lines, Routes 313 and 408, run between Millville and Philadelphia. In addition, Route 553, operates between Upper Deerfield, Bridgeton, Millville and Atlantic City with a stop at the Vineland Transportation Center on West Landis Avenue. In addition to these three bus routes, NJ Transit operates Access Link for disabled persons unable to use the bus service. Access Link provides curb-to-curb pick up and drop off for origins and destinations within three-quarters of a mile of the

bus route. The closest train service is the Atlantic City line, stopping at Hammonton Station approximately 20 miles to the northeast. The County provides shuttle transportation from the Vineland Transportation Center to the City's industrial parks. However, the 2009 Circulation Plan Element noted that, despite the availability of bus service, utilization rates were low. The Plan made several recommendations for increasing ridership, including coordinating bus schedules with shift changes at major employers, more advertising, and better communications and messaging.

The City's industrial parks are situated close to the Route 55 interchange at Garden Road, allowing easy truck access. However, as the 2009 Circulation Plan Element noted, the City did not at the time have designated truck routes, and the plan recommended where such routes should be established.

The 2009 Circulation Plan Element recommended extension of the City's sidewalk network and expansion of designated cycling lanes. During the last decade, the City has been reconstructing Landis Avenue, the City's "Main Street," with road construction programmed over seven phases. The first three phases, which have been completed, are in the downtown. There are also three signal projects. In an effort to slow traffic and enhance pedestrian safety, Landis Avenue in this area was subject to a 'road diet', which reduced the number of lanes from four to two, and pedestrian crossings were significantly enhanced.

Cultural and Recreational Resources

The Landis Theater, originally a 1,200-seat, Art Deco-style movie theater, first opened in 1937. It was technologically advanced for the time, including innovations in the acoustic design of the hall, and provisions for future innovations in film production, sound, and even television. A block of seats had headphones for audience members who were hard of hearing. Décor included locally manufactured decorative glass blocks. In addition to movies, it also showcased many Vaudeville acts. The theater closed its doors in 1987, the victim of declining revenues against the new Demarco Cinemas nearby.

The Landis Theater was added to the National Register of Historic Places in 2000. It has since been entirely restored, and reopened in 2010 as the Landis Theater Performing Arts Center, a multi-purpose performance venue that seats 750.

For recreation, the City maintains 18 parks and recreational areas totaling approximately 405 acres, ranging in size and use from the 79-acre South Vineland Park on West Elmer Road and the Joseph E. Romano Sports Complex on Maple Avenue to the .25-acre mini-park on West Earl Drive. These recreation facilities encompass organized sports facilities, fishing lakes and ponds with boating facilities, picnic and grilling areas, a dog park and natural areas with trails for bird-watching.

The number and total size of the City's recreational facilities is slightly under the national average. The National Recreation and Parks Association estimates that a typical parks and recreation agency offers a park for every 2,277 residents and 9.9 acres of park and recreation land for every 1,000 residents, which would mean 26 parks covering 594 acres for a City the size of Vineland.

Economic Development; Redevelopment Areas

The City has worked to take full advantage of various economic development programs and designations in its efforts at economic revitalization. There are two federally designated Empowerment Zone areas in the City: One covers much of the downtown and extends west along Landis Avenue, and

the other is in the northwest corner of the City adjacent to the Route 55/Garden Road interchange. The census tracts covering the downtown and the adjacent area to the southwest have been designated as an Opportunity Zone pursuant to the 2017 federal Tax Cuts and Jobs Act. Most of the Route 47 corridor and the western part of Landis Avenue, as well as the Route 55/Garden Road interchange area and several other commercial nodes and corridors, have been designated by the state of New Jersey as an Urban Enterprise Zone, a designation that in 2018 had its expiration deadline extended to 2023. Lastly, the City established a Special Improvement District along Landis Avenue, which was later affiliated with Main Street New Jersey and Main Street America.

In addition, the City currently has five duly designated Areas in Need of Redevelopment:

Center City Redevelopment Area, first adopted in 2004. This redevelopment area covered then-census tracts 401 and 402 (the area bounded by Park Avenue, Myrtle Street, Chestnut Avenue, West Avenue, Landis Avenue, Orchard Road, Conrail and West Avenue). Three significant projects in this area were the construction of the Sabater Elementary School at Block 4009, Lot 6; the rehabilitation of the Landis Theater, a federally designated historic site, at Block 3022, Lot 8.1; and demolition of a dilapidated motel and construction of Landis Square, a Low Income Housing Tax Credit-funded project for seniors, at Block 4201, Lot 2.1. This redevelopment area was proposed to be eliminated in the 2020 amendment to the Land Use Plan Element of the Master Plan, after finding that the redevelopment designation had not been effective at incentivizing revitalization of residential neighborhoods. Elimination will require City Council action.

U-Pull-It Redevelopment Area, adopted in 2011 (note the DCA Community Asset Map says 2008). This site, a 14.4 acre parcel at Block 3503, originally Lots 5 and 6, now part of Lot 5, was once an automobile salvage yard. It was acquired and then sold by the City, and is now home to a new ShopRite supermarket and retail tenant spaces. One pad site remains to be developed.

Newcomb Hospital Redevelopment Area, adopted in 2012. This site, a 6.43-acre parcel at Block 4216, Lot 1, contained Newcomb Hospital until 2004, when the hospital was closed and replaced by a new consolidated regional hospital, now Inspira Medical Center Vineland, at the southern end of the City. A portion of the old hospital was rehabilitated for a new EMT station. The balance of the old hospital was demolished. A redeveloper has been named for a portion of the site and a two-phase Low Income Housing Tax Credit-funded project is planned that will produce 136 age-restricted affordable apartments. Phase I is scheduled to break ground this year. The City is endeavoring to find a redeveloper to build an assisted-living facility for the balance of the site.

Energy and Minerals Redevelopment Area, adopted in 2015. This site, a 274.39-acre parcel at Block 7503, lots 8, 33, 35, and 49, is in an industrial area at the southern edge of the City, and was a former sand mining operation. The City, in conjunction with the Cumberland County Improvement Authority, sold the land to NEP Real Estate of Vineland Urban Renewal, which is a real estate entity of Northeast Precast. Northeast Precast is consolidating its operations in Vineland. Phase 1 is completed, and Phase 2 is soon to open. The Energy and Minerals Redevelopment Plan was amended to allow the balance of the site to be used as a golf course, driving range, and clubhouse.

Vineland Construction Redevelopment Area, adopted in 2017. This is a 24.2-acre parcel at Block 2801, lots 5, 9, 10, and 11, which was previously a trucking operation. The Cumberland County

Improvement Authority, which acquired the property, prepared the redevelopment plan for the site. The goal of the plan is to reactivate the parcel for offices and light industrial uses. The State is a tenant in the renovated former corporate offices, and the City is a tenant in the renovated former maintenance garage. The balance of the property, including two warehouses, still needs to be redeveloped.

Vulnerable Populations

Non-citizens, households in poverty: In the 1950s the Hispanic population in Vineland was primarily Puerto Rican, and originally arrived seasonally to pick produce. They stayed with the growth of manufacturing jobs as the produce was processed and canned or frozen. Anecdotally, residents tell of a change in the makeup of the Hispanic population beginning in the 2000s, and it is now more Mexican and Central American, generally poorer than previous Hispanic residents and with less command of English.

Of Vineland's current population, the 2019 American Community Survey estimates that 11.3% are foreign born, and more than half of those are non-citizens. More than one-third – 37.9% – of residents speak a language other than English at home, 88% of whom speak Spanish. As discussed below, the overall poverty rate in the City is 13.7%, higher than either the County or the State, and the poverty rate among children under 18 years of age is 15.9% (not as high as the County's 17.1% child poverty rate, but higher than the State's 12.3%). Overall, 16.2% of households in Vineland receive SNAP food assistance. Of that group, 61.7% are of Hispanic ethnicity, although they are only 35% of total households in the City. Households in the City with children under 18 represent 45.9% of SNAP recipients, although they are only 34% of all households.

While it is difficult to quantify precisely the degree of overlap among people who are not citizens, households with children, households of Hispanic origin and where Spanish is spoken at home, people living in poverty, and households receiving food assistance, it is reasonable to assume that there is some percentage of households in the City to which all those descriptors apply, highlighting their particular financial and food insecurity. The possibility that some number of non-citizens lack immigration documentation means it is likely more difficult to reach them with available services, or in their language. The City will need to develop or deepen partnerships with private organizations serving these groups to help ensure that assistance reaches those most in need.

Older residents: As discussed above, the cohort of residents age 65 and older is growing, and will continue to do so as Baby Boomers move into old age. These residents will lose mobility as they age, either because they will no longer be able to drive or even because they will no longer be able to walk without assistance, and at the same time they will need greater access to various kinds of services. The City will need to start planning now for aging-friendly changes that will need to be made to keep these residents safe and healthy in their communities and to reduce the risk of deadly social isolation.

Residents of group quarters: Vineland was once home to three large facilities for the developmentally disabled (State School – Eastern Campus, State School – Western Campus, and Elwyn Institute). The movement to de-institutionalize residents resulted in the construction of numerous group homes in Vineland. There are also three nursing homes, two assisted living facilities and a residential facility for recovery from substance abuse.

Climate Change Vulnerabilities and Resiliency Planning

A national real estate brokerage firm, Redfin Real Estate, has recently begun publishing climate risk assessments for communities, using ClimateCheck's climate data and First Street Foundation's Flood Factor flooding risk data intended for future homebuyers. It gathers such data in an easily accessible format for the general public to understand. The data for Vineland identify heat and storm-related flooding as its two greatest climate-related risks. According to ClimateCheck's website, their ratings reflect hazard risk relative to the rest of the contiguous United States. Ratings are based on projected 2050 risk and the change from historical risk. A rating of 1 represents the lowest risk; 100 is the highest.

Increased flooding is an extreme risk for the City, rated by ClimateCheck at 80 out of 100, although most areas prone to riverine flooding are not developed. Only a limited number of homes along the Maurice River and the Menantico Creek are vulnerable to destruction from flooding. However, the City is experiencing more and more nuisance flooding due to the increased number and intensity of storms resulting from climate change. Unfortunately, neither the 2016 Federal Insurance Rate Maps ("FIRM") nor the State stormwater regulations addressed the issue of climate change. The City is requiring an extra foot of freeboard for anything built in a flood hazard area as a hedge against future flood map changes. Stormwater systems built today cannot handle the intensity of storms the City is experiencing. Intense storms frequently result in street and basement flooding, particularly at the headwaters of streams where the surrounding lands are flat and sandy and there are no defined channels.

The potential for **increased heat** is a moderate threat to the City, rated by ClimateCheck at 48 out of 100. The City has very productive farms that concentrate on the production of vegetables and herbs, crops that are very sensitive to heat. Increases in temperature may affect agricultural productivity, requiring either new or increased irrigation of existing crops, or a shift to crops that are more heat-tolerant. Heat may also put at life-threatening risk City residents who are living without air conditioning, which may be unaffordable to residents living below the poverty level.

OPPORTUNITIES AND CHALLENGES

The City's 2018 Master Plan Re-Examination Report identified several significant changes taking place in the City that have been, or will become, primary areas of focus.

As discussed above, the **economic security** of its residents is a primary concern for the City. The Great Recession of 2008 hit many southern New Jersey communities harder than other areas in the State, and those communities have been slower to recover. In 2019, 13.7% of residents in Vineland were living in poverty, a higher rate than New Jersey's 9.2%. More than 30% of employed residents in Vineland work in the healthcare and service industries, which have been heavily affected in several ways by the COVID-19 pandemic. The 2019 median household income in Vineland was \$54,476, significantly below New Jersey's \$85,751. In 2019, 38.4% of Vineland's housing units were rental units, and almost 60% of renter households were "housing cost-burdened," meaning they were paying more than 30% of their monthly income for housing. More than half of cost-burdened households were paying in excess of 50% of their monthly income in housing costs. Labor force estimates from the New

Jersey Department of Labor and Workforce Development for 2017 placed the Vineland-Bridgeton area in an official Labor Surplus Area, a federal high-unemployment designation that triggers certain types of aid.

The **median age of the City's housing stock** in 2021 is 50 years. The 2015 Housing Plan Element also noted that many housing units had incomplete kitchens or plumbing, and/or were overcrowded (more than 1.01 occupants per room). These are all census indicators of substandard housing conditions. As with many Urban Aid-eligible municipalities, Vineland's entire Prior Round and Third Round affordable housing obligation consists of a Rehabilitation share. The City has for many years administered a robust housing rehabilitation program, and between 2010 and 2021 had rehabilitated well more than 100 substandard housing units using federal Community Development Block Grant funds. In its efforts to stabilize certain residential neighborhoods, the City is continuing to identify and rehabilitate as many eligible substandard housing units as possible. The City also puts considerable effort into code enforcement and into the demolition of substandard structures to arrest the deterioration of neighborhoods.

As noted above, the **changes in the City's demographic profile** includes an increase in the number of older residents, a trend also identified in the 2015 Housing Plan Element and the 2018 Master Plan Re-Examination Report. The fastest-growing age cohorts between 2000 and 2013 were those between 55 and 75, a trend that will continue as the Baby Boomer cohort ages. This suggests a need to identify and prioritize ways to make the City more aging-friendly, particularly for those residents who will at some point no longer be able to drive. The 2018 Master Plan Re-Examination Report recommended the development of more housing in the Center City area, something that would help address this growing issue, as well as provide a larger customer base for downtown businesses (see below). The 2020 amendment to the Land Use Plan Element contemplated the establishment of Active Adult Districts, incorporating housing types suitable for older residents combined with requirements for active and passive recreation and walkable design. Two of the stated goals of the 2009 Circulation Plan Element were to extend the sidewalk network throughout the city, particularly in priority areas, and to support increased use of transit services, both of which will make the City more livable for older residents.

Economic revitalization, especially in its downtown area, is also a high priority for the City, which, as noted above, has taken advantage of various federal and State programs and designations in an effort to create jobs and additional tax revenues. The slow recovery from the Great Recession, combined with the economic fallout from the COVID-19 pandemic, has exacerbated the problem with retail/commercial development, not only in the downtown, but in all retail/commercial districts. Increasing the density and mix of uses in the downtown area is a strategy recommended in the City's planning documents to help address this major land use issue.

The 2018 Master Plan Re-Examination Report also recommended the expansion of lands zoned for industrial uses to meet increasing demand in areas with close access to the regional highway network and/or rail service, and the establishment of a small business technology center, potentially associated with the college. The expansion of industrial areas to provide job opportunities to one of the poorest counties in the State is the biggest issue facing the City. Proximity to Route 55, the only limited-access highway in Cumberland County, is an absolute necessity for any industry that serves a wider area than Vineland. Unfortunately, Route 55 closely parallels the Maurice River, an environmentally sensitive

area. Four of the major tributaries to the Maurice River traverse from east to west across the developed portion of the City before contributing to the main branch. While the State responded to the City's concerns about some of these tributaries being designated as Category 1 streams and removed them from the proposed list, there continues to be a problem with expanding the Sewer Service Area in areas near the stream corridors, even though existing environmental regulations will protect those natural resources (such as the application of riparian buffer setbacks). At this time, the City is only proposing retention of the previously approved Sewer Service Area and not expansion. If in the future it seeks a SSA amendment, it will follow all required environmental study to demonstrate the feasibility and lack of harm of such an expansion. The ability to provide properties in proximity to Route 55 with public sewer by being in the Sewer Service Area is of greatest importance to the City and is a major thrust of its strategy in providing additional economic security to its residents and hence economic revitalization to its commercial business community.

Greater revenues will be needed in order to help fund upgrades to the City's aging infrastructure, an issue identified in the 2018 Master Plan Re-Examination Report. The vicious cycle of deferred maintenance and, until recently, a declining tax base, coupled with the large percentage of property in the City that is owned by either a public or nonprofit entity and thus exempt from property taxation, means that, when deferred maintenance investments force emergency repairs, the higher costs fall most heavily on those least able to afford them.

A relative **lack of recreation and open space** for Vineland's population size was identified in the 2018 Master Plan Re-Examination Report as an issue that should be addressed. The report recommended the development of an Open Space and Recreation Plan Element. Additional open space would help ease the potential urban heat-island effect of climate change; would offer additional recreation opportunities for residents; would foster cleaner air and better health; and would help increase the value of nearby properties.

Status of Planning

The City last adopted a comprehensive Master Plan in the spring of 2008, although some elements of that plan, including the Utility Plan Element, the Community Facilities Plan Element, a Mobile Home Park study, the Stormwater Management Plan Element, and an amendment to the Land Use Plan Element to create an Institutional Campus area, all predate the 2008 plan and are incorporated into it. The 2008 Master Plan included Land Use, Housing, Conservation and Farmland Preservation Elements, as well as technical reports covering the City's land use, zoning, demographic and economic base; natural resources and environmental conditions; and a build-out analysis under the City's then-current zoning plan. A Circulation (Transportation) Plan Element was added to the Master Plan in 2009, and an updated Housing Plan Element and Fair Share Plan was adopted in 2015. The City adopted an amendment to its Fair Share Plan in 2020.

The City adopted Master Plan Re-Examination Reports in 1998; in 2000; in 2008, prior to adoption of the new Master Plan; and in 2018. The 2018 report recommended adding an Open Space and Recreation Plan Element to the Master Plan.

The City adopted an amendment to the Land Use Plan Element in 2020 that enacted many of the recommendations of the 2018 Master Plan Re-Examination Report, including expanding lands zoned for industrial uses, expanding and amending several business zones, including to allow for multi-

family housing, and amending several residential zones to encourage higher-density and mixed-use development. The Land Use Plan Element supported the rezoning of a number of parcels to meet these new objectives.

COMMUNITY VISION AND PARTICIPATION

The 2018 Reexamination Report of the Master Plan followed a series of workshop meetings with the Planning Board, citizens and landowners with specific land use policy requests that identified several key factors for the City's future development and redevelopment. From these meetings it became clear that the future of the downtown area was a consistent concern. In general, the downtown area was considered to be on the north and south sides of Landis Avenue, from Route 47 on the west to at least Myrtle Avenue on the east, and four blocks wide. Part of the concern was that the downtown lacks a critical mass of functions and amenities, attractive to all age groups but particularly the post-college group in their first job. Residents felt that adding residential units in the form of apartments in either all residential or mixed commercial and residential buildings in the downtown would provide new forms of housing not presently available in the City, provide new residents to support the downtown business economy, and achieve a critical mass that offers a destination different than the Cumberland Mall or highway shopping centers.

Secondly, the public input process also identified the community college, now Rowan College of South Jersey, and Inspira Hospital as potential catalysts for the development of new collaborative enterprises. The benefit of having incubator space associated with a community college has been demonstrated in other locations in New Jersey (notably at Rowan College of Burlington County) and in other states. The physical proximity of the two institutions and the availability of land just to the east suggested the ability to designate an area for flex space to promote jobs and innovation. In this same area, residents noted that other forms of housing, namely townhouse development, would provide for busy professionals working for these two institutions an alternative to the single family house and its maintenance responsibilities.

And finally, the public discussion around the 2018 Re-Examination Report focused on the possibility of developing some self-contained 55+ residential developments, perhaps at the Rudy's Airport site or near Giampietro Park. However, both of these locations would require amendments to the Sewer Service Area.

The City recognizes that it will need to engage its residents in the Plan Endorsement process. It has an existing Green Team, which it is planning to expand by adding citizen members, and it intends to designate the expanded Green Team as its Plan Endorsement Advisory Committee. The Committee will be responsible for developing a community outreach and visioning plan, and the City will support the Committee in implementing the plan.

RECENT AND UPCOMING DEVELOPMENT ACTIVITIES

Menantico Estates: Located on the south side of Menantico Road between Lincoln Avenue and Venezia Avenue, the developer of this site has received final major subdivision approval to subdivide two existing lots into 16 lots. Fifteen of the lots will be available for the construction of single-family dwellings and one lot is proposed for a stormwater basin. Recently recorded.

Presidential Heights: Located on the south side of East Chestnut Avenue between Highland Avenue and Brentwood Drive. The developer has received final major subdivision approval to create 13 new lots with one remainder lot. Eleven of the lots would be available for the construction of single-family dwellings, two lots are proposed for stormwater basins, and one lot will remain vacant. Recently recorded.

Newcomb Apartments: Located on the east side of State Street, south side of Almond Street and west side of Howard Street. The redeveloper of this project has received approval to develop two four-story low- and moderate-income age-restricted garden apartment buildings. Each building will consist of a total gross floor area of 60,520 square feet (15,130 square feet per floor) with a total of 65 one-bedroom units. The redeveloper is also proposing to modify the location of the existing southerly access drive. This redevelopment project is partially funded by the City revolving loan fund and tax credits. Phase I is scheduled to start construction in fall 2021.

Dollar General: Located on the northeast corner of the intersection of Main Road and Wheat Road. The developer of this project has received approval for a 10,813.44-square-foot retail store. Construction has not yet started.

Dollar General: Located on the west side of North West Boulevard between Weymouth Road and Arbor Avenue. The developer of this site has been approved for a 9,100-square-foot retail store. Construction has not yet started.

Safeway Freezer Storage Company: Located on Landis Avenue at North Mill Road. This project, now completed, involved construction of a new 19,000-square-foot warehouse building and improvements to an existing warehousing facility.

Rovagnati Meats: Located on Oak Road between Route 55 and North Mill Road. This is a 64,000-square-foot food processing facility, including both manufacturing and office space. It has recently received its Certificate of Occupancy.

Vineland Construction/Mavis Discount Tire: Located at 1403 West Landis Avenue. This site has a newly constructed 6,768-square-foot eight-bay Mavis Discount Tire auto repair facility.

Pinnacle Commercial Development/Mavis Discount Tire: Located at 3403 South Delsea Drive, Phase 1 of this project is a recently completed 6,714-square-foot eight-bay Mavis Discount Tire auto repair garage, and Phase 2 is a recently completed 3,000-square foot, 50-seat restaurant with a drive through.

Hutton Car Wash: Located at 105 South Delsea Drive, this project, currently under construction, will feature a 4,600-square-foot Modwash car wash.

VCC 1381 West Landis Avenue: Located on the southeast corner of West Landis Avenue and South Orchard Road, this is a recently constructed 2,208-square-foot, 51-seat Starbucks with a drive-through and a 2,002-square-foot retail store.

First Choice Freezers: This is a recently constructed 175,286-square-foot cold storage building located on the west side of North Mill Road between Almond Road and Landis Avenue.

STATEMENT OF PLANNING COORDINATION

The 2008 Master Plan included a detailed Statement of Plan Relationships, which highlighted the City’s policy of coordinating development with all surrounding municipalities. In addition, the Statement notes its Master Plan is consistent with the State Development and Redevelopment Plan; the Pinelands Comprehensive Management Plan; the 2002 Cumberland County Strategic Plan, which summarized the County’s recent planning activities and documents; and the County’s Solid Waste Management Plan.

In addition, the 2018 Master Plan Re-Examination Report discusses the influence that various other governmental agencies’ planning may have on the City of Vineland, including:

- 2008 New Jersey Long-Range Transportation Plan;
- 2010 Cumberland County Rails to Trails Feasibility Study;
- 2011 Cumberland County Open Space and Recreation Master Plan;
- 2013 Cumberland County Transportation Plan.

STATE, FEDERAL AND OTHER PROGRAMS, GRANTS, CAPITAL PROJECTS

In addition to the Federal and State grants enumerated on pages 112-115 of the City’s Auditor’s Report, the City’s Community Development Office received the following grants in 2020:

Source	Amount
American Rescue Plan	\$2,258,331
Community Development Block Grant	\$469,548
Cumberland County HOME	\$623,109
CV1 Coronavirus Relief	\$292,725
CV3 Coronavirus Relief	\$493,556

SUSTAINABILITY/RESILIENCY STATEMENT

The City has not yet addressed sustainability/resiliency in its land use plans or regulations. The City itself, however, has embarked on several initiatives. The City of Vineland Electric Utility has instituted an aggressive tree maintenance program to harden its distribution system. The City has also installed generators at critical facilities. While technically not part of City government, the Landis Sewerage Authority has started to address the vulnerability of pump stations located along streams in the City.

CONSISTENCY

When the City embarked upon its 1998 Master Plan, the effort was far more expansive than doing a traditional master plan. The project was funded by the City itself, the City Water Utility, the Landis Sewerage Authority, the City of Vineland Electric Utility and the Chamber of Commerce. The reason the effort was so expansive was that the City wanted all the entities that deal with development at the table so there could be consistency in plans. The goal was to have the City Master Plan and the Wastewater Management Plan consistent with the State Development and Redevelopment Plan. As a result, the City undertook several re-zonings to protect agricultural and environmentally sensitive lands. During the 2008 Master Plan process, there again was a partnership between the City and the Landis Sewerage Authority, since both the Master Plan and the Wastewater Management Plan were being worked on. The build-out analysis that was required for both efforts was shocking to the public. There was resistance to the rapid growth that the City was experiencing and again there was re-zoning, this time to reduce the potential number of housing units that could be built in the City.

The 2018 Master Plan Re-examination Report and Revised Land Use Element examined trends such as reduced demand for retail/commercial space because of internet sales, an aging population, and a poor population. Re-zonings were undertaken to allow for light industrial development in areas traditionally reserved for retail/commercial uses, in order to expand employment opportunities. Two areas were re-zoned to allow active adult communities. Areas permitting multi-family development were increased.

This year, the City recognized cannabis as a new industry that had the potential to provide good-paying jobs, so provisions have been incorporated into the Land Use Ordinance.

Consistency with the State Development and Redevelopment Plan

This section discusses consistency with regard to goals relevant to the City’s petition, along with related policies and indicators. In the tables that follow are listed the major goals that the State Development and Redevelopment Plan espouse, the policies that follow from the goals and then the progress indicators to measure whether New Jersey is attaining those goals. After each goal is a statement on any aspect of Vinelands’ planning goals that are relevant to the State’s goals.

STATE GOAL 1	POLICIES	INDICATORS
Goal 1: Revitalize the State’s Cities and Towns	Policy on Urban Revitalization - Prepare strategic revitalization plans,	Key Indicator 5. Progress in socioeconomic revitalization for the 68 municipalities

<p>STRATEGY: Protect, preserve and develop the valuable human and economic assets in cities, towns and other urban areas. Plan to improve their livability and sustainability by investing public resources in accordance with current plans which are consistent with the provisions of the State Plan. Leverage private investments in jobs and housing; provide comprehensive public services at lower costs and higher quality; and improve the natural and built environment. Incorporate ecological design through mechanisms such as solar access for heating and power generation. Level the playing field in such areas as financing services, infrastructure and regulation. Reduce the barriers which limit mobility and access of city residents, particularly the poor and minorities, to jobs, housing, services and open space within the region. Build on the assets of cities and towns such as their labor force, available land and buildings, strategic location and diverse populations.</p>	<p>neighborhood empowerment plans and urban complex strategic revitalization plans that promote revitalization, economic development and infrastructure investments, coordinate revitalization planning among organizations and governments, support housing programs and adaptive reuse, improve access to waterfront areas, public open space and parks, and develop human resources with investments in public health, education, work force readiness and public safety in cities and towns.</p>	<p>eligible for Urban Coordinating Council assistance</p> <p>Indicator 6. Percent of jobs located in Urban Coordinating Council municipalities</p> <p>Indicator 22. Percent of building permits issued in Urban Coordinating Council municipalities</p> <p>Indicator 27. Number of Neighborhood Empowerment Plans approved by the Urban Coordinating Council</p>
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Goal 1 Discussion: The City's 2008 Master Plan, as well as all Master Plan Re-Examination Reports, place a heavy emphasis on revitalizing the City's downtown, by attracting jobs and businesses, revitalizing substandard housing and adding new infill housing, and implementing design standards intended to give the downtown greater visual appeal.

STATE GOAL 2	POLICIES	INDICATORS
<p>Goal 2: Conserve the State's Natural Resources and Systems</p> <p>STRATEGY: Conserve the state's natural resources and systems as capital assets of the public by promoting ecologically sound development and redevelopment in the Metropolitan and Suburban Planning Areas, accommodating environmentally designed development and redevelopment in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, and by restoring the integrity of natural systems in areas where they have been degraded or damaged. Plan, design, invest in and manage the development and redevelopment of Centers and the use of land,</p>	<p>Policy on Water Resources - Protect and enhance water resources through coordinated planning efforts aimed at reducing sources of pollution and other adverse effects of development, encouraging designs in hazard-free areas that will protect the natural function of stream and wetland systems, and optimizing sustainable resource use.</p> <p>Policy on Open Lands and Natural Systems - Protect biological diversity through preservation and restoration of contiguous open spaces and connecting corridors; manage public land and provide incentives for private land management to protect scenic qualities, forests and water resources; and manage the character and nature of development for the protection of wildlife habitat, critical slope areas, water resources, and for the provision of adequate public access to a variety of recreational opportunities.</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Key Indicator 3. Percent of New Jersey's streams that support aquatic life</p> <p>Indicator 11. Conversion of wetlands for development</p> <p>Indicator 26. Percent of land in New Jersey covered by adopted</p>

<p>water, soil, plant and animal resources to maintain biodiversity and the viability of ecological systems. Maximize the ability of natural systems to control runoff and flooding, and to improve air and water quality and supply.</p>	<p>Policy on Coastal Resources - Acknowledge the statutory treatment of the coastal area under federal and state legislation, coordinate efforts to establish a comprehensive coastal management program with local planning efforts, undertake a regional capacity analysis, protect vital ecological areas and promote recreational opportunities.</p> <p>Policy on Special Resource Areas - Recognize an area or region with unique characteristics or resources of statewide importance and establish a receptive environment for regional planning efforts. The Highlands region has been recognized as the first Special Resource Area in New Jersey.</p>	<p>watershed management plans</p>
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Goal 2 Discussion: The City is committed to the preservation of its waterways that contribute to the Maurice River, which has a federal Scenic Designation south of the Millville sewage treatment plan. It has signed a Memorandum of Understanding with other municipalities in a collaboration to preserve these streams. In addition, the City is mindful of the threat posed by agricultural runoff, and is committed to working on this issue with the Cumberland Salem Soil Conservation District.

STATE GOAL 3	POLICIES	INDICATORS
<p>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</p> <p>STRATEGY: Promote socially and ecologically beneficial economic growth, development and renewal and improve both the quality of life and the standard of living of New Jersey residents, particularly the poor and minorities, through partnerships and collaborative planning with the private sector. Capitalize on the state's strengths — its entrepreneurship, skilled labor, cultural diversity, diversified economy and environment, strategic location and logistical excellence—and make the state more competitive through</p>	<p>Policy on Economic Development - Promote beneficial economic growth and improve the quality of life and standard of living for New Jersey residents by building upon strategic economic and geographic positions, targeting areas of critical capital spending to retain and expand existing businesses, fostering modern techniques to enhance the existing economic base, encouraging the development of new enterprises, advancing the growth of green businesses, elevating work force skills, and encouraging sustainable economic growth in locations and ways that are fiscally and ecologically sound.</p> <p>Policy on Agriculture - Promote and preserve the agricultural industry and retain farmland by coordinating</p>	<p>Key Indicator 1. New development, population and employment located in the Metropolitan and Suburban Planning Areas or within Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas</p> <p>Indicator 1. Average annual disposable income among New Jerseyans</p> <p>Indicator 2. Unemployment</p> <p>Indicator 3. Conversion of farmland for development</p>

<p>infrastructure and public services cost savings and regulatory streamlining resulting from comprehensive and coordinated planning. Retain and expand businesses, and encourage new, environmentally sustainable businesses in Centers and areas with infrastructure. Encourage economic growth in locations and ways that are both fiscally and environmentally sound. Promote the food and agricultural industry throughout New Jersey through coordinated planning, regulations, investments and incentive programs—both in Centers to retain and encourage new businesses and in the Environs to preserve large contiguous areas of farmland.</p>	<p>planning and innovative land conservation techniques to protect agricultural viability while accommodating beneficial development and economic growth necessary to enhance agricultural vitality and by educating residents on the benefits and the special needs of agriculture.</p> <p>Policy on Equity - It is the position of the State Planning Commission that the State Plan should neither be used in a manner that places an inequitable burden on any one group of citizens nor should it be used as a justification for public actions that have the effect of diminishing equity. It is also the position of the Commission that the achievement, protection and maintenance of equity be a major objective in public policy decisions as public and private sector agencies at all levels adopt plans and policies aimed at becoming consistent with the State Plan.</p>	<p>Indicator 5. Agricultural output</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 21. Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p>Indicator 22. Number of census tracts with more than 40% of the population living under the poverty level</p>
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Goal 3 Discussion: It is a long-stated priority of the City to foster economic growth in its downtown core, and in its industrial zones, as the City has become a growing center for light industry. This strategy leaves much of the eastern half of the City as either productive agricultural land or low-density residential development, and it is the intent of the City not to see development intensified outside its Sewer Service Area.

STATE GOAL 4	POLICIES	INDICATORS
<p>Goal 4: Protect the Environment, Prevent and Clean Up Pollution</p> <p>STRATEGY: Develop standards of performance and create incentives to prevent and reduce pollution and toxic emissions at the source, in order to conserve resources and protect public health. Promote the development of businesses that provide goods and</p>	<p>Policy on Air Resources - Reduce air pollution by promoting development patterns that reduce both mobile and stationary sources of pollution, promoting the use of alternative modes of transportation, and supporting clean, renewable fuels and efficient transportation systems.</p>	<p>Indicator 4. Percent of brownfield sites redeveloped</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 8. The generation of solid waste on a per capita and per job basis</p>

<p>services that eliminate pollution and toxic emissions or reduce resource depletion. Actively pursue public/private partnerships, the latest technology and strict enforcement to prevent toxic emissions and clean up polluted air, land and water without shifting pollutants from one medium to another; from one geographic location to another; or from one generation to another. Promote ecologically designed development and redevelopment in the Metropolitan and Suburban Planning Areas and accommodate ecologically designed development in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, to reduce automobile usage; land, water and energy consumption; and to minimize impacts on public health and biological systems, water and air quality. Plant and maintain trees and native vegetation. Reduce waste and reuse and recycle materials through de-manufacturing and remanufacturing</p>	<p>Policy on Energy Resources - Ensure adequate energy resources through conservation, facility modernization, renewable energy and cogeneration; to continue economic growth while protecting the environment; and to modify energy consumption patterns to capitalize on renewable, domestic energy supplies rather than virgin extraction and imports.</p> <p>Policy Waste Management, Recycling and Brownfields- Promote recycling and source reduction through product design and materials management and by coordinating and supporting legislative, planning and facility development efforts regarding solid and hazardous waste treatment, storage and disposal. Capitalize on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of these sites.</p>	<p>Indicator 9. Number of unhealthful days annually caused by ground-level ozone, particulate matter and carbon monoxide</p> <p>Indicator 10. Greenhouse gas emissions</p> <p>Indicator 13. Changes in toxic chemical use and waste generation (non-product output or NPO) by New Jersey's manufacturing sector</p> <p>Indicator 15. Vehicle miles traveled per capita</p>
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Goal 4 Discussion: The Landis Sewerage Authority has been a pioneer in the land application of effluent as well as the use of alternative energy sources to power its treatment plant. These include reclaiming methane from its digester and powering a gas turbine to generate electricity and provide heat. It has a large solar array and a wind turbine to provide electricity to the treatment plant.

STATE GOAL 5	POLICIES	INDICATORS
<p>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</p> <p>STRATEGY: Provide infrastructure and related services more efficiently by supporting investments based on comprehensive planning and by</p>	<p>Policy on Infrastructure Investments - Provide infrastructure and related services more efficiently by investing in infrastructure to guide growth, managing demand and supply, restoring systems in distressed areas, maintaining existing infrastructure investments, designing multi-use school facilities to serve as centers of</p>	<p>Key Indicator 4. Meet present and prospective needs for public infrastructure systems</p> <p>Indicator 14. The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p>

<p>providing financial incentives for jurisdictions that cooperate in supplying public infrastructure and shared services. Encourage the use of infrastructure needs assessments and life-cycle costing. Reduce demands for infrastructure investment by using public and private markets to manage peak demands, applying alternative management and financing approaches, using resource conserving technologies and information systems to provide and manage public facilities and services, and purchasing land and easements to prevent development, protect flood plains and sustain agriculture where appropriate.</p>	<p>community, creating more compact settlement patterns in appropriate locations in suburban and rural areas, and timing and sequencing the maintenance of capital facilities service levels with development throughout the state.</p> <p>Policy on Transportation - Improve transportation systems by coordinating transportation and land-use planning; integrating transportation systems; developing and enhancing alternative modes of transportation; improving management structures and techniques; and utilizing transportation as an economic development tool.</p>	<p>Indicator 16. Number of pedestrian fatalities in vehicular accidents on state roads</p> <p>Indicator 17. Increase in transit ridership</p> <p>Indicator 18. Percent of potable water supplies that meet all standards</p> <p>Indicator 19. Percent of development on individual septic systems</p>
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Goal 5 Discussion: The City of Vineland is committed to maximizing development where infrastructure already exists, and to increasing the tax base in the City in order to fund much-needed improvements where infrastructure is old and in need of repair. To do that, it intends to foster more commercial development in its downtown, and to expand housing choices there. In addition, it is the City's policy to coordinate with Cumberland County on transportation options, such as the County's shuttle services, in order to minimize the number of trips made by single-occupancy vehicles. Beyond these efforts, the sparser population in the region means there are fewer public transit resources to coordinate, and less opportunity to influence NJ Transit's capital priorities.

STATE GOAL 6	POLICIES	INDICATORS
<p>GOAL 6: Provide Adequate Housing at a Reasonable Cost</p> <p>STRATEGY: Provide adequate housing at a reasonable cost through public/private partnerships that create and maintain a broad choice of attractive, affordable, ecologically designed housing, particularly for those most in need. Create and maintain housing in the Metropolitan and Suburban Planning Areas and in Centers in the Fringe, Rural and</p>	<p>Policy on Housing - Preserve and expand the supply of safe, decent and reasonably priced housing by balancing land uses, housing types and housing costs and by improving access between jobs and housing. Promote low- and moderate-income and affordable housing through code enforcement, housing subsidies, community-wide housing approaches and coordinated efforts with the New Jersey Council on Affordable Housing.</p>	<p>Indicator 20. Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p>Indicator 24. Annual production of affordable housing units</p>

<p>Environmentally Sensitive Planning Areas, at densities which support transit and reduce commuting time and costs, and at locations easily accessible, preferably on foot, to employment, retail, services, cultural, civic and recreational opportunities. Support regional and community-based housing initiatives and remove unnecessary regulatory and financial barriers to the delivery of housing at appropriate locations.</p>	<p>Policy on Design - Mix uses and activities as closely and as thoroughly as possible; develop, adopt and implement design guidelines; create spatially defined, visually appealing and functionally efficient places in ways that establish an identity; design circulation systems to promote connectivity; maintain an appropriate scale in the built environment; and redesign areas of sprawl.</p>	
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Goal 6 Discussion: The City has been working consistently to rehabilitate substandard housing and stabilize neighborhoods in order to reduce blight and crime. In 2020 the City adopted an amendment to its Fair Share Plan in order to take advantage of several new opportunities for the development of affordable housing, both for older residents of the City and soon for families. One of the recommendations of the 2018 Master Plan Re-Examination Report was to develop infill housing in the City’s downtown area, both to provide greater housing choice, in particular for pre-child and post-child residents, and to provide a stronger customer base for downtown businesses. And finally, the City has adopted design standards to help ensure that new development and redevelopment are visually appealing.

STATE GOAL 7	POLICIES	INDICATORS
<p>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</p> <p>STRATEGY: Enhance, preserve and use historic, cultural, scenic, open space and recreational assets by collaborative planning, design, investment, and management techniques. Locate and design development and redevelopment and supporting infrastructure to improve access to and protect these sites. Support the important role of the arts in contributing to community life and civic beauty.</p>	<p>Policy on Historic, Cultural and Scenic Resources - Protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values.</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Indicator 12. Conversion of land per person</p>

Goal 7 Discussion: The Landis Theatre is the center of cultural activities in Vineland and reopened in 2010 after being closed for 23 years. It is also located in the Urban Enterprise Zone that has been used to provide funding for new business and downtown improvements.

STATE GOAL 8	POLICIES	INDICATORS
<p>Goal 8: Ensure Sound, Integrated Planning and Implementation Statewide</p> <p>STRATEGY: Use the State Plan and the Plan Endorsement process as a guide to achieve comprehensive, coordinated, long-term planning based on capacity analysis and citizen participation; and to integrate planning with investment, program and regulatory land-use decisions at all levels of government and the private sector, in an efficient, effective and equitable manner. Ensure that all development, redevelopment, revitalization or conservation efforts support State Planning Goals and are consistent with the Statewide Policies and State Plan Policy Map of the State Plan.</p>	<p>Policy on Comprehensive Planning - Promote planning for the public's benefit, and with strong public participation, by enhancing planning capacity at all levels of government, using capacity-based planning and Plan Endorsement to guide the location and pattern of growth and promoting cooperation and coordination among counties, municipalities, state, interstate and federal agencies.</p> <p>Policy on Planning Regions Established by Statute - The State Plan acknowledges the special statutory treatment accorded the New Jersey Pinelands under the Pinelands Protection Act, and the Hackensack Meadowlands under the Hackensack Meadowlands Reclamation and Development Act. The State Planning Commission is explicitly directed to "rely on the adopted plans and regulations of these entities in developing the State Plan." In the State Plan, these areas are considered Planning Regions Established by Statute.</p> <p>Policy on Public Investment Priorities - It is the intent of the State Plan that the full amount of growth projected for the state should be accommodated. Plan Strategies recommend guiding this growth to Centers and other areas identified within Endorsed Plans where infrastructure exists or is planned and where it can be provided efficiently, either with private or public dollars. (Designated Centers are included in the category of communities with Endorsed Plans.) Public investment priorities guide the investment of public dollars to support and carry out these Plan Strategies.</p>	<p>Key Indicator 6. The degree to which local plans and state agency plans are consistent with the State Plan</p> <p>Indicator 25. Municipalities participating in comprehensive, multijurisdictional regional planning processes consistent with the State Plan</p>

Goal 8 Discussion: By participating in the Plan Endorsement process, and as a State Plan-designated Regional Center, Vineland is demonstrating its commitment to comprehensive planning, and its continuing commitment to working with surrounding municipalities, the County, the South Jersey Transportation Authority, and the Pinelands Commission. Vineland's goal is to ensure that its planning is consistent at all levels, and Plan Endorsement will facilitate that.

State Plan-Designated Center

Vineland is part of the Vineland-Millville State Plan-designated Regional Center, and seeks to have that designation extended. It is not seeking any adjustments to its center boundaries, which have previously been recognized and approved by the State Planning Commission.

STATE AGENCY ACTIONS

The Landis Sewerage Authority has submitted an application to amend the Sewer Service Area for a sewer assessment project in the Utopia area, an existing neighborhood on the Menantico Creek that is experiencing increasing septic problems.

STATE AGENCY ASSISTANCE/EXPECTED BENEFITS

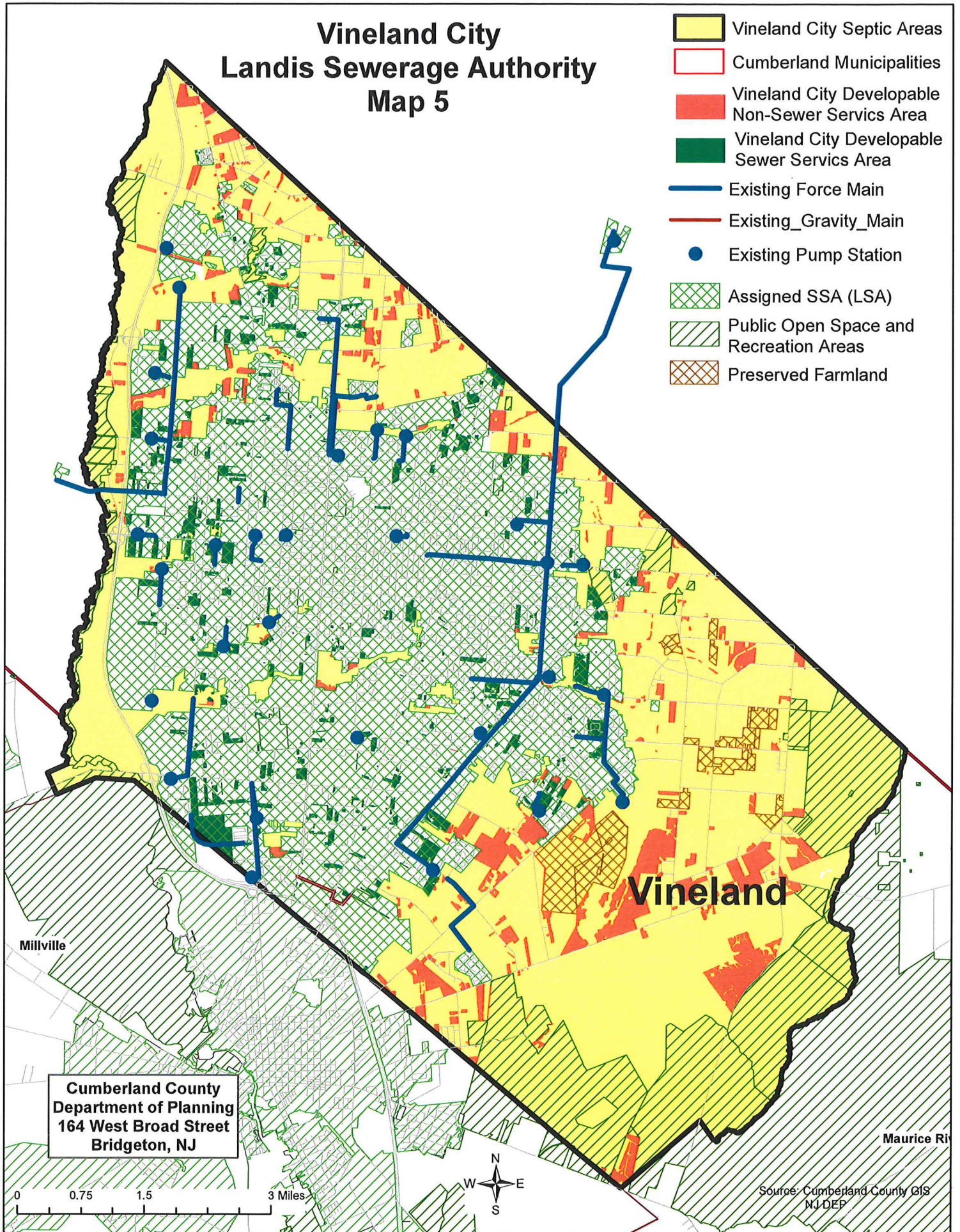
There are obvious significant economies, efficiencies and savings in the development process to be realized if various levels of government cooperate in preparing and adhering to sound and integrated plans. The City is committed to working with its governmental partners at all levels toward this alignment of goals and streamlining of processes. The primary benefit that the City expects from the Plan Endorsement process is the recognition and retention of the currently designated Sewer Service Area, which is key to enabling the City to further its goals for economic revitalization and growth. The City is endeavoring to acquire the State School – West Campus for industrial use, and is having environmental investigations done. The City is very interested in seeing the site redeveloped and reused as an industrial park, but cleanup without State assistance may well prove cost-prohibitive for the municipality. Additional benefits of Plan Endorsement include technical assistance with, and State investments in, transportation initiatives such as sidewalk and bicycle network expansion, technical and financial assistance for preservation and enhancement of scenic natural resources, and priority status for grants and loans that will further our joint objectives.

CONCLUSION

The City of Vineland seeks Plan Endorsement in order to ensure its current plans and strategies are aligned with State development and conservation policies and goals, and to streamline inter-governmental interaction and cooperation in the furtherance of those strategies and goals. The City also seeks continued certification of the Vineland-Millville Regional Center, and of its various Planning Area designations.

Vineland City Landis Sewerage Authority Map 5

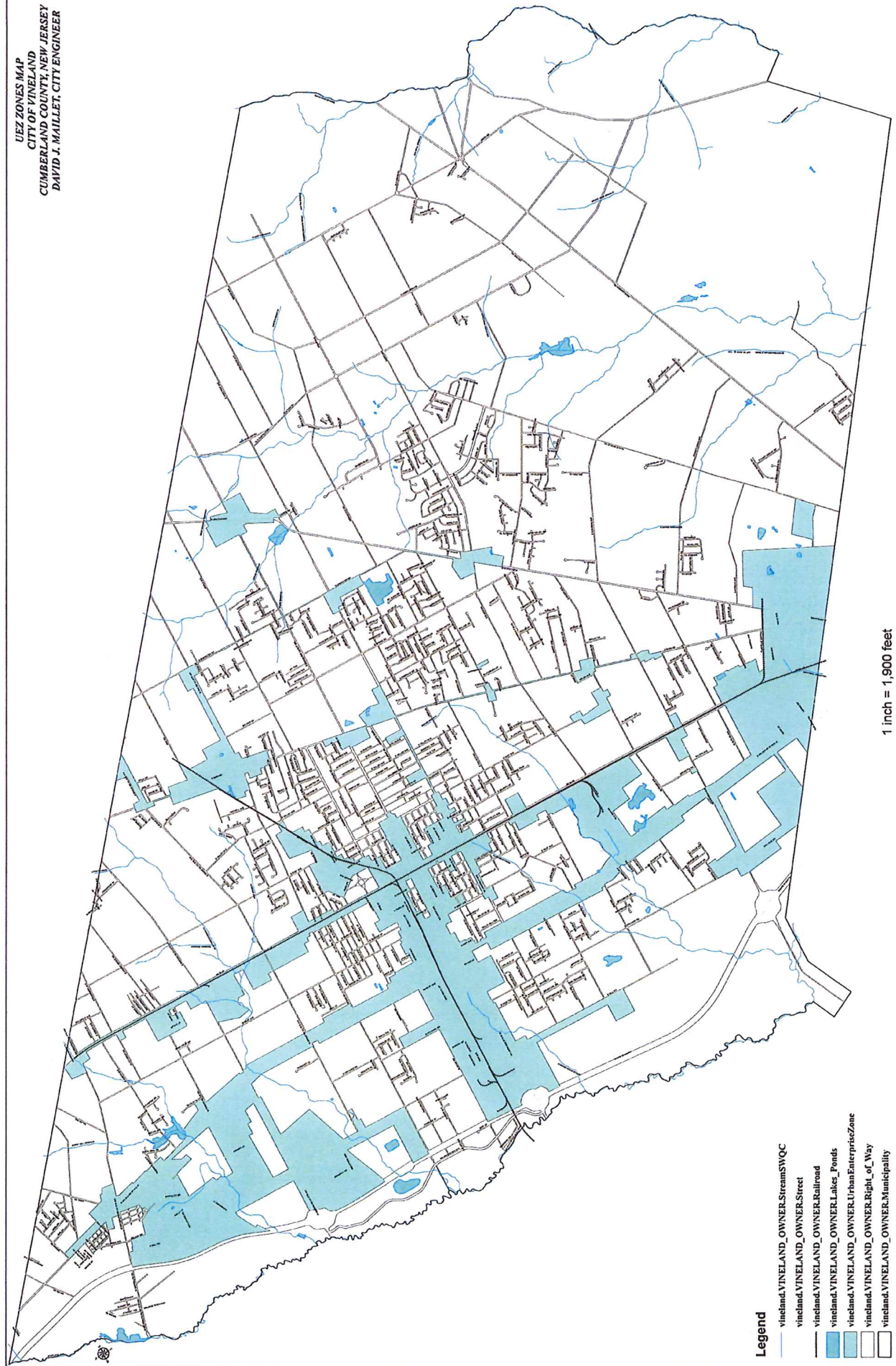
- Vineland City Septic Areas
- Cumberland Municipalities
- Vineland City Developable Non-Sewer Services Area
- Vineland City Developable Sewer Services Area
- Existing Force Main
- Existing Gravity Main
- Existing Pump Station
- Assigned SSA (LSA)
- Public Open Space and Recreation Areas
- Preserved Farmland



**Cumberland County
Department of Planning
164 West Broad Street
Bridgeton, NJ**

Source: Cumberland County GIS
NJ DEP

UEZ ZONES MAP
CITY OF VINELAND
CUMBERLAND COUNTY, NEW JERSEY
DAVID J. MAILLET, CITY ENGINEER

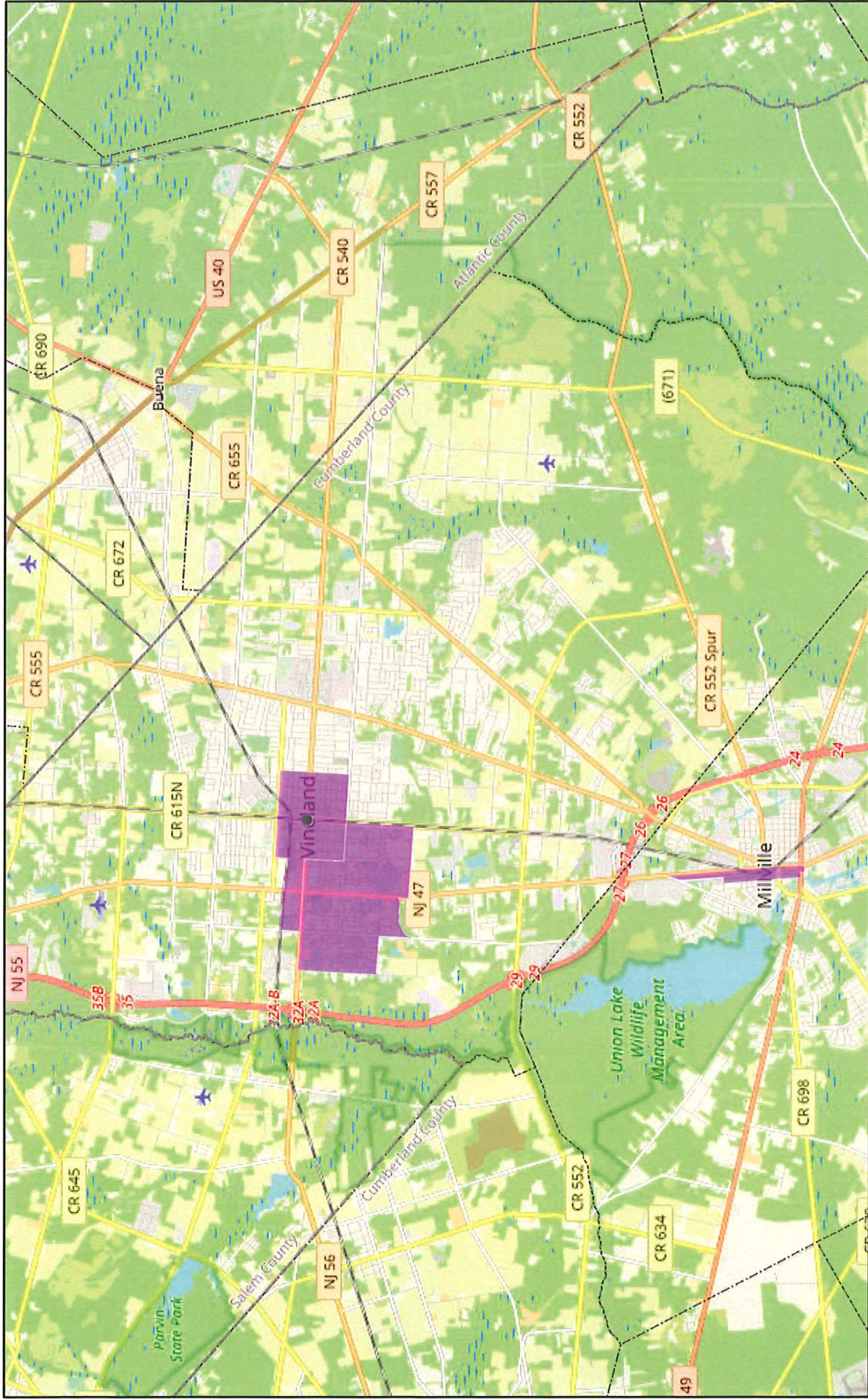


Legend




- vineLand.VINELAND_OWNER.StreamSWQC
- vineLand.VINELAND_OWNER.Street
- vineLand.VINELAND_OWNER.Railroad
- vineLand.VINELAND_OWNER.Lakes_Ponds
- vineLand.VINELAND_OWNER.UrbanEnterpriseZone
- vineLand.VINELAND_OWNER.Right_of_Way
- vineLand.VINELAND_OWNER.Municipality

1 inch = 1,900 feet

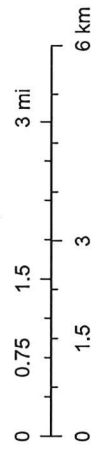
Vineland Opportunity Zone - Key Map



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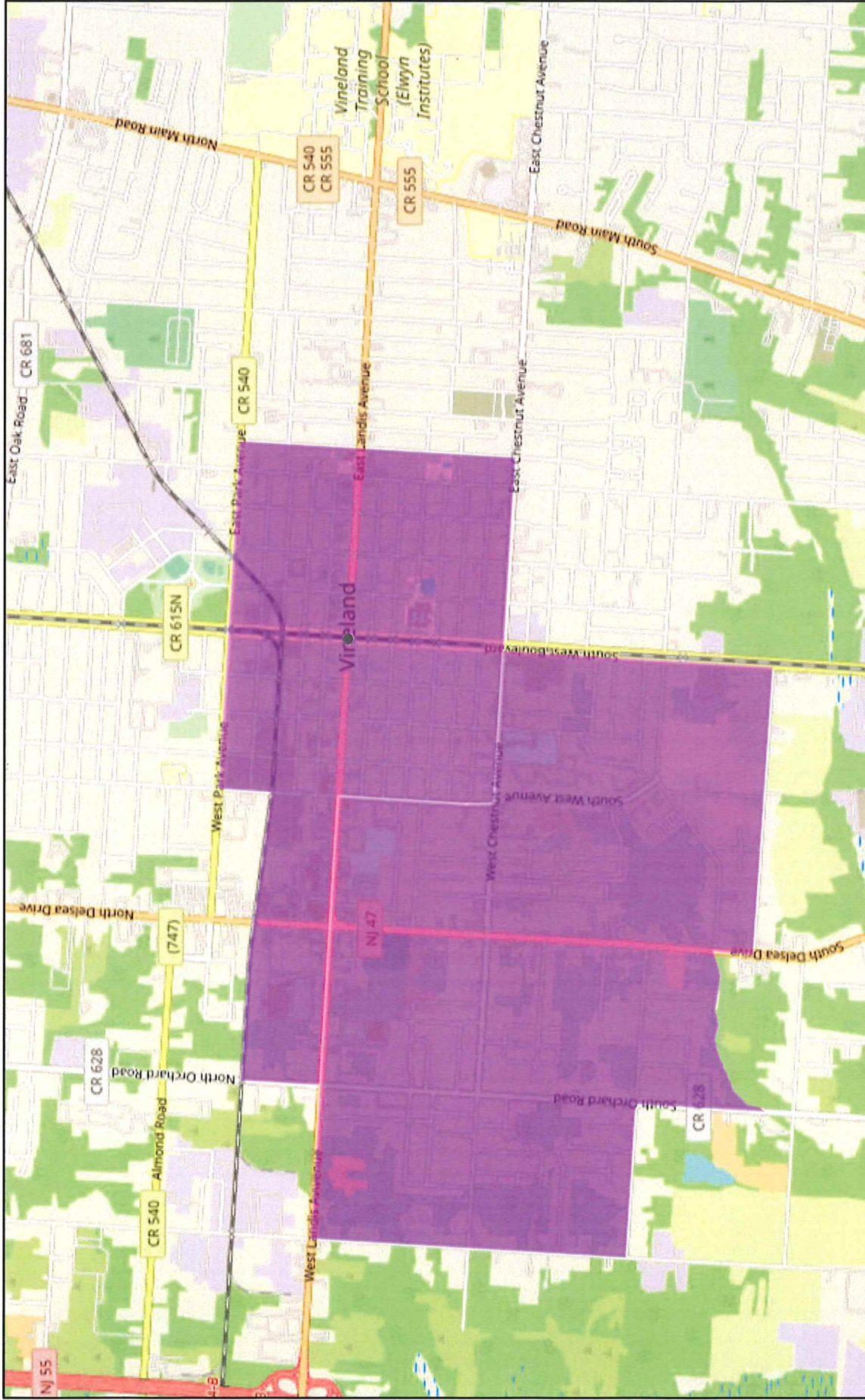
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Vineland Opportunity Zone - Enlargement



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- Override 1
- Municipalities
- Counties



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