BEVERLY CITY TCDI LAND USE INVENTORY





Burlington County, New Jersey

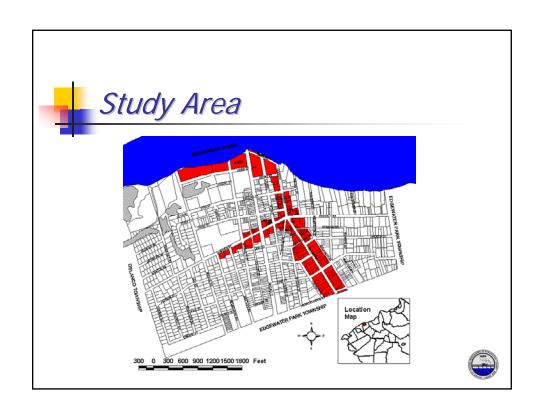


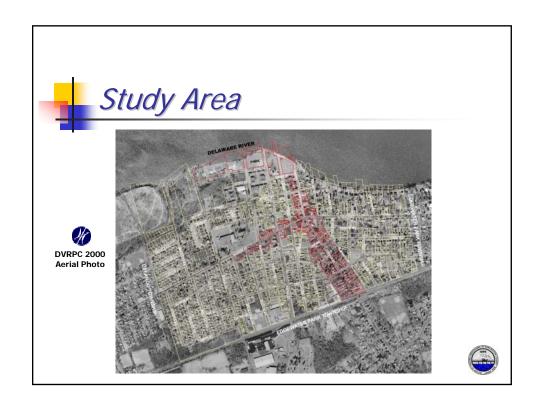
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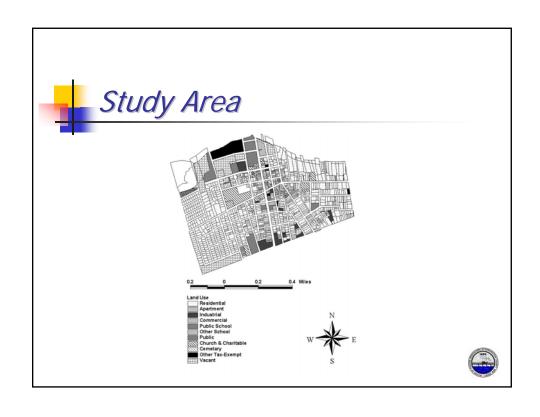


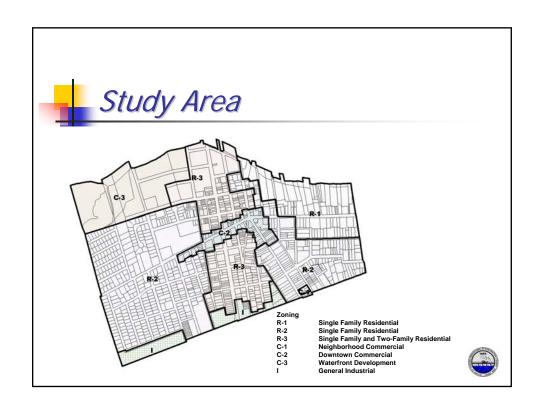


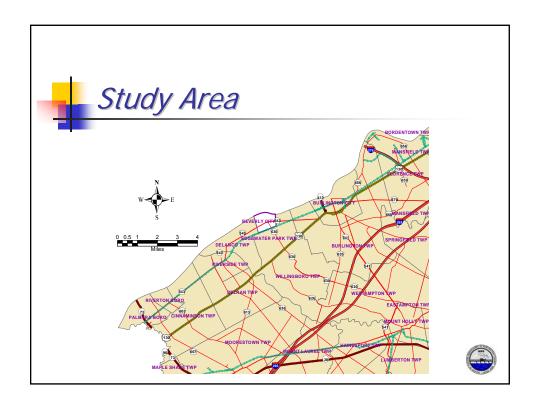
- Transportation and Community Development Initiative (TCDI)
 - For targeted areas of core cities and first generation suburbs
 - Plan, analyze or design projects or programs that both:
 - Enhance development or redevelopment, and
 - Enhance or improve efficiency of regional transportation systems.
- Beverly TCDI Land Use Inventory recommendations
 - July 2003 field survey
 - Use existing opportunities and assets, and improve or remove limitations and liabilities, to protect and improve the economic vitality, safety, and quality of life within the study area.













General Observations

Strengths/Opportunities:

- Great potential for supporting transit-oriented development.
- Most of the city is a short walk from the station and all of the city is within a short bicycle ride.



Weaknesses/Threats:

Housing opportunities, limited commercial development and the safety and attractiveness of local infrastructure significantly limit this potential.





Light Rail Station Area

Strengths/Opportunities:

 Well-positioned for substantial redevelopment as transit oriented development.



Weaknesses/Threats:

 Crossing Cooper Street and Railroad Avenue to access the Station platform, parking or neighborhood amenities requires crossing streets that could become increasingly busy and dangerous as traffic increases.





Cooper Street, 600 Block

Strengths/Opportunities:

- Located convenient to the River Line station and bus transit.
- Victorian architecture, large lots and commercial sites provide opportunities for rehabilitation and redevelopment.



Weaknesses/Threats:

 Numerous residences subdivided into multiple units, in poor repair, vacant or in absentee ownership.





Cooper Street, 500 Block

Strengths/Opportunities:

 Generally well-kept, owneroccupied Victorian residences provide an attractive "gateway" between the downtown and the station area.





Weaknesses/Threats:

Most residences subdivided into multiple dwelling units, requiring greater municipal and owner oversight to ensure appropriate property management and maintenance.



Cooper Street, 400 Block

Strengths/Opportunities:

- Achieve a smoother, more attractive, more functional transition between residential and downtown business areas by improving compatibility of permitted uses (such as service and community uses, library).
- Promote greater harmony in design through the City's redevelopment plan, design standards, developer agreements and incentive programs.



Weaknesses/Threats:

 Both residential and commercial properties experiencing high vacancy rates and disrepair, particularly where commercial and residential uses are adjacent.





Warren Street, 200-300 Blocks

Strengths/Opportunities:

- Downtown Beverly City is an attractive walking environment.
- Open space at Five Points changes identity and focus of the downtown.
- Neo-traditional design themes on north side of 200 block next to residential area.
- Classical design theme on south side of 300 block adjacent to automobile sales and service area could guide design of façade improvements and future neighborhood redevelopment.
- Two-story buildings provide opportunities for second floor residential flats (including live/work opportunities) or small offices.



Weaknesses/Threats:

- Warren Street in the "Five Points" area is in transition.
- Convenient public parking is limited and bicycles must compete with vehicles for the right of way.
- Many retail spaces are vacant or underutilized.
- Automobile-oriented services may require brownfield remediation if uses change in future redevelopment.



Warren Street, 400 Block

Strengths/Opportunities:

 Landmark buildings on south side and Post Office on northeast corner at Broad Street help to define "gateway" to Five Points downtown area from Broad Street, itself a gateway to Beverly City commercial district for vehicles and some bicycle and pedestrian traffic.



Weaknesses/Threats:

- Wood frame structures on north side not distinctive and possibly overutilized relative to probable original residential use. These structures may require significant resources to maintain or rehabilitate.
- Landmark buildings on south side may not be suitable for changes in use and the one wood frame structure may be in need of repair.
- Brownfield remediation may be necessary to redevelop properties on south side.





Warren Street, 500-700 Blocks

Strengths/Opportunities:

- Traces of an architectural vernacular exist, primarily in relation to neighboring residential areas. Future use or redevelopment of monastery, while outside (but adjacent to) TCDI study area, likely to determine area's future design and viability.
- Business zone overzoned but attractive and accessible for residential development at slightly higher densities to attract households with incomes and interests that support downtown business expansion as well as existing local establishments (which could continue or expand, with conditions, in new neighborhood commercial zones).







Warren Street, 500-700 Blocks



Weaknesses/Threats:

- No coherent design character; area remains in transition from residential to scattered site commercial development, probably occasioned by teardowns of damaged or obsolete houses.
- Perceptions of transition lead to perceptions of instability that at best undervalue and at worst devalue existing properties.
- Utility lines obscure and deform tree canopy.
- Without design guidelines or developer's agreement to define vision, future redevelopment likely to increase instability.





Cooper Street, 100-300 Blocks

Strengths/Opportunities:

- Cooper Street provides the most direct access to the Waterfront Park from Five Points and the River Line Light Rail Station.
- Delaware River visible, though relatively inconspicuous, feature.
- A coordinated and well-designed program of streetscape and building façade improvements to convert at least the 100 and 200 blocks into a "park lane" would invite visitors to pass through the Five Points area to the waterfront park area.







Cooper Street, 100-300 Blocks



Weaknesses/Threats:

- Narrow street width, disrepair of sidewalks, lack of street trees, shallow building setbacks confining the view and the lack of a terminal (landmark) view conspire to make Cooper Street uninviting as a gateway, particularly in comparison to Broad Street.
- No directional signage to guide southbound pedestrians, bicyclists and motorists from waterfront park through Five Points to River Line Light Rail Station.





Recommendations

"Curb Appeal" Transit Oriented
 Development at the Light Rail Station





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Recommendations



- Connecting the Light Rail Station to the Waterfront:
 - 1) "Gateway" Theme Lighting and Streetscaping
 - Install large planters with seating at edges and sufficiently massive to serve as barriers to vehicles jumping curbs.
 - Install 8-foot tall "theme" lamppost fixtures that supplement the tall street lighting now partially obscured by shade trees.
 - Establish design standards and capital plans specifying similar treatments in adjacent neighborhoods to be installed through both private and public redevelopment initiatives.
 - Treat Elizabeth Street as a secondary "gateway" for local residents with pedestrian crossings well marked and well lit to warn drivers and to protect pedestrians and cyclists.



Recommendations

- Connecting the Light Rail Station to the Waterfront:
 - 1) "Gateway" Theme Lighting and Streetscaping
 - 2) "Gateway" Boulevard
 - Public investment in façade improvements, landscaping and reducing number of residences divided into 3 or more apartments (and setting clear requirements for two-family residences, accessory apartments, home-based occupations and non-owner occupied dwellings) along Cooper Street extending from the River Line Light Rail Station through to the waterfront, can spur not only increased levels of property improvement and maintenance in targeted areas but in neighboring areas as well. Such investments will extend the public's sense of safety and prosperity required to encourage new private investment and consumer spending in the downtown.



Recommendations

- Connecting the Light Rail Station to the Waterfront:
 - 1) "Gateway" Theme Lighting and Streetscaping
 - 2) "Gateway" Boulevard
 - 3) Re-envisioning the Core
 - Replacing existing structures with new mixed-use retail and apartment building designs together with market rate condominiums (some with public "vest pocket" parks and some with large internal courtyards) may be the best approach to revitalize the downtown.
 - Intensive uses can provide population and incomes necessary to return life and disposable dollars into the business community needed to revitalize the downtown area.



