

BEVERLY CITY TCDI LAND USE INVENTORY

Burlington County, New Jersey



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EXECUTIVE SUMMARY

A land use inventory completed in early summer 2003 has identified specific opportunities to improve and revitalize the landscape, economic vitality, safety, and quality of life for the residents and business communities in the Cooper Street corridor of Beverly City extending from the Delaware River waterfront through the “Five Points” commercial district to the new River Line Light Rail station area. A four-part revitalization strategy is recommended, which can take place in sequence or simultaneously as resources become available:

- Create a “curb appeal” residential and neighborhood commercial gateway area visible from the Light Rail cars initially targeting the area between Railroad Avenue and Pine Street from Elizabeth to Laurel Streets and eventually extending westward to Cramer Avenue.
- Establish a uniform streetscape and sidewalk lighting “gateway” theme for Cooper Street to extend from the Railroad Avenue Light Rail station area (including the residential areas between Elizabeth and Laurel Streets) through the commercial and waterfront districts. Use a distinctive and artistic design for 8-foot tall sidewalk fixtures with decorative features evoking a traditional local theme or image.
- Create a boulevard feeling for the Cooper Street gateway using façade improvements and rehabilitation of residential and commercial buildings.
- Define a redevelopment vision and theme for the commercial district along Cooper, Warren and Bridge Streets. The theme should define both minimum and maximum bulk requirements, widen sidewalks, unify setbacks, provide mixed uses and open space, and set standards and color schemes for façades and signage.



Beverly/Edgewater Park Light Rail Transit Station

Specific observations and recommendations were made for each block in the study area using a Strengths/Weaknesses and Opportunities/Threats analysis:

<i>Block:</i>	<i>Strengths and Opportunities:</i>	<i>Weaknesses and Threats:</i>
General Observations	The study area generally has great potential for supporting transit oriented development. While the light rail station is separated by four blocks from the downtown, most of the city is a short walk from the station and all of the city is within a short bicycle ride.	At the time this inventory was conducted, housing opportunities, limited commercial development and the safety and attractiveness of local infrastructure significantly limited this potential.



<i>Block:</i>	<i>Strengths and Opportunities:</i>	<i>Weaknesses and Threats:</i>
Light Rail Station Area	The Light Rail Station area is well positioned for substantial redevelopment as transit oriented development.	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	Located convenient to the River Line station and bus transit. Victorian architecture, large lots and commercial sites provide opportunities for rehabilitation and redevelopment.	Numerous residences are subdivided into multiple units, in poor repair, vacant or in absentee ownership.
Cooper Street, 500 Block	Generally well-kept, owner-occupied Victorian residences provide an attractive “gateway between the downtown and the station area.	Most residences are subdivided into multiple dwelling units, requiring greater municipal and owner oversight to ensure appropriate property management and maintenance.
Cooper Street, 400 Block	A smoother, more attractive and more functional transition between residential and downtown business areas could be achieved within this block by improving the compatibility of permitted uses (such as service and community uses, including the library) and promoting greater harmony in design through the City’s redevelopment plan, design standards, developer agreements and incentive programs.	Both residential and commercial properties within this block are experiencing high vacancy rates and disrepair, particularly where commercial and residential uses were adjacent.
Warren Street, 200-300 Blocks (Downtown Beverly City)	Downtown Beverly City is an attractive walking environment. Replacement of the landmark building at the southeast corner of Five Points with open space (a proposed park) changes the identity and focus of the downtown. The north side of the 200 block of Warren Street provides neo-traditional design themes adjacent to a residential area and the south side of the 300 block of Warren Street provides a classical design theme adjacent to an automobile sales and service area that could guide the design of façade improvements and future redevelopment in the neighborhood. Two-story buildings provide opportunities on the second floor for residential flats (including live/work opportunities) or small offices.	Warren Street in the “Five Points” area is in transition. Dominant uses are restaurants, a bank and a large liquor store. 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.



<i>Block:</i>	<i>Strengths and Opportunities:</i>	<i>Weaknesses and Threats:</i>
Warren Street, 400 Block	Landmark buildings on the south side of Warren Street and the Post Office on the northeast corner of Warren and Broad Streets help to define a “gateway” to the Five Points downtown area from Broad Street, itself a gateway to the Beverly City commercial district for vehicular traffic and some bicycle and pedestrian traffic.	The wood frame structures on the north side of the 400 block are not distinctive and were possibly overutilized relative to their probable original residential use. These structures may require significant resources to maintain in functional and attractive condition or to rehabilitate. The landmark buildings on the 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 the south side of the 400 block.
Warren Street, 500-700 Blocks	There are traces of an architectural vernacular in the area, primarily in relation to neighboring residential areas. However, the future use or redevelopment of the St. Joseph Roman Catholic Church monastery property, while outside (but adjacent to) the TCDI study area, is likely to determine the future design and viability of this area. Even if the church site remains in institutional or civic use or is converted to senior citizen housing, the Business zone within the 500 through 700 blocks of Warren Street appears to be overzoned relative to the market for non-residential development in the City, particularly as vacancies persist in the downtown. Located on a County road, along regional bus lines and within walking distance to the River Line Light Rail station, this area is both attractive and accessible for residential development, and may accommodate residential uses in new and rehabilitated housing of slightly higher than existing densities. Such housing could attract households with incomes and interests that would support business expansion in the downtown as well as existing local establishments (which could continue or expand, with conditions, in new neighborhood commercial zones).	That there is no coherent design character to this area suggests that the area remains in transition from residential to scattered site commercial development, probably occasioned by teardowns of damaged or obsolete houses. Such a perception of transition leads to perceptions of instability that at best undervalue and at worst devalue existing properties. Further, utility lines obscure and deform the canopy of mature street trees over much of this portion of Warren Street. Without design guidelines or a developer’s agreement that define a vision for the future of this area, future development and redevelopment is likely to increase this instability.



<i>Block:</i>	<i>Strengths and Opportunities:</i>	<i>Weaknesses and Threats:</i>
Cooper Street, 100-300 Blocks	Cooper Street provides the most direct access to the Waterfront Park from Five Points and the River Line Light Rail Station. The Delaware River is visible looking north along this portion of Cooper Street. A coordinated and well-designed program of streetscape and building façade improvements that would convert at least the 100 and 200 blocks into a “park lane” would better invite visitors to pass through the Five Points area to the waterfront park area.	The narrow street width, lack of street trees, shallow building setbacks confining the view and the lack of a terminal (landmark) view combine to make Cooper Street uninviting as a gateway, particularly in comparison to Broad Street. Looking to the south, there is no directional signage to guide pedestrians, bicyclists and motorists from the waterfront park through Five Points to the River Line Light Rail Station.



Beverly City is ready and waiting for the future to arrive!



CONTENTS

<u>EXECUTIVE SUMMARY.....</u>	<u>i</u>
<u>1. PURPOSE.....</u>	<u>1</u>
<u>2. STUDY AREA</u>	<u>1</u>
<u>3. LAND USE INVENTORY.....</u>	<u>1</u>
General Observations	3
Light Rail Station Area.....	9
Cooper Street, 600 Block.....	17
Cooper Street, 500 Block.....	21
Cooper Street, 400 Block.....	21
Warren Street, 200-700 Blocks (Downtown Beverly City).....	27
Cooper Street, 100-300 Blocks.....	40
<u>4. RECOMMENDATIONS.....</u>	<u>45</u>
“Curb Appeal” Transit Oriented Development at the Light Rail Station	45
Connecting the Light Rail Station to the Waterfront: 1) “Gateway” Theme Lighting and Streetscaping	49
Connecting the Light Rail Station to the Waterfront: 2) “Gateway” Boulevard	50
Connecting the Light Rail Station to the Waterfront: 3) Re-envisioning the Core	50
<u>APPENDIX: PHOTO INDEX.....</u>	<u>51</u>

EXHIBITS

Exhibit 1: Beverly City TCDI Study Area.....	1
Exhibit 2: Street Location	2
Exhibit 3: Aerial Photograph (2000).....	4
Exhibit 4: Beverly City Land Use.....	5
Exhibit 5: Beverly City Zoning.....	5
Exhibit 6: Annual Average Jobs and Wages for Firms and Governments in Beverly City, 1999	6
Exhibit 7: Regional Highway Map	7
Exhibit 8: River Line Light Rail Station Chart	8
Exhibit 9: Light Rail Station Area, Aerial Photograph (2000)	10
Exhibit 10: Light Rail Station Area, Street Level (2003)	11
Exhibit 11: 600 Block of Cooper Street, Street Level (2003).....	17
Exhibit 12: 600 Block of Cooper Street, Aerial Photograph (2000).....	18
Exhibit 13: 500 Block of Cooper Street, Aerial Photograph (2000).....	19
Exhibit 14: 500 Block of Cooper Street, Street Level (2003).....	20
Exhibit 15: 400 Block of Cooper Street, Aerial Photograph (2000).....	23
Exhibit 16: 400 Block of Cooper Street, Street Level (2003).....	23
Exhibit 17: 200-700 Blocks of Warren Street, Aerial Photograph (2000).....	26
Exhibit 18: Area Location Map	28
Exhibit 19: 200-300 Blocks of Warren Street, Aerial Photograph (2000).....	29
Exhibit 20: 200-300 Blocks of Warren Street, Street Level (2003).....	29
Exhibit 21: 400 Block of Warren Street, Street Level (2003).....	32
Exhibit 22: 400 Block of Warren Street, Aerial Photograph (2000).....	33
Exhibit 23: 500-700 Blocks of Warren Street, Aerial Photograph (2000).....	37
Exhibit 24: 500-700 Blocks of Warren Street, Street Level (2003).....	38
Exhibit 25: 100-300 Blocks of Cooper Street, Aerial Photograph (2000)	41
Exhibit 26: 300 Block of Cooper Street, Street Level (2003).....	42
Exhibit 27: 100-200 Blocks of Cooper Street and Park Area, Street Level (2003)	43
Exhibit 28: Example Concepts for Light Rail Station Area Redevelopment.....	46
Exhibit 29: Example Concept for Railroad Avenue Redevelopment	47
Exhibit 30: Example Concept for Cooper or Laurel Streets at Railroad Avenue	47
Exhibit 31: Example Concept for Apartments and Flats near Station Platform	48
Exhibit 32: Example Concept for Station Area Townhouses	49

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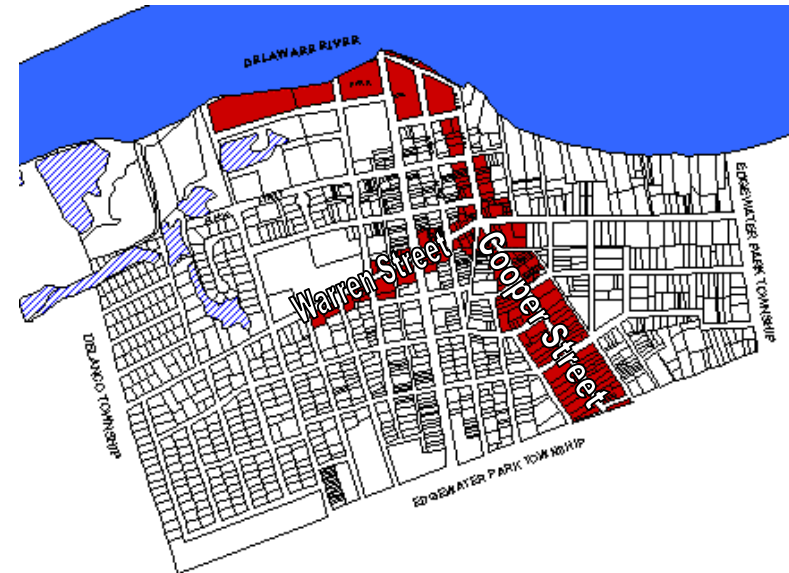
1. PURPOSE

The Transportation and Community Development Initiative (TCDI) provides funding in targeted areas of core cities and first generation suburbs to plan, analyze or design projects or programs that both enhance development or redevelopment and enhance or improve the efficiency of regional transportation systems. Beverly City's waterfront, downtown and new River Line Light Rail Transit station are linked within a Transportation and Community Development Initiative (TCDI) study area established by the Delaware Valley Regional Planning Commission. This report provides an updated inventory of land uses and conditions as of 2003 and initial recommendations for using existing opportunities and assets, and for improving or removing limitations and liabilities, to protect and improve the economic vitality, safety, and quality of life within the study area.

2. STUDY AREA

The TCDI study area includes properties in the Light Rail station area at Railroad Avenue and along Cooper Street, extending northward along Cooper Street to include the commercial district beginning at Church Street and extending into the commercial areas along Warren and Bridge Streets (between Melbourne Avenue and Walnut Streets), continuing north along Cooper Street to the waterfront (see **Exhibit 1**). This study addresses the TCDI Transit Oriented Development Study Area, which encompasses all of the TCDI Study Area south of Front Street. The area bounded by Front and Penn Streets to the south, Manor Road to the west, the Delaware River to the north and Cooper Street to the east are part of the Waterfront Park Study Area.

Exhibit 1: Beverly City TCDI Study Area

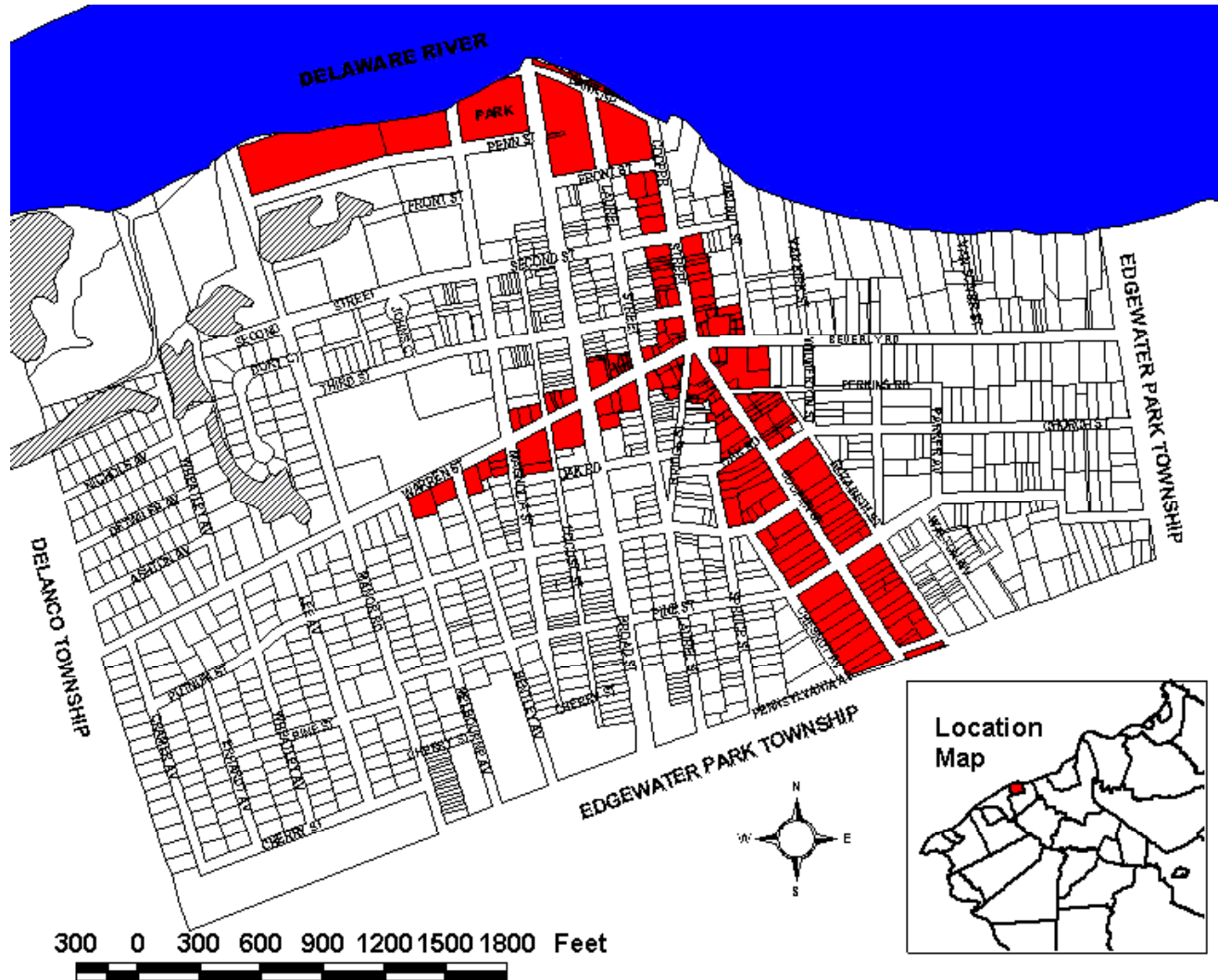


3. LAND USE INVENTORY

The land use inventory describes conditions for each block progressing from the River Line Light Rail station to the Delaware River waterfront primarily as of early summer 2003. In addition to the overview street location map (**Exhibit 2**), each block description includes street level and aerial photographs for reference.



Exhibit 2: Street and Wetland Locations



General Observations

An aerial photograph (**Exhibit 3**) and maps of zoning (**Exhibit 5**) and land use (**Exhibit 4**) provide an overview and context for the land use in the TCDI study area. The City of Beverly is 0.77 square miles in area (approximately 500 acres), bounded to the north by the Delaware River and to the south by the Conrail/Southern New Jersey Light Rail Transit System right-of-way. The land use is predominantly residential, with an estimated population of 2,676 in 2002 and a population density of 3,475 persons per square mile.

Strengths/Opportunities: *The study area generally has great potential for supporting transit-oriented development. While the light rail station is separated by four blocks from the downtown, most of the city is a short walk from the station and all of the city is within a short bicycle ride.*

Weaknesses/Threats: *At the time this inventory was conducted, housing opportunities, limited commercial development and the safety and attractiveness of local infrastructure significantly limited this potential.*

Housing

Most housing in the study area was built before World War II on narrow, deep lots and ranges from architecturally interesting to utilitarian. A number of lots, particularly those with single-family attached residences, were narrower still and appeared to have been subdivided from standard lots. Housing appearances also ranged from tidy through various states of disrepair, in part a reflection of the age of the units and probably also a reflection of the relatively low incomes of the city's residents. The 2000 Census reported that the median value of owner-occupied

housing was \$94,300 (the lowest among Burlington County's 40 municipalities) and the median monthly contract rent was \$645 (exceeding only Washington Township, Woodland and Wrightstown). Thirty percent of occupied units were rental units. Non-family households comprised 27.7 percent of all city households in 2000 with the average household size 2.77 persons and the average family size 3.23 persons. Nearly eight percent of all housing units were reported as vacant. In 1998, nearly half of the residential properties owned by entities outside of Beverly City (absentee ownership) were located in the TCDI study area, an indicator of high disinvestment in the housing stock.



Commerce

Commercial opportunities in the city are not only a function of land use and employment opportunities but also a function of the city's demographics that have provided a weak market for both labor supply and consumer sales.



Exhibit 3: Aerial Photograph (2000)



Exhibit 4: Beverly City Land Use



0.2 0 0.2 0.4 Miles

Land Use

- Residential
- Apartment
- Industrial
- Commercial
- Public School
- Other School
- Public
- Church & Charitable
- Cemetery
- Other Tax-Exempt
- Vacant

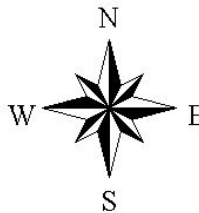
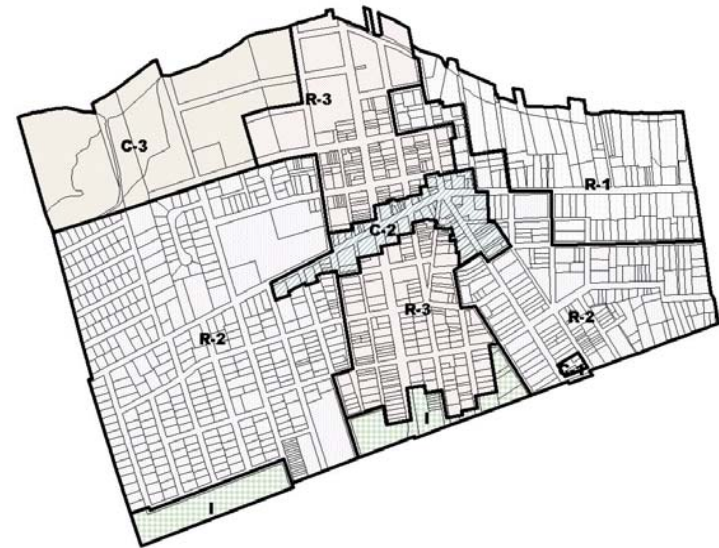


Exhibit 5: Beverly City Zoning



Zoning

- R-1** Single Family Residential
- R-2** Single Family Residential
- R-3** Single Family and Two-Family Residential
- C-1** Neighborhood Commercial
- C-2** Downtown Commercial
- C-3** Waterfront Development
- I** General Industrial



Approximately 35 of the city's 500 total acres were in commercial, community services or manufacturing in 1990, according to the Delaware Valley Regional Planning Commission. New Jersey Department of Labor data for 1999 reported an annual average of 303 private sector jobs averaging \$25,929 in wages (again among the lowest of Burlington County municipalities) within the city. Of the 1,990 city residents age 16 and over, 31.1 percent were not in the labor force and of those in the civilian labor force 8.4 percent were unemployed. The median age of the city's population was 35.0 in 2000, with 28.3 percent of the population under 18 years of age and 11.8 percent of the population 65 years of age and older. The median household income was \$45,054, the median family income \$49,519 and the per capita income \$17,760 with 11.5 percent of the population (302 individuals) below the poverty level. Among persons 25 years of age and over, 23 percent lacked a high school diploma and this diploma was the highest level of academic achievement for another 42.1 percent of the population.

These data (**Exhibit 6**) show that Beverly City would face major challenges if it must improve its economy from within, by "lifting itself up by its own bootstraps." However, the new Light Rail restores a level of accessibility that has been missing for generations, providing access to outside capital by making it easier for existing and new residents to commute to areas with higher paying jobs, and by attracting customers and workers from a wider area for existing and new businesses and services in Beverly City.

Exhibit 6: Annual Average Jobs and Wages for Firms and Governments in Beverly City, 1999

Industry	Firms/Governments	Jobs	Wages
Construction	18	39	\$23,164
Manufacturing	6	108	29,732
Transportation, Communications and Utilities	5	22	26,985
Retail Trade	9	40	17,941
Finance, Insurance and Real Estate	7	22	36,047
Services	23	69	22,226
Total Private Sector	76	303	25,929
Government	5	125	30,797
Total All Sectors	81	428	N/A

Note: Government includes municipal government, school districts, utility authorities, etc.

Source: New Jersey Department of Labor, Covered Employment Statistics, www.nj.gov/labor/lra

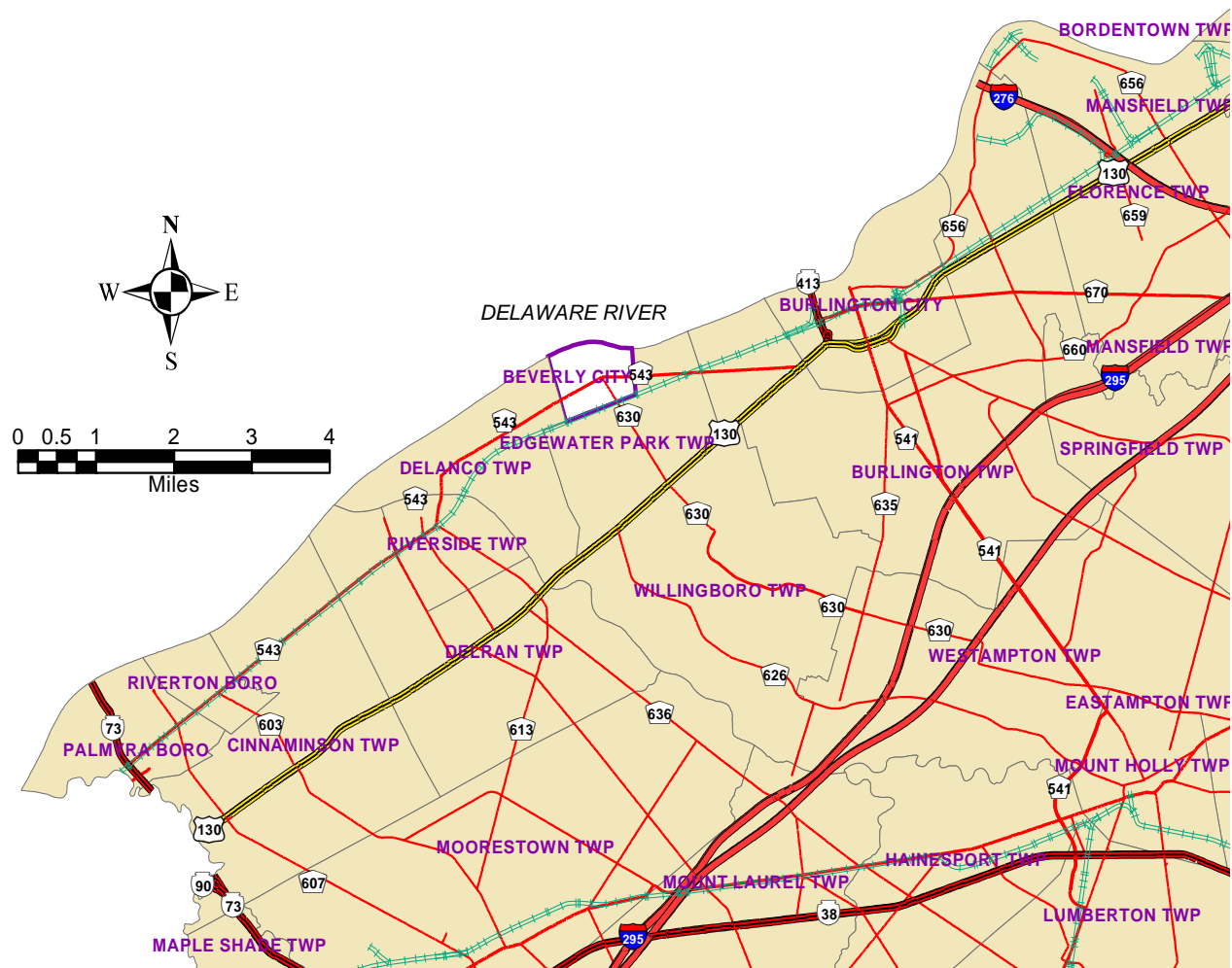
Infrastructure

Infrastructure in the study area was in generally good condition. However, safety and appearance enhancements were needed to encourage commerce, walking and bicycle travel.

Beverly City has an active, well-maintained neighborhood park just to the east of the TCDI study area. Improvements to the City's waterfront park along the Delaware River, including improved boat access, are being planned as part of the overall TCDI study.



Exhibit 7: Regional Highway Map



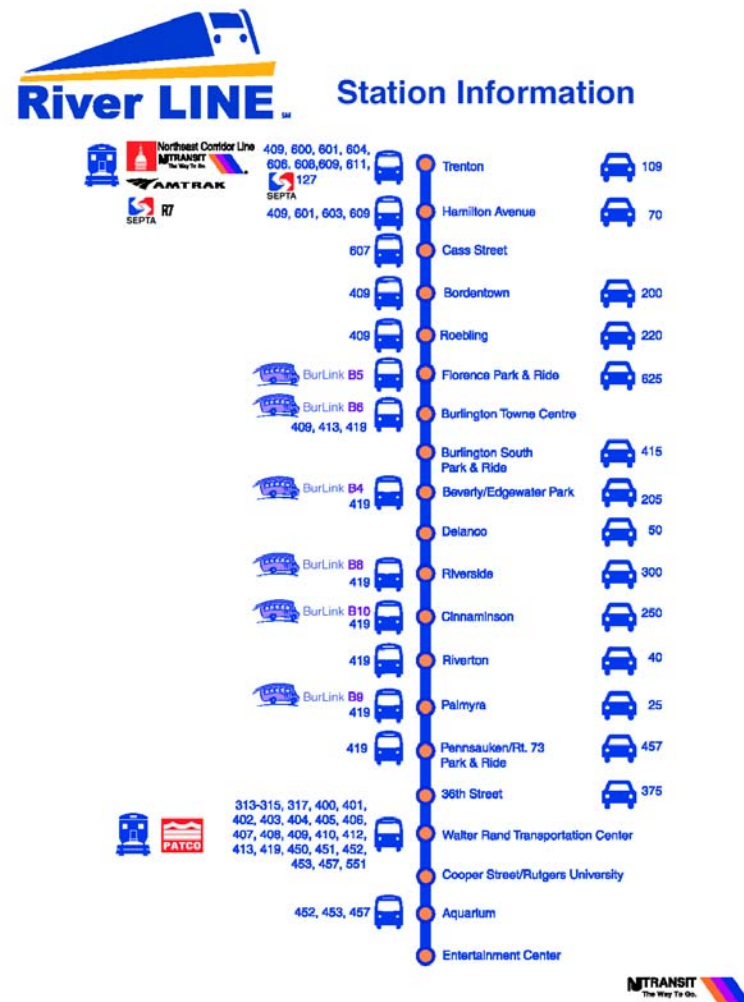
Beverly City is accessible from major highways and Delaware River bridge crossings (**Exhibit 7**). However, highway access is offset from the City by at least one to five miles. Access from State, United States and Interstate Highways is through County roads.

Both passenger (River Line Light Rail) and freight (Conrail) rail services are located at the City's southern border with Edgewater Park. The freight service is part of Conrail's regional network, and shares track with the River Line, operating freight services during late night and early morning hours. The River Line Light Rail connects with the Northeast Corridor AMTRAK and New Jersey Transit passenger rail services at Trenton and with the PATCO passenger rail line at Camden (**Exhibit 8**). These connections allow riders to easily access major cities and airports from Beverly City with few seat changes. New Jersey Transit and BurLink buses also pass through or near Beverly or can be accessed at River Line Light Rail stations. The River Line Light Rail station is within walking distance of the City's center at Five Points and, at a greater distance, the Delaware River waterfront park.

Both Cooper Street (CR 630) and Warren Street (CR 543), County highways, provide direct access to U.S. Route 130 to the south and east, respectively. Warren Street is also part of a connecting route among communities along the Delaware River as far south as Camden. From the River Line Light Rail station at Railroad Avenue to downtown Beverly City, Cooper Street conforms to a T4/T5 street design that has a right of way 50 feet wide, pavement 27 feet wide with parallel parking on one side, 7.7-second pedestrian crossing time and a moderate 35 mph design traffic speed. The street is lined with mature shade trees, three-foot wide sidewalks on both sides and parallel parking on the southwest side. Street light fixtures are placed on alternate sides, one in each block, on the existing utility poles at a height

of thirty feet. Pavement and sidewalk conditions of both City streets and County roads are generally good.

Exhibit 8: River Line Light Rail Station Chart



Public water and sewer service capacity is available. Beverly City's sewage treatment plant is located directly west (downstream but upwind of prevailing winds) of the City's waterfront park at northwestern boundary of the TCDI study area along the Delaware River.

Light Rail Station Area

Strengths/Opportunities: *The Light Rail Station area is 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.*

Just as Cooper Street is a "gateway" to the Beverly City business district and waterfront areas, the River Line Light Rail Station Area is the gateway to Cooper Street and its adjacent neighborhoods. It is important, then, to understand the current context for Cooper Street extending along Railroad Avenue east and west of the TCDI study area.

Exhibit 9 is an aerial photograph of the Light Rail Station Area showing the locations where street level photographs were taken. **Exhibit 10** shows views of the Light Rail Station area along Railroad Avenue.

As can be seen, the River Line Light Rail Station is separated from the adjacent community by Railroad Avenue. Railroad Avenue is fairly wide east of Cooper Street and west of Broad Street, but is essentially a narrow, one-way (westbound), one-lane service road where it intersects with Chestnut, Spruce and

Laurel Streets. As the station platform itself has few amenities, accessing stores and services from the platform requires either crossing Railroad Avenue, a road that is likely to become busier with new development and rail service, or crossing the tracks at Cooper Street into Edgewater Park.

Elizabeth Street, one block east of Cooper Street and directly across Railroad Avenue from the station platform, is a relatively quiet street with well-kept residences and little through vehicle traffic. An attractive neighborhood park is located one block north of Railroad Avenue at a triangle intersection with Pine and Jennings Streets.

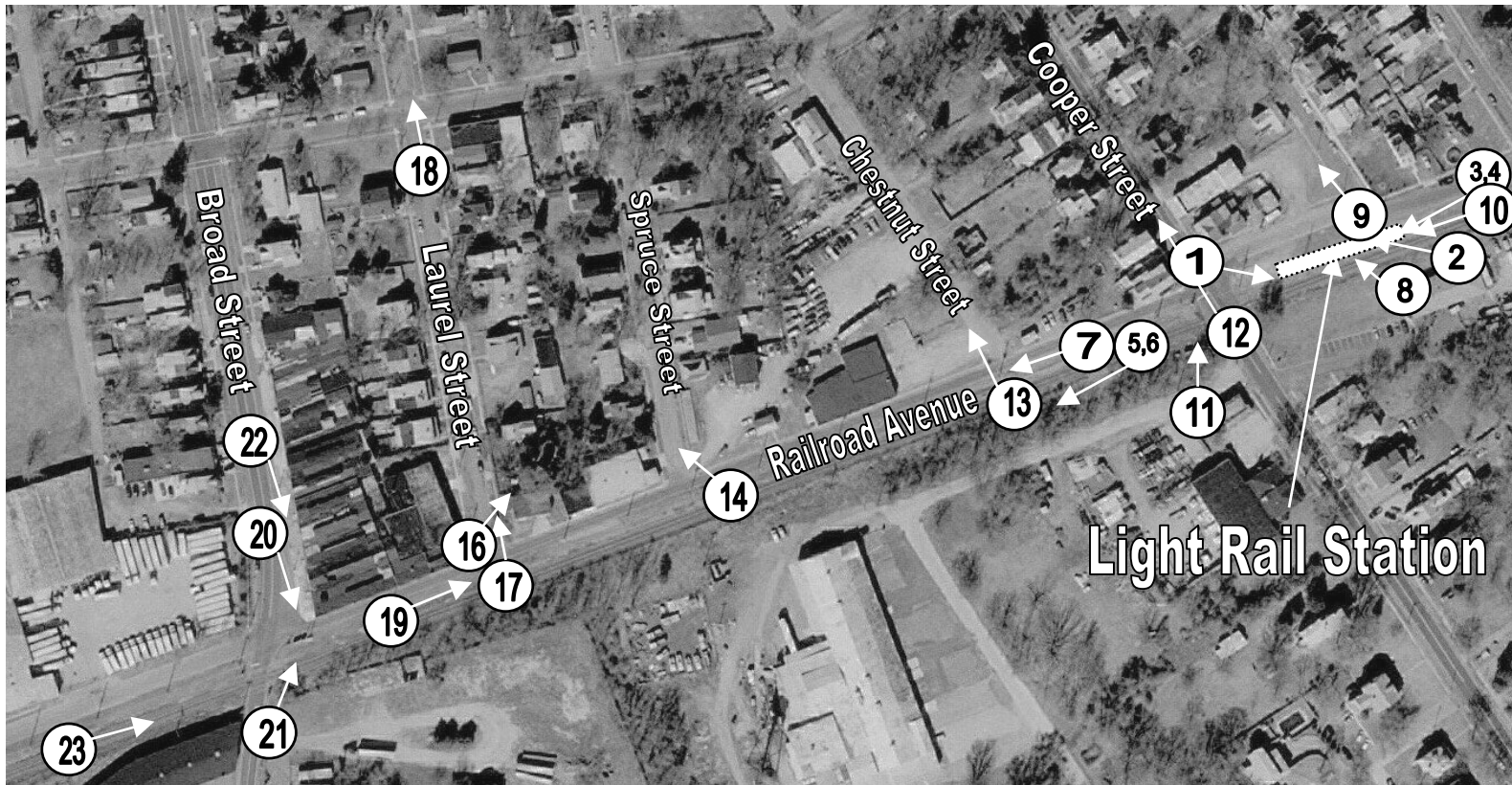
A large surface parking lot for the Light Rail Station is located on the west side of Cooper Street in Edgewater Park Township. Riders parking in this lot are required to cross both Cooper Street and the railroad tracks to access the station platform. A grassed buffer strip is located immediately north between the railroad tracks and Railroad Avenue. Properties on and near Railroad Avenue west of Cooper Street through Broad Street are zoned for industrial use, and structures and properties along Railroad Avenue are generally underdeveloped and not well kept.

The land uses along Railroad Avenue between Cooper Street and Broad Street in this area include approximately five business locations ranging from abandoned to fair condition:

- A large, abandoned factory (formerly Bonet Mills) at the corners of Broad Street, Railroad Avenue and Laurel Street.
- A small machine shop and a tape & label commercial business on Railroad Avenue between Laurel and Spruce Streets.
- An automobile transmission shop and a masonry and cement business on Railroad Avenue between Spruce and Chestnut Streets.



Exhibit 9: Light Rail Station Area, Aerial Photograph (2000)



(Numbers key to street level photographs)



Exhibit 10: Light Rail Station Area, Street Level (2003)



Station Platform looking southeast at Cooper Street and Railroad Avenue



Station Platform looking northwest, east of Cooper Street



Beverly/Edgewater Park Light Rail Station platform



Looking north from the Light Rail Station platform toward Railroad Avenue at Elizabeth Street. Cooper Street is at far left



**Exhibit 10 (cont'd): Light Rail Station Area, Street Level
(2003)**



*Railroad Avenue at Station Platform looking west from Elizabeth Street
to Cooper Street*



Cooper Street looking north from station parking entrance



*Elizabeth Street from the Light Rail Station platform at Railroad
Avenue*



*Cooper Street looking north near the Light Rail Station platform at
Railroad Avenue*



**Exhibit 10 (cont'd): Light Rail Station Area, Street Level
(2003)**



The existing Beverly/Edgewater Park River Line Light Rail Station area (July 2003).



The 205-space parking area, looking west



Looking southwest to the parking area in Edgewater Park



Railroad Avenue in Beverly, looking west



**Exhibit 10 (cont'd): Light Rail Station Area, Street Level
(2003)**



Chestnut Street looking north at Railroad Avenue



Railroad Avenue looking east at Laurel Street



Spruce Street looking northwest at Railroad Avenue



Laurel Street looking north at Railroad Avenue



**Exhibit 10 (cont'd): Light Rail Station Area, Street Level
(2003)**



Laurel Street looking north near Pine Street



Broad Street looking south at Railroad Avenue



Railroad Avenue looking east near Laurel Street



Broad Street looking south toward Railroad Avenue



**Exhibit 10 (cont'd): Light Rail Station Area, Street Level
(2003)**



Broad Street looking northeast at Railroad Avenue



Railroad Avenue looking east toward Broad Street

Two residences are located on Railroad Avenue. One is a two-family housing unit located between Chestnut and Cooper Streets. A two-family attached dwelling located at the corner of Cooper Street and Railroad Avenue has a rear yard garage and vacant lot connecting this property and the corner of Railroad Avenue and Elizabeth Street. Both are in fair condition.

Chestnut Street, one block west of Cooper Street, has its southern terminus at Railroad Avenue across from the parking lot and its northern terminus two blocks north at Putnum Street. Spruce Street terminates on Railroad Avenue just west of the parking lot and extends north directly towards the Five Points commercial center of Beverly City for three blocks before terminating at Oak Street, one long block south of Five Points. Further west, both Laurel Street, a tree-lined lane that terminates to the south at Railroad Avenue, and Broad Street, a County highway (CR 626) lined with residential, commercial, industrial and civic uses, extend north through Warren Street to the Delaware River waterfront.



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

The 600 block of Cooper Street is located in Beverly City's R-2 Residential zone, with the exception of a few parcels on the east side of Cooper Street at Railroad Avenue that are located in a small C-1 Neighborhood Commercial zone. The general impression is that of a shaded, low-density urban residential street.

The housing stock on the 600 block of Cooper Street, in the immediate neighborhood of the Light Rail station, consists of 17 large residential single and multi-family dwellings, both attached and detached units. Located on both sides of Cooper Street are two attached two-family dwellings. Units on the southwest side of the street are in good condition with no front yard landscaping while the multi-family units on the northwest side have no front lawn and are in poor structural condition. A small business is located at 644 Cooper Street, consisting of a converted dwelling, large side yard and a rear parking lot in good condition. One multifamily unit on the northeast corner with Railroad Avenue (648 Cooper Street) was marked for sale—this dwelling has a large open rear yard connecting to a vacant corner lot directly across from the Light Rail Station, a prime location for potential commercial or mixed-use development associated with the station platform.

Exhibit 11: 600 Block of Cooper Street, Street Level (2003)



Looking northwest along Cooper Street from the Light Rail Station toward downtown Beverly City



Exhibit 12: 600 Block of Cooper Street, Aerial Photograph (2000)



(Numbers key to street level photographs)



Exhibit 13: 500 Block of Cooper Street, Aerial Photograph (2000)



(Numbers key to street level photographs)



Exhibit 14: 500 Block of Cooper Street, Street Level (2003)



500 Block at Cooper and Pine Streets, looking northeast



500 Block of Cooper Street, looking northwest



500 Block at Cooper and Pine Streets, looking northwest



Houses on 500 Block of Cooper Street near Pine Street



Further northwest along Cooper Street, nine properties contains large Victorian homes with front porches. The condition of these dwellings, their front yards and their landscaping range from poor to fair. A three-family residence at 625 Cooper Street appears to be vacant and in poor condition. 619 Cooper Street appears to be in poor condition, occupied and for sale. 601 Cooper Street, at the corner with Pine Street, appears to be in poor condition but was undergoing repairs to its front porch. Three housing units in the 600 block had been owned by entities outside the City of Beverly.

Exhibit 12 is an aerial photograph of the 600 block of Cooper Street and neighboring areas and the locations where street level photographs were taken. **Exhibit 11** shows views of the 600 block of Cooper Street extending from the Light Rail Station area.

Cooper Street, 500 Block

Strengths/Opportunities: *Generally well-kept, owner-occupied Victorian residences provide an attractive “gateway” between the downtown and the station area.*

Weaknesses/Threats: *Most residences are subdivided into multiple dwelling units, requiring greater municipal and owner oversight to ensure appropriate property management and maintenance.*

The 500 block of Cooper Street extends from Putnum Street to Pine Street. Of ten large single-family Victorian homes on this block, several remain single family while most have been converted to two and three family dwellings. Porches and yards are well maintained, connecting to three-foot sidewalks and a two-foot green area that includes the fully-grown tree line that

buffers the sidewalk from Cooper Street. Parallel parking continues in the 500 block only on the southbound side. These residential dwellings are generally in good condition. Based on recent property tax data, there was no known absentee ownership on the 500 block.

Exhibit 13 is an aerial photograph of the 500 block of Cooper Street and its surroundings, and includes the locations from where the street level photographs in **Exhibit 14** were taken.

Cooper Street, 400 Block

Strengths/Opportunities: *A smoother, more attractive and more functional transition between residential and downtown business areas could be achieved within this block by improving the compatibility of permitted uses (such as service and community uses, including the library) and promoting greater harmony in design through the City’s redevelopment plan, design standards, developer agreements and incentive programs.*

Weaknesses/Threats: *Both residential and commercial properties within this block are experiencing high vacancy rates and disrepair, particularly where commercial and residential uses were adjacent.*

The 400 block of Cooper Street is relatively long, extending from the core of the downtown “Five Points” intersection at Warren Street to through intersections with Perkins, Oak, Church and Putnum Streets. With the notable exception of Warren Street, none of the intersecting streets fully cross Cooper Street. The portion of the 400 block of Cooper Street south of Church and Oak Streets is in the city’s R-2 Residential zone. Parcels north of these streets (addresses 400 through 460) are included in the city’s Downtown Business Commercial zone. **Exhibit 15** is



an aerial photograph of the 400 block of Cooper Street and its surroundings, and identifies the approximate location from which street level photographs in **Exhibit 16** were taken.

On the 400 block of Cooper Street between Oak and Putnum Streets are seven residential single family units and two commercial properties that appear to be in good condition. On the northeast side of Cooper Street are five well-kept single-family dwellings and one corner commercial facility located on the corner of Cooper and Oak Streets. On the northeast side across from Putnum Street is a funeral home that appears to be in good condition between two single-family homes (466 and 488 Cooper Street) that also appears to be in good condition.

After crossing Oak Street are two single-family dwellings (445 and 449 Cooper Street) on the southwest side that appears to be in good condition. Next to them was the Beverly Free Library that marks the beginning of a series of retail/commercial properties on the southwest side leading to the city's core at the intersection of Cooper, Warren and Bridge Streets. The arrow in **Exhibit 16** indicates the location of the Library between a single-family dwelling and Wells' Pharmacy.

At the corner of Cooper and Church Streets on the northeast side of Cooper Street is a large multi-family residential unit (456 Cooper Street) that appears to be in poor condition and a directly adjacent (452 and 450 Cooper Street) two-family attached unit that also appears to be in poor condition. Following these two units the commercial/retail establishments begin. First is a three-unit commercial structure with vacant offices on both ends and a physician's office in the middle at 440 Cooper Street. Following this structure is a vacant single one-story retail structure at 434 Cooper Street that appears to be in poor condition. Between this building and the intersection with Perkins Street is the largest commercial structure on Cooper Street, a three story, three storefront facility. This has only one active business, a

barbershop. These vacant structures are directly across the street from, and presumably negatively affect the viability of, the Beverly Free Library and Wells' Pharmacy.

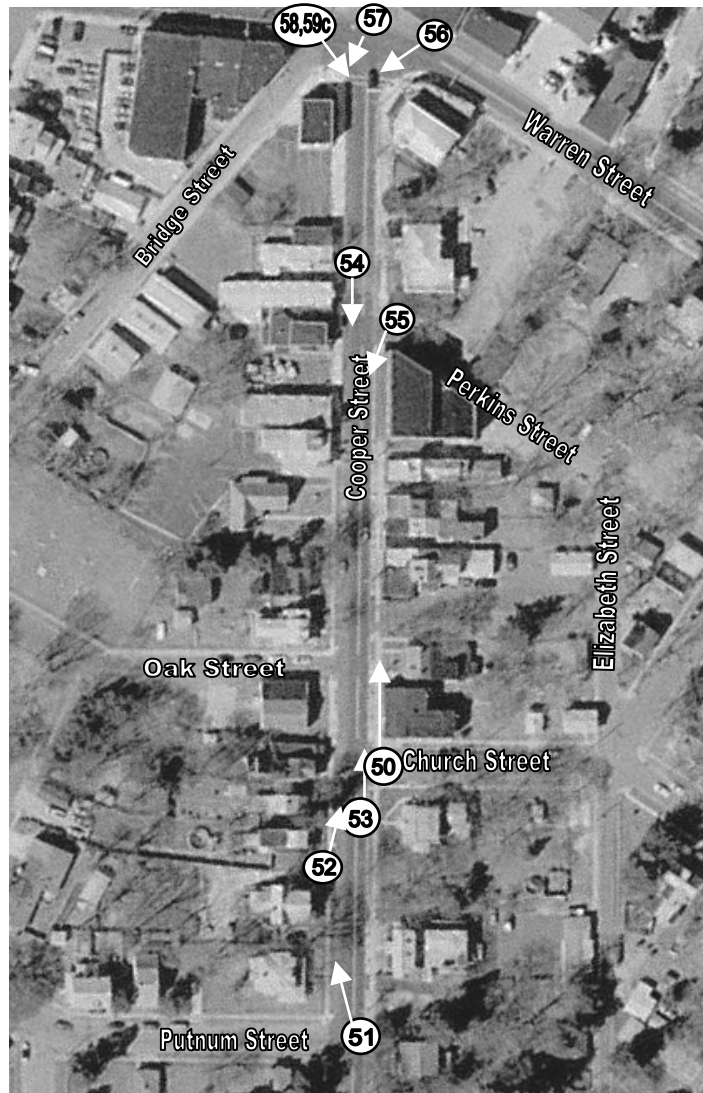
On the southwest side next to the pharmacy is an air conditioning and heating service establishment, active and apparently in good condition. The remaining five business buildings on this side approaching Warren Street have only one occupied and active business, the F.O.P. Lodge between two vacant units on each side.

Returning to the northeast side of Cooper Street at Perkins Street, the Farmers' & Mechanics' Bank is active and in good condition. The second largest structure on this block was a three-story mixed use building that occupied the corner at Warren Street, bounded by the bank building on Cooper Street and the bank's parking lot entrance on Warren Street. This corner building was razed in November 2003 by its owners, the neighboring Farmers' and Mechanics' Bank.

According to 1999 property tax records, two residences on the 400 block of Cooper Street were owned by individuals with addresses outside of Beverly City. Absentee ownership indicates a potential for disinvestment.



Exhibit 15: 400 Block of Cooper Street, Aerial Photograph (2000)



(Numbers key to street level photographs)

Exhibit 16: 400 Block of Cooper Street, Street Level (2003)



On the 400 block of Cooper Street looking northwest from the intersections with Church and Oak Streets; library located between single family dwelling and pharmacy



The 400 block of Cooper Street looking northwest from the intersection with Putnum Street



**Exhibit 16 (cont'd): 400 Block of Cooper Street, Street Level
(2003)**



400 Block of Cooper Street looking north at Church and Oak Streets.



400 Block of Cooper Street looking southeast. Three story structure on left at corner with Perkins Street with retail storefronts at street level.



The 400 block of Cooper Street looking north at the intersection with Church Street



400 Block of Cooper Street looking south across from Perkins Street



**Exhibit 16 (cont'd): 400 Block of Cooper Street, Street Level
(2003)**



The 400 block of Cooper Street (on left) looking southeast from the "Five Points" intersection with Warren Street (Bridge Street at right)



The 400 block of Cooper Street looking southwest from the "Five Points" intersection with Warren Street



The 400 block of Cooper Street looking southeast from the "Five Points" intersection with Warren Street before (bottom) and after (top) clearing in November 2003.



Exhibit 17: 200-700 Blocks of Warren Street, Aerial Photograph (2000)



Warren Street, 200-700 Blocks (Downtown Beverly City)

The study area along Warren Street corresponds to the extent of the east-west axis of Beverly City's C-2 Business Commercial zone, between Walnut Street on the 200 block to Magnolia Street on the 500 block and continuing on the south side of Warren Street to Melbourne Avenue (700 block). In general, the neighborhood is walkable, in good condition and includes a paved shoulder that could accommodate bicycles. However, sidewalks are narrow and range from poor to fair condition, street parking is limited to one block, street lighting is limited to two 30' tall lamps per block and there are fewer street trees than on Cooper Street. This part of the Business Commercial zone is relatively underdeveloped, with a large number of residences and vacant storefronts. Automobile sales (used cars) and service are the dominant businesses. Public and quasi-public uses are also extensive, including three churches and the city's United States Post Office.

This area varies significantly in character, and revitalization efforts may be targeted accordingly:

- The 200 and 300 blocks are centered on Beverly City's traditional "Five Points" downtown commercial core.
- The 400 block is dominated by commercial and large scale governmental uses.
- The 500 through 700 blocks are primarily residential in character, punctuated by institutional and strip commercial uses.

Exhibit 17 is an aerial photograph of the area, and includes locations from which street level photographs were taken.

200 and 300 Blocks

Strengths/Opportunities: *Downtown Beverly City is an attractive walking environment. Replacement of the landmark building at the southeast corner of Five Points with open space (a proposed park) changes the identity and focus of the downtown. The north side of the 200 block of Warren Street provides neo-traditional design themes adjacent to a residential area and the south side of the 300 block of Warren Street provides a classical design theme adjacent to an automobile sales and service area; either scheme could guide the design of façade improvements and future redevelopment in these neighborhoods. Two-story buildings provide opportunities on the second floor for residential flats (including live/work opportunities) or small offices.*

Weaknesses/Threats: *Warren Street in the "Five Points" area is in transition. Dominant uses are restaurants, a bank, a used car lot and a large liquor store. 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.*

The 200 and 300 blocks, centered on Beverly City's traditional "Five Points" downtown commercial core, constitute a distinctive "place." Crossed by Cooper Street, this area is located nearly midway between the River Line Light Rail Station and the waterfront recreation area via Cooper Street.

Street level photographs of the 200 and 300 blocks are displayed in **Exhibit 20**.

Buildings in the 200 block within the Business zone appear occupied and in generally good condition. A Chinese restaurant



occupies the first floor of a two-story building at the northeast corner with Cooper Street. The adjacent building to the east at 241 Warren Street is a recently remodeled auto body shop commercial property. The next building to the east, between the commercial parking lot and the corner of Warren Street and Walnut Street, the last parcel on the northeast side of Warren Street within the Business zone, is a vacant two and one-half-story structure. An entrance to the Farmer's & Mechanic Bank is located on the south side of the 200 block of Warren Street.

Beginning at the intersection of Cooper, Bridge and Warren Streets southwest to Laurel Street, the north side of the 300 block consists of wood frame structures that appear to be converted from residential use into ground floor commercial uses with a wide, and incompatible, range of façades. Only six of the ten retail-commercial storefronts on the 300 block are active. F&M Liquors occupies a large building on the northwest corner of Cooper and Warren Streets with two businesses connected to the same building, a check cashing facility and a tattoo parlor. This building is a dominant feature approaching Five Points along Cooper Street both from the north (waterfront area) and from the south (Light Rail Station area and Route 130). Next to it are three storefronts: the Beverly Residents Action Group office (311 Warren Street), a Bags & Belts shop (313 Warren Street), and a vacant storefront. All are in poor to fair condition.

Property owner, if not tenant, efforts to maintain attractive façades are evident across the street. At 308, 310, 312, and 314 Warren Street, two adjacent two-story buildings house only one active business, the Electric Motor Service occupying 312 and 314 Warren Street. The storefront at the corner of Warren and Bridge Streets (308 and 310 Warren Street) is vacant and advertised for rent. A used car lot occupies the southeast corner of Warren Street and Laurel Street, across Warren Street from two two-story single-family residences.

Overall, building setbacks from the street are small and consistent through this area, creating an “urban” street wall. This, together with sidewalks in good repair, provide an attractive walking environment. However, little space is available for bicycle use, requiring bicyclists to either compete with motor vehicles for the street right-of-way or to divert to side streets that do not parallel Warren Street (**Exhibit 18**).

Exhibit 18: Area Location Map

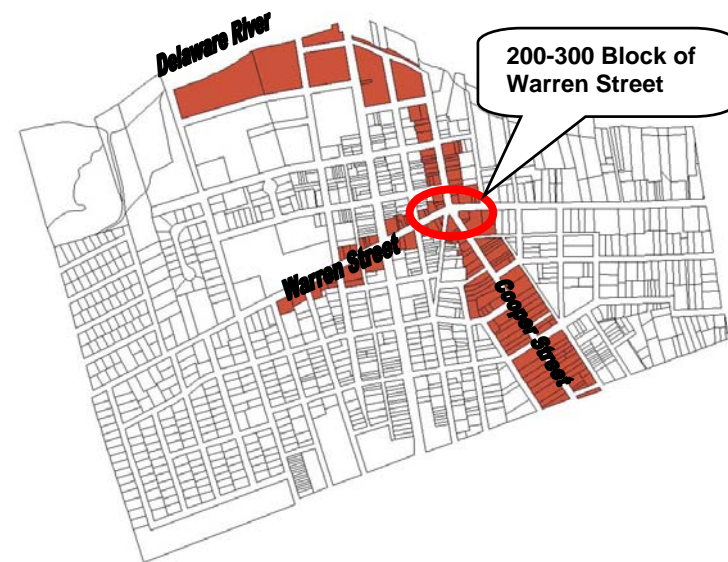
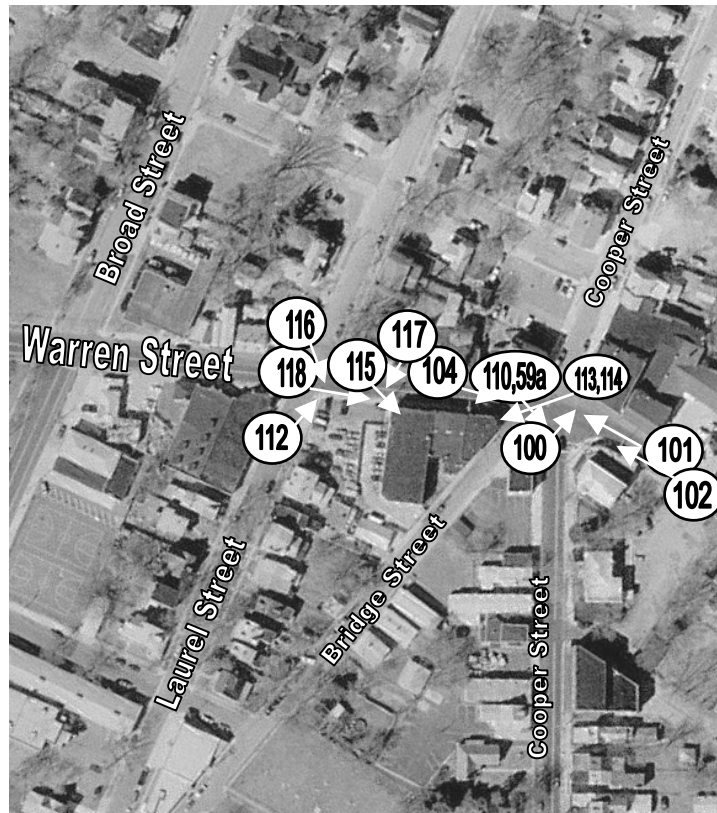


Exhibit 19: 200-300 Blocks of Warren Street, Aerial Photograph (2000)



(Numbers key to approximate locations of street level photographs)

Exhibit 20: 200-300 Blocks of Warren Street, Street Level (2003)



*200 block of Warren Street looking west to Cooper Street;
Walnut Street enters at right*



*Downtown Beverly looking west along the 200 block of
Warren Street approaching Cooper Street;
Bridge Street enters at left*



Exhibit 20 (cont'd): 200-300 Blocks of Warren Street, Street Level (2003)



Restaurant on north side of 200 block of Warren Street at Cooper Street



300 block of Warren Street looking east across Cooper Street to 200 block of Warren Street; storefront at right was cleared in November 2003.



Downtown Beverly at Cooper and Warren (Summer 2003).



Southeast corner of Cooper and Beverly, November 2003.



Exhibit 20 (cont'd): 200-300 Blocks of Warren Street, Street Level (2003)



*Above and below:
Two story mixed use structure at southwest corner of the 300 block of Warren Street at corner with Bridge Street (to left). Residential flats over street level retail.*



300 block of Warren Street looking southwest to Bridge Street.



300 block of Warren Street looking south toward Laurel Street.



Exhibit 20 (cont'd): 200-300 Blocks of Warren Street, Street Level (2003)



300 block of Warren Street looking north at Laurel Street



South side of 300 block of Warren Street looking east from Laurel Street intersection; used car sales lot in foreground



300 block of Warren Street looking east toward Cooper Street from the Laurel Street intersection

Exhibit 21: 400 Block of Warren Street, Street Level (2003)



400 block of Warren Street looking northwest from Laurel Street.



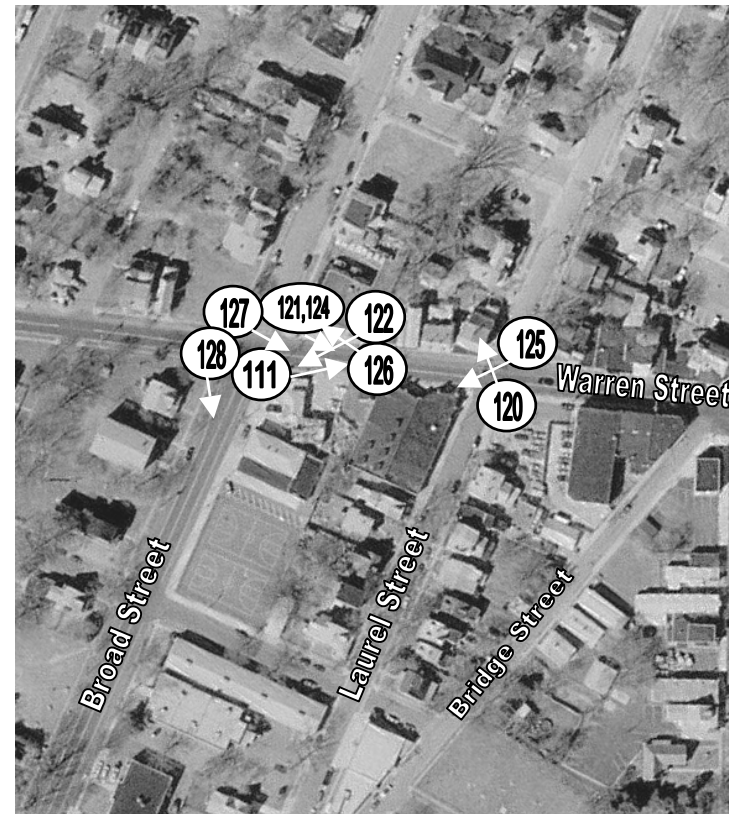
400 Block

Strengths/Opportunities: Landmark buildings on the south side of Warren Street and the Post Office on the northeast corner of Warren and Broad Streets help to define a “gateway” to the Five Points downtown area from Broad Street, itself a gateway to the Beverly City commercial district for vehicular traffic and some bicycle and pedestrian traffic.

Weaknesses/Threats: The wood frame structures on the north side of the 400 block are not distinctive and are possibly overutilized relative to their probable original residential use. These structures may require significant resources to maintain in functional and attractive condition or to rehabilitate. The landmark buildings on the 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 the south side of the 400 block.

Street level photographs of the 400 block are presented in **Exhibit 21**. The 400 block of Warren Street, extending from Laurel Street to Broad Street, is dominated by relatively large structures (see **Exhibit 22**). The south side of Warren Street is occupied by a large auto sales and repair building on the corner with Laurel Street, an auto repair facility in a converted period gas station at the corner with Broad Street, and an appliance store in between. The Hope Hose Fire Company No. 92 was located adjacent to Ben’s Auto Repairs facility south on Broad Street. A one-story brick United States Post Office occupies the north side of the corner with Broad Street. The remainder of the north side is a mix of one and two story wood frame residential and commercial buildings. Commercial uses on the north side include real estate, Latino grocery, a tailor, and a vacant storefront adjacent to the Post Office.

Exhibit 22: 400 Block of Warren Street, Aerial Photograph (2000)



(Numbers key to approximate locations of street level photographs)



**Exhibit 21 (cont'd): 400 Block of Warren Street, Street Level
(2003)**



400 block of Warren Street looking southwest from Laurel Street.



400 block of Warren Street looking northwest to Post Office at Broad Street.



400 block of Warren Street looking northeast from Broad Street.



400 block of Warren Street looking southeast from Broad Street toward Laurel Street.



**Exhibit 21 (cont'd): 400 Block of Warren Street, Street Level
(2003)**



Appliance store in middle of south side of 400 block of Warren Street.



400 block of Warren Street looking northwest to Broad Street.



*Auto repair shop on 400 block of Warren Street
looking southeast at Broad Street.*



Broad Street looking south at end of 400 block of Warren Street.



500 to 700 Blocks

Strengths/Opportunities: *There are traces of an architectural vernacular in the area, primarily in relation to neighboring residential areas. However, the future use or redevelopment of the St. Joseph Roman Catholic Church monastery property, while outside (but adjacent to) the TCDI study area, is likely to determine the future design and viability of this area. Even if the church site, planned for senior citizen housing, remains in institutional or civic use, the Business zone within the 500 through 700 blocks of Warren Street appears to be overzoned relative to the market for non-residential development in the City, particularly as vacancies persist in the downtown. Located on a County road, along regional bus lines and within walking distance to the River Line Light Rail station, this area is both attractive and accessible for residential development, and may accommodate residential and live/work mixed uses in new and rehabilitated housing of slightly higher than existing densities. Such housing could attract households with incomes and interests that would support business expansion in the downtown as well as existing local establishments (which could continue or expand, with conditions, in new neighborhood commercial zones).*

Weaknesses/Threats: *That there is no coherent design character to this area suggests that the area remains in transition from residential to scattered site commercial development, probably occasioned by teardowns of damaged or obsolete houses. Such a perception of transition leads to perceptions of instability that at best undervalue and at worst devalue existing properties. Further, utility lines obscure and deform the canopy of mature street trees over much of this portion of Warren Street. Without design guidelines or a redevelopment plan developer's agreement that define a vision for the future of this area, future development and redevelopment is likely to increase this instability.*

Street level and aerial photographs of the 500 through 700 blocks are presented in **Exhibit 24** and **Exhibit 23**, respectively.

The 500 block extends two blocks from Broad Street through Locust Street to Magnolia Street. Both Locust and Magnolia Streets terminate to the south at (or near) Cherry Street, one block short of Railroad Avenue. Both Broad and Magnolia Streets extend to the Delaware River to the north. Locust Street terminates short of Penn Street to the north. Although the 500 block is part of the Business commercial zone, it is nearly entirely residential in character. The Saint Joseph Roman Catholic Church occupies much of the south side of the block between Locust and Magnolia Streets and a Baptist church is located on Broad Street just south of the single family residence at the southwest corner of Broad and Warren Streets. A small used car lot is located at the northwest corner of Locust and Warren Streets.

The 600 block of Warren Street extends from Magnolia Street to Bentley Avenue. Only the south side of Warren Street is included in the Business Commercial zone. Church grounds occupy the north side of Warren Street. A single-family house (401 Magnolia Street) is located at the southwest corner of Magnolia and Warren Streets.

The 700 block of Warren Street extends from Bentley Avenue to Melbourne Avenue. Like the 600 block, only the south side of Warren Street is included in the Business Commercial zone.

Approaching the Business zone from the west, Warren Street is a residential area until it approaches the 700 block. The "gateway" to the Business zone is defined by the strip shopping center to the right and the church property to the left. Overall, the neighborhood is in good condition, with sidewalks in good to fair condition. Street lighting average two lights per block, thirty feet apart.



Exhibit 23: 500-700 Blocks of Warren Street, Aerial Photograph (2000)



(Numbers key to approximate locations of street level photographs)



**Exhibit 24: 500-700 Blocks of Warren Street, Street Level
(2003)**



Single family residences on the north side of the 500 block of Warren Street looking west from the corner with Broad Street



Single family attached residences on the north side of the 500 block of Warren Street looking east from the corner with Locust Street



South side of 500 block of Warren Street looking east from corner with Magnolia Street toward St. Joseph's church and rectory



Looking east to Five Points from 600 block of Warren Street; single family residence on corner with Magnolia Street in right foreground



Exhibit 24 (cont'd): 500-700 Blocks of Warren Street, Street Level (2003)



Used car dealership on 500 block of Warren Street looking northwest from Locust Street



Residences on south side of 600 block of Warren Street looking southeast from near Bentley Avenue.



View of Saint Joseph's R.C. Church from 600 block of Warren Street at Magnolia Street.



Shopping center on south side of 700 block of Warren Street looking southeast from near Bentley Avenue toward Melbourne Avenue.



Exhibit 24 (cont'd): 500-700 Blocks of Warren Street, Street Level (2003)



700 block of Warren Street looking east at Melbourne Avenue.



Approaching the Business zone from the west at the 800 block of Warren Street, looking east at Manor Road.

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. The Delaware River is visible looking north along this portion of Cooper Street. A coordinated and well-designed program of streetscape and building façade improvements that would convert at least the 100 and 200 blocks into a “park lane” would better invite visitors to pass through the Five Points area to the waterfront park area.

Weaknesses/Threats: The narrow street width, lack of street trees, shallow building setbacks confining the view and the lack of a terminal (landmark) view combine to make Cooper Street uninviting as a gateway, particularly in comparison to Broad Street. Looking to the south, there was no directional signage to guide pedestrians, bicyclists and motorists from the waterfront park through Five Points to the River Line Light Rail Station.

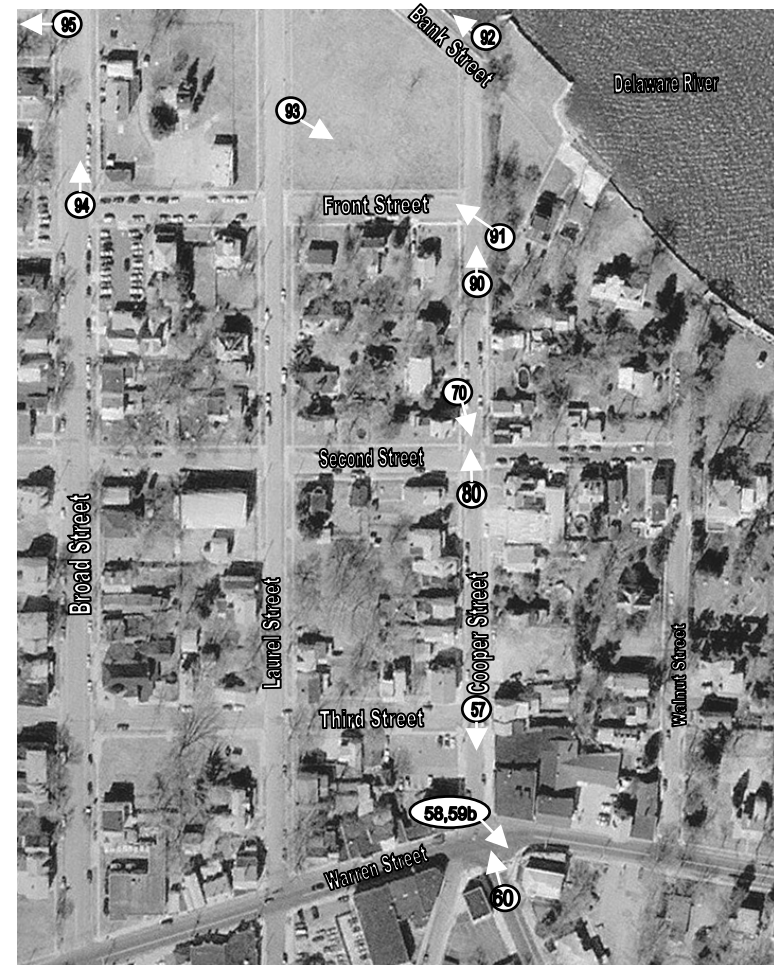
The 300 block of Cooper Street extends from Warren Street at the Five Points intersection to Third Street, which terminates at Cooper Street from the west. These properties are included within the City’s Business zone. The F&M Liquors store and the renovated commercial building containing the Double Dragon restaurant flank the corner lots at the end of the 300 block at Five Points. The remainder of this very short block consists of wood frame structures with small businesses, garages and a small parking lot at the southwest corner of Cooper and Third Streets. There are no street trees. Commercial façades are limited to the corner buildings at Warren Street.



In contrast, the 100 and 200 blocks of Cooper Street are entirely residential, with the exception of a large commercial storage facility on the 200 block near the southeast corner of Cooper and Second Streets. The 100 block begins at Front Street (which terminates at Cooper Street from the west) and ends at Second Street. The 200 block begins at Second Street and ends at Third Street. Second Street parallels Third Street through Manor Road to the west, and unlike Third Street extends across Cooper Street to terminate at Walnut Street, one block to the east. Large, wood frame houses line the block. While these houses are in generally good condition, their setbacks and architectural vernacular are mixed and compromise the ability of these blocks to attract people from Five Points to the waterfront park. There are few street trees, and overhead lines and utilities dominate the field of view. In 1999, 4 houses on the 200 block were owned by individuals outside Beverly City; 1 on the 100 block.

North of Front Street, there is one residence located on the east side of Cooper Street but outside the TCDI study area. Continuing north, Cooper Street feeds into Bank Street, which angles westward through the waterfront park along the Delaware River banks, which are walled in this area. The waterfront park and its adjacent C-3 Waterfront Development zone northwest of Penn and Magnolia Streets, which includes Beverly City's sewage treatment plant, are in the TCDI Waterfront Park Study Area, addressed by other components of the TCDI study outside the realm of this report.

Exhibit 25: 100-300 Blocks of Cooper Street, Aerial Photograph (2000)



(Numbers key to street level photographs)



Exhibit 26: 300 Block of Cooper Street, Street Level (2003)



View of Five Points looking south along Cooper Street (above) and along Cooper Street and Bridge Streets (below) from the end of the 300 block of Cooper Street at Warren Street.



Looking southeast along Cooper Street at Five Points from the end of the 300 block of Cooper Street at Warren Street (November 2003).



Downtown Beverly looking north up Cooper Street at Warren Street to the Delaware River (F&M Liquors on far left corner).



**Exhibit 27: 100-200 Blocks of Cooper Street and Park Area,
Street Level (2003)**



100 block of Cooper Street at Second Street, looking northwest.



1 block of Cooper Street, looking northwest at Front Street and Delaware River



*200 block of Cooper Street at Second Street,
looking southeast toward Five Points*



Cooper Street at Front Street, looking west across park area



**Exhibit 27 (cont'd): 100-200 Blocks of Cooper Street and
Park Area, Street Level (2003)**



*Veterans Drive and Bank Street,
looking west along the Delaware River.*



Penn Street looking west at Broad Street.



Broad Street at Front Street, looking northwest to Penn Street



*1 block of Laurel Street looking southeast
to the 300 block of Front Street.*



4. RECOMMENDATIONS

On the whole, the land in the TCDI study area is underutilized and many structures are in various states of disrepair. Industrial land uses, pushed to the city margins along Railroad Avenue, also currently underutilize the opportunities provided by the River Line Light Rail Transit service. The downtown is largely vacated with limited convenience retail and services, and the waterfront park area is also underutilized. However, the TCDI study area retains the highly prized “small town feeling” of Burlington County’s river towns, due largely to its architecture and walkable street layout and lot sizes.

The addition of higher income level households and neighborhood-oriented economic development ratables will provide the necessary nexus to drive the rebirth of Beverly City. Based on the land use inventory, a four-part revitalization strategy is recommended for the TCDI study area’s pathway from the Light Rail Station along Cooper Street to the underdeveloped downtown section of Beverly City:

- *To attract people to the area, create a “curb appeal” residential and neighborhood commercial gateway area visible from the Light Rail cars initially targeting the area between Railroad Avenue and Pine Street from Elizabeth to Laurel Streets, ultimately extending to the City’s western boundary through Cramer Avenue.*
- *Establish a uniform streetscape and sidewalk lighting “gateway” theme for Cooper Street to draw people from the Railroad Avenue Light Rail station area (including the residential areas between Elizabeth and Laurel Streets) into the commercial and waterfront districts. Use a distinctive and artistic design for 8-foot tall sidewalk fixtures with decorative features evoking a traditional local theme or image.*

- *Create a boulevard feeling for the Cooper Street gateway using façade improvements and rehabilitation of residential and commercial buildings in phased targeted areas.*
- *Define a redevelopment vision and theme for the commercial district along Cooper, Warren and Bridge Streets. The theme should address both minimum and maximum bulk requirements, widen sidewalks, unify setbacks, provide open space, and set standards and color schemes for façades and signage that complement or extend that of the Railroad Avenue redevelopment.*

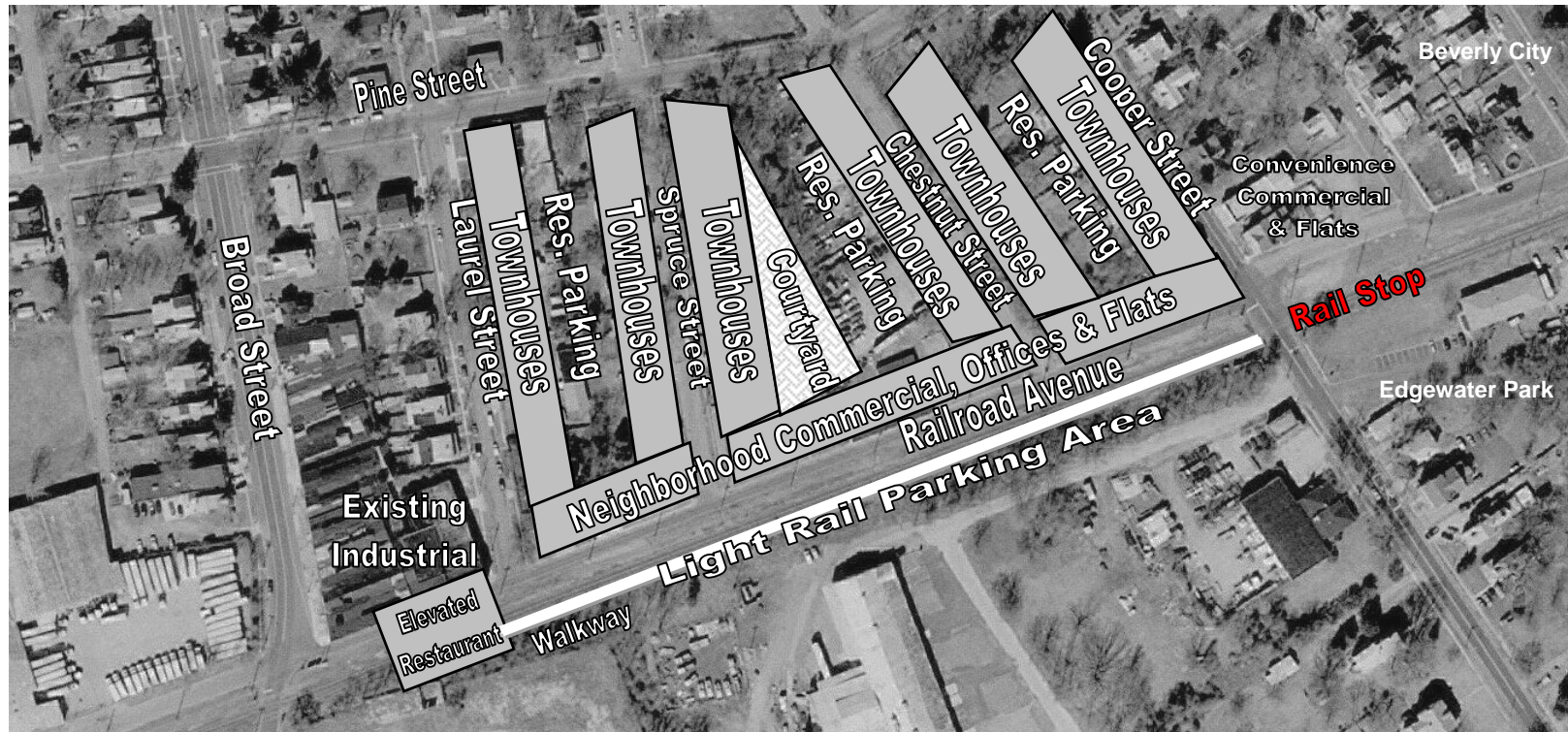
While each strategy is ambitious and requires further study, each addresses a critical physical need that, in combination with community development and educational programs, will improve access to jobs and opportunities for improving the city’s economy by increasing the buying power of its residents.

“Curb Appeal” Transit Oriented Development at the Light Rail Station

The area with the best opportunity for economic development includes the 600 block of Cooper Street and extends beyond the TCDI study area to include an area bounded by Railroad Avenue, Broad Street, Pine Street and Elizabeth Street. By providing an attractive introduction to Beverly City for Light Rail riders, this redevelopment area can provide the catalyst (and tax revenues) for redevelopment at the Light Rail Station and along Cooper Street through the downtown commercial area and Delaware River waterfront to become a destination for living or working.



Exhibit 28: Example Concepts for Light Rail Station Area Redevelopment



One of a number of possible concepts for Beverly/Edgewater Park Light Rail Station area redevelopment: High-amenity condominiums or apartments will attract commuter households. Retail and restaurants should face Railroad Avenue, which could be widened for better vehicle access or sidewalks widened into a pedestrian mall with wide sidewalks, sheltered standing and seating areas outdoor café/restaurants and shops. The existing green area between Railroad Avenue and the tracks could be landscaped into a park amenity with shade trees and low ornamental shrubs that ensure safety and mask a new safety fence adjacent to the tracks to discourage pedestrian crossings. Units for seniors and the disabled incorporating universal design techniques should be included along Railroad Avenue and Cooper Street near the station platform to serve the needs of those for whom driving is not an option. Chestnut Street could be widened and closed to through vehicle traffic to provide additional resident and commercial parking and to channel bicyclists and pedestrians entering the station area from points north and west within the City through a landscaped “city garden” walk, opening to Railroad Avenue through an archway. Delivery services to the commercial properties along Railroad Avenue could be through a narrow “commercial lane” separating the commercial structures from the townhouses, or directly from Railroad Avenue through an arch. While a “street wall” of commercial space on Railroad Avenue would reduce noise to townhouses, the configuration could be reversed to open the courtyards toward the railroad. An elevated crossing and restaurant can connect redevelopment of the existing factory at 630 Broad Street to a walkway in Edgewater Park.



Exhibit 29: Example Concept for Railroad Avenue Redevelopment



A pedestrian-friendly streetscape could be provided along Railroad Avenue within a short walking distance to the station platform. This example is from Kings Highway in Haddonfield, New Jersey.

Exhibit 28 illustrates an example concept for the existing residential and industrial area along Railroad Avenue between Cooper and Laurel Streets. The site labeled “Existing Industrial” in **Exhibit 28**, at 630 Broad Street, provides excellent and important opportunities for redevelopment. This area is a major potential “gateway” for downtown Beverly City and its waterfront, and is highly visible from the River Line Light Rail. This is a “brownfield” site, currently occupied by an abandoned factory that could be demolished, remediated and replaced with a mixed-use transit-oriented development complex. The factory, a local landmark, has structurally deteriorated and can no longer be re-used. However, future development should incorporate

Exhibit 30: Example Concept for Cooper or Laurel Streets at Railroad Avenue



By setting redevelopment back from the existing street right-of-way, a short-term parking and service drop-off lane could be separated from through traffic, particularly along Cooper Street or Laurel Avenue, as in this example along Collingswood Avenue.

architectural elements of the site to retain the landmark’s “sense of place.”

For example, this complex could include twelve or more one- and two-bedroom market rate apartments, condominiums and ground level retail. With the cooperation of the Township of Edgewater Park, New Jersey Transit and Conrail, Beverly City could specify plans that connect redevelopment at this site to additional mixed-use residential and retail redevelopment on the Edgewater Park side of Railroad Avenue using an elevated, publicly accessible pedestrian crossover that includes an elevated restaurant. This restaurant over the rails would form a “gateway”



for transit riders, possessing a unique location and design that should capitalize on views of the oncoming trains. This crossing could connect to the light rail parking lot in Edgewater Park and to the Light Rail Station at Cooper Street and Railroad Avenue through a wide, partially sheltered pedestrian way.

Broad Street becomes Beverly-Bridgeboro Road entering Edgewater Park Township. Edgewater Park, directly across from Beverly City along Railroad Avenue, has the same redevelopment infill opportunity adjacent to their Light Rail Station parking lot. Potentially through a joint Redevelopment Area plan and a shared Payment in Lieu of Taxes (PILOT) agreement between the municipalities, this transit oriented development complex can be built as a single project simultaneously on both sides of the Light Rail. Extending the joint Redevelopment Area in Beverly City and Edgewater Park along Railroad Avenue from Broad Street to Cooper Street can accommodate further mixed-use commercial/retail and residential development. The benefits of transit-oriented development can be maximized using streetscape improvements such as tree plantings, themed lamp posts and other lighting fixtures, wide pedestrian walkways, outdoor cafés and restaurants and shops oriented to the sidewalk.

Ultimately, the existing Redevelopment Area should be extended westerly along Railroad Avenue beyond Broad Street to Beverly City's boundary past Cramer Avenue.

The residences and businesses that currently occupy the existing Railroad Avenue redevelopment area are underutilized and represent a much easier planning and implementation initiative than attempting to relocate and redefine the land use along Cooper Street extending to the downtown area of Beverly City. Redeveloping this section of Beverly City would not take away from the downtown but instead be the nexus for revitalizing Beverly City's downtown. Passengers on the River Line light rail

would visually experience a living and entertainment area calling out for one to stop and experience the sidewalk café, shopping, and residential and commercial real estate availabilities. Shopping, dining, relaxing and doing business along this corridor would provide the “curb-appeal” necessary to market Beverly City as a small river town that understands smart growth and economic revitalization while maintaining a comfortable, pleasing, active and diverse marketplace along the River Line Light Rail. Without such a redevelopment treatment, passengers on the light rail line would see Beverly City as a small river town with nothing to offer except for the fact that's it's a small river town. Their vision would not extend beyond their window, and the possibilities would not be imagined.

Exhibit 31: Example Concept for Apartments and Flats near Station Platform



Amenities and universal design techniques can be affordably and attractively provided in apartments and flats near the station platform using designs such as the Haddonfield Apartments along Kings Highway.



Exhibit 32: Example Concept for Station Area Townhouses



Townhouse development can create a diverse, attractive and pedestrian-friendly streetscape (above) and parking area (below), as in this condominium development in Moorestown.



Connecting the Light Rail Station to the Waterfront: 1) “Gateway” Theme Lighting and Streetscaping

Substantial new residential, recreational and restaurant development is envisioned for Beverly City’s waterfront area. To draw people from the Light Rail Station to the waterfront and commercial districts, the first step should be to improve street lighting and landscaping (“streetscapes”) along Cooper Street. A redesign of the street’s landscaping that enhances pedestrian and bicycle safety can, for example, include large planters that provide seating at their edges and that are sufficiently massive to serve as barriers to vehicles jumping curbs. Early morning and evening walkers will be served by 8-foot tall lamppost fixtures that supplement the tall street lighting now partially obscured by shade trees. These pedestrian scale fixtures should use a design theme that redefines the character and image of Beverly City, such as an artistic, modernistic lamppost that retains the traditional Beverly “Bee” image.¹

The existing street lighting is relatively dim and spotty, consisting of one 30-40 foot telephone pole mounted lamp in each residential block. One in the 600 block, one in the 500 block and one in the residential section of the 400 block with additional lighting closer together in the retail/commercial section. Fully-grown trees that line the street further restrict the illumination from this insufficient number of very high street

¹ PSE&G provides a wide range of decorative street lighting options and design services for municipalities and developers. For current examples, see their web site at: www.pseg.com/customer/business/small/outdoorlighting/decorative/overview.html.



lights. Changing the current lighting treatment with a new design, adding lampposts along the walkway on both sides and other streetscape improvements would certainly enhance the attractiveness and safety walking between the Light Rail Station to downtown Beverly City and beyond to the river waterfront park. Design standards and capital plans funded by PILOT revenues in the waterfront redevelopment area could immediately specify and install these improvements along Railroad Avenue, Cooper Street and within adjacent neighborhoods. For example, a similar treatment could be provided along Broad Street between the west end of the Railroad Avenue redevelopment and the commercial district at Warren Street. Over time, these improvements could also be extended along Chestnut, Laurel, Elizabeth and other adjacent neighborhood streets through both private and public redevelopment initiatives.

Due to its location directly across Railroad Avenue from the station platform, its pleasant and quiet residential setting and connection with the neighborhood park at Pine Street, Elizabeth Street may prove to be the more popular pedestrian route to and from the station for residents of the eastern parts of the city. Therefore, Elizabeth Street should be treated as a secondary “gateway” for local residents improved navigational signage and with pedestrian crossing areas on Railroad Avenue at Elizabeth Street well marked and well lit to warn drivers and to protect pedestrians and cyclists.

Connecting the Light Rail Station to the Waterfront: 2) “Gateway” Boulevard

While overcrowding and deferred maintenance of residences and commercial buildings occur for a number of often good reasons, it is a fact that such disinvestments discourages future private investment leading to additional disrepair and blight throughout

their neighborhoods. On the other hand, investments that increase the attractiveness of buildings tend to have the opposite effect of encouraging improvements in other properties. Public investment in façade improvements, landscaping and reducing the number of residences divided into three or more apartments (and setting clear requirements for two-family residences, accessory apartments, home-based occupations and non-owner occupied dwellings) can spur not only increased levels of property improvement and maintenance in targeted areas but in neighboring areas as well. Such investments along Cooper Street extending from the River Line Light Rail Station through to the waterfront, in combination with the earlier streetscape and lighting improvements, will extend the public’s sense of safety and prosperity that will be required to encourage new private investment and consumer spending in the downtown.

Connecting the Light Rail Station to the Waterfront: 3) Re-envisioning the Core

The downtown “Five Points” commercial section of Beverly City is close enough to benefit from transit oriented development principles, but in its current condition requires a complete makeover. Demolishing existing structures and replacing them 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. These intensive uses can provide the population and incomes necessary to return the life and disposable dollars into the business community needed to revitalize the downtown area. As the income levels of households in the downtown area can currently only support cash economy convenience retail and services, now is the time to initiate a “visioning” exercise to identify and evaluate the possibilities for downtown Beverly City’s future.



APPENDIX: PHOTO INDEX

“Street level” photographs of Beverly City in this report are digital images of 1720 by 1200 pixels recorded by digital camera in JPEG format and archived on CD-ROM. Use of any of this images is to be credited to the Burlington County (NJ) Department of Economic Development and Regional Planning (2003).



001 LR 600 Block of Cooper St at Railroad Ave looking SE at Station



002 LR Station Area toward Railroad Ave and Cooper St.



003 LR Station Area platform toward Cooper St.



004 LR Station Area platform.



005 LR Station Area Parking Lot EP.



006 LR Station Area Parking Lot EP.



007 LR Station Area Parking Lot and Railroad Ave.



008 LR Bev EP Station platform



009 LR Elizabeth St looking NW at Railroad Ave.



010 LR Station Area Railroad Ave looking W from Elizabeth St.



011 LR Cooper St looking N from Station parking entrance



012 LR 600 Block of Cooper St at Railroad Ave.



013 LR Chestnut St looking N at Railroad Ave.



014 LR Spruce St looking NW at Railroad Ave.





015 LR Spruce St looking N at Railroad Ave.



016 LR Railroad Ave looking E at Spruce St.



017 LR Laurel St looking N at Railroad Ave.



018 LR Laurel St looking NW at Railroad Ave.



019 LR Railroad Ave looking N from Broad St.



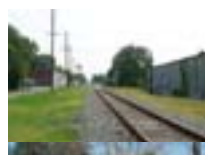
020 LR Broad St looking S at Railroad Ave.



021 LR Broad St looking N at Railroad Ave



022 LR 600 Block of Broad St at Railroad Ave.



023 LR Railroad Ave looking E to Broad St



031 600 Block of Cooper St at Railroad Ave



040 500 Block of Cooper St looking N at Pine St.



041 500 Block of Cooper St looking NW at Pine St.



042 500 Block of Cooper St looking NW at Pine St



043 500 Block of Cooper St looking W at Pine St.



050 400 Block of Cooper St looking N at Church St



051 400 Block of Cooper St NW at Putnum St.





052 400 Block of Cooper St N at Church and Oak Sts.



053 400 Block of Cooper St N at Church St.



054 400 Block of Cooper St looking SE at Perkins St.



055 400 Block of Cooper St looking SW at Perkins St.



056 400 Block of Cooper St looking SE at Warren and Bridge Sts.



057 400 Block of Cooper St Downtown looking SE to Warren, Cooper and Bridge St.



058 400 Block of Cooper St Downtown looking SE at Cooper and Warren St.



059a 400 Block of Cooper St. Downtown looking SE at Cooper and Warren St. (November 2003)



059b 400 Block of Cooper St. Downtown looking SE at Cooper and Warren St. (November 2003)



059c 400 Block of Cooper St. Downtown looking SE at Cooper and Warren St. (November 2003)



060 300 Block of Cooper St looking N at Warren St.



070 200 Block of Cooper St looking SE at Second St.



080 100 Block of Cooper St looking N at Second St.



090 1 Block of Cooper St looking N at Waterfront Park.



091 Front St. at Cooper St and Waterfront Park.



092 Veterans Dr. at Waterfront Park.





093 1 Block of Laurel St looking SE to 300 Block of Front St.

094 Broad St looking N at Front St.

095 Penn St looking W at Broad St.

100 200 Block of Warren St looking N at Cooper St.

101 200 Block of Warren looking W to Cooper and Bridge Sts.

102 200 Block of Warren looking W at Walnut St.

103 200 Block of Warren St looking NE at Cooper St.

104 200 Block of Warren St looking E at Cooper.



110 300 Block of Warren St looking SE at Bridge St.

111 400 Block of Warren St looking N at Laurel St

112 300 Block of Warren St looking N at Laurel St

113 300 Block of Warren St looking SW at Bridge St

114 300 Block of Warren St looking SW at Bridge St.

115 300 Block of Warren St looking SW at Laurel St to Bridge St

116 300 Block of Warren St looking E at Laurel St.

117 300 Block of Warren St looking S toward Laurel St.





118 300 Block of Warren St looking E at Laurel St to Cooper.



120 400 Block of Warren St looking NW at Laurel St.



121 400 Block of Warren St looking E toward Laurel St



122 400 Block of Warren St looking SW to Broad St



124 400 Block of Warren St looking S midblock appliance store.



125 400 Block of Warren St looking S at Laurel St.



126 400 Block of Warren St looking NW to Broad St.



127 400 Block of Warren St looking SE at Broad St.



128 Broad St looking S at end of 400 Block of Warren St.



130 500 Block of Warren St looking W from Broad St.



131 500 Block of Warren St looking E from Locust St



132 500 Block of Warren St looking NW from Locust St.



133 500 Block of Warren St looking NW from Locust St.



134 500 Block of Warren St looking E from Magnolia St



135 500 Block of Warren St looking E at Magnolia St.



136 600 Block of Warren St looking W to church at Bentley Ave.





137 700 Block of Warren St looking SE at Bentley Ave



138 600 Block of Warren St looking E at Bentley Ave.



139 600 Block of Warren St looking E at Bentley Ave.



140 700 Block of Warren St looking E at Melbourne Ave



141 800 Block of Warren St Looking E at Manor Road.







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