

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Vision Statement

The quality of life for Florence Township's residents is enhanced by balancing the community's growth with the preservation of its unique physical character, scale and proportion, and its history, realized by:

- Protecting the environment and critical natural resources;
- Achieving aesthetic, environmentally and economically sustainable development and redevelopment that are resilient to climate change-related natural hazards;
- Expanding and strengthening the local economy and the municipality's tax base to provide needed jobs, goods and services;
- Providing safe, code-compliant housing stock that meets the needs of a diverse cross-section of households and household incomes;
- Improving and expanding the municipality's infrastructure, services and amenities that meet current and future needs; and
- Preserving important historic resources, agricultural lands and open space.

Context for Vision

The following distinct geographical areas contribute toward Florence Township's unique physical character, scale and proportion, and its history:

- Town of Florence – The Town of Florence is identified as the northwestern area of Florence Township bounded by the Delaware River to the north from which the Town developed along Front Street and expanded eastward along Delaware Avenue, southward along Broad Street, and southeastward toward the Camden and Amboy Railroad along Delaware Avenue and Station Road. This area of the Township began its development in earnest during the mid-nineteenth century. For the most part, the Town of Florence consists of lands subdivided in grid street patterns oriented along Delaware Avenue and Front Street with industry located at the northwestern most portions of the area and commercial development along Broad Street and portions of Delaware Avenue and Front Street.

The Town of Florence is where the municipality's first settlements and development occurred beginning in the late 18<sup>th</sup> century. The location known as High Banks, named for the high elevations of land along about one mile of shoreline of the Delaware River, was settled as a small farming community in what was Mansfield Township at the time.

The advent of the Camden and Amboy Railroad operating with a stop in Florence in 1834 ushered in a new era that initiated the transformation of the area from a farming community to a new town. In 1849, the Florence City Company purchased 600 acres with the intention of subdividing and developing the land. A street grid-pattern was laid out and Front Street was

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

constructed at the beginning of the grid. In 1854, the Florence City Company experienced bankruptcy and was sold. The Florence Iron Works was constructed on a tract of land at the edge of the Delaware River near present-day Foundry Street in 1857. In 1867, Richard D. Wood purchased the foundry to produce iron-plumbing materials. Florence Township was incorporated by an act of the New Jersey Legislature separating it from Mansfield Township in 1872.

The R. D. Wood Company expanded its operations and, in order to facilitate this expansion, built 125 new residences for employees. In the 1870s, the company secured a spur connection from the foundry to the Camden and Amboy Railroad, aiding in the industrial growth of the Town known as Florence City. R. D. Wood Company is responsible for installing the original water and sanitary sewer infrastructure of the City and constructed several commercial buildings and a library. In 1962, the foundry was sold to Griffen Pipe Foundry, which ceased operation in 2009.

An area known as Florence Station anchors the southeastern portion of the Town. It began as a stop along the Camden and Amboy Railroad and continued to grow along with the Town of Florence. Residential and commercial development concentrated along Delaware Avenue and expanded to the northwest along Delaware Avenue, the north along Station Road and south of the railroad toward Burlington Pike, which eventually became U.S. Route 130.

The original grid pattern of Florence City influences the present day street and development patterns of the Town of Florence. Industry located at the northwestern end along the Delaware Avenue, commercial development concentrated along segments of Delaware Avenue and Broad Street, and residential development filled in the areas extending from the industrial areas and along and away from Front Street and Delaware Avenue. Residential development in vacant areas that occurred post-World War II abandoned the strict grid pattern and took on modified-grid patterns that were connected by curvilinear roads and, in some instances, contained curved roads and lot arrangements. Areas that display these modified street patterns are found in the eastern sections of the Town. The Town remains a cohesive, traditional community.

- Village of Roebling – The Village of Roebling is located in the northeastern area of Florence Township bounded by the Delaware River to the north, Crafts Creek to the east and the Camden and Amboy Railroad to the southeast, and is bisected by Hornberger Avenue, which was originally named Knickerbocker Avenue and intersects Route 130 to the south, crosses the Camden and Amboy Railroad, and intersects Station Road and Delaware

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Avenue to the west. In 1905, the Village of Roebling began as a company town consisting of a planned development of 750 homes anchored by the Roebling steel mill, which was known as the Kinkora Works. The Village was laid out in a grid street pattern connecting to Main Street that was the primary spine extending from the Main Gate of the steel plant through the community. Rowhomes, which were affordable to general workers, comprised the majority of housing units. Semi-detached duplexes for skilled laborers and large detached single-family homes for managers and senior members of the company were built farther from the mill, some of which were built along Riverside Avenue that afforded views of the Delaware River. Early commercial development was centered in the Village of Roebling along Main Street at a roundabout. In 1915, the Roebling Auditorium was built to provide entertainment for the residents of the Village. As one of the first centrally air-conditioned building in the United States, the auditorium hosted vaudeville shows, minstrels, boxing matches and movies.

The Kinkora Works enjoyed a strategic location for receiving raw materials for steel production and sending out finished products. The plant was accessible by barge on the Delaware and by rail via the Camden and Amboy and the Delaware and Atlantic Railroads. When trucking became more prevalent for shipping products after World War II, the plant had excellent access to U.S. Route 130 via Hornberger Avenue.

As the Kinkora Works expanded between 1920 and the 1930s additional housing, mostly in the form of rowhomes, was constructed south of Hornberger Avenue to the north side of the railroad and, then, south of the Camden-Amboy Railroad to accommodate more workers. The street patterns for these areas were based on the grid. North of the railroad the grid pattern runs parallel to Hornberger Avenue. The grid pattern for the other area was arranged parallel to the railroad. For the most part, commercial development for the southern area was oriented along a short segment of Hornberger Avenue.

In 1953, the Kinkora Works was sold to Colorado Fuel and Iron, which operated the steel mill until 1974. Steel production continued under several owners until 1981. The United States Environmental Protection Agency added the steel mill site to Superfund program's National Priorities List in 1983 and began site remediation in 1985.

Residential development, not associated with the steel mill, continued after World War II with detached single-family dwellings arranged in a grid and modified grid patterns that extended southward along Hornberger Avenue from the Village. This development continued until it met the residential

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

development that extended from the Town of Florence in the vicinity of the intersection of Hornberger Avenue and Delaware Avenue.

The residential component of the Village of Roebling exists today, with the original housing stock of the company town remaining intact. This housing, its grid development patterns and mature streetscapes preserve the unique company town character of the Village. The steel mill and almost all of its buildings and structures are gone, razed as part of the federal government's continuing remediation of the Superfund site. The main gatehouse was saved, renovated and opened as the Roebling Museum, which preserves the history of the Village of Roebling and the Kinkora Works. The large overhead crane-way used for moving steel scrap from rail cars to a later installed electric arc furnace and a massive, vertically mounted flywheel from the mill, which are located at the corner of Hornberger Avenue and Second Avenue, are reminders of the Village's industrial heritage. These industrial features are retained as part of the museum site. Some of the commercial buildings in the Village were razed; others are waiting to be renovated and repurposed.

Roebling Village remains a cohesive, traditional community reflecting its early 20<sup>th</sup> century beginning. The former steel mill site, which is still a Superfund Site and mostly remains an open, undeveloped area, is a dominant feature in the landscape of the Village. The former slag area along the Delaware River has been remediated and redeveloped into a waterfront park with the Delaware River Heritage Trail that connects to Ninth Avenue, follows the shoreline of the Delaware River at the site's top of embankment, crosses Craft's Creek and exits the site before crossing the Bordentown Secondary railroad tracks in the right-of-way that follows the original Camden and Amboy Railroad. The remaining portion of the Superfund Site holds great potential for redevelopment that should be integrated into the Village of Roebling.

- The Country – The Country is identified as the area of Florence that lies south and east of U.S. Route 130, which became part of the U.S. Highway System in 1926 and is the generally recognized transitional area from the Town of Florence and the Village of Roebling to the Country. It contains a significant amount of farmland and environmentally sensitive areas, such as freshwater wetlands, wildlife habitat, ground water recharge areas, and flood plains along streams. The New Jersey Turnpike Extension traverses through the County in an east-to-west manner. Most of the lands north of the Turnpike Extension are developed with low-density residential housing arranged in typical post-World War II curvilinear road and subdivision patterns, which are designed to avoid environmentally sensitive areas such as 100-year floodplains and freshwater wetlands and provide open space areas within the developments.

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Prominent residential developments in the northern area of the Country are Mallard Creek and the Preserve, each of which consists of several hundred detached single-family homes built in the late 1990s and early 2000s. These developments extend from U.S. Route 130 (Mallard Creek) to Old York Road (The Preserve) between Craft's Creek to the northeast and a tributary to Craft's Creek to the southwest. Across Old York Road from The Preserve is a retirement community known as Greenbriar, which was built between 2004 and 2006 and consists of 240 single-family homes laid out in a curvilinear road pattern backing up to the New Jersey Turnpike Extension. Two other major residential developments in the Country front along Florence-Columbus Road (County Route [C.R. 656]). They include The Manors at Crossroads, which is located northeast of C.R. 656 and consists mostly of detached single-family dwellings built between 2008 and 2010, and Birch Hollow, which is a townhouse subdivision fronting along the southwestern side of C.R. 656 built from 1991 to 2000. Older detached single-family homes most of which are built on large lots that are served by individual onsite septic systems front along segments of Potts Mill Road.

The area south of the Turnpike Extension is largely undeveloped with large expanses of farmland, woodlands and open space. Residential development, which consists of detached single-family dwellings on large lots, front along the major roads that traverse the southern area of the Country. This typical residential development exists along segments of Old York Road and Burlington-Columbus Road. A mix of houses built in the mid- to late-19<sup>th</sup> century and mid- to late 20<sup>th</sup> century exist in the crossroad settlement known as Bustleton, which was a stagecoach stopping point. These houses occupy large lots that front along segments of Old York Road, Bustleton Road and Florence-Bustleton Road. A significant structure in this settlement is the Providence Presbyterian Church of Bustleton constructed in 1878 and associated structures that include a residence built in 1890 and a Christian Education Center completed in 1960.

The crossroads of Old York Road and Burlington-Columbus Road known as Frazier's Corner, where an older settlement once called Bustletown existed, has modern developments on its northwestern and southeastern quadrants. The Fountain of Life Center, a large-scale house of worship and preschool with expansive paved parking areas, occupies a portion of a 100-acre parcel of land located at the northwestern corner of Frazier's Corner. The southeastern quadrant is occupied by a residential subdivision consisting of detached single-family dwellings. Coachman's Drive, a curvilinear road, loops through the subdivision and intersects Old York Road with Burlington-Columbus Road.

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Farther south along Burlington-Columbus Road is a modern residential subdivision that has about 38 detached single-family dwellings. Fountain Boulevard loops through the subdivision intersecting Burlington-Columbus Road at two points.

Interstate 295 traverses the southern end of the Country in a northeastern to a southwestern direction. This major limited access highway separates the southern end of the Country from the rest. The Burlington County Resource Recovery Facility occupies the southernmost portion of the Country and extends into neighboring Mansfield Township.

The Country is a mix of rural and suburban landscapes with most of the residential development occurring north of the New Jersey Turnpike Extension and the open lands with less residential development existing south of the Extension. The southern portion of the Country is under development pressure, particularly with industrial development in the vicinity of Interchange 52 of Interstate 295.

- U.S. Route 130 Corridor and Industrial Area – Over the past 25 years large-scale industrial development, which consists primarily of warehouses and distribution facilities, reshaped the landscape of Florence Township situated around Exit 6A of the New Jersey Turnpike Extension at U.S. Route 130, whose construction began in 1997, and along the southwestern segment of U.S. Route 130 where it traverses into neighboring Burlington Township and to the Delaware River. Northwest of U.S. Route 130 industrial development flanks both sides of the Turnpike Extension. Industrial sites were developed on vacant lands south of the Town of Florence to the Turnpike Extension, principally along Railroad Avenue and Cedar Lane. Industrial development is occurring on lands of the former Griffen Pipe Foundry that is north of the Turnpike Extension and continues along Front Street to the Delaware River.

South of the Turnpike Extension this industrial development continues into neighboring Burlington Township and to the Delaware River. The Haines Industrial Center occupies about 800 acres, which are almost evenly divided between the two municipalities. Additional large-scale industrial development has occurred on lands outside of the Haines Industrial Center.

The corridor of U.S. Route 130 that extends from Mansfield Township in the northeast to Burlington Township in southwest experienced sporadic development over the years. Small-scale commercial and industrial development is concentrated along segments of the highway that are centered at the highway's intersections of Florence-Columbus Road and Cedar Lane/Florence-Bustleton Road. Undeveloped and underdeveloped parcels of land create gaps between the commercial and industrial

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

development throughout most of the corridor that lies northeast of the New Jersey Turnpike Extension and become more prevalent heading toward Mansfield Township. Large-scale industrial development and the modern headquarters of national department store retailer Burlington, formerly known as Burlington Coat Factory, punctuate the southern side of the U.S. Route 130 that borders Burlington Township.

The U.S. Route 130 Corridor has significant potential for infill development and redevelopment consisting of smaller-scale commercial development and possibly, in appropriate locations, commercial development mixed with higher-density residential uses. The Industrial Area is approaching full buildout. The remediated portion of the former Griffen Pipe Foundry site along the Delaware River is currently under construction. There are a few undeveloped parcels within the Haines Industrial Center. The U.S. Route 130 Corridor faces the challenges of upgrading and improving highway infrastructure to handle increased traffic generated by the new industrial development and Exit 6A of the New Jersey Turnpike. This highway infrastructure is under the jurisdiction of the New Jersey Department of Transportation, and the majority of the roads intersecting the state highway are under Burlington County's purview. The challenge is to get these state and county agencies to work together and expend funds to make needed improvements.

Vision Strategies and Actions

Florence Township envisions the way in which to enhance the quality of life for its residents is by balancing the community's growth with the preservation of its unique physical character, scale and proportion and its history. Six primary strategies by which to realize this vision for the Township were identified in the vision statement. Specific actions recommended for realizing Florence's vision are provided for each strategy.

Strategy A – Protecting the environment and critical natural resources

The following actions are recommended for protecting Florence Township's environment and critical natural resources:

Action No. A1 – Adopt and implement land development ordinances that protect the riparian area of streams and waterways within the Township and prohibits development within the 100-year flood plain of the Delaware River, Craft's Creek, Bustleton Creek, Assiscunk Creek and the tributaries of these streams and waterways.

Action No. A2 – Adopt and implement a land development ordinance that protects freshwater and tidal wetlands, vernal pools, aquifer recharge areas and wellhead areas within the Township.

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Action No. A3 – Adopt and implement a land development ordinance that protects endangered habitats.

Action No. A4 – Investigate and evaluate the potential for future landside events in the vicinity of the steep slopes along the Delaware River between Broad Street and Cedar Street. Upon completing the evaluation prepare a plan of action to protect against future landslides.

Action No. A5 – Preserve as much of the farmland and open space in the Country as possible. Preserving this farmland will facilitate the attainment of most of the foregoing objectives.

Action No. A6 – Continue efforts to preserve and plant street trees through a Shade Tree Commission and participating in Tree City USA Program, and adopt and implement ordinances that require the replacement of removed street trees.

Action No. A7 – Prepare and implement a Community Forest Management Plan.

Action No. A8 – Initiate and maintain a community garden program.

Action No. A9 – Amend Township landscape design standards to require the use of native plant material and to avoid the use of invasive species.

Action No. A10 – Amend Township landscape design standards to encourage the provision of buildings with maximum solar access, shading and wind protection.

Action No. A11 – Adopt and implement a water conservation ordinance.

Action No. A12 – Adopt and implement a land development ordinance that requires the preparation and implementation of a woodland conservation plan for development applications that have critical forest resources and a reforestation plan for development applications that involve the loss of forest vegetation.

Action No. A13 – Establish an ongoing program to educate the public about the importance of protecting the environment and critical resources including, but not limited to, the improper disturbance of



DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

vegetation and filling of wetlands and flood plains, preventing the discharge of toxic and hazardous pollutant into groundwater, conserving water and ways to conserve water, the importance of preserving farmland and open space, and the protection of other resources.

Strategy B – Achieving aesthetic, environmentally and economically sustainable development and redevelopment that are resilient to climate change-related natural hazards

To achieve aesthetic, environmentally and economically sustainable development and redevelopment that are resilient to climate change-related natural hazards, the following actions are recommended.

Action No. B1 – For environmental sustainability of development and redevelopment, undertake the actions of Strategy A.

Action No. B2 – Prepare a vulnerability assessment, which includes a build-out analysis of future development and an inventory of critical infrastructure, basing it on climate change-related natural hazard projections of the Township provided by the New Jersey Department of Environmental Protection. Prepare a policy statement on the consistency, coordination and integration of such vulnerability assessment with master plan elements. Develop and implement strategies and design standards to reduce or avoid risks associated with natural hazards.

Action No. B3 – Develop and redevelop the Town of Florence and the Village of Roebling, which are served by an extensive network of utilities, infrastructure, and community facilities and services, in the following manner:

- Rehabilitate deteriorated and dilapidated housing stock and buildings.
- Encourage infill development that respects existing land use patterns and the arrangement, size, scale and proportion of surrounding existing buildings and structures.
- Encourage the adaptive reuse of buildings so that they contribute toward satisfying local housing and business needs including, but not limited to, mixed uses, affordable housing, and emergent demand for new and expanding businesses.
- Preserve historically significant buildings and structures with a view toward appropriate rehabilitation and adaptive reuse.
- Develop and implement a menu of financial incentives to encourage housing and building rehabilitation, infill

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

development, adaptive reuse of buildings, and preservation of historically significant buildings.

- Undertake a “complete streets” analysis to identify: gaps in pedestrian and bicycle linkages needed to connect neighborhoods, commercial centers, recreational facilities and parks, and public facilities and services; and where traffic-calming improvements should be made to improve pedestrian, bicyclist and motorized-vehicular safety.
- Implement Action No. A6 regarding street trees.
- Develop and implement an action plan to strengthen and improve neighborhood commercial areas, working with the local business community.
- Upgrade and improve open space and recreational facilities to meet current and future demand.
  - The former Roebling steel mill site has significant potential for being redeveloped as a major recreational facility. The attributes of the site are: more than a mile of shoreline along the Delaware River; publically accessible open space where the slag area was remediated; an area that served as a dock for barges; the county’s regional Delaware River Heritage Trail traverses the shoreline of the site; the Roebling Museum with various artifacts and open areas for events; the New Jersey Transit RiverLINE light rail passenger station; and an expansive open area that is an open palette for improvement. A master plan for improving the entire site should be prepared.
- Improve the road network to address circulation issues.
  - Realign the segment of Hornberger Avenue from U.S. Route 130 to vicinity of the tributary of Craft’s Creek to lessen the sharpness of the curve in the road and raise a portion of the road to avoid flooding from Craft’s Creek.
  - Work with Burlington County and New Jersey Transit to address the issue of tractor-trailers straddling the railroad tracks while attempting make a left turn to Railroad Avenue from northbound Delaware Avenue, which is CR 656, when vehicles occupy the lane exiting Railroad Avenue to Delaware Avenue.
  - Weight-restrict Delaware Avenue and Front Street to prohibit heavy trucks travelling these roads to access industrial development in the vicinity of West Front

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

Street and River Road in Florence Township and Burlington Township, respectively.

Action No. B4 – Balance development and preservation of the Country according to its environmental sensitivity, the ability of its rural road network to handle additional traffic, and the need to maintain a critical mass of farmland to maintain viable agriculture.

- Aggressively pursue farmland and open space preservation.
- Increase the required minimum lot size for residential development supported solely by onsite septic systems in accordance with the Burlington County Wastewater Management Plan.
- Emphasize and undertake the environmental protection actions of Strategy A because of their importance to the Country.
- Emphasize and undertake natural hazard Action No. B2 of Strategy B because of its importance to the Country.
- Encourage infill residential development in the area north of the New Jersey Turnpike Extension where utilities and infrastructure exist and can be readily extended.
- Avoid extending utilities and infrastructure, particularly public water service and sanitary sewers, into the non-sewer and non-water service areas south of the New Jersey Turnpike Extension.
- Develop and implement a trail network plan to connect residential neighborhoods with parks and preserved open space in the Country and with the waterfront and existing and planned trails, parks and recreational facilities in the Town of Florence and Village of Roebling.

Action No. B5 – Develop and redevelop the U.S. Route 130 Corridor and Industrial Area as centers of commerce and industry that provide jobs, goods, services and a strengthened tax ratable base while addressing their increasing traffic issues that negatively affect the quality of life in Florence Township.

- Rehabilitate deteriorated and dilapidated buildings.
- Encourage infill development that respects existing land use patterns and the arrangement, size, scale and proportion of surrounding existing buildings and structures.
- Encourage the adaptive reuse of buildings along U.S. Route 130 so that they contribute toward satisfying local housing and business needs including, but not limited to, mixed uses,

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

affordable housing, and emergent demand for new and expanding businesses. When adaptive reuse is unattainable, redevelop sites with aim of satisfying local business needs and, where appropriate, providing mixed-use development.

- Encourage the consolidation of small lots for the development and redevelopment of commercial uses along U.S. Route 130. Larger lots will allow for the more efficient of land and reduce the number of driveway access points along U.S. Route 130 thereby improving operations and safety of the state highway.
- Develop and implement a menu of financial incentives to encourage building rehabilitation, infill development and adaptive reuse of buildings along U.S. Route 130.
- Improve the road network to address circulation issues.
  - Work with Burlington County and New Jersey Transit (NJT) to address the issue of tractor-trailers straddling the railroad tracks while attempting make a left turn to Railroad Avenue from northbound Delaware Avenue, which is C.R. 656, when vehicles occupy the lane exiting Railroad Avenue to Delaware Avenue.
  - Implement weight-restricting Delaware Avenue and Front Street to prohibit heavy trucks travelling these roads to access the Industrial Area in the vicinity of West Front Street and River Road in Florence Township and Burlington Township, respectively.
  - Work with Burlington Township and Burlington County to plan, design and have constructed a connector road from River Road to Daniels Way, then to John Galt Way and ultimately to U.S. Route 130 to function as the primary access route from the state highway to the Industrial Area along River Road and West Front Street and to facilitate weight-restricting Delaware Avenue and Front Street so that heavy trucks are prohibited from travelling through residential areas along these roads.
  - Work with New Jersey Department of Transportation (NJDOT) and Burlington County to improve failing intersection U.S. Route 130 and C.R. 656 (Florence-Columbus Road and Delaware Avenue) in order for it to handle current and future traffic.
  - Work with NJDOT, NJT and Burlington County to plan, design and construct modifications to the road system associated with the Cedar Lane overpass (over the railroad), which is known locally as the “Whirlybird,” to:

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

lessen the sharpness of the compound curves to improve vehicular safety; connect the enlarged curving road from the “Whirlybird” to a new “T” intersection that consists of an extension of Railroad Avenue toward John Galt Way; extend Railroad Avenue across the railroad spur to connect with John Galt Way; and provide pedestrian walkways from U.S. Route 130 along Cedar Lane through the “Whirlybird” to the roundabout. These improvements will allow for the elimination of truck traffic from the problematic intersection of Delaware Avenue and Railroad Avenue and the rerouting of such truck traffic to the Cedar Lane-“Whirlybird”-Railroad Avenue-John Galt Way roadway complex. In addition, these improvements will facilitate safe pedestrian movement from U.S. Route 130 and Cedar Lane to the industrial development along Cedar Lane and Railroad Avenue.

- Work with NJDOT, Burlington County and Burlington Township to study, plan and improve problematic intersections along U.S. Route 130 that serve the Industrial Area. The focus of addressing the problems associated with these intersections is to improve pedestrian, bicyclist and motorized vehicular operations and safety. Develop a comprehensive plan that addresses the traffic and circulation issues facing U.S. Route – the plan should provide a holistic approach to solving the problems and avoid shifting problems from one intersection or sections of roadway to another.
- Work with NJT to plan, design and construct a pedestrian-only light rail passenger station north of the New Jersey Turnpike Extension in the vicinity of the roundabout for Cedar Lane and Railroad Avenue. Many employees utilize Florence Station in the Haines Industrial Center and walk a great distance in an unsafe condition along the railroad tracks to their jobs in the industrial establishments north of the Extension. Albeit dangerous, walking along the railroad tracks is the most direct route between Florence Station and their places of employment. The new pedestrian-only station would be much closer to the industrial area north of the New Jersey Turnpike Extension and obviate the need to unsafely walk along the railroad tracks.

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

- Work with NJT to plan, design and construct a pedestrian path from the Florence Station in the Haines Industrial Center to the vicinity of the roundabout at Cedar Lane and Railroad Avenue as an interim step to the pedestrian-only light rail passenger station discussed above.
- Ensure that “complete streets” are provided in the Industrial Area to address the needs and safety of pedestrians, bicyclists and motorized vehicles.

Action No. B6 – Adopt and implement new design standards that require more aesthetic development and redevelopment of sites and subdivisions, and that incorporate the actions of Strategy A.

Strategy C – Expanding and strengthening the local economy and the municipality’s tax base to provide needed jobs, goods and services  
The following recommended actions target expanding and strengthening the local economy and the municipality’s tax base to provided needs jobs, goods and services.

Action No. C1 – Undertake Action No. B3 of Strategy B that targets the Town of Florence and the Village of Roebling, and the needed improvements to address the Township’s circulation and traffic issues.

Action No. C2 – Undertake Action No. B4 of Strategy B that targets the agricultural industry in the Country.

Action No. C3 – Undertake Action No. B5 of Strategy B that targets the U.S. Route 130 Corridor.

Action No. C4 – Actively engage local businesses in an ongoing Township-sponsored initiative to learn about the needs, challenges and concerns of the business community, and translate the findings from the initiative into changes needed to local ordinances, new programs to promote the local business community, and partnerships among the business community, the Township, and various civic and non-profit organizations.

- Charge the Township Economic Development Committee with establishing ongoing engagement mechanisms to build relationships with and obtain input from the local business community. Such mechanisms may include various outreach efforts, roundtables, surveys, seminars, ongoing

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

communications (emails and social media, newsletters, etc.), and events to recognize local businesses and their contributions to the Township (economic development breakfasts, luncheons or dinners, etc.). The Committee must forge partnerships among the business community, the Township and various civic and non-profit organizations. Together these entities must promote Florence Township as a place of business opportunity. One way to accomplish this is by sponsoring major public events including, but not limited to: events to bring the community together, such as a Florence Day; events centered around the Township's history, such as the Roebling steel mill and its importance in steel wire manufacturing; and events to promote the future, such as Science, Technology, Engineering and Mathematics (STEM) and Science, Technology, Engineering, Mathematics and Education (STEME).

- Modify and amend ordinances as necessary to address the needs, challenges and concerns of the business community.
- Identify current properties available for development and redevelopment on the Township website.
- Provide online resources on the Township website for the business community including, but not limited to, low- and no-interest financing offered by the local banking community, and state, county and other governmental agencies, and other federal, state and county services targeted for businesses.
- Provide a current local business directory made available on the Township website.

Action No. C5 – Work with state and county economic development agencies, such as the New Jersey Office of Business Advocacy, the New Jersey Economic Development Authority, and the Burlington County Bridge Commission Department of Economic Development and Regional Planning, to actively promote Florence Township for economic development, and to retain, expand and attract businesses to the Township.

Strategy D – Providing safe, code-compliant housing stock that meets the needs of a diverse cross-section of households and household incomes

The following recommended actions are aimed at providing safe, code-compliant housing stock to meet the needs of a diverse cross-section of households and household incomes in Florence Township.

Action No. D1 – Undertake Action No. A4 of Strategy A that recommends studying an area of the Town of Florence where

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

landslide potential is significant and develop methods to avoid future landslides negatively affecting nearby housing.

Action No. D2 – Undertake Action No. B2 of Strategy B that recommends preparing a vulnerability assessment and apply the results of the assessment to develop strategies and methods to address housing that has a potential risk of being damaged or destroyed from natural disasters and to change zoning to avoid developing lands of high risk potential from natural disasters with housing.

Action No. D3 – Undertake Action No. B3 of Strategy B that targets the Town of Florence and the Village of Roebling for development, redevelopment and rehabilitation of housing.

Action No. D4 – Undertake Action No. B4 of Strategy B that recommends increasing minimum lot sizes in the non-sewered areas of the Country to comply with the Burlington County Wastewater Management Plan.

Action No. D5 – Undertake Action No. B5 of Strategy B that recommends developing and redeveloping mixed-uses that include housing along sections of U.S. Route 130. This action has the potential to help the Township address future affordable housing obligations.

Action No. D6 – Continue enforcing code-compliance regulations and requirements for the Township’s housing stock.

Action No. D7 – Continue implementing the Township’s court-approved Housing Element and Fair Share Plan to meet its affordable housing obligation for rehabilitating residential units occupied by low- and moderate-income households and providing new affordable housing units, and prepare and implement such plans to address future affordable housing obligations as determined by either the court or responsible state agency.

Strategy E – Improving and expanding the municipality’s infrastructure, services and amenities that meet current and future needs

To improve and expand Florence Township’s infrastructure, services and amenities that meet current and future needs, the following actions are recommended.

Action No. E1 – Undertake Action No. B2 of Strategy B that recommends preparing a vulnerability assessment for critical



DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

infrastructure and utilities and their potential risk resulting from natural disasters.

Action No. E2 – Undertake Action No. B3 of Strategy B that recommends addresses road network issues and achieve “complete streets” in the Town of Florence and the Village of Roebling.

Action No. E3 – Undertake Action No. B4 of Strategy B regarding limiting development in the County in order to avoid unnecessarily extending utilities in this area of the Township and needlessly widening roads.

Action No. E4 – Undertake Action No. B5 of Strategy that targets improving the road network to address traffic and circulation issues for motorized vehicles, bicyclists and pedestrians along U.S. Route 130 and in the Industrial Area.

Action No. E5 – Upgrade and improve the Township’s water and sanitary sewer systems to ensure they comply with the latest state and federal regulations and adequately serve the community of today and tomorrow as projected. Complete gaps in the system to ensure adequate service to areas intended for more intensive development and redevelopment.

Action No. E6 – Upgrade and improve the Township’s recreational and community facilities to meet the current and future needs of its residents.

- Acquire additional open space that strategically provides needed passive and active recreational opportunities.
- Continue monitoring changes in the demand for different types of recreational and community facilities and make required changes and improvements to the facilities.
- Connect neighborhoods with recreational facilities, open space and community facilities by means of walkways and paths accessible to pedestrians and bicyclists.
- Undertake a “complete streets” analysis to identify: gaps in pedestrian and bicycle linkages needed to connect neighborhoods, recreational facilities and parks, and public facilities and services; and where traffic-calming improvements should be made to improve pedestrian, bicyclist and motorized-vehicular safety.
- Provide new recreational opportunities along the Delaware River.

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

- The former Roebling steel mill site has significant potential for being redeveloped as a major recreational facility. The attributes of the site are: more than a mile of shoreline along the Delaware River; publically accessible open space where the slag area was remediated; an area that served as a dock for barges; the county's regional Delaware River Heritage Trail traverses the shoreline of the site; the Roebling Museum with various artifacts and open areas for events; the New Jersey Transit RiverLINE light rail passenger station; and an expansive open area that is an open palette for improvement. A master plan for improving the entire site should be undertaken.

Strategy F – Preserving important historic resources, agricultural lands and open space

The following actions are recommended for the preservation of important historic resources, agricultural land and open space.

Action No. D1 – Undertake Action No. B3 of Strategy B that recommends preserving and reusing historic buildings and structures in the Town of Florence and the Village of Roebling and creating a menu of financial incentives for preserving the historic buildings and structures.

Action No. D2 – Update inventories of historic buildings and sites eligible for preservation. Publish the inventory on the Township website.

Action No. D3 – Educate property owners of the historic buildings and sites about the importance and benefits of preserving these buildings and sites.

Action No. D4 – Develop and execute a program to educate the public about the history of Florence Township and the importance of preserving historic buildings and sites. Post educational information on the Township's website. Partner with local historic preservation organizations, such as the Roebling Museum, to promote the importance of historic preservation in the Township. Hold events to further promote the importance of the history of the Township.

Action No. D5 – Review and revise historic preservation regulations for the Roebling Historic District. Ensure that the regulations are

DRAFT VISION FOR FLORENCE TOWNSHIP  
BURLINGTON COUNTY, NEW JERSEY  
Prepared March 2022

reasonable and flexible to permit proper use of the historic buildings and sites while preserving their historic significance.

Action No. D6 – Undertake Action No. B4 of Strategy B that recommends aggressively preserving farmland and open space in the Country. Work with state and county agencies to assist in the preservation of farmland and open space.