

**MASTER PLAN RE-EXAMINATION REPORT  
TOWN OF HAMMONTON**

**December 2004**  
(Revised March 2005)  
(Finalized April 2005)

**I. 2004 MASTER PLAN RE-EXAMINATION REPORT INTRODUCTION**

**A. INTRODUCTION**

1. The 2004 Master Plan Re-examination Report (Re-examination Report) has been formatted into four (4) main components. The first deals with the Master Plan Re-examination goals and objectives including a review of the 1998 Master Plan Re-examination Report Goals and Objectives. The second portion is the Land Use Element evaluating the existing zoning and land use while providing suggestions for future zoning changes. The Land Use Element also includes the approved Redevelopment Areas and those areas identified as potential future redevelopment areas. The third portion of the report is the Housing Element which has been updated using 2000 Census data and appropriate comparisons have been made with the original information. The fourth and final main section deals with the comparison of other adjacent jurisdictions with the Town of Hammonton, as well as the 2000 Atlantic County Master Plan and the Pinelands Comprehensive Management Plan. All of the components are contained herein as part of this Re-examination Report and collectively they update the status of the 1998 Master Plan Re-examination Report.

**B. SUMMARY OF RECOMMENDATIONS OF THE 2004 RE-EXAMINATION REPORT**

1. The following is a summary of recommendations being made as part of the Re-examination Report for the Town of Hammonton. Although covered in greater detail in the body of this report, the summary of recommendations is intended to give an overview of the variety of subjects and issues, which warrant further investigation. The Re-examination Report should be treated as an active document that enables the members of the Planning Board, in cooperation with the members of the Governing Body to budget, program and initiate improvements throughout the Town as part of a planned and comprehensive effort. The Re-examination Report is intended to serve as a tool by which the implementation schedule and progress of accomplished tasks can be measured. The Re-examination Report also provides for the management of future planning of the Town of Hammonton, which can be accomplished through efficient cooperation between the Planning Board and the Governing Body.

**C. 2004 RE-EXAMINATION REPORT GOALS AND OBJECTIVES**

1. Evaluation of previous Master Plan documents and Municipal Planning Goals contained within the 1998 Master Plan Re-examination Report and a brief

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commentary summarizing the goals listed with considerations given as part of the 2004 Re-examination Report are included herein.

2. The General Master Plan Goals and the Municipal Planning Goals are included from the 1998 Master Plan document.
3. The Pinelands Management Areas goals and objectives are included from the Pinelands Comprehensive Management Plan.

**D. LAND USE ELEMENT**

1. Introduction and summary of objectives regarding the Pinelands Management Area classifications of the Town of Hammonton.
2. Recommendations for future Zoning District boundary changes.
3. Inclusion of all currently designated Areas in Need of Redevelopment and Rehabilitation as approved by the Planning Board and Governing Body. Additionally, the identification of those areas to be considered for future investigation as potential Redevelopment Areas.
4. Economic Development and Revenue Generating Strategies as implemented through Asset Driven Redevelopment Areas.

**E. HOUSING ELEMENT**

1. A detailed inventory of the existing housing stock of the Town of Hammonton using Census 2000 data.
2. Projections of current housing development trends and probable future construction trends.
3. Analysis of demographic characteristics of the Town of Hammonton.
4. Analysis of existing and probable future employment characteristics.
5. Determination of present and prospective fair share of low and moderate income housing, capacity to accommodate present and prospective housing need including fair share of low and moderate income housing.
6. Consideration of lands most appropriate for construction of low and moderate income housing and of existing structures, most appropriate for conversion to or rehabilitation for low and moderate income housing, including consideration of

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lands of developer who have expressed commitment to provide low and moderate income housing.

7. Potential recommendations for the Town of Hammonton as it experiences changes in demographics, age of housing stock, and employment.

**F. COMPARISION TO ADJACENT MUNICIPALITIES**

1. The commentary found within this section pertains to the land uses and activities which take place within the Town of Hammonton directly adjacent to municipal boundary lines. The municipal borders with Borough of Folsom, Hamilton Township, Mullica Township, Shamong Township, Washington Township, Waterford Township and Winslow Township will be evaluated.
2. Consistency of the Re-examination Report with the 2000 Atlantic County Master Plan.
3. Consistency of the Re-examination Report with the Pinelands Commission, Comprehensive Management Plan.

**G. APPENDIX**

1. As the Master Plan Re-examination Report is intended to be a working document for the community, the Appendix area is reserved for future additions as the Planning Board or the Governing Body sees fit to include.

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**II. MASTER PLAN RE-EXAMINATION GOALS AND OBJECTIVES**

**A. MUNICIPAL LAND USE LAW PLANNING PRINCIPLES**

The State of New Jersey, Municipal Land Use Law (M.L.U.L.), Chapter 291, Laws of N.J. 1975, Article 11, Periodic Re-examination of Municipal Plans and Regulations, (C.40:55D-89), which states that the governing body shall conduct a review of the Master Plan and Development Regulations and Ordinances at a minimum every six years. The Planning Board is responsible for the preparation and adoption by Resolution of the report of findings of the Re-examination of the Master Plan. There are five (5) basic planning principles which are outlined within this section of the M.L.U.L. and are provided herein. The commentary provided as part of the Re-examination Report reflects the initial issues as contained within the 1966 Master Plan and the subsequent 1982 Master Plan and 1998 Master Plan while providing updates as reflective of the changes over time within the Town of Hammonton.

**Planning Principle #1**

**The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.**

The following list of issues were identified through the 1966 Master Plan and were continued through the 1982 Master Plan and the 1998 Master Plan documents. The commentary regarding the resolution of the issues and future recommendations is contained within Planning Principle #2.

1. Develop a Route 54 bypass east of Thirteenth Street.
2. Improve Columbia Road to relieve traffic on the White Horse Pike.
3. Develop a curb and sidewalk plan.
4. Encourage sight triangle clearances at intersections.
5. Discourage heavy traffic on local streets.
6. Develop a small craft airport north of the downtown.
7. Acquisition of approximately 40 acres across Fairview Avenue from the junior-senior high school for a future elementary school.
8. Complete the sewerage treatment plant expansion.
9. Undertake a public water system study.

The following list of goals and objectives were identified through the 1966 Master Plan and were continued through the 1982 Master Plan and the 1998 Master Plan documents. They are general in nature and are applicable to today's standards and are being included as part of the Re-examination Report.

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1. Preserve and maintain the essential character of the Pinelands.
2. Protect and maintain the quality of surface and ground water.
3. Discourage piecemeal and scattered development.
4. Encourage revitalization and redevelopment of the central business district.
5. Provide adequate sewer service to established residential, commercial, and industrial areas.
6. Protect against adverse impacts of multi-unit housing conversions and lack of property maintenance in the downtown area.
7. Protect the existing character and quality of life in neighborhoods.
8. Explore cluster housing and townhouse development to increase affordable housing opportunities, preserve open space, protect natural areas, and decrease infrastructure costs.
9. Adjust Pinelands "Town" Management Area boundary to reflect realistic development patterns.

**Planning Principle #2**

**The extent to which such problems and objectives have been reduced or have increased subsequent to such date.**

The following identified issues were included as part of the 1966 Master Plan, the 1982 Master Plan and the 1998 Master Plan documents. The commentary being provided as part of the Re-examination Report provides the method in which the issues have been resolved since the 1998 Master Plan. Additionally, it is also being recommended that the following list of issues be removed, unless otherwise noted, from any future Master Plan documents due to the successful resolution of the issues by the Town of Hammonton. The issues are as follows:

1. Develop a Route 54 bypass east of Thirteenth Street. This idea has never been developed to a point where it became a reality due mostly to extensive existing wetlands areas. Current Smart Planning Principles and Smart Growth Initiatives would recommend against continuing pursuing this idea. Route 54 as it travels through the Town of Hammonton leads right through the heart of the downtown business district. Diverting this main vehicular route away from the downtown core could be substantially devastating to the existing and future methods to revitalize the downtown area. However, the investigation of other alternative routes for truck traffic should continue to be pursued.
2. Improve Columbia Road to relieve traffic on the White Horse Pike. Although basic improvements have been made to Columbia Road the overall concept of this road becoming a secondary access route to relieve the White Horse Pike has never taken hold. The Pinelands Commission Management Area and the extensive areas of existing wetlands is the physical impediment to implementing this concept. Additionally, improvements to the White Horse Pike including

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additional traffic lights, reconfigured intersections and limited access intersections have provided significant upgrade to the corridor and alleviated prior traffic congestion as the corridor bisects the community. Further study along the corridor as it bisects through Atlantic County should be undertaken in order to continue to enhance the circulation and land uses along the corridor. At the present time, an application has been submitted to the State of New Jersey, Office of Smart Growth for a Corridor Analysis of the White Horse Pike as it bisects through Egg Harbor City to Winslow Township.

3. Develop a curb and sidewalk plan. A Critical Area Map has been developed by the Town of Hammonton which delineates those areas which shall have priority for the installation of curbing and sidewalk. It is suggested that further investigation and evaluation of the existing map be conducted to further define specific pedestrian linkages throughout the Town. Furthermore, it is recommended that this item remain within this Re-examination Report as well as any future Master Plan documents to ensure the continuance of improved pedestrian linkages through the Town of Hammonton.
4. Encourage sight triangle clearances at intersections. Any and all projects appearing before the Town of Hammonton, Planning Board are reviewed by the Planning Board Traffic Engineer, Horner & Canter Associates to ensure that all proposed projects do not negatively impact the sight triangle clearance area at intersections.
5. Discourage heavy traffic on local streets. The majority of heavy traffic appears to use the main vehicular routes through the Town of Hammonton such as the A.C. Expressway, the White Horse Pike, Route 54, and Route 206. The routes listed herein provide the most direct access through the Town of Hammonton as leading to other points such as Vineland, Atlantic City, Trenton and Philadelphia, which reduce the need to use the local street system through the Town.
6. Develop a small craft airport north of the downtown. The Agricultural Production/Compatible Light Industry District, north of the downtown area exists as the Hammonton Airport since January 14, 1981. The focus here should be to continue to provide improvements and update the airport to ensure the longevity of the facility.
7. Acquisition of approximately 40 acres across Fairview Avenue from the junior-senior high school for a future elementary school. The Town of Hammonton has provided increased educational resources in two new high schools and an early childhood education center. The Town is still in need of additional recreational and cultural resources. The Approved Redevelopment Areas section of the Land Use Element includes elements of approved Redevelopment Areas which would

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lead to the creation of additional recreational and cultural resources for the Town of Hammonton. Additionally, the recommended Zoning District Boundary Changes section of the Land Use Element further identifies an area surrounding Hammonton Lake which is currently zoned Residential R-1 and is recommending that it be rezoned to Recreation REC. The issue of additional recreational and cultural resources for the Town remains as a current issue of the Re-examination Report. The Town shall negotiate with the Pinelands Commission, the possibility of a land swap for the rezoning of existing R-1 land around the Hammonton Lake to REC lands in exchange for expanding the boundaries of the Pinelands Town Area of the Town of Hammonton.

8. Complete the sewerage treatment plant expansion. The Town of Hammonton has expanded the sewer and water infrastructure which has fostered economic growth, but such growth has occurred in a haphazard fashion. The issue of guided economic development and growth for the Town of Hammonton remains as a current issue of the Re-examination Report. The recommended Zoning District Boundary Changes and Potential Redevelopment Area sections of the Land Use Element provide some suggestions for guidance with this issue.
9. Undertake a public water system study. The Town of Hammonton through the Mayor and Council, has undertaken such study and the expansion of the public water system through the Town continues to be implemented.

**Planning Principle #3**

**The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.**

The following issues have been identified by the Planning Board since the 1998 Master Plan document was released. The list should be considered as a starting point in assessing the current issues which should be addressed. Additionally, the Planning Board and the Governing Body shall continue to add items to this list as they see fit until such a time when a comprehensive Master Plan is pursued or an additional Re-examination Report is undertaken. The issues are as follows:

1. The affordable housing problems have been addressed and the Town of Hammonton is COAH certified. The Town still has a need for affordable senior housing because of the dramatic increase in the value of residential housing. The locations of remaining affordable housing zones are in inconvenient locations for

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senior citizens. The issue of affordable senior citizen housing remains as a current issue of the 2004 Re-examination Report.

2. The Town of Hammonton has made some progress in pollution control and waste management, and the Town should continue to strive for increased efficiency and additional progress in this area.
3. The Pinelands Commission Management Areas and the extensive existing wetlands areas of the Town of Hammonton continue to restrict areas which could be available for development. The Planning Board and Governing Body will need to continue to work within these parameters and by utilizing the approved Redevelopments Areas and through identifying potential Redevelopment Areas the development of currently underutilized lands will lead to more efficient usage of land throughout the Town.
4. Due to the existing environmentally sensitive areas and extensive farmland areas of the Town of Hammonton, the investigation of a Transfer of Development Rights (TDR) program should be initiated. The State of New Jersey, Office of Smart Growth is in the process of developing model TDR projects. The option of swapping development rights from environmentally protected areas to areas where additional development has not yet taken place would greatly benefit the Town of Hammonton.
5. There are several issues relating to existing roads or streets which need immediate attention. The issue of widening Second Road in the area around Route 54 would better prepare the area to handle the vehicular activity which will be generated through the anticipated development in the area. The dedication of Commerce Drive shall take place and the improvement of Commerce Drive from Second Road through the industrial zoning district and back out to a future intersection with light, at Route 54 or other alternative access. Additionally, improvements are needed for the intersection of Chew Road with Route 54.
6. There are some portions of existing Pinelands Management Areas within the Agricultural Production Zoning District where agricultural processes are becoming increasing more difficult due to the surrounding new construction and the close proximity of adjacent land uses within the Rural Residential and the Residential -3 Zoning Districts. Evaluation of the existing agricultural lands being impacted should be conducted and discussions between the Town of Hammonton and the Pinelands Commission are encouraged in order to work towards effective resolution of this increasing issue.
7. In reference to the Agricultural Production (AP) Zoning District the buffer requirements to surrounding land uses should be evaluated. Individuals involved



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in active farming of areas within the AP Zoning District have expressed increased concern over the close proximity of additional residential areas in reference to farming process and procedures. Of specific note is the increased difficulty in aerial spraying for farming purposes when fragmented residential developments impede this critical process of farming.

8. Evaluate the existing Pinelands Town areas and allow sewer extensions along centerline of streets where currently there may only be sewer on one side of the street, due to the current configuration of the Pinelands Town boundaries. This initiative would provide for equal sewer service to both sides of a street and eliminate existing septic sewer systems.

#### **Planning Principle #4**

**The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.**

The first comprehensive Master Plan undertaken by the Town of Hammonton was conducted in 1966, since then there has been the 1982 Master Plan document and the 1998 Master Plan document. The documents prepared subsequent to the 1966 Master Plan essentially continued the goals and objectives and general planning concepts. Significant changes have taken place within the realm of the planning profession as well as with the trends in and attitudes towards land use since 1966. In order for the Town of Hammonton to fully take advantage of incorporating the changes over the past almost forty years it would be most beneficial for the Town to consider implementing another comprehensive Master Plan process. The next Master Plan Re-examination Report will be required in the year 2010 and the recommendation of this Re-examination Report is that the Town of Hammonton begin the comprehensive master planning process in a timely manner so as to result in a complete comprehensive 2010 Master Plan document. Additionally, a new Master Plan would be able to incorporate the Strategic Redevelopment and Smart Growth Plan, prepared in February of 2003, as part of a Downtown and Farmlands Preservation Study.

#### **Planning Principle #5**

**The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L. 1992, c. 79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommend changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.**

In 2001, the Planning Board contracted Peter P. Karabashian Associates, Inc. to conduct a Strategic Redevelopment and Smart Growth Plan through a grant from the State of New Jersey, Office of Smart Growth, which identified Planning Areas throughout the

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community. Through further investigation of those Planning Areas a Redevelopment Area Analysis and Redevelopment Area Plan study was conducted by Peter P. Karabashian Associates, Inc. in 2003 which further refined the Redevelopment Areas. The Land Use Element of the Re-examination Report identifies those Redevelopment Areas which have already been approved by the Town of Hammonton and it also identifies potential Redevelopment Areas which have not yet been fully investigated.

1. Included in the Land Use Element of the Re-examination Report is the reference to eleven (11) Redevelopment Areas which have been identified and investigated by the Planning Board and approved by the Town of Hammonton as viable Areas in Need of Rehabilitation and Redevelopment through the Local Redevelopment and Housing Law requirements. Through the approval of the Redevelopment Areas the Town of Hammonton has taken the first step in moving forward with the effectuation of the Redevelopment Plans.
2. Also included in the Land Use Element of the Re-examination Report is the reference of Potential Redevelopment Areas which includes four (4) of the initial Planning Areas identified through the Strategic Redevelopment and Smart Growth Plan document. In addition to those areas, three (3) other potential redevelopment areas have been identified, which relate to some of the listed Recommendations for Zoning District Boundary Changes section of the Re-examination Report. The Town of Hammonton will need to conduct a complete analysis of all potential redevelopment areas in order to move forward with future implementation of those areas identified.

**B. GENERAL MASTER PLAN GOALS**

The 1998 Master Plan Re-examination Report reviewed the five (5) basic goals which were a part of the 1966 Master Plan document. The goals are general enough that they are still relevant today and are being included herein.

1. To provide for a steadily increasing population.
2. To guide overall development of the Town in a manner which will maintain its existing desirability as a place to live and work, while taking advantage of the potential for growth which is inherent in the Atlantic-Camden County region.
3. Generally, to maintain the existing medium density residential pattern while extending the range of types of accommodations available.
4. To recognize the basic division of the Town into urban and rural segments and to provide for further development in a manner which will not disrupt the agricultural economy of the area.

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5. To create compatible land use groupings.

**C. MUNICIPAL PLANNING GOALS**

The Municipal Planning Goals as found within the 1998 Master Plan Re-examination Report have been evaluated and incorporated herein with updates and modifications to continue to encourage and guide the development direction for the Town of Hammonton.

1. Maintain community character and improve the quality of life through the existing and future development of the Town.
2. Preserve and enhance the existing tax base while enhancing economic development opportunities and increasing employment opportunities.
3. Guide the development of vacant lands to ensure the best possible final product for the residents and the Town.
4. Ensure that community facilities and services are utilized to meet the needs of the Town within the limits of the available resources.
5. Promote the adequate improvements to public infrastructure, community facilities and services to meet the needs of the residents and the Town.
6. Monitor the development intensity and the subsequent impacts on population of the Town to ensure that the preservation of the overall character and feel of the Town is maintained.
7. Encourage the identification and conservation of historic sites, districts, open space areas, energy resources, and valuable natural resources.
8. Ensure that adequate and appropriate affordable housing options are available and continue to promote and encourage existing viable residential neighborhoods.
9. Encourage economic development through traditional methods as well as through the approved Redevelopment Areas located within the Central Business District to revitalize the downtown center of the Town.
10. Ensure that appropriate and compatible commercial development occurs in relationship to existing residential areas of the Town.

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**D. PINELANDS MANAGEMENT AREA GOALS AND OBJECTIVES**

The Town of Hammonton is located completely within the Pinelands Management Area of the State of New Jersey and as such is subject to the rules and regulations of the Pinelands Comprehensive Management Plan (CMP). The CMP has been in effect for over twenty years and the Town of Hammonton is required to model all Ordinances and ensure all development is in conformance with the CMP. The main goal of the CMP is to preserve the land areas encompassing and surrounding the Mullica River watershed which is a part of the 17 trillion gallon Kirkwood-Cohansey aquifer which is located subsurface. The way the CMP sets out to accomplish this main task is by establishing management areas surrounding the identified area of preservation. The Town of Hammonton is located within the identified preservation area and as such serves as a Pinelands Management Area. Within the Management Area, classifications of land use have been identified and the Town of Hammonton Land Use Ordinance and Zone Plan have been developed in accordance with the CMP. The following goals and objectives of the Pineland Management Areas as taken from the Pinelands Comprehensive Management Plan Section 7:50-5.13.

1. PRESERVATION AREA, SECTION 7:50-5.13(a)

The Preservation Area District is the heart of the Pinelands environment and represents the most critical ecological region in the Pinelands. It is an area of significant environmental and economic values that are especially vulnerable to degradation. This large, contiguous, wilderness-like area of forest, transected by a network of pristine wetlands, streams and rivers, supports diverse plant and animal communities and is home to many of the Pinelands' threatened and endangered species. The area must be protected from development and land use that would adversely affect its long-term ecological integrity.

2. FOREST AREA, SECTION 7:50-5.13(b)

The Forest Areas are similar to the Preservation Areas in terms of their ecological value and, along with the Preservation Area, serve to provide a suitable ecological reserve for the maintenance of the Pinelands environment. These undisturbed, forested portions of the Protection Area support characteristic Pinelands plant and animal species and provide suitable habitat for many threatened and endangered species. These largely undeveloped areas are an essential element of the Pinelands environment, contain high quality water resources and wetlands, and are very sensitive to random and uncontrolled development. Although the overall types and level of development must be strictly limited, some parts of the Forest Areas are more suitable for development than others provided that such development is subject to strict environmental performance standards.

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3. AGRICULTURAL PRODUCTION AREA, SECTION 7:50-5.13(c)

Agricultural Production Areas are areas of active agricultural use, together with adjacent areas of prime and unique agricultural soils or soils of statewide significance, which are suitable for expansion of agricultural operations. In order to maintain agriculture as an essential element of the Pinelands region, the level and type of development must be controlled to prevent incompatible land uses from infringing upon these important land resources.

4. SPECIAL AGRICULTURAL PRODUCTION AREA, SECTION 7:50-5.13(d)

Special Agricultural Production Areas are discrete areas within the Preservation Area District which are primarily used for berry agriculture or horticulture of native Pinelands plants. They represent a unique and essential element of the Pinelands economy and, because they are generally compatible with the ecological values of the Preservation Area, are a part of the essential character of the Pinelands. In order to maintain these agricultural uses in a manner which recognizes their integral relationship to the Preservation Area, very strict limits on non-agricultural land uses are necessary.

5. PINELANDS TOWN, SECTION 7:50-5.13(e)

Pinelands Towns are existing spatially discrete settlements in the Pinelands. These traditional communities are appropriate for infill residential, commercial and industrial development that is compatible with their existing character.

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**III. LAND USE ELEMENT**

**A. INTRODUCTION**

The 1998 Master Plan Re-examination Land Use Element identified the various Land Use Designation Areas of the Pinelands Management Area and provided commentary as well as recommendations for future actions to be undertaken by the Town of Hammonton. This report will expand upon and update the Land Use Designation Areas of the Pinelands Management Area in accordance to the current recommendations of the 2004 Master Plan Re-examination Report. (Re-examination Report)

**B. SUMMARY OF OBJECTIVES FOR THE PINELANDS MANAGEMENT AREAS AND OTHER LAND USE DESIGNATION AREAS**

1. PRESERVATION AREA

- a. No changes are recommended for this area.

2. FOREST AREA

- a. No changes are recommended for this area.

3. AGRICULTURAL PRODUCTION

- a. The Town should explore the feasibility of extending the Town's sewer service line to include the extension of sewer service to the airport and South Jersey Gas in Folsom Borough. Restriction from other tie-ins will need to be implemented in accordance with Pinelands rules.
- b. The airport site should be marketed for warehousing and/or agricultural processing/packaging until sewer service becomes available for a wider array of uses. Future revisions to the zoning map should include the approved airport safety zone.

4. PINELANDS TOWN:  
DOWNTOWN BUSINESS / COMMERCIAL USES

- a. Continue support of the Main Street, Neighborhood Preservation, and Small Cities programs in the Downtown area for local business improvement.
- b. Amend land use ordinance to encourage pedestrian scale commercial development on and in the vicinity of Third Street with enhanced

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pedestrian amenities, buffering, and automobile circulation/parking controls.

- c. Develop and implement a downtown parking and signage plan in concert with Main Street program.
- d. Identify vacant/under-utilized land appropriate for redevelopment or rehabilitation in the downtown area. This includes residential and smaller commercial uses. Continue to identify, clean, and re-use or clear and rebuild upon vacant/under-utilized factory building. Employ redevelopment plans to meet community needs.
- e. Develop a public "Italian" market on Central Avenue or other public area on designated days. Implement funding/marketing with Jersey Fresh at New Jersey Department of Agriculture.
- f. Continue Main Street program's goal of attracting businesses. Encourage the use of Bellevue-Third Street area a recreational shopping area.
- g. Review existing land use standards for home occupations and professional offices to identify whether changes should be made to reflect current technologies, business trends, and Town economic development goals. Amend downtown zoning regulations accordingly to promote economic growth in core area.
- h. Encourage development of other recreation, restaurant, and cultural facilities in the downtown area. Increase opportunities for family entertainment in Hammonton and for visitors to see Hammonton as a destination.
- i. Program and market existing and new community festivals to focus local and regional awareness in downtown shopping and recreation opportunities, i.e. the Red, White, and Blueberry Festival; Our Lady of Mount Carmel Festival; Cruise Night; New year's Eve First Night (proposed); July 4<sup>th</sup>, etc.

**5. PINELANDS TOWN:  
WHITE HORSE PIKE BUSINESS / COMMERCIAL USES**

- a. Support expansion of Kessler Memorial Hospital and encourage the creation of a hospital/medical office complex zoning district to include the area along the western side of the White Horse Pike from Central Avenue to Old Egg Harbor Road.

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- b. Support spin-off of professional and medical offices and support services on the White Horse Pike, east of Hammonton Lake. Promote development and concentration of office parks in this area. Develop a “professional zone” character as opposed to scattered office development in-between other business uses on White Horse Pike.
- c. Concentrate retail development on the White Horse Pike corridor west of Hammonton Lake to maximize regional accessibility at the intersection of Routes 30 and 206.
- d. Market use of Tomasello Winery as a tourism destination. Encourage concentration of other agricultural accent markets, i.e., farm equipment (John Deere), blueberries, cranberries, flowers, nursery, etc., in this vicinity to create an agricultural commercial destination.

6. **INDUSTRIAL / AGRICULTURAL USES**

- a. Step-up strategies to find high-tech or research tenant for the vacant Whitehall-Robins industrial site and other underdeveloped sites.
- b. Market use of country club and airport as key business/cultural amenities.
- c. Review existing zoning district boundaries to determine whether some residentially zoned but now predominantly vacant areas should be rezoned to industry or business use, and vice versa.

7. **INSTITUTIONAL USES**

- a. Review Ordinance to determine whether parking and other requirements for institutional uses are adequate and meet local land use objectives.

8. **PERFORMANCE STANDARDS AND OTHER ISSUES**

- a. Prepare and adopt a Utilities Plan element which prioritizes projects in the Town’s approved water and wastewater management plan.
- b. Prepare and adopt a comprehensive Recreation Plan element.
- c. Prepare and adopt a comprehensive Transportation Plan element.
- d. Prepare and adopt a comprehensive Stormwater Management Plan.



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- e. Develop and implement an Official Map to identify future street patterns and methods of connecting neighborhoods.
- f. Consider amending the land use ordinance to reflect the recognition of New Jersey Residential Site Improvement Standards for all areas except stormwater management, for which Pinelands standards will be maintained. The inclusion of the State of New Jersey, Department of Environmental Protection, Best Management Practices regarding stormwater and stormwater facilities shall also be incorporated into the land use ordinance.
- g. Consider amending the ordinance to require specific deed restriction language as part of the development review approval process when wetlands, farmlands, and other special features are involved.
- h. Consider revision of signage controls in B-1 and M-D districts to encourage signage more compatible with downtown development patterns, including reductions in size and height, and the limitation of pylon sign in favor of monument sign for most commercial uses.

**C. RECOMMENDATIONS FOR ZONING DISTRICT BOUNDARY CHANGES**

The Planning Board Subcommittee for the 2004 Master Plan Re-examination identified a list of recommendations for zoning district boundary changes. The list was developed based on experiences of project review as presented to the Planning board over the past several years and included the evaluation for the ability of the Town to maximize on future development of remaining vacant lands within the Town. The list was then presented to the entire Planning Board on August 18, 2004, where the following list of nine (9) recommended changes was approved by a 9-0 vote in the affirmative to include the changes as part of the Land Use Element. The recommended changes will require further investigation and elaboration prior to the formal passing of any contemplated changes. The contemplated changes will required that the Zone Plan be modified to reflect those changes which will require open public meetings with the Planning Board and the Governing Body prior to final adoption. The Recommended Zoning District Boundary Changes are delineated on Exhibit A and are as follows:

- 1. Create an Office Campus Zoning District (M-1/B-2) at the southern gateway to Hammonton along Route 54, from the Expressway to Chew Road. The area is generally bounded by Second Road to the south, the existing B-2 Zoning District to the west and north, Chew Road to the northeast including the existing M-1 Zoning District along Eleventh Street back to Chew Road to the east. Additionally as part of the Office Campus Zoning District, expand the current B-2 Zoning District to a point ±300 – 400 ft. east of Thirteenth Street, with the

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**Recommended Zoning District Boundary Changes**

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boundary line running along the rear property lines of parcels fronting along Thirteenth Street and currently within the R-R Zoning District. The area is generally bounded by Second Road to the south, extends along the existing B-2 Zoning District boundary to the north and east and will include a portion of approximately 300 ft. east of Thirteenth Street for the western boundary line and will become a part of the Office Campus Zoning District.

2. Create a Neighborhood Commercial Zoning District for the current portions of the B-1 Zoning District outside of the downtown area and south of the railroad tracks along Route 54, thus including provisions for off-street parking and serve as a buffer to residential uses. Additionally, this zoning district will provide for alternate access off of Route 54, encourage the creation of shared off-street parking and utilize linked marginal access roads. The area is generally bounded by Chew Road to the south, includes the existing B-1 Zoning District along Route 54 and terminates at the Atlantic City Rail Line to the north.
3. Examine M-D Zoning District in the downtown area to determine if portions should be altered. Create an M-D West (reduce residential component and encourage commercial only) factoring in the approved Redevelopment Areas of Area A-D and M-D East (allow for combination of residential and commercial) factoring in the approved Redevelopment Areas of Area H & J. The proposed M-D West includes the existing M-D Zoning District west of Orchard Street to the existing R-3 Zoning District boundary to the west. The proposed M-D East includes the existing M-D Zoning District east of Bellevue Avenue from Passamore Avenue to the existing M-1 Zoning District boundary to the east. A block by block land use analysis shall be conducted in the M-D Zoning District and the overall goal should lead to the reduction of residential uses with the provision to eliminate any additional residential expansion in the future.
4. Expand the B-2 Zoning District along the White Horse Pike in the area of Boyer Avenue and Sewell Avenue, creating the ability for larger lots and encouraging a more commercial component. The investigation of the elimination of existing paper streets in the area shall be conducted as part of this zoning district boundary change. The area generally is bounded by the existing B-2 Zoning District to the west, including the R-3 Zoning District and bounded by Boyer Avenue to the east and Sewell Avenue to the north.
5. Evaluate the section along the White Horse Pike in the area around the Augusta Office Complex to the Kessler Hospital, including various existing professional offices (all of which are currently in the B-2 Zoning District) and existing medical and doctor's offices located along this portion of the corridor, to create a district for hospital, medical offices and professional offices. The area generally

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encompasses the existing B-2 Zoning District including properties along the western side of the White Horse Pike in the area between Old Egg Harbor Road and Central Avenue with the R-1 Zoning District serving as the boundary line to the west. Expand the B-2 Zoning District to the fullest extent while at the same time maintaining the buffer to the existing residential uses within the R-1 Zoning District. The area should also include all property owned and intended for future expansion by the Kessler Hospital and currently located within the R-1 Zoning District.

6. Evaluate the existing MDA Zoning District with the possibility of reducing the density and at the same time continue to accommodate the COAH requirements. Recommend the development of Garden Apartments, townhouses, quads, or any other alternative housing type in addition to the Garden Apartment style of housing, with 6 units per acre and the investigation of expanding this area to include the entire block bounded by Grand Street, Eleventh Street, Rosemont Avenue and Washington Street. Develop a set of design criteria in order to guide the spatial layout and building style for the zoning district.
7. Create an additional REC Zoning District around the area of Hammonton Lake and the adjacent recreation fields and facilities along Egg Harbor Road, which are both currently within the R-1 Zoning District. The area is generally bounded by Egg Harbor Road to the south and encompasses the existing Hammonton Lake Park, the William Smith Conservation Area and the Hammonton Lake. Investigate and negotiate with the Pinelands Commission the possibility of expanding the Pinelands Town area with the conversion of existing R-1 Zoning District area to the Recreation Zoning District area.
8. Evaluate the current lot size and other Area and Bulk Requirements for both the R-3 and R-R Zoning Districts.
9. Recommend the investigation of providing sewer and water access to the Hammonton Airport.

**D. AREAS IN NEED OF REDEVELOPMENT AND REHABILITATION**

In 2001 the State of New Jersey, Office of Smart Growth, awarded the Town of Hammonton a Smart Future Planning Grant where twenty-three (23) Planning Areas were identified through the final report. The Planning Areas were then further evaluated and eleven (11) of the Planning Areas became identified as potential Redevelopment Areas. The Town of Hammonton then evaluated those areas in order to determine if all requirements of the State of New Jersey Redevelopment Statute (N.J.S.A. 40A:12A-5) were met and those areas could be deemed Areas in Need of Redevelopment and as such

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become Redevelopment Areas. This process was undertaken by the Town of Hammonton and through a Redevelopment Area Analysis and Redevelopment Area Plan as prepared by Peter P. Karabashian Associates, Inc., December 2002 and revised October 2003, those areas were evaluated and identified as Redevelopment Areas. The following list of Approved Redevelopment Areas reflects those areas as were identified and with approved Redevelopment Plans. Additionally, there remains several Planning Areas of the Smart Future Planning Grant document which may become future Redevelopment Areas upon further investigation. The section for Potential Redevelopment Areas is included for this purpose as well as affording the Town of Hammonton to identify other areas which have not already been identified for the investigation as future Redevelopment Areas.

## 1. APPROVED REDEVELOPMENT AREAS

The following eleven (11) Redevelopment Areas are listed as Redevelopment Area A through K of the Area Analysis and Redevelopment Area Plan report and were developed through the previously identified Planning Areas. For reference purposes the Redevelopment Areas will be identified and described by their 'alphabetical letter' identification as well as the Planning Areas encompassed by the Redevelopment Area. Exhibit B delineates the following Approved Redevelopment Areas.

### a. Redevelopment Area 'A'

This area is located along Thirteenth Street between West End Avenue and the Atlantic City Rail Line. The area encompasses Planning Areas P-6 (Block 2416, Lot 3; Block 2419, Lots 1, 3, 4 and 13) and P-7 (Block 2419, Lot 2) and includes ±4.4 acres. The buildings are industrial and have gone through a range of uses. Currently they are considered substandard and obsolete. Adequate buffers do not exist between existing residential uses, there is a lack of parking and buildings are poorly arranged. The existing Zoning classification is MD, Mixed Use.

### b. Redevelopment Area 'B'

This area extends along the south side of West End Avenue generally between Pleasant Street and Thirteenth Street. The site also includes all of West End Avenue from Thirteenth to Pleasant Street. The area encompasses Planning Areas P-3 (Block 2413, Lot 16), P-4 (Block 2413, Lots 6, 13 and 15) and P-5 (Block 2413, Lots 8 - 12) and includes ±3.6 acres. The site consists of an obsolete and deteriorated building as well as an adjacent vacant parcel. Directly opposite the site is an abandoned railroad corridor. The existing Zoning classification is MD, Mixed Use.

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**Exhibit B**

**Approved Redevelopment Areas**

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c. Redevelopment Area 'C'

This area is generally located between Washington Street, West End Avenue, Pleasant Street and Orchard Street. The area encompasses Planning Areas P-1 (Block 2417, Lot 1; Block 2418, Lots 1- 4 and 7; Block 200, Lot 8) and P-2 (Block 2415, Lot 8) and consists of ±2.2 acres. The site originally housed a vacant structure which was the subject of a fire and emergency demolition. There is also the issue of the remainder of the redevelopment area which is across the street of West End Avenue. The existing Zoning classification is MD, Mixed Use.

d. Redevelopment Area 'D'

This area incorporates a two block area extending northward from West End Avenue to Railroad Avenue and east to West Bellevue Avenue to Orchard Street. The area encompasses Planning Areas P-8 (Block 2518, Lot 1; Block 2519, Lots 1-8) and P-10 (Block 2522, Lots 1-14; Block 2525, Lots 1-3) and consists of ±4.4 acres. This area is an amalgamation of business retail, residential uses and associated parking areas. Facades are uncoordinated and there is a lack of a central theme for buildings that begin to form the southern gateway to the Central Business District. The existing Zoning classification is MD, Mixed Use and B-1, Town Business.

e. Redevelopment Area 'E'

This area includes a three block district which represents the core of the Central Business District on the west side of Bellevue Avenue to Orchard Street between Railroad Avenue to Third Street. The area encompasses Planning Areas P-13 (Block 2802, Lots 1-7, 9-15), P-14 (Block 2809, Lots 1-15) and P-15 (Block 2814, Lots 1-10) and consists of ±5.604 acres. The west side of Bellevue Avenue of the Central Business District is a composite of mixed use retail at the ground level with apartments for some of the buildings located at the second level. Building and parking layout is obsolete and façade restoration is limited or non-existent. The existing Zoning classification is B-1, Town Business.

f. Redevelopment Area 'F'

This area includes the east side of Bellevue Avenue and extends for three blocks and mirrors the directly opposite Redevelopment Area 'E'. The area encompasses Planning Areas P-16 (Block 2803, Lots 1-22), P-17 (Block 2810, Lots 1-11 and 17-19) and P-18 (Block 2815, Lots 1-3) and consists of ±4.029 acres. The conditions along this area parallel those of Redevelopment Area 'E' and although

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some renovation of buildings has occurred there is a lack of overall coordination of uses and parking areas. The existing Zoning Classification is B-1, Town Business.

g. Redevelopment Area 'G'

This area includes the block bounded by Third Street, Central Avenue, Vine Street and Second Street, exclusive of residential properties fronting on Second and Peach Streets. The area encompasses Planning Area P-21 (Block 2810, Lots 12-16; Block 2811, Lots 1-9) and consists of ±3.7 acres. This area includes the existing Town Hall building accompanying parking lot and surrounding land uses. The existing buildings suffer from obsolete layout and spatial requirements along with inadequate parking. Additionally, there are no adequate landscape buffers separating existing residential, public and commercial use areas. The existing Zoning classification is B-1, Town Business and R-2, Residential.

h. Redevelopment Area 'H'

This area includes a two block area at the southern gateway to the Central Business District. It occupies the entire block between Bellevue Avenue and Passamore Avenue and a portion of the block between Passamore Avenue and Line Street, between Washington and Lincoln Streets. The area encompasses Planning Area P-9 (Block 2515, Lots 1-8; Block 2516, Lots 1-2; Block 2520, Lots 1-3; Block 2521, Lot 1; Block 200, Lot 11) and consists of ±8.303 acres. This area includes a variety of commercial, public, retail and light industrial warehousing uses. The area is assembled in an obsolete, over crowded and poorly arranged layout. The existing Zoning classification is B-1, Town Business and MD, Mixed Use.

i. Redevelopment Area 'I'

This area extends along Bellevue Avenue for a short distance, however, the primary frontage is along Old Egg Harbor Road, the Atlantic City Rail Line right-of-way and Peach Street. The area encompasses Planning Area P-12 (Block 2804, Lots 1-4; Block 200, Lot 17) and consists of ±2.4 acres. The restored railroad station is located within this area and the remaining of this block to the east requires comprehensive façade treatment, signage and landscaping. The existing Zoning classification is MD, Mixed Use and B-1, Town Business.

j. Redevelopment Area 'J'

This area is located on Bellevue Avenue between Front Street and Washington Street. The project area occupies almost the entire block except for



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approximately four (4) lots near Passamore Street. The area encompasses Planning Area P-11 (Block 2523, Lots 1-6; Block 2526, Lots 1, 1.01-6) and consists of  $\pm 2.7$  acres. The area consists of a vacant garment factory, a gravel parking lot, an existing church, a cluster of residential uses, commercial uses, and an auto body shop located at the entrance of the downtown area. The existing Zoning classification is MD, Mixed Use and B-1, Town Business.

k. Redevelopment Area 'K'

The area is located on part of the block bounded by Bellevue Avenue, Tilton Street, Packard Street and Pleasant Street. The area encompasses Planning Area P-22 (Block 2818, Lots 1, 2, 17 and 24) and consists of  $\pm 7.45$  acres. The existing complex of warehouses and industrial buildings generates an impact upon the adjacent residential dwellings. The current structures are poorly arranged and are substandard to current modern warehousing facilities. The existing Zoning classification is MD, Mixed Use.

2. **POTENTIAL REDEVELOPMENT AREAS**

This section for the Potential Redevelopment Areas is included for the purpose of listing those Planning Areas identified in the Strategic Redevelopment and Smart Growth Plan prepared by Peter P. Karabashian Associates, Inc. dated February 2003 and revised October 2003, which were not included in the approved Redevelopment Areas of the Redevelopment Area Analysis and Redevelopment Area Plan document as previously identified. Additionally, this section affords the Town of Hammonton the ability to identify other future areas for investigation of possible additional Redevelopment Areas. Exhibit C delineates all of the Potential Redevelopment Areas contained herein.

a. Planning Area P-19

This area is located within a residential area along Peach Street between Old Egg Harbor Road and Second Street. The area encompasses Block 2805, Lots 8-11 and consists of  $\pm 0.499$  acres. The area is on the periphery of a commercial area and mostly consists of single and multi family dwelling units. The existing Zoning classification is R-2, Residential.

b. Planning Area P-20

This area is located along Old Egg Harbor Road between Peach Street and Grape Street. The area encompasses Block 2806, Lot 1-3 and consists of  $\pm 0.80$  acres. The current uses in the area are a gas station, a Laundromat and a single-family dwelling. Although the area is currently in the R-2, Residential Zoning District, it

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may better serve the downtown area with more neighborhood commercial uses which could provide services within walking distance to the downtown and the surrounding residential neighborhoods.

c. Planning Area P-23

This area is located along Eleventh Street from Grand Avenue to East End Avenue. The area encompasses Block 2605, Lot 1 and consists of ±9.61 acres. The area is currently vacant and as part of the Smart Future Planning Grant report was designated for future age-restricted residential development. The existing Zoning classification is MD, Mixed Use-Age Restricted.

d. Hammonton Gateway South Area

This area is identified within the Zoning District Boundary change portion of the Land Use Element of the 2004 Re-examination Report. The area currently exists as portions of the M-1, B-2 and R-R Zoning Districts and extends along Route 54 from Second Road to the south, Chew Road to the north, the existing B-2 Zoning District boundary to the west and to the existing R-R Zoning District boundary to the east. The idea for this area is to create an office campus zoning district to better utilize the vacant portions of land available in the area. Given the close proximity to the A.C. Expressway this area is an ideal location for office building and office complex development to better serve the Town of Hammonton and the southern New Jersey region. The current zoning has not been effective with resulting in the maximum land use for the area and a majority of the area remains as vacant and underutilized lands. The investigation of the area as a potential redevelopment area shall be pursued.

e. Hammonton Gateway East Area

This area is identified within the Zoning District Boundary change portion of the Land Use Element of the 2004 Re-examination Report. The area currently exists as portions of the B-2 and R-1 Zoning Districts and includes those properties along the western side of the White Horse Pike from Old Egg Harbor Road to the east, Central Avenue to the west and the existing B-2 Zoning District boundary to the south. The idea for this area is to create a hospital and medical/professional office zoning district to better identify the area surrounding the Kessler Hospital. Typically areas surrounding hospitals are natural locations for medical / professional offices, doctor offices and specialists providing additional services to compliment the existing hospital. Currently, the majority of the area is within the B-2 Zoning District which does not specifically permit a hospital use. Additionally, in conjunction with the existing hospital there are several office

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complexes relating specifically to the medical field as well as vacant portions of land. Therefore, the current zoning has not been effective in identifying an existing, expanding use as being a principal permitted use and has not been effective with resulting in the maximum land use for the area. The investigation of the area as a potential redevelopment area shall be pursued.

f. Frog Rock Golf Course Area

The area surrounding the existing Frog Rock Golf Course currently exists as portions of the R-3 and FA Zoning Districts. The majority of the R-3 Zoning District surrounding the Frog Rock Golf Course along Boyer Avenue, between Sewell Avenue to the south and Pleasant Mills Road to the north and extending to the existing B-2 Zoning District boundary to the west, has for the most part been developed piecemeal as residential dwellings. The remainder of the area is vacant and underutilized lands which could be developed with age-restricted residential dwellings which would be compatible to a golf course environment. The current zoning has not been effective with resulting in the maximum land use for the area and a majority of the area remains as vacant and underutilized lands. The investigation of the area as a potential redevelopment area should be pursued<sup>1</sup>.

g. Eleventh and Washington Streets, Town Hall/Public Safety Facility

The area generally bounded by Eleventh Street, Washington Street, Line Street and Front Street currently exists within the M-D, Mixed Use Zoning District. This area has been preliminarily identified as a potential site for either a new Town Hall facility or a new Public Safety Facility or a combination of both facilities. The majority of the area is currently vacant and having close proximity to not only the NJ Transit Rail Station but also the downtown could serve as an appropriate site for such activity. The current zoning has not been effective with resulting in the maximum land use for the area and a majority of the area remains as vacant and underutilized lands. The investigation of the area as a potential redevelopment area should be pursued.

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<sup>1</sup> Within this designated area, the Pinelands Commission and the Frog Rock Golf Course entered into certain land reservation agreements. Any proposed redevelopment action would be subject to reviewing those conditions.

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**E. PLANNING ANALYSIS OF REDEVELOPMENT AREAS**

1. The Approved Redevelopment Areas and the Potential Redevelopment Areas as found within the Re-examination Report have been combined together on Exhibit D, Planning Analysis of Redevelopment Areas. The Approved Redevelopment Areas are delineated in dark blue and are identified as Office of Smart Growth (OSG Redevelopment Areas) due to the investigation of those areas through the Smart Planning Grant obtained by the Town of Hammonton in 2001. The Potential Redevelopment Areas are delineated in separate colors, one for each separately proposed area. The combination of the two types of Redevelopment Areas represents that none of the areas overlap. The Office of Smart Growth, Smart Growth Principles supports the development and redevelopment of areas recognized as centers of existing development. The Town of Hammonton is identified as a Pinelands Town and as such development is to be centered within the Town area. The evaluation of all of the redevelopment areas delineates a comprehensive overview of the entire Town of Hammonton. Focusing on areas where redevelopment may provide the Town the benefit of continued mixed land uses, the protection of farmland and open space will continue to enhance the distinctive, attractive community of the Town of Hammonton.

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**Planning Analysis of Redevelopment Areas**

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**F. ECONOMIC DEVELOPMENT AND REVENUE GENERATING STRATEGIES**

**1. ASSET DRIVEN REDEVELOPMENT AREAS<sup>2</sup>**

The concept of Asset Driven Redevelopment areas focuses upon what assets the community has and whether or not the redevelopment area overlay of a particular district within the community could provide sufficient market stimulation to initiate a redevelopment project within the next 12-18 months. The concept provides revenue to communities that require large amounts of funds for public projects, such as municipal buildings and school financing.

a. How Does It Work?

Simply stated, the asset driven redevelopment areas are those redevelopment areas in which existing assets in a very defined area of a community can be formatted through the redevelopment process to address immediate market needs. For example, one asset in a community is a golf course. Golf courses are not only used for recreational purposes but also lend themselves to unique forms of adjacent housing. Typically, estate or age-restricted housing can be linked to a golf course to create an "Asset Driven Redevelopment Project." The golf course acts as a foundation and/or a core element of the project concept while the inclusion of surrounding housing provides an expanded ratable base for the community.

Under normal taxable scenarios, the community would keep only a small portion of the local purpose tax. However, by overlaying such areas with redevelopment options, the community keeps 95% of the "PILOT" which is based on a formula based upon 2% of value. This equation, used over a 30-year period, provides a substantial revenue base, which the community can use to support the bonding of community facilities projects such as a municipal building. Given the need for a new City Hall in Hammonton and the amount of interest that has been generated regarding its affordability in various locations, the creation of an Asset Driven Redevelopment area concept may be worthwhile endeavor.

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<sup>2</sup> "Asset Driven Redevelopment Projects are those redevelopment projects that embrace a particular asset of a community such as a golf course, municipally-owned land, and properties under single ownership with willing owners ready to participate in a redevelopment project, etc., and combine those positive features into a redevelopment envelope that addresses immediate market needs. The redevelopment process becomes the catalyst by which to define and implement projects in an accelerated fashion in order to capitalize upon a financial return for the community." The concept of the Asset Driven Redevelopment Plan has been solely developed by Peter P. Karabashian of PPK Associates, Inc., Professional Planners, December 2004.

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Similarly, a redevelopment project of this nature can also siphon funds toward the Board of Education to cover any shortfall currently projected in order to stave off increasing school taxes that ensue from such need.

In Hammonton, the local redevelopment authority is one and the same as the Governing Body and therefore the flexibility of diverting revenue from redevelopment projects to needy municipally designated endeavors is easily achieved.

b. How Does an Asset Driven Redevelopment Area Function?

The asset driven redevelopment area is simply an overlay district that is placed over existing zoning for a designated tract of land that is sufficient in size to accommodate a major development that will begin to produce substantial revenues for the community within a 12-18 month period.

c. What Projects Fit Into This Category?

Within the Strategic Redevelopment and Smart Growth Plan there are eleven (11) redevelopment project areas. Redevelopment Area K was recommended for high-end single family housing. The area consists of a series of obsolete warehouses and manufacturing buildings which, although partially rented, are effectively obsolete. The area is surrounded by residential properties that would benefit from the development of a 25+ cluster of single family residences close to the Town Center.

The second project is located in Redevelopment Area B, described in Planning Areas 3, 4 and 5. This is the project that requires public / private participation since the municipality owns a key parcel of land within the project area. It is a project that calls for the development of a senior housing complex, daycare facility and related support facilities. The project has been discussed for some years and the land is owned by a single entrepreneur who has expressed a desire to move the project forward.

Contiguous to this project is a separately owned tract of land in which a local rehabilitation center has had initially recommended the development of a new rehabilitation center. Collectively these two project areas could serve to be the hub of a public / private partnership effort that would lead to the potential implementation of the uses described.

Another area which has not been included in the Town Center Redevelopment Project Evaluation, but would certainly have been included if the currently pending Corridor Analysis Study (Route 30 Corridor Study) had been approved in a timely fashion by the State of New Jersey, Office of Smart Growth, is the area that relates to the Town's existing golf course and the related lands associated



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with that area. The specific concept deals with the utilization of an established golf course as a foundation for affiliated residential development specifically age-restricted housing, which is driven by high current market demand<sup>3</sup>.

In the Potential Redevelopment Areas section of the Land Use Element, there is the Gateway South Redevelopment Area, which encompasses the area generally bounded by Second Road, Thirteenth Street, Chew Road and Eleventh Street. This area could also become a redevelopment area where the Asset Driven Redevelopment concept could be used.

In the Land Use Element of the Re-examination Report, Recommendations for Zoning District Boundary Changes, considerations have been made to essentially rezone the area between the White Horse Pike, Sewell Avenue, and Boyer Avenue from R-3 to B-2 in order to maximize the economic development potential of business development along the White Horse Pike Corridor. However, an evaluation of B-2 uses and the potential build out is, in all probability, linked to long-term prospects which range in the 15-20 year time frame.

d. Benefits of Projects

One of the benefits of such projects is that it can be implemented quickly and address a market that is rapidly growing in the area. For example, current age-restricted housing projects within the area have demonstrated a high market demand.

Revenue to the community is generated on a unit-by-unit basis as it is built out, thus assuring the community of short term revenue benefits without the impact of schools, police, fire, etc. Traditionally, high end age-restricted communities for people aged 55 and over, provide a positive cash flow to the community.

The result of the Re-examination Report should enable the Town of Hammonton to consider focusing upon one or all of these projects based upon their availability to be implemented by current market forces. All have the potential for yielding substantial revenues to the community and none of the projects are depending upon one another. Therefore, they could all proceed forward at the same time by being given the proper endorsement and support by the Town.

The Asset Driven Redevelopment concept thus addresses the community's financial needs by taking the "assets" that it has and converting them into projects

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<sup>3</sup> Within this designated area, the Pinelands Commission and the Frog Rock Country Club entered into certain land reservation agreements. Any proposed redevelopment action would be subject to reviewing those conditions.

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that provide a positive cash flow for the community through the redevelopment process. This, then, enables the community to reduce the tax burden upon the taxpayers for community driven projects.

Thus, the Asset Driven Redevelopment concept provides positive fiscal impact and short-term revenues to support the vital community projects required by the Town of Hammonton and the Board of Education.

It does so by being able to bond against the projected revenue sources defined by any approved redevelopment project in which a developer has been selected, the Developer's Agreement has been signed and the project has been implemented.