



# A Shared Vision for the Future of Gloucester County



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gc2040  
*People.  
Place.  
Prosperity.*

Summer 2015

Gloucester County  
Planning Commission

Delaware Valley  
Regional Planning Commission

Gloucester County Courthouse  
Woodbury, NJ



## About DVRPC

DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region. For more than 50 years, DVRPC has worked to foster regional cooperation in a nine-county, two-state area: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. Through DVRPC, city, county and state representatives work together to address key issues, including transportation, land use, environmental protection and economic development. For more information, please visit: [www.dvrpc.org](http://www.dvrpc.org).



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*Whitney Center, Glassboro New Jersey*

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*Welcome to Gloucester County*

Photo by DVRPC

## From Vision to Plan

Establishing a community vision is a critical first step in planning for Gloucester County's future. Over the next year, Gloucester County and DVRPC will be working together to produce a Unified Land Use and Transportation Element for the Gloucester County Master Plan that builds on the principles presented here.



Stay informed throughout this process by visiting [www.gc2040.com](http://www.gc2040.com).

To provide additional comments about land use and transportation in Gloucester County, please contact the Planning Division at (856) 307-6650.



## Chances are you already know that Gloucester County is a great place to live, do business, and have fun.

After all, Gloucester County combines welcoming neighborhoods, dynamic downtowns, and rural farmland all a short distance from Philadelphia.

However, ensuring the future success of Gloucester County will require thoughtful planning and hard work. For the first time in over 30 years, the Gloucester County Planning Commission is updating its Master Plan, the document that guides the long-term growth and development of the county. Needless to say, a lot has changed since the 1980s. Gloucester County has experienced unprecedented population growth over the last two decades, and more growth is projected over the next 25 years.

The new Master Plan, entitled **gc2040**, represents a tremendous opportunity to chart the future of Gloucester County. The first section of gc2040 will focus on land use and transportation, two issues that affect every resident in the county.

To prepare for this planning process, the county partnered with the Delaware Valley Regional Planning Commission (DVRPC) to conduct an extensive public engagement campaign that included stakeholder interviews and a wide-ranging survey (see the next page for more information on the survey).

This document summarizes the input received and presents the community's vision for the future of the county that will guide the new Master Plan.



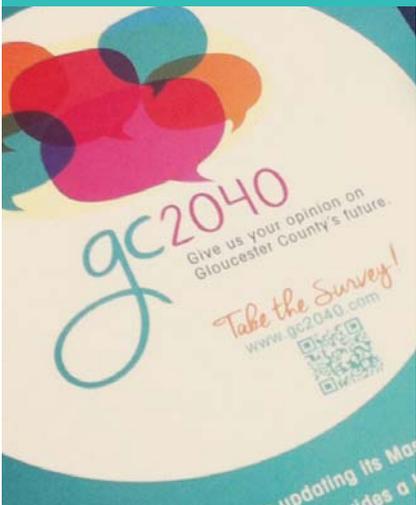
Did you know that Gloucester County is projected to add **80,000 people** and **35,000 new jobs** over the next 25 years?

## In order to succeed, gc2040 must reflect the vision of those who reside, work, and learn in Gloucester County.

To prepare for the new Master Plan, Gloucester County and DVRPC met with over 50 stakeholder groups. However, the most important feedback we received came from you—the public.

More than 2,000 people took the Community Visioning Survey, including respondents from all 24 municipalities in the county.

The 21-question survey touched on a variety of topics but was designed to gather feedback on the way that land use and transportation decisions should shape the future of the county. The input received has helped to establish the primary principles that will guide the master planning process. The survey results are summarized on the next page.



### Public Engagement

The gc2040 Community Visioning Survey was available from January through April 2015. Most people completed the survey online using the project website, [www.gc2040.com](http://www.gc2040.com), although paper copies were available in locations in each municipality.

To see the survey please visit: [www.gc2040.com](http://www.gc2040.com)

Residents attribute Gloucester County's high quality of life to its relative affordability and the availability of a variety of good jobs. However, successful places don't get that way by accident. Remaining economically competitive will be one of the biggest challenges facing the county over the next 25 years. The Master Plan can help ensure the future success of the county by identifying strategies to promote economic development and control the cost of living.



### ECONOMIC DEVELOPMENT

Promote development of quality employment and local amenities.

- Create quality jobs for residents of all abilities.
- Provide better access to job centers throughout the county.
- Retain graduates from local educational institutions by providing walkable neighborhoods with easy access to local amenities.
- Increase the variety of local amenities desired by residents: parks, arts and cultural events, walkable downtowns, farm stands, and attractive shopping destinations.



### AFFORDABILITY

Maintain the relatively low cost of living while retaining the quality of life valued by county residents.

- Keep taxes at a competitive rate when compared to the state and the region.
- Continue and expand the county's successful shared services program.
- Provide quality housing for residents of all income levels and life stages.

# Prosperity

Gloucester County can flourish by building on past successes.

Whitney Center  
Glassboro, NJ



## What You Told Us

○ ———  
○ ———  
○ ———  
● ———

**2,088**  
SURVEY RESPONSES

### WHAT PEOPLE LIKE BEST

- Location
- Rural character
- People
- K-12 schools

### BIGGEST CHALLENGES

- Loss of open space
- Traffic congestion
- Limited transportation network

### HOW APPROPRIATE ARE VARIOUS TYPES OF DEVELOPMENT

|                                      |     |  |
|--------------------------------------|-----|--|
| Infill of traditional downtowns..... | 4.1 |  |
| Transit-oriented development.....    | 3.9 |  |
| New suburban town centers.....       | 3.7 |  |
| Conventional subdivision.....        | 2.8 |  |
| Large-lot housing.....               | 2.3 |  |

### ROADWAY IMPROVEMENT PRIORITIES

1. Repair existing roadways.
2. Reduce congestion.
3. Enhance east/west connections.
4. Improve safety.

### OTHER MOBILITY IMPROVEMENTS

1. Create rail service.
2. Add sidewalks/crosswalks.
3. Make bicycling safer.
4. Increase bus service.



### Survey Highlight

“I think it's essential moving forward to preserve the small-town feel and sense of belonging to a community that the small places in Gloucester County offer... that's why we've stayed here.”

## Plan Themes

Master plans are typically comprised of several elements. gc2040 will begin by focusing on the issues of land use and transportation. Future elements may include subjects such as housing, open space, hazard mitigation, and sustainability. Each of these elements will be guided by principles that emerged during the gc2040 visioning process. These principles have been grouped into three interrelated themes: **People**, **Place**, and **Prosperity**.



### People



HEALTHY COMMUNITIES



EDUCATION

### Place



PROMOTION



CONNECTIVITY



PRESERVATION

### Prosperity



ECONOMIC DEVELOPMENT



AFFORDABILITY

GOALS

The county's slogan "close to everything, far from it all" really does sum up why so many people love living here—but the secret is out. Between 2000 and 2010, Gloucester County was the fastest-growing county in the state. Although growth has slowed in recent years, the variety of housing options, relative affordability, and proximity to major employment centers will continue to make it an attractive destination in the years to come. The Master Plan will address the county's growing pains by finding ways to mitigate development pressure while also capitalizing on the county's central location.



### PROMOTION

Attract new residents and visitors to the county.

- Market the county's proximity to Philadelphia and Wilmington to attract new residents who increase the residential tax base.
- Advertise the county's recreational/cultural attractions and agricultural tourism opportunities throughout the Greater Philadelphia Region, with an emphasis on attracting those passing through to the Jersey Shore.



### CONNECTIVITY

Make strategic infrastructure improvements.

- Mitigate traffic congestion by making necessary roadway improvements and providing transportation alternatives to the private automobile.
- Balance the county's transportation system by making it easier to travel on foot, by bicycle, or on transit.
- Reinforce downtowns and main streets throughout the county as civic and commercial centers.



### PRESERVATION

Maintain the county's rural character and variety of community types.

- Preserve open space, natural areas, and farmland.
- Encourage local agricultural production.
- Provide a range of housing options that maintain the county's mix of rural, small-town, and suburban development styles.

# Place

Gloucester County's location is one of its best assets.



Street Clock  
Wenonah, NJ

Scotland Run Lake  
Clayton, NJ



## Visualizing the Future

A variety of maps will be produced during the master planning process. One map worth considering now is the Land Use Vision for Gloucester County. This map comes from *Connections 2040*, DVRPC's Long-Range Plan for the Greater Philadelphia Region. The growth strategies visualized below will serve as a foundation for the gc2040 Master Plan and are supported by the results of the visioning process.



# People

Gloucester County's most important resource is its people.

Over 700 survey respondents believe that the best thing about Gloucester County is the people—and they are right. In many ways the sense of community that county residents enjoy is directly attributable to the people who live and work here. Nurturing the relationships that contribute to this sense of community is one of the best ways to maintain the quality of life that makes Gloucester County special. The Master Plan will support the people of Gloucester County by focusing on healthy communities and education.



Tour de Pitman  
Pitman, NJ



## HEALTHY COMMUNITIES

Enable residents to live healthy lifestyles regardless of age, income, or ability.

- Increase opportunities for both passive and active outdoor recreation.
- Enhance access to all types of health care.
- Enable residents to age in place.
- Increase public safety both within communities and on the county's roadways.



## EDUCATION

Increase local opportunities for knowledge and success.

- Support Rowan University and Rowan College at Gloucester County, recognizing that they are economic engines as well as education providers.
- Make local schools centers of the community, ensuring that they are adequately funded, staffed, and meeting statewide standards.
- Promote local agricultural education programs that celebrate the county's rural heritage and ensure that it continues.
- Educate citizens, allowing and encouraging them to participate in local and county decision making.