4.4 Area D: Trenton Road - Professional Office and Institutional Users

4.4.1 Existing Conditions
Trenton Road is in good condition with sidewalks, street trees, and ornamental lights. It used to serve as the main access to the Joint Base prior to the closing of Texas Avenue. Trenton Road is mostly comprised of institutional uses such as Deborah Heart and Lung Center, Stackhouse Elementary School, four places of worship, the Browns Mills Volunteer Fire and Rescue Company, and the school board administrative building. There are three apartment complexes and scattered single family homes on the roadway. Pine Grove Shopping Center is the main commercial shopping center on the roadway. In 2009, the Planning Board approved the development of Auto Zone (at the intersection Broadway and Trenton Road) and Dunkin Donuts on Trenton Road (just south of Brother’s Diner).

In March 2010, Deborah Heart and Lung Center completed construction on an emergency department that will be operated and staffed by Lourdes Medical Center of Burlington County. The 10,000 square foot ER facility will serve 10,000 to 15,000 patients a year in a 10-mile range of Deborah spanning Burlington, Ocean, and Mercer Counties. The facility will provide emergency care to patients and admit those who require additional treatment. Stabilized patients will be transferred to another hospital to provide additional care as required. The new cutting edge facility has 11 exam/treatment rooms, triage evaluation, immediate non-urgent care, cardio-pulmonary resuscitation, and additional specialized treatment areas including OB/GYN and Isolation/Decontamination, as well as a wide range of support services provided by Deborah including radiology, security, pharmacy, lab, supply, and sterile processing.

4.4.2 Recommendations
1. **Build on the Medical and Research Profession:** Deborah Heart and Lung Center, a world-renowned treatment center, is located on Trenton Road in Browns Mills. In 2008, as part of the visioning process, members of the Steering Committee met with administrative staff members at Deborah to ascertain their long term plans for the hospital and how Pemberton can support their goals and objectives. The hospital continues to adhere to its mission statement and remain a non-profit facility relying strictly on donations and grants from the government. Patient numbers have decreased with the closing of Texas Avenue, but the Deborah also attributes its low patient numbers to the expansion of larger hospital networks such as Cooper University Hospital, Penn Health Systems, and Virtua Health. Deborah advised members of the Steering Committee that they would like to partner with the Township and local real estate agents and bring more general practitioners and specialty physicians to Browns Mills to fill over 50,000 square feet of vacant medical office space that they own on their campuses. The Township should pursue this partnership since there are no specialized doctors such as oncologists, orthopedists, or gynecologist in Pemberton Township. Residents have to travel to Mount Holly, Voorhees or even Philadelphia for medical appointments and routine procedures. Stakeholders have indicated throughout the planning process that there is a need for more doctors with specialized training in Pemberton Township.

2. **Infill Development Opportunities:** Trenton Road is mostly built-out with a few vacant parcels and buildings. The...
vacant land across from the Pine Grove Shopping Center should be utilized for medical offices and/or medical laboratories. The property is listed on NJDEP’s Known Contaminated Site list and will require environmental remediation. The vacant house north of McDonald’s and should be converted into medical office space, education facilities and laboratories. Additionally, older dilapidated buildings along Trenton Road should be converted into mixed use medical and professional offices with residential units on the second floor.

Possible infill opportunities along Trenton Road

3. **Stackhouse Elementary School:** Stackhouse Elementary School is located on the westside of Trenton Road. The school is located in the APZ II overlay area. The military has recommended schools and places of assembly be precluded within the APZ II area. Both the School District and the Township are looking for ways to increase revenues and maintain a balance budget. In effort to raise revenues from a new opportunity, the school and Township may want to consider selling a portion of the school’s property to a private company to develop medical or biotechnology space. On a larger scale, the land can be used for a larger user such a medical research and rehabilitation center.
PROPOSED REVITALIZATION OF PEMBERTON BROWNS MILLS ROAD AND TRENTON ROAD

[Map showing proposed revitalization areas: Infill Development Opportunities, Improved Sidewalks and Street Crossings, New Commercial Shopping Center, Browns Mills Visitor’s Center, Professional Office Infill Development]
Area E: 4.5 Lakehurst Road and Mirror Lake

4.5.1 Existing Conditions
This area is located directly south of the existing redevelopment area on the border of Mirror Lake, Rancocas Creek, and Reflection Park. Within this area there are professional offices, an abandoned warehouse, residential home, municipal parking lot, commercial shopping center and privately owned land. Williams Paving (also known as the Browns Mills Supply Company) has been abandoned for over five years and is becoming substandard and underutilized. Due to neglect and property maintenance, the Township has issued several code violations against the site. The owner has placed a security fence around the site to keep transients and curious children out and has placed numerous FOR SALE signs around the property. The buildings within the site are starting to decline physically, which will cause unsafe and substandard conditions for the community. One reason the site has remained undeveloped is due to wetlands and Pinelands Regulation. The parcel is approximately 10 acres but there are wetlands that affect the development potential of the site. Additionally, a larger portion of the site is completely covered with asphalt and concrete due to its former light industrial use. The excessive paving materials that were used on the site could potentially have impacted the water quality in the area, which is a significant public health and safety concern. It is unlikely the property will be developed without private capital and redevelopment financing mechanisms.

4.5.2 Recommendations
It is recommended that the Williams Paving be purchased and developed into a village shopping with pedestrian connections to Mirror Lake Dam, the Rancocas Creek, and Reflection Park. This site is one of the only properties with more than five acres of developable land. The shopping center should contain a family restaurant overlooking Mirror Lake and Reflection Park. Parking should be located behind the village shopping center and not visible from Lakehurst Road. The Township’s parking lot should be used for overflow parking for the village shopping center and during special events at Mirror Lake such as the Water Carnival.
4.6 Recreation

4.6.1 Mirror Lake: During the visioning process, residents expressed a strong desire to create a multiuse trail around Mirror Lake. Trail development stimulates local economies, increases local tax revenue, attracts tourists seeking new recreational opportunities, and revitalizes business districts. Trails also promote health and fitness by providing an enjoyable and safe place for bicycling, walking, jogging, etc. Developing a trail around Mirror Lake will be difficult due to private land ownership, availability of land between the lake and roadway, and slopes. It will require the Township to acquire land and/or obtain cross easements. This should not deter the Township. It is recommended that a community task force be created to develop a trail plan for Mirror Lake. The trail may need to meander on both sides of the road due to severe slopes in some instances. One option the task force should consider is developing a trail system that is comprised of boardwalks, dirt paths, and crushed stones around the lake similar to those in the Florida Everglades and around Lake Tahoe. It is also recommended that the Township work with the County and have the trail listed on the County’s “future” trail map plan which will assist with pursuing grant monies to develop the trail.

4.6.2 Rancocas Creek and Mirror Lake Dam: Burlington County Department of Parks is in the process of developing a master plan for future trails in Burlington County. This plan will be an amendment to the County’s existing Park and Open Space Plan. The plan will include connector trails, bikeways, water canoe trails, all terrain bike trails, cross-country ski trails, and equestrian trails. To foster the eco-tourism vision for Browns Mills, it is recommended that a canoe/kayak store be created near Reflection Park to encourage the utilization of the Rancocas Creek and Mirror Lake. It is also recommended that the Township continue to support and market the Water Carnival as a regional event.

Mirror Lake Dam used to be bordered by convenience stores and ice cream parlors. In effort to recreate the atmosphere, it is recommended the Township work with Burlington County and NJDEP on allowing restaurants and commercial retailers to locate near the dam in order to create some type of synergy along the lake.

4.7 Infrastructure Improvements

Any revitalization plan should be supported by adequate infrastructure and services. As noted in the Existing Conditions chapter, the infrastructure in the downtown area is
in good condition. With the high cost of energy, both the federal government and the State of New Jersey are offering grants and rebates for renewable energy resources. To reduce the Township’s utility costs, renewable energy infrastructure is encouraged in the downtown area provided it does not conflict with the rustic character of Browns Mills. The following are infrastructure projects the Township should amend to their Capital Improvement Plan.

- The Township should work with the military and JCP&L with relocating the electric wires underground to improve the appearance of the downtown area. All new developments should be required to place utility lines underground.
- The Township should conduct a feasibility study to determine whether a watermill on Mirror Lake Dam can generate hydroelectric energy to supply power for the lights and possibly the businesses in the downtown area.
- Solar panels and wind turbines should be included on streetscape elements to reduce utility cost.

Mirror Lake Dam and the Rancocas Creek used provide an opportunity for an alternative energy resource
4.8 BROWNS MILLS TOWN CENTER SITE DEVELOPMENT STANDARDS

The Browns Mills Town Center Site Development Standards are designed to facilitate an economically vibrant town center that is consistent with the rich historic character of Browns Mills and protects the ecological system of the Pinelands National Reserve. The revitalization plan supports the mix of land uses with pedestrian oriented buildings, wide sidewalks, restaurants, nightly entertainment, outdoor recreation and other lively activities. The purpose of these site development standards is to provide guidance to the Planning Board and Township on how to implement a public-endorsed vision for the redevelopment in Browns Mills. These site development standards recommend policies to ensure that the physical appearance described by the residents is implemented in Browns Mills. The site development standards establish controls on building form, orientation and land use with a greater emphasis placed on form and physical appearance.

The intent of the Browns Mills Town Center Site Development Standards is to describe the land uses, building types, design guidelines and streetscape standards that are permitted in the Town Center zoning district. These standards shall serve as the guiding principals to implement new land use and design guidelines in the TC zone. The revitalization plan development program is based on street hierarchy and building typology. Implementing a street hierarchy development and building typology plan ensures that the Township’s vision for physical appearance and function is implemented. Each street has a set of recommended building typologies and bulk requirements allowed along its roadway. The end result is a economically viable downtown area that is mixed with uses—shop fronts, sidewalk cafes, recreation stores, restaurants that overlook Mirror Lake, street trees, professional offices and residential units above commercial stores.

How it works…

1. Look at Map 7: Street Hierarchy. Locate the property of interest and what street it fronts.
2. Note the Street Classification and if the property is designated a corner/prominent location. If the property is located on a designated corner, a prominent corner building must be built.
3. Determine which building typologies are allowed along the street including setbacks and bulk requirements as described in Table 5: Browns Mills Town Center Site Development Standards.
4. Designed building(s) based on the Neighborhood Design Guidelines and Streetscape Standards.
Table 5: Browns Mills Town Center Site Development Standards

<table>
<thead>
<tr>
<th>Function</th>
<th>Area A and Area E Juliustown Road – Main Street²⁴/Lakehurst Road and Mirror Lake</th>
<th>Area B Noteboom Avenue Corridor</th>
<th>Area C Pemberton Browns Mills Road</th>
<th>Area D Trenton Road – Professional Office and Institutional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Uses</strong></td>
<td>Commercial, retail, professional office</td>
<td>Single family, twins, townhouse</td>
<td>Commercial, Retail</td>
<td>Office, Retail, Civic, Residential</td>
</tr>
<tr>
<td><strong>Ground Floor</strong></td>
<td>Residential, professional office</td>
<td>Residential, professional office</td>
<td>Commercial</td>
<td>Office, Residential</td>
</tr>
<tr>
<td><strong>Upper Floor</strong> (²²⁻³² Floor)</td>
<td>Professional office and residential</td>
<td>Residential, professional office</td>
<td>Commercial, Retail</td>
<td>Office, Residential</td>
</tr>
<tr>
<td><strong>Accessory Use</strong></td>
<td>Trash enclosures, sheds, parking, fences</td>
<td>Sheds, pools, fences, in-law suits</td>
<td>Trash enclosures, sheds, parking, fences</td>
<td>Trash enclosures, sheds, parking, fences</td>
</tr>
<tr>
<td><strong>Conditional Uses</strong></td>
<td>Drive thru banks, civic</td>
<td>Civic, farmers market</td>
<td>Drive thru banks</td>
<td>Hospitals, civic</td>
</tr>
<tr>
<td><strong>Building Typology Permitted</strong></td>
<td>Prominent Corner, Flex, Live/Work, Liner</td>
<td>Craftsman, Single Family, Townhouse, Twin, Civic</td>
<td>Lifestyle Commercial Center, Live/Work, Flex</td>
<td>Flex, Live/Work</td>
</tr>
<tr>
<td><strong>Setbacks</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front</td>
<td>0'-5'</td>
<td>25'</td>
<td>0'-5'</td>
<td>10'-25'</td>
</tr>
<tr>
<td>Side</td>
<td>0'-15'</td>
<td>15'</td>
<td>0'-15'</td>
<td>0'-15'</td>
</tr>
<tr>
<td>Rear</td>
<td>10'</td>
<td>15'</td>
<td>10'</td>
<td>10'</td>
</tr>
<tr>
<td><strong>Building Placement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum Building Footprint</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Maximum Impervious</td>
<td>80%</td>
<td>65%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Building</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum Height²⁵</td>
<td>35’</td>
<td>24’</td>
<td>35’</td>
<td>35’</td>
</tr>
<tr>
<td>Building Width</td>
<td>100’</td>
<td>30’</td>
<td>60’</td>
<td>60’</td>
</tr>
<tr>
<td>Footprint sq. ft. (min/max)</td>
<td>1,200-15,000</td>
<td>3,000/6,000</td>
<td>2,400-40,000</td>
<td>1,000-5,000</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Placement</td>
<td>Rear</td>
<td>Rear, Side</td>
<td>Rear</td>
<td>Rear, Side</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>1.5 (mixed use building with residential units)</td>
<td>RSIS</td>
<td>1.5 (mixed use building with residential units)</td>
<td>1.5 (mixed use building with residential units)</td>
</tr>
<tr>
<td></td>
<td>3/1,000 (commercial/retail/office building with no residential units)</td>
<td></td>
<td>3/1,000 (commercial/retail/office building with no residential units)</td>
<td>3/1,000 (commercial/retail/office building with no residential units)</td>
</tr>
</tbody>
</table>

²⁴ Drive through, fast food and other similar restaurants are not permitted in the Browns Mills Town Center Area

²⁵ Building height shall be measured from the lowest finished grade level to the top of the roof line. Cupolas, spirals, clock towers, and other architectural elements above the roof line shall not be included in the building height calculation.
4.9 BUILDING TYPOLOGY
4.9.1 Lifestyle Commercial
Lifestyle commercial centers have replaced the typical sterile
mall developments. Lifestyle commercial buildings are one to
two story buildings that are assembled together to create an
outdoor shopping center. Lifestyle Commercial buildings are
uniquely designed to match the theme of the center and
community. The buildings are arranged to encourage shoppers
to spend time walking around the center and window shopping,
while not venturing far from their car. Lifestyle commercial
centers require less land, generate more revenue and consume
less energy than a typical mall or retail strip center. The
proposed shopping plaza on Juliustown Road, at the former
Williams Paving and the Browns Mills Shopping Center shall
be developed as lifestyle commercial centers. Local profitable
examples of lifestyle centers include the Promenade in
Marlton, the Walk in Atlantic City, and the Voorhees Mall’s
Town Center. Although these examples are larger in scale,
they provide an image of what the Township should try to
achieve in Downtown Browns Mills provided the scale and
appearance is consistent with the Vision Statement stated
within this Revitalization Plan.

Lifestyle commercial retail centers encourage pedestrian activity and
incorporate community characteristics in the design of the buildings.
4.9.2 Prominent Corner

Corner lots play an important role in defining a downtown area. Prominent corner buildings hold the “corner” and provide an immediate impression for the downtown area. There are two prominent corners in Browns Mills: southwest corner of Pemberton Browns Mills Road and Juliustown Road (also known as the Browns Mills Medical Center) and the intersection of Lakehurst Road, Juliustown Road, and Trenton Road. Prominent corner buildings should be placed at these intersections.

These corner buildings “hold the corner” and emphasize pedestrian activity on the sidewalk. The buildings have large windows and multiple entrances which entices street activity.
4.9.3 Flex Buildings and Live-Work Buildings
Flex buildings and Live–Work buildings are very similar in design and layout. These types of building designs combine distinctive architectural details and finishes with the flexible designs required by many high tech tenants such as telecommunication companies, design firms, and medical laboratories.

4.9.4 Liner Building
A liner building is a specialized building, parallel to the street, which is designed to conceal an area such as a parking lot or loading dock. While liner buildings may include commercial or residential uses, their limited depth (from front to back) makes them more disposed to residential use. Entrances to liner buildings may be in the form of a common lobby or in the form of private front doors to access ground level units. Retail spaces at the ground floor should be entered directly from the outside rather than from a lobby.

Flex buildings: Commercial and retail space on the first floor and residential dwelling units on the second and third floor.

The top picture is a street view of a liner building. The parking lot for the residential units and professional office spaces is behind the tenant space. The aerial image shows the location of the parking lot in the middle of block – hidden from the street.
4.9.5 Single Family Detached - Craftsman/Bungalow
A single family detached home is physically detached from another building. Larger single family homes are seen throughout Pemberton Township especially in areas along North Pemberton Road and near Pemberton Borough. It will be challenging to build these types of homes in the Noteboom Avenue Corridor; however, the Township has to provide a variety of housing choices to encourage more people to move to the Downtown Area. Residential homes in the TC should have porches, stoops, pitched roofs, dormers, and an assortment of building materials.

4.9.6 Twin home (semi-detached)
A twin home is a residential unit that consist of a pair of houses built side by side as units sharing a party wall and usually in such a way that each house's layout is a mirror image of its twin. Units have a front, rear and any one side open space.
4.9.7 Townhouses
Townhouses are residential dwelling units that have more than three attached units that are separated by a common fire wall. Interior units have two exterior walls while end units have three exterior walls. Townhouses within the Noteboom Avenue Corridor should have at a minimum six attached units with a private backyards. End units should include an extra door and patio space instead of a blank wall.

4.9.8 Civic
Civic buildings are nonprofit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking.
4.10 Neighborhood Design Standards
The Browns Mills Strategic Revitalization and Redevelopment Design Guidelines contain illustrative examples of the desired physical attributes and characteristics the community wants to see in the downtown area. The purpose of the Design Guidelines is to provide guidance to the governing body, Planning Board, Zoning Board, and developers on how the community wants the downtown to appear, both physically and socially. These design guidelines promote a pedestrian-oriented environment with mixed use buildings, quality architecture design and materials, and enforces the environmental stewardship.

4.10.1 Architecture Guidelines
The architectural design of buildings and their ancillary uses should promote the Goals and Objectives established in this Revitalization Plan. Materials, colors, and quality of workmanship should be harmonious with the overall desired appearance of the area and reflect the luxurious boarding houses and restaurants found in Browns Mills in the early 1900s. Building structures should recognize the environmental characteristics of Mirror Lake and Rancocas Creek and incorporate energy efficient characteristics. Recycled materials and LEED certified buildings are highly encouraged.
4.10.2 Building Orientation and Massing

- Buildings on Juliustown Road, Trenton Road and Pemberton Browns Mills Road are encouraged to maximize the height standard.
- All buildings should be oriented to the sidewalk and street. Commercial and retail centers entrances should be located on the building frontage. Corner buildings can have two entrances, one for each roadway that it fronts.
- Long monotonous façade design and color is discouraged. At a minimum, every 50 feet of lineal façade should include a vertical element to create a differential in façade.
- Blank walls facing parking lots, alleys, and service entrances are encouraged to have decorative and community-oriented murals.
- Buildings along Juliustown Road, Trenton Road, and Browns Mills road should have large window displays and well designed entrances.

Buildings are oriented towards the street with on-street parking.

A blank wall next to a parking lot is painted with a mural

Although this building is larger than any type of development (or proposed) in Browns Mills, it shows how vertical elements such as coloring and materials can be used to break up long monotonous facades for one building.
4.10.3 Façade, Materials, Architectural Elements

- The use of quality façade materials that emphasize the history of Browns Mills and Mirror Lake is encouraged. Brick, masonry stone, cast stone, metal, wood siding, Hardy-plank and other similar materials are recommended.
- Trim elements such as brackets, flower baskets, columns, mantels, wood trim, awnings, extended window and similar architecture details are encouraged.
- Exterior architectural lights, such as goose neck lights, should be utilized. LED lights and solar power lights are encouraged.
- The first floor of commercial and retail buildings should have a minimum of 65 percent window glazing.
- The maximum height of a window sill from the sidewalk should be no more than 24 inches.
- To prevent long, uninterrupted, and monotonous building frontages, façade materials and colors must change every 50 feet.
- Community organized murals on commercial and retail building are encourage on sidewalls that are visible from the street or parking lots.
- Each building within the Revitalization Area must incorporate at least three of the following architectural design elements: awnings, architectural lighting, extended cornices, bay windows, dormers, porches, and stoops. The reviewing board should determine conformance.
- Faux windows with different masonry elements are encouraged on the side elevation of buildings.

26 Excludes single family detached, twins and townhouses.

Façade material changes for each building. Brick and wood siding are highly recommended building materials in the downtown area.
4.10.4 Roofs

- All flat roofs must have a decorative parapet. The parapet must be at a minimum 42” and similar to the building architectural, style, color, and material. Parapets can exceed the maximum building height by 20 percent.
- All mechanical equipment on a flat roof must be screened with a decorative parapet. No mechanical equipment shall be located on a pitched roof.
- Pitched roofs should have a maximum pitch of 5:15, except for roofs over porches, bay windows and other small architecture elements that extend the massing of the building.
- Plumbing and venting equipment on pitched roofs should be precluded. If an alternative design cannot be produced, vents and plumbing equipment on a pitched roof should be painted a similar color of the roof shingles.
- Dormers and project cornices are encouraged provided they emphasize the first floor as the primary use.
- Preferred pitched roof shingles include slate, synthetic slate, architecture grade asphalt, wood, and similar type of shingle.
4.10.5 Signs

- Signs should reflect the architectural style of the building and its use. Designs, materials, sizes, logos and colors should complement and enhance the building style and use of the building for which it advertises. Woodcarving signs are encouraged.
- Façade signs, blade signs, and lettering on windows should be permitted.
- Neon signs are discouraged. Exceptional neon signs that are consistent with the character of the community would be considered.
- Individual backlit characters are permitted and encouraged.
- A maximum of 40 square feet for each wall sign. Window lettering for the second and third floor is permitted provided it is less than 30 percent of the total window area. Window lettering on the first floor is permitted in lieu of a wall sign.
- Blade signs should be allowed to project 3 feet from the building with a maximum size of 36 square feet.

4.10.6 Awnings

- Awnings are recommended above commercial and retail buildings. Awnings should have a metal structure covered with fabric.
- Awnings can include logos, business name, property location (address), and other lettering that identifies the type of business such as café, bistro, restaurant, dry cleaner, florist etc. Lettering and logo should not count towards the development’s signage calculations.
- No mechanical or electrical devices should be allowed on the canvas including lights. Awnings should be backlight from exterior architectural lights such as goose neck and overhead lights.

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27 A blade sign is affixed to a building or other structure which extends beyond the surface to which it is affixed. Blade signs shall be at least eight (8) feet from the ground.
4.10.7 Landscape Design

- Street trees planted on Juliustown Road, Pemberton Browns Mills Road, and Trenton Road should be spaced 40 feet on-center. Native Pinelands species should be planted such as oaks and maples.
- Street trees planted on residential streets should be spaced 30 feet on-center. Native Pinelands species should be planted such as oaks and maples.
- Ornamental trees such as birch trees should be planted within parking islands, medians, and other areas deemed necessary for public safety and aesthetics by the reviewing board.
- Foundation plants and shrubs should be utilized to screen utilities, trash enclosures and other unsightly building structure elements.
- If parking is a necessity in the front yard, ample landscaping including shrubs and foundation plants should be utilized.
- Planter boxes are encouraged on the sidewalk between street trees and on bulb-outs provided they do not interfere with pedestrian and vehicles view sheds and vehicular site triangles.
- Any material that dies should be replaced immediately with a same or similar species.
4.10.8 Buffers

- Rear and side yards buffers, measuring 20 feet in width, should be required between single family detached homes and commercial, professional office, and retail land uses.

- Parking lots should be adequately screened from the roadway and residential units.

- Buffers should contain mixture of shade trees, evergreen trees and shrubs, ground covers, grasses and foundation plants. Pinelands species should be utilized.

- A ratio of 10:1 should be utilized. Meaning, for every ten lineal feet (10’) of buffer area, one deciduous or evergreen tree should be planted. The quantity of trees can be reduced by 40 percent if the applicant provides a clustering mix of foundation plants, ground covers, and grasses.

- Existing buffers that are cleared during construction or site improvements should be replaced at 1:1 ratio. For every one healthy tree removed more than 5 inches (5”) in diameter at breast height, one deciduous or evergreen tree should be planted.

- Shrubs and foundation plants should be clustered (no less than three) between trees to provide adequate screening.
4.10.9 Lighting

- The governing body has utilized the Sternberg Model A 850 Street Lights. These lights should be installed on all streets within the Revitalization Area.
- All pole fixtures should be painted black including traffic lights.
- LED lights and solar power lights are encouraged.
- Public safety concerns should be addressed through lights and video cameras. Cobra head and shoe box head lights should be discouraged in the downtown area.
- All lights within a parking lot should have cut off luminaries.

The existing ornamental lights (picture on the left) used by the UEZ should be installed throughout the revitalization area. Solar, LED street lights and architecture lighting, such as goose neck lights, will create a downtown atmosphere in Browns Mills.
4.10.10 Sidewalks

- Sidewalks on Juliustown Road and Pemberton Browns Mills Road should have a minimal width of ten feet (10’). Sidewalks should have warm coloring such as terra-cotta. At a minimum bricks should be 4” x 8” x 2 ¼”. A variation in brick pattern and size will bring an extra level a detail to the sidewalk is encouraged.

- Eateries, cafes, bistros, and restaurants are encouraged to use the sidewalk for outside dining.

- Residential sidewalks should have a minimal width of five feet (5’). Residential sidewalks should be broom finished concrete with scored joints. Residential sidewalks should have, at a minimal five feet (5’), for a planting strip between the roadway and residential units.

- Decorative ornamental pavers are encouraged around street trees, planter beds, and bulb outs.

- Street trees, benches, lights, benches, security cameras and utilities should be restricted to the first five feet (5’).

Wide sidewalks provide ample space for outside eating, merchandise and walking room. They also provide space for lights, trees and street décor such as a street clock tower.
4.10.11 Pedestrian Crossings

- Pedestrian crossing areas, a minimal of ten feet (10’) in width, are required at all intersections and mid block crossings to all activity centers.
- Pedestrian crossings should include a decorative masonry material such as bricks or pavers so that pedestrian crossing areas are highly visible.
- Pedestrian crossing lights should be installed at all intersections and traffic lights.
- A twelve inch (12”) wide concrete or stone border should be placed around any pedestrian crossing area.

Varying materials in pedestrian crossing areas such as bricks and paint colors identifies high pedestrian traffic areas to motorists.
4.10.12 Street Furnishings

- Street benches, trash cans, public art, information kiosks, courtyards, and garden walls are encouraged. These elements should be located on the sidewalk near the bulb outs.
- All streetscape elements should be consistent with each other and reflect the natural environment of Browns Mills throughout the Revitalization Area.
- Recycled plastic or black powder coated street furnishings are recommended.
- Security cameras should be located on lighting poles or other street elements with good visibility.

Street furnishings made with environmentally sensitive wood and recycled plastic promotes the Township’s vision for an eco-friendly downtown.
4.10.13 Parking

- Parking should be precluded in the front yard on Juliustown Road, Trenton Road and Pemberton Browns Mills Road except for Area “A” where parallel parking is permitted on the semicircle.
- Shared parking and cross easements for improving parking and circulation are encouraged.
- Surface parking lots should be landscaped with ornamental trees and ground cover plants. Landscaped parking islands, 10 feet (10’) in width, are required for every 140 lineal feet of parking. Landscaped islands should be irrigated.
- Residential garages should not face the roadway. Residential garages should be oriented to the side of the house or in the rear of lot.

All parking lots should provide adequate screening with a mixture of shrubs, trees, and ground level flowers.
4.10.14 Trash Enclosures and Loading Areas

- Trash enclosures and loading areas should be located in the rear of the building. Trash enclosures and loading areas should not be visible from sidewalk especially Juliustown Road, Trenton Road and Pemberton Browns Mills Road.
- Trash enclosure enclosures should be screened with a gated-fence and landscaping. The gate should be similar in style, material, and color as the primary building.

Trash enclosures should be enclosed and located in the rear of the building. The material should match the main building.
4.10.15 Public Transit Facilities

- Bus shelters should be designed in accordance with NJ Transit and BurLink design guidelines. If the design guidelines are inconsistent with Browns Mills’ guidelines, a design waiver from the reviewing agency should be sought. Bus shelters should include benches, solar powered security lights, bike racks and location maps. Billboard advertisements on or within the bus shelter are discouraged.
- Natural colors such as green, brown or black are preferred.
- Bus shelters should contain a wayfinding plan with graphic images.

Bus shelters should provide protection from the elements and be consistent with the Township’s resort-like atmosphere.
4.11 Streetscape Design
As previously discussed, the ROW varies from 38’ to 66’ in the downtown area, which has made it difficult for the Township to construct sidewalks in the downtown area. Successful Main Streets have on-street parking, areas for landscaping and planter beds (5’ to 8’), and wide sidewalks (10’ to 15’). In order to incorporate all of these Main Street elements, a minimal ROW of 66’ is required. The current streetscape consists of a 5’ concrete sidewalk, various curb cuts and ornamental lights. There are a minimal amount of street trees and designated pedestrian crossings in Browns Mills. It is recommended that that all new developments within the revitalization area be required to construct streetscape improvements including new sidewalks, ornamental lights, street trees, and planter beds.

Streetscape design is the first thing travelers notice when they enter Browns Mills. It is important that the first impression creates a positive feeling. The streetscape design guidelines apply to all streets, on-street parking, and sidewalks. The intent is to create a safe pedestrian environment that encourages walking, window shopping, human interaction, and festival atmosphere. The UEZ Director has been instrumental in procuring funds from the state to make streetscape improvements such as ornamental lights and signage. The following are projects that should be considered as part of the Revitalization Plan.

- Roadway and drainage designs should conform to Burlington County Standards.
- Parallel on-street parking is encouraged on all streets within the Revitalization Area.
- Curb cuts should be minimized to major intersections and transit stops.
- ADA compliant ramps should be constructed at major intersections and transit stops.
- The speed limit on all streets within the Revitalization Area should be 25 MPH and strictly enforced by the Township.
- Bulb-outs are encouraged at all intersections and designated pedestrian crossing areas to protect pedestrians and cars parked on the street.

Street trees and ornamental lights encourage people to walk on the sidewalk and park on the street. Bulb outs (or bump outs) are used to provide an added layer of safety for the pedestrian by reducing the street crossing length.
TRENTON ROAD SECTION

NOT TO SCALE

NOTE
A 10 FT TURNING LANE WILL BE ACCOMODATED WHERE APPROPRIATE.
5.0 ECONOMIC REVITALIZATION STRATEGIES

5.1 Market Focus
Browns Mills has the unique advantage over many municipalities that are trying to revitalize their downtown area. Browns Mills has existing environmental attributes and employment centers that can rebuild the ratable base. Mirror Lake Recreation Area, Brendan T. Bryant State Forest, Deborah Heart and Lung Center, and the Joint Base provide opportunities for employment and recreation within five miles of the downtown area. Additionally, there are more than 10,000 people residing within five miles of the downtown area who want to spend their disposal dollars in Browns Mills instead of traveling to other regional shopping centers.

Pemberton Township has received an UEZ grant to prepare a market analysis for the Revitalization Area to ascertain a better understanding of the current market conditions affecting development in Browns Mills and provide guidelines to improve the current economic conditions. The analysis and recommendations identified in the marketing analysis will supplement this revitalization plan. As part of this revitalization plan, a broad-stroke analysis was performed to provide direction to the selected market analysis firm as well as to identify where the Township draws consumers. It also provides the Township with an idea of what the residents needs are in regard to goods and services.

The current retail/commercial base in Browns Mills is limited, offering small scale privately-owned eateries, bars, liquor stores, low cost retailers, automotive repair and part shops, and several fast food restaurants. The existing commercial and office space buildings in the downtown area are in poor condition and are declining except for newer shopping centers such as Pine Grove Plaza, CVS, and Beneficial Bank. The quality of the older commercial and office buildings lack pedestrian orientation, unique architectural elements, and no centralized focal point area to attract people to the downtown area. New development in the downtown area is suburban-focused, which continues to take away any appearance of a downtown area. Drive thru banks and restaurants do not encourage people to spend time in a downtown area. They require more curb cuts, which makes it challenging to implement a streetscape plan in the downtown area.

The recently vacated Browns Mills Medical Center provides an opportunity for a new prominent building at the intersection of Pemberton Browns Mills Road and Juliustown Road.

Downtown Browns Mills’ primary retail trade area is the area from which the majority of retail customers are currently drawn from to shop in Browns Mills. Based on current trade
patterns obtained from traffic counts, business surveys, government officials, and community input, the primary retail trade area is defined as a 20 mile radius. Due to its location deep within the Pinelands and its rural character, people in Pemberton Township are accustomed to traveling 30 minutes for routine goods and services. In fact, several participants responded that they travel over an hour to go shopping or shop in areas where they work because there is more of a selection.

Pemberton is unique in that it reaches far beyond its civilian borders, drawing upon the residential population and the civilian and military personnel located on Fort Dix and McGuire Air Force base, as well as portions of the bordering communities of Springfield and North Hanover. Currently, there are approximately 4,500 persons living on Fort Dix and McGuire Air Force Base. As shown in the Table 6, the population at McGuire AFB is approximately 17,000 and the population at Fort Dix is 21,275. As the Department of Defense’s Base Realignment and Closure (BRAC) process enhanced and formally joined McGuire Air Force Base, Fort Dix, and Lakehurst Naval Air Engineering Station, each base is expected to have an increase in activity and mission. It is expected that these figures will increase by 682 full time personnel and 1522 reservists, who will be there on weekends and on reserve deployments. Thus, Pemberton Township is a significant housing and employment hub.

| Table 6: Joint Base Baseline Demographics |
|------------------------------------------|----------------|----------------|
|                                         | McGuire AFB    | Fort Dix       |
| Military                                 | 4,347          | 17             |
| Civilian                                 | 779            | 1,431          |
| NAF                                      | 287            | 334            |
| Contractor                               | 652            | 1,046          |
| Guard/Reservists                         | 3,919          | 1,128          |
| Students/Mobilization                    | 8              | 2,843          |
| Other Supported Groups*                  | 7,000          | 14,476         |
| Total                                    | 17,000         | 21,275         |

Throughout the revitalization visioning process, participants stated that Browns Mills lacks quality retail and commercial stores; therefore, they choose to shop at other more convenient centers. Residents want basic goods and retail services such as an alternative grocery store to Acme, restaurants, daycares, and entertainment in Browns Mills. The military has indicated that for retail goods and groceries that they cannot purchase at the base’s PX, they too travel over 30 minutes to purchase goods. Military personnel have indicated that they would like to see a better variety of restaurants in the area besides fast food and drive thru restaurants. This daily exodus from the Township reduces the amount of ratable dollars spent in Pemberton Township. It would be very challenging for Browns Mills to develop a competitive regional shopping center similar to ones in Marlton, Jackson and Hamilton as well as to compete against the PX and privatized business on the Joint Base. The

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28 E-mail correspondence from Rick Dean, Joint Base McGuire-Dix-Lakehurst dated November 9, 2009.
29 Id. See also Commission wraps up base closing, reordering work, USA Today article (8-27-2005), stating that McGuire Air Force Base will increase by 500 jobs. www.usatoday.com/news/nation/2005-08-27brac_x.htm.
30 *Includes dependents, retirees, tenants, non-DoD training.
Source: Joint Base Demographics, Baseline population from Rick Dean, Community Planner at the Joint Base.
market focus in Browns Mills should be based on unique products, quality experiences, and friendly atmosphere, as opposed to the large power shopping centers with big boxes. Browns Mills should focus on providing specialty products, recreation, and entertainment experiences in the downtown area. Specifically, the Township should focus their efforts on capturing ratable dollars from the following economic themes: Ecotourism, Military population, and Biotechnology, all of which are niche markets in New Jersey. New development in Browns Mills should build on these themes in order to build a mixed use critical mass that can fulfill the needs of the community, military, and region.

5.1.1 Ecotourism Economy
As discussed throughout the Revitalization Plan, Browns Mills used to be a recreation destination with swimming, sailing, hunting, camping and many other outdoor activities. The area was a regional destination with luxurious boarding houses, hotels and restaurants. However, the success of the resort town died once people became more mobile through the expansion of the highway network and relative inexpensive price of automobiles. With a new nationwide concern about global warming and the deforestation of the environment, ecotourism that focuses on environmental stewardship, exploration and conservation has become widely popular. Through the visioning process, overwhelmingly participants want to recreate Browns Mills into a regional location for ecotourism and eco-adventure. Browns Mills has a niche market to capitalize on its unique environment attributes. The lakes, creeks, and forest have enormous potential for growth as a tourism destination. There is market potential to attract active-lifestyle people who enjoy biking, hiking, fishing, kayaking and canoeing. The Township should seek the following ecotourism-themed stores:

- Bike and Boat Rentals (kayaks, canoes, duck boats etc.)
- Bait and Tackle Shops
- Outdoor dining
- Hunting and Outdoor Sporting Goods
- Camping and Hiking Stores
- Antiques
- Frame Shops
- Souvenirs
- Indoor Recreation Facilities
- Bed and Breakfasts
- Farmers Markets

5.1.2 Military Economy
The military has always supported the economy of Pemberton Township through job creation, real estate, and school aged-children. The military anticipates there will be more civilian job opportunities once the base consolidation is completed. The JLUS was silent on business types the military would like to see in Browns Mills; however, members from the Steering Committee have meet with the military to ascertain their off base needs. Two needs the military has at this time are more restaurants and entertainment venues such as recreation and a movie theater. Military families with children, along with Pemberton residents, are tired of driving their children to other municipalities to take them to the movie theaters, themed-birthday parties, and indoor recreation facilities. The military has also indicated that they need a high-end hotel to house dignitaries and visiting families. Women on base would like more medical facilities. The following markets should be pursued to meet the military’s demands:
• Restaurants (excluding Drive-thrus)
• Outdoor dining
• General Merchandise (Clothing Stores, Furniture, Home Décor, and Electronics)
• Hotels with Extended Stay
• News Stands
• Physical Fitness (Gym, Yoga, Pilates, Karate, Dance)
• Daycares
• Specialty Grocery Stores
• Movie Theaters
• Bakeries
• Off-base housing choices (single family, townhouses, twins, above commercial stores)
• Specialized Doctor Offices
• Beauty Salons and Spas
• Arts and Crafts
• Information and Tourism Center
• Entertainment and Night Life

5.1.3 Biotechnology and Medical Treatment Economy
One reason why Browns Mills became popular in 1900s was the influx of doctors, scientists and chemists coming to Browns Mills to develop a cure for tuberculosis. Deborah established a world class medical and research center in 1920 in Browns Mills. Deborah recently completed development on a new ER facility and professional office in Browns Mills. The Township needs to capitalize on soliciting biotechnology firms and physicians to the area because they generate revenues as well as provide job opportunities to Township residents. New Jersey is offering financial incentives to municipalities that provide development opportunities to biotechnology medical research firms. All medical firms and physicians that located in the Downtown Area should be for-profit agencies. As discussed in the land use section, there is a surplus on nontaxable businesses in the downtown area that are occupying valuable downtown real estate. The Township should seek the following bio technology-themed stores:

• Specialized Doctor Offices
• Medical Rehabilitation (Physical Therapy)
• Medical Laboratories
• Biotechnology Office
• Medical Research
• Healthcare Facilities
• Hotel with Extended Stay
• Housing Options for Medical Professionals
• Vocational Schools (Lab and Radiology technicians)
• Coffee Stores and Bistros

5.2 Quality of Life Perception
The perception of Browns Mills in the region is that it has a problem with gangs and drugs. The Police Department, business owners and community organizations are needed to mitigate the crime situation in Browns Mills. The Revitalization Plan recommends that improving the actual, perceived security issues, building safety and appearance in Browns Mills should be priority. The following strategies to improve the perception of Browns Mills:

• Increased police presence in Browns Mills on bikes or on foot patrols to increase visual presence.
• Install monitoring cameras at intersections and areas where people congregate to increase safety perception.
- Locate police substations as discussed at prime locations within the Downtown Area.
- Annually analyze crime statistics to assess crimes and location to take remedial actions.
- Mobilize the community against drugs and related crimes through public relations and education.
- Increase citizen patrols and establish a Neighborhood Crime Watch program and or other similar neighborhood volunteer efforts.
- Reduce vandalism, loitering, and drug use at the Red Roof Inn and properties located Juliustown Road.
- Encourage property owners, residents and businesses to keep the area from the property line to the curb face free of litter, debris or safety hazards through an official notification and follow up action from the Township.
- Encourage the enforcement of building code violations.
- Coordinate with the Police Department and Zoning Officer to initiate an aggressive code enforcement program specifically regarding code violation areas such as signage, trash disposal, building repair, etc.
- Provide financial grants to business owners to improve the appearance of their building and site.

5.3 Marketing and Promotions

A downtown marketing plan establishes the framework on how the Township can promote its downtown to local merchants, attract new business owners and visitors, and identify opportunities to ensure that the downtown continues to prosper for many years. Below are marketing strategies and recommendations the Township can implement to improve the business climate in Downtown Browns Mills. The proposed marketing strategies are as follow:

- Support and Retain Existing Businesses
- Recruit New Businesses and Investment Opportunities
- Create New Activities and Entertainment Venues
- Create a Redevelopment Website
- Implement the Visitor’s Brochure

5.3.1 Support and Retain Existing Businesses

The most important element in a downtown revitalization marketing plan is to develop a strategy to support and retain existing businesses. The existing businesses are the heart of the downtown center. Municipalities have a responsibility to devise and implement strategic plans which support existing business owners who are trying to expand their operations, increase their market shares, and improve their sites’ appearances. Providing opportunities for existing business to increase revenues energizes local markets and often provides opportunities for businesses to expand and affords additional services to the community. Small businesses must overcome many obstacles to improve their business because they lack the funding, resources, and time in comparison to larger conglomerate corporations. The Township can assist existing business owners by fast tracking planning board approvals and construction permits should the owner apply for expansion or interior remodeling. The Township can also support existing businesses by using marketing mediums to advertise retail and investment opportunities in Browns Mills which are discussed in more detail below.

Throughout the study, Steering Committee members were constantly in contact with existing business owners to get a better understanding of the economic climate in Downtown Browns Mills. For the most part, all business owners are struggling due to the economic recession, and, in their opinion,
the closing of Texas Avenue. Several business owners voiced concern that they will not be able to compete with the military if they continue to privatize commercial businesses on base and if they choose to partner with another adjacent municipality to create a commercial/lifestyle center. It is recommended that Pemberton Township officials continue to reach out to existing business owners to get a better understanding of the needs and desires of the existing business community. It is imperative that the Township establishes a good rapport with all business owners in Browns Mills. Establishing a line of communication with business owners demonstrates that Township is business friendly and wants the businesses to have long term success in its downtown. It is also recommended that Township develop a business retention program, such as the UEZ program, that includes incentives for existing businesses to remain in the Township such as offering tax abatements and promotional space on websites and newsletters. It is also recommended that the Township maintains communication with Colonel Grasso at the Joint Base to ensure that the Township provides commercial and retail services to meet the needs of the military.

5.3.2 Recruit New Business Recruitment and Investment Opportunities
Attracting new businesses and investments is important in building and maintaining a successful downtown. The Township should submit press releases to media outlets regarding its desire to revitalize Browns Mills. When a municipality takes the initiative to promote its vision plan for its downtown area, business owners and investors presume the Township has made a commitment to redeveloping its downtown. Larger news outlets such as the New Jersey Magazine, Philadelphia Magazine, Burlington County Times, Courier Post, and Philadelphia Inquirer have a larger audience and are a good media source to market the Browns Mills Revitalization Plan. Positive articles in the newspaper and on TV are instrumental in getting the word out to investors and business owners that Browns Mills is a great place to conduct business. It is recommended that the Township submit press releases to media outlets which advise businesses and investors of the opportunities in Pemberton.

5.3.3 Promotions and Entertainment Venues
Pemberton’s residents and military personnel have indicated a need for activities and entertainment venues in Browns Mills. People have stated that they would like to see a movie theater, indoor sports complex, concerts and festivals come to Browns Mills. In order for downtowns to be successfully year-round, especially at night, there must be events or places that people can go and experience. Special events such as street festivals, restaurant weeks, and car shows during the spring and summer months are an inexpensive marketing technique to bring people to a downtown area.

5.3.4 Create a Redevelopment Website
The internet provides an inexpensive medium for municipalities, business owners, and retailers to market their products and services. The Township should take advantage of new technologies that present Browns Mills in a new way and shows the visitors the many attributes and opportunities in Browns Mills. A website can be used to overcome some of the challenges associated with an image problem. It is recommended that the Township create a website (our link on its website) that provides information on existing businesses and opportunities for new development. The redevelopment website should include contact information for Township
departments, Township application forms, an interactive parking map, location of businesses, podcast tours of downtown, video testimonials of residents, and a downtown blog.

Business owners and investors conduct much of their market research analysis on the internet. The Burlington County Department of Economic Development provides a link on its website to available office and industrial space in the county. The county’s website provides detail information on the available space including the name of the center, location, contact information and space available for rent. It is recommended that the Township work with local real estate brokers, investors, and developers to create a website link that provides an inventory of vacant properties, lease rates, building square footages and areas for infill development in Browns Mills. Real estate brokers and banks can purchase add space on the Township’s website to subsidize the cost associated with maintaining a website. Also a redevelopment website can bring together brokers and bankers which could expedite the development process for a redeveloper.

5.3.5 Implement the Visitor’s Brochure
Creating and distributing a professional designed marketing brochure illustrating the shopping areas and activities in Browns Mills is an excellent marketing strategy to encourage people to establish businesses in a downtown area. The UEZ program produces a visitor’s brochure with high quality pictures, color maps, business locations and contact information. The UEZ brochures should be placed in high traffic areas and locations with a large volume of visitors such as hotel rooms, municipal buildings, banks, parking areas, and within retail buildings.
6.0 REDEVELOPMENT AND REVITALIZATION PHASING PLAN

The purpose of the Phasing Plan is to layout a prioritization schedule for the governing body and planning board. The Action Plan (see Section 7.0) is an itemized list of tasks that the Steering Committee will complete to ensure that the goals and objectives of the revitalization plan are implemented in a timely manner and the project stays on schedule. Specifically, the Phasing Plan is based on areas that require immediate attention and will serve as the baseline for all redevelopment activity in Browns Mills. Phase I involves redevelopment in three areas: the Juliustown Road Town Center, Pemberton Browns Mills Road, and the Mirror Lake Corridor. These areas are the main gateways into the Township and establish the theme for Browns Mills. As these prominent areas are redeveloped, positive activities and new development opportunities will filter into the adjacent areas within the TC zone.

Phase I – Improve the Gateways into the Township (Years 1 – 7)

- Create the Town Center on Juliustown Road by negotiating and purchasing properties within the revitalization area.
- Relocate electrical/transmission lines underground along Pemberton Browns Mills Road and Juliustown Road.
- Implement the streetscape program along Juliustown Road, Pemberton Browns Mills Road, Trenton Road and Lakehurst Road.
- Redevelop the Browns Mills Shopping Center, Browns Mills Roofing Company and Skip’s Bar into attractive and economically viable commercial centers.
- Redevelop Williams Paving into a village shopping center.
- Receive Pinelands’ approval for all zoning and land use changes.
- Revise the Browns Mills Town Center Redevelopment Plan, specifically the zoning, land use and design guidelines.
- Work with the military on improving circulation patterns around the military base.

Phase II – Noteboom Corridor, Trenton Road and Marketing Strategies (Years 2-10)

- Prepare a buffer reduction model and draft a new buffer setback ordinance.
- Develop a diverse housing stock in Browns Mills.
- Improve residential roadways and pedestrian connections including sidewalks, streetlights, and street trees.
- Increase medical office space opportunities on Trenton Road.
- Implement marketing plan and advertising strategies established within the Market Analysis.

Phase III – Recreation and Infrastructure Improvements (Years 5-15)

- Relocate all transmission lines underground with the downtown area.
- Determine the feasibility of harvesting hydroelectric energy from Mirror Lake Dam.
- Create a multiuse trail around Mirror Lake that connects to the Rancocas Creek.
7.0 ACTION PLAN

**BROWNS MILLS TOWN CENTER REVITALIZATION PLAN**

**5 – 10 YEAR FLEXIBLE ACTION PLAN**

<table>
<thead>
<tr>
<th>No.</th>
<th>TASK</th>
<th>RESPONSIBLE PARTY</th>
<th>TIME TO IMPLEMENT</th>
<th>COST</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amend Master Plan to include the Downtown Browns Mills Strategic Revitalization and Redevelopment Study. Revise the Town Center zoning boundaries and design regulations.</td>
<td>Township Council and Planning Board</td>
<td>0 – 6 months</td>
<td>$15,000 – $25,000</td>
<td>High</td>
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<tr>
<td>2</td>
<td>Amend the Township’s Redevelopment Plan to include design regulations and expanded explanations on blighted areas.</td>
<td>Township Council and Planning Board</td>
<td>0 – 6 Months</td>
<td>$4,500- $6,000</td>
<td>High</td>
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<tr>
<td>3</td>
<td>Rezone OP to R-200. Expand TC Zoning District south along Lakehurst Road and west on Pemberton Browns Mills Road.</td>
<td>Township Council and Planning Board</td>
<td>0 – 6 Months</td>
<td>Included in Tasks No. 1 and No. 2</td>
<td>High</td>
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<tr>
<td>4</td>
<td>Continuation of Economic Steering Committee Meetings to implement the Revitalization Plan</td>
<td>Township Council, Business Owners, Residents, and stakeholders</td>
<td>on-going</td>
<td>-</td>
<td>High</td>
</tr>
<tr>
<td>5</td>
<td>Develop a land use and zoning consensus with the Pinelands Commission</td>
<td>Township Council and Planning Board</td>
<td>0 – 18 Months</td>
<td>Included in Tasks No. 1 and No. 2</td>
<td>High</td>
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<tr>
<td>6</td>
<td>Reduce the wetlands buffer to the North Branch of the Rancocas Creek</td>
<td>Planner, Soil Technician, Engineer, Township</td>
<td>0 – 18 Months</td>
<td>$5,000 - $7,500</td>
<td>High</td>
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<tr>
<td>7</td>
<td>Contact landowners, real estate agents, and banks in regard to purchasing blighted properties.</td>
<td>Township Council, Township Attorney, UEZ, Township CFO</td>
<td>1 -3 years</td>
<td>-</td>
<td>Medium</td>
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<tr>
<td>8</td>
<td>Prepare appraisals and pro forma to be submitted to quasi public agencies (NJEDA, NJRDA, RDA, HUD etc.) to seek funds for land and property acquisition.</td>
<td>Township Council, Township Attorney, UEZ, Township CFO</td>
<td>1 – 4 years</td>
<td>$15,000 - $20,000</td>
<td>High</td>
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<tr>
<td>9</td>
<td>Provide Relocation Assistance to tenants and</td>
<td>Township Council,</td>
<td>2 – 8 years</td>
<td>-</td>
<td>High</td>
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