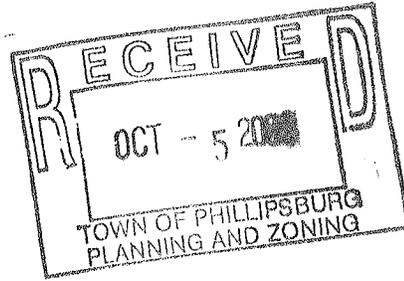


SCHOOR DEPALMA
Engineers and Design Professionals



TOWN OF PHILLIPSBURG

**MASTER PLAN
2004 UPDATE**

Prepared by the Town of Phillipsburg Planning Board

Adopted September 20, 2004

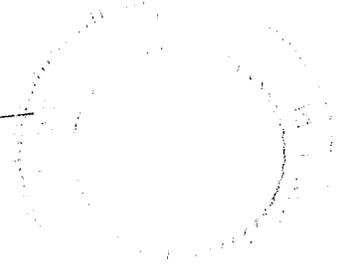
In Consultation with
Carolyn B. Neighbor, PP

SCHOOR DEPALMA INC.
Clinton, New Jersey

The original of this report was signed and sealed
in accordance with NJSA 45:14-12

Carolyn B. Neighbor

Carolyn B. Neighbor, PP #3049



INTRODUCTION

In 1988, the Planning Board of the Town of Phillipsburg adopted a revised Master Plan, including Land Use, Housing and Circulation Elements to the Plan. As part of the 2003-4 reexamination process, the Board has revised and updated this Master Plan to reflect the many changes that have taken place both in the Town and in community planning over the last fifteen years.

Located at the confluence of two rivers, Phillipsburg started as a river crossing and grew into a major transshipment point between Pennsylvania and the eastern markets. Its early history was tied first to the canals that developed along the Lehigh and Delaware Rivers and cross-country to Morris County and then to the railroads. The Town was within easy reach of the anthracite coal mines and pig-iron furnaces of Pennsylvania and the markets in New York and Philadelphia. Once established, the Town grew into a manufacturing center, attracting industries drawn by its good labor conditions, access to raw materials and expeditious means of transporting goods to market and by the rail yards and repair shops for the five major railroads that ran through the Town.

With the demise of first the canals and then the railroads and the movement of manufacturing to areas of cheaper labor, the economy of the Town began a long, slow decline. Throughout the region, homeowners, searching for the "American Dream", opted to move out of cities and towns to new houses built in "developments" on large tracts of open land; new offices, stores and industries sought more space in outlying areas serviced by the expanding highway system; and builders became developers, seeking large blocks of open areas for new construction of the highway oriented suburbs.

Recently there has been a growing recognition of the importance of urban areas and a rediscovery of the pleasures of town living. Like many other older, former industrial communities, Phillipsburg is beginning the process of recreating itself as a diverse, vibrant and vital downtown.

This Updated Master Plan is designed to give guidance and aid in the process of redefining the direction of development in the Town.

Goals and Objectives

The Town has established one principle goal toward which the municipal government, its private partners, and the people of Phillipsburg should continuously aim. This goal is:

To maintain the Town of Phillipsburg as a proud community where people and families of all ages and incomes can live and travel safely, have clean and well kept neighborhoods, have a variety of above average housing opportunities and have accessibility to needed businesses and professional services. The community should preserve its history, protect its natural resources, provide recreation for all ages, and maintain a mixture of land uses that will offer a stable tax base.

To guide Phillipsburg toward this goal, specific objectives have been established in each of the elements that follow, pertaining to that particular issue. With these objectives are further recommendations for specific actions designed to begin or continue implementation of the objectives.

Conservation Plan

Objectives

1. Protect critical environment features and areas not otherwise regulated.
2. Preserve the remaining natural features.
3. Increase public access and use of the Delaware River.
4. Preserve the Lopatcong Creek as a natural greenway.
5. Preserve and develop the Morris Canal as an historical transportation corridor and trail link to an expanding County-wide trail system.
6. Remediate and reuse brownfield sites.

Recommendations/Action Plan

1. Identify environmental and natural features of concern, including steep slopes, rock outcrops and stream, canal and river corridors.
2. Develop design standards and regulations to encourage protection and preservation of these areas.
3. Create a Riverfront Development Plan for the entire length of river frontage, providing for river related businesses, activities and housing and including access plans for trails, view areas and such.
4. Work with the County and adjoining municipalities to create a continuous greenway/trail system along the Lopatcong Creek and the Morris Canal.

5. Identify any additional brownfield sites and work with property owners to address known contamination.

Land Use Plan

Objectives

Housing:

1. Control the density and intensity of residential development to appropriate levels for each neighborhood, addressing conversion to multifamily, additions and expansion of single family-homes, and in-fill development.
2. Reduce conflicts between residential and non-residential uses.
3. Actively pursue rehabilitation and maintenance of homes to enhance the quality of residential neighborhoods.
4. Encourage homeownership.
5. Continue to provide a variety and mix of housing options, to shelter households of all types, ages and incomes.

Commercial

1. Maintain South Main Street from Union Square to Hudson Street and from Mercer Street to McKeen Street as a mixed use Central Business District, retaining each section's unique attributes.
2. Maintain and support neighborhood businesses in moderate and high density residential areas in a manner that enhances both the business and residential uses.
3. Improve the visual attractiveness and non-vehicular accessibility of the commercial development along the Route 22 highway.
4. Provide distinctive design standards for streetscape improvements, landscaping, signage, lighting and such for each of the Town's commercial areas.

Industrial:

1. Encourage the development and expansion of businesses and industries that will generate jobs and provide services for local residents.
2. Provide functional, accessible, and cost effective locations within the Town for industrial uses that enhance the economics for the individual uses and the Town as a whole.
3. Encourage and aid incompatible non-residential uses whose current location is or will negatively impact the future development/redevelopment of that area to find alternate, more appropriate and functional locations within the Town.

4. Provide alternate uses for obsolete industrial buildings and properties located in residential areas, which will enhance the compatibility of these facilities with surrounding uses.

Recommendations/Action Plans

Primary: Develop specific, individual neighborhood plans that address the objectives detailed above and in the specific issue sections below. These plans should deal with specific, well-defined and cohesive neighborhood areas, prioritized based on need; and each plan should comprehensively address the multitude of planning, land use, development/redevelopment, traffic, social and neighborhood issues specifically related to the particular area.

Housing:

1. Review the zoning in each neighborhood to establish density and intensity controls and design standards appropriate to each area and to provide a variety of housing types to meet the needs of the Town's residents.
2. Establish strict zoning standards for multifamily conversion, expansion of single-family homes, and in-fill development, particularly related to intensity of use and provision of on-site parking.
3. Enforce zoning standards relative to allowed density and work to eliminate illegal apartment conversions.
4. Add senior housing options to residential zone districts to allow both new construction and adaptive reuse of existing structures.
5. Provide for off-street parking for residents.
6. Review and revise standards for buffering, screening, lighting, and parking for non-residential uses adjacent to residences.

Commercial:

1. Continue to implement the Gateway Plan for South Main Street from the Route 22 Bridge to Hudson Street.
2. Develop similar plans for the remainder of South Main Street and for the area north of the Route 22 Bridge on North Broad Street.
3. Review the allowed uses and design standards for neighborhood businesses with an eye to mitigating potential adverse impacts on residential uses.
4. Review the design standards for development on the Route 22 commercial corridor and develop streetscape standards to enhance both the appearance and local accessibility of these uses.

Industrial:

1. Review the location and allowed uses in the Town's industrial zones to determine consistency with the Land Use objectives above and revise as needed.
2. Provide for adaptive reuse of buildings to provide more compatible uses adjacent to residential zones/uses.
3. Review design standards for industrial uses, giving proper consideration to off-site impacts, such as traffic, noise, lights, screening, landscaping, location of loading areas.
4. Inventory the Town's vacant and/or underutilized industrial properties and reprioritize the list of potential redevelopment sites.
5. Develop a program to encourage poorly located industries to relocate to more favorable locations within the Town.

Housing Plan

Objectives

1. Continue the rehabilitation program, targeting those specific neighborhoods with the greatest need.
2. Create opportunities for new affordable housing types, particularly for older residents, at appropriate locations and densities, using where possible existing buildings in need of rehabilitation or conversion.
3. Encourage the adaptive reuse of existing buildings for specialty housing, such as age-restricted (over 55) market-rate units, other senior housing, artists' housing with attached studios
4. Create opportunities for market-rate housing, using River views and access as a draw.
5. Develop programs to increase homeownership.

Recommendations/Action Plan

1. Identify neighborhoods and units in need of additional rehabilitation, prioritize them by neighborhood and need and allocate funding accordingly.
2. Identify existing obsolete buildings and uses and provide for their adaptive reuse, for affordable and market-rate age-restricted active adult/senior housing, specialty housing, or new non-residential uses that are compatible with the surrounding neighborhood.
3. Review areas along the River to determine appropriate locations for new market rate housing.
4. Explore programs to increase affordable homeownership, such as the Section 8 Homeownership Program, low interest loans to first time

homebuyers, and use of COAH RCA funds for programs such as mortgage write-down/buy-down.

Circulation Plan

Objectives

1. Encourage through traffic to use the State and Federal highway system and create disincentives for "short-cutting" of through traffic through the community.
2. Provide designated connections between local neighborhoods and to the major roadway system and increase volume capacity on local connector roads.
3. Eliminate or improve "pinch" points in the circulation system.
4. Reduce truck and local through traffic on neighborhood residential access streets.
5. Reduce congestion on downtown streets to improve traffic flow and accessibility to local businesses.
6. Provide off-street parking in critical locations for both non-residential and residential uses.
7. Enhance pedestrian/bicycle circulation within neighborhoods and to local attractors, such as shopping, services, schools, community facilities, parks and recreation facilities.
8. Maintain and encourage local public transportation services.
9. Promote commuter bus and rail options.

Recommendations/Action Plan

1. Work with Bridge Commission and State and County agencies to improve access to and ease of use of the major highway systems, including such measures as: a more efficient toll collection system to reduce congestion on the Route 22 bridge; new local connections from major developments throughout the region to the highway system; an additional access onto I-78 west of Exit 3; truck weight limits on congested, limited capacity local roadways.
2. Identify local neighborhood connectors and methods of channeling internal traffic to these connector roads.
3. Provide additional road capacity to these connectors by way of road, intersection and signalization improvements, on-street parking limitations and creation of new off-street parking areas.
4. Identify "pinch" points and develop strategies to alleviate each.
5. Revise the zoning code to eliminate truck-dependent uses from areas with no or limited access to the major highway network.
6. Identify and/or create and then improve, sign and enforce specific truck routes through Town to local industrial zones/tracts.

7. Develop an off-street parking plan as part of all development/redevelopment plans, neighborhood development plans, and any private development proposal.
8. Develop and implement a pedestrian/bicycle circulation plan, to provide both neighborhood circulation and access to major community attractions.
9. Provide for local bus stops, bus circulation and parking as needed for all new major projects.
10. Promote public transportation options, including information kiosks, signed bus stops and shelters, commuter parking arrangements for bus users, future extension of the Raritan Valley line to Phillipsburg.

Community Facilities, Recreation and Open Space Plan

Objectives:

Community Facilities:

1. Provide integrated, comprehensive community-based facilities and programs tailored to meet the needs and desires of the residents of each neighborhood.
2. Design programs and re-design facilities to maximize the use of existing facilities and buildings.

Recreation:

1. Provide a broad range of easily accessible recreation opportunities for all ages within each of the neighborhoods, designed to meet the needs of the local residents.
2. Provide larger scale community recreation facilities throughout the Town, at easily accessible locations.
3. Provide for the continued funding of existing and proposed facilities.

Open Space

1. Preserve natural areas.
2. Enhance access to and use and enjoyment of the Morris Canal and the Delaware River and Lopatcong Creek.

Recommendations/Action Plan

Community Facilities

1. Inventory existing community facilities and programs, incorporating the Community School Plan as part of the inventory.

2. Do a neighborhood needs assessment as part of each neighborhood development plan.
3. Coordinate programs and facilities to provide needed and desired services.

Recreation

1. Update the inventory the Town's recreational facilities and open space.
2. Develop a recreation and open space plan to provide parks and recreational opportunities throughout the Town.
3. File a ROSI with Green Acres so the Town is eligible for continuous Green Acres funding.
4. Develop a financial plan for the continued operation and maintenance of existing facilities.

Open Space:

1. Adopt environmental protection standards for those critical areas not otherwise protected.
2. Work with the County and neighboring municipalities to acquire the right-of-way of the Morris Canal and lands abutting the River and the Creek.
3. Develop plans for the preservation, use and development of these areas.

Historic Preservation Plan

Objectives

1. Preserve the Town's history as reflected in its buildings and structures, while providing for adaptive re-use of obsolete facilities.
2. Capitalize on the Town's past role as a major transportation center to promote local business and tourism.
3. Incorporate historic preservation/planning in future redevelopment plans.

Recommendations/Action Plans

1. Continue the façade improvement program as a means of preserving the historic appearance of downtown area.
2. Inventory the Town's historic buildings and structures and develop a plan for their rehabilitation, as needed, and re-use for economically viable purposes.
3. Develop an architectural style manual to provide guidelines for restoration and new construction.

Economic Plan

Objectives

1. Continue to build and improve local infrastructure designed to promote economic growth.
2. Use the Local Redevelopment and Housing process to identify and redevelop vacant, underutilized or blighted properties, to expand the Town's economic base, enhance employment opportunities for its residents and improve its fiscal balance.
3. Develop public-private partnerships and use outside funding sources to leverage local tax dollars used for improvements.
4. Encourage the type and location of non-residential development that will minimize negative impacts on local residential neighborhoods, with special emphasis on traffic generation and accessibility to the regional highway network.
5. Promote Phillipsburg as a regional economic and tourist center.

Recommendations/Action Plan

1. Implement existing development/redevelopment plans.
2. Inventory vacant, underutilized or blighted properties, assess their "developability" and create a new priority list for redevelopment sites.
3. Work with non-residential property owners to create realistic development plans to achieve the Town's objectives.
4. Seek grants and special funding from outside agencies to plan and implement projects to promote business and industrial development in the Town.
5. Assist poorly located industries to relocate to appropriate locations within the Town.
6. Develop a regional marketing plan, including Easton, to promote business and tourist.

Recycling Plan

Objectives

1. Compliance with the goals and objectives of the State and County recycling plans.
2. Compliance with zoning code requirements to support recycling.

Recommendations/Action Plan

1. Continue to provide recycling services in compliance with State and County recycling plans.
2. Add the required language to the zoning code related to providing space for recycling activities in larger residential and commercial projects.

Conservation Plan

The Municipal Land Use Law provides for a conservation plan element addressing the preservation, conservation and utilization of natural resources, including energy, open space, forests, soil, marshes, wetlands, rivers and other waters and other resources.

Because the Town is nearing full development, there is limited vacant land for new building; and much of the vacant land that is left contains, to some extent, environmental or natural features which should be protected. Some of the most critical areas, such as wetlands and floodways, are subject to State regulation and protection; however others, such as steep slopes, cliffs, stream and river corridors and woodlands are not. These remaining resources should be inventoried, assessed as to their value for preservation, and then protected either by acquisition or appropriate ordinance design standards limiting development within these areas.

Particularly importance from a regional perspective are the Lopatcong Creek and the Morris Canal. The County and local municipalities are working to preserve these linear resources as greenways through the County and as trail connectors from the Delaware River to the developing regional trail system.

Also because of its past and current land uses, the Town has a number of properties that appear on the NJDEP list of known contaminated sites. Future development/redevelopment should focus on the remediation of these sites to provide a cleaner environment for local residents and employees.

Objectives

1. Protect critical environment features and areas not otherwise regulated.
2. Preserve the remaining natural features.
3. Increase public access and use of the Delaware River.
4. Preserve the Lopatcong Creek as a natural greenway.
5. Preserve and develop the Morris Canal as an historical transportation corridor and trail link to an expanding County-wide trail system.
6. Remediate and reuse brownfield sites.

Recommendations/Action Plan

1. Identify environmental and natural features of concern, including steep slopes, rock outcrops and stream, canal and river corridors.
2. Develop design standards and regulations to encourage protection and preservation of these areas.

3. Create a Riverfront Development Plan for the entire length of river frontage, providing for river related businesses, activities and housing and including access plans for trails, view areas and such.
4. Work with the County and adjoining municipalities to create a continuous greenway/trail system along the Lopatcong Creek and the Morris Canal.
5. Identify any additional brownfield sites and work with property owners to address known contamination.

Land Use Plan

The MLUL requires the Land Use Plan Element to show “the existing and proposed location, extent and intensity of development of land in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes or combination of purposes.” Supplemented by the other, more specific elements of the Plan, it should be the primary guide to development and redevelopment within the community, providing the goals and objectives to realize the articulated vision for the Town’s future.

Because the Town is nearing full build-out, its basic development pattern has been set, particularly related to streets, utilities, lot size and location of major uses. However, even at build-out, land use changes continue to occur as the economy, society, and personal preferences change. Industrial facilities have become obsolete as manufacturing has moved elsewhere. Mixed use neighborhoods, where employees walk to work and to shop are no longer the norm; and increased dependence on automobiles taxes the capacity of streets and house lots designed prior to universal auto ownership. Everyday shopping has moved from neighborhoods and downtown to malls and strip centers on the local highways, leaving corner stores and South Main Street businesses struggling for survival.

Unlike the surrounding Townships, with large areas of undeveloped land and fairly simple land use and zoning plans, the Town contains a number of existing, well-defined neighborhoods and commercial districts, each of which have different and distinct characteristics, functions, opportunities and needs. Land use patterns within the community are complex, as are the issues related to their modification and redevelopment. Zoning can only address some of the issues that face the Town in the process of recreating itself to meet the changes and challenges of the twenty-first century; however, planning, district by district and neighborhood by neighborhood, can provide guidance to the multiple agencies and for the multiple actions that affect the Town’s future.

This process has already begun for the downtown area. Based on the 1998 “Vision Plan for South Main Street” prepared by John Madden and Associates, Inc., the Town adopted the Gateway Development Plan for the Union Square Development Area and South Main Street, to begin implementing the Vision. This Plan included a zoning review of the entire area and new zoning for the redevelopment area, traffic, circulation and pedestrian improvement plans, a parking analysis, a streetscape plan and design standards, sign regulations and revised construction guidelines for historic structures.

The next step should be a broader look at the riverfront area, shown as the Riverside Neighborhood in the 1988 Master Plan and known locally as the North

End and the Flats, including the area between the Delaware River and the bluff that runs parallel and east of Broad/South Main Street, from Baker Chemical at the northern municipal boundary to Pursel Street.

The goal, for this area first and then each of the other neighborhoods (shown on the Neighborhoods Map), is to improve the quality of life in the community by:

- Improving the physical quality of the downtown business area and the neighborhood housing stock and maintaining that quality over time.
- Improving the general appearance of the Town, including enhancing the distinctive and individual characters of each of its business districts and neighborhoods, in part through the use of distinctive streetscape, street furniture and lighting designs.
- Removing incompatible land uses from residential areas, to more suitable locations within the Town.
- Supporting and strengthening local business and industry, by providing attractive, functional and cost effective locations that enhance the individual uses, the neighborhood in which they are located, and the Town as a whole.
- Providing easily accessible community, social, education and recreation facilities, suited to each neighborhood's needs.
- Increasing the use of existing community facilities, through such programs as the community based school program developed by the Board of Education.
- Creating designated connector roads to carry through traffic between neighborhoods and to the major road network.
- Discouraging non-local traffic on neighborhood residential access streets.
- Improving pedestrian/bicycle access throughout the Town, to the downtown area, the River, and other major attractors, such as schools, parks and playgrounds.
- Preserving and enhancing natural areas for local use and enjoyment.

This planning process needs to be applied to each of the neighborhoods within the Town, starting with the Flats. Individual area-specific plans should identify existing land use patterns, land use and circulation issues, pedestrian and bicycle opportunities, community and recreation facilities and programs, neighborhood needs and opportunities, and specific local problems. Much like the State Development and Redevelopment Plan, specific neighborhood plans can provide a common vision to guide the multiple agencies, policies, programs, improvements and individuals shaping the changes in each area.

Insert Neighborhoods Map

Objectives

Housing:

1. Control the density and intensity of residential development to appropriate levels for each neighborhood, addressing conversion to multifamily, additions and expansion of single family-homes, and in-fill development.
2. Reduce conflicts between residential and non-residential uses.
3. Actively pursue rehabilitation and maintenance of homes to enhance the quality of residential neighborhoods.
4. Encourage homeownership.
5. Continue to provide a variety and mix of housing options, to shelter households of all types, ages and incomes.

Commercial

1. Maintain South Main Street from Union Square to Hudson Street and from Mercer Street to McKean Street as a mixed use Central Business District, retaining each section's unique attributes.
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4. Provide distinctive design standards for streetscape improvements, landscaping, signage, lighting and such for each of the Town's commercial areas.

Industrial:

1. Encourage the development and expansion of businesses and industries that will generate jobs and provide services for local residents.
2. Provide functional, accessible, and cost effective locations within the Town for industrial uses that enhance the economics for the individual uses and the Town as a whole.
3. Encourage and aid incompatible non-residential uses whose current location is or will negatively impact the future development/redevelopment of that area to find alternate, more appropriate and functional locations within the Town.
4. Provide alternate uses for obsolete industrial buildings and properties located in residential areas, which will enhance the compatibility of these facilities with surrounding uses.

Recommendations/Action Plans

Primary: Develop specific, individual neighborhood plans that address the objectives detailed above and in the specific issue sections below. These plans should deal with specific, well-defined and cohesive neighborhood areas, prioritized based on need; and each plan should comprehensively address the multitude of planning, land use, development/redevelopment, traffic, social and neighborhood issues specifically related to the particular area.

Housing:

1. Review the zoning in each neighborhood to establish density and intensity controls and design standards appropriate to each area and to provide a variety of housing types to meet the needs of the Town's residents.
2. Establish strict zoning standards for multifamily conversion, expansion of single-family homes, and in-fill development, particularly related to intensity of use and provision of on-site parking.
3. Enforce zoning standards relative to allowed density and work to eliminate illegal apartment conversions.
4. Add senior housing options to residential zone districts to allow both new construction and adaptive reuse of existing structures.
5. Provide for off-street parking for residents.
6. Review and revise standards for buffering, screening, lighting, and parking for non-residential uses adjacent to residences.

Commercial:

1. Continue to implement the Gateway Plan for South Main Street from the Route 22 Bridge to Hudson Street.
2. Develop similar plans for the remainder of South Main Street and for the area north of the Route 22 Bridge on North Broad Street.
3. Review the allowed uses and design standards for neighborhood businesses with an eye to mitigating potential adverse impacts on residential uses.
4. Review the design standards for development on the Route 22 commercial corridor and develop streetscape standards to enhance both the appearance and local accessibility of these uses.

Industrial:

1. Review the location and allowed uses in the Town's industrial zones to determine consistency with the Land Use objectives above and revise as needed.
2. Provide for adaptive reuse of buildings to provide more compatible uses adjacent to residential zones/uses.

3. Review design standards for industrial uses, giving proper consideration to off-site impacts, such as traffic, noise, lights, screening, landscaping, location of loading areas.
4. Inventory the Town's vacant and/or underutilized industrial properties and reprioritize the list of potential redevelopment sites.
5. Develop a program to encourage poorly located industries to relocate to more favorable locations within the Town.

Vacant Land Analysis

The 1988 Master Plan identified 12 parcels of vacant land. Since then, four have been developed with residential uses (sites 4, 5, 7, and 9 on the 1988 Vacant Land map); one is part of the Town's middle school (site 1); one contains an existing non-residential building in need of redevelopment (site 10); one has been sold to the State for open space (site 12); and one is primarily owned by railroads or the Town (site 11).

Only four tracts remain vacant. They are shown on the Vacant Lands map on the following page and include the proposed site of the Heritage Transportation Museum (labeled site 1), containing approximately 30 acres; the Ingersoll redevelopment area (site 2) with approximately 130 acres; commercially zoned properties on South Main Street (site 3), approximately 5 acres; and residentially zoned property at the west end of Congress Street (site 4) with less than a quarter acre.

Another, currently unidentified, potential for vacant land includes the numerous properties owned by the railroads throughout the Town, many of which are vacant and could be put to more productive use. Railroad properties should be inventoried and their status as to use determined. Vacant, unused properties should be considered for alternate uses that would benefit the Town's redevelopment efforts.

Insert Vacant Land Map

Land Use Plan

While additional changes may need to be made as a result of the findings of studies contained in the recommendations/action plans in this documents, there are certain land use changes that have already been identified as needed. These changes include:

- The creation of a Waterfront Development Overlay District running along the entire riverfront within the Town. This overlay would provide additional uses and standards to the underlying zoning, related to fuller use of the waterfront.
- The inclusion of an option for small professional offices in the R-75 for lots abutting Roseberry Street.
- The creation of a multifamily zone to reflect the existing multifamily housing in the R-50 zone west of Roseberry Street and including portions of the surrounding B-2 and I-1 zones.
- The extension of the B-2 zone south to McKeen Street.
- The inclusion of a portion of the I-1 zone located east of Warren Street and south of the extension of Anderson Street in the R-50 zone.
- The inclusion of a portion of the I-1 zone located between Warren and Wilson Streets, ending at the railroad, in the R-50 zone.
- The addition of a professional and office zone fronting on Warren Street, south of Anderson.
- The addition of a senior housing option in the R-50 zone and a senior housing overlay for the southern most portion of the B-2 zone abutting Pohatcong Township
- The creation of a fourth business zone (B-4) to include the portion of the B-2 zone along Route 22, with some adjustments of the zone boundaries to reflect actual development.
- The creation of a Park, Recreation and Open Space Zone District.
- The minor adjustment of existing zone districts to reflect current usage.

These proposed changes are shown on the existing Zoning Map on the following page.

Insert Zoning Map

Housing Plan

Under the provisions of the MLUL, a housing plan should include “residential standards and proposals for the construction and improvement of housing.” This plan element has been modified by the Affordable Housing Act of 1985, which requires the plan to “be designed to achieve the goal of access to affordable housing to meet present and prospective housing needs, with particular attention to low and moderate income housing.”

Phillipsburg has a far greater percentage of low and moderate income households than the regional average and a greater percentage of these households have been living in substandard housing, needing major systems repairs. Because of this, its affordable housing obligation consists entirely of what is called the indigenous need, i.e., decent, affordable housing for income qualified households already living within the community in substandard units.

The standard method of addressing the indigenous need is through a rehabilitation program that improves the substandard housing in which the income qualified households already live; and the Town has had a very active and successful rehab program for a number of years. Because of its high percent of qualified substandard housing, part of the funding for this program has come from regional affordable housing contributions (RCA's) from other communities within the local housing region.

In addition to other funds used to rehabilitate the Town's public housing, COAH funding has been used for rehabilitation of individual, predominantly owner-occupied substandard units and for major building rehabilitation to create new affordable units. Since 1995, approximately 170 homes have been rehabbed and 20 new apartments completed. The result has been a major improvement to the quality of the Town's housing stock and to the living conditions of many of its residents. While rehab needs to continue as the primary focus, the program could now be expanded to include some of the other programs that may be funded with RCA moneys, such as write-down/buy-downs that encourage homeownership for income qualified households and new construction of affordable senior or other specialty housing.

The next step is to maintain the quality of the rehabilitated units and enhance the neighborhoods where these units are located. Neighborhood enhancement includes such things as enforcing zoning and property maintenance codes, eliminating or ameliorating incompatible uses, reducing congestion on the streets, providing off-street parking and access to parks, playgrounds, community facilities, shopping and services, identifying and ameliorating specific local neighborhood problems, and creating neighborhood identity and pride of place.

In addition to addressing affordable housing, a major part of the primary goal of the Town is to provide housing options for “people and families of all ages and incomes”; and the Town has a number of opportunities to create additional new and desirable new housing options for its residents. Existing, vacant industrial buildings, often inappropriately located in residential areas, have the potential to be converted to some type of multi-family use, such as active adult (ages 55 and up) or other types of senior housing. A building with well-lit, high ceilinged spaces could be used for housing designed for specific users, such as artists, providing work/studio space in conjunction with living quarters and common gallery space for display and sales.

Delaware River views and access provide opportunities for market-rate housing located near or oriented to the water. Riverfront redevelopment plans should consider including such housing as primary uses or as secondary uses above the first floor of non-residential uses. Market-rate housing should also be considered in conjunction with the rehabilitation/redevelopment of buildings along the river side of South Main Street, where upper floors could overlook the River, green acres lands or Delaware Park.

In addition to the land use objectives for housing above and the traffic objectives in the Circulation section below, the Town has the following objectives related to housing.

Objectives

1. Continue the rehabilitation program, targeting those specific neighborhoods with the greatest need.
2. Create opportunities for new affordable housing types, particularly for older residents, at appropriate locations and densities, using where possible existing buildings in need of rehabilitation or conversion.
3. Encourage the adaptive reuse of existing buildings for specialty housing, such as age-restricted (over 55) market-rate units, other senior housing, artists’ housing with attached studios
4. Create opportunities for market-rate housing, using River views and access as a draw.
5. Develop programs to increase homeownership.

Recommendations/Action Plan

1. Identify neighborhoods and units in need of additional rehabilitation, prioritize them by neighborhood and need and allocate funding accordingly.
2. Identify existing obsolete buildings and uses and provide for their adaptive reuse, for affordable and market-rate age-restricted active adult/senior

housing, specialty housing, or new non-residential uses that are compatible with the surrounding neighborhood.

3. Review areas along the River to determine appropriate locations for new market rate housing.
4. Explore programs to increase affordable homeownership, such as the Section 8 Homeownership Program, low interest loans to first time homebuyers, and use of COAH RCA funds for programs such as mortgage write-down/buy-down.

Circulation Plan

Much of Phillipsburg's early growth and development were the result of its location at the confluence of the Lehigh and Delaware Rivers. In the days of river, canal and railroad transportation, the Town had a substantial competitive advantage, which has eroded with the shift to highway-oriented transportation. The Delaware River and the rail lines through Town have become impediments to the free flow of goods and people, concentrating traffic at limited river and rail crossings.

Within the Town, there are two river crossings, at the Route 22 toll bridge and the Northampton Street free bridge, plus one Interstate highway crossing to the south in Pohatcong. The opening of the third river crossing and the completion of I-78 and the Route 33 connector in Pennsylvania have alleviated some of the problems in Town by diverting long distance traffic off of Route 22 and onto I-78; however, congestion on Route 22 still divides the Town between north and south and creates a physical obstacle to interaction between the two sides of Town. Additionally, the price differential between the toll bridge and the free bridge, aggravated by recent toll increases, results in the re-routing of traffic bound for Easton and points south and west through the local streets of Town, causing congestion on North Main, South Main and Broad Streets.

On a more local level, the rail lines and railroad owned property have become a obstacle to local circulation, dividing neighborhoods and limiting access between areas of Town. Route 22 divides the Hillcrest and North End neighborhoods from the rest of Town; and an east/west railroad right-of-way then further subdivides this southern area of Town in half. North/south rights-of-way separate the Town from the River and the Flats from neighborhoods to the east. Railroad crossings are limited, concentrating traffic at a few connection points, and underpasses are often too narrow for two-way traffic, restricting the free flow of vehicles locally. Topographic constraints further compound these circulation problems by limiting the Town's ability to provide connections between the Flats and the Hill areas or an alternate, parallel route for much of the length of South Main Street, resulting in generally poor traffic flows to, from and through the downtown area. (See Functional Classification System Map on the following page.)

Links between neighborhoods and to the main roadway system are further limited by indirect route alignments, including missing road sections, intersection off-sets, jogs in the road and one-way sections, by limited directional signage, reduced capacity resulting from on-street parking and "pinch" points that restrict flow. As a result, local through traffic often ends up using local residential access streets, instead of more appropriate local collector streets. (See Map showing Existing Problems and Proposed Roads and Trails on following second page and explanatory Table.)

Insert Functional Classification Map, Existing Circulation Problems Map

Existing Circulation Problem Areas

Number	Location	Problem	Possible Solution(s)
1	Pickford /Metz intersection	Poorly defined intersection	Reconfiguration; traffic island
2	Hillcrest Mall access at Roseberry Street	Conflicting movements at congested location	Entrance currently being improved
3	Rte. 22/Roseberry Rte. 22/Firth Rte. 22/Morris	Congestion Traffic weave across Rte. 22 Difficult merge	NJDOT planning review of Rte. 22 corridor from the Phillipsburg Mall to the River
4	Roseberry/Center intersection	Right-angle turn	Extend Center to Rte. 22 and Roseberry through Ingersoll to Pursel St.
5	Joseph/Morris intersection	Poor sight distance	Replace yield sign with stop sign
6	Third/Rose Westbound ramp from Rte. 22	Poor alignment and confusing maneuvers	Realignment
7	North Main/Delaware Road intersection	Poor alignment; poor sight distance; narrow cartway on North Main St.	Limited usage; no immediate need for improvement
8	Hudson/Filmore intersection	Poor alignment	No good alternative
9	Union Square South Main St intersection	Congestion; conflicting turning movements; narrowness	Improvements under way to improve turning movements, provide for pedestrian safety
10	South Main/Hudson intersection	Poor visibility from Hudson; difficulty turning maneuvers	Intersection improvements installed; need left turn lane onto Hudson.
11	Black Bridge	Poor alignment; in need of	Repairs completed; realignment unlikely

12	Warren/Cahill intersection	repair Flooding; poor alignment	Improvements to drainage completed; realignment unlikely
13	Stockton/railroad Center/railroad Center/Sitgreaves /railroad Pursel/railroad Kent/railroad	Height limitations Height limitations; narrow Poor alignment Height limitations; narrow Height limitations; narrow	Poor and/or inadequate cartway, height and sight distance due to undersized railroad tunnels. No good alternatives, since replacement of railroad tunnels is unlikely.
14	South Main/Kent intersection	Poor sight distance and alignment	No good alternative
15	South Main/ Carpentersville intersection	Poor sight distance and alignment	No good alternative
16	Warren/Marshall intersection	Off-set alignment	Realignment would require acquisition of residential property. Consider 4-way stop.
17	Fairview Avenue	Sharp curve and steep slope	Reroute road to better alignment
18	Center/Cahill/Sayre intersection	Confusing multiple road intersection	Traffic controls
19	Carpentersville Road	Need improved access to southwestern Pohatcong Twp.	Improve Carpentersville Road
20	Howard Street to South Main St. connector	Lack of good access to Howard Street area and uses	Extend Howard St. south to connect to South Main near Pursel St.
21	Roseberry Street extension	Poor Alignment	Extend Roseberry St. through Ingersoll to Pursel
22	Center Street extension	Need to provide alternate access for Ingersoll and Town to Route 22	Extend Center St. through Ingersoll to Route 22 west of Lock St.

The Town's land use patterns compounds local circulation problems. Because these patterns were established prior to local planning and zoning and non-residential uses were often located based on now outmoded location criteria, such as rail access and a walk-to-work labor force, the Town's industrial zones generally have very poor access relative to the major roadway systems that are now vital to their operation. And the shift from rail to truck has strained the local road network, often beyond its limits. As part of redevelopment planning, efforts should be made to relocate truck dependent and high traffic generating uses to locations within the Town that have more direct access to the major highway network and eliminate these uses from locations with poor access and within residential neighborhoods.

The transportation shift from foot to vehicle has resulted in a lack of off-street parking for uses designed and built prior to universal auto ownership. Downtown and local neighborhood businesses generally lack on-site customer parking; and many of the small residential lots lack driveways, garages or parking areas. On-street parking is insufficient to handle either the existing or future need for parking spaces; and it reduces road capacity on collector streets. Area plans for development/redevelopment in both non-residential and residential neighborhoods should include parking analyses that inventory current parking availability, assess current and future demand, and provide the means to meet any shortfall in the number of spaces needed.

The same land use patterns that create difficulties with vehicular circulation create opportunities for alternate means of travel. The high density, mixed use in many neighborhoods favors a return to walking, which should be encouraged by safe, well-maintained, well-lit and attractive sidewalks and pathways to neighborhood and Town-wide destinations. In neighborhoods where vehicle ownership may be limited, sidewalks can provide a vital and essential link to shops and services, particularly to stores along Memorial Parkway. And where vehicular connectors may be limited, for example between the Hill and downtown, walkways and steps provide convenient pedestrian access.

Similarly, higher densities, and defined, discrete destinations make local public transportation more feasible and desirable, reducing auto dependency and providing alternative transportation for those residents who don't drive. Public transportation also provides an opportunity to reduce local and highway congestion at peak hours by providing commuter rail and bus service to employment centers, primarily to the east. Although there is currently bus service along Route 22, there are no readily identifiable bus stops or stations with parking, ticket sales and information to encourage and promote commuter bus use for the large number of residents who work out of the area.

The decline of general rail service also meant the elimination of passenger service from points in Pennsylvania east through Phillipsburg to Newark and New

York City. Commuter rail service now ends in mid-Hunterdon County. However, housing costs have pushed households further and further west, resulting in long daily commutes back east to jobs, making reinstatement of commuter rail from Phillipsburg to the current end of the line in High Bridge desirable and more economically feasible. There is also the potential for week-end reverse trips, bringing visitors from the east into Town to the Transportation Heritage Museum and downtown attractions.

Objectives

1. Encourage through traffic to use the State and Federal highway system and create disincentives for "short-cutting" of through traffic through the community.
2. Provide designated connections between local neighborhoods and to the major roadway system and increase volume capacity on local connector roads.
3. Eliminate or improve "pinch" points in the circulation system.
4. Reduce truck and local through traffic on neighborhood residential access streets.
5. Reduce congestion on downtown streets to improve traffic flow and accessibility to local businesses.
6. Provide off-street parking in critical locations for both non-residential and residential uses.
7. Enhance pedestrian/bicycle circulation within neighborhoods and to local attractors, such as shopping, services, schools, community facilities, parks and recreation facilities.
8. Maintain and encourage local public transportation services.
9. Promote commuter bus and rail options.

Recommendations/Action Plan

1. Work with Bridge Commission and State and County agencies to improve access to and ease of use of the major highway systems, including such measures as: a more efficient toll collection system to reduce congestion on the Route 22 bridge; new local connections from major developments throughout the region to the highway system; an additional access onto I-78 west of Exit 3; truck weight limits on congested, limited capacity local roadways.
2. Identify local neighborhood connectors and methods of channeling internal traffic to these connector roads.
3. Provide additional road capacity to these connectors by way of road, intersection and signalization improvements, on-street parking limitations and creation of new off-street parking areas.
4. Identify "pinch" points and develop strategies to alleviate each.

5. Revise the zoning code to eliminate truck-dependent uses from areas with no or limited access to the major highway network.
6. Identify and/or create and then improve, sign and enforce specific truck routes through Town to local industrial zones/tracts.
7. Develop an off-street parking plan as part of all development/
8. redevelopment plans, neighborhood development plans, and any private development proposal.
9. Develop and implement a pedestrian/bicycle circulation plan, to provide both neighborhood circulation and access to major community attractions.
10. Provide for local bus stops, bus circulation and parking as needed for all new major projects.
11. Promote public transportation options, including information kiosks, signed bus stops and shelters, commuter parking arrangements for bus users, future extension of the Raritan Valley line to Phillipsburg.

Community Facilities, Recreation and Open Space Plan

COMMUNITY FACILITIES

Community facilities, particularly schools and community centers, play a critical role in creating and enhancing a community's identity and character. Such facilities often provide the primary focus of an area and can serve as its central organizing agency and identifier. They can also serve as the neighborhood's link to the wider community and local government's tie back to the neighborhood. Because of this, community facilities can play a major role in neighborhood preservation and enhancement, in developing a local identity and building pride of place.

In recognition of this, the State is promoting a community-based school program designed to encourage local school systems to develop plans to make fuller use of what is one of the largest capital investments of public funds in any community, its schools; and members of the local business community have funded such a study for the Phillipsburg Board of Education. This study has resulted in a Community Schools Plan aimed at increasing public access to and use of school facilities for community-based educational, recreational, vocational, health and family services programs, designed to provide for the needs and desires of the local neighborhoods. Implementation of the recommendations of the Plan will serve to create the focal point and organizing force for neighborhood programs, program providers, and activities; and other community facilities and programs should be coordinated with those of the local community schools.

In addition to schools, neighborhoods have other community resources, such as community and senior centers, places of worship, libraries, youth organizations and civic groups, and existing program providers that should be included in the development of neighborhood-wide planning and programming.

RECREATION AND OPEN SPACE

The small lot, higher density development of Phillipsburg makes public recreational facilities and open spaces particularly important to the community and its neighborhoods. Recreation facilities currently range from small, pocket parks tucked into neighborhoods and designed primarily for younger children, to large, area-wide parks, such as Walters and Delaware Parks and the new fields on Carpenterville Road, providing community playing fields, swimming pool, skateboard park and space for large community events.

Indoor recreation facilities are primarily associated with the schools; and as part of the community based school program, the use of these facilities by the wider community should be encouraged and increased.

Planning for parks and recreation programs should be based on needs analysis of both individual neighborhoods and the wider community to ensure that the facilities and programs provide for the broad range of people and interests in the Town. In addition, plans should include methods of funding operation and maintenance costs of existing and proposed facilities and programs, to ensure their continuance.

Although the Town is near full-development, it has several major natural areas that should be protected, planned and developed for recreation and conservation purposes, including the Delaware River, the Lopatcong Creek and the Morris Canal. These are major natural assets for the Town that provide opportunities for trails, greenways and, for the Delaware, active water related recreation and other tourist attractions. In addition, there are smaller natural areas, which may be worthy of conservation, to provide green spaces throughout the Town.

Objectives:

Community Facilities:

1. Provide integrated, comprehensive community-based facilities and programs to tailored to meet the needs and desired of the residents of each neighborhood.
2. Design programs and re-design facilities to maximize the use of existing facilities and buildings.

Recreation:

1. Provide a broad range of easily accessible recreation opportunities for all ages within each of the neighborhoods, designed to meet the needs of the local residents.
2. Provide larger scale community recreation facilities throughout the Town, at easily accessible locations.
3. Provide for the continued funding of existing and proposed facilities.

Open Space

1. Preserve natural areas.
2. Enhance access to and use and enjoyment of the Morris Canal and the Delaware River and Lopatcong Creek.

Recommendations/Action Plan

Community Facilities

1. Inventory existing community facilities and programs, incorporating the Community School Plan as part of the inventory.
2. Do a neighborhood needs assessment as part of each neighborhood development plan.
3. Coordinate programs and facilities to provide needed and desired services.

Recreation

1. Update the inventory the Town's recreational facilities and open space.
2. Develop a recreation and open space plan to provide parks and recreational opportunities throughout the Town.
3. File a ROSI with Green Acres so the Town is eligible for continuous Green Acres funding.
4. Develop a financial plan for the continued operation and maintenance of existing facilities.

Open Space:

1. Adopt environmental protection standards for those critical areas not otherwise protected.
2. Work with the County and neighboring municipalities to acquire the right-of-way of the Morris Canal and lands abutting the River and the Creek.
3. Develop plans for the preservation, use and development of these areas.

Historic Preservation Plan

The Town of Phillipsburg has a long history and a legacy of historic buildings and structures, particularly along South Main Street, that reflect its past. As the Town has rediscovered this history, these buildings are being renovated and put to new uses. Architectural standards, established as part of the façade improvement program, encourage both reconstruction and new construction to emulate past building designs to retain the historic character of the downtown area.

Planning for redevelopment has built on the historic context of the study area in determining proposed designs for rehabilitation and new construction of buildings and improvements. The Gateway Plan for Union Square proposes to recreate the original appearance of the square, with a continuous building face along the three of its sides, wide sidewalks to encourage street level activities, and an attractive streetscape to welcome visitors to the area. To capitalize on the Town's historic function as a rail center, the Riverside Redevelopment Plan, west of Howard Street, draws on the railroad-orientation of that area and the remaining railroad-related buildings and structures for the design and layout of the future Transportation Heritage Museum, to be located in Phillipsburg because of its historic ties to both the railroad industry and the earlier canal/water transportation network.

Gateway Plans for the Market Street area include a pathway from the street to the Arches, the entrance to the Morris Canal system, which carried coal and iron ore to the cities of northeastern New Jersey. It will also connect to the future riverwalk and to an excursion railroad, which will allow visitors to experience old-time rail travel. In the same location, the historic train station will be renovated to be used temporarily by the Friends of the Transportation Heritage Museum for displays of the Town's railroad history.

As the Town continues to revitalize, efforts should be made to insure that façade improvements and new development be designed and built in a style that is compatible and harmonious with the prevailing architectural style of the area. This is particularly important along Main Street, but also true throughout the Town's established neighborhoods.

Objectives

1. Preserve the Town's history as reflected in its buildings and structures, while providing for adaptive re-use of obsolete facilities.
2. Capitalize on the Town's past role as a major transportation center to promote local business and tourism.
3. Incorporate historic preservation/planning in future redevelopment plans.

Recommendations/Action Plans

1. Continue the façade improvement program as a means of preserving the historic appearance of downtown area.
2. Inventory the Town's historic buildings and structures and develop a plan for their rehabilitation, as needed, and re-use for economically viable purposes.
3. Develop an architectural style manual to provide guidelines for restoration and new construction.

Economic Plan

Phillipsburg's early economy was based on its location as a transshipment point between the coalfields of Pennsylvania and the industries of New Jersey. The convergence of five rail lines supported related manufacturing, repair and maintenance shops; and the excellent rail service drew rail-dependent industries to the Town. The decline of railroads and heavy industry has forced the Town to search for a new economic base, while dealing with the residue of the old economy in the form of abandoned rail lines and vacant land still owned and controlled by the railroads, obsolete, poorly located industrial buildings, a blue collar workforce trained for jobs that no longer exist in the region, and because of past development, little "raw" land for new development.

However, the factors that favored the early growth of the Town can be equally important in its revitalization. Phillipsburg sits between two growth areas, the Lehigh Valley in Pennsylvania and the I-78/I-287 corridors in central New Jersey, along one of the prettiest parts of the Delaware River. It has good connections to the regional highway system, providing excellent access to both the northeast corridor and markets to the west. It is also well positioned for rail transportation, should that industry revive.

Locally, the Town has the infrastructure in place to support redevelopment, making it the only community on the I-78 corridor in New Jersey, west of Somerset County, with publicly sewered land available for use. It has an available labor force, a tradition as an industrial community, a willingness to work with business and industry interested in locating in the Town, and access to a variety of public funding opportunities to assist in redevelopment.

In addition, Phillipsburg has taken the first steps in its effort to revive its economy. As a designated Urban Enterprise Zone, it provides both tax and financial incentives for new businesses locating in the UEZ. With the use of the Local Redevelopment and Housing Law, it has begun to restore abandoned buildings and vacant land to productive use. With COAH RCA funds, it has rehabilitated deteriorating buildings and upgraded the housing stock. Through a mix of grants, loans, and local funds, it has planned and constructed infrastructure and enticed private developers and business owners to invest in the downtown area. By the extensive efforts of local leaders and railroad enthusiasts, it has been designated as the home of the future Transportation Heritage Museum. And it has begun to promote local businesses on a regional level.

Looking ahead, the Town needs to capitalize on its existing assets:

- Location and accessibility

- Railroad and canal heritage, history and architecture
- Delaware River frontage
- Public and private commitment to redevelopment
- Access to public funding opportunities

Location and accessibility provide for a number of opportunities. The addition of river frontage and a history as a transportation center lead naturally to a new emphasis on regional tourism, so naturally that Phillipsburg has been designated by the New Jersey State Legislature to house the Transportation Heritage Museum. The Town's location on the Delaware River in the middle of an established tourist destination, its canal and railroad history, the future Transportation Heritage Museum, and a revitalized South Main Street, all offer opportunities to attract tourists. Together with Easton, the Town has the potential to become a major tourist center, featuring canal and train excursions, river-oriented activities, bike and hike activities, museums, arts and cultural events, specialty shopping, fine dining and accommodations.

The foundations for the growth of a viable tourist industry are currently being laid; some of the building blocks that are partially or fully in place include:

- A Vision Plan and Gateway Development Plan for the downtown area designed to provide tourist attractions, services, and access to outlying tourist activities, adopted and partially implemented (see attached Appendices A and B)
- A Redevelopment Plan for the Heritage Transportation Museum area as a major regional tourist attraction, adopted and awaiting funding (see attached Appendix C)
- An interim railroad activity center around the Black Bridge, in progress
- Black River & Western trail excursions, starting May 2004
- River rafting, in place
- Trails for biking and hiking: canal trails in place; Riverwalk, Lopatcong Creek Greenway, Morris Canal, the Highlands Trail, in progress
- Crayola, in place
- Friends of the Transportation Heritage Museum temporary displays, in progress
- Canal Museum, in place
- Hugh Moore Park canal rides, in place
- Arts, cultural and other events: Phillipsburg bicycle race, Easton State theater in place; other activities, in progress
- Specialty shopping, in progress
- Dining and accommodations, in place and in progress

Others need to be developed or encouraged:

- Redevelopment of Union Square to provide a major tourist attraction of restaurants, hotel, shops, river access and river-oriented activities
- Preparation of an integrated riverfront development plan to coordinate the multiple plans and opportunities for that area of the Town
- Development of a parking and public transportation system to provide access to major area attractions in both Phillipsburg and Easton
- Construction of the Riverwalk
- Development of the Transportation Heritage Museum, currently approved but not funded
- Restoration of the Canal Arches area and Morris Canal path through Phillipsburg
- Development of the railroad excursion stations at Union Square and at the Lime Kilns in Carpentersville
- Use of the excursion railroad in conjunction with rafting, biking or hiking the riverfront
- Development of arts and cultural activities, artist activities, galleries, specialized housing with studios and support facilities
- Development of a regional tourism package as part of a joint planning, implementation and promotion program with Easton, emphasizing the Square-to-Square synergy that will help both communities to revitalize

In addition to recreation and water-based activities, the Delaware River serves as a focal point for the downtown area, which needs to be used to greater advantage by existing and new businesses and development, offering opportunities to attract more passive uses drawn by the river views, such as river front restaurants, hotels, inns, B&B's and market rate housing, either downtown or tied to the downtown area and local attractions by trails, walkways and eventually public transportation options.

Phillipsburg has made a strong commitment, publicly and privately, to invest in its future. The Town has been instrumental in assisting and initiating projects and programs that support revitalization; and they have provided or obtained funding for these and other improvements designed to promote economic growth, particularly in the downtown area. As these efforts begin to take effect, next step projects and programs need to be targeted for the downtown area and other areas of Town need to be subjected to the same kind of planning and assistance.

To sustain the upturn on South Main Street, the next steps should include:

- Implementation of the Union Square Redevelopment Plan
- Reduction of traffic congestion on South Main Street
- Provision of off-street parking in sufficient numbers at convenient locations
- Completion of streetscape improvements

- Continued support of existing businesses and development of additional business opportunities
- Creation of transportation related tourist attractions clustered around the new excursion railroad and the rehabilitated train station
- Regional marketing of local businesses and attractions

Other areas that should be targeted for planning and redevelopment include:

- South Main Street from the Black Bridge to McKeen Street
- Broad Street from Route 22 north and the area of the off-ramp from Route 22 westbound
- Route 22 commercial area
- South Main Street from Abbet Street to the Pohatcong Township boundary
- Riverfront from the Lopatcong Township boundary to the Pohatcong Township boundary
- Industrial zones and uses throughout the Township

Key among the efforts to promote future growth, particularly of employment opportunities, is the use of the Local Redevelopment and Housing Act to foster the adaptive reuse of underutilized and unproductive lands within the Town. Plans have been adopted for several small parcels, for the area of the Transportation Heritage Museum and for the Union Square north area. The largest Redevelopment Plan to date addresses the use of the vacant lands owned by Ingersoll-Rand, the major landowner in the Town and formerly a leading employer in the County.

Since the original Ingersoll Redevelopment Plan (see appendix D) was adopted, Ingersoll has decided to include all of its property, including several hundred acres in both Phillipsburg and Lopatcong, in a redevelopment/adaptive reuse project under its auspices. The area offers in-place sewer and water lines, rail access, existing buildings suitable for a variety of uses, including industrial, incubator and flex-space for new companies, and land for new development or relocation of local industries now in less than desirable locations. This project, still in its earliest stages, has the potential for reestablishing the area as a major industrial, commercial and employment center for the region.

Integral to the development of the property is better access to Route 22 via an extension of Center Street through the tract to a new intersection with Route 22, to be located west of Lock Street. This extension also offers an opportunity to create a new "gateway" to Town, particularly to the future Transportation Heritage Museum, and to provide a transit station and jointly used parking area for future intra-city, tourist-oriented public transportation. Like many other local improvements, the road extension will be funded by a public-private partnership, using grants and loans available to the Town.

Although smaller in size, the Town has a number of other developed industrial and non-residential tracts that offer additional opportunities for creative reuse and adaptation, among them the I-1 zone between the River and Broad Street, the light industrial portion of the Riverside Redevelopment Area, and the industrial uses on the southwest corner of Anderson and Warren Streets and on Shafer Avenue. The aim is to return currently vacant, obsolete and/or unproductive lands and buildings to productive use, providing the Town with new jobs and/or homes, new rates, new economic vitality, and an improved quality of life.

Objectives

1. Continue to build and improve local infrastructure designed to promote economic growth.
2. Use the Local Redevelopment and Housing process to identify and redevelop vacant, underutilized or blighted properties, to expand the Town's economic base, enhance employment opportunities for its residents and improve its fiscal balance.
3. Develop public-private partnerships and use outside funding sources to leverage local tax dollars used for improvements.
4. Encourage the type and location of non-residential development that will minimize negative impacts on local residential neighborhoods, with special emphasis on traffic generation and accessibility to the regional highway network.
5. Promote Phillipsburg as a regional economic and tourist center.

Recommendations/Action Plan

1. Implement existing development/redevelopment plans.
2. Inventory vacant, underutilized or blighted properties, assess their "developability" and create a new priority list for redevelopment sites.
3. Work with non-residential property owners to create realistic development plans to achieve the Town's objectives.
4. Seek grants and special funding from outside agencies to plan and implement projects to promote business and industrial development in the Town.
5. Assist poorly located industries to relocate to appropriate locations within the Town.
6. Develop a regional marketing plan, including Easton, to promote business and tourist.

Insert UEZ Map

Recycling Plan

Amendments to the Municipal Land Use Law require municipalities to have a recycling plan in conformance with the State and County recycling plans, dealing with the collection, disposition and recycling of recyclable materials within the Town.

The Town currently runs a comprehensive recycling program through the Department of Public Works, collecting glass, aluminum, metal, newspaper and cardboard, twice monthly.

Objectives

1. Compliance with the goals and objectives of the State and County recycling plans.
2. Compliance with zoning code requirements to support recycling.

Recommendations/Action Plan

1. Continue to provide recycling services in compliance with State and County recycling plans.
2. Add the required language to the zoning code related to providing space for recycling activities in larger residential and commercial projects.

Relationship with Other Plans

New Jersey State Development and Redevelopment Plan

The 2001 revised State Plan continues Phillipsburg's designation as a metropolitan planning area or PA1. Communities in this planning area generally have mature settlement patterns, limited vacant land, aging infrastructure, and housing in need of rehabilitation. New development is predominantly in the form of redevelopment.

Policy objectives for PA1 areas stress redevelopment, diversification of land use, adaptive re-use of nonresidential buildings, preservation of the existing housing stock through maintenance and rehabilitation, infrastructure improvements, public transportation, and brownfields clean-up.

While this description was intended to be generic, it describes Phillipsburg well and is consistent with current conditions and future Town objectives.

Warren County General Development Plan

The Warren County Planning Board is undergoing a complete revision of its Master Plan to a Strategic Growth Plan, consistent with the State Plan and policies. Although not yet complete, the new plan also identifies Phillipsburg as the heart of a major regional center, which also includes the immediately abutting areas of the surrounding townships.

Lopatcong Master Plan

Lopatcong Township is located along Phillipsburg's northern and eastern boundaries. The Lopatcong Land Use Plan and zone are generally compatible with the existing land use patterns and proposed land use changes in Phillipsburg. The several industrial and commercial zones in the Town abut industrial and business zones in the Township; and residential zoning abuts residential zoning, with differences in minimum lot sizes, but not in use.

Pohatcong Master Plan

Pohatcong Township lies along the southern boundary of the Town. Its Land Use Plan and zoning are less compatible with the Town's. While much of the zoning is similar, a business zone along Carpentersville Road in the Township conflicts with an abutting residential zone in the Town and the Township's affordable housing district abuts a low density housing zone in the Town.