

INDUSTRIAL AND COMMERCIAL DIRECTORY

As we have pointed out in the text of the Economic Survey, Buena Vista Township is essentially a rural area dependent largely upon agriculture and supporting services. Nevertheless its economic base, though relatively small in 1968, does embrace approximately nine industries producing a product (4 glass; 2 clothing; 1 food; 2 misc.), seven contractors employing more than two men and a number of service organizations such as general hauling (4), fuel dealers (2), junk yards (3), auto repairs (2), plus a sand mining company, a feed company, a greenhouse, a well driller and a branch bank.

We are indebted to Mr. Charles Bylone, Secretary to the Planning Board, as the primary source for the listing of industrial and commercial establishments which follows. We append it to the Economic Survey so that it will serve as a basic catalogue of economic activities that will permit trends to be established and measured in future years.

Thirty-two listings are made in alphabetical order, followed by address and product. A common shortcoming of directories such as this is the occasional listing of a now defunct firm or the omission of a newly established one. Also, we have not attempted to list all businesses in the service category — namely, gasoline service stations, retail stores, trailer courts, restaurants, country clubs, etc.

<u>Name</u>	<u>Address</u>	<u>Product</u>
Bohren, Fred	Harding Hwy., Richland, N.J.	Builder
Buena Pickle Co., Inc.	Post Rd., R. #5, Vineland, N.J.	Food
Bylone, Herbert	E. Maple Ave., R#5, Vineland, N.J.	Contractor
Capri Construction Co.Inc.	E. Maple Ave.,R#5, Vineland,N.J.	Contractor
Continental Glass Blowing Laboratories	Tuckahoe Rd., R#5, Vineland,N.J.	Glassware
De Rosa, Jules	Milmay, N.J.	Contractor
Dougherty Bros.	Tuckahoe Rd., Buena, N.J.	Glassware
Huff, Warren	Jackson Rd., Newtonville, N.J.	Trucking
Jerry's Body Shop	Harding Hwy., Richland, N.J.	Auto Repair
Kobelo, Frank	Harding Hwy., Buena, N.J.	Well Drilling
Kupetz Fuel	Cumberland Ave., Milmay, N.J.	Fuel Oil
Levari Fuel Service	Union Rd. R#5, Vineland, N.J.	Fuel Oil
Levari, Kenneth	E. Landis Ave., Vineland, N.J.	Trucking
Liguori Specialties	Harding Hwy., Richland, N.J.	Clothing

Lillia, Rocco	Harding Hwy., Buena, N.J.	Junk Yard
Mancini, Carlo	Cedar Ave., Richland, N.J.	Junk Yard
Mays Landing Sand & Gravel Co., Inc.	Off Jackson Rd., Near Collings Lakes	Sand & Gravel
Mesiano, Gus	Cedar Ave., Richland, N.J.	Builder
Miller's Greenhouses, Inc.	Harding Hwy., Richland, N.J.	Flowers
Minotola Branch Bank	E. Landis Ave., Vineland, N.J.	Bank
Molinelli, Chas., Inc.	E. Landis Ave., Vineland, N.J.	Trucking
Petrini Construction Co. Inc.	Cedar Ave., Richland, N.J.	Contractor
Quinlan Plumbing & Heating,	E. Landis Ave., Vineland, N.J.	Contractor
Ramsey, Wm. W.	Buena-Hammonton Rd., R.#1, Williamstown, N. J.	Junk Yard
Richland Aluminum Storm Windows	Harding Hwy., Richland, N.J.	Windows
Richland Glass Co., Inc.	Tuckahoe Rd., Buena, N.J.	Glassware
Richland Grain Co., Inc.	Harding Hwy., Richland, N.J.	Feed
Richland Heating Co.	Harding Hwy., Richland, N.J.	Contractor
Richland Manufacturing Co.	Richland, N. J.	Clothing
Strother, Howard W.	Cumberland Ave., Milmay, N.J.	Trucking
Vet's Body Shop	Harding Hwy., Buena, N. J.	Auto Repair
Wilmad Glass Co. Inc.	Harding Hwy., Buena, N. J.	Glassware

TRAFFIC AND TRANSPORTATION

BUENA VISTA TOWNSHIP
ATLANTIC COUNTY, NEW JERSEY

Prepared for
BUENA VISTA TOWNSHIP PLANNING BOARD
September, 1968

TRAFFIC AND TRANSPORTATION

Buena Vista Township

Atlantic County, New Jersey

INTRODUCTION

In Buena Vista Township the private automobile is today and, within the foreseeable future, will continue to be the primary means of transporting people and goods. Many of the roads now used were conceived before the automobile was invented; other roads were designed and constructed when the automobile was still a novelty. Especially in recent years, both the design and improvement of streets and roads has failed to keep pace with the increasing popularity of the automobile. Although in Buena Vista Township there is presently no major overcrowding of highways—except for summer traffic on the way to shore resorts—it will not be long before daily traffic trouble spots will begin to show up unless measures are undertaken soon to avoid them.

The Population Study anticipates a doubling of the population in Buena Vista Township within the next twenty years. Coupled with this is the fact that many families and individuals are now purchasing second, or even third, cars. The need for safer and more expedient traffic facilities appears imminent.

It is the purpose of this report to present an overview of the major traffic and transportation problems that can be anticipated, and to discuss plans for solving them.

CLASSIFICATION OF STREETS AND ROADS

Ideally, streets and roads should be designed in such a way that they can serve only one basic function. Too often, a particular street (for example a state highway through a town center) is required to serve all three of the major functions described below:

Minor Streets

These are property access streets which should be used only to service abutting properties. They should be narrower than the other major street classifications, have little or no through traffic, and have lower speed limits. Their traffic normally

stops or yields for other traffic at intersections. A minor street is sometimes a "cul-de-sac" (dead end) which further limits the traffic that uses it. Minor streets should have wide enough cartways to permit curb parking together with two comfortable traffic lanes. In high density developments sidewalks should also be required on both sides for the safety of pedestrians.

Collector Roads

Collectors move traffic from minor streets to the arterial streets or roads. This traffic usually has the right of way over minor street traffic, but must stop for arterial traffic. Collectors should handle only short trip traffic collected from, or distributed to, several intersecting minor streets. They should act as the link between property access streets and arterials.

Arterial Roads and Major Highways

These are major traffic carriers from one section of the community to another or to and from points outside the community. Ideally, they allow high speed, uninterrupted travel. Unfortunately, due to the way our highway system has evolved, these arterials are forced to also perform the functions of collector and residential streets and thus are hindered by adjoining land usage. This conflict prevents the smooth, orderly flow of traffic that should be found on arterial roads and major highways. Buena Vista is no exception to this shortcoming.

Maintenance

The care and maintenance of the various types of streets and roads fall into different categories. The major highways are maintained by state and federal funds and by work crews hired by the state. In the future a secondary arterial system (or county primaries—see map, page) will need to be developed and maintained at the county level. For the most part collector roads are cared for by the county, in certain instances with some state aid. In some cases the municipality has responsibility for a collector and may elect to improve it with the help of state aid if it wishes to await its turn and improve to state standards. Within certain limits the municipality can make the decision as to which road will be improved. Minor roads are normally the exclusive responsibility of the Township.

The Township has recently enacted an amendment to the subdivision ordinance that requires new streets to be constructed

to Township standards and surfaced by the developer of any subdivision. However, in many existing subdivisions that are yet to be developed, the roads, along with all other required improvements will have to be constructed by the Township at large or through the special assessment process.

Traffic as Related to Land Use

Existing land use affects the traffic in a variety of ways. In residential areas the traffic is usually heaviest when people are leaving for and returning from work. There is often a secondary peak when children return from school and women make shopping or other trips in the mid-afternoon. Such traffic will not cause serious congestion until an area becomes densely built up, and even then only when it is being generated along collectors or arterials which are also being called upon to handle large volumes of through traffic. The traffic flow varies in areas of commercial development. Where there are many individual stores and driveways there is more traffic entering and leaving the highway. This not only causes traffic slowdowns and tie-ups but also sharply increases the possibility of accidents. If parking is allowed along the street, there is even more congestion and greater danger of accidents. Shopping centers with adequately controlled entrances and exits and that are required to have ample parking space, greatly improve the traffic moving capacity of adjacent roadways.

Manufacturing plants should also be required to provide off street parking with well-regulated entrances and exits for delivery and parking areas. Where large amounts of traffic are released during busy traffic hours the addition of speed change lanes at busy on-off locations will greatly relieve the accompanying congestion.

Agriculture as a land use also affects the traffic. Farm vehicles often need to use the road to move equipment and produce. These pieces of equipment are generally slower moving than other traffic. In addition, they are often longer and wider, which makes them more difficult to pass. In areas where farm traffic is prevalent, signs should be posted to warn other drivers of the potential danger.

Right-of-Way

No matter what type of road is being constructed, sufficient land should be set aside for the construction of traffic lanes, shoulder or parking areas, side walks, curbing, and if necessary, drainage ditches. Traffic lanes should be at least twelve feet wide, with the exception of residential streets,

for which a standard of 11 feet is considered adequate.

In purely residential areas, streets are now most often required to have a right-of-way of 50 feet. This allows for the construction of two eleven-foot traffic lanes, a seven-foot parking area on each side, and seven-foot side walk areas beyond the curbs. Although 60 feet is often required for the collector street right-of-way, it is recommended that this be increased to 66 feet. This would allow for the construction of two twelve-foot traffic lanes, and a nine-foot shoulder on each side. This then leaves adequate space on each side for the construction of proper drainage ditches if the road is in a rural area, or for construction of side walks and curbs if the road is in a residential or commercial area. It also affords the possibility of constructing four travel lanes in case of eventual need.

The Township now requires that arterial highways have an 80-foot right-of-way. As a result of work done by the five southern New Jersey County Engineers, an inter-county network of secondary arterials having a R.O.W. of 86 feet has been planned. To conform with this, Township requirements for arterials should be increased to 86 feet. Eighty-six feet would allow for the construction of four twelve-foot traffic lanes with a concrete barrier between opposing lines of traffic. In addition there should be a ten-foot wide shoulder. The additional nine feet along each side could be utilized for drainage control or side walks, if required.

As indicated above, the increase in rights-of-way from 60 to 66 feet and from 80 to 86 feet is important in that this is the regional standard arrived at cooperatively by all the southern New Jersey counties several years ago. The desirability of matching standards at municipal and county boundaries is obvious.

If any limited access highways are constructed through the Township they should have a right-of-way of at least 120 feet. This allows for twelve-foot traffic lanes with a median strip of at least 30 feet. A fifty-foot median strip is preferable. Also a 120-foot right-of-way would allow the shoulders to be at least ten feet wide and the drainage facilities to be eleven feet wide. Major limited access highways are often fenced for added safety.

While much of the potential traffic capacity that could be provided by these R.O.W. standards is not presently required in Buena Vista, it certainly will be needed in the future. If they are planned now, many of them may be secured through subdivision activity and then be available at little or no cost when they are needed.

30th Peak Hour

In planning new highways it is necessary to determine the ability of existing highways to accommodate traffic. The United States Bureau of Public Roads points out that highway capacity is dependent upon prevailing factors which fall in the following two groups:

1. Those that are determined by the physical features of the roadway.
2. Those that are dependent upon the adjacent land use and traffic characteristics of the roadway.¹

The first of these two categories includes such factors as pavement conditions, lane width, and the design of the highway. The second group includes composition of the traffic, frequency of access, posted speed limits, and neighboring land use.

The New Jersey State Highway Department has produced a capacity brief based on many years of experience in counting and observing traffic volume and highway use. This capacity brief has been used as a guide for discussing traffic capacity in this report, and the pertinent portion of this brief can be found in Table 1, page 81 . The brief gives four categories of traffic capacity ranging from absolute to desirable. Absolute capacity describes the maximum number of vehicles that can use a roadway section and just manage to keep moving. A desirable capacity shows the number of vehicles that can move at design speed with no measurable time loss or interruption. In designing highways the State of New Jersey Highway Department has developed what it considers a satisfactory capacity, which accommodates a volume of traffic that results in no more than 12 seconds time loss per car mile.

When determining the amount of traffic that uses a highway, an accurate count must be arrived at for an extended period of time. The AADT, or Annual Average Daily Traffic, is a convenient unit of measurement that we use here. It is obtained simply by dividing the total annual traffic volume using a particular roadway section by the number of days in the year. If a full year count is not available it is possible to use a

¹Highway Capacity Manual.

mathematical formula to project a shorter count to one that will apply for a full year.

Table 1

HIGHWAY CAPACITY BRIEF

Four classifications of one-way hourly capacities defined in brief as:

Absolute (Basic)

Maximum volume possible.

Tolerable

Volume producing one minute loss per car mile.

Satisfactory (Practical)

Volume producing 12 seconds loss per car mile.

Desirable

Maximum volume producing no measurable time loss.

The New Jersey State Highway Department uses Satisfactory capacity as standard for design capacity.

Based on the above classifications, values are assigned for each roadway type and roadway facility as follows:

CAPACITIES

Cars Per Hour One-Way

<u>Highway</u>	<u>Absolute</u>	<u>Tolerable</u>	<u>Satisfactory</u>	<u>Desirable</u>
2-Lane Highway	1200	1000	750	500
3-Lane Highway	3100	1500	1400	1300
4-Lane Highway	3100	2000	1650	1300

The hourly or short period traffic flows reflect more realistically than the yearly average the operating conditions of a highway. Because of this these hourly flows are often used in designing improvements or new highways. Since it would be prohibitive in cost to design a facility for the heaviest hourly flow (which would only occur once in an entire year) the design hour most frequently used is the 30th peak hour. This is determined on the basis of a formula developed by State highway planners for different situations and is represented by a

percentage of the AADT. Although it is not possible to say for certain just when the 30th peak hour occurs, it can normally be expected to occur during the late afternoon when people are returning home from work and shopping on the heaviest traffic day, which is Friday in many places. However, in Buena Vista Township it is necessary to consider resort traffic passing through the Township when determining the 30th peak hour.

To get a better perspective of the problem, imagine that the average daily traffic on a particular road is evenly distributed among each of the 24 hours in the day. In this event we would expect some four percent, or 1/24th of the day's traffic to fall within each hour. Far from this ideal situation exists since there is much heavier traffic in mid-morning and late afternoon. It is not difficult to imagine that the 30th peak hour would involve approximately 15 per cent on many roads, and up to 35 percent on the roads that handle much of the shore traffic—since in such cases, even higher proportions of the daily flow during some periods of the year will fall in specific short time periods. Due to the nature of traffic involved on various Township roads, 35 percent has been used in determining the 30th peak hour on US 40, 30 percent on Tuckahoe Road, 25 percent on New Jersey 54, and 15 percent on Cumberland Avenue, Cedar Avenue, and Landis Avenue. The results of the 30th peak hour calculations are shown in Table 2.

Table 2.

30th Peak Hour Traffic Volumes

	30th Peak Hour Cars per hour one way
<u>Road</u>	
Cumberland Avenue and Tuckahoe Road	
Cumberland Avenue south of Tuckahoe	120
Cumberland Avenue north of Tuckahoe	117
Tuckahoe Road NW of Cumberland Ave.	405
Tuckahoe Road SE of Cumberland Ave.	390
Tuckahoe Road mid-way between Cedar and Cumberland	460
5 Points	
Tuckahoe Road north of intersection	449
Tuckahoe Road south of intersection	503
Landis Avenue west of intersection	264
Landis Avenue east of intersection	33
Cedar Avenue NE of intersection	212
(Table 2 continued next page)	

Table 2. (Cont.)

Buena Light

Wheat Road west of Lincoln Avenue	245
Wheat Road east of Lincoln Avenue	392
Tuckahoe Road SE of US 40	438
US 40 NW of intersection	1155**
US 40 SE of intersection	945*
Buena Hammonton Road (NJ 54) North of intersection	678

Other Areas

Cedar Avenue south of US 40	218
US 40 SE of Cedar Avenue	1008**

* Above satisfactory level

** Above tolerable level

Recommendations Based on 30th Peak Hour

From Table 2 it is possible to see that U.S. 40 is presently above its tolerable level at two points as it passes through the Township. The widening of this highway is currently a second priority job in the State's overall highway construction plan. To accomplish this, additional right-of-way will be required throughout the Township.

It is possible to see that while no other roads are above their satisfactory level, the Buena Hammonton Road is the next most highly traveled. Currently the State has enough right of way to widen this road between the northern edge of the Township south to the intersection of Blue Anchor Road. To widen the remainder, additional right-of-way will need to be acquired.

Beyond this the highest traffic loads are found on Tuckahoe Road, a part of the County road system. The widening of this would need to be financed locally, with State aid as it becomes available. Reconstruction of the cartway to higher standards will materially help the efficiency and safety of the road. Although the time when it exceeds its satisfactory level is still in the future, the Township should now require that new construction be set back far enough to eventually allow the road to have an 86-foot right-of-way. Care should be taken to

require the needed additional R.O.W. as subdivision (either minor or major) takes place along it.

Existing Danger Points

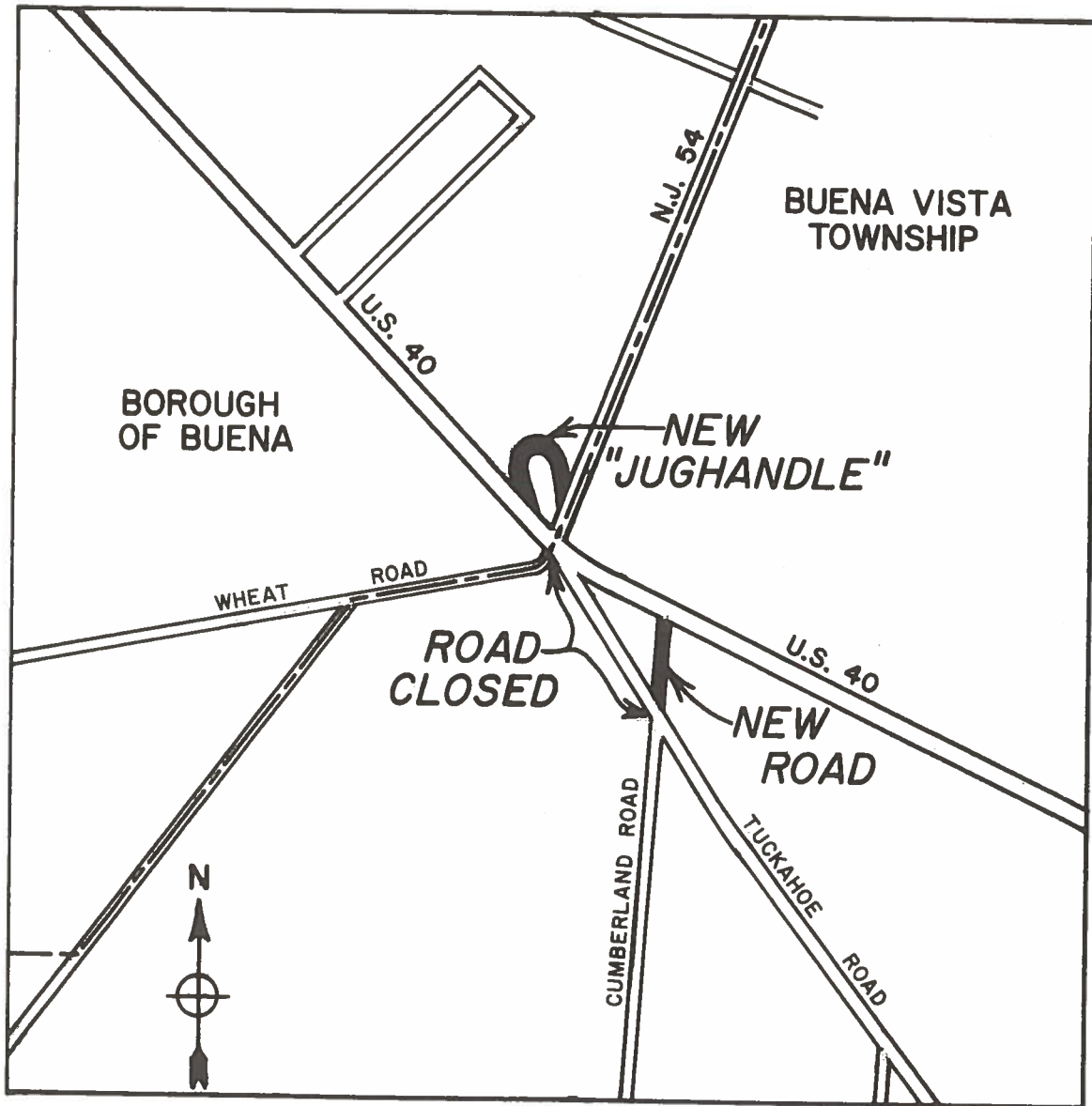
Accident records maintained by the State Police and the State Division of Motor Vehicles disclose some intersections in Buena Vista Township that already exhibit a relatively high frequency of accidents. These high accident intersections include: Harding Highway and Buena-Hammonton Road; Cedar Avenue, Landis Avenue and Tuckahoe Road; Weymouth-Malaga Road and Buena-Hammonton Road; Millville and Tuckahoe Road; and Cedar Avenue and Harding Highway. In addition to these intersections there are others which have a lower accident rate due to lower traffic volumes but are equally dangerous. Efforts should be made to correct or improve all of these hazardous conditions as soon as possible. Close cooperation among all agencies involved at municipal, county and state levels will be required.

Buena Light

At the present time this light controls the intersections of the four most highly traveled roads in the Township; Harding Highway, Buena-Hammonton Road, Tuckahoe Road, and Wheat Road. These roads come together at an extremely hazardous five points intersection, with a light to control the flow of traffic. Although Buena-Hammonton Road and Wheat Road both receive a green light at the same time, they do not meet in the same alignment. Also, much of the traffic from Buena-Hammonton Road turns in front of the traffic from Wheat Road in order to enter either US 40 east-bound or Tuckahoe Road, while much of the Wheat Road traffic enters Buena-Hammonton Road. This sharply increases the danger of a collision. In short, the middle of the intersection often becomes a no-man's land in which drivers can't be sure what others will do, or what is expected of them.

In April a public hearing was held by the State to propose the construction of a "Jug Handle" which would connect Harding Highway to Buena-Hammonton Road and allow west bound traffic to turn left into Wheat Road by making two right turns. This same plan called for a slight relocation of Wheat Road to make it intersect with US 40 at 90 degrees and to bring it into better alignment with Buena-Hammonton Road. Also, the plan calls for the closing of Tuckahoe Road from Cumberland Avenue to Harding Highway. This would eliminate the fifth road at the intersection and reduce the accident hazard even further. Cumberland

PROPOSED INTERSECTION IMPROVEMENT AT BUENA



Prepared for the Planning Board by KWS
under the supervision of John J. Holland AIP,
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Avenue would then be extended from its current intersection with Tuckahoe Road to Harding Highway to provide a new Tuckahoe Road access point. This is illustrated on page 86. At the public hearing on this plan much opposition was encountered. Yet, short of constructing an overpass and clover leaf, which would take much more land and be vastly more expensive, this appears to be a highly practical solution. It was argued that this intersection is only particularly dangerous during the summer when traffic to and from the shore points is greatest: therefore, why reconstruct the intersection when it will only be needed by a large volume of traffic three months of the year? Township citizens should be made aware of the fact that it is only a matter of time until such an intersection will be much more congested throughout the year. Even with a light volume of traffic, the accident potential is still there and should be corrected as soon as possible.

Cedar Avenue, Landis Avenue, and Tuckahoe Road

At this location there is a traffic light which controls the traffic on Tuckahoe Road, Cedar Avenue, and the east bound traffic on Landis Avenue. The traffic that is moving west on Landis Avenue must observe a stop sign and is required to proceed with caution on the green light for Tuckahoe Road. Even during periods of light traffic flows this is quite dangerous because much of the traffic on Landis Avenue crosses Tuckahoe Road. In the summer when Tuckahoe Road handles the shore traffic, this is much more dangerous. It is recommended that investigation be undertaken to explore the possibility of redesigning the intersection to create a properly aligned four-way intersection.

Buena-Hammonton Road and Weymouth-Malaga Road

The intersection of Buena-Hammonton and Weymouth-Malaga roads has a high rate of accidents in proportion to the traffic volume. The main problem is the fact that the roads do not intersect at 90 degrees. This makes it more difficult for the traffic on the Weymouth-Malaga Road, which must stop, to properly observe any approaching traffic before it enters the intersection. This could be corrected by the acquisition of a small amount of land and altering the intersection so that the two intersect at 90 degrees. The project would necessarily involve the State Highway Department.

Cedar Avenue and Harding Highway

This intersection is currently controlled by a blinker light. The traffic on Cedar Avenue must stop for traffic on Harding

Highway. Due to existing buildings it is difficult to obtain a clear view of traffic approaching from either direction on Harding Highway. Also, summer shore traffic makes it difficult to find an opening to enter or cross the highway. For these reasons it is recommended that application procedures be instituted for a traffic light to be installed which would be activated by the traffic on Cedar Avenue.

Other Danger Points

Intersections such as Tuckahoe Road and Oak Road; Tuckahoe Road, Post Road, and Washington Road; Society Line Road and Buena-Hammonton Road; and Main Avenue and Tuckahoe Road should all be eventually rearranged to form 90 degree intersections. When an intersection is not at 90 degrees, it is much more difficult to see traffic approaching from both directions. It also takes traffic slightly longer to cross the intersection, which may lead a driver to enter the intersection thinking it is safe when it is not. To date these intersections do not have a high accident rate, yet this is undoubtedly due primarily to the low traffic volume on them. If they are corrected soon the expense to all governmental levels involved would be less than in the future, because it is highly probable that both land and construction costs will become higher. The construction of private buildings on needed land parcels would also vastly complicate the projects. The savings in life and property damage which could result from fewer accidents at any of these intersections is beyond calculation.

Major Road Plan

The map with road names on Page 82 shows existing roads and their classification as to Federal, State, County, Municipal and other roads. It should be pointed out that some of the secondary municipal roads and streets are not paved at this time. The second map, on page 89 illustrates recommended improvements to Buena Vista's highway system. Included are state routes and proposed widened rights-of-way for County primaries and County and Township collectors. Also shown are proposed intersection improvements and new alignments. If these roads are developed, they will form alternate routes of travel between many locations within and outside the Township. In many cases this will decrease the travel time to these locations. For instance, the development of Eighth Street would provide residents of Richland and Milmay a much shorter and more direct route to Hammonton and other northern locations. It would also serve as an important part of a future Hammonton bypass. If Blue Anchor Road is developed it would allow residents of Collings Lakes a more direct route to the southern areas of the

Township. It should be noted that at present the proposed intersection of Blue Anchor Road and Buena-Hammonton Road is not 90 degrees. This shortcoming should be corrected when work is actually undertaken. By providing for the future development of these roads a great step toward smoother flow for a future transportation network for the Township would have been accomplished. This would benefit both present and future Township residents in faster travel time and less congestion locally, and it would also help to improve general inter-sectional circulation for the increased population that may be expected.

Public Transportation

At present Bridgeton Transportation Company buses make no stops within Buena Vista Township. They do travel on NJ 54 on their way to New York City. With urging from residents and Township officials it should be possible to obtain a bus stop at the Buena Light where US 40 crosses NJ 54. This point is approximately equidistant from all population concentrations within the Township and would therefore serve all Township residents equally well. In Richland it is possible to catch the Atlantic City, Wilmington, Chester bus which is operated by the Delaware Bus Company. This makes stops twice each day and allows people to make transfers in Vineland; Bridgeton; Wilmington, Delaware; Chester, Pennsylvania; or Atlantic City.

There is no bus service to or from Philadelphia. This underlines the degree to which people in the Township are dependent upon the automobile for transportation. During the planning period presently contemplated this situation probably will not change greatly. Many people who have moved into the Township recently have continued to commute to jobs in the Philadelphia-Camden area and, while most will continue to depend on one, two or even three autos per family, efforts should be made to secure more attractive bus accommodations and schedules. As the Township develops this would be desirable not only for regional transportation but also for movement within the Township.

SUMMARY AND CONCLUSIONS

At the present time the private automobile is, and seemingly will remain, the prime mover of residents within the Township. During the summer traffic is increased greatly because of through shore traffic. The rights of way for collector roads should be increased from 60 to 66 feet, and for arterial roads from 80 to 86 feet. Plans should be finalized and construction begun to alleviate the dangerous intersection of Routes 40 and 54. A traffic light should be installed at the intersection of

Landis Avenue and Tuckahoe Road and Cedar Avenue and Harding Highway. Roads that cross at other than 90 degrees should be altered to form 90 degree intersections. Roads which are eligible for State aid, if widened or otherwise improved should be brought up to ROW and construction standards that will provide an efficient and safe highway network for present and future residents of the Township. Work should begin to acquire adequate right-of-way and improvement of Eighth Street. With its completion it would become an alternate route for north and south bound traffic in the Township. It would also shorten the distance many people now have to drive to reach either Hammonton or Vineland. Generally, the Plan has been developed to fit in with proposals developed for the region by joint action of all southern New Jersey County Engineers, and a special effort has been made to coordinate proposals with Vineland major arterial routes.

FUTURE LAND USE PLAN

BUENA VISTA TOWNSHIP
ATLANTIC COUNTY, NEW JERSEY

Prepared for

BUENA VISTA TOWNSHIP PLANNING BOARD

MARCH, 1969

FUTURE LAND USE PLAN

BUENA VISTA TOWNSHIP

Atlantic County, New Jersey

INTRODUCTION

The purpose of this section is to set forth a statement of desirable planning goals and objectives for the Township, to draw together the various findings, proposals and recommendations so far set forth and then, on the basis of this background data, present a proposed plan for future land use, both public and private.

The Planning Board recognizes at the outset that peering very far into the future is hazardous business--more especially in the case of a largely undeveloped area such as Buena Vista--but it also recognizes that not to plan is much more hazardous, a course that will leave future growth to the whim of countless individual decisions and almost certainly result in inefficiency, waste and a needlessly spoiled environment. The Board does not present this plan as a foolproof blueprint for all future growth and development. Rather, it is proposed as a sound growth guide based on what we know and are able, within our financial limitations, to ascertain about the community in 1968. We recognize that our Plan must be a moving one--one that will be altered and made more detailed and sophisticated as the Township grows and becomes more complicated and densely developed.

PLANNING GOALS AND OBJECTIVES

An extremely important preliminary step in the development of Buena Vista Township Plan deals with the establishment of planning goals or objectives. In addition to the factual information which has been assembled with respect to existing patterns of land use, economic and financial characteristics, population age and composition characteristics and public facilities and services; we need to do some hard thinking about the type of community we want for the future before we develop specific plan proposals. In order to evolve a realistic plan, one that will fit in with the desires of a majority of township residents, it must not only be supported by the basic planning information turned up in our preliminary studies, but also it must be guided within the framework of a policy statement that lists a set of planning goals or objectives which clearly represent the thinking and desires of most township residents.

What do we want our future community to be like? In a generalized sense do we want an orderly, attractive, cohesive, efficient future community or will we be satisfied with the congestion, ugliness, sprawl and waste that can result from a thousand accidents? If we subscribe to the belief that we can consciously guide our growth and design our future community rather than let it drift aimlessly into a state of chaos, we have then developed a first major planning goal. Once we agree that we have a unique opportunity to build an attractive, livable future community in Buena Vista then we need immediately to answer a second question that goes hand in hand. Are we willing, as a group of people, to establish the necessary development rules and to expect everyone to live by them in order to see this better community come about?

In the following pages we will set forth specific goals or objectives under several different headings including conservation, economic factors, transportation, housing, land use, recreation, growth controls, and public service policy. As set forth, these goals represent a consensus of thinking among community representatives, both within the official family and the planning board. Time and resources will not permit the testing of this policy statement by subjecting it to the reaction of every

citizen in the Township, and because of this only the passing of time will disclose how well these objectives represent the thinking of our citizens. Because of this we should keep in mind that these goals, like any other part of the plan, will be subject to revision and expansion as new or changed needs become evident and as the composition of our population changes.

Conservation

Conservation goals relate to two major areas: Those dealing with man's cultural improvements on the one hand and those relating to various aspects of our natural environment on the other. The enhancement and protection of the substantial investment we have in homes, schools and other private and public facilities should be a primary goal of all our planning efforts. Organizing future uses so they complement the existing land use pattern and recognizing that physically unsound or badly located structures will need to be rehabilitated or replaced are important elements of this objective. It is important also that we make the best use of existing facilities and structures as a means of avoiding unnecessary public and private expense.

Important among conservation goals relating to the natural environment is that dealing with the land itself. Efforts should be made to carefully classify soil characteristics in order that soil, structural and drainage characteristics of the land may be taken into account when assigning uses to particular areas of the Township. Subsurface deposits of valuable sand, gravel or clay should also be utilized where feasible in accordance with good recovery and rehabilitation practices so that (1) the community may benefit from the economic savings of producing needed materials near the spot they will be used, and (2) the value and usefulness of surrounding areas will be adequately protected. We feel also that steps should be taken to encourage the continued agricultural use of high class farm lands that are contributing significantly to the economy and general open space needs of the Township. With a great proportion of our Township still in an open state it is important that we make plans now for saving significant areas of this land as permanent open space. This is needed not only to

provide ample breathing space and an esthetic quality to the environment of the future but also to conserve our valuable surface drainage network, underground fresh water recharge areas, water oriented recreation areas and game and nature preserves.

Economic Factors

The Township, along with many of its sister communities in the southern part of the state, is beginning to evidence signs of a swing toward diversified manufacturing as the basic element of its economy. Located as it is, this trend should be encouraged in order to provide more job opportunities that do not involve an extensive commuting problem as is presently the regular daily chore for many who live in the Collings Lake and Newtonville areas.

We should also make an effort to conserve the traditional economy of the area, which for Buena Vista Township means agriculture. We should not permit a widely sprawling, low density pattern of residential development to unnecessarily gobble up prime soil areas to the extent that agricultural activities will disappear and along with them, direct and secondary employment opportunities.

We propose an energetic effort to encourage industrial relocation to the Township with special emphasis on manufacturing activities that are willing and able to reasonably control air, land and water pollutants, and that have an average pay scale at or above the State average. To this end the Township should consider the employment of an Industrial Representative. Associated with the effort to encourage industrial growth and development should be the establishment of any educational, training and apprenticeship programs that will tend to lift the skill level of our people whether school age or adult. As new industrial jobs are provided we should strive to fill them from within our own ranks rather than being forced to bring properly skilled workers in from other areas. The problem of seasonal employment contributes heavily to our low wage level and should be attacked from both sides. Increased automation, especially on the farm, will tend to reduce the number of seasonal workers required--thus freeing them for higher paying year-round opportunities that will gradually open up as new industries get underway.

However, this will work only to the extent that these seasonal workers can be trained or retrained to adjust to the new job requirements.

Transportation

Transportation has always been a dominant factor in location of land uses. Farm roads and lanes were a necessary part of the original land occupation. Later when the railroad came to the Township and located its stations, they immediately became development focal points, the results of which are still clearly in evidence. More recently, the growing dominance of the automobile has permitted more and more individual independence which leads to the spreading population spilling outward from established centers. During the foreseeable future the automobile will continue to be the principal means of transportation for Township residents. With the improved mobility that the automobile offers and with continued emphasis on road improvements, we can expect people will establish residency farther and farther from existing urban centers, and with this trend we can expect also a continued dispersion of other community activities.

With respect to local highway improvement programs, four specific objectives stand out: (1) We should combine our best efforts with those of other southern New Jersey municipalities and counties to secure State arterial construction for South Jersey as rapidly as possible. (2) Both local and county road construction efforts should be aimed toward providing an efficient system of local and county roads that will complement the eventual State arterial system. (3) We should design our local street and road system so that, in so far as possible, each road serves one specific function, i.e., land service, collector street, or through traffic carrier. (4) It should be a matter of township policy to secure properly graded, adequately paved, and suitably drained land access and collector streets as a part of new subdivision development.

Housing Objectives

Housing is one of man's three basic necessities, an extremely important element of community development with which planners must be concerned. Two

important recent trends should be examined and understood. First, the trend toward larger and larger lot size has as its justification the avoidance of health problems associated with sewage disposal. However, another important factor has been the use of large lot size to discourage residential development in the interest of keeping school population down. Where this practice contributes to disorganized scatteration of individual home sites in small subdivisions the community is probably losing more than it gains in the process.

The second trend, the process of scatteration (based primarily on the mobility of the automobile) is a voracious consumer of land--both directly and indirectly through the adverse effects that it normally has on adjoining low density uses such as agriculture. It is not uncommon for sizeable areas of farmland to go vacant after sporadic housing developments are dotted across it. As a matter of policy, we recommend the establishment of several suitably located development areas within which residential development be encouraged to concentrate. Adequate lot sizes should be maintained to permit on-site disposal safely, at least until it becomes clear where and how community sewerage facilities can be established. We recommend also that housing construction outside the several development areas should be discouraged wherever possible in favor of continued open space land uses. We also subscribe to the principle of clustering, in accordance with the availability of public sewerage, as a means of reducing development costs and conserving open space.

A second important housing objective would involve the establishment and uniform enforcement of sound building and housing codes in an effort to maintain the quality and protect and enhance the investment that our citizens have in the existing stock of housing. Isolated houses which are unfit for human habitation should be eliminated through the fair enforcement of suitable health and housing codes. The improved condition and appearance of all housing in the Township should be encouraged both through the enforcement of suitable ordinances and the regular conduct of paint-up and fix-up, or other pride of ownership campaigns. We must recognize

that there are rural slums just as surely as there are urban slums and that dealing with such problems is a slow and painful process but one that, if successful, will handsomely benefit the whole community.

Land Use

Despite the fact that we already have some examples of bad land use mixtures, we must begin our planning for the future use of land upon the basic foundation we have today. The existing land use pattern must be taken into account as we design for the future. Our aim should be to conserve the best of what exists while at the same time we seek to eliminate, alter or gradually correct undesirable elements that have come down to us from the past.

In a general way, we should attempt to design all elements of the future community so that they fit together with a minimum of disruption on each other and form well designed, efficiently working neighborhoods. Neighborhoods (generally based on the concept of a logical walking distance to an elementary school--a walk uninterrupted by major traffic arteries) should be constructed progressively outward from existing centers of development. Open space or other natural barriers should be used where possible to insulate residential sections from incompatible industry and commercial uses. The helter skelter scatteration of residential subdivisions throughout the rural sections of the Township should be discouraged. And we should enhance neighborhood living amenities through higher subdivision design standards, the required dedication of suitable open areas and/or the application of the Cluster principle.

We also recommend as an important development policy of the Township the establishment of restrictions that will tend to work toward a pattern of growth that will be reasonably balanced with respect to the ratio between residential growth on the one hand and industry and commercial development on the other. We recommend that this policy be followed because it has been demonstrated that those municipalities which permit residential growth to far outstrip industrial and commercial development normally encounter excessive service costs and tax rates which in turn reduce the community's attractiveness to new industrial and business prospects. This policy is recommended as a desirable alternative to one in which only expensive, high ratable housing would be permitted.

We recommend sound and reasonable zoning ordinances along with faithful and uniform enforcement which we feel can maintain the growth of an attractive and orderly community that will provide "a place for everything and keep everything in its place" and thus retain a pleasing environment for both existing and prospective township residents and investors. Pleasing community appearance should be a continuing land use goal. In all areas the natural setting should be enhanced and complemented by man made improvements.

Specific land planning objectives should include the following:

(1) Certainly if we are concerned about the workability and liveability of our future community we will give extensive thought in our planning to the logical separation of uses. Compatible uses, such as homes, schools and churches should be grouped together while incompatible uses--residences and heavy industry--should be as effectively separated as possible. This might be accomplished by placing intermediate use zones between the most incompatible land use types or by using park areas, transportation corridors, or other open land buffers.

(2) We subscribe to the use of varying lot size as a technique for helping to guide the development of the community. Unusually large lot sizes of two acres or more should be used to discourage extensive subdivision activity in outlying, hard to service situations or areas that are physically unsuitable for development due to poor drainage. Hopefully this technique will work to encourage small lot development in logical development areas, making all required community services more efficient. Until a public sewerage system is in prospect minimum lot sizes should be related to the area needed for on-site sewage disposal.

(3) Business development - Wherever possible shoe-string or strung out business areas should be avoided. This is especially true along any major or arterial road which should be protected for its intended purpose--that of carrying large amounts of traffic efficiently. Business development should take place primarily in planned shopping centers and all business development should be provided with sufficient off-street parking at the time of establishment.

(4) Highways and traffic - Good street planning begins with the separation of streets according to the purpose they will be asked to serve. Generally there are considered to be three basic street or road functions. They are: (a) To provide access to individual land uses such as farms, residential properties, retail stores and other buildings. (b) To provide circulation within the area or neighborhood of a community. (c) To provide for through travel and circulation between different areas of the community or region. Development of a traffic plan for the future begins with the improvement of our existing street systems and the utilization of any parts of the existing system which will serve well one of the three functions listed above. There are many things we can do to improve the existing traffic situation that do not necessarily involve costly expenditures. These include such things as the use of one-way streets, the control of parking, the improvement of signalization and sign marking, street widening, channelization at intersections, separation of pedestrian and vehicular traffic, and rerouting of certain kinds of traffic.

(5) As planners we should take into account the school needs of the future. Close liaison between the planning board and the school board is highly desirable and the reservation of necessary sites in advance of the actual need should be a basic objective. Wherever possible, the grade school should form the central point of a residential neighborhood--the neighborhood being of sufficient size to support an economically feasible school unit. Major roadways should be relegated to the edges of the neighborhood thus permitting school children to walk to and from school without crossing major traffic ways.

(6) As a means of economically providing a logical future park and open space network, foreclosed land parcels should be referred to the planning board for review and recommendation prior to being advertised for public sale.

Recreation and Open Space

Saving open space for the future is vital to everyone in the community. Quickly accessible public open

spaces of one kind and another will be needed some day just as badly in southern New Jersey as they are today farther north in the State. We have the opportunity now to secure these needed open areas for the future at a small fraction of the cost they will later attain, if, in fact, they are acquirable then at any reasonable price.

Acquisition and management of many of the larger open space areas will logically fall to the responsibility of the county or state. However, with respect to the size, nature and location of such open space facilities the township should maintain a close continuing surveillance in the interest of seeing that such acquisitions will serve township residents as well as possible.

Generally speaking, the township's main responsibility aside from the playgrounds and playfields that will be developed in connection with school construction, will be to assure adequate open space reservations for both active and passive recreational needs as well as natural buffer areas in connection with development as it takes place. In order to accomplish this an attractive and useful system of public open space needs should be mapped and regularly referred to as subdivision takes place. The needed sites shown on the map, or adequate substitutions, will then need to be acquired on a regular basis to assure the eventual establishment of the open space system.

Another important open space objective deals with development timing. Presently, privately owned open space abounds and on it exists a wide range of natural recreational opportunity. As more and more development takes place this opportunity to utilize the woods and fields of private owners will be more and more circumscribed. But while this situation exists, and it certainly will exist through the present planning period, our policy should be to concentrate the use of the limited amounts of public moneys, that will be made available for recreation and park purposes, on acquisition rather than development and construction. The possible use of open space easement purchase and purchase with life tenancy or lease-back arrangements should be investigated. Assuring that the critically needed open space areas will be saved is the first order of business and the one on which we should concentrate our limited resources during the immediate future.

Growth Guides .

The necessary legal tools are available to guide our future growth in a positive and effective way. we can avoid unbridled urban sprawl if we are willing to set up and live by a sound set of rules in the form of zoning, subdivision and building regulations. By keeping a regularly up-dated plan which will provide a picture of the physical pattern we are striving to achieve, and by basing the development ordinances on this plan we will have the machinery for accomplishing the job. The end result will then depend upon the diligence with which we apply the controls and the proficiency with which we are able to adjust the machinery to the changing needs of the community.

It is possible to make the community grow according to a plan, but it can only happen if enough of its citizens want it to happen. If the plan is to succeed there will necessarily be times when the individual plans of a particular land owner will have to be altered in order that overall community objectives can be achieved. This is not to say that public regulation may be used to subject any individual to unreasonable hardship. Protection for the basic rights of the individual is built into the zoning enabling act. However, it does mean that individual owners will be asked to fit their property development plans into the overall framework of the community plan. The individual is asked to abide by a set of reasonable rules in the development of his property in order to guarantee his neighbors the reasonable use of their premises and to help achieve a workable, pleasing and financially supportable future living environment.

REVIEW OF FINDINGS

Introduction

Before setting forth and discussing the future land use plan, we should review the findings and recommendations of the several preliminary studies, many of which can now be identified as sound plan proposals.

Population

To be realistic, plan proposals must be geared to the number of people to be served. Thus, while it is extremely difficult to project small area growth with a high standard of accuracy it is none the less necessary to make the best projection possible.

Buena Vista's rate of growth during the 1950's was an extremely high 86%. As has been pointed out, both this figure and the estimated 22.6% growth in the first half of the 1960 decade make Buena Vista Township the fastest growing municipality in the area--and while absolute numbers are yet quite small, the many adjustments, service problems and dislocations caused by growth are definitely in evidence.

Since we have figures for the first half of the 1960 decade which amounted to a percentage increase of about 23, we can expect the total growth for the 1960's will fall short of the high 86% increase experienced in the 1950's. However, even though the percentage growth will be less, the absolute number of new Buena Vista residents during the 60's should be approximately the same as the number of new arrivals during the 1950's. Beyond 1970 we have projected a range of growth between a high of 30% and a low of 15%. On the basis of overall development trends in southern New Jersey however, we feel that actual growth will probably range toward the high rather than the low estimates. Should the high estimate for 1980 be borne out it would mean that Buena Vista would have five times the population that it had in 1950 and with it, of course, all of the governmental and service problems that this kind of rapid growth implies.

The implementation of growth controls to keep the rate of population change within reasonable limits has been discussed elsewhere. The institution of high standard zoning and subdivision regulations could work toward this objective but there is a very real question as to how soon the effects of such action could be brought to bear since so many low grade subdivisions have already been approved and filed, and thus beyond the reach of tighter regulations.

Land Use

The basic objective of the land use study was to provide a detailed picture and analysis of existing land use patterns in the Township to serve as a logical basis for future planning proposals. Our examination of the land use pattern resulted in several interesting findings that should be re-emphasized and reflected in our thinking about the future. First, the existing land use map shown on page 10, clearly depicts the predominance of open land uses, the more important of which are woodland and agriculture. The single fact that until now less than one tenth of Buena Vista's land has been developed would ordinarily indicate an unusual opportunity for the physical design of the future community. While this statement is substantially true for Buena Vista, many planning alternatives for the future have been circumscribed by the many speculative developments that either exist on the ground or are recorded. Both the calibre and location of development roads will be difficult if not impossible to alter.

The existing land use map also illustrates how development concentrations are beginning to form in both the northern and southwestern portions of the Township and also depicts the development void that has been created by the separation of Buena Borough from the Township. Also shown are the strip developments that are beginning to form along major highways radiating in all directions from the Buena area and also extending outward from the city of Vineland. This development will require careful guidance if strip business slums are to be avoided and the traffic carrying capacity of these highways unnecessarily destroyed.

The tendency toward haphazard scattered residential growth and the associated extensive municipal service problems that will eventually be generated by such development, points up the desirability of developing regulations aimed at achieving a more concentrated pattern of residential growth. The importance of arresting the practice of premature land subdivision that results from speculative land development schemes was also stressed. This should be brought under control immediately by requiring all new subdivision developments to post satisfactory guarantees with respect to all needed urban improvements.

The land use map also discloses the random scatter-ation of land use types throughout the Township. While this is a situation to be expected in a low-density, unplanned area, it is one that may be expected to cause a great deal of difficulty as development progresses and more and more land users begin to rub elbows with each other. In order to avoid unnecessary land use conflict as development of the Township intensifies, a conscious effort should be made to organize and separate incompatible uses through a carefully worked out zoning plan. And the report also emphasized that once such a plan has been worked out and its rules and requirements developed, they should be enforced fairly and consistently so that future growth will occur in accordance with it. As an important step toward this zoning plan, the proposed future land use plan has been prepared and included as a basic element of this report. The future land use plan will be discussed in detail later in this section.

Economic Base

Analysis of Buena Vista's economic activities in 1968 confirmed the rural nature of the Township, one dependent largely upon agriculture and its supporting activities as the mainstay of its existing economic base. While the report noted several isolated examples of manufacturing activities moving in, it also emphasized that its fringe position with respect to the city of Vineland on the one hand and its immediate access to the Black Horse Pike on the other, subjects it to the real danger of residential development activity preceding the natural outward movement of industrial development. However, while residential growth pressures from the city of Vineland will no doubt come first in that area, it is possible, if the Township makes a bona fide effort to balance its future growth, that it soon may be in a position to accommodate industrial relocations from the Philadelphia area which may in fact be attempting to leapfrog the predominantly residential communities now developing closer in the Philadelphia-Camden complex.

The report emphasized the importance of training and retraining Township residents in order that they have the necessary skills when industrial employment does become available. It also points out that competition for new industry is extremely keen and that the community which provides a sound, intelligent approach to providing necessary community facilities, good

schools, churches and other facilities will substantially improve itself in the eyes of examining industrial realtors.

Community leaders are warned that the hunt for new ratables should have specific goals and objectives suited to the particular community. As an example, a firm employing only a few people but employing more in the winter and early spring might do Buena Vista more good than a large employer paying low wages on a year-round basis. It also urges that fly-by-night or parasitic industry or business should be avoided and that encouragement to existing businesses and other employers should not be overlooked as a means of expanding the economic base.

Community Facilities and Open Space

The major objective of this report section was to catalog existing community facilities and services, to assess their adequacy and to estimate future growth needs. A map showing these public facilities may be seen on page 46. This map includes both existing facilities as well as the generalized proposals and locations of needed additional facilities.

In addition to outlining the major school construction that will be faced over the next few years, the report also offers suggestions and recommendations concerning other municipal services and facilities that will be needed as Buena Vista makes the transition from a rural to a suburban community. The reader is referred to the map on page 46 and to the report section itself for the detailed recommendations.

A special section dealing with open space and recreation emphasizes the importance of anticipating future open space needs as development takes place. The report warns that if this cannot be done successfully Buena Vista will inevitably join many other suburban communities that only come to realize the value and need for recreation areas and open spaces after they have all disappeared. Specific open space recommendations are also shown on the map on page 46 and include adequate playground areas in conjunction with existing and proposed elementary schools; two new playfields-- one in the southern portion of the Township and the other in conjunction with a possible future high school in the north central portion of the Township; a major

Township park development that would be centrally located and form a part of the natural buffer between the northern and southern residential concentrations; and the development of stream conservation areas along the Township's natural drainage network.

Transportation Proposals

A review of the report section dealing with traffic and transportation points up the fact that Buena Vista Township residents will necessarily depend heavily on the automobile as a primary means of transportation during the planning period. As a consequence, major plan proposals are aimed at improving the efficiency and safety of the highway and street network that will serve Township residents. Several of the important proposals fall to the responsibility of either county or state government and, as such, will need to be supported vigorously if they are to be implemented. As can be noted from the highway plan on page 89, several new pieces of road right-of-way will be required to correct unsafe intersection alignments along NJ 54, US 40 and the Tuckahoe Road. Right-of-way acquisition is also proposed for a short section near Richland to complete the Landis Avenue-Cedar Avenue-Eighth Street major by-pass route. Perhaps the most important proposal included in the transportation plan is that dealing with the gradual acquisition of needed additional right-of-way along proposed collector and primary roads. Much of this right-of-way can be obtained as subdivision takes place by requiring the needed additional right-of-way as part of the subdivision review process. Future collector roads are proposed to be widened to 66 feet while primary roads are proposed to be widened to 86 feet.

Among the important intersection improvements proposed by the plan is the elimination of the low angle intersection of Blue Anchor Road with Route 54 by turning it into the State Route at 90 degrees farther to the north; the creation of a 90 degree intersection between Route 54 and the Weymouth-Malaga road, the implementation of the State's proposal for creating a straight 4-way intersection at the Buena light by cutting off the entrance of Tuckahoe Road and introducing it into Route 40 farther to the east. The Planning Board feels that this should be done at the head of Union Road rather than at the head of Cumberland Road as proposed by the State, in view of the facts that Union Road will

Attention should be given soon to the development of a long range capital improvement plan and a priority system for needed capital expenditures. These would serve as valuable tools for the regular preparation of the six-year capital budget. The judicious use of municipal borrowing capacity should also be considered as a means of keeping the municipality from falling too far behind in the provision of needed municipal facilities.

FUTURE LAND USE PLAN

Future land use plan shown on page 110, together with the public facilities plan shown on page 46 and the highway and transportation plan shown on page 89 set forth in a generalized way, the physical plan proposals for the future growth and development of the Township.

The future land use plan deals mainly with recommended private land use patterns. With respect to private development, a major land use planning objective should be the effort to encourage a concentration of subdivision activity and residential development in three major areas. The first of these would encompass the Collings Lake-Newtonville area in the northern section of the Township and take in the several large speculative subdivisions already established in that area. This organized service area would be oriented to both the Black Horse Pike and the Atlantic City Expressway, thus becoming a part of the developing growth belt along the transportation line between Philadelphia and Atlantic City. The second development area would accommodate the outward expansion of both Buena and Vineland and would encompass the existing community center of Richland in the central portion of the Township. A third more remote development area would encompass the Milmay section and the very southern tip of the Township.

In line with our earlier stated objective of attempting to achieve a balanced economic growth in the Township as well as the fact that there is no immediate prospect of public sewerage facilities, strict adherence to subdivision improvement requirements and high standards of private sewage disposal should be insisted upon. In these areas, pending the institution of sewerage facilities, minimum residential lot sizes of 150 x 150 should be required. The eventual establishment or extension of municipal utilities would be planned.

would be located between the Tuckahoe Road and Route 40 in the central portion of the Township and be provided with highway access only. This area takes in several already established industries and would be located within a planned municipal service area which could eventually mean the provision of water and sewer facilities.

It should be emphasized once again that these land use proposals are necessarily of a generalized nature and attempt to show desirable relationships and planning objectives that should be maintained among both private and public developments and services. It is important that the relationships between proposed public facilities and the recommended scheme for future private land use development be taken into account not only when the original zoning ordinance is enacted but also on a continuing basis when zoning amendments are being considered, and when annual road improvement programs and other capital budget (including school) expenditures are being considered.

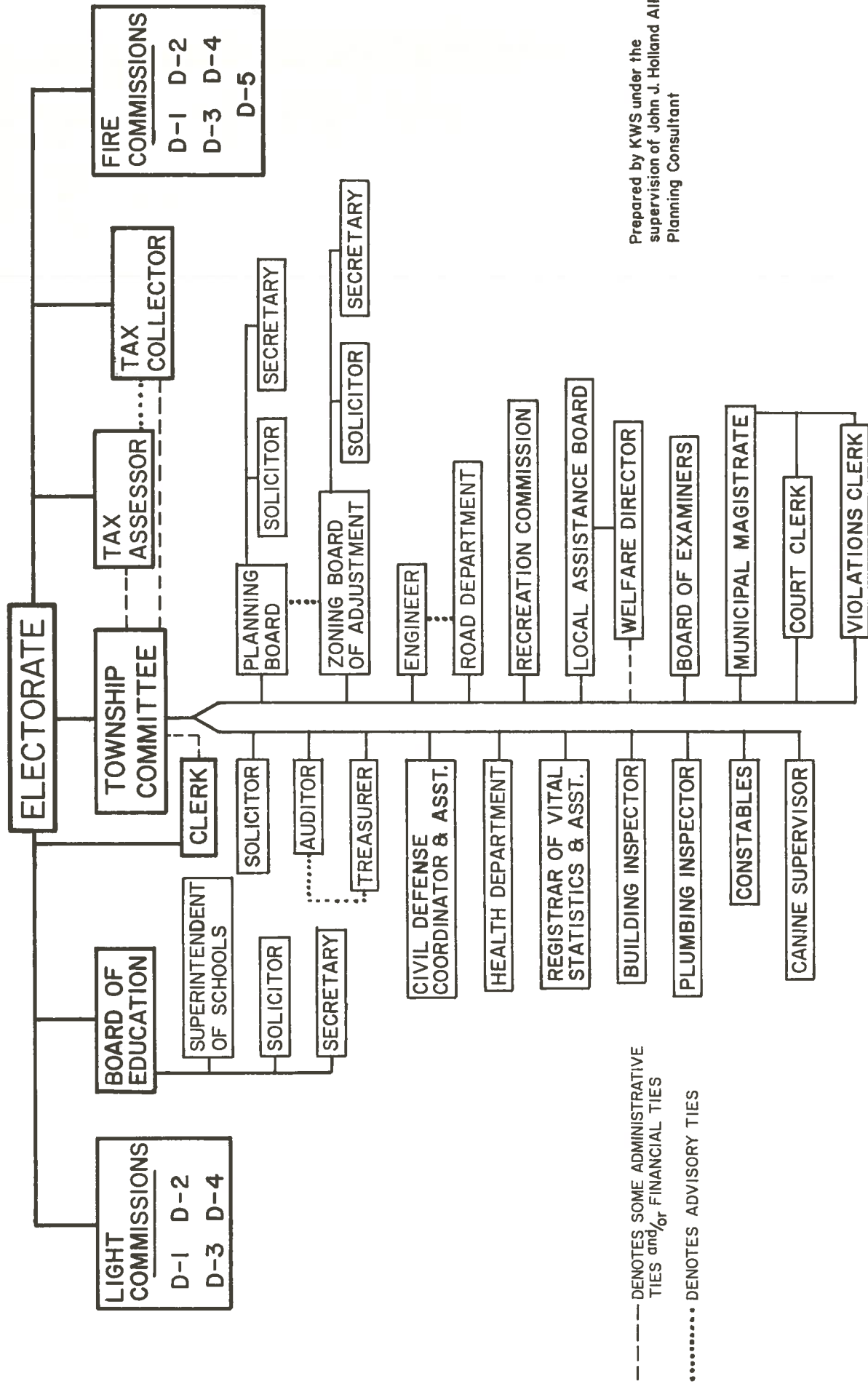
ADMINISTRATIVE PROPOSALS

An organization chart of the existing Township government is shown on page 113. The basic shortcoming from an administrative standpoint is the combination of both legislative and executive functions in one body. While this is not a serious handicap at the present stage of development it will become so at some point in the future. If the pace of development should quicken, or at any rate when the Township reaches a population of approximately 10,000, it would be well to organize a charter study commission to analyze the various structural reforms offered New Jersey municipalities by the Faulkner Act. Several specific shorter range improvements are mentioned on pages 114 and 115.

Official Map

Once the generalized plan has been officially adopted, the Township should undertake the development of an official map which would be based on the plan. This official map would show the exact locations of needed future highway and road acquisitions, desirable future widened rights of way, as well as other needed public lands that can be pinpointed at this time. Such a map would help to insure that future needed public lands could be acquired prior to being utilized for private improvements of one kind or another. The official map would also clearly designate those roads for which additional right-of-way should be obtained as subdivision takes place along them.

GOVERNMENT ORGANIZATION CHART - BUENA VISTA TWP. - 1969



--- DENOTES SOME ADMINISTRATIVE TIES and/or FINANCIAL TIES

..... DENOTES ADVISORY TIES

Prepared by KWS under the supervision of John J. Holland AIP, Planning Consultant

As a further means of enhancing both this and other programs outlined above the importance of considering the engagement of certain full time municipal government employees can't be overemphasized.

Technical Personnel

The most desirable means of achieving sound financial and operational management of municipal affairs would be the retention of a full time business administrator. The relatively high cost of filling such a position should be weighed carefully against the increased efficiency and financial savings that would result. If the establishment of such a position is found to be unfeasible at this time, steps should be taken to make the Township Clerk a full time officer. An alternative approach might be to provide a full time staff aide to the Township Clerk but the establishment of such a position should be considered only as a step toward the eventual engagement of a trained administrator or manager. Should this be done it would change the organizational chart substantially. While such a position could be established within the existing township committee structure, it would be well to at least consider the possible alternatives for structural reform that could be instituted as a result of the appointment of a charter study commission under the provisions of State law. This would provide a detailed analysis of existing governmental efficiency and point up ways of improving it.

Of equal importance if township officials are to deal effectively with the growing forces and pressures of urbanization is the regular availability of competent engineering and planning technical assistance and advice.