



# A Visioning Statement for the Township of Westampton



**INTRODUCTION**

**1. PLANNING PROCESS**

**2. CURRENT CONDITIONS**

**3. EXISTING TRENDS**

**4. THE VISION**

**5. RECOMMENDATIONS TO ACHIEVE THE  
VISION**



**The Township of Westampton would like to thank the following individuals for participating in the Vision Plan process:**

Harry Adams  
Patricia Adams  
John Anderson  
John Augustino, Fire Marshall  
Larry Bareissio  
David Barger  
Thomas E. Bonadaile III  
Dan Breslin  
Nancy Burkley  
Charisse Craig  
Janet Curran  
C. Andre Daniels  
Mildred A. Deacon  
Anthony D'Errico  
Tom DiOrio  
Rob Fernholz  
Len Godleski  
Jeff Goodwin  
Tom Habreyweither  
Harris W. Hagge  
Beverly Hancock  
Dan Herriman  
Maureen Hogan  
Debbie Hylkema  
Pete Hylkema  
Pat Iannone  
Debi and Gene Jabkowski  
Blanche Johnson  
Justin Johnson  
Jonnette Kraft  
Amy Miller, DVRPC

Norm Miller  
Terry Mulligan  
John Mumbower  
Vincent Robbins  
Vickie Stevenson  
Amy Stuck

*The Citizens Visioning Committee*

Sidney Camp, Mayor  
Bobby Baker  
Tony Carungo  
Janet Curran  
Mike Cormier  
Margaret Dolan  
Dave Guerrero  
Joe Haughey  
Bernice Keller  
Joe Krulik  
Tom Marshal  
Robert Maybury  
Norman Miller  
Vanessa Nichols  
Bob Smith  
Robert Thorpe  
Sidney Venitsky  
Jason York

*Special Thanks to:*

Harry McVey, Township Planner  
Ed Fox, Burlington County  
Mark Remsa, Burlington County  
Walter Kise, Superintendent, Westampton  
Township Schools  
Members of the Westampton Township Middle  
School Student Council



## INTRODUCTION

---

### What is a Visioning Statement?

Westampton Township encompasses approximately 12 square miles within Burlington County, New Jersey. Bordered by Rancocas Creek to the south, Willingboro to the west, Burlington Township and Springfield Township to north, and Eastampton and Mount Holly to east, the Township is, as its motto suggests, a great place to live and work. In addition to excellent regional access via Interstate 295 and the New Jersey Turnpike, the Township provides a variety of housing and recreation options, commercial and industrial opportunities, and a strong quality of life for its residents. The Rancocas State Park and Nature Center are unique assets, and the community is host to two Country Clubs with 18-hole championship golf courses. Residents value the area's rural setting, and the historic Rancocas Village Historic District is recognized by the New Jersey and National Registers of Historic Places, and is protected by the township's local historic preservation ordinance.

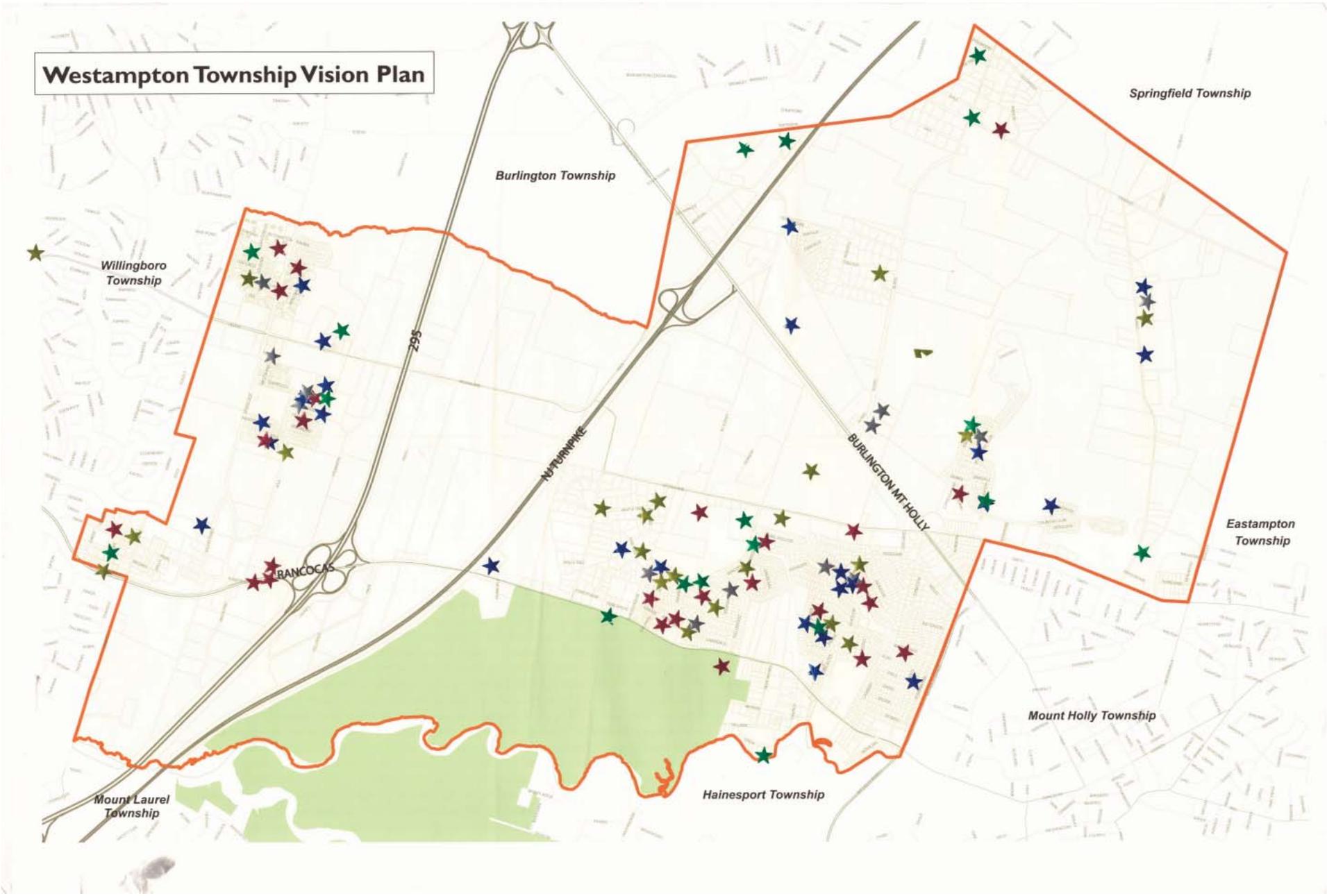
With all of these amenities creating an obvious draw of more people to the area, a variety of pressures can ensue, whether for more affordable residential units, suitable commercial development along Route 541, expanded transportation and utility infrastructure, and preservation of open space and community character. To address these issues, Township leaders began the Visioning Statement process.

According to New Jersey Municipal Land Use Law, a vision is *"a statement of objectives, principles, assumptions, policies, and standards upon which the constituent proposals for the physical, economic and social development of the municipality are based."* (NJAC 40:55D-28). In short, the statement and its related plan is designed to answer the question, "What does Westampton want to be in 20 years?" The process can be a way to help articulate extant ideas about the future, or an educational opportunity to help inform residents about planning options and their consequences.

To create a Visioning Statement that accurately reflects Westampton's needs and desires, the planning process incorporated an extensive public involvement process. A Citizens Visioning Committee provided project oversight, public meetings provided an opportunity for questions and answers, informal "community conversations" engaged the public on a smaller scale, and school-age outreach provided students at the local middle school an opportunity to voice their opinions on the town they will one day inherit.

The result of this outreach is this Visioning Statement and Plan, which includes the Vision Statement and Recommendations (goals and strategies) for achieving the Vision.

# Westampton Township Vision Plan



## THE PLANNING PROCESS

How do you create a vision?  
Westampton Day  
Community Conversations  
Public Meetings

To create a Vision Statement that reflects the community and its values, and to obtain answers about the future of the Township, the public was engaged over the course of the project. The process began with the formation of a Citizens Visioning Committee (CVC), which met via monthly conference calls and in person to assist with the planning process and provide additional input on the Township.

The map at left was brought to each public involvement opportunity to track the number and distribution of participants in the visioning process. Each star represents the residence or location of a unique person or family who gave input about Westampton. The map reflects participants at Westampton Day, the first two public meetings, all community conversations, stakeholder interviews, and the school age outreach.



## WESTAMPTON DAY

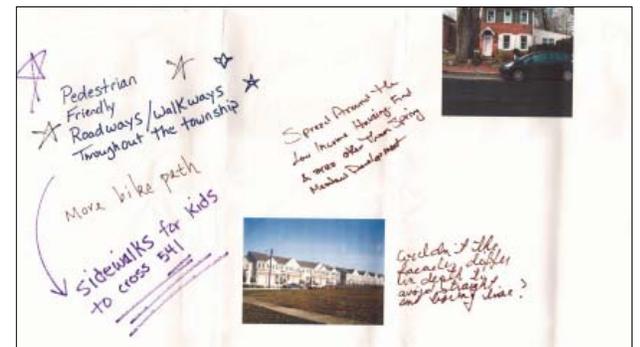
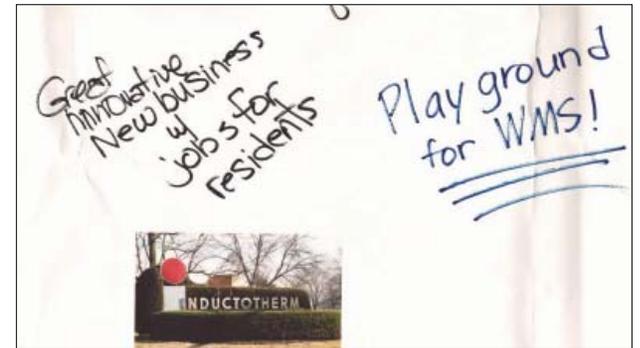
One of the earliest public outreach opportunities came at Westampton Day, an annual event that promotes the community and its businesses and civic organizations. Members of the project team invited the public to write down their thoughts on Westampton, using images of the community as a starting point.

Community comments included the following:

- Don't knock down the historic house at the T of Irick & Woodlane
- Too many hotels!
- Redevelop Arrow BPG into something more appealing & useful
- A Main Street for parades and meeting neighbors
- I like the assortment of fast food [I don't like the assortment of fast food]
- Pedestrian friendly roadways/walkways throughout the township
- Sidewalks for kids to cross 541
- More bike paths
- Great place to grow up!
- Keep plenty of open space
- Living in Spring Meadows is great with all the shops and stores it makes things easy. I love that about Westampton
- Spread around the low income housing, find an area other than Spring Meadows
- Wouldn't the facades differ in depth to avoid

straight and boring line

- Preserve land by Sunnyside – Bring cows back!
- On Tallowood to Beverly-Rancocas Road, there is no light and it takes 6 minutes to get out in traffic
- Too many pot holes on Rancocas Rd! Walk & bikeways
- Need a cross guard for the Westampton Middle School. Student of WMS
- I like it the way it is!
- Don't rent homes!!
- Love the library
- Get rid of strip malls. No more empty buildings. Ratables only.
- Like our own parks, recreational and sports fields and facilities.
- Basketball and courts in Deerwood! And a better park! –Deerwood resident!
- Love WMS –Deerwood resident.
- Rt 541 redevelopment or development near TP...restaurants, etc.
- Would like our own high school!!! [No thanks. RV is great!]
- Smaller illuminated signs! [esp. at corner of 541 & Woodlane]
- Great schools for the children
- Great innovative new business with jobs for residents
- Playground for WMS!
- Westampton needs a new Senior Center.



## COMMUNITY CONVERSATIONS

A series of small scale meetings were held to allow residents to gather in a different setting to have questions answered and provide information about the Township. Meetings were held on October 22 and 26th, and November 4th, 2009, at the Westampton Recreation Center, Holly Hills School, the Westampton Fire Department, and Deerwood Country Club. A total of sixteen people participated in this aspect of the public involvement process.

positive and negative aspects about Westampton. The second meeting provided an opportunity to evaluate the draft Vision Statement and to re-prioritize the draft Goals. The third meeting was held to evaluate the draft Vision Plan.



### Get involved in the future of Westampton!

The Township of Westampton is developing a Vision Statement to guide its development over the next 20 years. These community conversations are your opportunity to provide input on these, and other issues:

- How can open space, historic resources, and other community assets be protected while accommodating new development and associated infrastructure?
- How will the school system accommodate new residents?
- What areas are appropriate for new development?
- How will future roadway improvements reduce congestion while improving the township's pedestrian environment and pastoral character?
- How will Westampton accommodate its obligation to the Council on Affordable Housing over the next 20 years, and what areas are most suitable for affordable housing?

The Vision process includes a comprehensive township-wide public involvement process. Come to one of our community conversations and help answer these questions by identifying opportunity and problem areas, prioritizing issues, and telling us why you're made Westampton your home.

Attend one of these community conversations, and give YOUR input on the future of Westampton. A member of the Council team will be available to take your input and answer your questions.

**Choose the time and place most convenient for you!**

|   |   |
|---|---|
| <p><b>October 22nd at 6-8 PM</b><br/> <b>Westampton Recreation Center</b><br/>                     50 Springdale Road</p>         | <p><b>November 4th at 5-8 PM</b><br/> <b>Westampton Fire House</b><br/>                     780 Woodlawn Road</p>       |
| <p><b>October 26th at 6-8 PM</b><br/> <b>Holly Hills School Media Center/Library</b><br/>                     500 Ogden Drive</p> | <p><b>November 4th at 6:30-8:30 PM</b><br/> <b>Deerwood Country Club</b><br/>                     18 Deerwood Drive</p> |

---

## A Vision Statement for the Township of Westampton

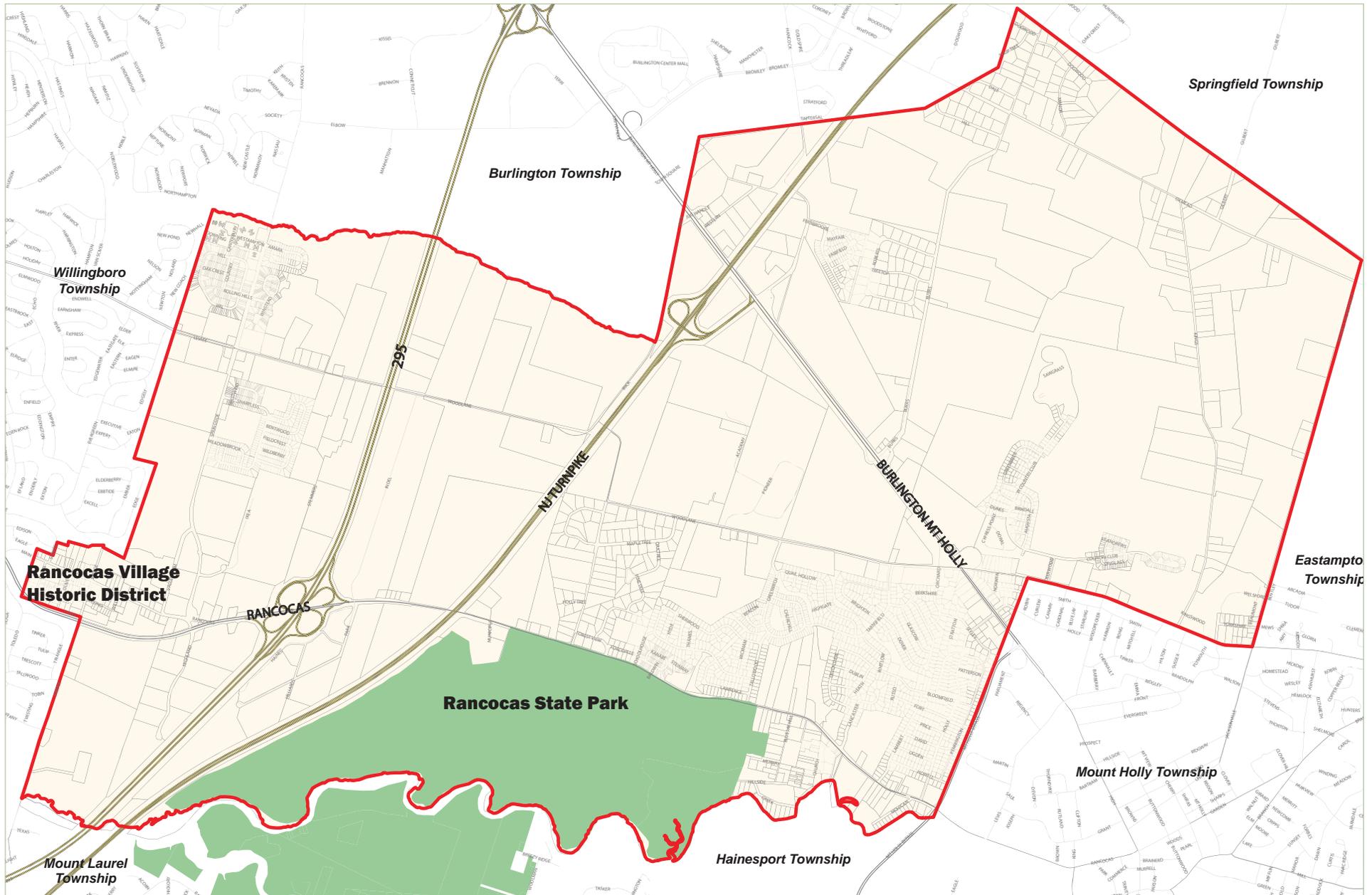
RSVP/Questions:  
 Donna Ryan  
 (609) 267-1894 ext. 6  
[dryan@westampton.com](mailto:dryan@westampton.com)

Residents used “quiet,” “peaceful,” “rural,” “opportunity,” and “convenient [to New York, Philadelphia, and Washington, DC]” to describe Westampton. The conversations included discussions on recreation, open space, preservation, development options, and transportation. A special meeting was held with large landowners along Route 541 to better understand their future plans and how that may affect the community.

## PUBLIC MEETINGS

Three public meetings were held as part of the process. Each meeting began with an overview of the planning process to bring participants up to date. The first meeting included an opportunity for residents and other stakeholders to identify potential commercial, residential, and industrial development typologies that they preferred, and to identify





## CURRENT CONDITIONS

- Population
- Land Use and Zoning
- Ratables and Employment
- Community Facilities
- Open Space
- Protected Lands
- Historic Resources
- Housing
- Transportation
- Infrastructure
- Quality of Life and Sustainability

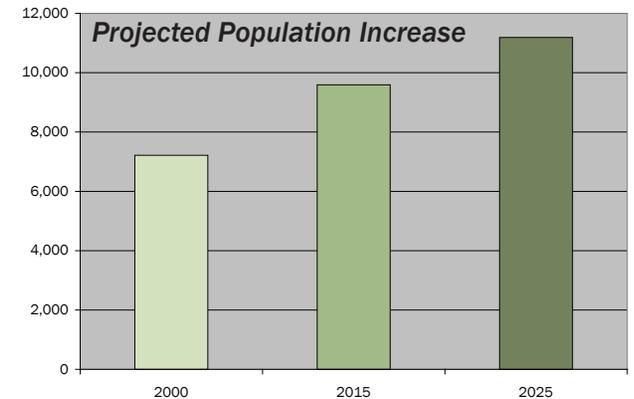
### POPULATION

Among Westampton’s first inhabitants were the Lenni Lenape tribe of Native Americans. The first European settlers were Quakers, arriving in 1677 and settling along Rancocas Creek. A settlement of former slaves also inhabited the area in the mid-1820s, now known as Timbuctoo; they sought “to establish a community in which they could, for the first time in this country, own their own land, build homes of their choosing and establish churches, schools and businesses.” Much like current residents, these settlers found Westampton to have many benefits, including access to employment in local industrial areas and plentiful natural resources

Recently, Westampton has experienced rapid residential growth, with its total population more than doubling from 1980 to 2000. While Westampton has seen a population increase in this period, some surrounding municipalities, including Mount Holly and Mount Laurel, have seen decreases in population. Looking ahead, the Delaware Valley Regional Planning Commission predicts that Westampton’s population will increase to 9,590 in 2015, and 11,190 in 2025, an increase of 55%.

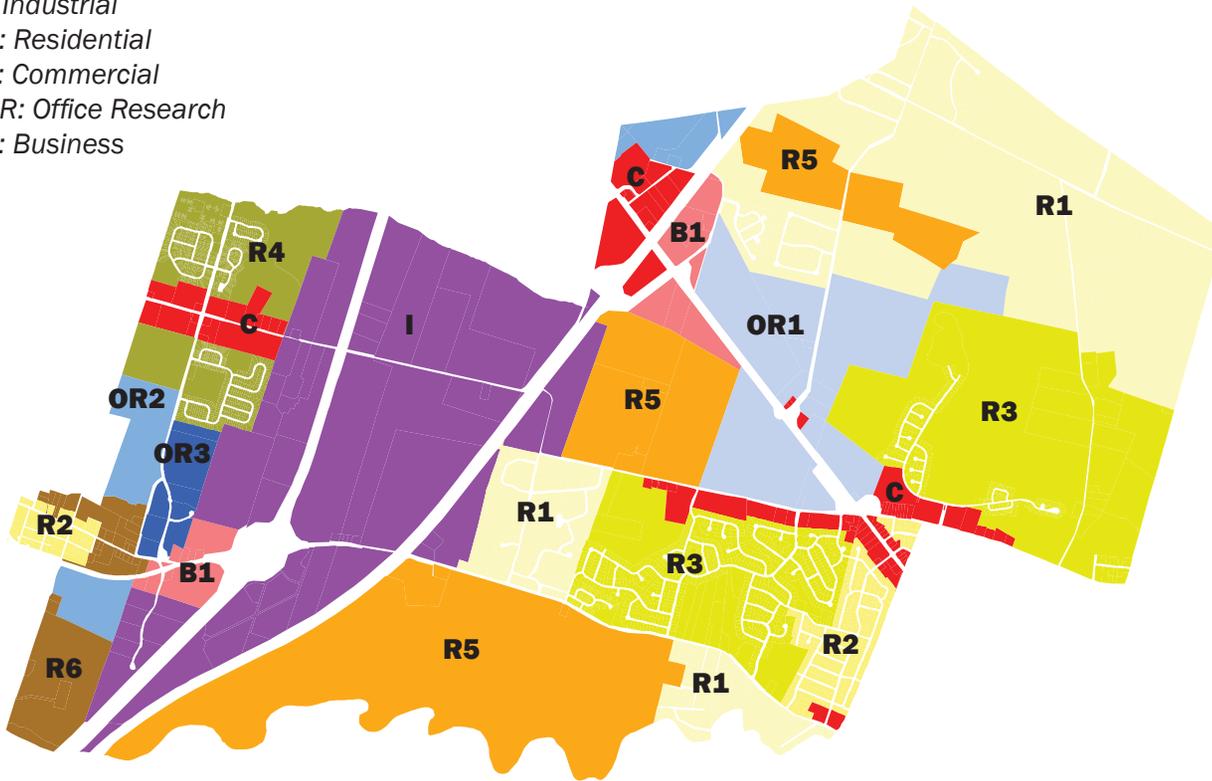
The median age in Westampton is also generally younger than that of its neighbors - 35.8 as compared to 37 and up. Twenty-nine percent (29%) of the population is school age, and 9% are seniors.

|                       | Population (2000) | Population (2008, Projected) | Population Change 2000-2008 | Median Age (2000) | Housing Units (2000) |
|-----------------------|-------------------|------------------------------|-----------------------------|-------------------|----------------------|
| Westampton Township   | 7,217             | 8,626                        | 19.50%                      | 35.8              | 2,581                |
| Burlington County     | 423,394           | 445,475                      | 5.20%                       | 37.1              | 161,311              |
| Mount Laurel Township | 40,221            | 39,182                       | -2.50%                      | 38.9              | 17,163               |
| Burlington Township   | 20,294            | 21,312                       | 5%                          | 35.6              | 7,348                |
| Mount Holly Township  | 10,728            | 10,245                       | -4.50%                      | 35                | 4,248                |
| Springfield Township  | 3,227             | 3,466                        | 7.40%                       | 39.3              | 1,138                |
| Hainesport Township   | 4,126             | 5,962                        | 44%                         | 38.4              | 1,155                |



- Occupied housing units 91.00%
- Owner-occupied housing units 66.20%
- Renter-occupied housing units 33.80%
- High school graduate or higher 80.40%
- Bachelor’s degree or higher 24.40%
- Speak other than English at home 17.90%
- Mean travel time to work in minutes 25.5
- Median household income (1999) 41,994
- Families below poverty level 9.20%
- Individuals below poverty level 12.40%

I: Industrial  
 R: Residential  
 C: Commercial  
 OR: Office Research  
 B: Business



### LAND USE AND ZONING

As of 2003, the Township's land use took on the following dynamics:

- Acres in Residential Use: 802
- Acres in Non-Residential Use: 428
- Acres in Other Land Use (roads, utilities, water): 820
- Acres in Vacant Land: 1,834
- Acres in Non-preserved Agricultural Land: 2,376
- Acres in Preserved (Non-Agricultural): 856.

Today, there are some 4000 acres zoned for some type of residential use (R1-R6), although this includes large areas of Rancocas State Park (629 acres within Westampton) as well as the two golf courses and land occupied by Burlington County Institute of Technology, a countywide public school district that serves the vocational and technical education needs of students at the high school and post-secondary level in the County. There are also 21 acres of designated park land, and 110 acres that have been recently acquired as dedicated open space.

The R designations indicate residential uses and their density allowances. An R1 zone generally allows one single family home per acre, and has the lowest density. The R5 district also includes state, county, and municipal land uses such as the Holly

Hills Elementary School, Rancocas State Park, and the Burlington County institutions along Woodland Road. The Deerwood Country Club development was created under a Planned Unit Development overlay, requiring a golf course within the development (*top photo, right*).

An R7 zone was established in 2006 for the purposes of allowing a 578-unit development that would create about 75 affordable housing units (the "Sunnyside Development") and help the Township fulfill its Council on Affordable Housing (COAH) requirements. Although the developer that originally proposed the project has pulled out, the zoning classification remains. It is not reflected on the zoning map (*at left*) because it is currently unbuilt.

The B1 districts are located near the Turnpike and 295 interchanges, and allow for a variety of retail and light industrial uses. Specific floor area ratios and impervious coverage requirements are in place to help create compatible uses between these areas and nearby residences.

Commercial uses are permitted in C districts, located in Westampton along Route 541 south of Woodlane Road, Woodlane Road east of Route 541, along Route 541 near the Turnpike interchange, and near Woodland and Springside roads. This designation allows for retail development while controlling mass, impervious coverage, and location (*center photo, right*).

The OR designation indicates an Office Research zoning district; the majority of Route 541 falls under this classification. According to the Township's 1997 Master Plan, the original vision for this area was "office campus development on large lots with sufficient setbacks and development standards to provide a green corridor through the Township." Today, the land in this area remains largely agricultural open space that has not yet been developed.

Finally, industrial development is designated by the I classification, and occurs between I-295 and the New Jersey Turnpike. Today it includes several large warehouses and some undeveloped properties (*bottom photo, right*).

In general, the OR zoning designation does not fit with market realities, and many residents do not believe it is creating the type of Route 541 corridor that best serves the community. The office campus development has not come to fruition, and additional retail development is considered more desirable at this time. Not all retail needs are currently being met and there is room for additional businesses along the corridor.

There is also concern about the Industrial zoned land between the highways. This area has an enormous development potential, and if all the land is developed to its allowable density, there will be strain on existing services and infrastructure with-





in the Township, and an increase in the Township's affordable housing obligation.

**RATABLES AND EMPLOYMENT**

At the present time, the best ratable development in the Township are the new hotels that have been recently built along the Turnpike interchange; not only do these businesses pay taxes, but there is an additional occupancy or room tax placed on each room rental. In essence, the hotel pays the Township twice. Although some residents believe there are enough hotels, they are a plus for the tax base.



One issue facing future development in Westampton is the Burlington Center Mall, just outside the Township's border in Burlington Township. It is likely that this mall will undergo a redevelopment in the coming years, creating a retail environment that could compete with future growth along the Route 541 corridor. Residents stressed the importance of supporting locally owned businesses within the commercial zone, and controlling the number of chain stores.



Several areas were cited as examples of the type of development opportunities that should be explored for Westampton, such as the Robinsville mixed use development and retail along Route 70 in Medford (photos at right).

**COMMUNITY FACILITIES**

Westampton Township is home to a large number of Burlington County services, including the Burlington County Library, Burlington County Fire Academy, Burlington County Police Academy, Burlington County Human Services Facility, Burlington County Special Services School District, the Cooperative Extension of Burlington County - Rutgers New Jersey Agricultural Experiment Station, and the Burlington County Institute of Technology. These facilities are all located in the county complex on Woodlane Road. The Township also is home to a state facility near the corner of Route 541 (Burlington-Mt Holly Road) and Woodlane Road.

The public outreach process shows that this complex is somewhat controversial; although some enjoy the presence of the County Library, others question the fact that these buildings occupy such a large parcel without paying taxes to the community. None of the participants would like to see an expansion of these facilities. If changes are made, however, residents would like to see a more sustainable and "green" approach. Residents would also like to see the County facilities (especially the technical school) open to Westampton residents during evening and weekend hours.

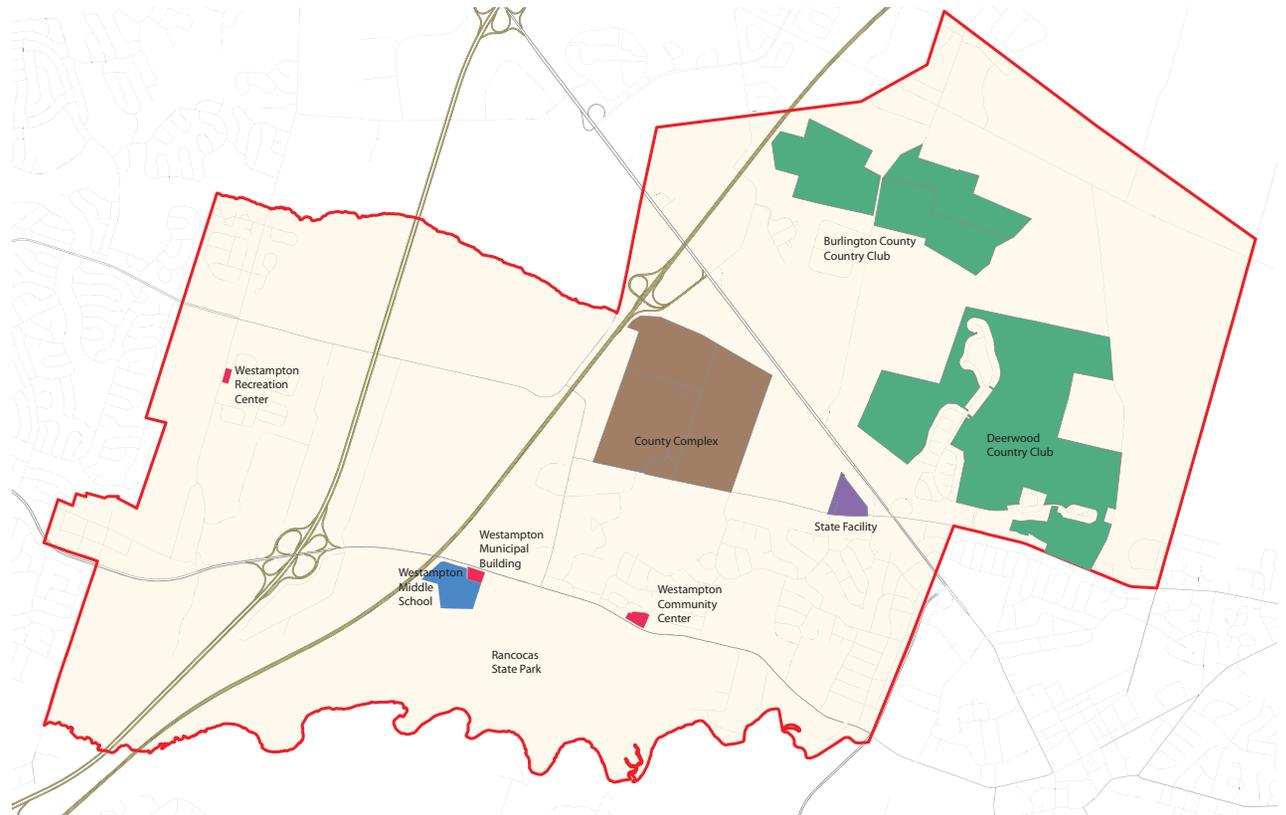
The Township provides an elementary school (Holly Hills School, serving grades K-4) and a middle school (Westampton Middle School, serving

grades 5-8). High school students attend the Rancocas Valley Regional High School. Westampton also has a recreation center, located on Springside Road, and a community center, located on Rancocas Road. Current recreation facilities include tennis courts, roller hockey court, four playgrounds, and two baseball/softball fields.

Current recreation facilities in the Township include tennis courts, a roller hockey court, four playgrounds, and two softball/baseball fields, in addition to the Recreation Center building.

The mission of the Recreation Department is to enhance local quality of life by developing and maintaining year-round sports and non-sports programs and providing the best possible recreation facilities for our residents and those in the surrounding communities. To that end, the department offers sports programs for adults and youth open to residents of the region, advertised through the Township website and flyers sent home through local schools.

Among the offerings are adult and youth basketball, bowling, exercise / dance classes, a fishing tournament, youth flag and traditional football, golf, indoor youth and adult soccer, adult kickball, lacrosse, track, roller hockey, adult softball, t-ball, tennis, volleyball, and wrestling. Additionally, the Tarnsfield Swim Club, a Division of Westampton





Recreation Department, offers a swim team and swimming lessons.

### OPEN SPACE

Westampton is a community that values its natural lands. Open space preservation has become a key issue when faced with development pressures and is a priority for the public.

Rancocas State Park is over 200 acres of preserved woodland occupying land in both Westampton and Hainesport. It houses the former Rankokas reservation and a Nature Center operated by the Audubon Society. Other recreation open space includes two country clubs with 18-hole championship golf courses - Burlington County Country Club and Deerwood Country Club.

Westampton began to acquire additional open space in 1999. By 2000, formation of a Municipal Open Space, Recreation, and Farmland and Historic Preservation Trust Fund was approved and the Township began collecting funds in the amount of 2 cents per \$100 of assessed value; by 2005, an additional 2 cents per \$100 was approved. An Open Space and Recreation Plan was adopted in 2002 (amended and updated in 2004). The plan seeks, in part, to establish and enhance recreational lands and open space; assess and provide opportunities for active and passive recreation; and work with surrounding communities to

develop a regional recreation plan.

At the time, the Township had just under 20 acres of recreation and open space, but given the size of the Township and its population, almost 115 more acres were needed for minimum standard set by the State's Balance Land Use Method.

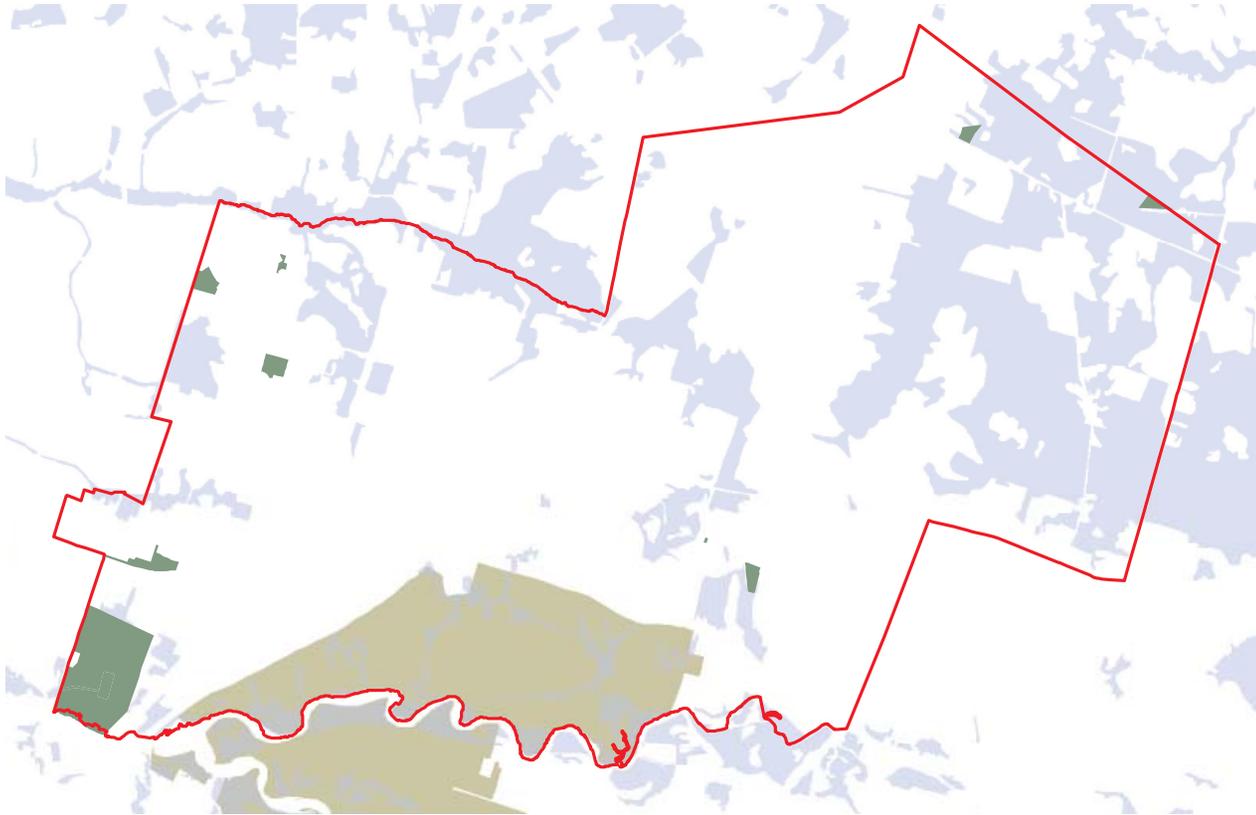
As a result, Westampton applied for Green Acres funds and acquired 36 acres belonging to Friends' Academy on Bridge Street and Rancocas Road (28 acres on south side of Rancocas Road and 8 acres on the north side). The Township currently has a list of desired open space acreage to acquire should they become available.

One idea residents discussed during the community conversations was including a provision that would require dedicated open space as part of every new development project.

### PROTECTED LANDS

In addition to those lands that are protected by municipal or County programs (*shown on page 19 in green*), wetland areas (*shown on page 19 in blue*) also are afforded a measure of protection. Those areas considered "wet" must go through a mitigation process before any development can occur; this often detracts from those areas being considered for future development. There are over 1,900 acres within Westampton that are considered wet-





lands.

The Township and the County also maintain a list of properties that would be desirable additions to the Open Space protection programs; currently funding is unavailable to increase the amount of protected land. The Open Space Plan identifies at least 18 property areas that are potential future acquisitions.

Residents of Westampton resoundly agreed that maintaining the rural character of the community was important. Contributing to this are several large parcels along Route 541, Woodlane Road, and Springdale Road. Owners of some of these parcels have expressed an interest in farmland preservation, but there are many issues to be dealt with before the County or the Township can purchase these rights.

In July 2010, the County amended its Agricultural Development Area to include two farms : one along both sides of Route 541 (the Hogan estate), and one along Woodlane Road across from the County complex. The Route 541 farm is located in an OR-1 zone, while the Woodlane Road farm is zoned commercial and residential. This farm also contains sensitive environmental areas, including a cedar swamp. No new development has been considered for this area. However, the Hogan farm had been identified as a potential location for new retail or mixed-use development opportunities. It



will now be preserved as agricultural land.

### **HISTORIC RESOURCES**

New Jersey recognizes two archaeological sites and three above-ground historic resources as historically significant: the Hogan Farmstead on Route 541 and Woodlane Road; Peachfield, also known as Burr Mansion and dating to 1725, on Burr Road; and the Rancocas Village Historic District which is bounded roughly by Main, Bridge, Wills, and Second Streets. Peachfield and Rancocas Village were listed in the National Register of Historic Places in the 1970s.

Westampton Township has a mechanism in place to protect its historic resources through its historic preservation ordinance (adopted in 1986; amended 1999), which is administered by the Westampton Historic Commission. Currently, the ordinance protects the 101 properties in the Rancocas Village Historic District, but is open to protect other resources that may become listed in the local register.

The Rancocas Village Historic District, in particular, has become a character-defining neighborhood in Westampton. The district had been divided between Westampton and Willingboro until 1956, when it was formally included wholly within Westampton. The homes in this area are frame buildings, typically 5 bays wide with a central gable. The community was largely constructed between

the late 18th and 19th centuries. The Rancocas Friends Meeting House, dating to 1772 with an addition from 1830, is at its center.

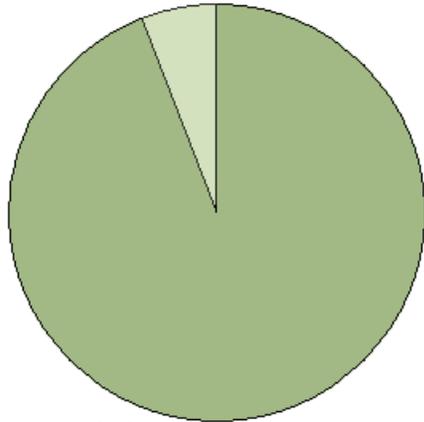
The Village of Timbuctoo archaeological site has also become an important historical site within the Township. Located along the north branch of the Rancocas Creek, the Village dates to the 1820s and was home to a community of free African Americans. The site includes a village area with 20 houses on large lots. This well-preserved archaeological site is being excavated during the summer of 2010 by a team of Temple University students and volunteers, with the goal of understanding this original community.

Residents hope that the excavations at Timbuctoo will help educate the public about the history of Westampton; many only know about Rancocas Village as a neighborhood, but know little about its history.

### **HOUSING**

Westampton contains a variety of housing typologies, ranging from single family, detached houses to attached townhomes and apartments. As of the 1990 Census, the majority of housing is owner occupied (99%), and less than one percent of the housing stock is vacant.

Since the Housing Plan Element and Fair Share



Owner occupied  
 Renter occupied

*Housing Typologies*

|   |       |     |
|---|-------|-----|
| Single Family, detached                         | 1,560 | 61% |
| Single Family, attached                         | 851   | 33% |
| Multi-family (2 units per structure)            | 17    | 1%  |
| Multi-family (3-4 units per structure)          | 0     | 0%  |
| Multi-family (5-9 units per structure)          | 56    | 2%  |
| Multi-family (10-13 units per structure)        | 74    | 3%  |
| Multi-family (more than 13 units per structure) | 0     | 0%  |



Plan for Westampton was created, the Township has not satisfied its Round 2 Council on Affordable Housing obligation and is negotiating its Round 3 obligations. The projected increased population and potential job growth could require up to 74 new units of affordable housing in the next 10 years. The biggest housing issue facing the community is creating new residences that will accommodate all new residents, both in market-rate and affordable housing, without taxing the existing infrastructure.

## TRANSPORTATION

Westampton has unique regional access - it is one of three municipalities in the County to have both an exit for the New Jersey Turnpike and Route 295. Of course, with this access comes a price - the area between the Turnpike and I-295 has become an industrial zone with large warehouses and trucks using the highways to distribute goods.

In 2008, \$20 million was dedicated by the County for improvements to roads and bridges. This network includes 506 miles of County roads, 364 bridges, 700 culverts, more than 240 traffic control devices, and 17,000 signs. Portions of this work were completed in Westampton.

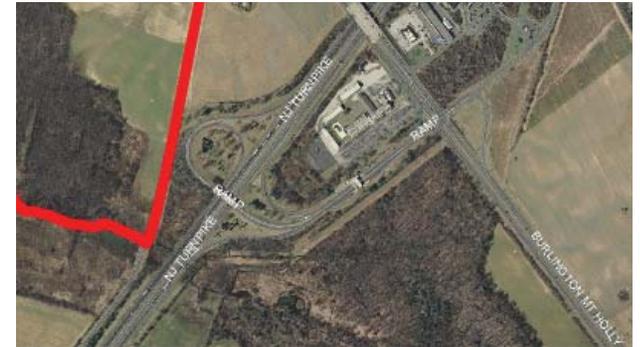
Road resurfacing was completed between June-October, 2008, including .9 miles of Irick Road from Woodlane Road in Westampton to Burlington-

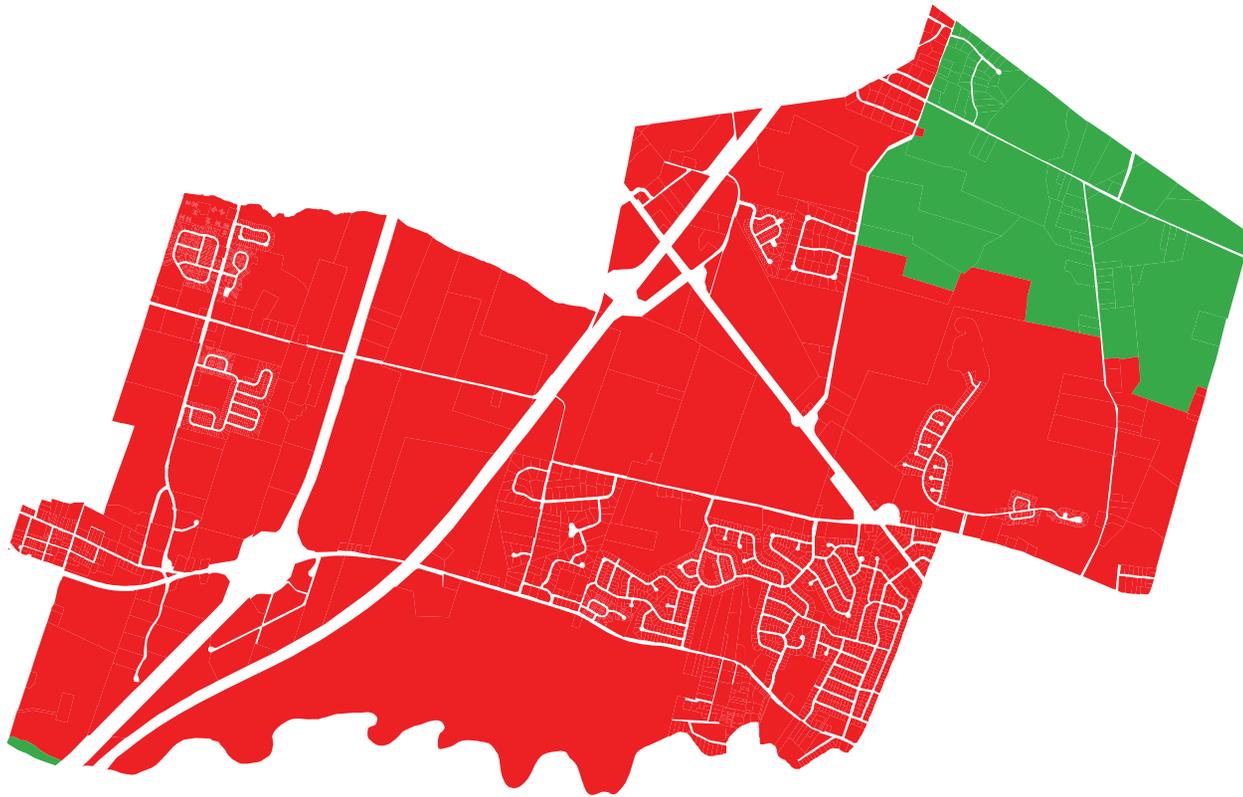
Mount Holly Road along the border with Burlington Township. Additionally, the County installed 15 closed-circuit tv cameras along Burlington-Mount Holly Road and Beverly-Rancocas Road in Burlington Township and Westampton.

In 2010, the New Jersey Department of Transportation began a pavement repair project for Route 295, including the section through Westampton. The work was scheduled to be completed during the summer seasons of 2010 (northbound) and 2011 (southbound).

During the public involvement process, residents identified several problem intersections, including Route 541 at Woodlane Road, Woodlane Road at Irick Road (especially during school pick up and drop off hours), and Beverly-Rancocas Road at Lancaster. In general, Woodlane Road was identified as being difficult to turn onto from side streets during high traffic times. Truck traffic, particularly within and around Rancocas Village, was also identified as an issue.

Residents strongly encouraged the creation of new bike lanes throughout Westampton, especially along Route 541 and Woodlane Road. Route 541 would also benefit from sidewalks. The development of some sort of public transportation would also be useful, especially if additional development occurs along that busy corridor; one resident cited





the fact that Route 541 had a trolley route along the south side of the road in the early 1900 - this right-of-way still exists.

Residents also cited the need for more pedestrian access to Route 541 and Woodlane Road, and students expressed an interest in a safer way to walk to Holly Hills Elementary School and Westampton Middle School. Sidewalks, pedestrian scaled lighting, and better crosswalks would all contribute to this.

### **INFRASTRUCTURE**

Not all of Westampton is connected to the municipal sewer system; those areas shown here in green are un-sewered, creating development constraints. Over 1900 acres in Westampton is unsewered. These areas are less likely to be developed.

### **QUALITY OF LIFE AND SUSTAINABILITY**

“Green” technology has become a buzzword that often refers to energy saving and sustainable design. Many residents have voiced a desire to increase the Township’s use of green technology, including the use of solar panels and green roofs. Currently, a use variance is required for solar panels to be installed on residential properties.



## EXISTING TRENDS

---

The Future of Westampton?  
Heat Map  
Build Out Analysis  
The Future  
The Alternative

### HEAT MAP

As part of the planning process, a “heat map” (*left*) was generated to illustrate areas susceptible to change. Those areas ranging from red to orange are the most susceptible to change while those ranging from yellow to green generally represent protected lands or sections of the Township that are less threatened by change or development.

This map shows that parcels along Route 541 and those near Route 295 and the New Jersey Turnpike are most susceptible to change over time. In general it also illustrates that the lands most likely to change are those currently zoned non-residential, such as warehouse and office zones.

The map was generated by assigning each parcel a Heat Score as a way to determine a parcel’s susceptibility to change in the future. For all +3,300 parcels in Westampton, the average Heat Score is -3. Certain parameters were used to determine the value for each parcel.

- **Frontage:** Values were assigned to parcels based on their proximity to certain road classifications. For example, a parcel with frontage on Rt. 541 had a higher value than a parcel with frontage on a smaller local road. The highest values were given to parcels within 1/4 mile of highway interchanges and lowest values were given to

parcels fronting local roads.

- **Development:** Each parcel received a value based on whether it is developed or undeveloped. Undeveloped land is defined as a parcel that does not have a structure on the parcel according to 2008 New Jersey aerial photographs.
- **Parcel Size:** Parcels are given a value based on the relative size of the parcel. The larger the lot, the larger the impact and therefore, a higher value.
- **New Jersey State Planning Areas:** The State of New Jersey identifies planning areas ranging from centers to preserved land. The higher the allowed development intensity, the higher the planning area number and thus the higher the value given to the affected parcels.
- **Sewer Service:** The existence of sewer service can greatly impact the desirability for development. Assuming that development is more likely to occur where there is existing or planned sewer service, a high value will be given to parcels that fall within these sewer service boundaries.
- **Wetlands:** Wetlands are a prominent feature in the study area. Although they can be a real

hindrance to development, it is not specifically forbidden. Assuming that the land is not preserved or otherwise constrained, a negative value will be given to all parcels that contain wetlands. This allows for large undeveloped parcels with lots of frontage that are in an area that has sewer service to seem desirable, even if part of the parcels is covered by wetlands.

- **Constrained:** Some land in Westampton Township is classified as constrained. This includes permanently preserved farmland, state owned land, land in the 100 year floodplain, and waterways. Constrained lands has a lower susceptibility to change value.

### **BUILD OUT ANALYSIS**

Three build out analyses were generated to determine how Westampton might change according to current trends. Analysis considered “by-right” development according to the current Westampton Zoning Code. It also made several assumptions:

- If a residentially zoned parcel is large enough to do so, it will be subdivided. The size requirements for subdivision depend on the zone.
- Retail development would occur in all parcels zoned Commercial and Business 1.
- Office development will occur on all parcels zoned OR-1, OR-2, and OR-3.
- Warehouse development will occur on all parcels zoned Industrial.

- The following parcels were exempt from all buildout scenarios:
  - Public schools;
  - Waterways;
  - Environmentally constrained land;
  - Public parks;
  - Permanently preserved farmland; and
  - Any recently approved projects on currently undeveloped or susceptible land.

The first analysis looked at the ramifications of developing all the undeveloped land throughout the township. The result could add just under 900 new residents and 175 school-age children. Retail space could increase by over 400,000 square feet, with an additional 3,600,000 square feet of industrial/warehouse space. Almost 2,300,000 square feet of office space could be constructed.

The second analysis considered the effects of only the top 5% of developed parcels likely to experience change being built out. This alternative showed an increase of over 550 residents, and 111 school age children. In this case, retail square footage increased by over 1.5 million, office space over 2 million, and warehouse space over 5.5 millions square feet.

The third analysis looked at what would happen if all undeveloped land and the top 5% of developed

parcels susceptible to change were built out; this version would create the highest number of affected parcels (over 200), and add 887 residents and 177 school age children. The retail, office, and warehouse increases are comparable to the second analysis.

### **THE FUTURE**

These analyses show that if current trends continue, and lands are built out to capacity according to current zoning, the Township will likely face infrastructure capacity issues. All development options will allow more families to move to Westampton, creating an impact on the school system and other infrastructure. The fire department has already expressed an interest in expanding to a secondary facility to increase response time across the I-295 and Turnpike divide; additional development would likely require this type of investment.

It is likely, under current conditions, that open spaces will be developed and not preserved; that the County may add additional facilities to its complex; and that industrial development will continue to occupy and expand along Springside Road, encroaching closely to Rancocas Village.

### **THE ALTERNATIVE**

The purpose of this vision plan was to suggest an alternative to a completely built-out community, one that considers the desires of current residents

yet allows inevitable change to occur. The Vision established for Westampton Township suggests a community-driven alternative. Instead of developing all open spaces, especially along Route 541, a Town Center would be created, centering development in one area while allowing agricultural uses to continue in other. Rancocas Village would be buffered by small scale buildings between the historic center and existing warehouses. Roadways would be improved instead of overused. And, importantly, the quality of life of residents would be always be kept in the forefront while development options are considered.



## **THE VISION FOR WESTAMPTON**

---

*“Through its well-planned land use actions, Westampton provides a variety of housing types and protects its natural and historic resources while fostering a vibrant quality of life. It capitalizes on its regional position to create a receptive and enticing business environment promoting economic vitality. The Township is known for its open space, recreation areas, cultural and historic sites, and state of the art schools. Westampton is a progressive, action-oriented Township with visionary, responsive public officials and an informed and engaged citizenry. It nurtures and maintains existing partnerships to make the best use of limited resources, and pursues new opportunities for resource sharing. The Township boasts access to a regional transportation network, as well as walkable neighborhoods. Westampton Boulevard (formerly Route 541) is an inviting gateway into the Township, and exemplifies the community’s commitment to high-quality architectural design.”*

### **GOALS**

1. Continue to preserve the township’s rural character through open space, farmland preservation, and recreation spaces, in concert with the County and other agencies.
2. Promote a balance between potential future development and the quality of life of residents.
3. Protect historic resources through local designation and recognition.
4. Create a sustainable community that embraces green technology and mitigates environmental impacts.
5. Create a recognizable identity for Westampton that sets it apart from surrounding towns, presents a positive impression to visitors and residents, and establishes a sense of place.
  - Create a “Center” of Westampton, either through a commercial core, dedicated community space, or neighborhood creation, along the Westampton Boulevard (Route 541) corridor.
  - Emphasize context-sensitive aesthetics and high quality design in all new construction and renovations.
6. Provide transportation choices, including bicycle paths, pedestrian networks, and public transportation.
7. Provide quality-housing choices within the community to satisfy existing residents and welcome new neighbors.



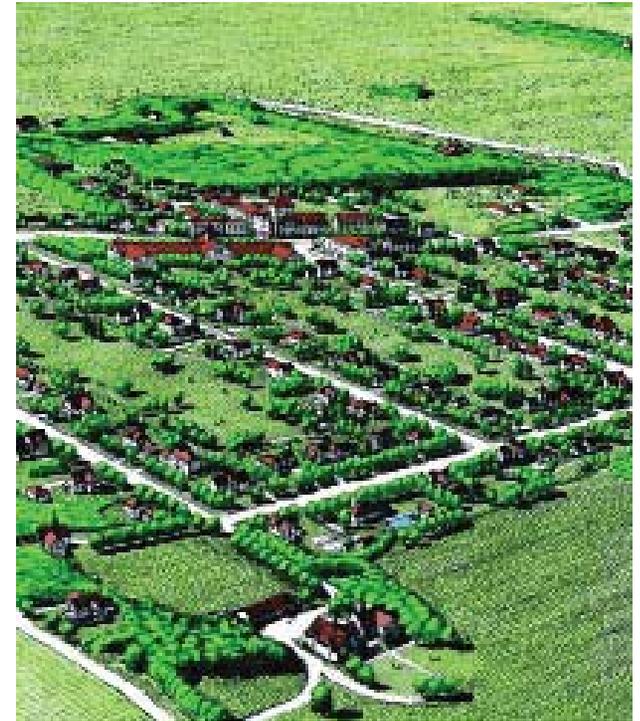
## RECOMMENDATIONS

### How to achieve the Vision and Goals

#### GOAL 1

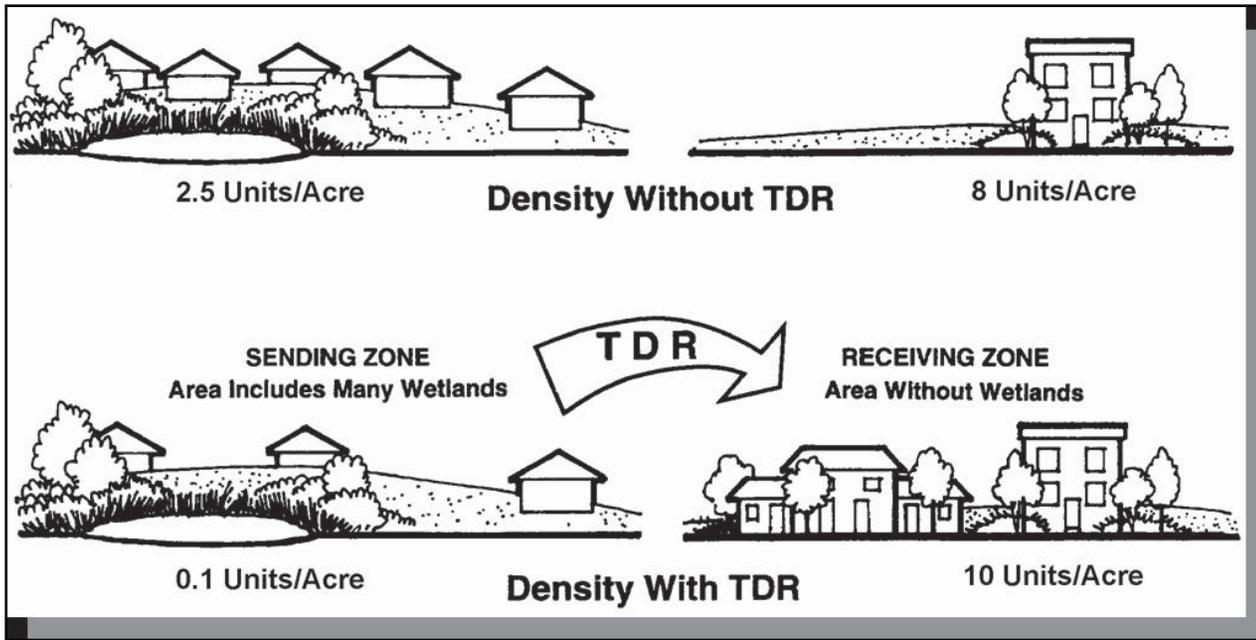
*Continue to preserve the Township's rural character through open space, farmland preservation, and recreation spaces, in concert with the County and other agencies.*

- Pursue implementation of prior recommendations made in Township's Open Space and Recreation Plan Element.
- Provide education programs for landowners interested in pursuing easements or farmland preservation.
- Pursue grants to allow continued farmland preservation.
- Protect and enhance opportunities for agricultural activities on appropriate lands.
- Explore the feasibility of establishing a transfer-of-development rights program to preserve agricultural lands and open spaces.
- Program planned development so that traffic does not exceed capacity.
- Concentrate planned development in and around existing development in compact forms. Revise ordinances to require all new developments to incorporate open space.



*This image, from the NJ State Development and Redevelopment Plan, illustrates how new development can occur without jeopardizing agricultural lands. A compact town center supports the community while maintaining a rural atmosphere.*

- Review the Township's natural resource protection standards to ensure that they meet the objectives of the Township's Open Space Plan.
- Protect natural resources through conservation and smart growth tools on a parcel-by-parcel basis when subdivisions are being developed. Change the applicable ordinances to support this.
- Establish maximum disturbance and maintenance techniques for land development.
- Implement a water conservation and reuse program to educate the public about groundwater resources. Encourage the use of rain barrels and explore the development of a rain barrel distribution program.
- Partner with non-profit organizations to provide education opportunities for property owners adjacent to riparian areas, including residential, agricultural, and other uses.
- Inventory all recreation programs and coordinate with neighboring municipalities to increase offerings. Increase advertising of recreation programs to local residents and students.
- Create and promote agricultural and horticultural programs. Encourage community farming on appropriate open space parcels.
- Encourage the vocational technical school to open its facilities to the community.
- Closely monitor parks and playgrounds for graffiti and cleanliness. Replace broken and worn out equipment on a regular basis.
- Continue to reach out to Westampton youth to determine what programs are desirable and which are not.



A Transfer of Development Program, such as the one illustrated here (courtesy of the Huron River Watershed Council) effectively removes development pressures from environmentally sensitive areas and re-directs it to town centers or other desirable locations. For Westampton, this could mean preserving farmland or wetland areas (sending areas) and re-directing the growth to transportation corridors like Route 541 (a receiving area).



Supporting local farmstands and community agricultural can help encourage healthy eating while supporting local agricultural practices.



Local businesses and farms should be encouraged and supported.

## GOAL 2

*Promote a balance between potential future development and the quality of life of residents.*

- Work with adjacent municipalities to remain aware of their planning and development initiatives, especially along shared borders.
- Identify potential opportunities for mixed use development along major transportation corridors.
- Ensure that outdoor lighting and signage does not adversely affect the visual environment and the use and enjoyment of residential properties nor detract from retail areas.
- Work with County to understand and help form its expansion and improvement plans. Encourage the County to be more open with its facilities to Westampton residents. Encourage the County to be more green in its technology and buildings.
- Consider partnering with the County to provide sports training facilities. A professional-style swimming facility was cited as needed in the area.
- Improve the Township's senior programs.
- Require all new developments to incorporate



*The current view down the Route 541 corridor is cluttered with signage and lighting; streamlining these elements will create a more pleasant environment for residents and visitors.*



*Recent developments like Robinsville created open spaces among residential buildings and mixed use buildings.*

### **GOAL 3**

*Protect historic resources through local designation and recognition.*

- Prepare a Historic Preservation Plan Element. According to NJSA 40:55D-28b(10) “a historic preservation plan element: (a) indicate the location and significance of historic sites and historic districts; (b) identify the standards used to assess worthiness for historic site or district identification; and (c) analyze the impact of each component and element of the master plan on the preservation of historic sites and districts.” The Preservation Element can help provide protection to historic resources from development pressures and establish design guidelines for integrating new construction into historic districts.
- Prepare an historic resources survey to determine what is eligible for listing in the local, state, and national registers. Provide this information on the Township’s website.
- Create a website and educational materials about the Timbuctoo excavations to educate the public about this important era in Westampton’s history. Continue to encourage local schools to teach local history.
- Revise ordinances to encourage the preserva-

tion or rehabilitation of historic resources.

- Adopt design guidelines for infill in Rancocas Village, or future historic districts. Use the resources of the Historic Commission for input on design guidelines to ensure that a traditional architectural style is reflected in new development.

### **GOAL 4**

*Create a sustainable community that embraces green technology and mitigates environmental impacts.*

- Employ green materials, methods, and technologies on Township buildings.
- Encourage the County to retrofit its buildings with green materials, methods, and technologies.
- Provide incentives to developers to construct buildings with green materials, methods, and technologies.

## GOAL 5

*Create a recognizable identity for Westampton that sets it apart from surrounding towns, presents a positive impression to visitors and residents, and establishes a sense of place.*

- Rename Route 541 “Westampton Boulevard” to create an identity for the area and promote the Township.
  - Create a “Center” of Westampton, either through a commercial core, dedicated community space, or neighborhood creation, along the Westampton Boulevard (Route 541) corridor.
  - Develop a general development plan to create a Center. Encourage independently owned businesses that serve the local community to locate in Westampton.
  - Modify the existing zoning ordinances to support creating a Center, including allowing for mixed uses. Eliminate the OR zoning classification in favor of additional pedestrian-oriented mixed-use commercial zoning.
  - Revise the Zoning Ordinance to limit the proliferation of the same use in the same area or intersection to ensure a broad range of commercial services.
- Develop design guidelines for the Center that emphasize context-sensitive aesthetics and high-quality design.
  - Increase Westampton’s web presence. Explore using social networking sites as an outreach program. Identify major upcoming events clearly on *westampton.com*’s front page.
  - Erect gateway signage at each road entrance to the Township.

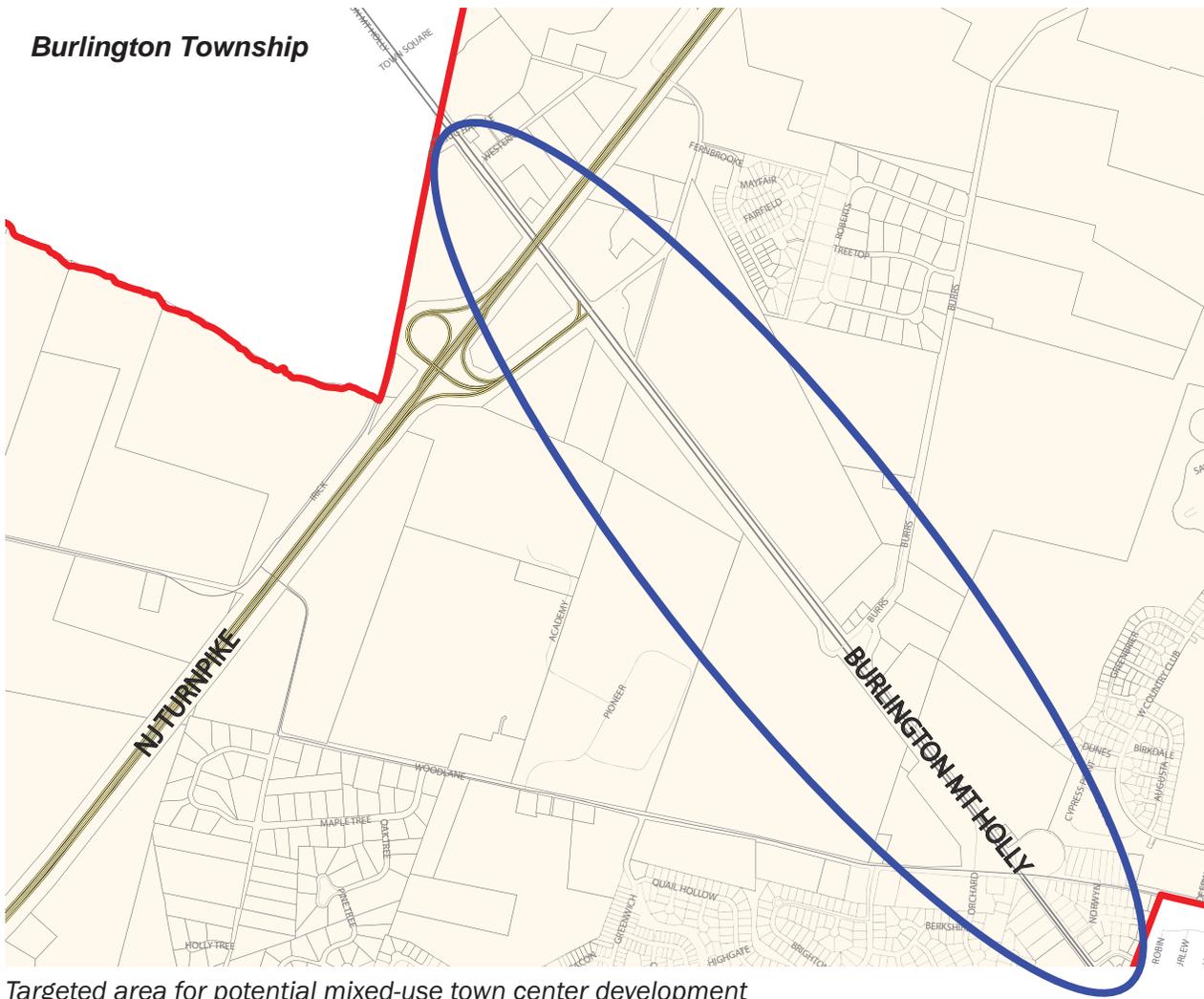


*Mixed use developments, like that recently constructed in Robinsville, create a town center with retail, housing, and office spaces without sacrificing open space.*



*Gateway signage can identify the Township and welcome residents and visitors.*

**Burlington Township**



Targeted area for potential mixed-use town center development



This Walgreens development was recently constructed along Route 541; additional retail uses are needed to create an active corridor.



Local businesses and farms should be encouraged and supported.



Route 541, before



*Westampton Boulevard, after. This photosimulation shows a suggested town center located on Route 541. This type of development can help create an identity for Westampton and add retail ratables to the tax base. Re-naming the Route 541 corridor as “Westampton Boulevard” encourages an ownership of the area and helps create a sense of place.*

## **Goal 6**

*Provide transportation choices, including bicycle paths, pedestrian networks, and public transportation.*

- Pursue the prior recommendations made in the Township's Circulation Plan Element
- Prioritize and implement safety, operational, and capacity improvements recommended in prior studies. Public outreach identified the following problem locations: Route 541 at Woodlane Road, Woodlane Road at Irick Road, Beverly Rancocas Road at Lancaster, Tallowood to Beverly Rancocas Road, and Bridge and Rancocas.
- Establish street design standards and implement context-sensitive design solutions.
- Develop an inventory of scenic roadways. Work with Burlington County to pursue the scenic byway designation of Route 295 from Mount Laurel to Bordentown City and Township.
- Identify new land development proposals that would generate significant traffic near arterials and major collector roads.
- Coordinate transportation modes to accommodate changing commuter patterns, such as providing for park 'n' ride facilities and/or shuttle services.
- Work with appropriate agencies to develop or improve bus routes linking residential areas with economic activity centers.
- Identify additional recreation trails that link residential and economic activity centers in the region.
- Plan for pedestrian facilities that link residential areas and economic activity centers. Public outreach identified a need for sidewalks along Route 541.
- Coordinate with NJ DOT and the County to implement an on-road bicycle network.
- Provide a sufficient parking supply in Rancocas Village and future Center that supports office and retail use.
- Develop public-private partnerships during the land development approval process to implement transportation improvements.
- Determine the feasibility of adopting transportation impact fee ordinances.
- Enforce existing traffic speed limits.



Route 541, before



Westampton gateway, after. Adding street trees, a flowered median, pedestrian scale lighting, and sidewalks improves the pedestrian experience and creates a more inviting atmosphere. Welcome signage should be added to further identify Westampton Township.



Simple changes, like the addition of a bike lane, road sharing signage, and sidewalks, can dramatically improve the pedestrian friendliness of a street. The implementation of these items on Woodland Road can encourage more people to walk or bike to the County Library.

## **Goal 7**

*Provide quality-housing choices within the community to satisfy existing residents and welcome new neighbors.*

- Explore how mixed use development with a residential component can be used to satisfy affordable housing requirements and limit the number of sprawling residential complexes that place a burden on Township infrastructure, service, and facilities.
- Work with emergency service agencies in developing the Housing Plan to ensure that new development does not place further strain on them, or aid them in developing a plan for service expansion if warranted.
- Target new residential development for designated areas with sound environmental protection and infrastructure expansion practices.
- Encourage innovation in site design and promote residential development diversity in lot sizes, widths, and building types within the same development.
- Preserve the quality of existing housing through consistent code enforcement.
- Add age-restricted housing as a permitted conditional use in the R1 distinct.
- Revise the zoning ordinance to prohibit the use of motor homes, mobile homes, or trailers as residential dwellings in any zoning district.
- Review and possibly revise the landscaping provisions in the zoning and subdivision and site plan ordinances to promote a desirable visual environment through screening and buffering of proposed developments.
- Integrate Residential Site Improvement Standards into Township residential development standards.
- Prepare a new Housing Element and Fair Share Plan to address Round 3 COAH rules and regulations
- Explore the feasibility of providing single-family detached dwellings as part of affordable housing developments.
- Ensure that affordable housing is well distributed throughout the township.

