

# SWIGER CONSULTING, INC.

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## MASTER PLANS

### CITY OF BRIDGETON, NEW JERSEY MASTER PLAN UPDATE

The City of Bridgeton has not reviewed or updated its Master Plan since the late 1990s. Though a number of significant studies on many topics and aspects of the City's development had been prepared, the City was in need of a thorough review of these materials, an integration of the findings, and an assessment of the City's current situation and needs. The City was seeking and implementation plan with an emphasis upon economic development.



**SWIGER CONSULTING** was part of a team led by Environmental Resolutions that reviewed and assimilated the existing materials and conducted extensive research as well as public outreach. The consulting team developed a new Master Plan Elements, including Land Use, Housing, Circulation, and Open Space. The Economic Development Element was of particular interest to the citizens and leadership, who are seeking to create more and better jobs for area residents, as well as revive the City's downtown area. Dr. Swiger focused on the downtown area in developing recommendations, noting the City's existing assets, proximity the development successes and economic growth in nearby municipalities, the City's location on a major beach route, and the area's ecological features, including the Cohansey River. Based upon these factors, the updated Economic Development Element identified a number of strategies and implementation items to revitalize the downtown, using an entertainment theme to differentiate the City. The recommendations also included development of a first-class hotel in the City, capitalizing upon the investments made by Rutgers University through the Food innovation Center and the Marine Center.

**SWIGER CONSULTING** worked with the other members of the team to integrate economic development aspects into the other elements, to coordinate zoning with economic and historic aims, and to coordinate the activities of the Main Street program, the Urban Enterprise Zone, and the Cumberland Empowerment Zone. The firm also developed the City's first Capital Improvement Plan since 1976. A number of specific zoning code changes, as well as recommendations about the Historic District, have been made.

The revised Master Plan has been submitted to the Planning Board for approval.

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