REIMAGINING THE RIVERLINE CORRIDOR

Through New Jersey's Riverton, Cinnaminson, and Palmyra Communities

CONTENTS

ACKNOWLEDGEMENTS

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Chapter 1:
Acknowledgements

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INTRODUCTION

Riverton

Cinnaminson

Palmyra

Chapter 2:
Introduction

Riverton, Cinnaminson, and Palmyra (which we will refer to as RCP throughout this book) sit along the Delaware River, just across from Northeast Philadelphia. Though independently governed, these municipalities are connected by shared infrastructure, history, and community life.

This plan centers the River LINE light rail corridor as a vehicle for coordinated, equitable, and intentional planning. Since its launch in 2004, the River LINE has linked RCP to Camden, Trenton, and made it easier to reach Philadelphia. Yet despite its potential, the line remains underutilized, limiting its role in supporting equitable development, climate resilience, and multimodal mobility.

RCP faces overlapping challenges: limited housing stock and restrictive zoning, car-oriented streets, traffic violence, and climate risks. At the same time, the region holds strong assets—historic main streets, community institutions, and a shared sense of identity. This plan builds on those strengths to propose a clear, unified vision for the corridor and a set of strategies to help RCP plan collectively for a safer, more connected, and more inclusive future.

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HOW TO USE THIS PLAN

Chapter 3:
How to Use this Plan

This strategic corridor plan takes a different path than a traditional transportation-centric corridor study. The River LINE corridor is the central focus as a mechanism to address broader challenges and opportunities across Riverton, Cinnaminson, and Palmyra, including housing, economic development, infrastructure, and mobility.

It is meant to support local decision-makers as they navigate future development along the River LINE and its surrounding areas. While the corridor is a focus at the Burlington County and state level—including NJ Transit—our goal is to equip municipalities with a shared, evidence-based understanding of their own existing conditions, challenges, assets, and opportunities.

By grounding recommendations in local context, this plan helps municipal leaders, staff, and residents advocate effectively, align on shared priorities, and shape future investments. It is designed to ensure that RCP communities have the leverage, clarity, and vision to guide growth that reflects their values and strengthens the region as a whole.

WHY THE RIVER LINE?

**Chapter 04:
Why the River LINE?**

Riverton, Cinnaminson, and Palmyra are already deeply connected—geographically, economically, and infrastructurally. Though they have separate local governments, these local leaders collaborate frequently on shared planning challenges, they share schools, roads, community services, and most relevantly, the River LINE light rail.

Since launching in 2004, the River LINE has provided an affordable and multimodal connection between South Jersey communities and larger regional hubs like Camden, Trenton, and Philadelphia. For RCP residents, it creates crucial links to institutions of higher ed like Rutgers and Camde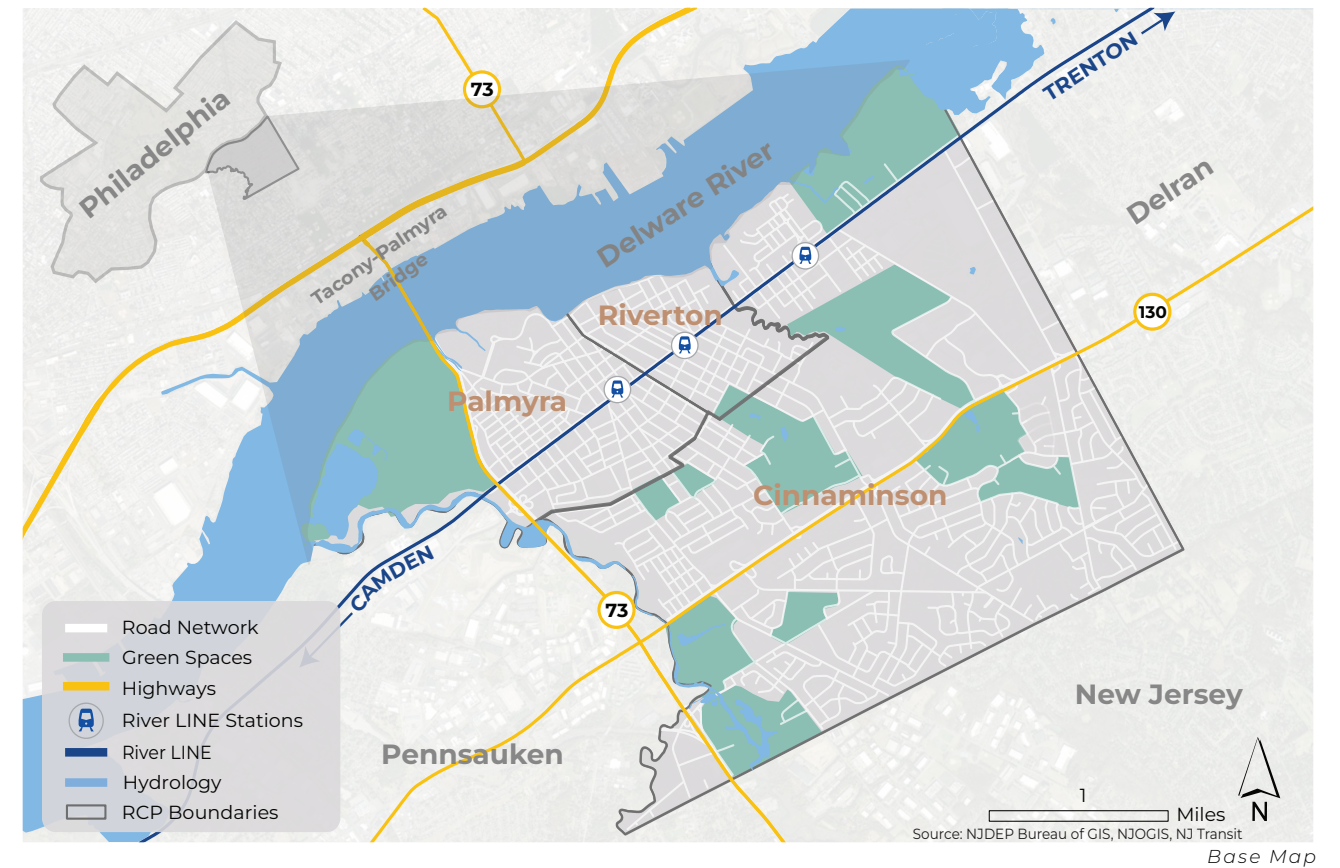n and job and commercial centers across borough boundaries. Despite this potential, the line remains underfunded and underutilized, with noted reliability issues, limited walkability around stations, and opportunities for transit-oriented development.

Looking at the River LINE corridor as one shared planning area helps identify not just the problems—like traffic safety issues, zoning limitations, and climate risks—but also the strengths: strong community identity, historic downtowns, and a backbone of existing infrastructure. A corridor-wide approach lets the towns align priorities, make the most of public investments, and advocate more effectively to county and state agencies.

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REIMAGINING THE RIVERLINE CORRIDOR   CHAPTER 04 | WHY THE RIVER LINE?

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VISION STATEMENT

**Chapter 5:
Vision Statement**

Investment in the River LINE corridor presents an opportunity to unite Riverton, Cinnaminson, and Palmyra through the shared goals of creating a safer, more accessible, livable, and economically vibrant RCP.

Road Network
Green Spaces
Highways
River LINE Stations
River LINE
Hydrology
RCP Boundaries

Source: NJDEP Bureau of GIS, NJOGIS, NJ Transit

Base Map

06

CONTEXT

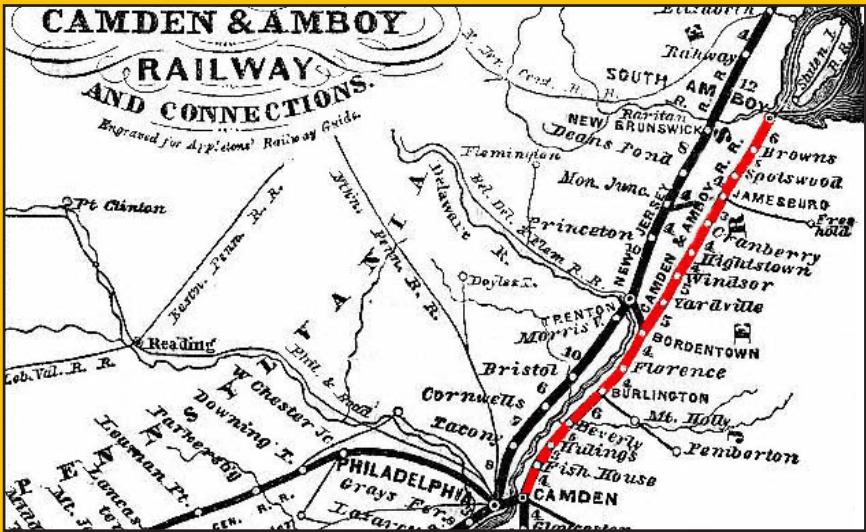## Chapter 06: Context

Geographic Context

The River LINE Corridor study area is located in western Burlington County, New Jersey, and includes the adjacent municipalities of Riverton, Cinnaminson, and Palmyra (collectively referred to as RCP). Together, these towns sit along the eastern bank of the Delaware River, directly across from Northeast Philadelphia. Their location places them squarely within the greater Delaware Valley metropolitan region, with physical and economic ties to South Jersey and southeastern Pennsylvania.

Each community is served by NJ TRANSIT's River LINE light rail, which connects RCP to Camden and Trenton, and by major roadways such as U.S. Route 130 and State Route 73. These transportation corridors support regional access while also introducing barriers that divide neighborhoods and constrain local mobility.

HISTORIC BACKGROUND

Like much of the Delaware Valley, the land that now makes up Riverton, Cinnaminson, and Palmyra was originally home to the Lenni Lenape people. Swedish settlers colonized the area in the late 1600s, establishing riverfront communities that gradually expanded inland. For much of the 19th century, these communities were united under Cinnaminson Township, until Riverton and Palmyra were incorporated as independent boroughs in 1893 and 1923, respectively.

Riverton was formally founded in 1851 by ten Philadelphia Quaker merchants who envisioned a planned summer retreat along the river – some historians say it was the first fully residentially planned subdivision in the country[1]. Architect Samuel Sloan designed the town's layout and villas, with civic spaces and

riverfront access[2]. Early residents such as Caleb Clothier and Robert Biddle were active in the Pennsylvania Anti-Slavery Society and associated with reformers like Lucretia Mott[3]. The town's development was anchored by the Riverton Steamboat Landing, which functioned as the transportation hub. Steamboat travel offered a link to Philadelphia, making Riverton a popular summer destination for wealthy Philadelphians. In 1865, residents established the Riverton Yacht Club at this riverfront site—now recognized as the oldest yacht club on the Delaware River and one of the oldest in the country[4].

What is now Palmyra was largely due to Camden & Amboy Railroad establishing a station in the area in 1834, transforming it from low population farmland into a growing village. Entrepreneur Joseph Souder laid out streets and lots in the mid-19th century, renaming the area Palmyra after the ancient Syrian trading city[5]. By the 1890s, Palmyra had evolved into a working-class borough with a growing manufacturing base, ferry connections to Philadelphia, and eventually, the construction of the Tacony-Palmyra Bridge in 1929—only the second automobile bridge over the Delaware River.

[1]*Delaware River Heritage Trail. (2021, June 24). The Camden & Amboy Railroad. https://delawareriverheritagetrail. org/2021/06/24/the-camden-amboy-railroad/*

[2]*Borough of Riverton. (n.d.). Riverton history. https://riverton-nj.com/history/*

[3]*Jones, D. B. (2022, April 2). Caleb Clothier House. The Historical Marker Database. https://www.hmdb.org/ m.asp?m=194862*

[4]*Borough of Riverton. (n.d.). Riverton history. https://riverton-nj.com/history/*

[5]*Delaware River Heritage Trail. (2021, September 28). Borough of Palmyra. https://delawareriverheritagetrail. org/2021/09/28/borough-of-palmyra/*

Cinnaminson was established as a township in 1860 from Chester Township. Its name comes from the Lenape word for "sweet water," referring to sugar maple trees that had grown along the riverfront. The township was an agricultural hub (largely grains and dairy) in the 18th and 19th centuries because of its soil, rail, and steamboat connections . Though the township remained largely agricultural through the early 20th century, post-WWII highway construction—particularly Routes 130 and 73—spurred population growth and transformation into a car-oriented suburb .
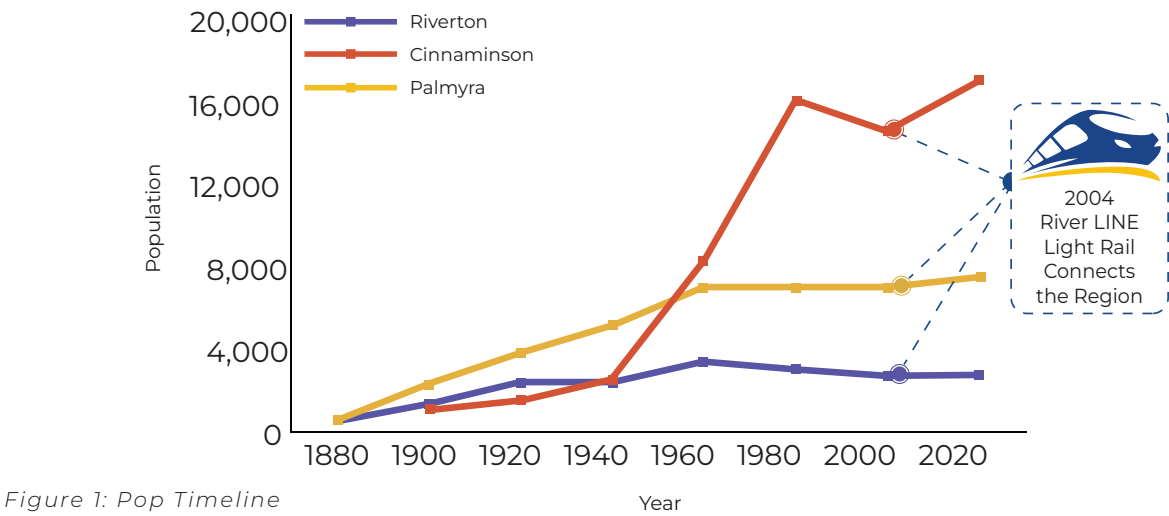

Figure 1: Pop Timeline

In 2004, NJ TRANSIT launched the River LINE light rail along the historic right-of-way of the Camden & Amboy Railroad. By repurposing this 19th-century freight corridor into a passenger rail system, the River LINE reconnected Riverton, Cinnaminson, and Palmyra to each other and to the broader South Jersey and Delaware Valley region.
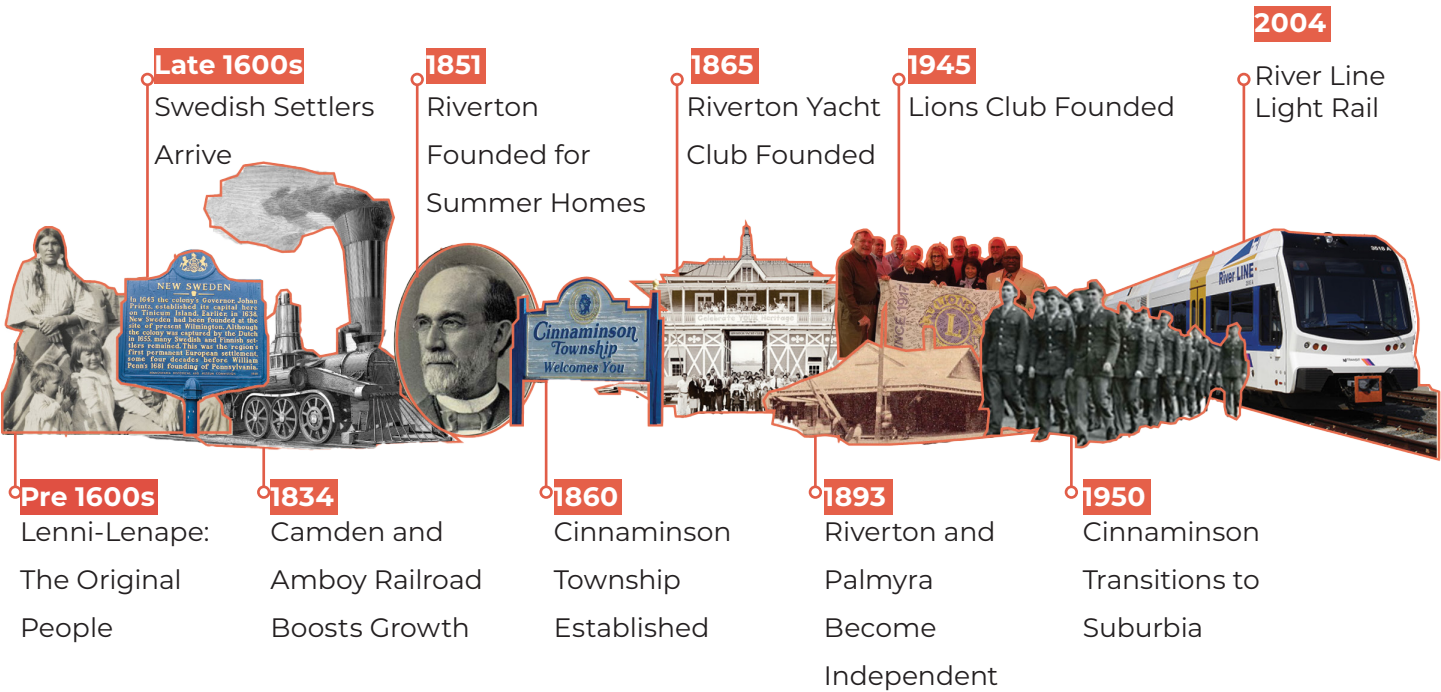

Figure 2: Hitorical Timeline

STUDY AREA

This plan focuses on the corridor along the River LINE light rail through RCP. The defined study area includes parcels within approximately 250 feet of the River LINE, capturing adjacent land uses, streets, businesses, and community assets that are shaped by their proximity to the rail. While the River LINE forms the basis of this plan, our approach considers how it connects to and interacts with the wider RCP region—physically, economically, and socially.

Study Area Map

Philadelphia

Delware River

Trenton

Cinnaminson Station

Riverton Station

Camden

Palmyra Station

— River LINE
🚆 River LINE Stations
⬛ Study Area (Parcels Within 250 Feet)
⬛ River LINE Stations (0.25 Mile Radius)
⬛ Green Spaces

0.5 Miles
N

RIVERTON OVERVIEW

Riverton Yacht Club

— **Population: ~2,800**

— **Land Area: 0.7 sq-mi**

— Comparatively high income

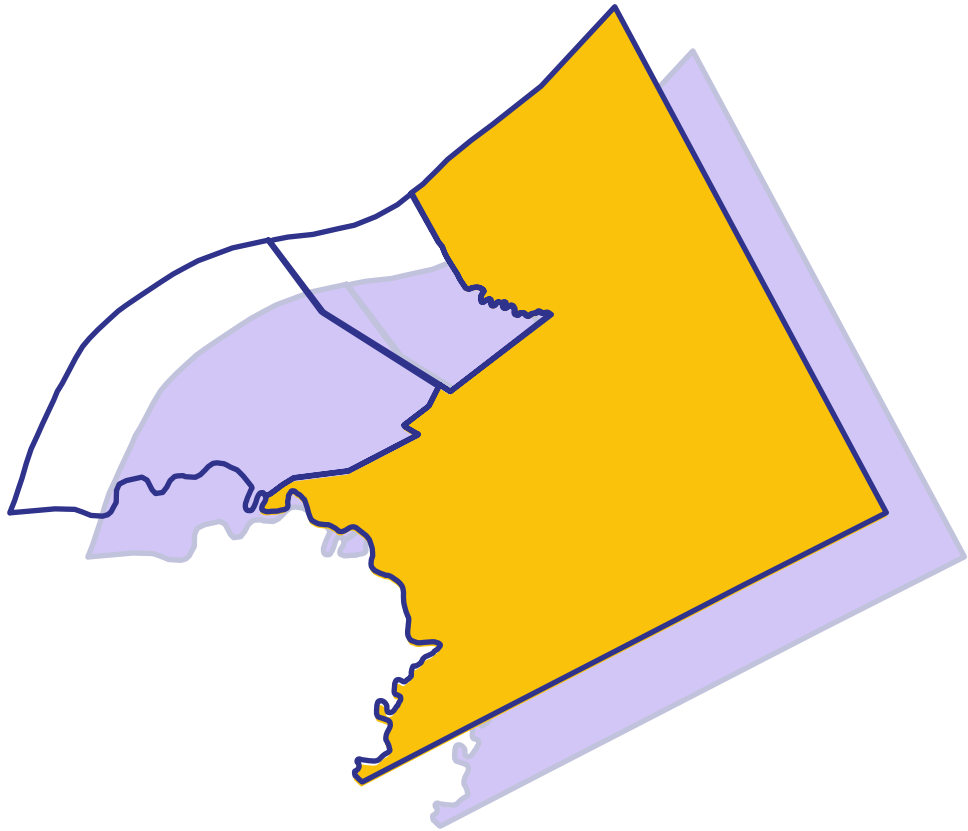— Proximity to waterfront

— Historical District

"We have a very walkable town."

"There are homes on the historic registry and there's a big interest to preserve those homes."

Riverton Mayor, Jim Quinn

Riverton is the smallest of the three boroughs, with a population of around 2,800 and just 0.7 square miles of land. Known for its historic architecture, walkable streets, and proximity to the Delaware River, Riverton retains a strong sense of local identity and charm. It has the highest median income and educational attainment in the RCP area, and its commercial district—centered around Main Street and the riverfront—reflects its legacy as a 19th-century planned resort town.
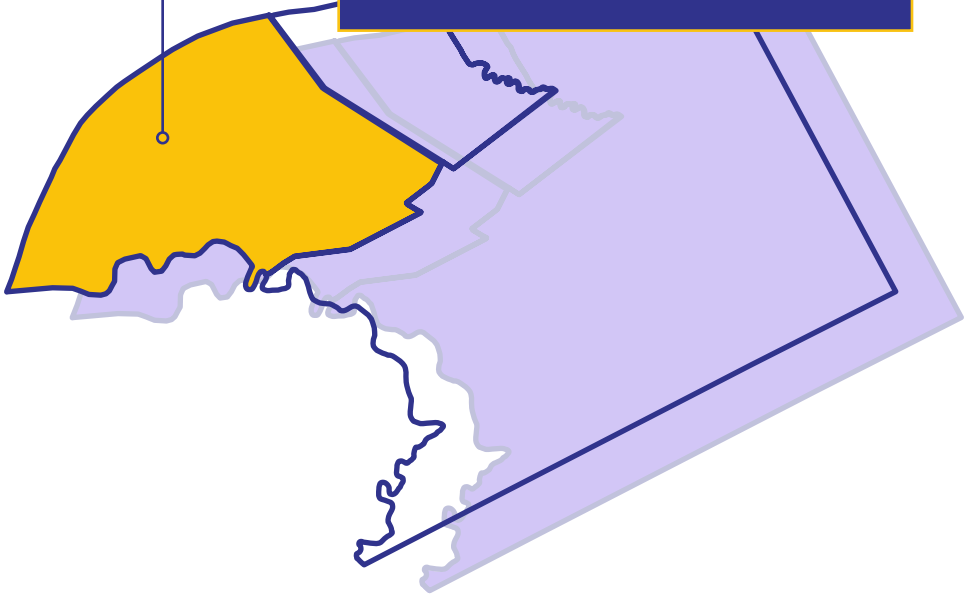
CINNAMINSON OVERVIEW

Walmart Store in Cinnaminson

Population: ~17.500

Land Area: 7.4 sq-mi

Low-density single family suburban sprawl

Vacant commercial spaces

Access to large retailers and big box stores

Cinnaminson is the largest and most suburban of the three municipalities, with roughly 17,500 residents and 7.4 square miles of land. Its development is defined by low-density residential neighborhoods, major commercial corridors along Routes 130 and 73, and large-format retail and industrial uses. While it has seen significant population growth, its spread-out land use and car-centric infrastructure create challenges for walkability and transit access.

PALMYRA OVERVIEW

"The biggest assets along the River LINE are the individual residents"

Palmyra Mayor Gina Tait

Palmyra Broad Street

Population:~ 7,700

Land Area: 2.4 sq-mi

Comparatively racially diverse population

Strong local government

Diverse commercial corridor

Palmyra, with a population of about 7,700 and 2.4 square miles, sits at the northern edge the corridor and is the most racially and economically diverse of the three municipalities Its centers around Broad Street and features a mix of local businesses, historic housing, and civic amenities. Palmyra has taken an active role in affordable housing development and benefits from strong local leadership, improved transit access, and a connected sidewalk network, but also faces ongoing climate risks and infrastructure needs.

THE RIVER LINE NOW

Today, the River LINE remains a critical but underutilized transit asset for Riverton, Cinnaminson, and Palmyra, and faces challenges with service, accessibility, and limited investment. While this plan does not address the operational aspects of the River LINE itself, which all fall under the direct purview of NJ Transit, our team hopes that targeted investment along the line will help build a coalition of stakeholders, including NJ Transit, to advocate for improvements.

Regional Connectivity

The River LINE is a 34-mile light rail system operated by NJ TRANSIT that runs from Camden to Trenton. It includes 21 stations—three of which serve the RCP area—and connects to broader transit networks such as PATCO, NJ TRANSIT commuter rail, and Amtrak.

Local Access

The line runs directly through each municipality in the study area, offering an affordable and car-free option for residents. However, gaps in sidewalk infrastructure, poor station-area visibility, and limited wayfinding make it difficult for many to access.

Service Limitations

Current headways range from 15 to 30 minutes and interviewees report fleet overheating and staffing shortages reduce reliability.

Ridership Trends

Weekday ridership is approximately 6,000 boardings per day, only 69% of pre-COVID levels. While ridership is recovering, it remains below capacity, and frequency limitations may be contributing to slow rebound.

Infrastructure and Amenity Gaps

Despite its bike-friendly design, several stations have minimal or poorly sheltered bike parking. Stations lack consistent pedestrian infrastructure, lighting, and integration with nearby land uses, reducing their impact as mobility hubs.

Funding Concerns

NJ TRANSIT faces a projected $1 billion operating deficit in 2025, putting additional pressure on underperforming systems like the River LINE. Without targeted investment, service could be further reduced or deprioritized.

Figure 3: Full River Line Route

Legend:
- ○ Station Stop
- ● Park and ride station
- Rail transfer station

DEMOGRAPHICS OVERVIEW

POPULATION

RCP had a combined population of 27,461 as of 2023[6]. Over the past decade, population trends across the three municipalities showed a mix of steady growth and periods of fluctuation. Cinnaminson, the largest municipality by area, had a population of 17,243 in 2023[6], reflecting consistent growth from 16,041 in 2013[7]. Palmyra, the second-largest by area, recorded a population of 7,447 in 2023,[6] after declining from 7,401 in 2013[7] to 7,223 in 2018,[8] before rebounding. Riverton, the smallest of the three, had a population of 2,771 in 2023,[6] following a decline from 2,774 in 2013[2] to its lowest point in 2018,[8] before slightly recovering.
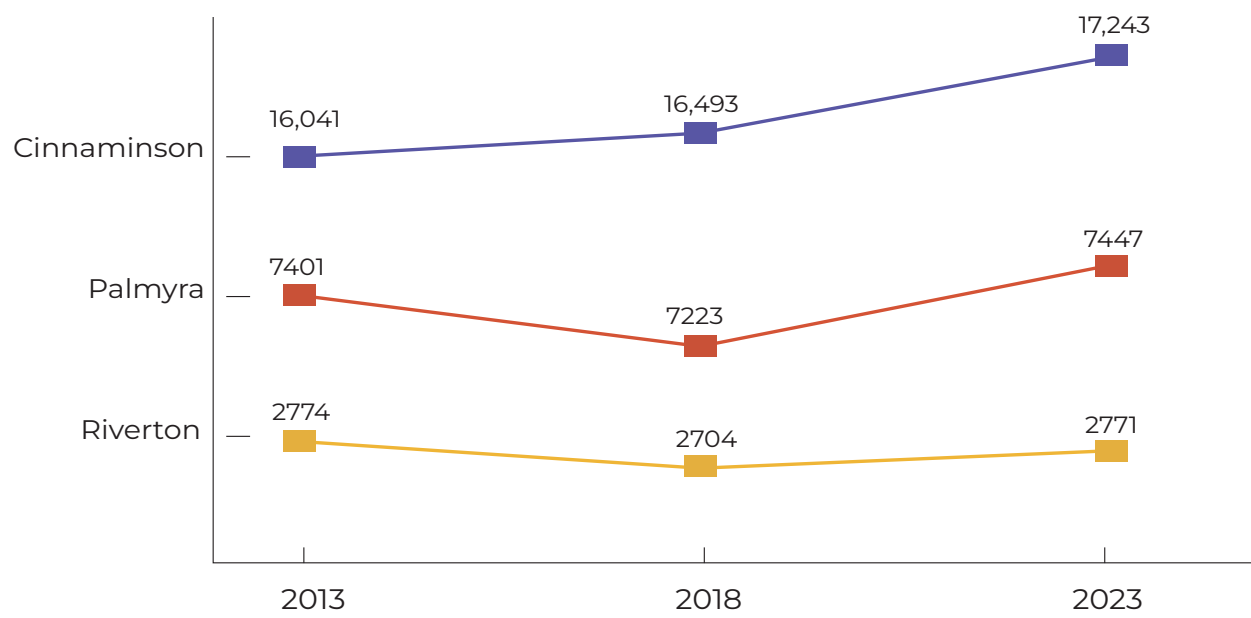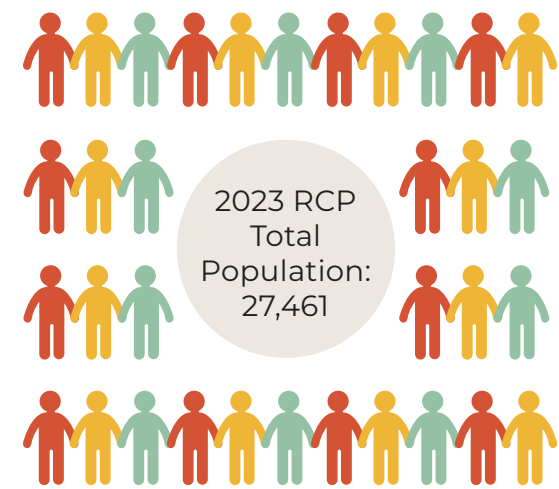
2023 RCP Total Population: 27,461

Figure 4: Population Trends in RCP Municipalities (2013-2023)

[6] U.S. Census Bureau, U.S. Department of Commerce. (2023). Total Population. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B01003. https://data.census.gov/table/ACSDT5Y2023.B01003?q=B01003:+Total+Population&g=060XX00US3400512940,3400555800,3400563660&y=2023&d=ACS+5-Year+Estimates+Detailed+Tables.

[7] U.S. Census Bureau. (2013). TOTAL POPULATION. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B01003. https://data.census.gov/table/ACSDT5Y2013.B01003?q=B01003:+Total+Population&g=060XX00US3400512940,3400555800,3400563660&y=2013&d=ACS+5-Year+Estimates+Detailed+Tables.

[8] U.S. Census Bureau. (2018). TOTAL POPULATION. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B01003. https://data.census.gov/table/ACSDT5Y2018.B01003?q=B01003:+Total+Population&g=060XX00US3400512940,3400555800,3400563660&y=2018&d=ACS+5-Year+Estimates+Detailed+Tables.

AGE

The age distribution in RCP is relatively balanced across different age groups. Children (ages 0 to 14) make up 16 percent of the population, while youth and young adults (ages 15 to 29) account for 17 percent. The largest shares are found among early adults (30 to 44), mid adults (45 to 59), and senior adults (60 to 74), each representing approximately 20 percent of the population. In contrast, the elderly population (75 and older) makes up only 7 percent, indicating a comparatively smaller share of residents in the oldest age bracket[9].
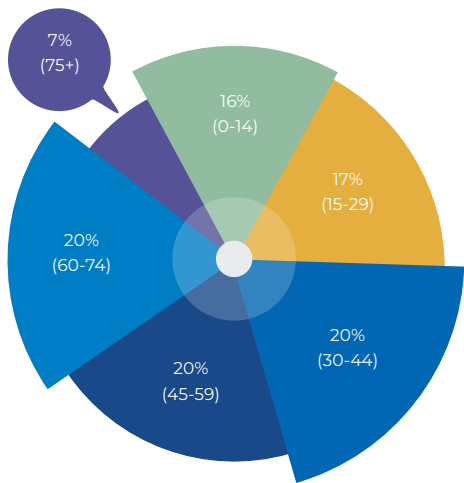
Figure 5: Age Distribution in RCP (2023)

RACE

RCP has a majority White population, with 78 percent of residents being White and 8 percent Black. Cinnaminson and Riverton show similar racial compositions, with approximately 82 percent White and 5 percent Black residents in each. Palmyra, by contrast, has a more diverse racial makeup, with about 64 percent White residents and 15 percent Black residents. The overall racial composition of RCP has remained relatively stable over time[11]. In 2013, the White population made up 88 percent of the total[10]. Compared to Burlington County as a whole, RCP has 12 percent more White residents and 9 percent fewer Black residents, highlighting its predominantly White profile and lower racial diversity relative to the county average[10].
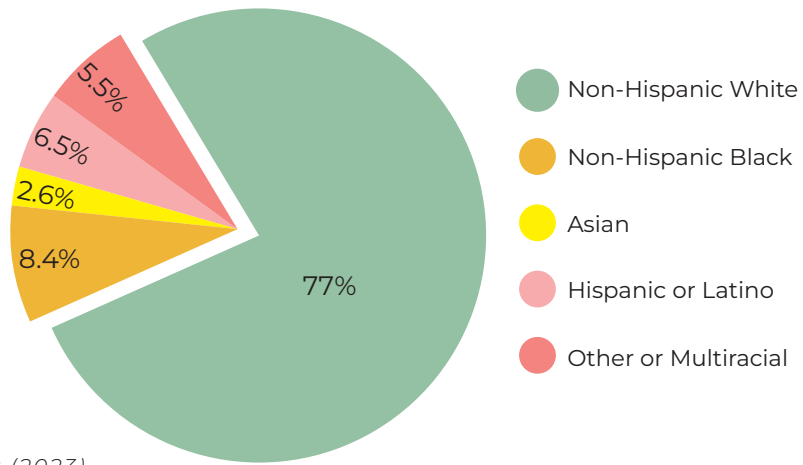
Legend:
- Non-Hispanic White
- Non-Hispanic Black
- Asian
- Hispanic or Latino
- Other or Multiracial

Figure 6: Racial Composition of RCP (2023)

[9] U.S. Census Bureau, U.S. Department of Commerce. (2023). Age and Sex. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101. https://data.census.gov/table/ACSST5Y2023.S0101?q=S0101:+Age+and+Sex&g=060XX00US3400512940,3400555800,3400563660&y=2023&d=ACS+5-Year+Estimates+Subject+Tables.

[10] U.S. Census Bureau, U.S. Department of Commerce. (2023). Race. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B02001. https://data.census.gov/table/ACSDT5Y2023.B02001?q=B02001:+Race&g=050XX00US34005_060XX00US3400512940,3400555800,3400563660&y=2023&d=ACS+5-Year+Estimates+Detailed+Tables.

[11] U.S. Census Bureau. (2013). RACE. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B02001. https://data.census.gov/table/ACSDT5Y2013.B02001?q=B02001:+Race&g=050XX00US34005_060XX00US3400512940,3400555800,3400563660&y=2013&d=ACS+5-Year+Estimates+Detailed+Tables.

EDUCATIONAL ATTAINMENT

Educational attainment in RCP closely mirrors that of Burlington County. Among residents aged 25 and over, 95 percent in RCP have completed high school or obtained a higher degree, which is one percentage point above the county rate. When it comes to higher education, 40 percent of RCP residents have a bachelor's degree or higher, slightly below the countywide share of 42 percent[12].
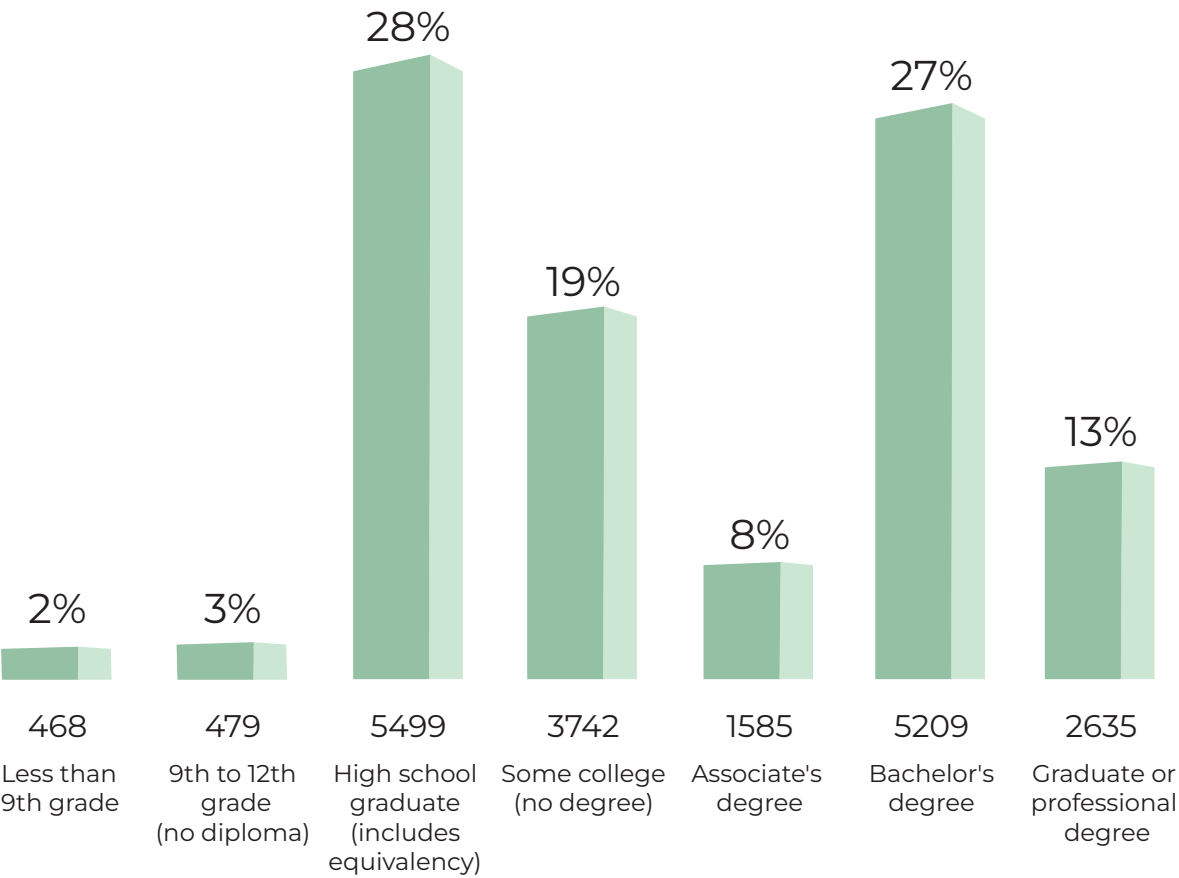
2%	3%	28%	19%	8%	27%	13%
468	479	5499	3742	1585	5209	2635
Less than 9th grade	9th to 12th grade (no diploma)	High school graduate (includes equivalency)	Some college (no degree)	Associate's degree	Bachelor's degree	Graduate or professional degree

Figure 7: Educational Attainment in RCP (2023)

HOUSEHOLD AND FAMILY COMPOSITION

Families living together make up a large share of RCP's household structure, with 51 percent of the household population consisting of spouses or children of the householder. Other relatives and cohabiting individuals account for 8 percent, while non-relatives make up just 3 percent. As of 2023, there are 10,446 households in RCP. Married-couple households represent 54 percent of the total, and 37 percent of these have children under the age of 18. Female and male householders without a spouse or partner account for 39 percent of all households. Among them, 14 percent live with children under 18, while 63 percent live alone. Cohabiting couple households make up the remaining share, representing a smaller portion of the total. The average household size in RCP is 2.5 people, while the average family size is three[12].

Avg. household size of 2.5 people

28% of households have children under 18

Avg. family size of 3 people

24% are single-person households

54%	16%	7%	23%
Married-couple Household	Male householder (no spouse/partner)	Cohabiting Couple Household	Female householder (no spouse/partner)

Figure 8: Household Types in RCP (2023)

EXISTING CONDITIONS

07

Chapter 7:
Existing Conditions

BUILD ENVIRONMENT

ZONING

RCP includes a variety of zoning districts as each municipality within the area - including Riverton, Cinnaminson, and Palmyra - has its own zoning code, as shown in the map below, including residential, commercial, industrial, and open space zones such as P, OS, and WP[13-15]. Residential zoning designations include R-1, R-2, R-2A, R-3, R-4, R-5, R-8, R-15, R-1CL, R-2CL, AH, IR, and PUD, which allow for a range of housing densities from low to medium[16-18]. Among these, only the R-2 zone in Palmyra and the IR zone in Cinnaminson explicitly permit multifamily housing. The R-2CL zone in Cinnaminson allows multifamily development on a conditional basis, and the PUD zone allows both single and multifamily housing. All other residential zones are limited to detached or attached single-family development[16-18]. The region also includes Inclusionary Residential (IR) and Affordable Housing (AH) zones to support housing diversity and equity, but these are very limited in both number and land area[13-15]. Affordable Housing zoning exists only in Riverton, and Inclusionary Residential zoning is found only in Cinnaminson.

Residentaial Use Zoning Map

In addition to its residential zones, RCP includes a range of commercial, industrial, and special-purpose districts that support local economic development, environmental preservation, and public services. Riverton is predominantly residential, with R-4, R-8, and R-15 covering most of the borough. Industrial zones are primarily concentrated in Palmyra and Cinnaminson. Open space and conservation zones (P, OS, WP) are distributed across all three municipalities, ensuring recreational access and environmental protection. Palmyra also features redevelopment-specific zones (RD) that position key areas for long-term investment, including mixed-use development, affordable housing, and infrastructure upgrades[13-15].

Although RCP has commercial zoning near several River LINE stations, low-density single-family residential zoning continues to dominate the surrounding areas, particularly in Riverton and Palmyra. In contrast, areas near the River LINE in Cinnaminson are more industrial in character[13-18].

[13] Burlington County Department of Resource Conservation. (2017, April 25). Map 4M-27: Borough of Palmyra Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6703/Map4M-27?bidId=

[14] Burlington County Department of Resource Conservation. (2017, April 25). Map 4M-31: Borough of Riverton Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6707/Map4M-31?bidId=

[15] Burlington County Department of Resource Conservation. (2017, April 24). Map 4M-8: Cinnaminson Township Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6684/Map4M-8?bidId=

[16] Township of Cinnaminson, New Jersey. (n.d.). Zoning districts and zoning map. ECode360. https://ecode360.com/10011224

[17] Borough of Riverton, New Jersey. (n.d.). Zoning districts and zoning map. ECode360. https://ecode360.com/11341677

[18] Borough of Palmyra, New Jersey. (n.d.). Zoning districts and zoning map. eCode360. Retrieved May 10, 2025, from https://ecode360.com/30583746

AH - Affordable Housing
BD - Business Development District
BD-1 - Business Development District / Senior Citizen
C - Commerical
GB - General Business
HC - Highway Commerical
I - Industrial
IR - Inclusionary Residential
LI - Light Industrial
MC - Marine Commercial
NB - Neighborhood Business
NC - Neighborhood Commercial
OC - Office Commercial
OS - Conservation & Open Space
P - Parks
P/I- Public & Institutional
PUD - Planned Unit Development

R-1 - Residential Single Family
R-2 - Residential Mult-Family
R-2A - Residence District
R-3 - Residence District
R-4 - Residence 4
R-5 - Residence District
R-6 - Residence District
R-8 Residence 8
R-15 - Residence 15
R-1CL - Residence District 1 Cluster
R-2CL - Residence District 2 Cluster
RD - Redevelopment Highway Commercial
TC - Town Center Commerical
WP-Wildlife Preservation

Source: Burlington County

RCP Zoning Map

FACILITIES & SERVICES

RCP provides a range of public education facilities, encompassing preschools, elementary, intermediate, middle, and high schools, as well as special education and private institutions. Schools are primarily located near River LINE light rail stations and along the US 130 corridor. This pattern presents strong potential for transit-accessible education and reduces reliance on car-based transportation for students and families[19].

Two public libraries operate within RCP, each serving different geographic areas and populations. The Riverton Free Library is situated approximately 0.3 miles from the Riverton River LINE station and offers programming for various age groups[20]. The Cinnaminson Branch Library is located near the US 130 corridor and serves as a larger-scale facility for residents of Cinnaminson and nearby communities[21].

Police services in RCP are provided by local municipal departments, while fire services vary by municipality. The Palmyra Fire Department and the Riverton Fire Company are all-volunteer organizations, whereas the Cinnaminson Fire Department is a combination department staffed by both career and volunteer firefighters.Riverton, Cinnaminson, and Palmyra each maintain their own police departments, with additional coverage near the Tacony-Palmyra Bridge provided by the Burlington County Bridge Commission Police Department.

There are no hospitals located within RCP. The closest hospital for both Riverton and Palmyra is Jefferson Frankford Hospital in Philadelphia, approximately 4.8 and 3.8 miles away, respectively. For Cinnaminson, the closest hospital is the Strawbridge Professional Center in Moorestown, which is 4.7 miles away. Although RCP lacks hospitals, healthcare services such as urgent care centers, primary care providers, and medical clinics are available in the region, mostly situated along the US 130 corridor, and provide access to a range of routine medical services[19].

PARKS & RECREATION

Parks and recreational spaces in RCP are distributed across the area and include amenities for both passive and active use. These include public parks, fields, walking trails, and natural areas accessible to residents. Notable public parks are Palmyra Cove Nature Park, Memorial Park, and Wood Park, along with smaller neighborhood and pocket parks. Recreational facilities in the area consist of community centers, baseball, softball, and soccer fields, as well as practice fields for football, field hockey, and lacrosse. Additional features such as tennis and basketball courts, walking trails, and playgrounds are also present. Private recreational facilities, such as the Riverton Country Club, are located in the area and require membership for access.

[19] Google. (n.d.). [Google Maps homepage]. https://www.google.com/maps/?entry=wc

[20] Riverton Free Library. (n.d.). Programs & Events. https://rivertonfreelibrary.org/category/programs-events/

[21] Burlington County Library System. (n.d.). Cinnaminson Library. https://bcls.lib.nj.us/locations/5/

Cooper Urgent Care, Cinnaminson, NJ

Palmyra Police Department, Palmyra, NJ

Delware River

Legend:
- Park
- Public School
- Library
- Community Center
- Fire Station
- Police Station
- Government office
- Medical Service

Sources: Google Map

Riverton Free Library, Riverton, NJ

Wood Park , Cinnaminson,NJ

LAND USE

The majority of land in RCP is dedicated to residential use, accounting for approximately 60% of the total area. Commercial uses are primarily concentrated along the River LINE Light Rail and extend along U.S. Route 130 and Highway 73. Industrial land is heavily clustered in northeastern Cinnaminson and western Palmyra, while public, institutional, and open space uses are scattered throughout the region[19-21].
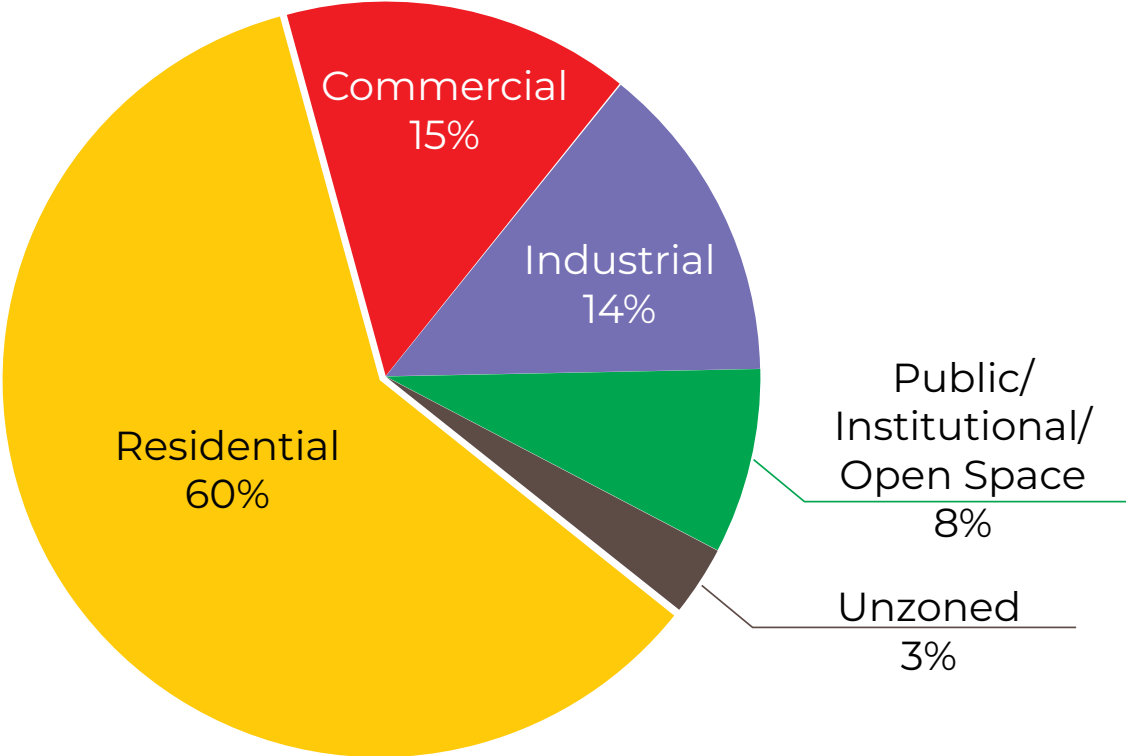
Figure 9: RCP Land Use Breakdown

[19] *Burlington County Department of Resource Conservation. (2017, April 25). Map 4M-27: Borough of Palmyra Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6703/Map4M-27?bidId=*

[20] *Burlington County Department of Resource Conservation. (2017, April 25). Map 4M-31: Borough of Riverton Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6707/Map4M-31?bidId=*

[21] *Burlington County Department of Resource Conservation. (2017, April 24). Map 4M-8: Cinnaminson Township Zoning. Burlington County Wastewater Management Plan. https://www.co.burlington.nj.us/DocumentCenter/View/6684/Map4M-8?bidId=*

TRANSPORTATION

COMMUTE PATTERNS

Driving is the predominant mode of transportation in RCP. Eighty-one percent of working residents in the area commute by car, followed by 14 percent who work from home. Three percent use public transportation (excluding taxicabs), one percent walk, and another one percent commute by other means[22].

Commute patterns in RCP are generally similar to those in Burlington County, where car travel remains the dominant mode[22]. However, RCP differs geographically, as it is located closer to Philadelphia and has more direct access to regional job centers. The area is served by the River LINE light rail, which provides connections to both Camden and Trenton. This combination of proximity and transit access contributes to a modest variation in commuting patterns compared to the county overall.
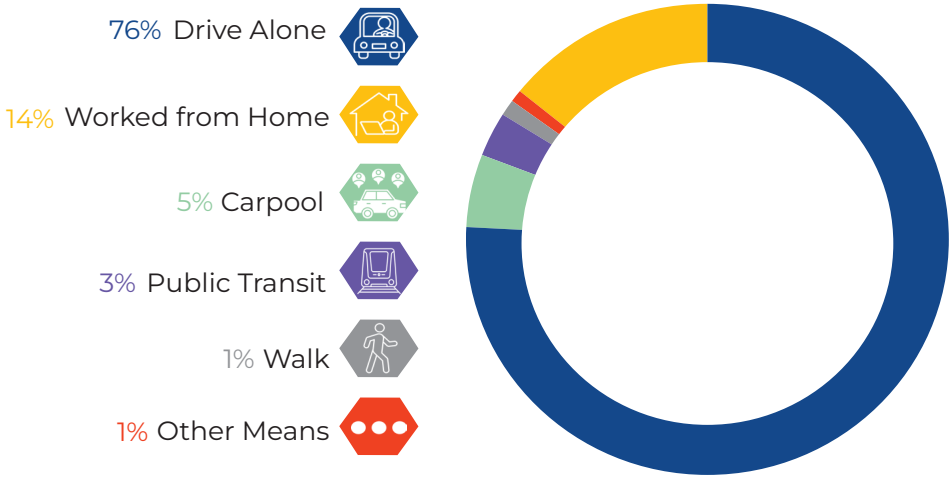
76% Drive Alone
14% Worked from Home
5% Carpool
3% Public Transit
1% Walk
1% Other Means

Figure 10: Commuting Mode Share (2023)

Of the three percent of RCP residents who commute using public transportation, 58 percent rely on light rail, streetcars, or trolleys, such as the River LINE, making it the most widely used transit option. An additional 22 percent use long-distance trains or commuter rail, 12 percent take the bus, and 8 percent commute by subway or elevated rail. Compared to Burlington County, RCP shows a much stronger preference for light rail and streetcar modes, with a 42-point difference from the county's 16 percent. On the other hand, subway or elevated rail usage in RCP is significantly lower—8 percent compared to 21 percent countywide. Similarly, only 22 percent of RCP's public transit commuters use long-distance trains or commuter rail, which is less than half of the county's 47 percent[22]. This is likely due to the absence of SEPTA and NJ Transit commuter train stops within RCP.

[22] *U.S. Census Bureau, U.S. Department of Commerce. (2023). Selected Economic Characteristics. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03. https://data.census.gov/table/ACSDP5Y2023. DP03?q=DP03:+Selected+Economic+Characteristics&g=050XX00US34005_060XX00US3400512940,3400555800,340 0563660&y=2023&d=ACS+5-Year+Estimates+Data+Profiles.*

MAJOR TRANSPORTATION CORRIDOR

U.S Route 130

U.S. Route 130 spans approximately 83.46 miles, connecting Deepwater in South Jersey to North Brunswick Township[23]. As a key regional arterial, it plays a critical role in facilitating the movement of people and goods across the RCP area[24].Within Cinnaminson Township, the segment of U.S. 130 traversing the RCP corridor carried an average annual daily traffic (AADT) of 44,433 vehicles in 2008,underscoring its function as a high-capacity, heavily utilized transportation route.

Route 73

Route 73 originates at U.S. Route 322 in the Borough of Folsom and extends northward through Berlin, Voorhees Township, Mount Laurel Township, Maple Shade Township, and Pennsauken Township, ultimately reaching Palmyra and continuing into Philadelphia via the Tacony-Palmyra Bridge. The full length of the route spans 34.64 miles. It intersects with U.S. Route 130 and continues southward[23],serving as an additional major arterial that supports regional connectivity and mobility in the RCP area.

Tacony-Palmyra Bridge

The Tacony Palmyra Bridge is a vital transportation link connecting Palmyra, New Jersey to the Tacony neighborhood of Philadelphia across the Delaware River. It carries three lanes of vehicular traffic, with two lanes directed toward Philadelphia and one toward New Jersey, along with a walkway for pedestrians[23].

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[23] AARoads. (n.d.). U.S. 130 – New Jersey. Retrieved May 10, 2025, from https://www.aaroads.com/guides/us-130-nj/

[24] Delaware Valley Regional Planning Commission. (1997, August). US 130 Corridor Study (Publication No. 97010). https://www.dvrpc.org/reports/97010.pdf

[25] AARoads. (n.d.). Route 73 – New Jersey. https://www.aaroads.com/guides/nj-073/

[26] Burlington County Bridge Commission. (n.d.). Tacony-Palmyra Bridge. BCBridges. https://www.bcbridges.org/tacony-palmyra-bridge/

NJ TRANSIT BUS

NJ TRANSIT operates 13 bus routes throughout Burlington County[27]. Bus Routes 409, 417, and 419 serve the RCP area.

Route # / Name	Service Frequency	Start Location	End Location	# Stops in RCP
409-Trenton-Willingboro-Philadelphia	Daily	Wallenberg Ave (across from terminal), Trenton	6th St & Race St, Philadelphia	12 (Cinnaminson)
417-Mt. Holly-Willingboro-Philadelphia Express	Weekends (Peak Hours)	JFK Blvd & 30th St, Philadelphia	High St/Ridgely St/Levis St, Mount Holly	12 (Cinnaminson)
419- Camden-Pennsauken TC-Riverside	Daily	Franklin St & Kossuth St, Riverside	Gate 2, Walter Rand Transportation Center, Camden	10 (Cinnaminson), 12 (Palmyra)

Figure 11: Regiuonal Bus Routes Serving RCP

Routes 409, 417, and 419 serve as essential transit options for riders who are largely transit-dependent, traveling primarily from home to work during off-peak hours. Seventy-three percent of riders on these routes begin their trips from home, while 11 percent start from work. Forty-seven percent use the bus to commute to work, followed by 20 percent who are returning home. Most riders travel during off-peak hours (64 percent), while 36 percent ride during the morning peak between 6 a.m. and 9 a.m. Additionally, 65 percent of riders report having no other transportation options, 28 percent identify these routes as their preferred mode of travel, and the remaining riders typically use other forms of transportation[27].

73% of riders begin their trips from home → 11% begin their trips from work → 47% of riders use NJ Transit buses for work commute → 20% of riders use the bus for homeward commutes → 65% of riders lack alternative transportation options → 28% consider NJ Transit buses their primary choice of transit

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[27] Delaware Valley Regional Planning Commission. (2011, April). NJ Transit Burlington County Bus Survey (Publication No. 11018). https://www.dvrpc.org/reports/11018.pdf

[28] New Jersey Transit. (n.d.). Cinnaminson Station. https://www.njtransit.com/station/cinnaminson-station

[29] New Jersey Transit. (n.d.). Palmyra Station. https://www.njtransit.com/station/palmyra-station
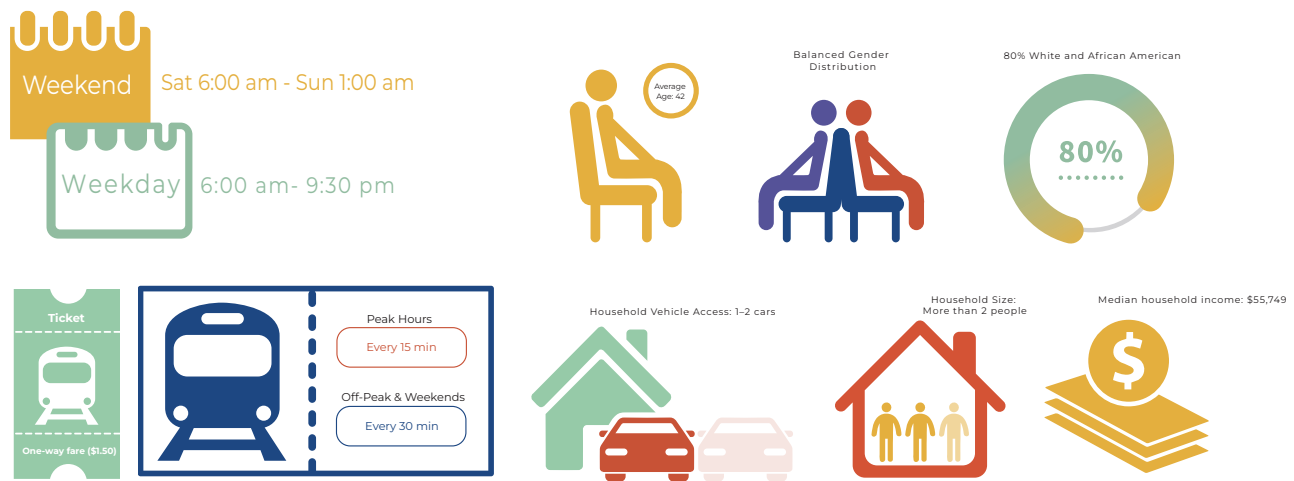
NJ TRANSIT RIVER LINE

The NJ TRANSIT River LINE is a 34-mile light rail system that links Camden and Trenton, New Jersey. It serves 21 stations, with end-to-end travel times scheduled between 65 and 68 minutes[30]. Three of these stations are located within the RCP area: Cinnaminson Station, Riverton Station, and Palmyra Station.

Weekday service generally runs from around 6:00 a.m. to 9:30 p.m., while Saturday service begins earlier, before 6:00 a.m., and continues into early Sunday morning, ending between midnight and 1:00 a.m. Trains operate every 15 minutes during rush hours and every 30 minutes during off-peak times and weekends. A one-way adult ticket costs $1.50, regardless of the distance traveled[30].

According to the NJ TRANSIT River LINE Survey conducted by the Delaware Valley Regional Planning Commission (DVRPC), the average rider is 42 years old. The gender distribution is relatively balanced. Most riders live in households with more than two people, have access to one or two vehicles, and report a household income of approximately $55,749.2

Riders are predominantly White and African American, with each group representing an equal share and together accounting for 80 percent of the surveyed population. The majority of River LINE riders use the service four or more days per week, primarily for commuting to work (63 percent) or attending college or technical school (10 percent). Most riders originate in Burlington County and travel either north or south. However, the River LINE alone cannot fully serve riders' complete trips from location A to B, and transfers are often required. While 16 percent of surveyed riders used some form of transit to reach the River LINE, 38 percent took transit to complete their journey after using the River LINE. Additionally, 23 percent of surveyed riders are employed by the State of New Jersey[31].

PEDESTRIAN INFRASTRUCTURE

The RCP area is predominantly car-dependent, although some pockets are somewhat walkable. A Sidewalk Gap Analysis conducted by the DVRPC highlights significant gaps in sidewalk coverage throughout the RCP area (Sidewalk Map). Riverton has the strongest sidewalk infrastructure, with most of its streets marked in green, indicating sidewalks on both sides. This dense coverage is especially notable around the town center and near the River LINE station. Palmyra also demonstrates solid sidewalk coverage within its core grid layout, though it becomes more fragmented near the borough's southern and western edges. In contrast, Cinnaminson Township shows more dispersed and inconsistent sidewalk infrastructure, with large portions marked in red to indicate a lack of pedestrian facilities. These disparities in sidewalk coverage highlight the area's car dependency, as inconsistent or missing pedestrian infrastructure makes it difficult for residents to walk to local destinations or safely access public transit[32].
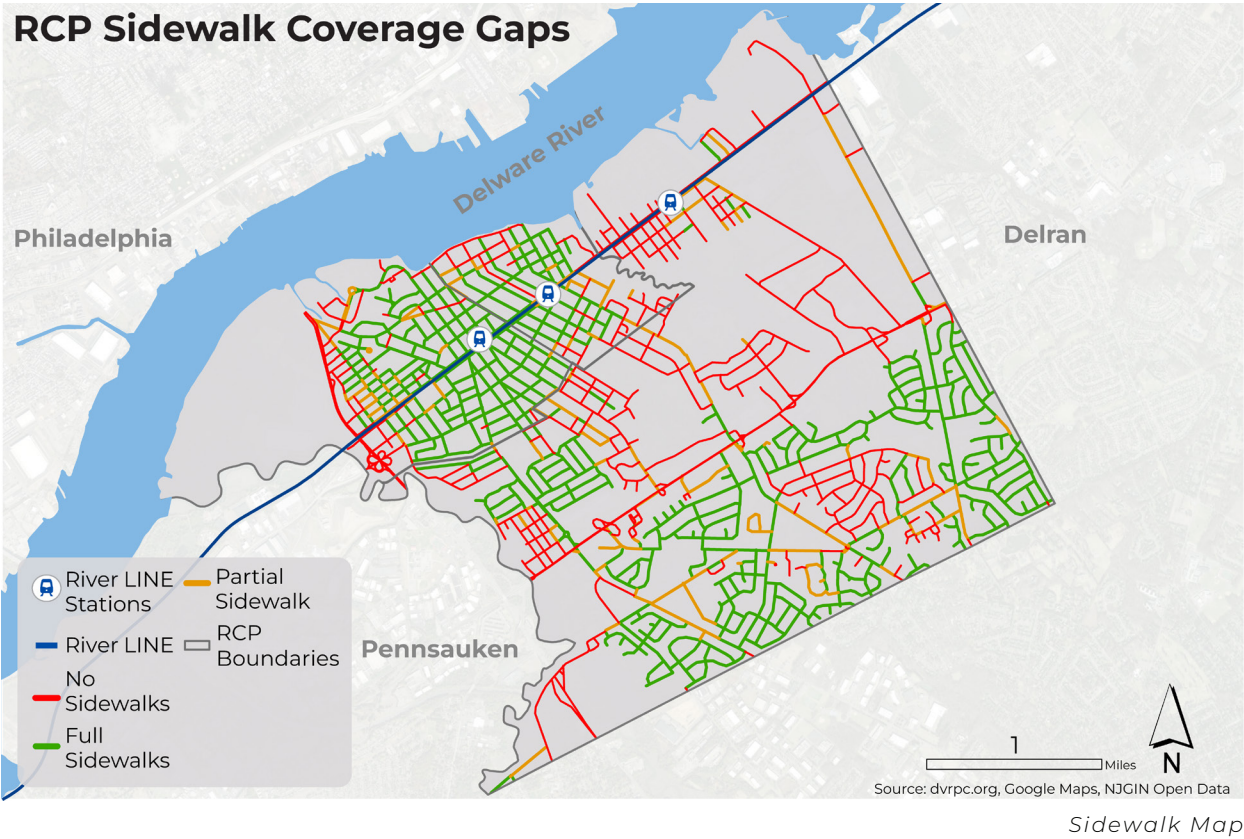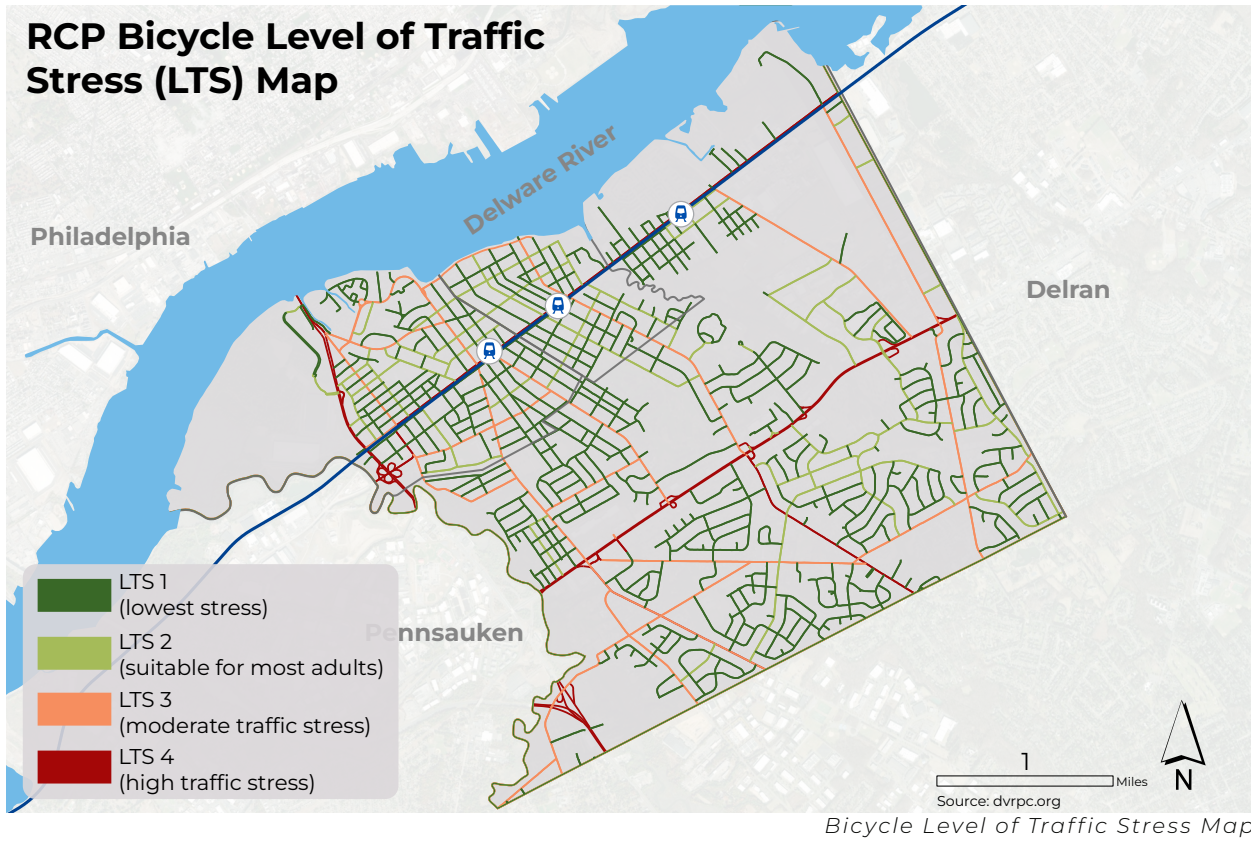

Sidewalk Map

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[30] *Delaware Valley Regional Planning Commission. (2019, April). Florence River LINE Station: Summary memorandum. https://www.dvrpc.org/saferoutestotransit/pdf/srtt_florencestation_summarymemo_april-2019.pdf*

[31] *Delaware Valley Regional Planning Commission. (2013, March). NJ Transit River LINE survey. https://www.dvrpc.org/reports/11057.pdf*

[32] *Delaware Valley Regional Planning Commission. (2021, August). Sidewalk Gap Analysis Explorer. https://www. dvrpc.org/webmaps/sidewalk-gaps/:contentReference{index=18}*

BICYCLING INFRASTRUCTURE

The RCP area offers a moderately bikeable network, characterized by low stress residential streets but limited by high stress major roads and a lack of dedicated bicycle infrastructure. Most road segments are classified by DVRPC as Level of Traffic Stress (LTS) 1 or 2, indicating generally low stress conditions for cyclists. However, major traffic arteries such as Broad Street, Route 73, and U.S. Route 130 are classified as LTS 4, reflecting high stress conditions due to greater traffic volumes and speeds[33]. DVRPC's LTS framework considers factors such as lane count, vehicle speed, and the presence of bicycle facilities[34]. LTS 1 roads are considered comfortable for riders of all ages and abilities, while LTS 2 roads are suitable for most adult cyclists[34]. The RCP area currently lacks off road bicycle paths and on road bicycle lanes[35]. According to DVRPC, low stress ratings without dedicated bike facilities typically apply only to residential or low speed, low volume roads[34].
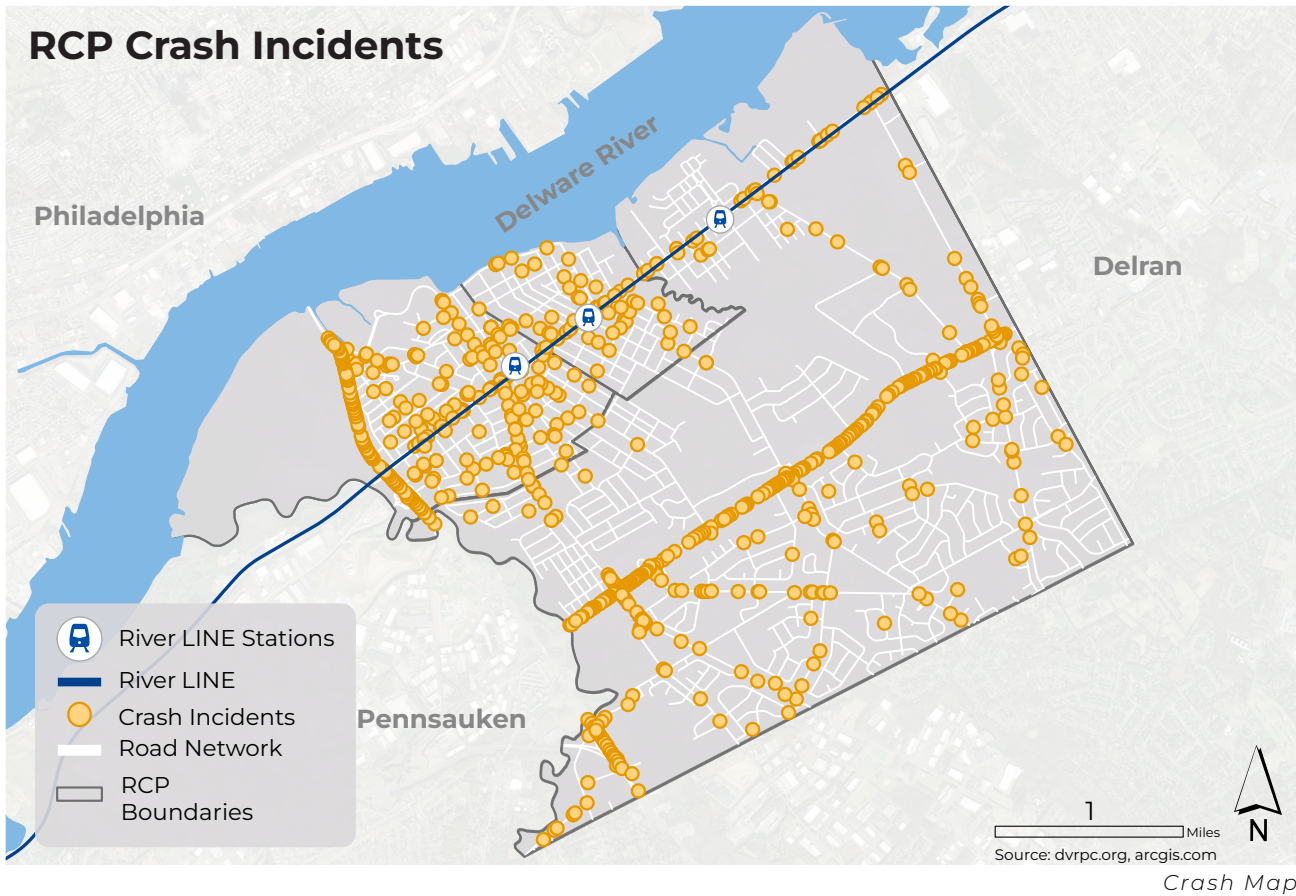

Bicycle Level of Traffic Stress Map

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[33] Delaware Valley Regional Planning Commission. (n.d.). Bicycle Level of Traffic Stress (LTS) and Connectivity Analysis. https://www.dvrpc.org/webmaps/bike-lts/analysis/

[34] Delaware Valley Regional Planning Commission. (n.d.). Level of Traffic Stress (LTS) – How it works. https://dvrpc.github.io/link-docs/how-it-works/lts/

[35] Delaware Valley Regional Planning Commission. (n.d.). DVRPC Level of Traffic Stress (LTS) Network – ArcGIS Viewer. https://www.arcgis.com/apps/Viewer/index.html?appid=7039296318c14c57b0d2ad8db34d3428

CRASH AND INJURY RISK

Traffic safety is a critical concern in the RCP area. According to DVRPC, between 2018 and 2022, a total of 1,918 crash incidents occurred in the region involving vehicles, pedestrians, and cyclists. Among these, 10 crashes resulted in fatalities and 42 caused serious injuries[1]. The most crash-prone roads include U.S. Route 130, New Jersey Route 73, the Tacony-Palmyra Bridge, and Broad Street—all of which are classified as LTS 4 by DVRPC due to their high traffic volumes and elevated stress levels[33-36].
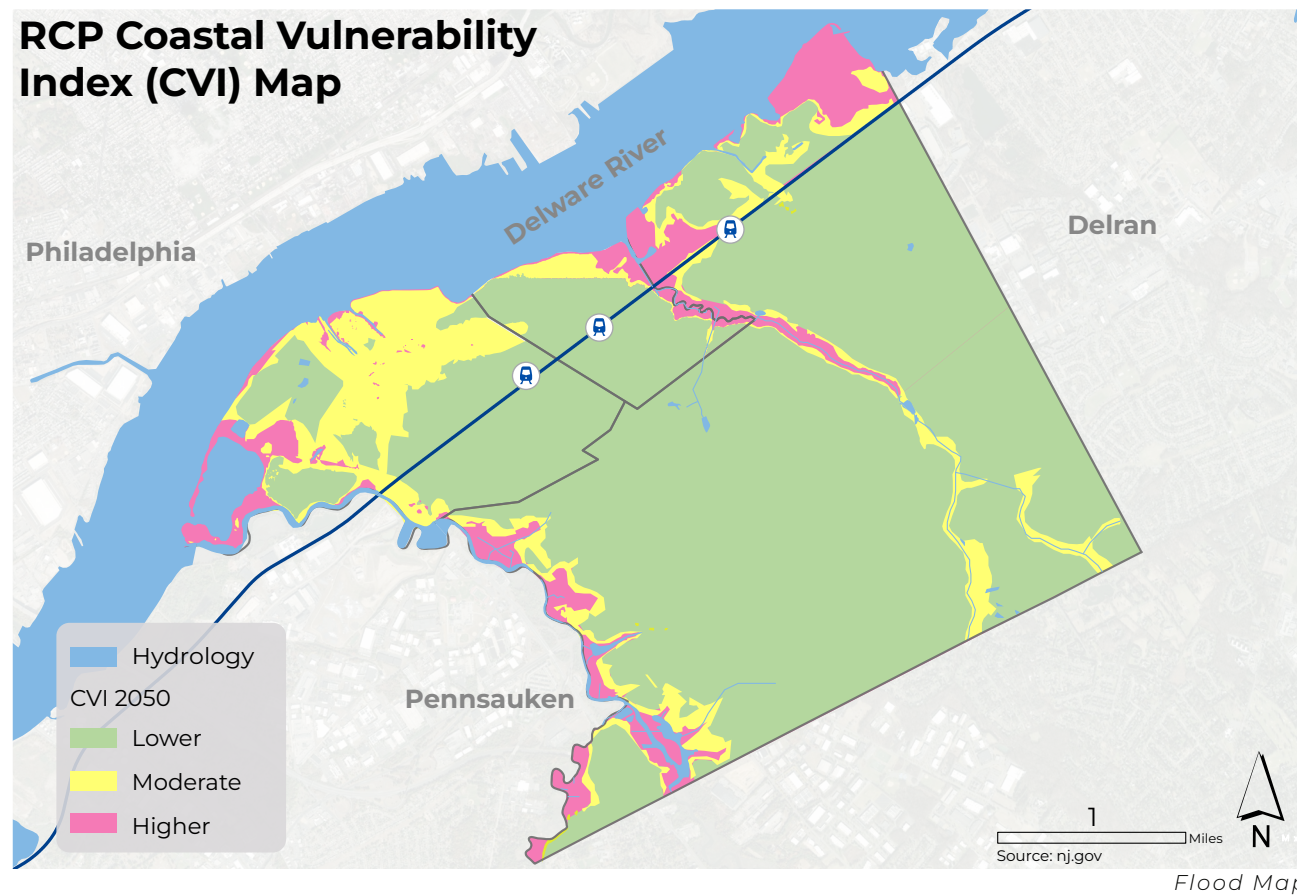

Crash Map

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[1] Delaware Valley Regional Planning Commission. (n.d.). Crash Data Viewer. Retrieved May 10, 2025, from https://www.dvrpc.org/webmaps/crash-data/

CLIMATE & ENVIRONMENT

RCP is a group of coastal communities. The New Jersey Department of Environmental Protection, in coordination with the Coastal Management Program, developed the Coastal Vulnerability Index (CVI) to assess each community's exposure and resilience to natural hazards[37]. The index incorporates factors such as flood zones, geomorphology, slope, soil erosion, drainage, flooding frequency, ground elevation, storm surge, and water elevation, as shown in the Flood Map.
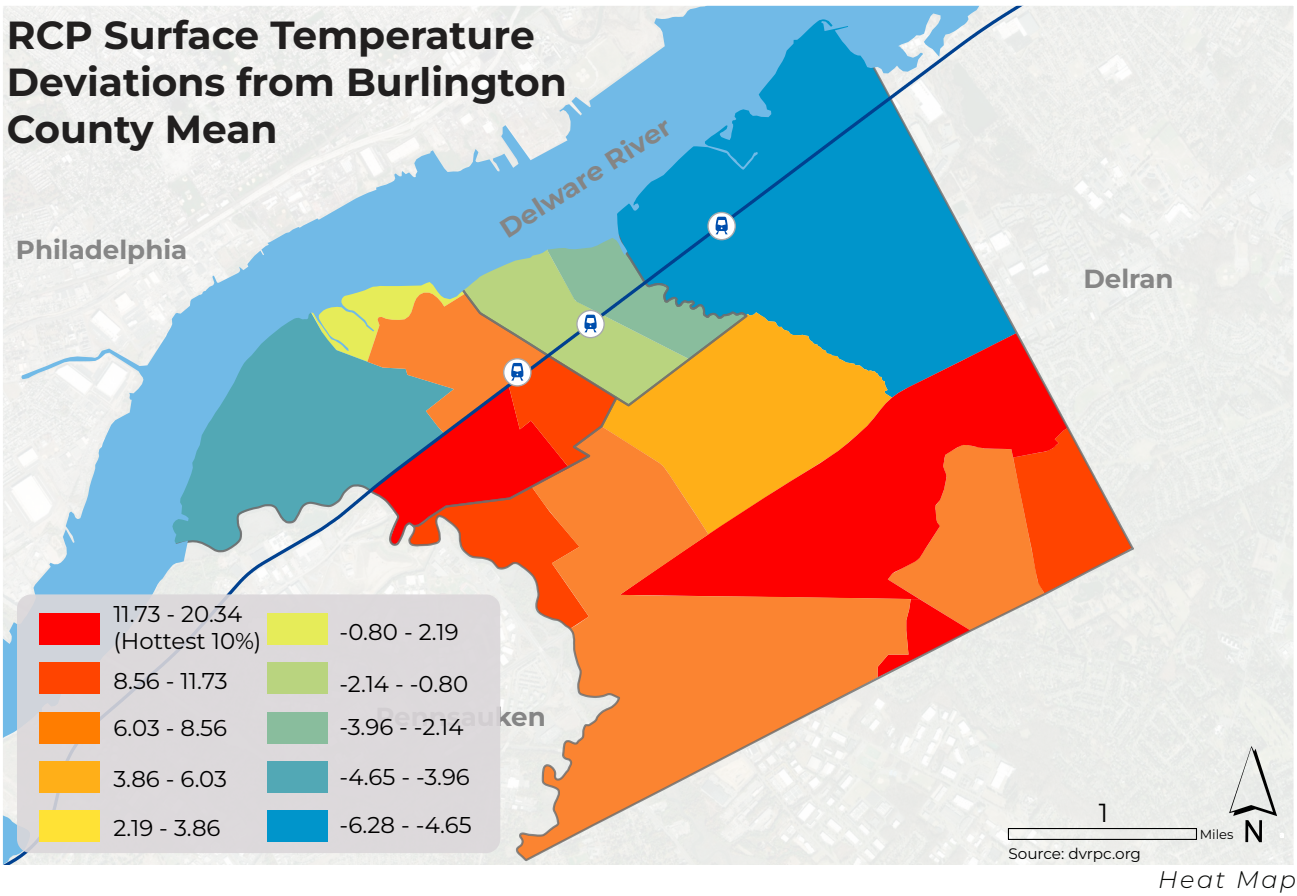
Areas of higher coastal vulnerability are concentrated along the Delaware River. These include the northwest and southwest coastlines of Palmyra and the entire riverfront edge of Riverton. In Cinnaminson, high-risk zones include the northeastern waterfront, the southern edges along Pennsauken Creek, and several narrow interior streams that flow through low-lying natural areas. The River LINE rail corridor passes through these zones, with Cinnaminson Station located directly within one[37]. This presents a concern, as comparable conditions have previously resulted in service disruptions, including a partial suspension of River LINE service caused by flooding in Camden, NJ. In addition, much of NJ Route 73 runs through areas classified as having moderate to high vulnerability[37].

Flood Map

[37] New Jersey Department of Environmental Protection. (n.d.). Coastal Vulnerability Index maps by municipality. https://www.nj.gov/dep/cmp/czm_cvi_maps.html

HEAT

Areas within RCP are experiencing elevated surface temperatures compared to the Burlington County average. Most census blocks in Cinnaminson and Palmyra fall within the 8.56°F to 11.73°F and 11.73°F to 20.34°F ranges, placing them among the hottest zones in the county. These areas are classified in the top 10% of surface temperature extremes, indicating significant heat concentration[38].

Heat Map

[38] Delaware Valley Regional Planning Commission. (n.d.). Surface temperature difference from average by census block – Burlington County, NJ [Map]. https://cdn.dvrpc.org/sites/default/files/inline-images/Burlington_County_Surface_Temp_Diff.png

HOUSING

TYPE

The vast majority of housing in RCP is single family, consistent with the broader trend in Burlington County. In RCP, 82 percent of housing consists of single family units, 6 percent is small multifamily housing with 2 to 4 units, and 12 percent is medium to large multifamily housing with more than 5 units. The types of housing in RCP closely mirror those in Burlington County. In both areas, the housing stock is primarily made up of single family homes, followed by multifamily units with more than 5 units, and then smaller multifamily buildings with 2 to 4 units. One notable difference is that RCP contains no mobile homes, boats, recreational vehicles, vans, or other similar housing types[39].

Palmyra Single Family House

Cinnaminson Multi-family House

● 1 Unit (Detached or Attached)   ● 2 to 4 Units   ● 5 or More Units
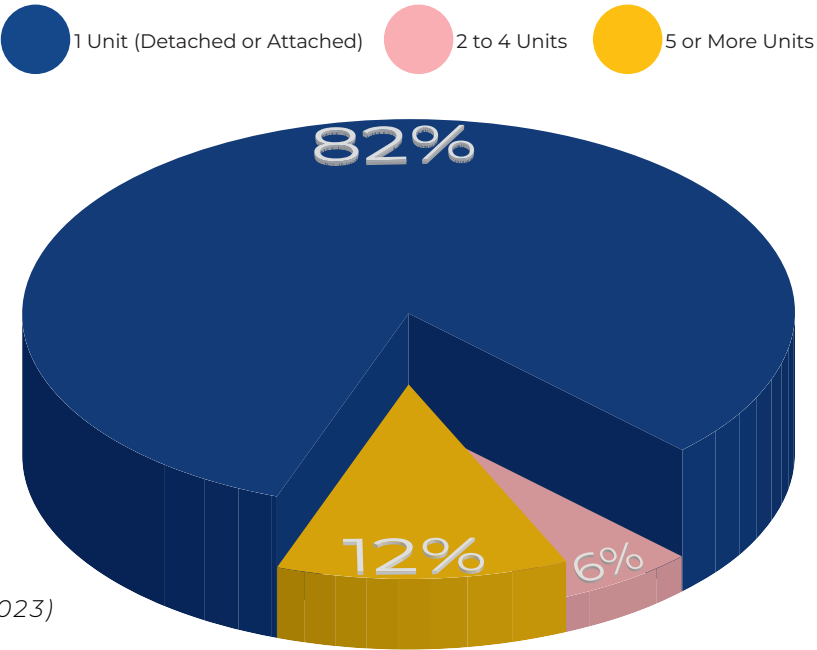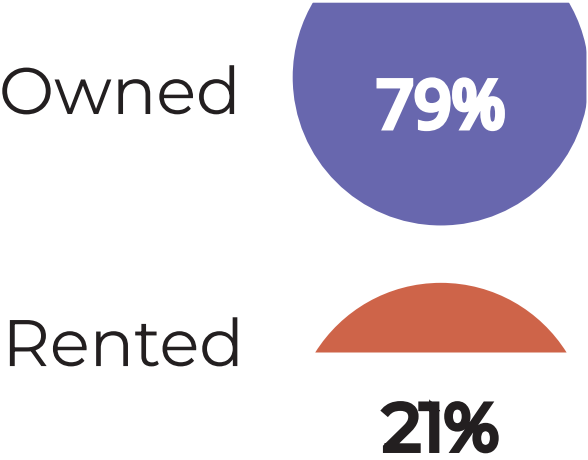

82%

12%   6%

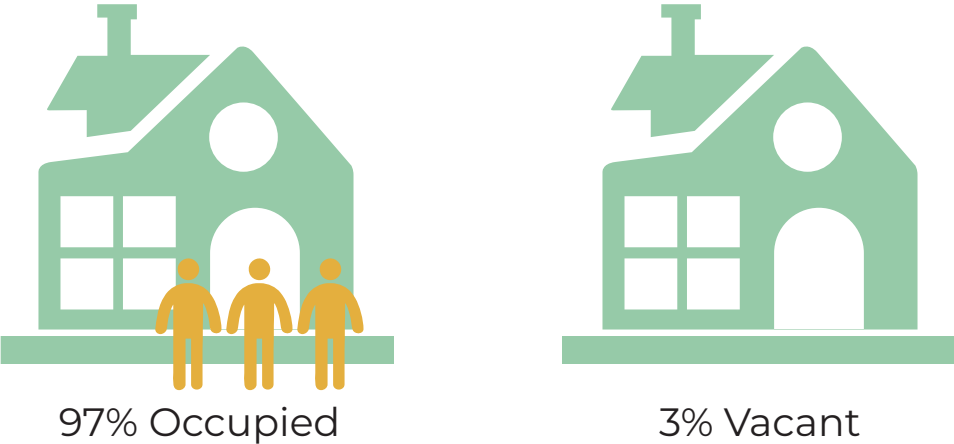*Figure 12: Housing Types in RCP(2023)*

TENURE

Consistent with broader trends in Burlington County, the majority of housing units in RCP are owner-occupied. Of all occupied units in RCP, 79% are owner-occupied and 21% are renter-occupied. This distribution is similar to Burlington County overall, where 76% of units are owner-occupied and 24% are renter-occupied[39].

Owned   79%

Rented   21%

OCCUPANCY

With 97% of its 10,739 housing units occupied, RCP reflects a tight and stable housing market, leaving a low vacancy rate of just 3%. This occupancy rate is comparable to the county level. RCP shows a slightly lower vacancy rate, three percentage points below that of Burlington County. Among the vacant units, excluding non-market vacancies, none are owner-occupied homes listed for sale. The remaining vacancies consist entirely of rental units available for lease[39].

97% Occupied

3% Vacant

[39] *U.S. Census Bureau, U.S. Department of Commerce. (2023). Selected Housing Characteristics. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04. https://data.census.gov/table/ACSDP5Y2023.DP04?q=dp04&g=060XX00US3400512940,3400555800,3400563660.*

YEAR BUILT

72% of homes in Riverton were built before 1940

RCP's housing stock is weighted more heavily toward older and mid-century construction compared to the broader county. In RCP, only 7% of the existing housing stock was built after 2010, while the majority, 56%, was constructed between 1950 and 1989, reflecting an aging housing base. An additional 24% of homes were built before 1950, with 80% of those constructed in 1939 or earlier, falling into the historic housing range. RCP's 1939-or-earlier housing year index is high due to the fact that 72% of the housing in Riverton was built in 1939 or earlier[39], as over half the structures in Riverton are listed in the National Register of Historic Places, and its historic district includes fine examples of residential styles popular in the late nineteenth and early twentieth centuries.

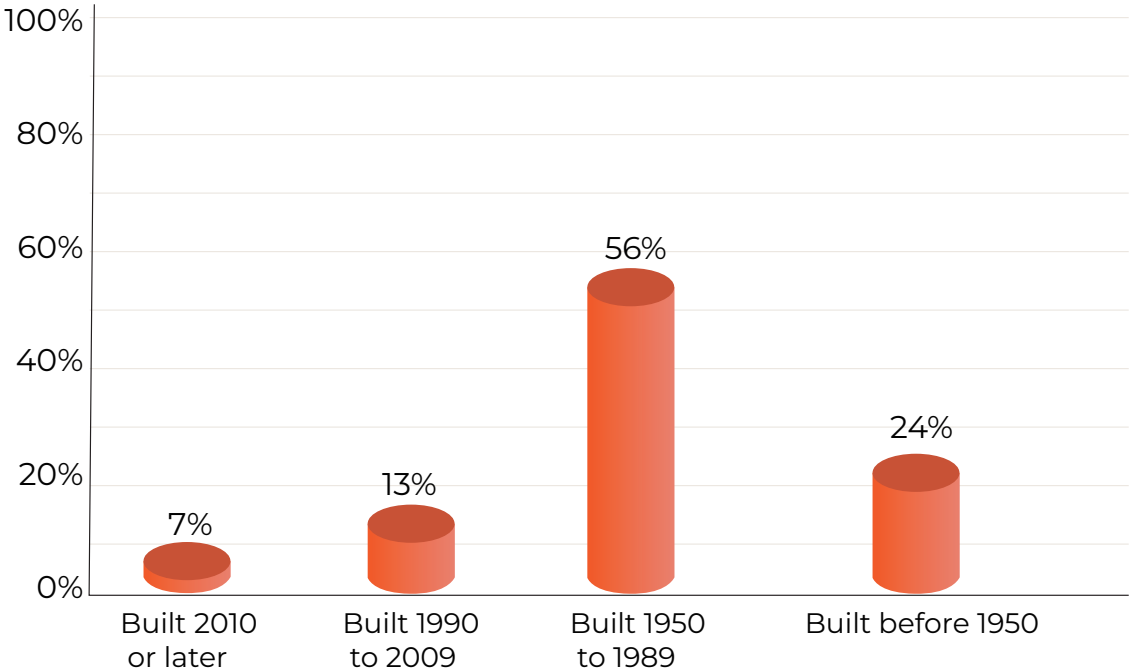*Historic Riverton Queen Anne House*

Figure 13: RCP Housing By Year Build

RENTAL MARKET

The rental market in RCP tends to be higher priced, with limited availability of affordable housing and a weighted median rent that exceeds the county level. Only 23% of rental units in RCP cost less than $1,500, which is approximately half the share found in Burlington County at 40%. The majority of rental housing, or 68%, falls within the $1,500 to $2,499 range, reflecting a much higher concentration in this price tier compared to 48% at the county level[39].

Figure 14: Rental Price Distribution in RCP (2023)

[40] *U.S. Census Bureau. (2013). SELECTED HOUSING CHARACTERISTICS. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04. https://data.census.gov/table/ACSDP5Y2013.DP04?q=dp04&g=050XX00US340 05_060XX00US3400512940,3400555800,3400563660&y=2013&d=ACS+5-Year+Estimates+Data+Profiles.*

[41] *U.S. Census Bureau, U.S. Department of Commerce. (2023). Median Household Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars) by Tenure. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25119. https://data.census.gov/table/ACSDT5Y2023.B25119?q=B25119:&g=060XX00US3400512940,3400555800, 3400563660&y=2023.*

[42] *U.S. Census Bureau. (2013). MEDIAN HOUSEHOLD INCOME THE PAST 12 MONTHS (IN 2013 INFLATION-ADJUSTED DOLLARS) BY TENURE. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25119. https:// data.census.gov/table/ACSDT5Y2013.B25119?q=B25119:&g=060XX00US3400512940,3400555800,3400563660&y=2013.*

HOME VALUE

In 2013, 58% of renter households in RCP were considered rent burdened, meaning they spent more than 30% of their income on rent[40]. By 2023, this share had decreased to 50%, a decline more substantial than in Burlington County, where the rate dropped only slightly from 53% to 51%, suggesting a more noticeable improvement in housing affordability within RCP[39].

Between 2013 and 2023, median rent increased across all three municipalities. Riverton experienced the sharpest increase at 48%, followed by more moderate increases in Cinnaminson at 16% and Palmyra at 14%[39, 40]. However, changes in renter income played an important role in shaping affordability outcomes. In Palmyra, renter household income rose significantly from $43,998 to $68,864, which is a 57% increase[41, 42]. This led to a 12-point drop in rent burden, the largest improvement among the three municipalities. Riverton also saw a decline in rent burden by 10 points, from 46% to 36%, as renter income increased by 11% and helped offset the steep rise in rent[39-42].In contrast, Cinnaminson had only a slight decrease in rent burden despite a decline in renter income from $98,719 to $83,352[39-42]. This may suggest demographic changes or variability in the sample.

The home value distribution in RCP reflects a predominantly middle market profile, with a weighted median value of $317,124, which is slightly below the countywide median of $326,700. Median home values vary by municipality. Riverton has a median value of $354,900, Cinnaminson $355,500, and Palmyra $216,600. Only 3 percent of owner-occupied homes in RCP are valued below $100,000, comparable to 4 percent countywide, indicating limited low-cost ownership options. About 45 percent of homes in RCP fall within the $100,000 to $299,999 range, slightly higher than Burlington County's 40 percent. The largest share, 41 percent, is priced between $300,000 and $499,999, closely aligning with the county's 37 percent. In higher price brackets, 11 percent of RCP homes are valued between $500,000 and $999,999, compared to 17 percent countywide, while homes valued at $1 million or more represent just 2 percent in both RCP and the county[39].

58% of households are considered rent burdened

50% of households are considered rent burdened

Figure 15: Home Value Distributiuuon In RCP (2023)

[40] U.S. Census Bureau, U.S. Department of Commerce. (2023). Selected Housing Characteristics. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04. https://data.census.gov/table/ACSDP5Y2023. DP04?q=dp04&g=050XX00US34005_060XX00US3400512940,3400555800,3400563660&y=2023&d=ACS+5-Year+Estimates+Data+Profiles.
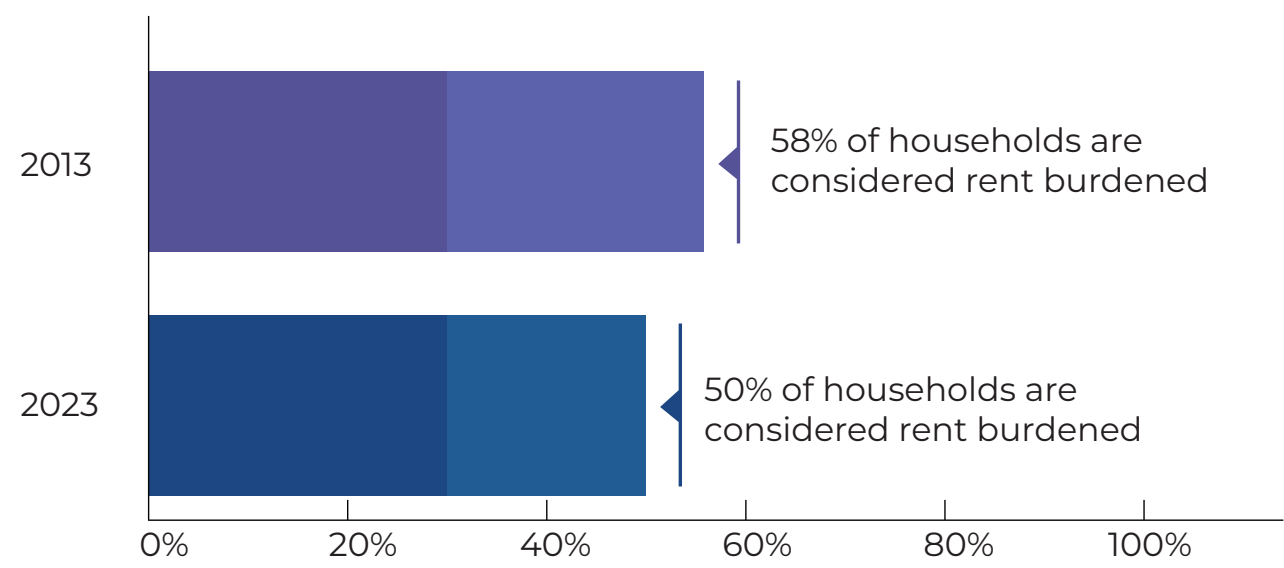
[41] U.S. Census Bureau. (2013). SELECTED HOUSING CHARACTERISTICS. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04. https://data.census.gov/table/ACSDP5Y2013.DP04?q=dp04&g=050XX00US340 05_060XX00US3400512940,3400555800,3400563660&y=2013&d=ACS+5-Year+Estimates+Data+Profiles.

The housing cost burden in RCP declined from 42 percent of households spending more than 30 percent of their income on mortgage payments in 2013 to 26 percent in 2023, while Burlington County saw a smaller reduction from 39 percent to 28 percent during the same period[39, 40]. This improvement is largely due to a significant drop in mortgage costs across all three municipalities. After adjusting for inflation, median monthly payments fell 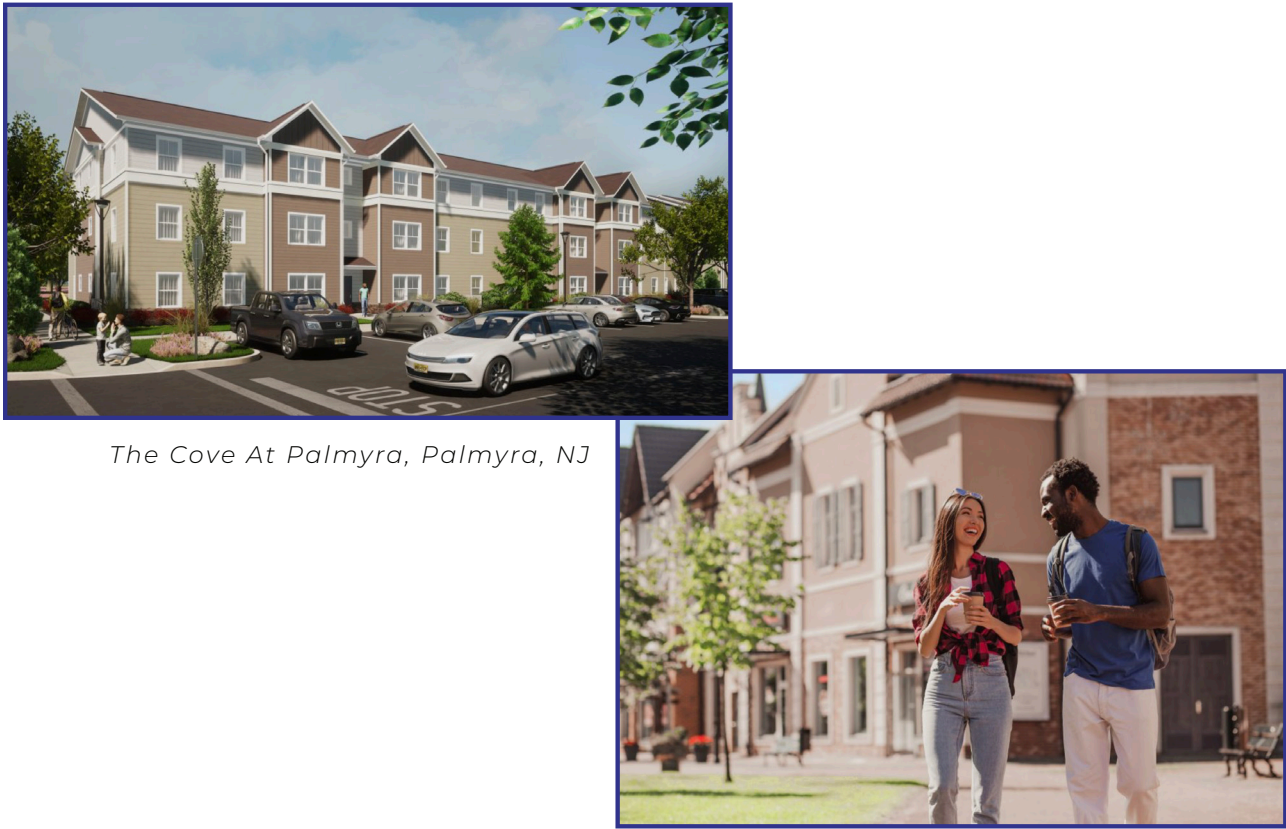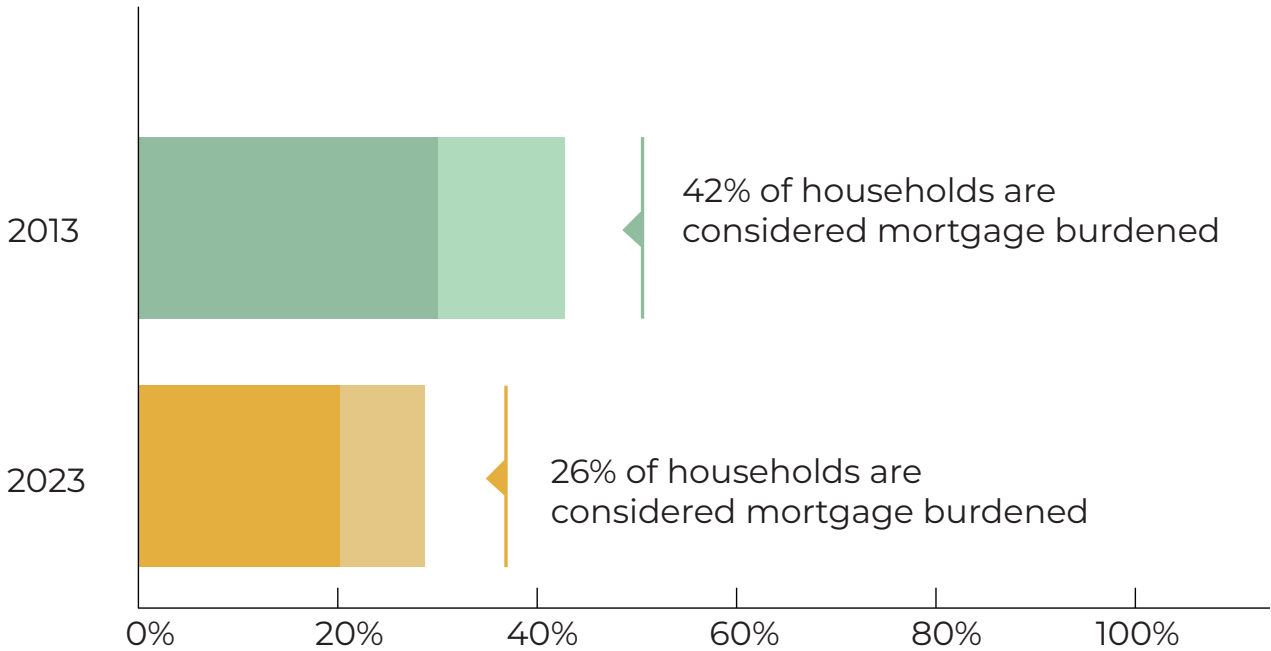by 13 percent in Cinnaminson, 19 percent in Palmyra, and 18 percent in Riverton[39, 40]. Meanwhile, owner median household income decreased in Cinnaminson from 125,260 dollars to 83,352 dollars, remained relatively stable in Palmyra from 96,302 to 91,051 dollars, and increased in Riverton from 133,698 to 137,853 dollars[41, 42].

2013
42% of households are considered mortgage burdened

2023
26% of households are considered mortgage burdened

0% 20% 40% 60% 80% 100%

[41] U.S. Census Bureau, U.S. Department of Commerce. (2023). Median Household Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars) by Tenure. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25119. https://data.census.gov/table/ACSDT5Y2023.B25119?q=B25119:&g=060XX00US3400512940,3400555800,3400563660&y=2023.

[42] U.S. Census Bureau. (2013). MEDIAN HOUSEHOLD INCOME THE PAST 12 MONTHS (IN 2013 INFLATION-ADJUSTED DOLLARS) BY TENURE. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25119. https://data.census.gov/table/ACSDT5Y2013.B25119?q=B25119:&g=060XX00US3400512940,3400555800,3400563660&y=2013.

AFFORDABLE HOUSING DEVELOPMENT

The Route 73 South Redevelopment Area in Palmyra, New Jersey, spans approximately 182 acres across 33 contiguous land parcels along State Highway 73 South[43]. A key objective of this redevelopment is to promote commercial growth and enhance services for residents by repurposing unused or underutilized land. As part of this effort, approximately 102 units of affordable housing are being constructed on an 8-acre portion of the site[44]. Known as The Cove, this development fulfills Palmyra's third-round affordable housing obligation, as determined through a court-ordered settlement of a lawsuit brought by the nonprofit Fair Share Housing Center[45].

The Cove offers one-, two-, and three-bedroom units located near Palmyra Cove Nature Park, with scenic views of downtown Philadelphia[46]. Rents are based on the prospective tenant's income[45], ranging from $586–$1,178 for one-bedroom units, $704–$1,414 for two-bedrooms, and $812–$1,632 for three-bedroom apartments.

The Cove At Palmyra, Palmyra, NJ

[43] Borough of Palmyra. (n.d.-a). Redevelopment opportunities. Borough of Palmyra. https://boroughofpalmyra.com/community/redevelopment_opportunities.php

[44] Business View Magazine. (2023, May). Palmyra, New Jersey. https://businessviewmagazine.com/palmyra-new-jersey/

[45] South Jersey Media. (2023, November 8). Palmyra approves fourth-round affordable housing obligation. https://southjersey.media/featured/palmyra-approves-fourth-round-affordable-housing-obligation/

[46] Borough of Palmyra. (n.d.-b). Palmyra Cove development announcement. https://www.boroughofpalmyra.com/news_detail_T3_R58.php

COMMERCIAL CORRIDOR

A diverse range of commercial and industrial activities exist along the River LINE rail corridor, fostering opportunities for people to come in and out of work through River LINE, as well as residents to sustain their daily life on main streets.

Palmyra's corridor has business oriented to residents, with plenty of hair & beauty services, as well as retail and services such as Dollar Plus Mart, Muse Tattoo & Body Piercing, and Rogers Smoke Shop. Riverton, on the other hand, has the most diverse business mix, ranging from health and fitness to arts and education, and gifts and specialties. These businesses show signs of attracting visitors with well decorated storefronts, preserved buildings, and local gift shops, as well as serving a more affluent population with multiple businesses focusing on arts and fitness. Cinnaminson's corridor along River LINE has fewer retail shops and public-facing businesses, containing primarily low-rise industrial buildings and businesses that do not rely on foot-traffic, showing it's mostly for workers instead of residents.

However, there is still a significant gap in local access to key resources and services along the River LINE corridor. Hospital, emergency care, or urgent care of any kind is missing. The closest AFC Urgent Care is a 51-minute walk from Palmyra Station. There is also a noticeable lack of fresh food and grocery access in the immediate vicinity, as the closest grocery store Lidl is a 33-minute walk from Palmyra Station.10 Most of the missing businesses are located along Burlington Pike, which is difficult and impractical to access by public transportation, making it difficult to access for individuals and families without a vehicle.

PALMYRA STATION

RIVERTON STATION

CINNAMINSON STATION

LOCAL ECONOMY

Employment Data

According to the U.S. Census Bureau's 2024 ACS 5-Year Estimates on Selected Economic Characteristics11, figure X reveals that while RCP residents generally exhibit stronger employment numbers than the Burlington County average—including higher labor force participation (+1.3 percentage points), median household income (+$10k), median earnings per worker (+$5k), and a lower poverty rate (-1.2 percentage points)—a notable exception is the unemployment rate. At approximately 1.5 times the county average, this higher unemployment rate indicates potential challenges in job accessibility within the region.

A closer look at the individual boroughs shows notable economic differences. Cinnaminson and Riverton have the highest mean household incomes, both around $145,000, meaning that on average, households in these boroughs earn significantly more than in Palmyra, where the mean household income is $99,000. Palmyra also has the highest poverty rate at 8.9%, meaning nearly 9% of its residents live below the poverty line, compared to just 2.8% in Riverton. Meanwhile, Cinnaminson has the lowest labor force participation rate at 66.3%, meaning a smaller share of its working-age population is employed or actively seeking work compared to Riverton and Palmyra.

LABOR FORCE PARTICIPATION
68.3% compare to 67.0% county

UNEMPLOYMENT RATE
4.1% compare to 2.7% county

MEDIAN HOUSEHOLD INCOME
$112k compare to $102k county

MEDIAN EARNING PER WORKER
$59k compare to $54k county

POVERTY RATE
5.6%

5 BASIC INDUSTRIES

3,847 BASIC JOBS

6,578 LOCAL JOBS SUPPORTED

KEY SECTORS
Manufacturing
Construction
Accommodation & Food Services
Arts, Entertainment, & Recreation
Retail Trade

What Industry Exist in RCP

RCP is home to a mix of industries that bring money into the community, even though many residents commute elsewhere for work. Five basic industries were identified because they have a location quotient greater than 1.25 compared to Burlington County, meaning these industries are more concentrated in RCP than in the county overall. These industries—Manufacturing, Construction, Accommodation and Food Services, Arts and Entertainment, and Retail Trade—reflect strong local competitiveness in these sectors.

Together, these industries support about 3,847 basic jobs, and help generate an additional 6,578 local jobs, making a multiplier effect of 2.68. This means for every one job in these key sectors, nearly two more are created in the local economy.

47 *Google. (n.d.). [Directions from Palmyra Station to AFC Urgent Care and Lidl]. Google Maps. Retrieved May 5, 2025, from https://www.google.com/maps*

48 *U.S. Census Bureau. (2024). *Table DP03: Selected Economic Characteristics, 2018-2022 American Community Survey 5-Year Estimates*. Retrieved May 5, 2025.*

Where Do Residents Work[49]?

	COUNTY NAME	PERCENTAGE
1	BURLINGTON COUNTY, NJ (Exclude RCP)	32%
2	CAMDEN COUNTY, NJ	15%
3	PHILADELPHIA COUNTY, PA	13%
4	RCP REGION, BURLINGTON COUNTY, NJ	9%
5	MERCER COUNTY, NJ	6%
6	MIDDLESEX COUNTY, NJ	4%
7	BUCKS COUNTY, PA	4%

Inflow/Outflow

Based on the most recent census data from 2022[50], the RCP region has 13,792 workers who live in the neighborhoods but are employed outside the area, and 9,010 workers who are employed in the neighborhoods but live elsewhere. Only 1,315 workers—about 13% of all those employed in the RCP region—both live and work within the region. This indicates that the local economy is highly dependent on both outbound commuters and inbound workers, with a relatively small share of residents working locally. These patterns suggest potential challenges for building a stronger local employment base, reducing reliance on jobs outside the community, and improving commuting options.

	2022	
	Count	Share
Employed in the Selection Area	10,325	100%
Employed in the Selection Area but Living Outside	9,010	87.3%
Employed and Living in the Selection Area	1,315	12.7%
Living in the Selection Area	15,108	100%
Living in the Selection Area but Employed Outside	13,793	91.3%
Living and Employed in the Selection Area	1,315	8.7%

9,010 - Employed in Selection Area, Live Outside

13,793 - Live in Selection Area, Employed Outside

1,315 - Employed and Live in Selection Area
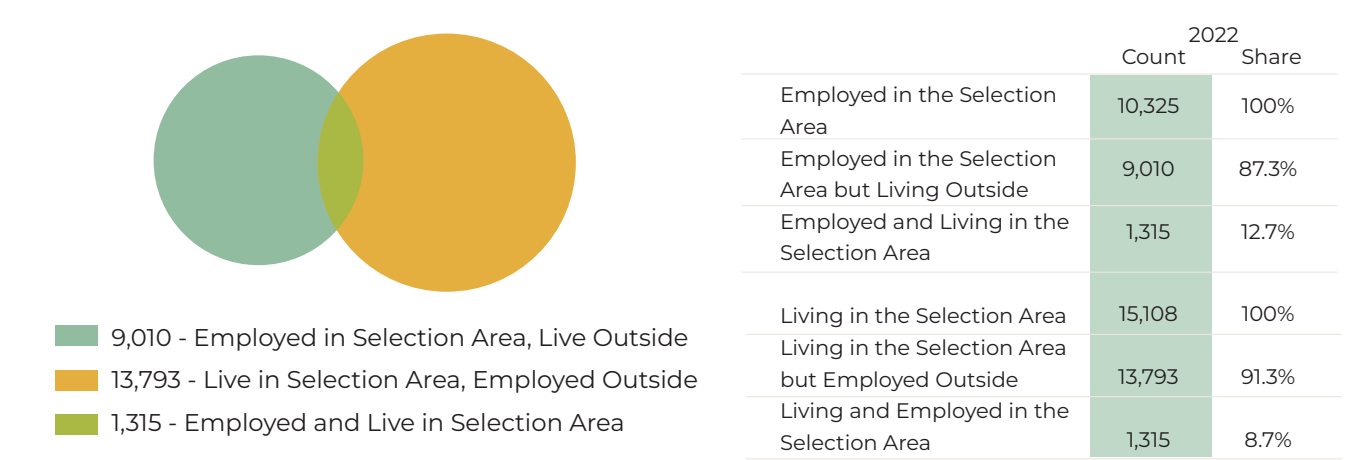
Figure 16: Inflow/Outflow Job Counts in 2022 All Workers

[49] U.S. Census Bureau. (n.d.). *LEHD Origin-Destination Employment Statistics (LODES) Data (2002-2022)*. Longitudinal-Employer Household Dynamics Program. Retrieved May 5, 2025.

[50] U.S. Census Bureau. (n.d.). OnTheMap for Burlington County, NJ showing inflow/outflow analysis for 2022.

COMMUNITY & CIVIC LIFE

Local Stakeholders

RCP thrives through the collaborative efforts of various stakeholders, including government officials, community organizations, educational institutions, religious leaders, and local businesses.

GOVERNMENT AND PUBLIC OFFICIALS

ELECTED LEADERS
MUNICIPAL, COUNTY, and STATE DEPARTMENTS
NJ TRANSIT

COMMUNITY AND NONPROFIT ORGANIZATIONS

HISTORICAL SOCIETIES
CIVIC CLUBS
ENVIRONMENTAL GROUPS
COMMUNITY CENTERS

EDUCATIONAL INSTITUTIONS

PUBLIC SCHOOLS
LIBRARIES
UNIVERSITY STUDENTS

LOCAL STAKEHOLDERS

LOCAL BUSINESSES

FOOD & DINING
HAIR & BEAUTY
RETAIL
SERVICES

Stakeholder Engagement

Following the tragic death of 15-year-old Mattew Dickinson in August 2024, who was struck by a River LINE train in Palmyra, NJ[51], the community and various stakeholders gathered to address safety concerns and honor his memory.

A pivotal event was the public meeting held on October 22, 2024, at the Palmyra Community Center, organized by State Senator Troy Singleton and NJ Transit[52].

Around 200 nearby residents attended, representing various organizations, such as the Palmyra Riverton Soccer Club that Mattew was once a part of. People voiced concern over safety, train speed, and demand for improvements.

Local mayors, NJ Transit, and Senator emphasized the community's grief and the need for concrete steps to prevent future tragedies. Kevin Corbett, the CEO of NJ Transit, presented plans to invest $19 million in infrastructure improvements to enhance vehicle safety.

[51] Burk, J., & Romalino, C. (2024, October 22). 'Do something': Palmyra seeks answers from NJ Transit after teen killed by River Line train. *Courier-Post*. https://www.courierpostonline.com/story/news/local/2024/10/22/palmyra-nj-transit-meeting-river-line-matthew-dickinson-death/75704001007/

[52] Miller, J. J. (2024, October 23). Residents address NJ Transit execs with concerns about River LINE at town hall-style meeting. TAPinto Bordentown. https://www.tapinto.net/towns/bordentown/sections/government/articles/residents-address-nj-transit-execs-with-concerns-about-river-line-at-town-hall-style-meeting

GOVERNANCE & PUBLIC OFFICIALS

The RCP region features a diverse network of government stakeholders working collaboratively to improve the community by supporting local businesses, enhancing public spaces, and expanding transit access. Key players include the elected officials of each borough, Economic Development Committees, and NJ TRANSIT, which operates the River LINE commuter rail and nearby bus routes serving the neighborhoods.

Palmyra[16] and Riverton[17] operate under a borough form of government, which includes an elected four-year term mayor and a borough council responsible for policy and services. Cinnaminson, on the other hand, uses a township form of government, governed by the elected Township Committee that selects a mayor from its members each year[18].

Palmyra Borough

Gina Tait

Riverton Borough

Jim Quinn

All three municipalities have their individual economic development committee under their government structure that serves as an advisory board that helps guide the town's efforts to grow and support local businesses and economic opportunities[19]. Normally, the committee consists of people that live, work, or own businesses in the neighborhood. The committee's main role is to recommend ways to attract new businesses, promote economic development, identify vacant commercial or industrial properties, and improve the vitality of the business areas. It also works with local, county, and state partners to find opportunities and resources to support the businesses.

NJ Transit is New Jersey's statewide public transportation agency, providing bus, rail, and light rail services across the state and into neighboring regions[20]. Within the RCP region, NJ Transit operates both bus routes and the River LINE commuter rail, with the River LINE being the key service in the study area, connecting communities from Camden to Trenton. As a major stakeholder, NJ Transit plays a pivotal role in supporting the region's long-term growth and sustainability by contributing to regional mobility, station investments, and service reliability.

Cinnaminson Township

Stephanie Kravil

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[53] Borough of Palmyra. (n.d.). About us. Borough of Palmyra. https://boroughofpalmyra.com/community/about_us.php

[54] Borough of Riverton. (n.d.). Elected officials. Borough of Riverton. https://riverton-nj.com/elected-officials/

[55] Cinnaminson Township. (n.d.). *Government*. Retrieved May 5, 2025, from https://www.cinnaminsonnj.org/government/

[56] Borough of Riverton. (2023, November 21). Code of the Borough of Riverton: Chapter 10. Economic Development Committee. eCode360. https://ecode360.com/35958348

[57] NJ Transit. (n.d.). About us. NJ Transit. https://www.njtransit.com/our-agency/about-us

COMMUNITY EVENTS

The tri-borough area boasts numerous civic and community organizations that foster engagement and preserve local heritage. Many of the organizations serve multiple municipalities and have a rich historical lineage. Multiple organizations like such as the Porch Club of Riverton[58], the Riverton Yacht Club[59], and several churches have been around for more than 100 years. Many organizations like the PRC Lions Club[60], PRC Juneteenth Committee[61], Pompeston Creek Watershed Association[62], and MOMS Club of Moorestown[63], intentionally include residents from surrounding areas such as RCP in their programming and community-building efforts.

Palmyra Halloween Parade

Palmyra Tree Lighting Ceremony

Riverton 4th of July Parade

Riverton Memorial Park Easter Egg Hunt

Riverton Porch Club Garden Tour

Riverton Downhill Car Clinic

Riverton Concert in the Park

Cinnaminson Community Chorus Concert

CIVIC & COMMUNITY ORGANIZATIONS

The tri-borough area hosts a variety of annual events that foster community engagement and celebrate local culture. These events always welcome nearby residents of different boroughs to participate, creating a tight connection between residents along the River LINE corridor.

Community and Advocacy

The Porch Club of Riverton

PRC Lions Club

PRC Juneteenth Committee

Environmental and Cultural Organizations

Riverton Yacht Club

Pompeston Creek Association

Historical Society of Riverton

Youth and Family Engagement
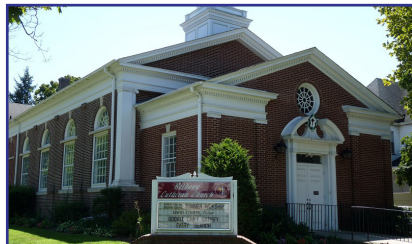

Palmyra Riverton Soccer Club

Riverton Free Library

MOMS Club of Moorestown

Religious and Cultural Life

Palmyra Moravian Church

Bethany Lutheran Church

Islamic Center of South Jersey

PUBLIC SAFETY

The RCP area showcases diverse stakeholders that participate in bettering the surroundings. Some of the major players include Elected Officials of each borough, Economic Development Committee, and NJ TRANSIT that operate the River LINE Commuter Rail.

The Fire Departments and Ambulance Associations in each municipality operate under a volunteer-based system. These services also create opportunities for municipalities to collaborate. For instance, in 2019, the Cinnaminson Fire Department and the Palmyra Ambulance Association partnered to enhance service coverage across Palmyra, Cinnaminson, and Riverton[64]. When local services are unavailable or responding to calls, mutual aid agreements ensure continued coverage for residents throughout the region.

Crossing guard programs are a vital component of public safety in the RCP region, ensuring that children can travel to and from school safely, especially in areas with high traffic volumes and hazards such as crossing rail lines[65]. Each town school district independently manages its program, and all crossing guards are required to adhere to state training standards set by the NJ Department of Transportation. These standards emphasize proper procedures and high-visibility gear, crucial for enhancing safety in areas impacted by traffic violence and other risks.

[58] The Porch Club of Riverton. (n.d.). History of the Porch Club of Riverton, New Jersey. The Porch Club of Riverton. https://www.theporchclub.org/index.php/about-the-porch-club-of-riverton-new-jresey/history-of-the-porch-club-of-riverton-new-jresey-2

[59] Riverton Yacht Club. (n.d.). About. Riverton Yacht Club. http://www.rivertonyachtclub.org/about.htm

[60] Palmyra Riverton Cinnaminson Lions Club. (n.d.). [Facebook page]. Facebook. https://www.facebook.com/people/Palmyra-Riverton-Cinnaminson-Lions-Club/100068918109244/

[61] Palmyra Riverton Cinnaminson Juneteenth Celebration. (n.d.). [Facebook page]. Facebook. https://www.facebook.com/p/Palmyra-Riverton-Cinnaminson-Juneteenth-Celebration-100083580541894/

[62] Pompeston Creek Watershed Association. (n.d.). [Facebook profile]. Facebook. https://www.facebook.com/profile.php?id=100069903311523

[63] MOMS Club of Moorestown Area. (n.d.). Home. MCOMA. https://www.mcoma.org

[64] Bishop, S. (2020, February 21). Budget passes for Cinnaminson Fire Department. The Sun Newspapers. https://thesunpapers.com/2020/02/21/budget-passes-for-cinnaminson-fire-department/

[65] New Jersey Department of Transportation. (2021, November 26). NJ Crossing Guard Inventory: SHSP Other Vulnerable Road Users Task 5.A.1.a – Draft Final Report. https://www.njcrossingguards.org/wp-content/uploads/2024/04/OVRU_PriorityAction_5.A.1.a_reduced.pdf

08

ISSUES

**Chapter 08:
Issues**

LACK OF DIVERSE HOUSING OPTIONS AND LOCAL BUSINESSES

The River LINE corridor—including Riverton, Cinnaminson, and Palmyra—faces a range of interconnected challenges that hinder its potential as a vibrant, inclusive, and resilient community. A lack of diverse housing options and inclusive local businesses restricts access to affordable living and economic opportunity. At the same time, concerns about traffic safety, rail incidents, and insufficient pedestrian and bike infrastructure create barriers to safe, active transportation. Inadequate streetscape amenities and growing climate risks—from flooding to heat vulnerability—further threaten the health, accessibility, and long-term sustainability of the region. Together, these issues highlight the urgent need for coordinated investment and planning to ensure the corridor meets the evolving needs of its residents.
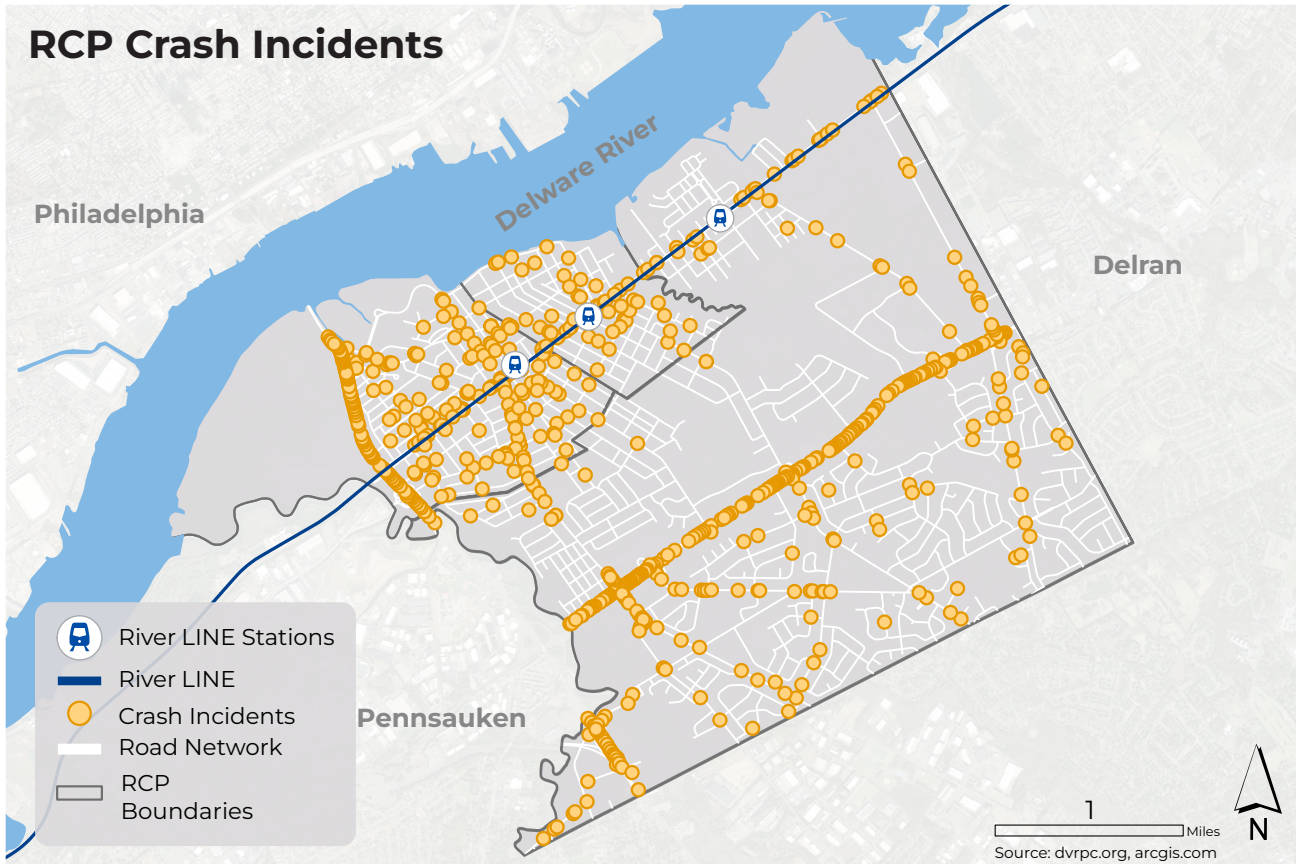
The River LINE corridor faces a significant housing challenge, with 82% of housing units in Riverton, Cinnaminson, and Palmyra being single-family homes. This lack of housing diversity limits options for renters, first-time homebuyers, and residents seeking more adaptable living spaces, such as for aging populations or smaller households. The region's housing stock is also dominated by older, mid-century homes, and there is a noticeable absence of affordable or multifamily housing, further exacerbating the housing accessibility issue.

Additionally, the corridor faces significant challenges in supporting a diverse local economy. Notably, there are currently minimal women-, Black-, Hispanic-, or veteran-owned businesses operating along the River LINE in Riverton, Cinnaminson, or Palmyra. This lack of representation highlights barriers to inclusive entrepreneurship. Furthermore, the region faces challenges in access to essential services, including grocery stores and medical facilities, which affects the convenience and well-being of residents. The absence of these services, along with a shortage of commercial variety and available storefronts in walkable, transit-accessible areas, stifles economic opportunity and limits local investment and innovation.

TRAFFIC & RAIL SAFETY ISSUES

Between 2014 and 2022 there were 5,200 crash incidents in the study area, mostly along dangerous arterials like Route 130. The severity of this issue is apparent in the presence of crossing guards stationed at several points along Broad St to ensure pedestrian safety, especially that of school age children.

RCP Crash Incidents

River LINE Stations
River LINE
Crash Incidents
Road Network
RCP Boundaries

Source: dvrpc.org, arcgis.com

[66] *Shuler, Aziza and Bill Seiders. (2024, October 22.) New Jersey residents express safety concerns after 2 recent fatal accidents on NJ Transit's River Line. CBS News. https://www.cbsnews.com/philadelphia/news/nj-transit-river-line-safety-meeting/*

[67] *Compendio, Chris. (2024, October 15.) Family of NJ Transit Operator Killed in River Line Train Crash Plans to File Wrongful Death Lawsuit. Philly Voice. https://www.phillyvoice.com/nj-transit-crash-river-line-jessica-haley-lawsuit/*

RIVERLINE SAFETY

In 2024 there were two River LINE related fatalities[66]. In August 2024, the train hit a teen who was trying to get to a soccer scrimmage in Palmyra. In October 2024, a River LINE operator, was killed in a crash in a nearby township as she tried to stop the train from hitting a tree that had fallen onto the tracks. These deaths shocked the nearby communities and have heightened residents' concerns about safety.

The operator's family has said that train conductors had complained for years about safety on the portion of the track where she was killed – there had been a history of other downed trees and debris falling on the tracks[67]. This statement reveals some of the ongoing issues the River LINE has faced, which put both passengers and operators at risk. It also suggests that NJ Transit has been slow to respond to operators' concerns.

POOR PEDESTRIAN AND BIKE INFRASTRUCTURE

Riverton's historic core shows what a walkable streetscape can look like—narrow streets, buildings close to the sidewalk, plenty of shade and lighting. But outside of a few pockets like this, much of the corridor is dominated by wide roads, large parking lots, and missing sidewalks. In many areas, there is little shade, few places to sit, and no signage or wayfinding. Walkable areas are not entirely absent, but they are fragmented, which is not conducive to a pedestrian network. On top of that, with virtually nonexistent biking infrastructure, it is difficult for residents to get around safely and comfortably without a car.

INADEQUATE STREETSCAPE INFRASTRUCTURE

From our site visit observations, many sections of the River LINE corridor are noticeably under-equipped with basic pedestrian amenities such as benches, shaded areas, trash receptacles, and adequate lighting. These seemingly minor features play a critical role in shaping the overall experience of public spaces. Without them, walking becomes less comfortable and can even feel unsafe, particularly for older adults, families with children, and individuals with mobility challenges. As a result, residents and visitors may feel compelled to drive even short distances, undermining efforts to promote active transportation and reduce car dependency. Enhancing these pedestrian-friendly features is essential for encouraging healthier, more sustainable travel behaviors and for creating a welcoming, inclusive environment along the corridor.

CLIMATE RISKS

The study area faces real environmental risks. About a third of the area lies within the 500-year floodplain. At the same time, Palmyra and Cinnaminson have high heat vulnerability, made worse by low tree canopy in many neighborhoods. Climate change is already making both flooding and extreme heat more frequent and severe, and many streets and homes are not equipped to handle it. In the past heavy flooding has also caused River LINE delays and cancellations.

09

OPPORTUNITIES

Chapter 09: Opportunities

Despite the challenges facing the River LINE corridor, the region is also rich with opportunity. Existing assets such as Riverton's historic Main Street, Palmyra's concentration of small businesses, and the corridor's proximity to major cities like Philadelphia, Camden, and Trenton offer a strong foundation for future development. Mixed-use infill projects, strategic reinvestment in commercial areas, and improvements to public space can help revitalize the corridor while expanding housing and economic opportunities. At the same time, shared governance structures and a strong sense of community across the Triboro area provide a collaborative framework for advancing equitable, connected, and sustainable growth.

INTEGRATION OF NEW DEVELOPMENT

Supporting existing and encouraging potential additional mixed-use developments presents an opportunity to address both housing and economic needs by integrating residential units above or alongside commercial spaces. Building off existing developments, these vacant spaces—such as parking lots, undeveloped land, or aging single-story buildings—offers an opportunity to activate public spaces, increase ridership, and provide diverse housing options near River LINE stations. Encouraging higher-density, mixed-use buildings can also make more efficient use of land and infrastructure while reducing barriers to accessing daily needs.

LIVELY COMMERCIAL CORRIDOR

Riverton features a charming and walkable commercial core along its historic Main Street, with several locally owned businesses and a pavilion that serves as an active public space. This district exemplifies how historic design, and public investment can support a vibrant, pedestrian-friendly commercial center. Meanwhile, Palmyra has the largest number of businesses along the corridor, many of them small and locally owned, situated directly along the River LINE—highlighting the corridor's potential as a hub for local shopping and services. In contrast, Cinnaminson's commercial presence along the corridor is more limited, with fewer local businesses concentrated along major roads and lacking a cohesive pedestrian-oriented center.

While these existing commercial assets provide a valuable foundation, challenges remain. Persistent vacancies, unstable tenancy, and limited visibility—especially in areas like Cinnaminson—continue to threaten the long-term vitality of local businesses. Strengthening these commercial districts will require targeted investments in supporting diverse business ownership, enhancing the pedestrian environment, and expanding nearby housing options to boost foot traffic and local demand.

Riverton

Palmyra

Cinnaminson

COLLABORATIVE LOCAL GOVERNMENTS

The three governments frequently collaborate to provide certain shared services in addition to Emergency Medical Services, as well as fire coverage and training. This foundation of inter-governance can be an anchor in addressing the shared concerns along the corridor.

SHARED HISTORY & STRONG COMMUNITY BONDS

The Tri-Boro area's shared history—dating back to when all three towns were part of Cinnaminson Township—along with their overlapping civic and social organizations, highlights the deep community ties that persist despite separate municipal governments. These towns are interconnected by shared interests, mutual investment in each other's success, and a collective heritage shaped by the railroad. This unity creates a broader, more cohesive constituency to address River LINE-related concerns and opportunities. It also enhances the region's appeal to outside visitors, reinforcing the value of coordinated infrastructure improvements, which would benefit all Tri-Boro residents.

PROXIMITY TO PHILLY, CAMDEN, AND TRENTON

The Tri-Boro area's location places it in a uniquely advantageous position between three major urban centers—Philadelphia, Camden, and Trenton. This proximity offers significant potential for economic development and regional connectivity. With direct transit access to Trenton and Camden on the River LINE, the area can attract residents seeking a small-town atmosphere with urban job opportunities, as well as businesses looking to serve both local and urban markets. Additionally, the ability to tap into the cultural, educational, and employment resources of nearby cities enhances the area's livability and appeal. Strategic planning that leverages this geographic advantage can transform Riverton, Palmyra, and Cinnaminson into a thriving, well-connected hub of transit-oriented growth.

GOALS

10

- **Goal 1**
  Create equitable, affordable, and accessible housing, local business opportunities, and essential amenities.

- **Goal 2**
  Create a safer and more connected corridor by improving traffic safety and enhancing mobility for all users

- **Goal 3**
  Design human-scaled streets and landscapes to create a more walkable, welcoming, and vibrant corridor

- **Goal 4**
  Develop resilient infrastructure to ensure the corridor can withstand environmental and disruptive challenges.

Chapter 10: Goals

Grounded in the community's values and informed by present-day challenges and opportunities, these four goals outline a shared vision for the future of the River LINE corridor. Together, they serve as a framework to guide equitable development, improve safety and mobility, enhance the public realm, and build climate resilience. Each goal highlights a key area of focus—ranging from affordable housing and walkability to infrastructure modernization—and is supported by strategies aimed at ensuring that future investments uplift current residents, foster long-term sustainability, and create a more connected, welcoming, and prosperous corridor for all.

GOAL 1

Create equitable, affordable, and accessible housing, local business opportunities, and essential amenities.

Creating a more equitable and inclusive River LINE corridor by expanding affordable housing, supporting local businesses, and enhancing public amenities to meet the needs of all residents acknowledges the need to align development with community needs, mitigate displacement, provide equitable access to essential amenities, and preserve the social and cultural fabric of the region. It emphasizes strategies that foster economic opportunity, ensure housing stability, and cultivate neighborhood vitality, while protecting residents from the pressures of gentrification. The future section will key objectives and supporting strategies to advance a vision of long-term, inclusive growth that benefits both current and future residents, ensuring that prosperity is shared across the entire community.

GOAL 2

Create a safer and more connected corridor by improving traffic safety and enhancing mobility for all users.

Creating a safer and more connected corridor recognizes the need for a multimodal transportation system that is safe, efficient, and accessible, supporting a high-quality travel experience for everyone. It acknowledges the importance of addressing infrastructure gaps, reducing safety risks, and strengthening connections to ensure a transportation network that prioritizes safety, connectivity, and accessibility for all users, including pedestrians, cyclists, drivers, and transit riders. By rethinking the design and function of streets and intersections, this goal seeks to create an environment where people feel secure and empowered to choose sustainable modes of travel, contributing to healthier, more active, and more connected communities.

GOAL 3

Design human-scaled streets and landscapes to create a more walkable, welcoming, and vibrant corridor.

This goal emphasizes reimagining streets, public spaces, and signage as more than just infrastructure—as essential components of a people-centered environment that fosters community life, encourages social interaction, and supports everyday use beyond transportation. It acknowledges the importance of creating public spaces that invite gathering, streetscapes that prioritize pedestrian comfort, and visual elements that strengthen wayfinding and corridor identity, all contributing to a more livable and engaging place for all users. By weaving beauty, accessibility, and function into the streetscape, this goal envisions a corridor that celebrates human experience and invites people to linger, connect, and enjoy shared spaces.

GOAL 4

Develop resilient infrastructure to ensure the corridor can withstand environmental and disruptive challenges.

This goal acknowledges the urgent need to modernize aging infrastructure, reduce vulnerability to flooding and urban heat, and enhance the overall durability of transportation systems and the built environment. Recent events, such as the 100-year flood that shut down the River LINE in Palmyra in 2021, highlight the stakes. By investing in adaptable, climate-resilient infrastructure, this goal supports a sustainable future that protects the corridor's function, safety, and long-term viability. It calls for proactive strategies that not only address current vulnerabilities but also prepare the corridor to meet future challenges, safeguarding essential services and community well-being in the face of environmental risks.
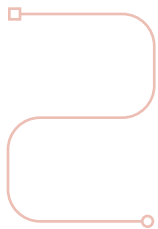
RECOMMENDATIONS AND STRATEGIES

**Chapter 11:
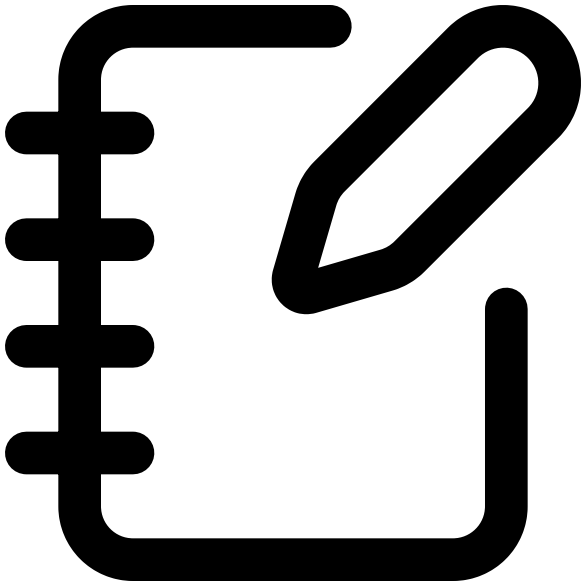Recommendations and
Strategies**

RECOMMENDATIONS PROCESS

Each of the recommendations and strategies in this plan have been guided by a framework focused on feasibility, impact, and alignment with community needs. Specifically, our approach prioritized the following principles:
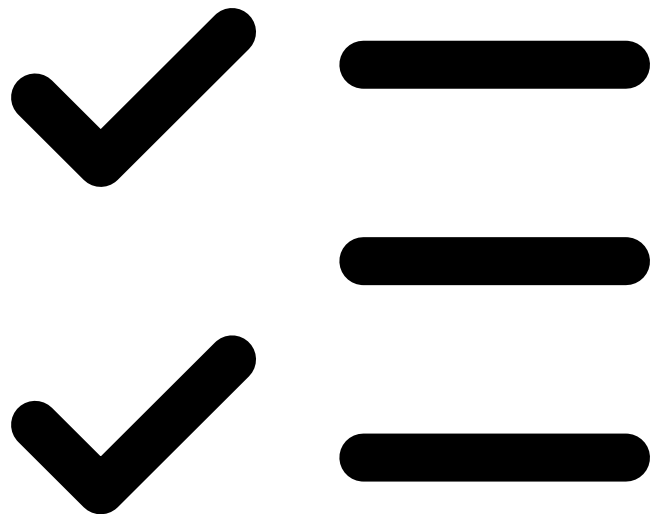
Realistic

Recommendations should be achievable within local capacity, recognizing the financial, staffing, and institutional resources available. Proposals are aligned with existing funding streams, ongoing initiatives, and near- to medium-term implementation timelines and cost to ensure they could move from plan to action without requiring major new sources of funding or governance changes.

Equitable

Equity is at the heart of the process, ensuring that recommendations deliver tangible benefits to historically underserved groups along the corridor. We prioritized actions that support renters, low-income households, pedestrians, transit riders, and small business owners — those most vulnerable to displacement or exclusion from economic growth — have been prioritized.

Actionable

Interventions must translate directly into clear next steps, whether through zoning changes, targeted public realm investments, street infrastructure improvements, or coordinated policy adjustments. This avoids abstract ideas and instead proposes concrete strategies that stakeholders can implement through existing tools and processes.

Responsive

All recommendations are grounded in a thorough analysis of current conditions, challenges, and opportunities across the corridor. Basing proposals on existing data, field observations, stakeholder input, and community priorities ensures that each recommendation responds directly to the realities and needs of the area, rather than applying generic solutions.

RECOMMENDATIONS OVERVIEW

The following recommendations outline key strategies for enhancing the River LINE corridor. Each recommendation focuses on creating a more sustainable, equitable, and accessible community. These strategies are designed to align with both the current needs and future aspirations of the corridor, ensuring long-term benefits for residents and businesses alike.

Recommendation 1: Incentivize the development and preservation of dense and diverse housing and successful local business types

Strategy 1

Establish a Transit-Oriented Development (TOD) zoning overlay district

Strategy 2

Support a Corridor-Wide Housing Stabilization Policy Group

Strategy 3

Create a small business resource hub

Promote affordable and transit-connected housing, while supporting local businesses to strengthen economic resilience and ensure accessibility for all.

Recommendation 2: Enhance and Increase Access to Essential Resources, Services, and Amenities.

Strategy 1

Promote existing amenities to ensure equitable access

Improve access to parks, grocery stores, healthcare, and other essential services to reduce reliance on cars and enhance community equity.

Recommendation 3: Implement policies and infrastructure improvements to enhance traffic safety, mobility, and accessibility

Strategy 1

Expand the bike and pedestrian network

Strategy 2

Establish a Vision Zero Task Force

Strategy 3

Initiate a public transit rideshares program

Focus on improving pedestrian and cyclist infrastructure and ensuring policies support safe, seamless mobility across the corridor

Recommendation 4: Develop a comprehensive streetscape plan for complete streets along the corridor

Strategy 1

Prioritize pedestrian streetscape interventions

Strategy 2

Develop a Unified Signage and Wayfinding System

Design streets that prioritize safety, greenery, and accessibility to create vibrant public spaces that encourage community engagement.

HOW TO READ OUR STRATEGIES

RELEVANT GOALS

Goals addressed by each strategy

Goal 1: Promote Equitable Development

Goal 2: Increase Safety and Mobility

Goal 3: Create Human Scaled Streets

Goal 4: Develop Resilient Infrastructure

TIMELINE (APPROXIMATE)

Short: Within 0–2 years

Mid: 2–5 years

Long: 5+ years

COST (APPROXIMATE)

Low: Under $500,000

Medium: $500,000–$2 million

High: Over $2 million

PARTNERS

Potential key stakeholders needed for planning and implementation.

RECOMMENDATION 1

Incentivize the development and preservation of dense and diverse housing and successful local business types

1 Establish a Transit-Oriented Development (TOD) zoning overlay district to incentivize development of dense and various housing types

2 Support the Creation of a Corridor-Wide Housing Stabilization Policy Group to Preserve Affordability and Prevent Displacement

3 Create a small business resource hub to provide technical assistance and outreach for inclusive

STRATEGY 1

Establishing a Transit-Oriented Development (TOD) Zoning Overlay District

Goals Met	Goal 1, Goal 4
Timeline	Short to Medium Term (1–3 years)
Cost	Low to Medium
Funding Sources	Local planning budgets, state TOD grants, HUD/DOT programs

Establishing a Transit-Oriented Development (TOD) zoning overlay district can incentivize developers to build a diverse range of housing types — including townhomes, duplexes, apartments, and accessory dwelling units (ADUs) — near transit stations. In exchange for increased height or density allowances, developers would be required to provide a portion of units that are affordable or meet specific criteria for mixed-income housing. This approach helps create more vibrant, walkable communities with better access to transit, reducing reliance on cars and encouraging sustainable growth. TOD zoning can also promote mixed-use development by encouraging first-floor retail or commercial spaces, activating the streetscape and supporting local businesses. By concentrating development around transit hubs, this strategy helps alleviate housing shortages while promoting inclusive and equitable growth — especially for lower-income households, seniors, and younger residents. It ensures that as neighborhoods grow, they remain accessible and affordable to current residents while welcoming new ones.

CASE STUDY

Rosslyn-Ballston Corridor, Arlington, Virginia[68] : Arlington transformed its Rosslyn-Ballston corridor over decades by strategically focusing high-density, mixed-use development around five Metrorail stations using sector plans and zoning incentives. This approach successfully created a vibrant, walkable urban environment with significant residential and commercial growth, high transit ridership, and integrated affordable housing policies, all while preserving adjacent single-family neighborhoods.

[68] *Arlington County Government. (n.d.). Rosslyn-Ballston Corridor. Retrieved May 6, 2025, from https://www.arlingtonva.us/Government/Projects/Planning/Smart-Growth/Rosslyn-Ballston-Corridor*

STRATEGY 2

Establish a Corridor-Wide Housing Stabilization Policy Group

Goals Met	Goal 1
Timeline	Short to Medium Term (1–3 years)
Cost	Low to Medium
Partners	Municipal governments, housing advocates, county officials
Funding Sources	State housing grants, local funds, philanthropic foundations

Forming a River LINE Corridor or countywide housing stabilization policy group brings together stakeholders to develop, coordinate, and advocate for anti-displacement policies across Riverton, Palmyra, and Cinnaminson. This coalition would bring together local governments, housing advocates, and county officials to explore tools like rent stabilization ordinances, property tax circuit breakers, right-to-return policies, and inclusionary zoning. A unified approach can help preserve affordability for existing residents—especially near stations where future growth is likely—and ensure that revitalization efforts do not accelerate displacement or gentrification.

CASE STUDY

The Ramsey County Housing Court Clinic is a collaborative service in Ramsey County, Minnesota: The Second Judicial District, Ramsey County government, legal aid providers (such as Southern Minnesota Regional Legal Services and Volunteer Lawyers Network), the Dispute Resolution Center, and community organizations have partnered to prevent evictions and promote housing stability for tenants. Through integrating on-site support services within the housing court during initial appearance hearings, the clinic offers direct access to free legal advice, mediation, and emergency financial assistance to help resolve landlord-tenant disputes and prevent homelessness, particularly for residents vulnerable to displacement.

STRATEGY 3

Create A Small Business Resource Hub To Provide Technical Assistance and Outreach For Inclusive Business Development

Goals Met	Goal 1
Timeline	Short to Medium Term (1–3 years)
Cost	Medium
Funding Sources	County agencies, chambers of commerce, business support organizations

Since each borough—Palmyra, Riverton, and Cinnaminson—has its own economic development committee, this initiative could be structured as a joint venture. Building on the Burlington County Commissioners' and Burlington County Bridge Commission's launch of the new Burlington County Small Business Workshop Series, which offers seminars on marketing tools, business planning, and QuickBooks, a corridor-specific business resource hub could extend and localize these efforts. The hub would provide targeted technical assistance to both new and existing small businesses along the River LINE, offering services such as one-on-one mentoring, legal support, and help with licensing and grant writing.

In addition to training and business services, the initiative should incorporate coordinated research into the causes of business turnover and vacancies along the corridor, conducted in partnership with county agencies. Central to this approach would be in-person outreach to business owners and landlords to ensure equitable access to resources and to collect ground-level insights into the barriers faced by local entrepreneurs.

CASE STUDY

Beloved Community Incubator (BCI), Washington DC, is a community-focused non-profit organization, operates as a vital hub for fostering equitable entrepreneurship and the growth of community-rooted small businesses. It provides comprehensive entrepreneurial education, personalized business coaching, pathways to funding, and essential technical assistance, with a profound commitment to empowering entrepreneurs from historically marginalized communities to build sustainable livelihoods and generate local wealth. Through collaborative partnerships with local economic development agencies, community financial institutions, and neighborhood-based organizations, BCI conducts community-centered outreach and delivers tailored support services to both aspiring and established small business owners, demonstrating an impactful model for cultivating inclusive local economies, nurturing resilient small businesses, and dismantling systemic barriers to economic participation and opportunity.

STRATEGY 4

Promote Existing Amenities

Goals Met	Goal 1, Goal 3
Timeline	Short Term (within 1 year)
Cost	
Partners	Municipalities, community centers, parks departments
Funding Sources	Local budgets, community outreach grants

To improve access to existing amenities, we propose creating a centralized list of available resources across the region. This list will be made available on the websites of each municipality, local offices, and other community platforms to ensure that residents have easy access to information about nearby parks, libraries, community centers, and more. In addition to providing a comprehensive resource directory, local events and activities hosted by these amenities will be actively promoted through these platforms. This strategy aims to increase visibility, encourage engagement, and ensure that residents are well-informed about the services and opportunities available to them in their own communities.

CASE STUDY

NYC311 and NYC Language Gateway, New York City, New York : New York City utilizes NYC311 as a centralized online and phone portal for comprehensive information and service requests regarding city amenities like parks, libraries, and community centers, actively promoting their use. Coupled with the NYC Language Gateway, which ensures information is accessible in many languages, this strategy significantly boosts awareness and engagement with existing local resources for all residents.

STRATEGY 5

Develop New Amenities

Goals Met	Goal 1, Goal 3, Goal 4
Timeline	Medium to Long Term (2–5 years)
Cost	
Partners	Private developers, healthcare providers, grocers, municipalities
Funding Sources	Public-private partnerships, state infrastructure grants, Tax Credit

Along with the existing amenities, there is a clear need for additional services to support the growing population and improve residents' quality of life. Notably, there are gaps in essential services such as grocery stores, medical facilities, and other daily necessities. To address these gaps, we should prioritize the development of new amenities that meet the needs of the community, especially those linked to the growing demand from our transit-oriented development (TOD) efforts. This could include a mix of retail, healthcare, and community-based services that not only cater to residents but also attract newcomers to the area. Developing these amenities, will ensure that the corridor is self-sufficient, accessible, and appealing to both existing and future residents.

CASE STUDY

J's Grocery – Clarksdale, Mississippi[69]: J's Grocery, the only Black-owned supermarket in Clarksdale, Mississippi, has reopened after a year-long renovation with a major new focus: fresh produce. Located in the Brickyard neighborhood of this majority-Black town, the store's transformation is a community-driven effort to combat food insecurity and revive local, healthy food access. The initiative was made possible through partnerships with local farmers, non-profit Partnership for a Healthier America (PHA), Rootswell, pharmaceutical company Novo Nordisk, and other organizations. The store's relaunch featured community celebrations, including music, live art, and cooking demos, and residents received produce vouchers.

[69] Walker, A. R. (2025, May 6). 'Food is medicine': Mississippi grocery store revitalizes its majority-Black town with fresh produce. The Guardian. https://www.theguardian.com/us-news/2025/may/06/mississippi-fresh-food-groceries-access

RECOMMENDATION 2

Implement policies and infrastructure improvements to enhance traffic safety, mobility, and accessibility

1 Expand the bike and pedestrian network to promote multimodal travel, improve connectivity between local destinations, support first and last mile travel from River LINE stations, and reduce car dependency.

2 Establish a Vision Zero Task Force to work toward eliminating traffic deaths and serious injuries.

3 Create better public transit and ride share connections to increase affordable mobility options.
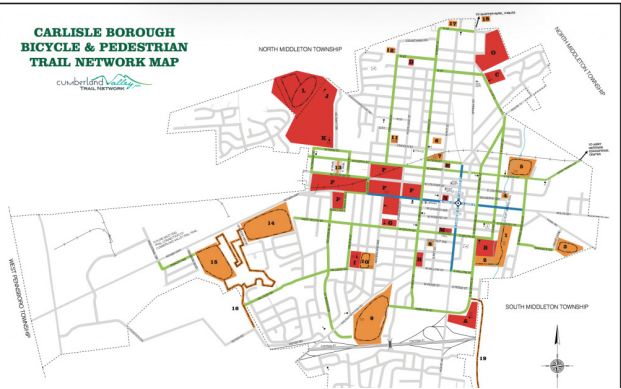
STRATEGY 1

Expand The Bike and Pedestrian Network

Goals Met	Goal 2, 3, 4
Timeline	Mid to long
Cost	High
Partners	NJDOT, municipalities, DVRPC
Funding Sources	New Jersey Bike and Walk Coalition, Burlington County, NJDOT

The corridor's streets are largely designed around cars, but residents, of course, still walk and bike. Expanding the pedestrian network and creating a bike network will improve safety and encourage active transportation. Improvements could include filling sidewalk gaps, adding crosswalks and curb ramps, and starting to create a bicycle network, beginning

CARLISLE BOROUGH BICYCLE & PEDESTRIAN TRAIL NETWORK MAP

CASE STUDY

Case study – Carlisle, PA[70]: While putting in bike lanes is a major undertaking, especially for smaller suburbs, places like Carlisle in central PA show that it's possible and doable. They published a map in 2018 showing their 15-mile completed bike and pedestrian trail network. The blue segments indicate on street bicycle lanes. This shows that even smaller towns can do bike planning, even if it begins with just one segment.

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[70] https://www.carlislepa.org/parks___recreation/bike_and_pedestrian_trail_network.php

STRATEGY 2

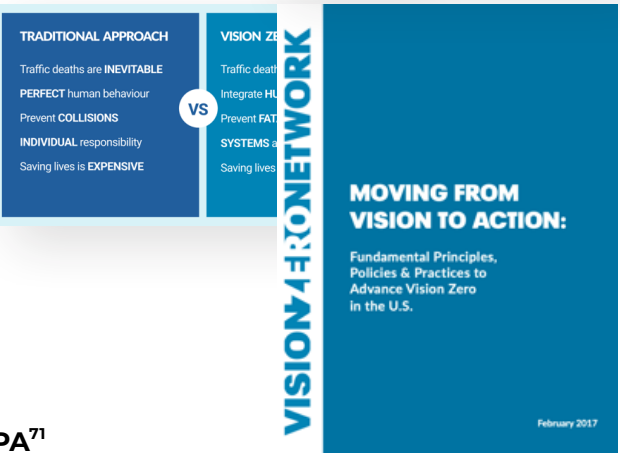### Establish a Vision Zero Task

Goals Met	Goal 2, 4
Timeline	Short term
Cost	Low to Medium
Partners	Municipal governments, schools, police departments, Vision
Funding Sources	Municipal governments, police departments, Burlington County, NJDOT

Establishing a Vision Zero Task Force would bring together stakeholders from each municipality to develop a shared plan for eliminating traffic deaths and serious injuries. This group could work toward the following measures:

Implement Rail Safety Enhancements

Improving rail safety is critical to ensure the safety of pedestrians, riders, and operators. Last year NJ Transit committed to a $19 million plan "to fund repairs, new vehicles, install fencing and hire more staff, among other improvements." To keep pedestrians safe along the River LINE corridor, the task force could work with NJ Transit to monitor and provide feedback on these projects.

CASE STUDY

Automated Speed Enforcement – Philadelphia, PA[71]
ASE has proven to be very effective in Philadelphia, where automated speed cameras were first used since 2020 on Roosevelt Boulevard, the city's most dangerous road. Since the time the state legislature permitted the pilot program it has "reduced speeding violations on the corridor by 95% and pedestrian-involved crashes have been reduced by 50%." Due to its success, the state has authorized the city to expand the program to five additional corridors with high rates of speeding and pedestrian-related crashes.

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[71] (2024, May 31.) City Releases Report on Automated Speed Enforcement Expansion; Key Corridors include State Routes 611,13. City of Philadelphia. https://www.phila.gov/2024-05-31-city-releases-report-on-automated-speed-enforcement-expansion-key-corridors-include-state-routes-611-13/

2

Launch School-Based Transportation Safety and Mobility Education Programs

Transportation safety education is important to encourage young people to develop safe habits early. During our field trip, we observed children hanging from the rail safety barrier as it lowered—treating it like a game and appearing cool in from of its friends. Drawing inspiration from Philadelphia's Safe Routes Philly curriculum for grades K–5, we believe in fostering a culture of traffic safety and respect for multimodal transportation from a young age. We'll teach them kids that crossing the road safely is what's truly cool.

3

Lobby to Remove NJ state regulation on Automated Speed Reduction Measures

We recommend evaluating and adjusting existing bus routes to better connect Burlington Pike with the River LINE corridor, strengthening access to both local amenities and regional transit networks. Together, these improvements aim to reduce car dependency while making it easier for residents to access jobs, services, and everyday needs.

We also support introducing a public, low-cost rideshare service —a flexible, demand-responsive service designed to connect neighborhoods with key transit stops like the River LINE and major local destinations. This approach provides an affordable option for residents who may live far from fixed route stops or have limited mobility options.

STRATEGY 3

Public Transit Rideshares

Goals Met	Goal 2, 3
Timeline	Long
Cost	Medium to high
Partners	NJ Transit, Federal Railroad Administration, Vision Zero Task Force
Funding Sources	Transit Technology Companies, municipal governments

Access to public transit is essential for ensuring mobility and equity along the corridor. We recommend evaluating and adjusting existing bus routes to better connect Burlington Pike with the River LINE corridor, strengthening access to both local amenities and regional transit networks. Together, these improvements aim to reduce car dependency while making it easier for residents to access jobs, services, and everyday needs. We also support introducing a public, low-cost rideshare service —a flexible, demand-responsive service designed to connect neighborhoods with key transit stops like the River LINE and major local destinations. This approach provides an affordable option for residents who may live far from fixed route stops or have limited mobility options.

CASE STUDY

Camden Loop - Camden, NJ

This service could be modeled after The Camden Loop shuttle service, which was launched by Camden Community Partnership and tech startup, Via, which demonstrates how targeted microtransit can enhance urban mobility. Using $2 on-demand rides in 7-seater vans, the service connects Camden residents and visitors to key transit hubs like the Walter Rand Transportation Center and PATCO stations, as well as to local businesses, jobs, schools, and healthcare. In 2023, it provided 46,000 rides—averaging 130 per day. The program was so successful, they had to get additional new drivers and vehicles just to meet the demand. Camden Loop provides an example of how to fill service gaps and strengthen connections across RCP.

[72] *(2024, July.) Camden Loop Celebrates One Year of Transformative Affordable On-Demand Transit. Camden Community Partnership. https://camdencommunitypartnership.com/camden-loop-celebrates-one-year-of-transformative-affordable-on-demand-transit/*

RECOMMENDATION 3

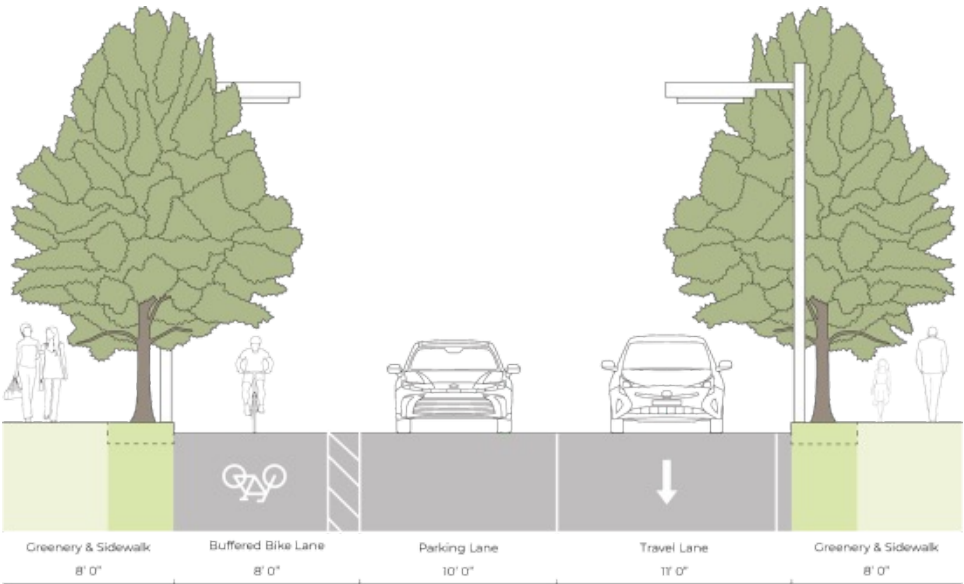## Develop a comprehensive streetscape plan for complete streets along the corridor

Creating a more walkable, accessible, and connected River LINE corridor requires a coordinated approach to streetscape design. Riverton, Cinnaminson, and Palmyra currently exhibit inconsistent pedestrian infrastructure, limited signage, and underutilized public space. To address these gaps, we recommend a comprehensive streetscape plan guided by complete streets principles—designing roads and public spaces that are safe, legible, and inviting for all users regardless of age, ability, or mode of travel.

This recommendation emphasizes multimodal mobility, equitable access, and public realm improvements that support neighborhood vitality and corridor-wide cohesion. With a particular focus on transit station areas, this plan can help integrate transportation, placemaking, and safety goals while elevating the shared identity of the RCP region.

STRATEGY 1

Enhance Pedestrian and Multimodal Infrastructure

Many River LINE stations are underutilized due to poor pedestrian connections and limited amenities. Streetscape enhancements should be concentrated in these areas to improve accessibility and encourage greater use. Placemaking interventions—such as lighting, benches, art, and green infrastructure—can activate these public edges and make transit feel safer and more welcoming. This strategy supports **Goals 2, 3, and 4**, requires a **3–5-year implementation timeline**, and comes with a medium cost estimate. It will require strong coordination with NJ Transit, NJ Bike & Walk Coalition, and the New Jersey Division of Disability Services (DDS) to ensure accessibility and safety standards are met for all users.

This rendered perspective of a redesigned station block shows how integrated landscape elements, seating, and active travel infrastructure (like protected bike lanes) can transform station areas into vibrant, multi-use environments. The proximity of greenery and human-scaled furnishings supports both comfort and climate resilience.

| Greenery & Sidewalk 8' 0" | Buffered Bike Lane 8' 0" | Parking Lane 10' 0" | Travel Lane 11' 0" | Greenery & Sidewalk 8' 0" |

This street section illustrates the spatial hierarchy of a multimodal corridor, with protected bike lanes, street trees, and generous pedestrian zones. It exemplifies how spatial allocation can support diverse mobility options while creating a pleasant public realm.

STRATEGY 2

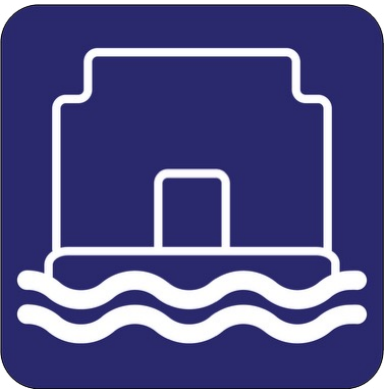### Develop Unified Wayfinding and Signage

An essential component of a successful streetscape strategy is the development of a unified signage and wayfinding system that promotes visual cohesion, supports navigation, and reflects the unique identity of the RCP corridor. Current signage is inconsistent or absent in many areas, leaving both residents and visitors without clear direction or cues about nearby destinations, multimodal connections, or civic landmarks.

To address this, we recommend implementing a signage program that standardizes wayfinding across all three municipalities while allowing for site-specific customization that highlights local assets. This system would include clearly marked pedestrian and bicycle routes, transit access points, parking locations, and major destinations like parks, retail hubs, and community facilities.

The proposed iconography shown here represents two examples of localized signage elements that could be incorporated into this system.

These icons not only assist with navigation but help instill a sense of place by visually celebrating key landmarks. Integrated into a broader palette of signage types—such as kiosks, pole markers, ground pavers, and transit stop panels—these icons support placemaking and corridor-wide legibility. When deployed consistently, this system can improve pedestrian confidence, encourage tourism, and support wayfinding for all modes of travel.

This strategy is a "quick win" that can be implemented in tandem with streetscape upgrades. It is expected to take approximately **3 years**, with an estimated cost of **$250,000–$500,000**. It supports Goal 3 (strengthening shared identity) and would benefit from collaboration with NJDOT, NJ Transit, and DVRPC, particularly where corridor branding and multimodal transportation planning overlap.

Riverton Yacht Club Sign: A stylized symbol of a building on water, this icon can guide users to the historic waterfront and reinforce Riverton's deep connection to the Delaware River and its recreational assets.

Tacony-Palmyra Bridge Sign: This archway graphic evokes the iconic bridge connecting Palmyra to Philadelphia and can help identify access routes to regional connections while anchoring Palmyra's place within the broader metropolitan context.

RECOMMENDATION 4

Create Small Business Resource Hub

To prepare the RCP corridor for climate-related challenges, we recommend a coordinated strategy that strengthens both existing infrastructure and long-term municipal planning. Climate change is already affecting communities through more frequent storms, extreme heat, and flooding—especially in areas with aging utilities and limited green infrastructure. A forward-looking approach to resilient infrastructure can mitigate risks, reduce long-term maintenance costs, and improve safety and quality of life for residents across Riverton, Cinnaminson, and Palmyra. This recommendation outlines a phased path for implementation through asset inventorying, design upgrades, and proactive maintenance, with clear opportunities for regional collaboration and external funding.
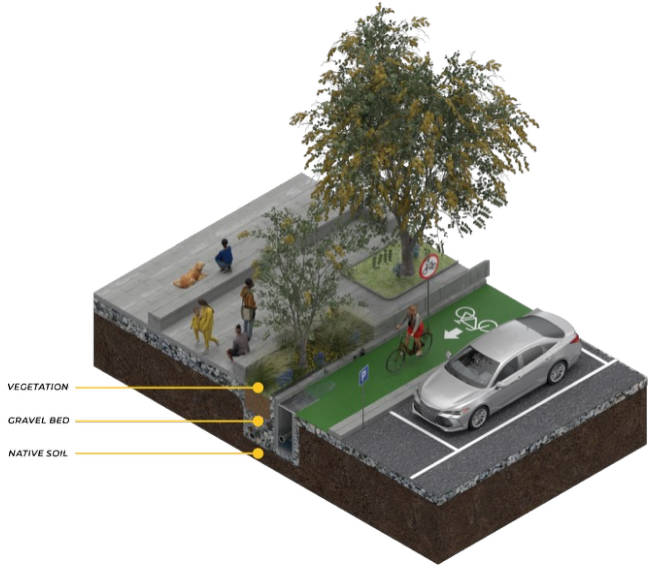
RECOMMENDATION 4

STRATEGY 1

Create a Strategic Resilient Infrastructure Plan

STRATEGY 1

STEP 1

Based on the results of the asset inventory, targeted upgrades should be pursued to ensure that public infrastructure can withstand changing environmental conditions. Building on the foundation of the strategic infrastructure plan, this strategy focuses on the physical upgrades necessary to prepare the RCP corridor for future environmental conditions. Municipalities should begin implementing targeted improvements such as modernizing outdated drainage and stormwater systems, repaving roads using heat-resilient materials, and introducing green stormwater infrastructure—like bioswales, rain gardens, and permeable paving—in vulnerable areas.
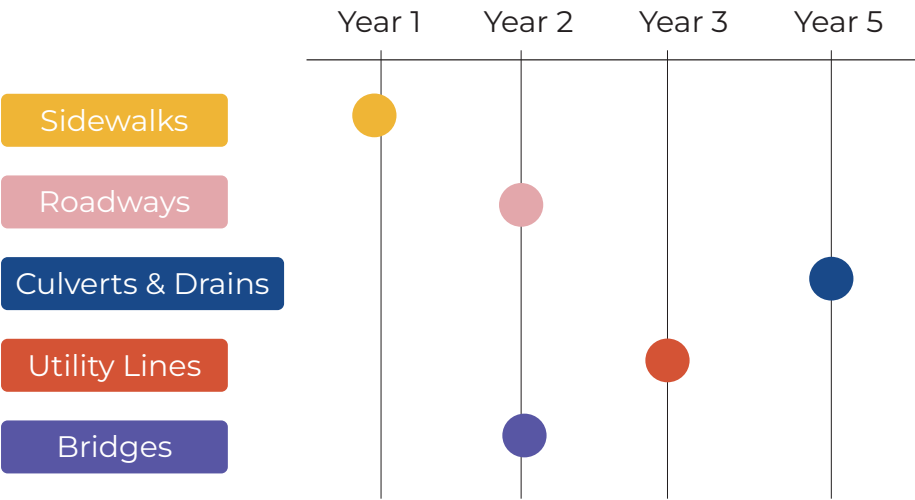

VEGETATION
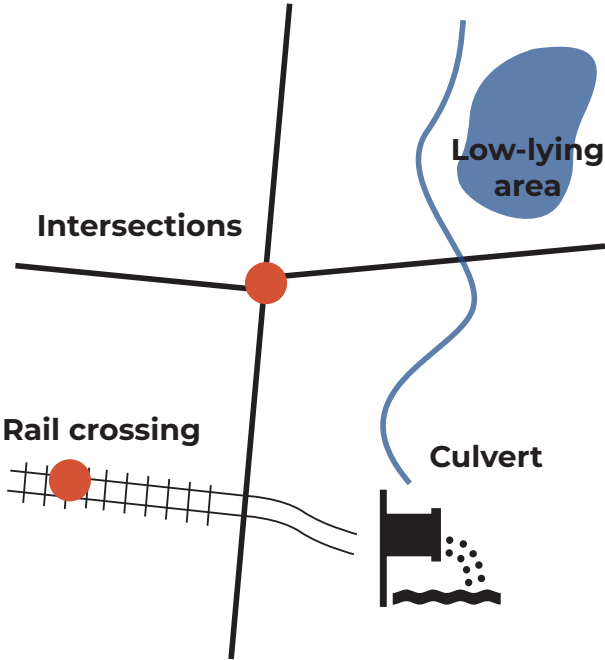GRAVEL BED
NATIVE SOIL

STRATEGY 1

STEP 2

This strategy advances **Goals 2, 3, and 4** by improving safety, promoting sustainability, and coordinating capital investments across jurisdictions. It is expected to follow a mid- to long-term timeline, with medium to high-cost implications depending on the scale of upgrades. Recommended partners for implementation include **NJDEP, DVRPC, municipal public works departments, and local utilities**, all of whom play essential roles in funding, oversight, and technical delivery of resilient infrastructure systems.

This rendering demonstrates how pedestrian space, vegetation, and below-ground drainage systems can work together to manage stormwater runoff, enhance comfort, and support climate resilience along the River LINE corridor.

Infrastructure Monitoring Schedule

Key Infrastructure Vulnerabilities

12

IMPLEMENTATION, FUNDING, AND PHASING

**Chapter 12:
Implementation, Funding,
and Phasing**

COORDINATE FUNDING ACROSS RCP

Many of our proposals are joint projects amongst all three municipalities. To secure necessary funding, we propose a cross-municipality development team to pursue investment opportunities for larger, joint projects. Members should be appointed by the local governments and could include municipal staff and community members. This team could align grant applications across RCP to receive larger, more competitive awards. It could also plan for funding based on project phasing and priorities

COMMUNITY ENGAGEMENT IS KEY TO USEFUL RECOMMENDATIONS

Though our planning process didn't involve community engagement, it is of course critical to carry out any of the strategies we have described. Some measures could include asset mapping exercises, visioning sessions, youth and resident led events, and community oversight bodies.

HOW TO TRACK PROGRESS AND EVALUATE IMPACT

Project evaluation is important for public transparency and to ensure that programs are serving their intended goals. These can come in the form of regular progress reports, having set performance metrics, frequent communication to the public, and creating avenues for feedback.

PHASED TIMELINE OF IMPLEMENTATION

A Gantt-style timeline chart with years 2025 through 2035 and 2040+ across the top, and the following rows:

- 1.1 Create TOD Overlay
- 1.2 Form Housing Stabilization Group
- 1.3 Establish Business Resource Hub
- 1.4 Promote Equitable Amenity Access
- 2.1 Expand Bike/Ped Network
- 2.2 Create Vision Zero Task Force
- 2.3 Improve Transit and Ridershare Links
- 3.1 Enhance Pedestrian Streetscape
- 3.2 Create Unified Signage System
- 4.1 Develop Resilient Infrastructure Plan

13 CONCLUSION

Conclusion

For years, Riverton, Cinnaminson, and Palmyra have been bound together by a shared history, interconnected governments, overlapping communities, and their prime location along the River LINE. Their collective strength lies in vibrant civic life, effective local leadership, a diverse business landscape, and access to major urban centers like Philadelphia, Camden, and Trenton. At the same time, they face common challenges—from traffic and rail safety concerns to gaps in housing diversity and insufficient transportation infrastructure.

The River LINE corridor represents a powerful, yet underutilized, asset. It has the potential to unify these communities more effectively, as well as drive economic growth and support transit-oriented development. With coordinated planning and strategic investment, the corridor can grow into a vehicle for connectivity and opportunity. We hope this plan and its proposed strategies lay the groundwork for that transformation, and for the shared future of RCP.