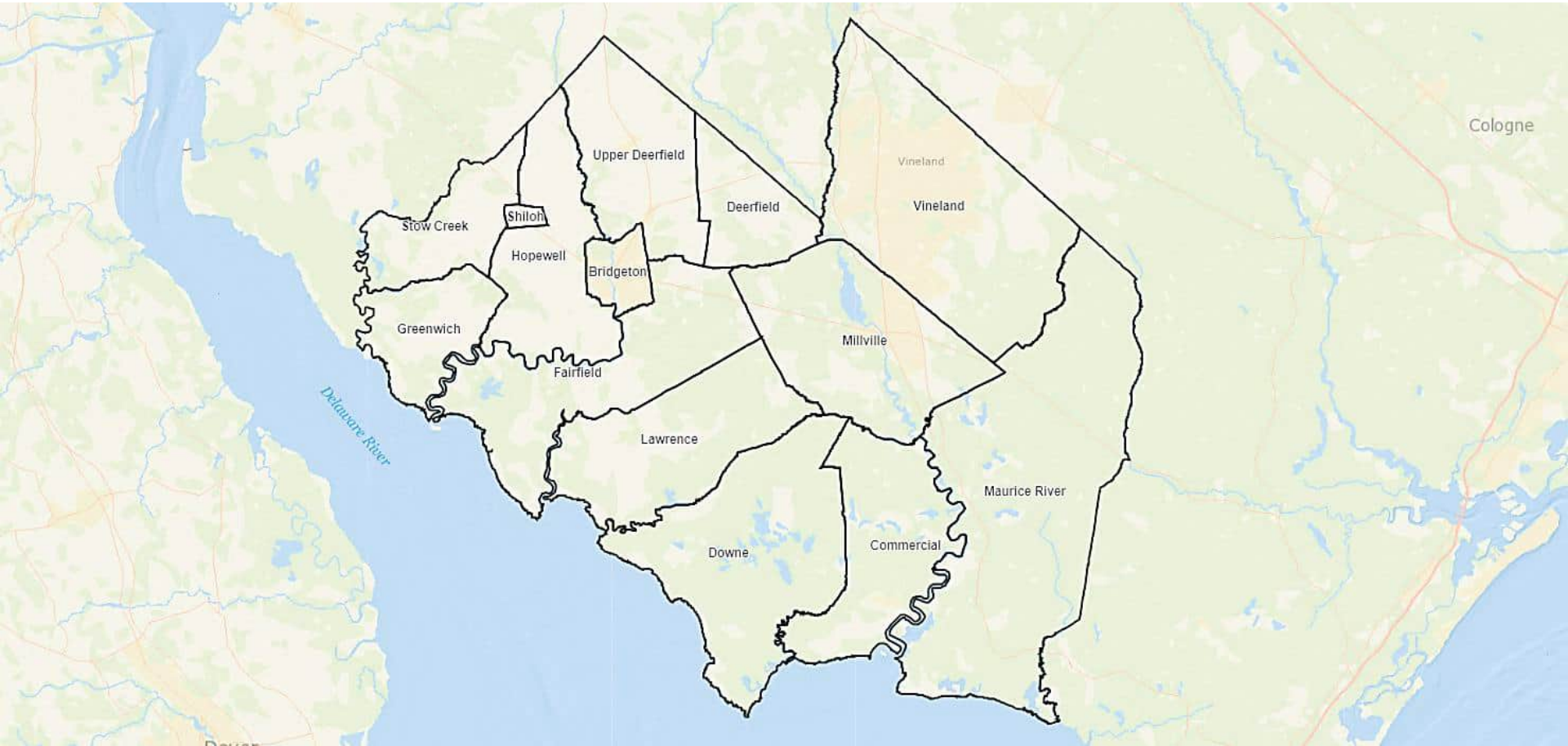




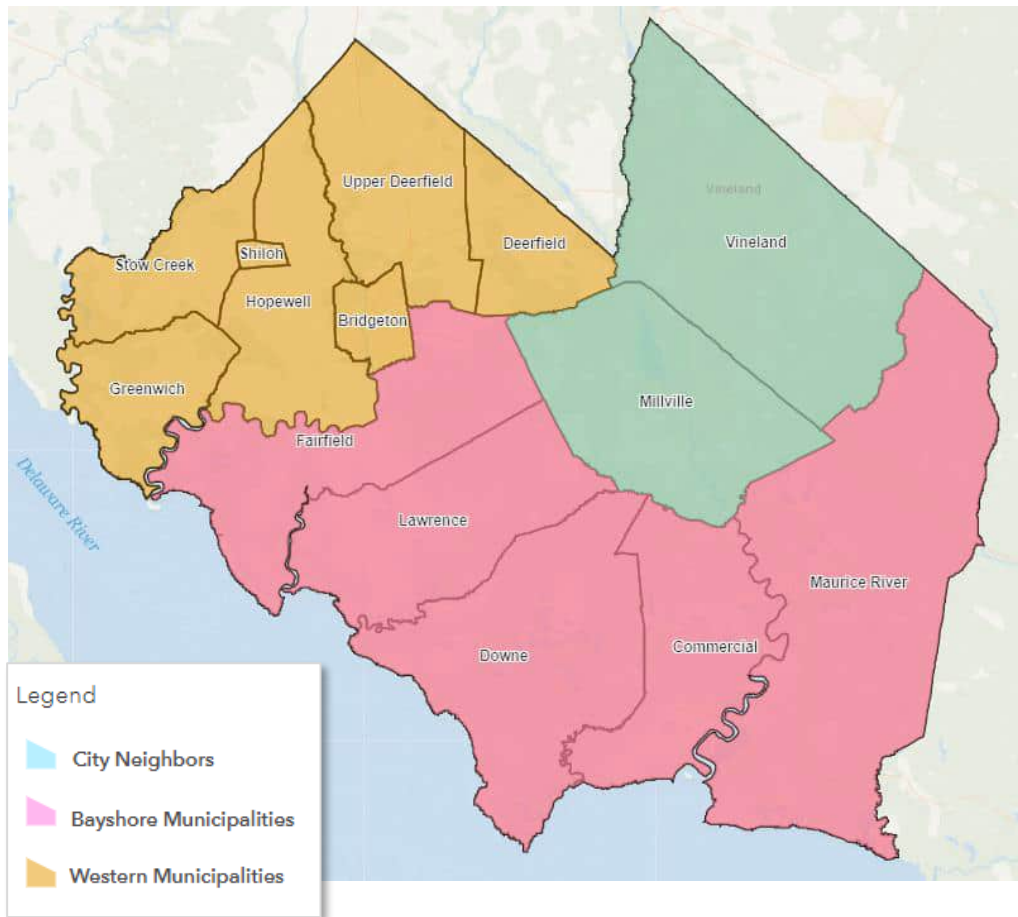
Economic & Real Estate Analysis Summarizing Land-Use Trends for Cumberland County 2012-2021 June 30, 2022



EXECUTIVE SUMMARY

Project Overview

4ward Planning reviewed relevant documents, including past market analyses and county level planning studies, and analyzed GIS tax assessment data provided for Cumberland County. 4ward Planning performed a trend analysis at the county and municipal level, concerning parcels by land use type (residential, commercial, and industrial), real property values (includes land and improvements to land), and local property tax revenues (includes local school district and municipal taxes) spanning from 2012 to 2021. Trend analysis is presented in both tabular and chart form along with a summary of key findings.



Based on the foregoing analysis, location of existing transportation infrastructure within the county, as well as projected macro level trends, 4ward Planning developed short summaries on the potential influence these factors will have on the county's future economy.

The map to the left presents the 14 municipalities in Cumberland County grouped by the three groupings presented in this report:

- City Neighbors,
- Bayshore Municipalities and
- Western Municipalities.

Anomalous Data Trends

In certain municipalities examined, there are what appear to be contradictory data points, such as a decrease in the total assessed value of property over a ten-year period with a corresponding increase in real property tax revenues. In other instances, the number of parcels in a particular land-use class (e.g., commercial) has increased over the 10-year period, but the assessed value for the land-use class has decreased.

While it is beyond the scope of this study to identify the underlying reason(s) for such anomalous observations, presented below are a few plausible causes:

Millville City

Issue: From 2012 to 2021, the city of Millville realized a 22.1 million decrease in total assessed value while seeing its real property tax revenue increase by \$4.5 million during the same period

Plausible Cause: It is first important to note that the \$22.1 million in decrease in assessed value over the 10-year period represents approximately 1.4-percent of the city's total assessed value (a quite small fraction). One plausible explanation is simply inflation adjusted increases in real property tax rates, such that over the 10-year period, the increase in property tax revenues on existing property exceeded the decrease in tax revenues associated with the decline in assessed value (which amounts to only 1.4 percent of the 2021 assessed valuation).

Upper Deerfield Township

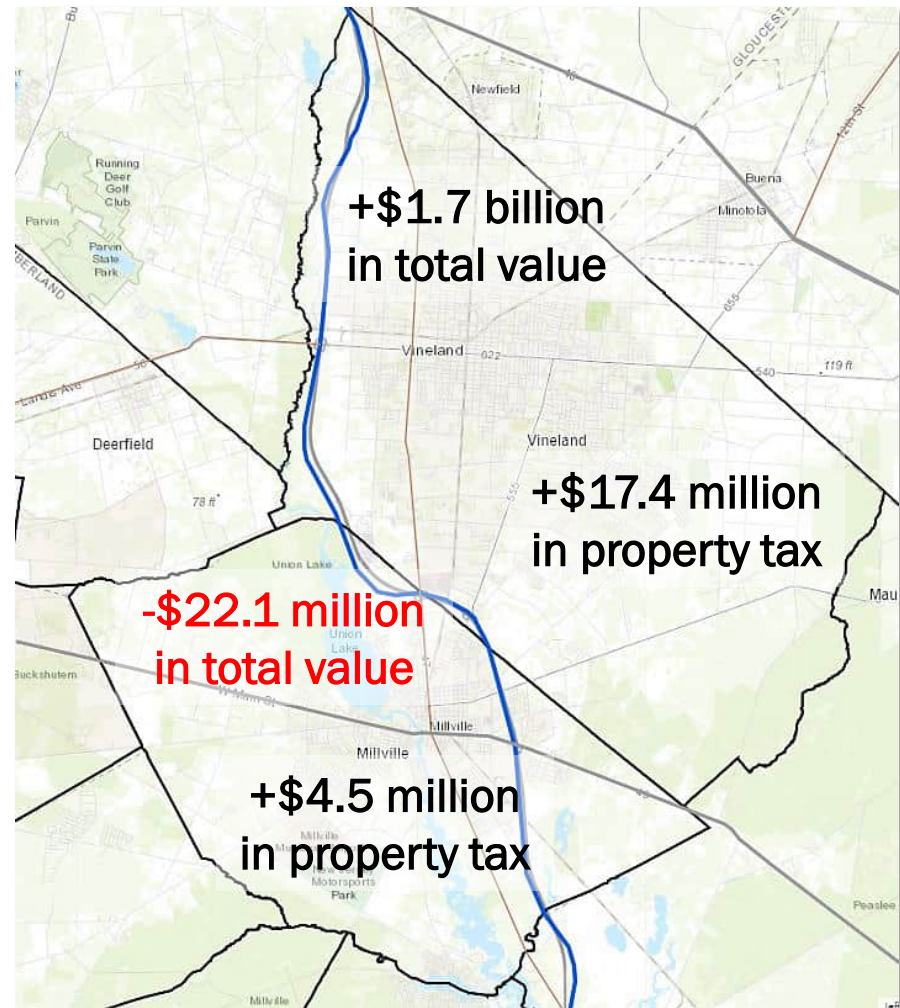
Issue: From 2012 to 2021, Upper Deerfield increased the number of commercial parcels by four but lost more than \$7.43 million in commercial assessed value during the same time period.

Plausible Cause: If a commercial property's rental income decreases due to market conditions, its assessed value is also likely to drop (tax appeals are meant to recognize such a decrease in rental revenue.) Such decreases in commercial properties are now common among office buildings and retail shopping centers.

Key Takeaways: City Neighbors

Vineland and Millville are neighboring population centers with the greatest positive property tax revenue change.

- **Vineland:** Located in the northernmost portion of the county with access to major road arterials, the city of Vineland is the second largest municipality in land area with the largest population (59,494 residents). From 2012 to 2021, Vineland had the greatest total value change across all land uses (nearly \$1.7 billion) and greatest total local property tax revenue increase (\$17.4 million).
- **Millville:** Located just south of Vineland, the city of Millville is the second largest municipality in terms of population (26,970 residents) and also has major arterial roadway access. In contrast to Vineland, Millville had the greatest decrease in total value change among the county's municipalities (-\$22.1 million) between 2012 and 2021, largely driven by negative residential and industrial real property value change. Notwithstanding decreasing value, Millville saw the second greatest local property tax revenue increase (\$4.5 million) over the same period.¹



¹ There are several possible reasons for the anomalous occurrence of a decline in Millville's total assessed value simultaneous to an increase in its property tax revenues from 2012 to 2021. One plausible explanation is inflation adjusted increases in real property tax rates, such that over the 10-year period, the increase in property tax revenues on existing property exceeded the decrease in tax revenues associated with the decline in assessed value (Note: the assessed value decline amounts to only 1.4 percent of the 2021 assessed valuation).

Key Takeaways: Western Municipalities

The County's Western municipalities experienced strong **positive** total real property value change, largely driven by residential real property value changes

- **Bridgeton:** Located inland along the Cohansey River, the City of Bridgeton has some flood hazards located along the river and its tributaries. The city has major arterial road access (NJ Route 49 and NJ Route 77/Pearl Street). The city has the highest population density and the third largest population (24,205 residents) among county municipalities. Between 2012 and 2021, Bridgeton had the second highest total real property value increase (\$122.3 million), with the value of residential parcels (including apartments) representing 70 percent of this increase.
- **Hopewell:** Located next to Bridgeton, Hopewell Township has state highway access via New Jersey Route 49. The township is one of several in the county where there are no industrial uses present. Between 2012 and 2021, Hopewell had the third highest total real property value increase in the county (\$64.2 million), largely driven by a strong positive residential real property value increase of \$48.6 million.
- **Stow Creek:** Located in the western portion of the county, Stow Creek Township also has highway access via New Jersey State Route 49. Between 2012 and 2021, Stow Creek had the fourth highest total real property value increase among county municipalities (\$19.6 million), largely driven by strong positive residential value change (\$17.8 million).
- **Greenwich:** Located along the Delaware Bay, between 2012 and 2021, Greenwich had the fifth highest total real property value increase among county municipalities (\$10.1 million), while commercial real property value declined by \$364,000 over this period.

Note: Agricultural land parcels and associated values are exclusive of industrial land parcels and values.

Key Takeaways: All Municipalities

- **Deerfield:** Located in the northern portion of the county, Deerfield Township has major road access via New Jersey State Route 56. Between 2012 and 2021, Deerfield had the sixth highest total real property value increase among county municipalities (\$4.0 million), notwithstanding industrial real property value decreasing by nearly \$2.6 million.

*These Western municipalities experienced **negative** total value change.*

- **Upper Deerfield:** Located in the northern portion of the county, Upper Deerfield Township has major road access via New Jersey State Routes 56 and 77. While Upper Deerfield experienced positive real property value change among industrial properties between 2012 and 2021 (\$7.9 million), the township's overall negative value change (-\$67,000) was driven by a negative commercial real property value change of \$7.4 million
- **Shiloh:** Located along New Jersey State Route 49, the borough of Shiloh has both the smallest land area and population (560 residents) in Cumberland County. Like a few other of Cumberland County's municipalities, there are no industrial uses present. Between 2012 and 2021, Shiloh had the fourth highest negative total value decrease among county municipalities (just under a one million dollars) with both negative residential (\$776,000) and commercial (\$233,300) real property value change.

*Only one Bayshore municipality experienced weak **positive** total value change.*

- **Fairfield:** Located along the Delaware Bay just south of Bridgeton, Fairfield has major roadway access via County Route 553 and no industrial parcels. While Fairfield had positive overall real property value change between 2012 and 2021 (\$385,900), commercial real property value declined during this period by \$68,000.

Note: Agricultural land parcels and associated values are exclusive of industrial land parcels and values.

Key Takeaways: Bayshore Municipalities

Bayshore municipalities saw strong negative residential value changes.

- **Maurice River:** While the Maurice River Township is the largest municipality by land area. Between 2012 and 2021, Maurice River had the seventh highest total real property value increase among county municipalities (\$2.4 million). The township has the distinction of being the only municipality in the county where residential real property value decreased over the 2012 to 2021 period (-\$7.9 million) while commercial and industrial real property values increased (\$0.8 million and \$9.5 million, respectively) over the same period.
- **Lawrence:** Located along the Delaware Bay, just southwest of Millville, the township has major roadway accessibility via County Route 553. Approximately 93 percent of the total decline (-\$9.3 million) in the township's real property value from 2012 to 2021 was as a result of the \$9.1 million decline in residential real property value. Commercial real property value increased by \$1.3 million and industrial value declined by approximately \$2.0 million.
- **Commercial:** Located along the Delaware Bay and the Maurice River, the township is one of three municipalities in the county where all three of its major real property categories decreased in value from 2012 to 2021, with residential real property value (-\$14.5 million) representing 90 percent of the decrease in that timeframe.
- **Downe:** Located along the Delaware Bay in the northwestern most portion of the county, Down Township realized decreases in its residential and commercial real property values from 2012 to 2021 with approximately 92 percent of the decrease (-\$19.3 million) attributable to the residential sector.

Note: Agricultural land parcels and associated values are exclusive of industrial land parcels and values.

Key Takeaways: Economic Takeaways

The following macros factors will influence the county's future growth.

- **Near-term housing demand will be driven by Millennials and Baby Boomers.** As the Millennial population (persons currently between 25 and 40 years), nationally, increasingly enters peak years for starting families, demand for affordable starter homes will remain strong over the next decade. Conversely as the Baby Boomer population (persons currently between 57 and 75 years) ages, these households are increasingly deciding to either downsize and move to limited maintenance and single-level housing (read: multi-family housing), or simply age in place in their existing home. The trend is intensifying pandemic home-inventory shortages and price increases, frustrating younger buyers who typically lack the savings to purchase most housing that comes to market. The growing popularity of teleworking and decreased need to commute will likely prompt some people to move from urban areas to suburban and rural areas like Cumberland County in search of more space and less expensive housing; this trend could revive the fortunes of those Cumberland County municipalities which saw significant decreases in their residential real property values since 2012.
- **Population growth expected to be strongest in Bridgeton, Vineland, or Millville where there are clusters of younger residents and jobs.** Population density and job growth drive consumer demand for goods and services, which support local businesses and economic growth. While there was positive population growth in Cumberland County from 2001 to 2011 (due to positive net natural population growth and migration), the county's population began declining in 2012, due to declines in births and increases in deaths, partially driven by the aging Baby Boomer population. Population growth in the county will likely continue to be strongest in places with clusters of younger residents and employment opportunities.

Key Takeaways: Economic Takeaways

The following macros factors will influence the county's future growth.

- **E-commerce warehousing space depend will be limited to the Route 55 corridor.** Even before the Covid-19 pandemic, ecommerce was increasingly competing with traditional brick and mortar shopping centers; which was increasing demand for large industrially zoned parcels to accommodate the growing demand for ecommerce warehousing space. Rail freight service is offered throughout the county by both Conrail and the Winchester & Western Short Line Railroad. Highway access to the county and region is provided by NJ Route 55 – a four-lane limited access highway (drivers must use ramps at designated points in order to get on or off the highway) and a host of regional state arteries. While the County's close proximity to Philadelphia and its strategic location in the New York to Washington corridor is a significant strength, the county's ability to capture demand for ecommerce warehousing space will be limited to areas along NJ Route 55 where there is access to regional roadways, which serve as the main conduits for commerce and commuting.
- **Coastal communities will continue to decline due to extreme weather events caused by climate change.** Almost one fifth of the County is tidal wetlands adjoining the Delaware Bay, which forms the County's southern border. Cumberland is divided north to south by two waterways, the Cohansey River and the Maurice River, as well as crisscrossed with numerous smaller streams. Given recent negative residential value change from 2012 to 2021 among many Bayshore municipalities, future development potential in these communities will likely be negatively impacted due to increasing extreme weather events caused by climate change and the threat of rising water.

Key Findings: Summary

Location	Location Advantage /Disadvantage	Major Findings
Vineland	<ul style="list-style-type: none"> Limited, highway, and major road access Second largest area by square miles Largest population 	<ul style="list-style-type: none"> Greatest positive total value change across all land uses Greatest total local property tax revenue change
Bridgeton	<ul style="list-style-type: none"> Highway and major road access Third largest population 	<ul style="list-style-type: none"> Second highest total value change per square mile Greatest per square mile tax change
Hopewell	<ul style="list-style-type: none"> Highway access 	<ul style="list-style-type: none"> No industrial presence Positive residential and commercial value change
Stow Creek	<ul style="list-style-type: none"> Third smallest population 	<ul style="list-style-type: none"> No industrial presence Third greatest positive residential value change per capita and positive commercial total value change.
Greenwich	<ul style="list-style-type: none"> No major road access Coastal township with major floor hazards Second smallest population 	<ul style="list-style-type: none"> No industrial presence Positive residential value change but negative commercial change Greatest per capita tax change
Deerfield	<ul style="list-style-type: none"> Major road access 	<ul style="list-style-type: none"> Positive residential and commercial value change but negative industrial change
Maurice River	<ul style="list-style-type: none"> Largest area by square miles Limited and highway road access Coastal township with major floor hazards 	<ul style="list-style-type: none"> Positive commercial and industrial value change but negative residential change.
Fairfield	<ul style="list-style-type: none"> Major road access Coastal township with major floor hazards 	<ul style="list-style-type: none"> No industrial presence Positive residential but negative commercial and industrial change
Upper Deerfield	<ul style="list-style-type: none"> Major road access 	<ul style="list-style-type: none"> Positive industrial value change but negative residential and comm. Second greatest per capita tax change
Shiloh	<ul style="list-style-type: none"> Highway access Smallest area by square miles Smallest population 	<ul style="list-style-type: none"> No industrial presence Negative total value change for both residential and commercial
Lawrence	<ul style="list-style-type: none"> Major road access Coastal township with major floor hazards 	<ul style="list-style-type: none"> Positive commercial value change but negative residential and industrial change.
Commercial	<ul style="list-style-type: none"> Major road access Coastal township with major floor hazards 	<ul style="list-style-type: none"> Negative total value change across all land uses
Downe	<ul style="list-style-type: none"> Major road access Coastal township with major floor hazards 	<ul style="list-style-type: none"> No industrial presence Second greatest negative total value change across res. and comm.
Millville	<ul style="list-style-type: none"> Limited, highway, and major road access Second largest population 	<ul style="list-style-type: none"> Positive commercial value change but negative residential change Greatest negative total value change across all land uses Second greatest total local property tax revenue change

Parcel Number and Property Value Change, 2012-2021

The table below compares total parcel number and value change by land use (residential, commercial, and industrial properties) from 2012 to 2021 across Cumberland County all municipalities. For example, from 2012 to 2021, the number of residential parcels in the city of Vineland increased by 400, while the total real property value (includes assessed land and building values) for all residential properties increased by \$1.1 billion. Residential values and parcels is inclusive of apartment values (these values are excluded from the commercial category).

Municipality	Parcel Number Change, 2012-2021			Property Value Change, 2012-2021			
	Residential	Commercial	Industrial	Residential	Commercial	Industrial	Total
Vineland	402	(8)	11	\$1,132,760,900	\$411,871,100	\$129,369,700	\$1,674,001,700
Bridgeton	(28)	(62)	(1)	\$86,023,200	\$22,282,100	\$14,027,800	\$122,333,100
Hopewell	13	(2)	-	\$48,625,100	\$15,596,600	-	\$64,221,700
Stow Creek	12	2	-	\$17,847,500	\$1,744,100	-	\$19,591,600
Greenwich	(4)	(1)	-	\$10,473,700	-\$364,000	-	\$10,109,700
Deerfield	16	(1)	-	\$5,040,200	\$1,543,600	-\$2,557,900	\$4,025,900
Maurice River	22	(5)	11	-\$7,902,900	\$821,900	\$9,511,300	\$2,430,300
Fairfield	(9)	(5)	-	\$453,900	-\$68,000	-	\$385,900
Upper Deerfield	(64)	4	1	-\$547,300	-\$7,431,600	\$7,911,900	-\$67,000
Shiloh	(1)	(2)	-	-\$776,000	-\$223,300	-	-\$999,300
Lawrence	(40)	1	-	-\$9,111,200	\$1,273,300	-\$1,975,000	-\$9,812,900
Commercial	(46)	(5)	(3)	-\$14,494,800	-\$1,120,500	-\$570,700	-\$16,186,000
Downe	(51)	(28)	-	-\$19,337,600	-\$1,695,800	-	-\$21,033,400
Millville	(20)	(11)	4	-\$16,762,300	\$9,181,500	-\$14,558,900	-\$22,139,700

Normalized Parcel and Value Change, 2012-2021

Since municipalities vary widely by population and land size, real property values were normalized by both population and square milage (in other words divided by population or square milage) to make them more comparable across municipalities and meaningful for analysis purposes. The table below compares total real property value change by land use (residential, commercial, and industrial) from 2012 to 2021 across all municipalities in Cumberland County, normalized by population and square milage. For example, from 2012 to 2021, the value of residential parcels in the city of Vineland increased by \$19,040 per capita (based on Esri's 2021 population estimate) and nearly \$24.5 million per square mile.

Town	Real Property Value Change per 2021 Population				Real Property Value Change per Square Mile			
	Residential	Commercial	Industrial	Total	Residential	Commercial	Industrial	Total
Vineland	\$19,040	\$6,923	\$2,174	\$28,137	\$16,555,209	\$6,019,463	\$1,890,728	\$24,465,400
Bridgeton	\$3,554	\$921	\$580	\$5,054	\$13,921,862	\$3,606,101	\$2,270,238	\$19,798,201
Hopewell	\$10,910	\$3,499	\$0	\$14,409	\$1,627,746	\$522,103	\$0	\$2,149,849
Stow Creek	\$13,593	\$1,328	\$0	\$14,921	\$974,612	\$95,241	\$0	\$1,069,854
Greenwich	\$13,691	-\$476	\$0	\$13,215	\$587,349	-\$20,413	\$0	\$566,936
Deerfield	\$1,623	\$497	-\$824	\$1,296	\$300,692	\$92,089	-\$152,601	\$240,180
Maurice River	-\$1,111	\$116	\$1,337	\$342	-\$84,872	\$8,827	\$102,146	\$26,100
Fairfield	\$81	-\$12	\$0	\$69	\$11,001	-\$1,648	\$0	\$9,353
Upper Deerfield	-\$75	-\$1,012	\$1,078	-\$9	-\$17,600	-\$238,981	\$254,427	-\$2,155
Lawrence	-\$2,795	\$391	-\$606	-\$3,010	-\$246,785	\$34,488	-\$53,495	-\$265,791
Downe	-\$12,452	-\$1,092	\$0	-\$13,544	-\$398,457	-\$34,942	\$0	-\$433,399
Commercial	-\$2,827	-\$219	-\$111	-\$3,156	-\$451,125	-\$34,874	-\$17,762	-\$503,761
Millville	-\$621	\$340	-\$540	-\$821	-\$399,079	\$218,594	-\$346,620	-\$527,104
Shiloh	-\$1,386	-\$399	\$0	-\$1,784	-\$642,556	-\$184,900	\$0	-\$827,456

Total School and Municipal Tax Revenue Change, 2012-2021

The table below compares total local real property tax revenue change (includes local school district and municipal taxes) from 2012 to 2021 across municipalities in Cumberland County. For example, from 2012 to 2021, total local property tax revenue in the city of Vineland increased by approximately \$17.4 million, an increase of 35.5 percent.

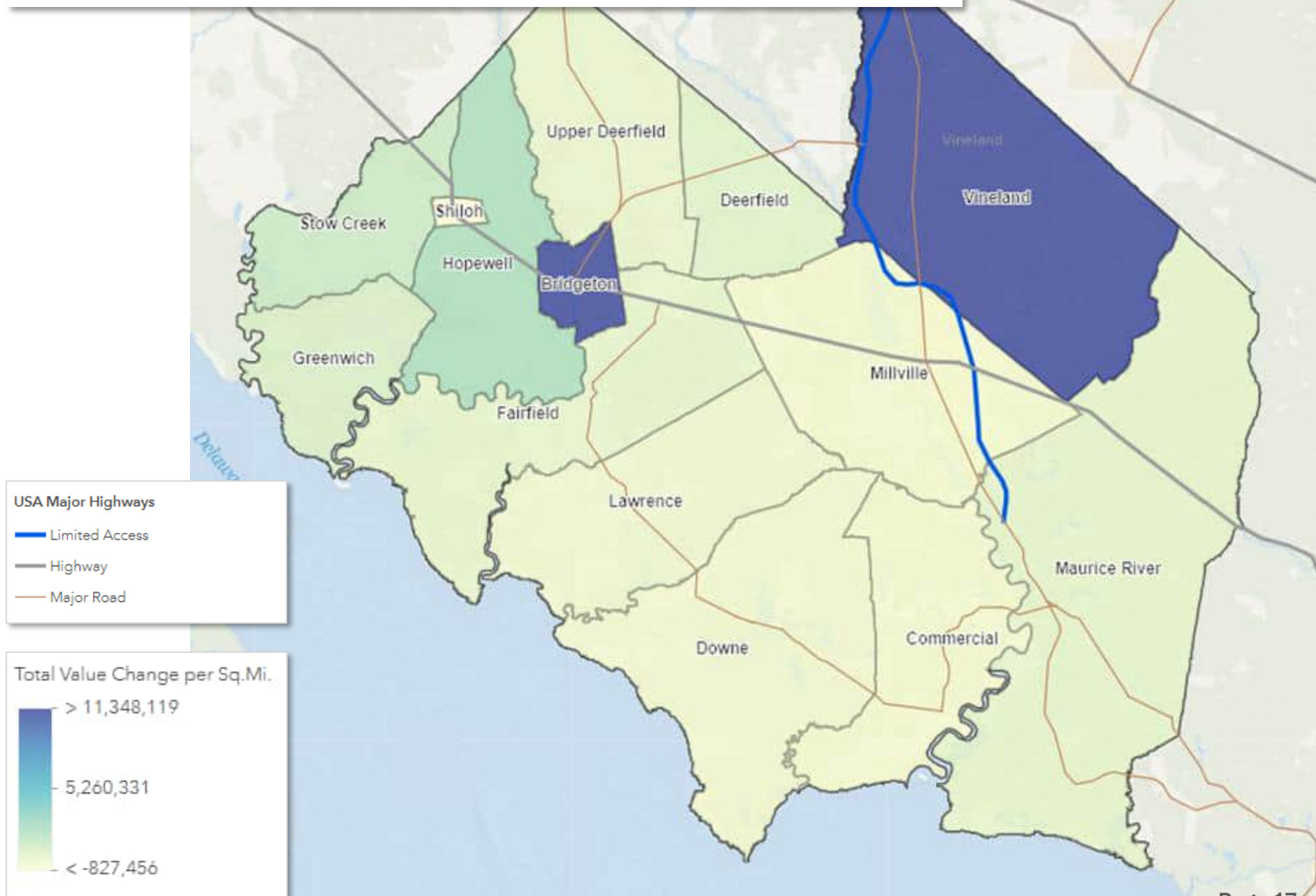
Town	Total Local School and Municipal Taxes		Tax Change, 2012-2021	
	2012	2021	Total Tax Change	Percent Change
Vineland	\$48,945,457	\$66,307,252	\$17,361,795	35.5%
Upper Deerfield	\$9,754,397	\$13,033,374	\$3,278,977	33.6%
Deerfield	\$3,561,633	\$4,677,879	\$1,116,245	31.3%
Stow Creek	\$1,646,321	\$2,092,845	\$446,524	27.1%
Shiloh	\$482,715	\$607,809	\$125,094	25.9%
Downe	\$1,644,480	\$2,041,871	\$397,391	24.2%
Maurice River	\$3,861,343	\$4,508,119	\$646,776	16.8%
Bridgeton	\$15,001,891	\$17,435,680	\$2,433,789	16.2%
Millville	\$29,252,633	\$33,784,492	\$4,531,859	15.5%
Commercial	\$3,554,100	\$3,867,960	\$313,860	8.8%
Fairfield	\$49,758,050	\$50,685,018	\$926,969	1.9%
Hopewell	\$89,998,014	\$90,919,675	\$921,661	1.0%
Greenwich	\$34,149,285	\$34,493,364	\$344,079	1.0%
Lawrence	\$104,949,830	\$105,861,564	\$911,734	0.9%

Total Value Change Maps

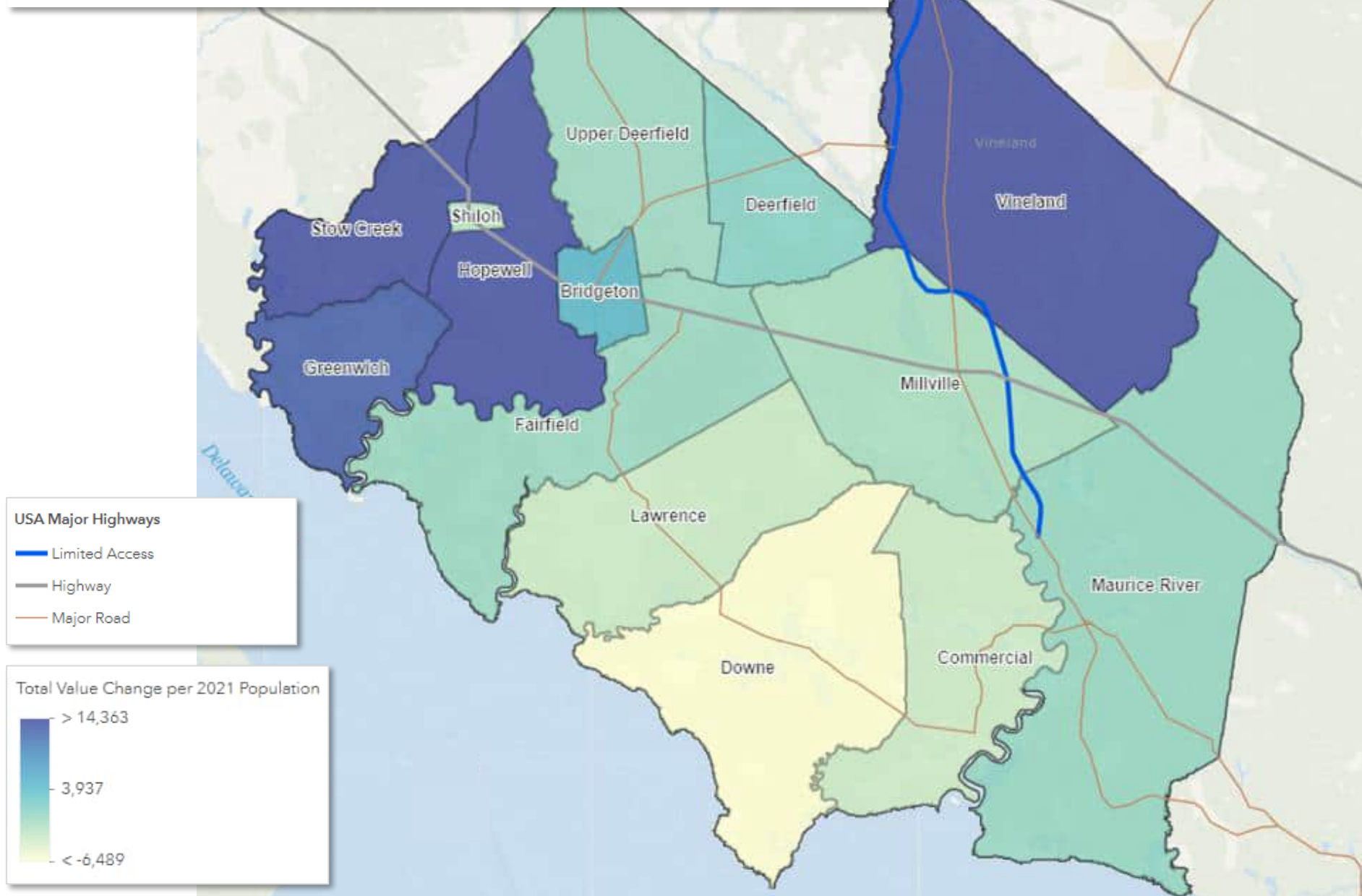
Total Value Change, 2012-2021



Total Value Change per Square Mile, 2012-2021



Total Value Change per Capita, 2012-2021



USA Major Highways

- Limited Access
- Highway
- Major Road

Total Value Change per 2021 Population

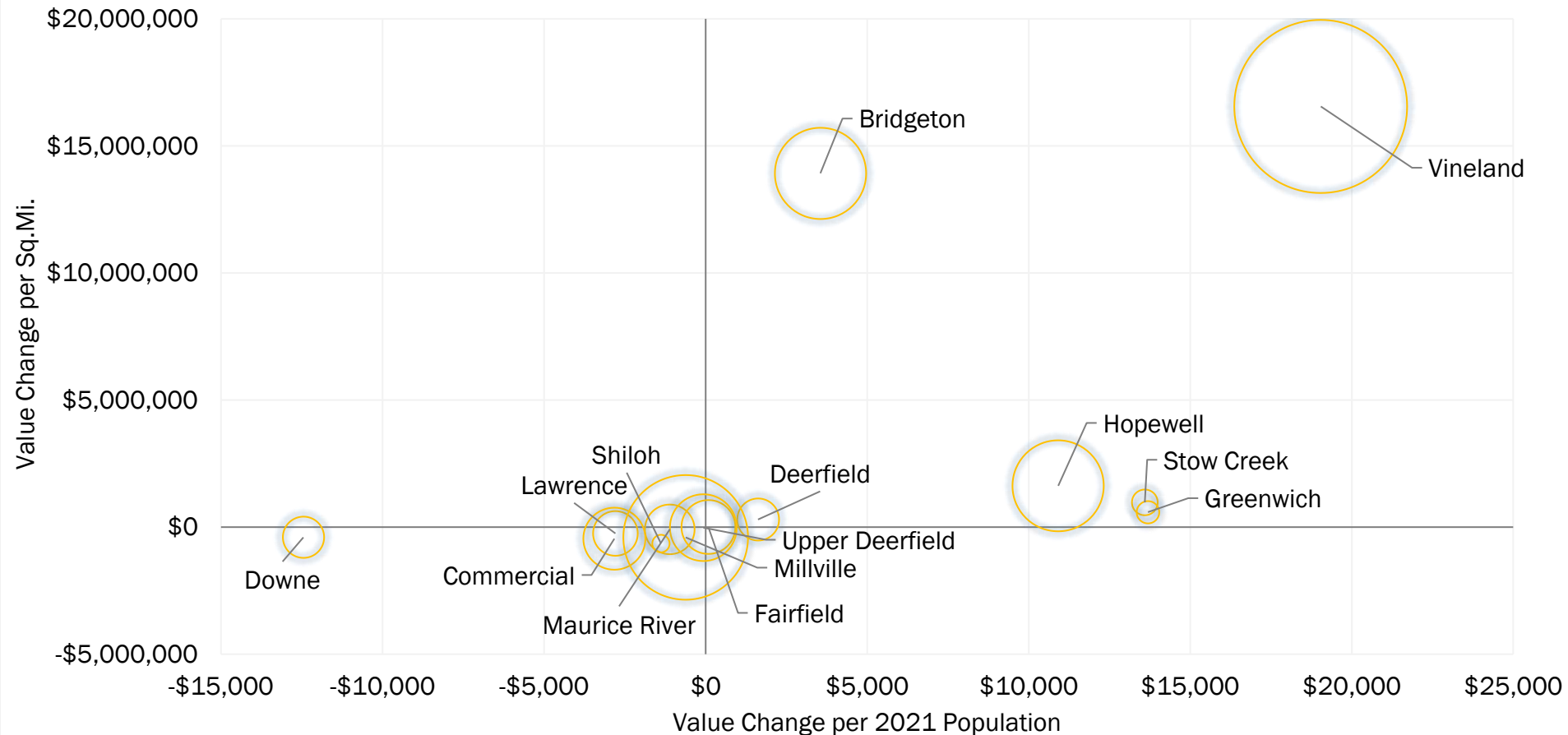
- > 14,363
- 3,937
- < -6,489

Change by Land Use

Residential Change

The table below compares total residential value change per capita and per square mile from 2012 to 2021 across all municipalities in Cumberland County. Most notable, from 2012 to 2021, the city of Vineland experienced the greatest per capita and per square mile total residential value change.

Residential Change, 2012-2021

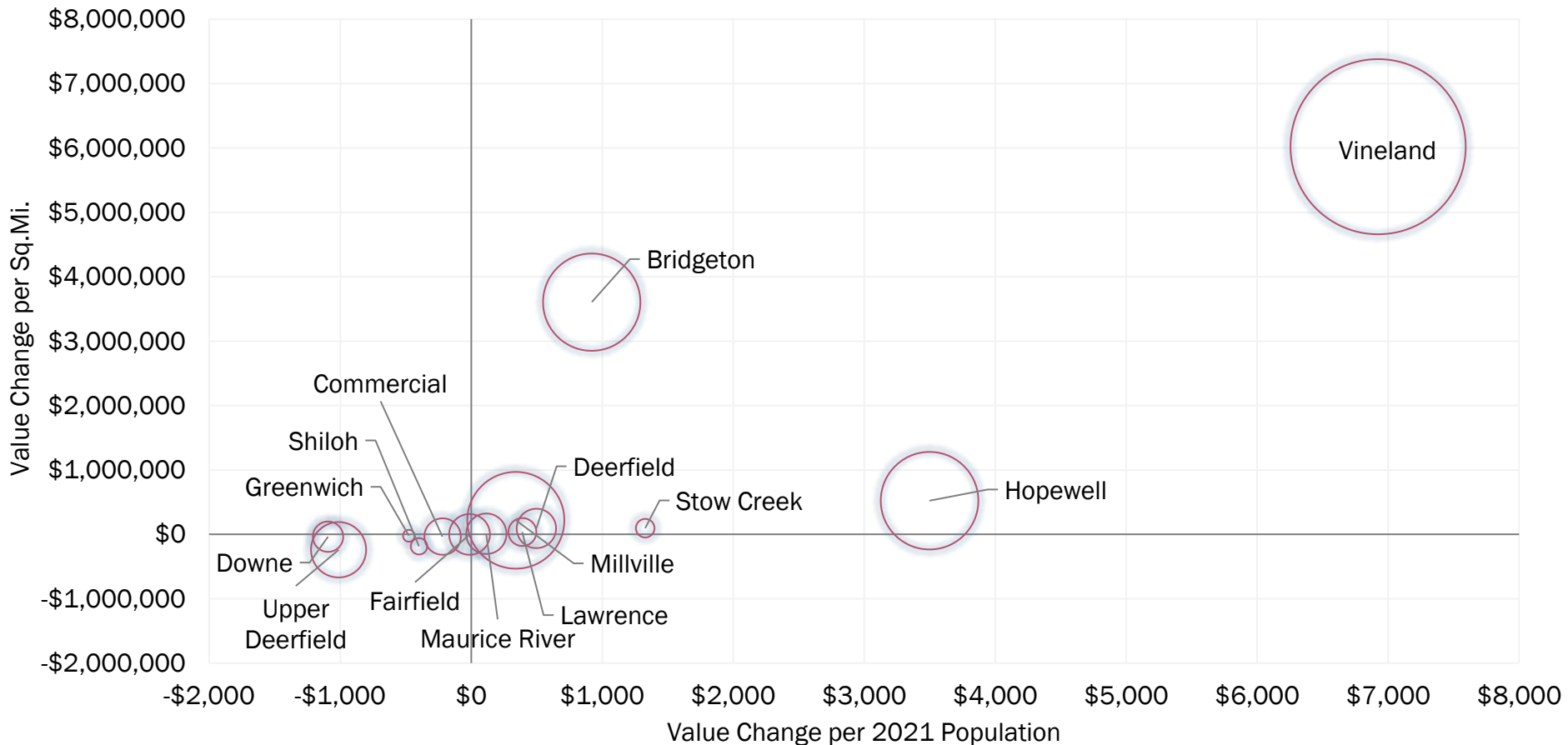


Note: Bubble size represents number of total residential parcels in 2021
 Source: Cumberland County

Commercial Change

The table below compares total commercial value change per capita and per square mile from 2012 to 2021 across all municipalities. Like residential, the city of Vineland also experienced the greatest per capita and per square mile commercial value change.

Commercial Change, 2012-2021

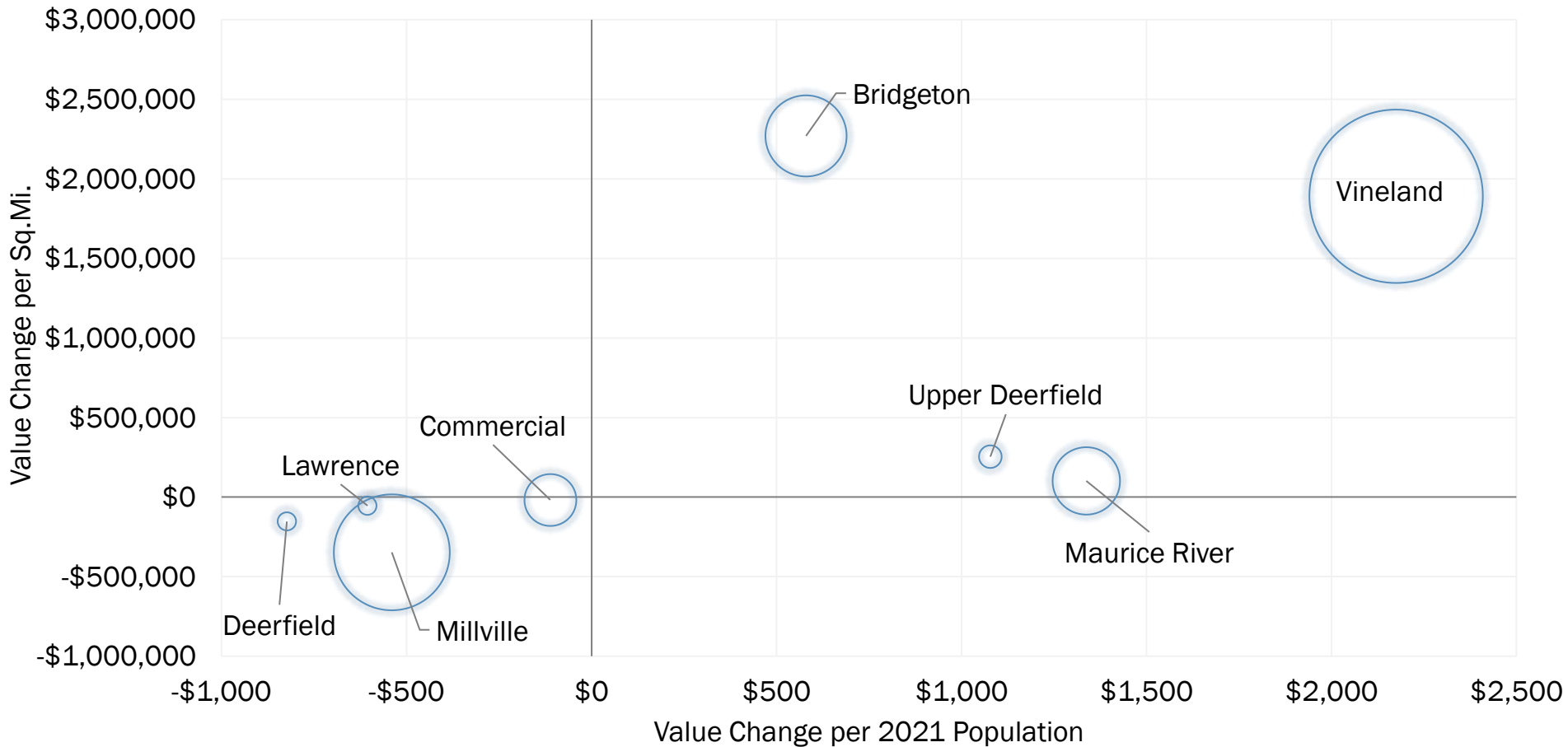


Note: Bubble size represents number of total commercial parcels in 2021
 Source: Cumberland County

Industrial Change

The table below compares total industrial value change per capita and per square mile from 2012 to 2021 across all municipalities. While the city of Vineland experienced the greatest per capita industrial value change, the city of Bridgeton experienced the greatest per square mile industrial value change.

Industrial Change, 2012-2021



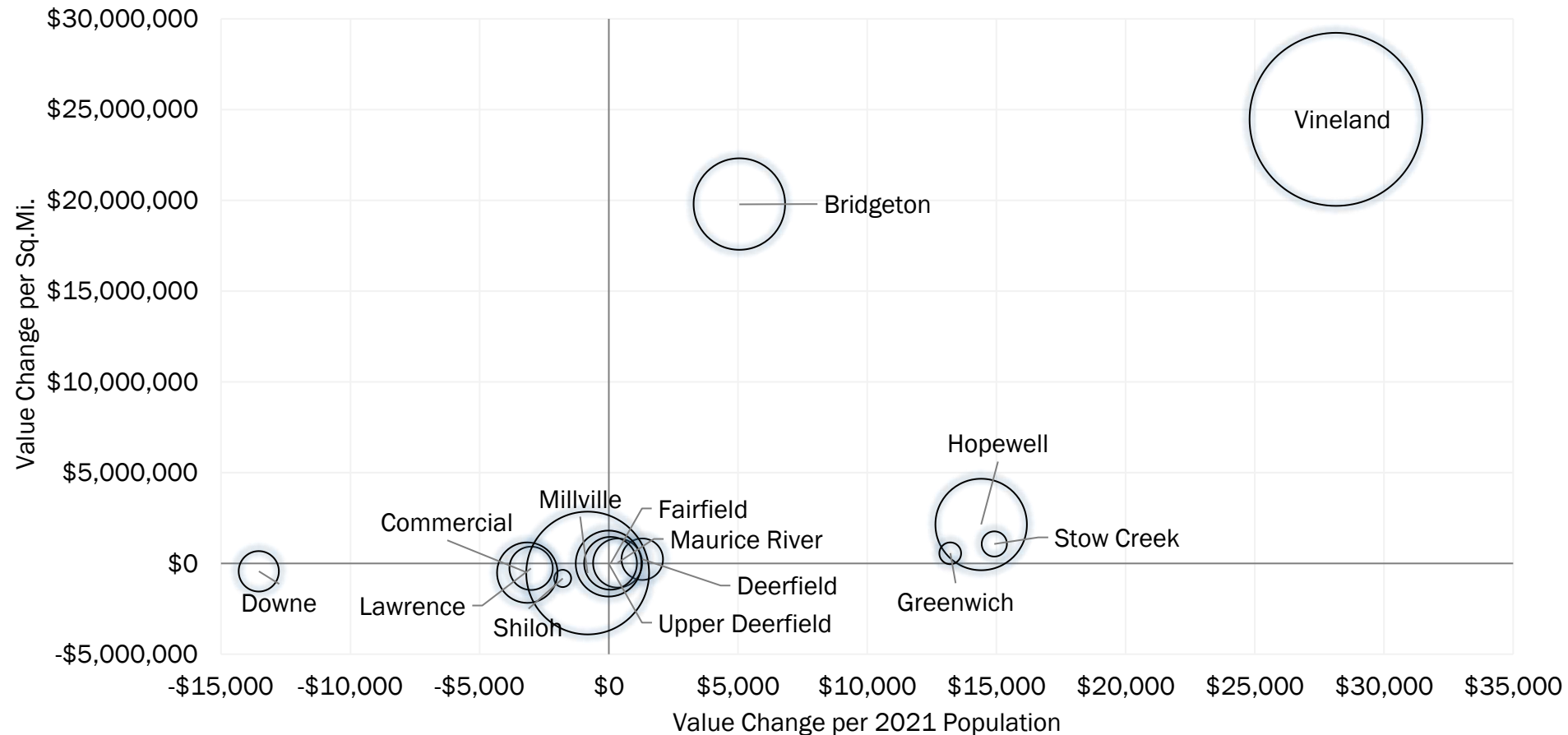
Note: Bubble size represents number of total industrial parcels in 2021

Source: Cumberland County

Total Change

The table below compares total value change per capita and per square mile from 2012 to 2021 across all municipalities and land uses. Overall, the city of Vineland experienced the greatest per capita and per square mile total value change.

Total Change, 2012-2021

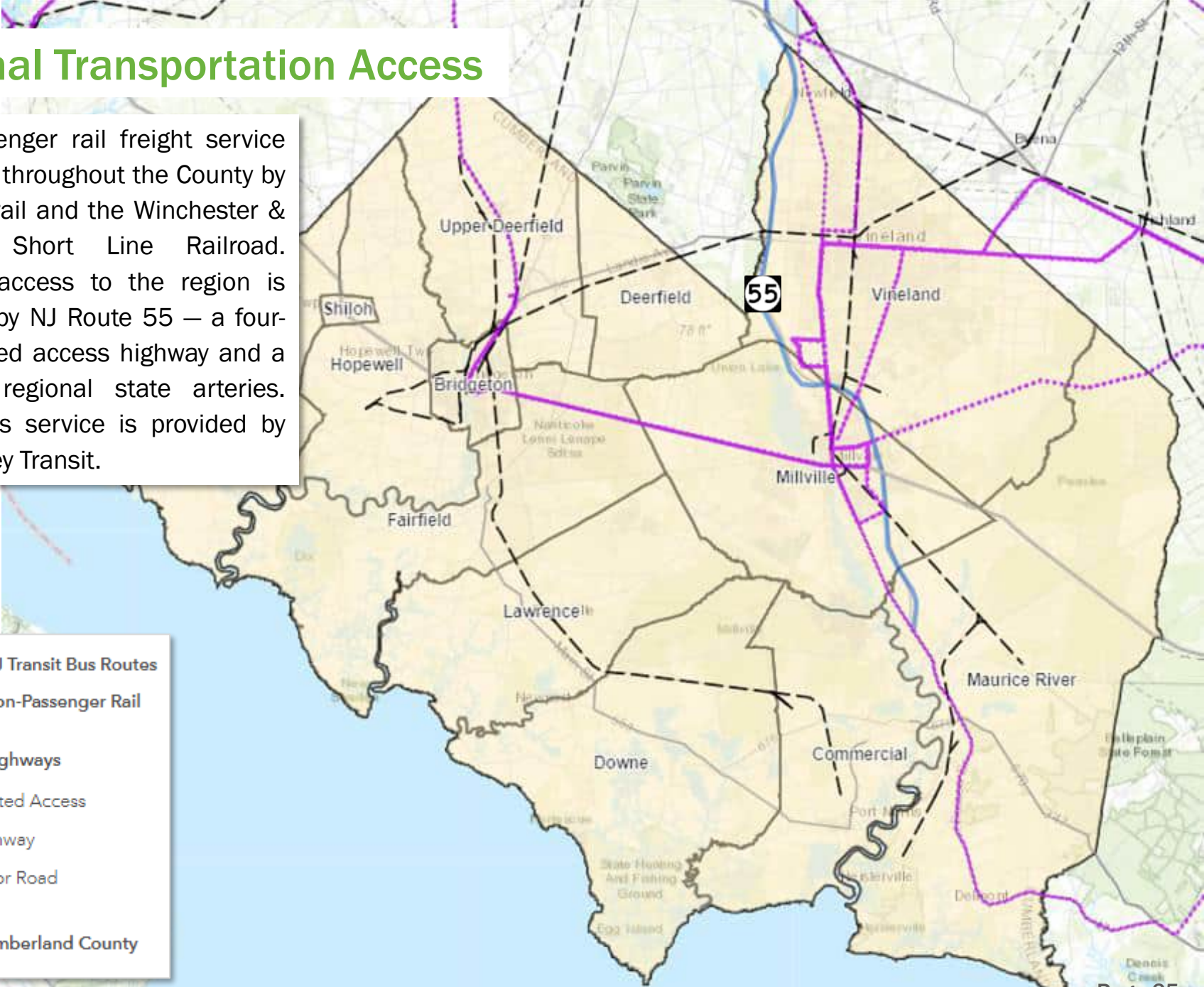
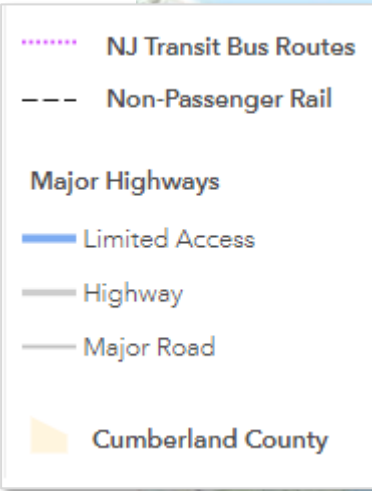


Note: Bubble size represents number of total parcels in 2021
 Source: Cumberland County

Socio-Economic Trends

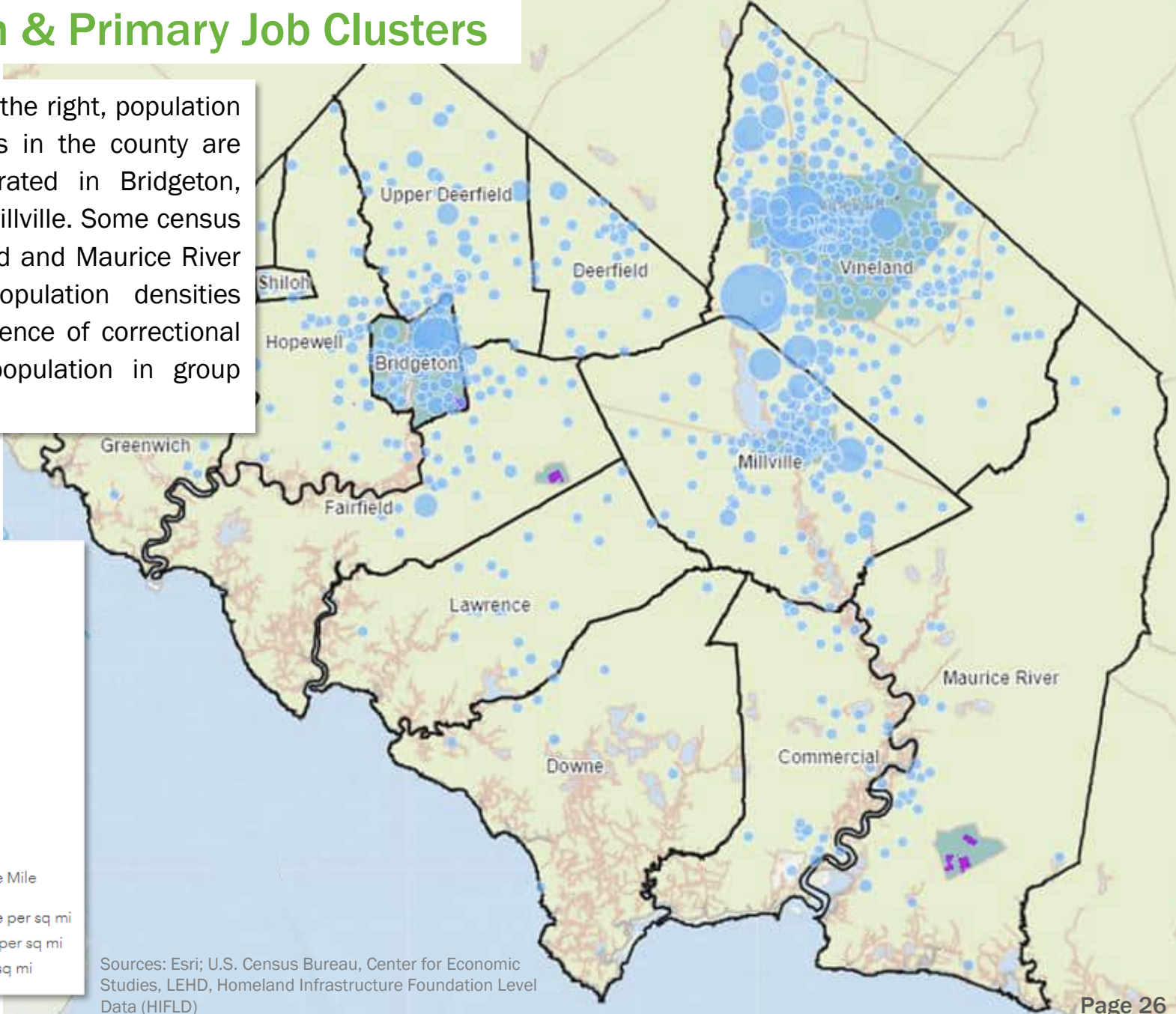
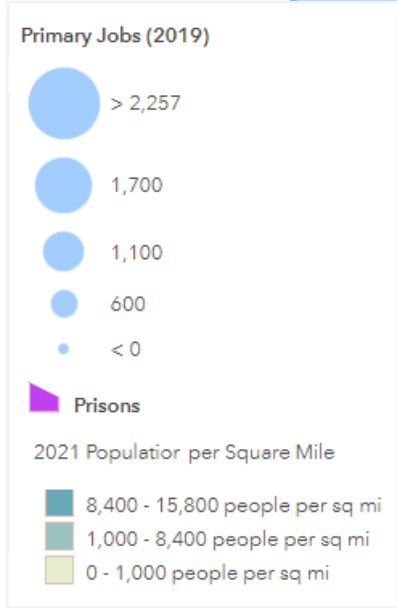
Regional Transportation Access

Non-passenger rail freight service is offered throughout the County by both Conrail and the Winchester & Western Short Line Railroad. Highway access to the region is provided by NJ Route 55 – a four-lane limited access highway and a host of regional state arteries. Public bus service is provided by New Jersey Transit.



Population & Primary Job Clusters

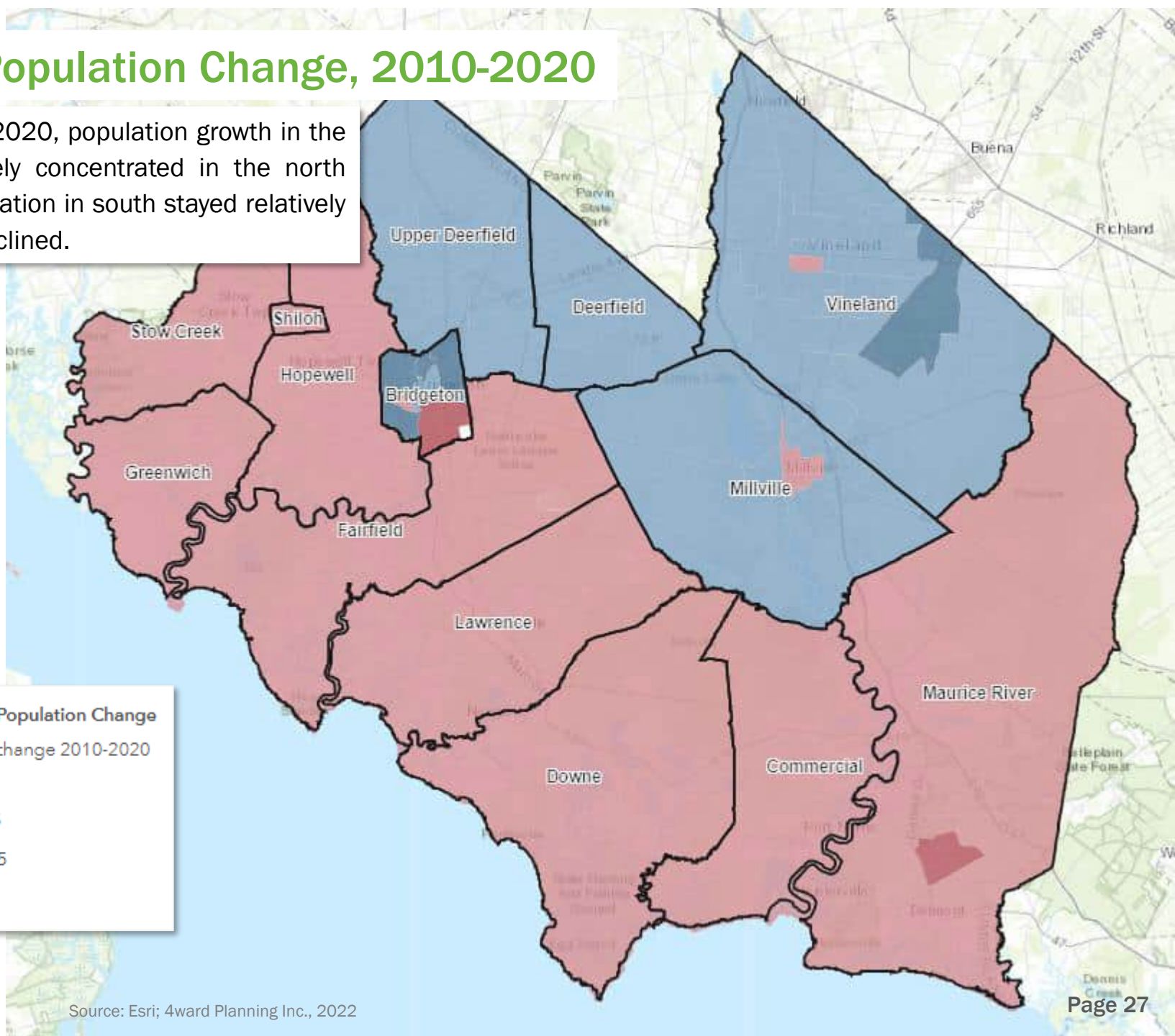
As illustrated to the right, population and job clusters in the county are largely concentrated in Bridgeton, Vineland, and Millville. Some census tracts in Fairfield and Maurice River have higher population densities due to the presence of correctional facilities and population in group quarters.



Sources: Esri; U.S. Census Bureau, Center for Economic Studies, LEHD, Homeland Infrastructure Foundation Level Data (HIFLD)

Recent Population Change, 2010-2020

From 2010 to 2020, population growth in the county is largely concentrated in the north while the population in south stayed relatively the same or declined.



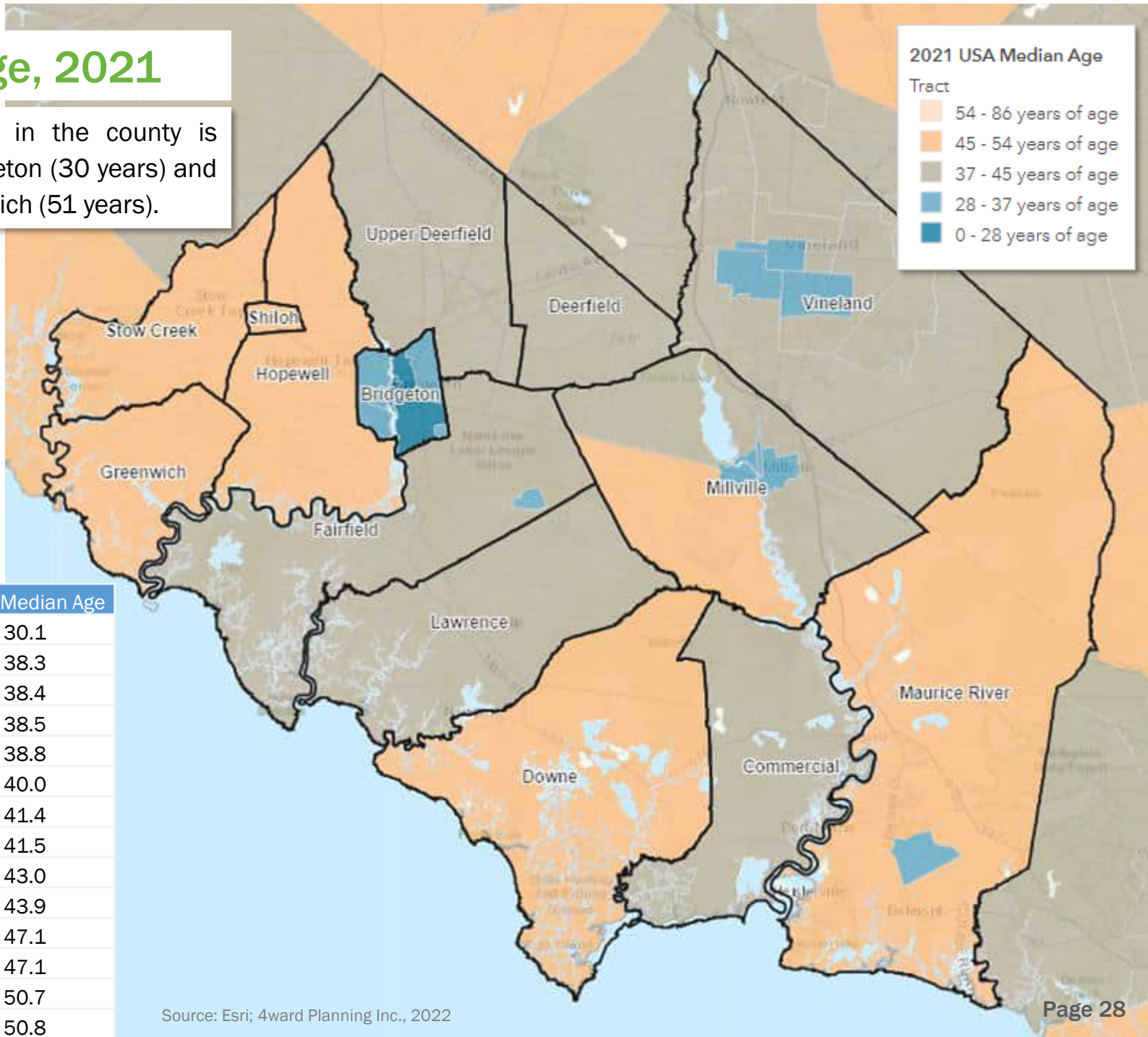
2010 to 2020 Tract Population Change

Percent population change 2010-2020

- > 0.05 To 0.21
- > -0.05 To 0.05
- > -0.31 To -0.05
- 0.41 To -0.31

Median Age, 2021

The median age in the county is youngest in Bridgeton (30 years) and highest in Greenwich (51 years).



2021 USA Median Age
Tract

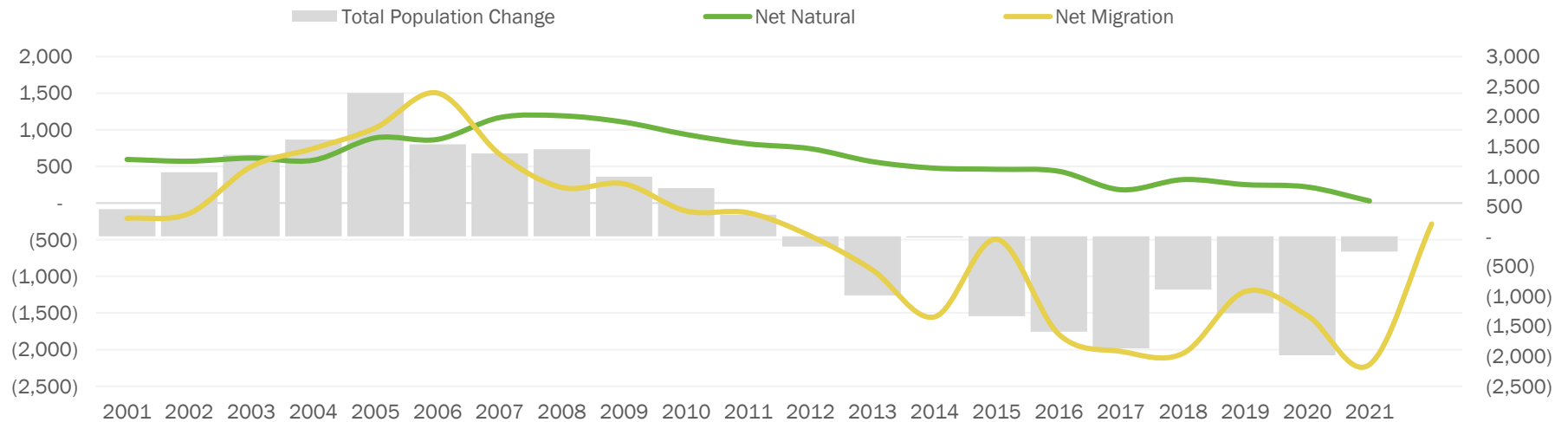
- 54 - 86 years of age
- 45 - 54 years of age
- 37 - 45 years of age
- 28 - 37 years of age
- 0 - 28 years of age

Municipality	2021 Median Age
Bridgeton	30.1
Millville	38.3
Vineland	38.4
Commercial	38.5
Maurice River	38.8
Lawrence	40.0
Deerfield	41.4
Fairfield	41.5
Upper Deerfield	43.0
Shiloh	43.9
Hopewell	47.1
Stow Creek	47.1
Downe	50.7
Greenwich	50.8

Components of Population Change: Cumberland County

For planners and economic development professionals, it is important to know not only if the area's population is changing but also the underlying reasons for such change. According to data provided by the U.S. Census Bureau, while there was positive population growth in the county from 2001 to 2011 (due to positive net natural and net migration population growth), the county's population began declining in 2012, even before the onset of the Covid-19 pandemic. For example, while the population in the county increased by approximately 2,390 residents in 2005, the county's population declined by 1,870 residents in 2017. In 2020 alone, the county lost approximately 1,980 residents. Common reasons for moving include housing, employment, or familial reasons (e.g., needing to take care of an aging parent).

Components of Population Change, Cumberland County

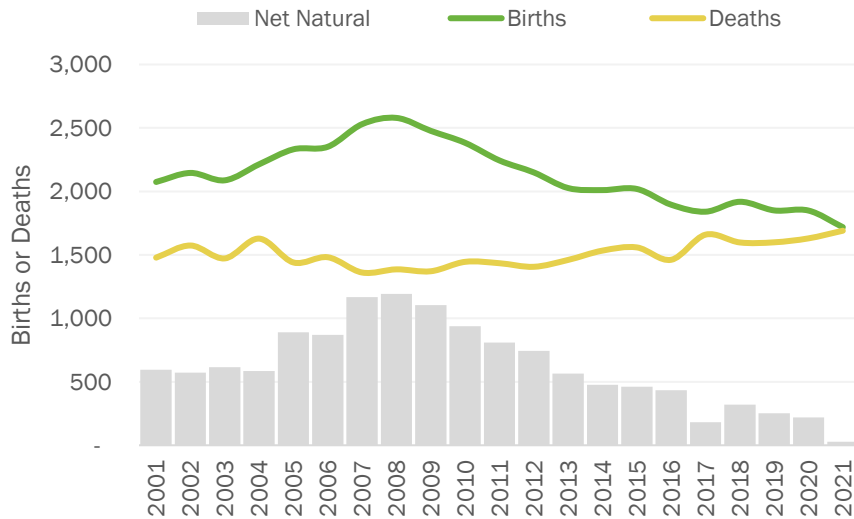


Source: U.S. Census, Estimates of the Components of Resident Population Change; 4ward Planning Inc., 2022

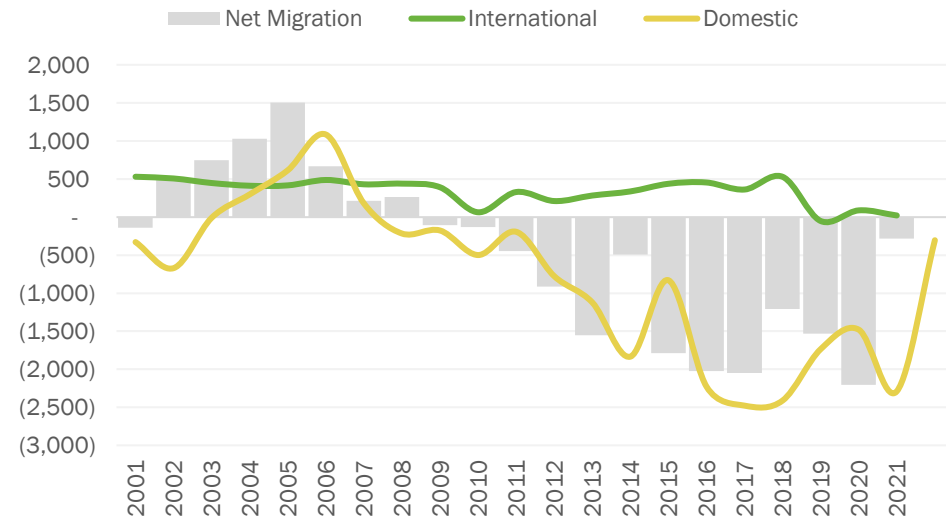
Components of Population Change: Cumberland County (Cont.)

Even before the Covid-19 pandemic, natural population growth in the county (as illustrated in the chart below on the left) began slowing over the past decade due to declines in births and increases in deaths partially driven by an aging population. While international migration into the county has remained positive over the past two decades (as illustrated in the chart below on the right), negative net migration has been largely driven by domestic out-migration, which has increased substantially since the beginning of the Covid-19 pandemic. Since housing demand is largely driven by population growth and new household formation, declining rates of population growth mean that housing demand is lower on a relative basis now than a decade ago.

Natural Population Change, Cumberland County



Net Migration, Cumberland County



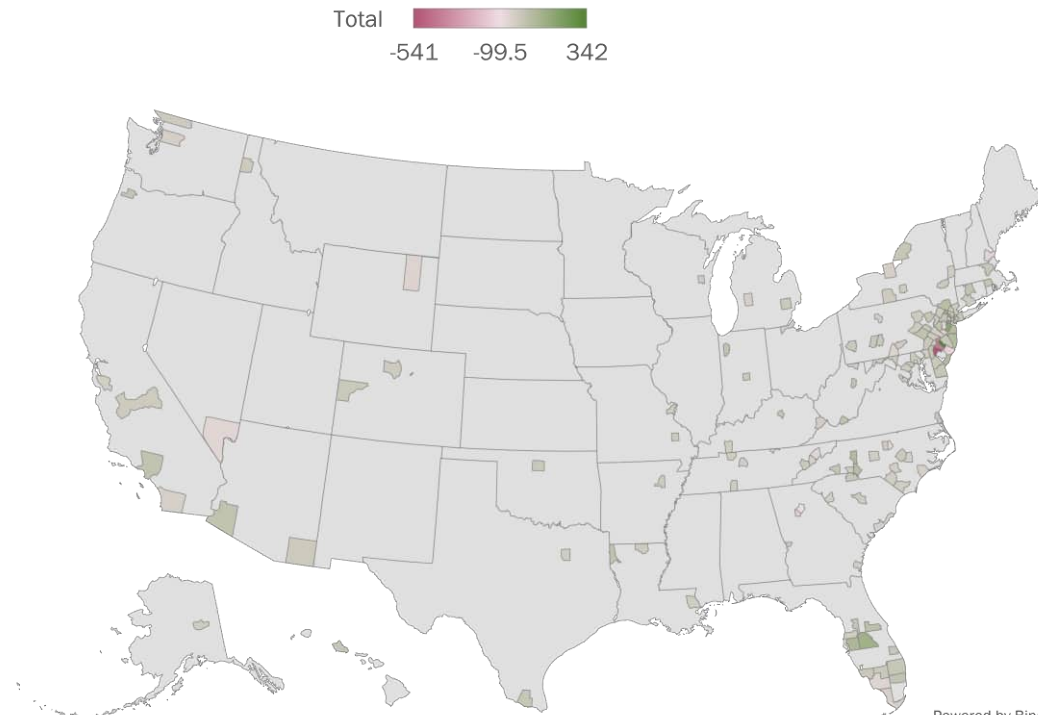
Source: U.S. Census, Estimates of the Components of Resident Population Change, 4ward Planning Inc., 2022

Intercounty Migration: Cumberland County

Long-distance moves (those across county boundaries) are more likely to be made for work-related reasons, while short-distance moves are more likely to be made for housing-related reasons. As illustrated in the map and table below, from 2015 to 2019, the largest inflow of residents to the county (342 persons) moved from Camden County, New Jersey. Conversely, the largest outflow of residents from the city (541 persons) moved to neighboring Salem County, New Jersey. Since the Covid-19 pandemic is still unfolding, it is difficult to assess its impacts on mobility. Working from home is likely at record-high levels right now, and if even a small portion of this shift proves to be permanent, it could mean fewer people moving for job-related reasons.

Inter-County Movers: Cumberland County 2015-2019

County	State	Persons
Top Net Positive (Inflow)		
1 Camden County	New Jersey	342
2 Middlesex County	New Jersey	177
3 Union County	New Jersey	166
4 Passaic County	New Jersey	127
Top Net Negative (Outflow)		
1 Salem County	New Jersey	(541)
2 Gloucester County	New Jersey	(408)
3 Philadelphia County	Pennsylvania	(361)
4 Essex County	New Jersey	(215)



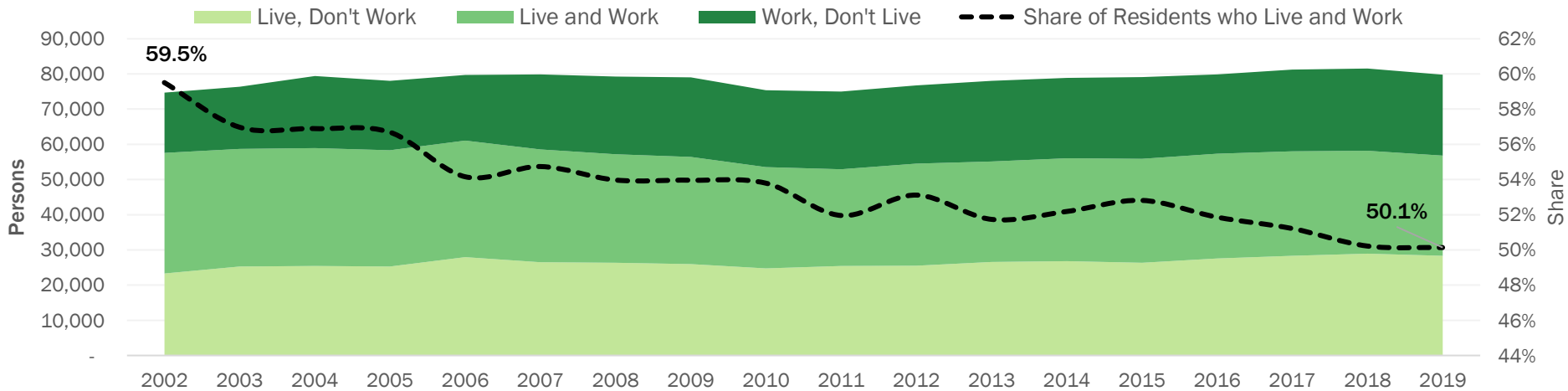
Travel Shed Analysis: Cumberland County

According to the U.C. Census Bureau, a primary job is the highest paying job for an individual worker for the year. The count of primary jobs is the same as the count of workers. In 2019 (the most current year available for this geography), just half of county residents also worked in the county. Approximately 23,020 primary job workers commuted into the county for work and 28,310 residents commuted outside the county for work. From 2002 to 2019, the share of residents both living and working in the county declined by approximately 9.4 percent, from 59.5 to 50.1 percent, suggesting there may be a growing imbalance of local housing and job opportunities.

Inflow/Outflow Primary Jobs, 2019



Historic Worker Inflow/Outflow, Cumberland County



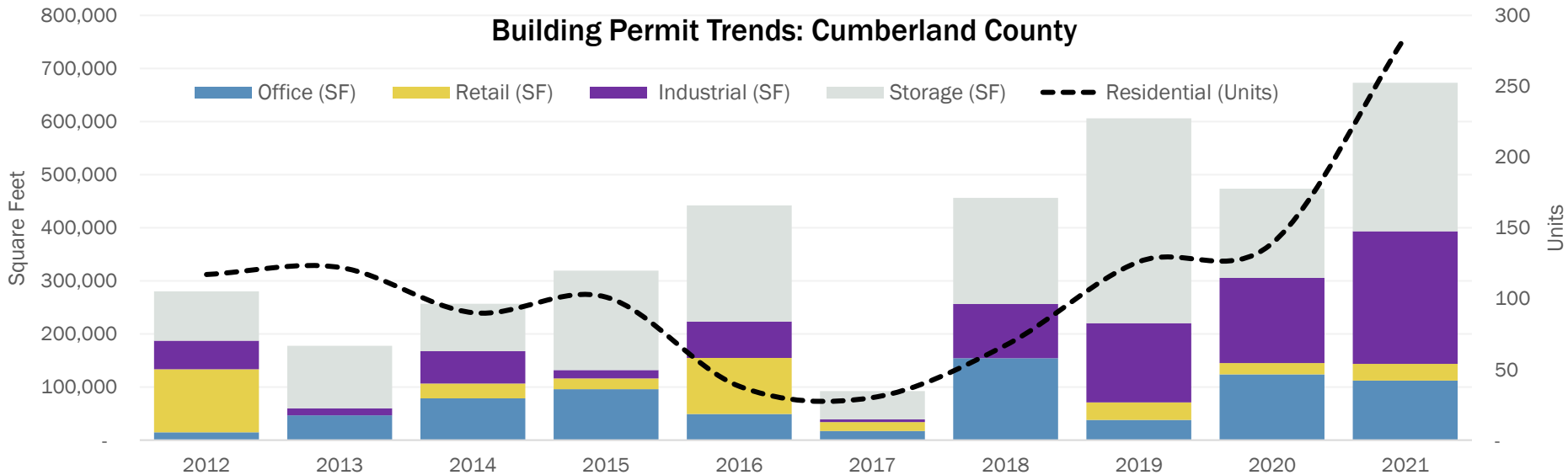
Source: U.S. Census Bureau, Quarterly Workforce Indicators (QWI)

Permit Data

Building Permit Trends: Cumberland County

A building permit is a document issued by construction officials that authorizes the construction of a new structure or an addition, alteration, or demolition of an existing structure. The chart below presents building permit trends for the county, based on data and land use definitions provided by the New Jersey Department of Community Affairs (NJ DCA).

Office	Office buildings for business transactions of all kinds including banks, corporate offices, professional offices, government buildings, beauty shops, motor vehicle showrooms, and out-patient clinics.
Retail	Buildings for display and sale purposes. Includes retail stores, automotive service stations, drug stores, shops, salesrooms, and markets.
Industrial	Factory buildings where the occupants make, process, or assemble products that are not highly combustible, flammable, or explosive. Includes automotive, appliance, and furniture manufacturers; electric power plants; food processing plants; foundries; and water pumping, solid waste disposal, and incineration plants.
Storage	Buildings used to store goods that are not highly combustible or explosive. Includes warehouses, open parking garages, lumberyards, livestock shelters, and mausoleums.
Residential	Buildings where members of households live. Examples of residential groups include: one- and two-family houses; apartments, dormitories, other multifamily houses; and mixed-use housing, where the house is a relatively smaller part of a building that has another use (e.g., an apartment over a store). Therapeutic residences for 6 to 16 occupants are also included in this category.



Source: State of New Jersey Department of Community Affairs, Development Trends Viewer, as of July 12, 2021

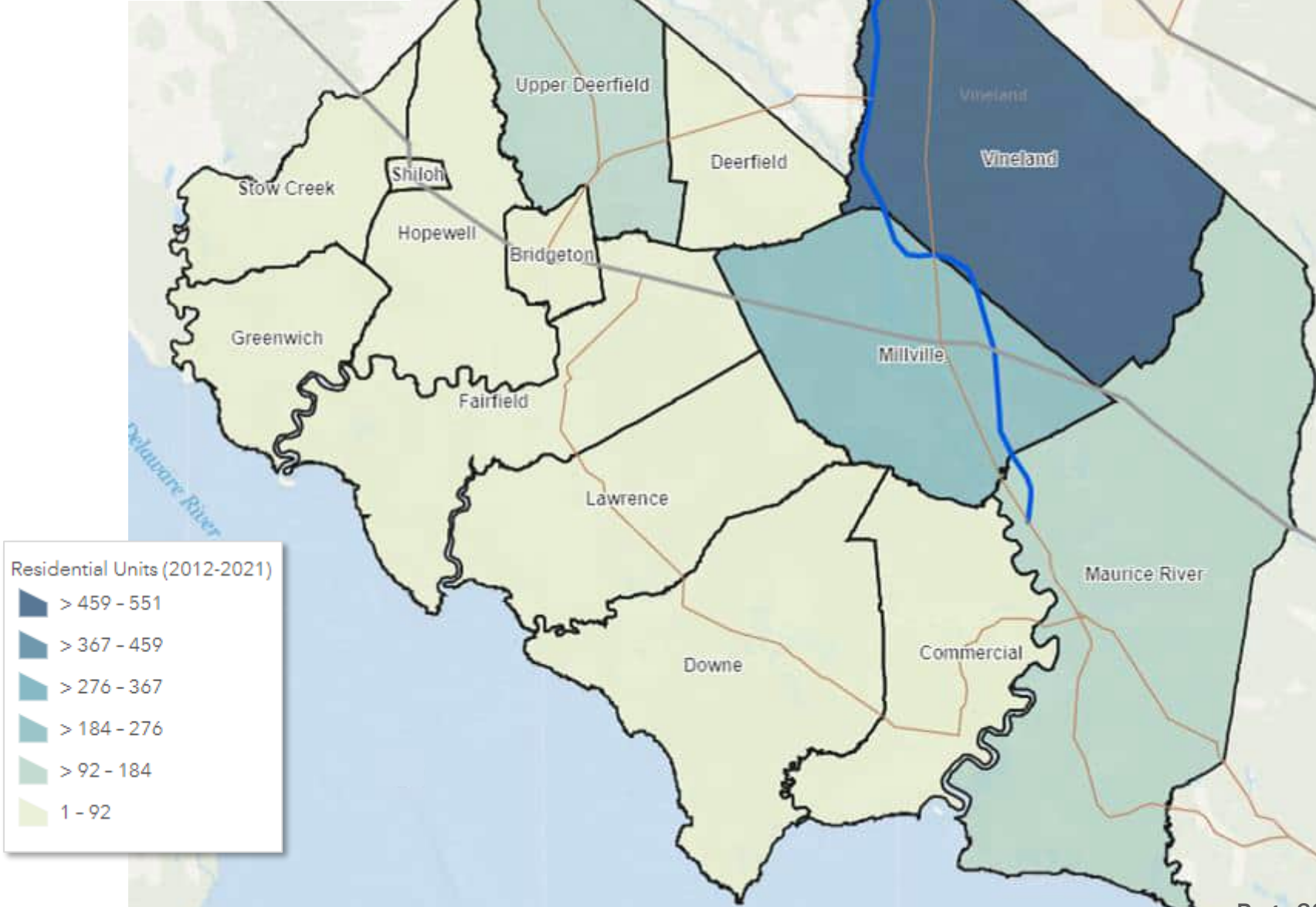
Building Permit Trends: Cumberland County

The chart below presented building permit trends for the county by municipality based on data provided by the New Jersey Department of Community Affairs.

New Development Permitted: Cumberland County, 2012-2021

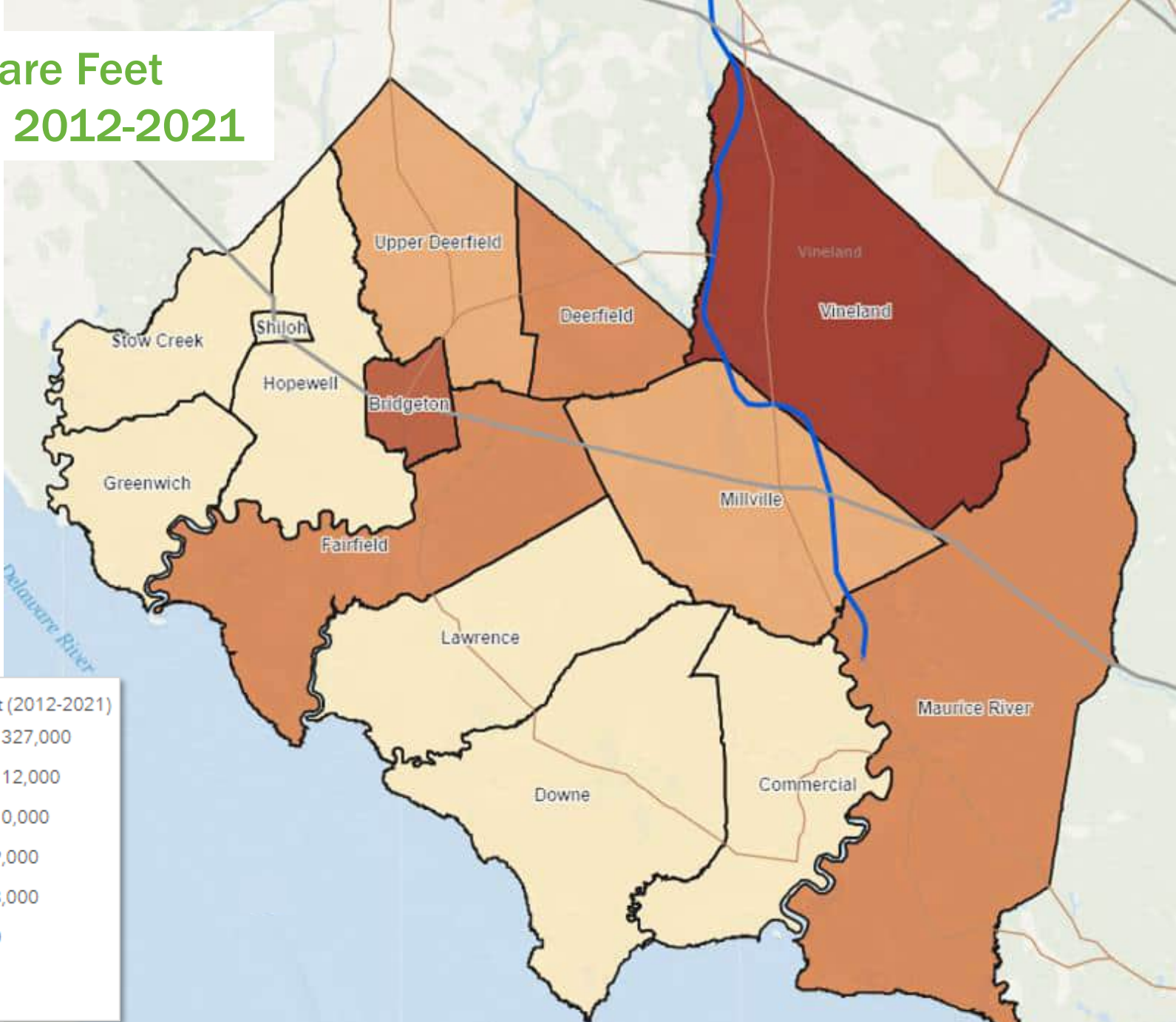
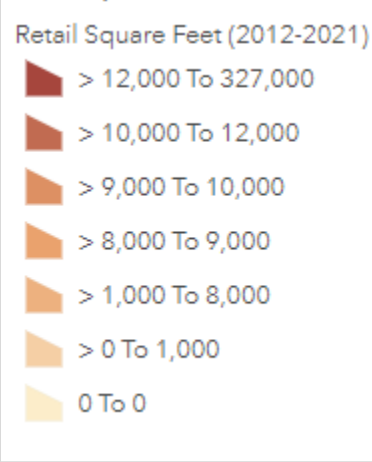
	Units	Square Feet			
	Residential	Office	Retail	Industrial	Storage
Bridgeton	15	76,514	11,976	36,098	2,000
Commercial	16	11,253	-	-	1,754
Deerfield	24	20,200	9,111	-	28,607
Downe	21	193	-	-	16,484
Fairfield	13	-	9,100	-	2,200
Greenwich	2	-	-	-	-
Hopewell	14	68,870	-	-	-
Lawrence	10	-	-	-	1,200
Maurice River	136	-	9,548	-	240
Millville	196	179,176	7,905	118,184	128,064
Shiloh	1	-	-	-	864
Stow Creek	12	-	-	-	4,700
Upper Deerfield	104	24,393	1,342	33,221	134,731
Vineland	551	350,331	326,857	690,691	1,472,098
Total	1,115	730,930	375,839	878,194	1,792,942

Residential Units Permitted, 2012-2021



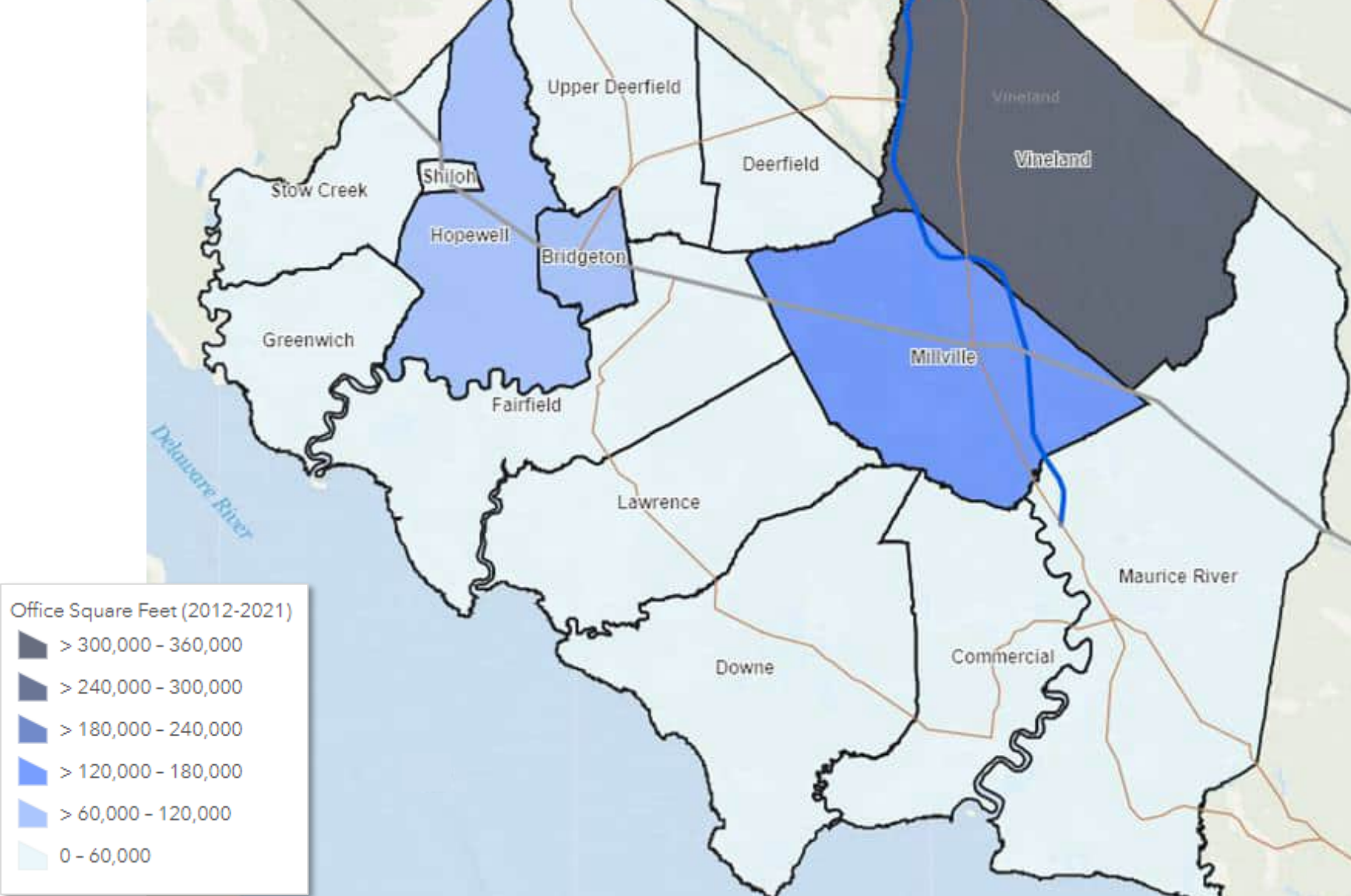
Source: State of New Jersey Department of Community Affairs

Retail Square Feet Permitted, 2012-2021



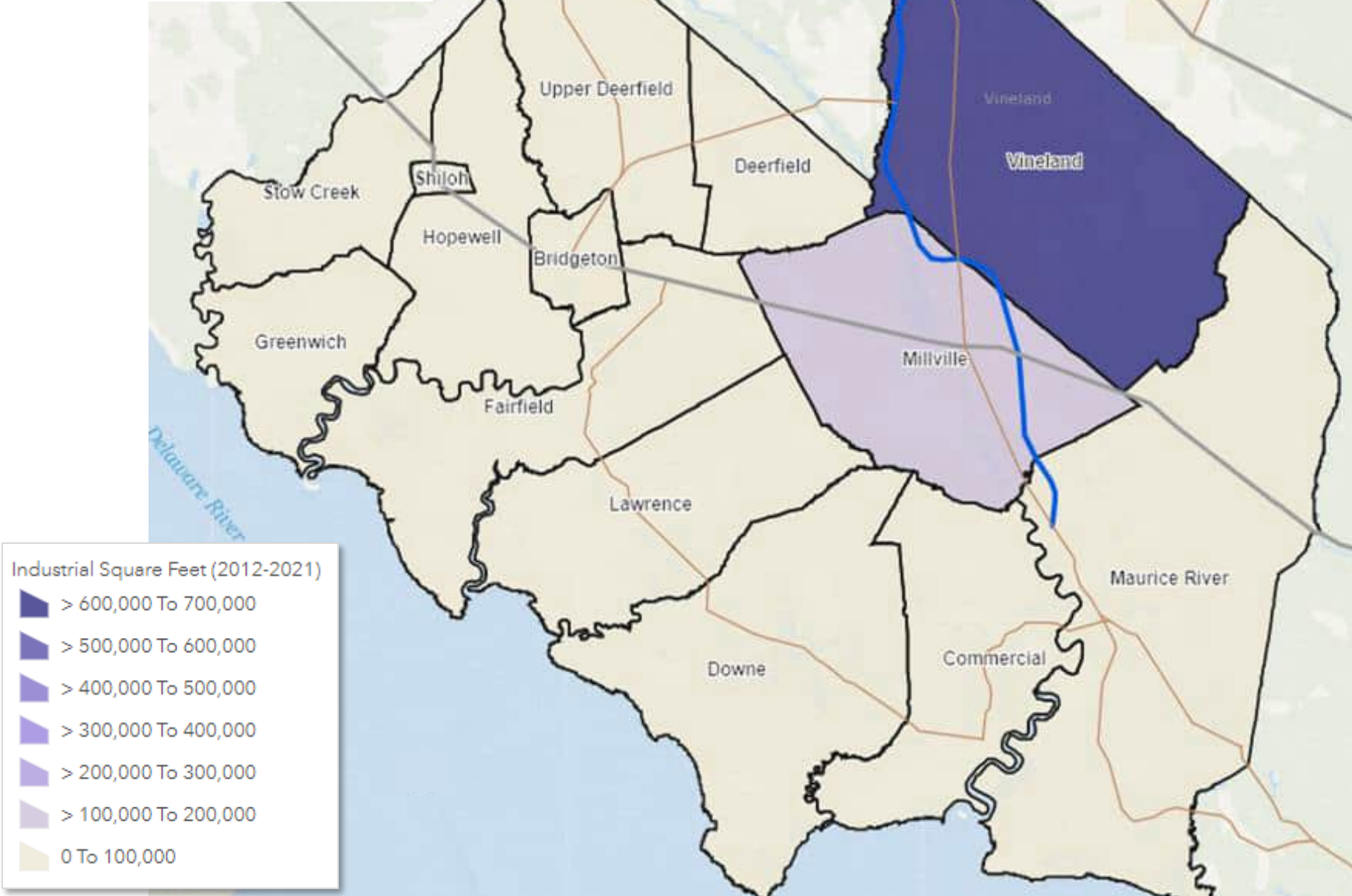
Source: State of New Jersey Department of Community Affairs

Office Square Feet Permitted, 2012-2021



Source: State of New Jersey Department of Community Affairs

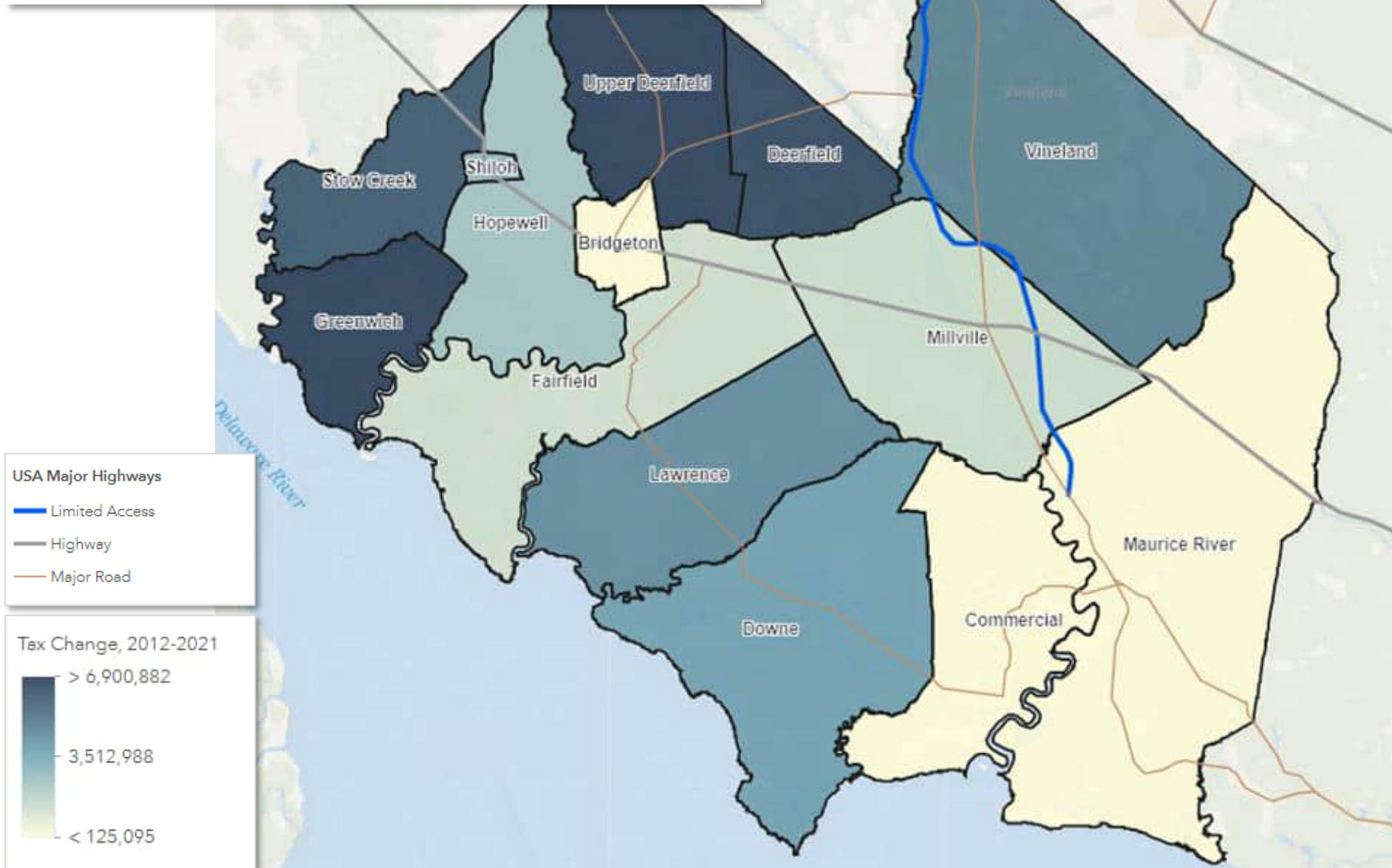
Industrial Square Feet Permitted, 2012-2021



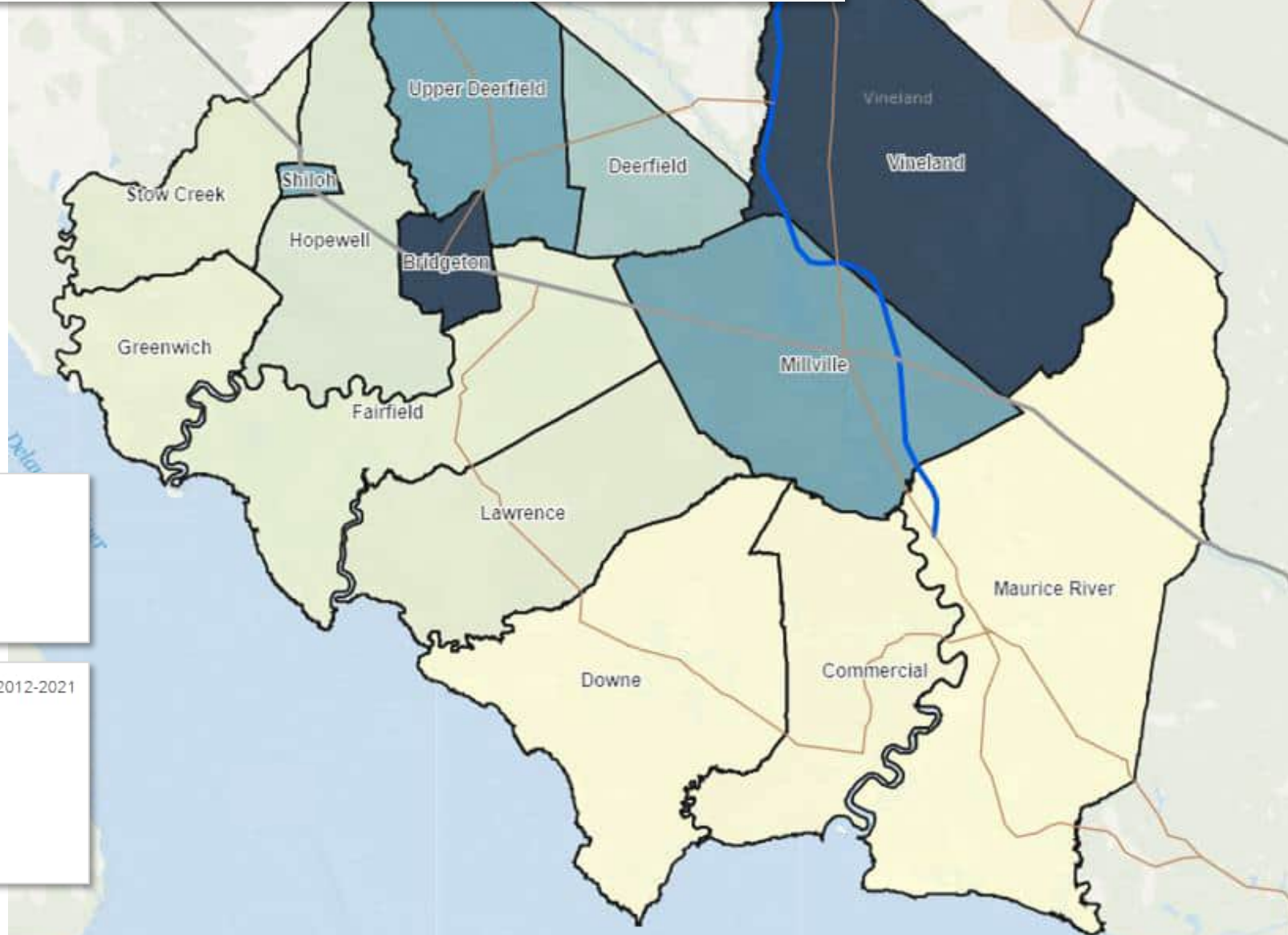
Source: State of New Jersey Department of Community Affairs

Local School and Municipal Tax Revenue Change by Community

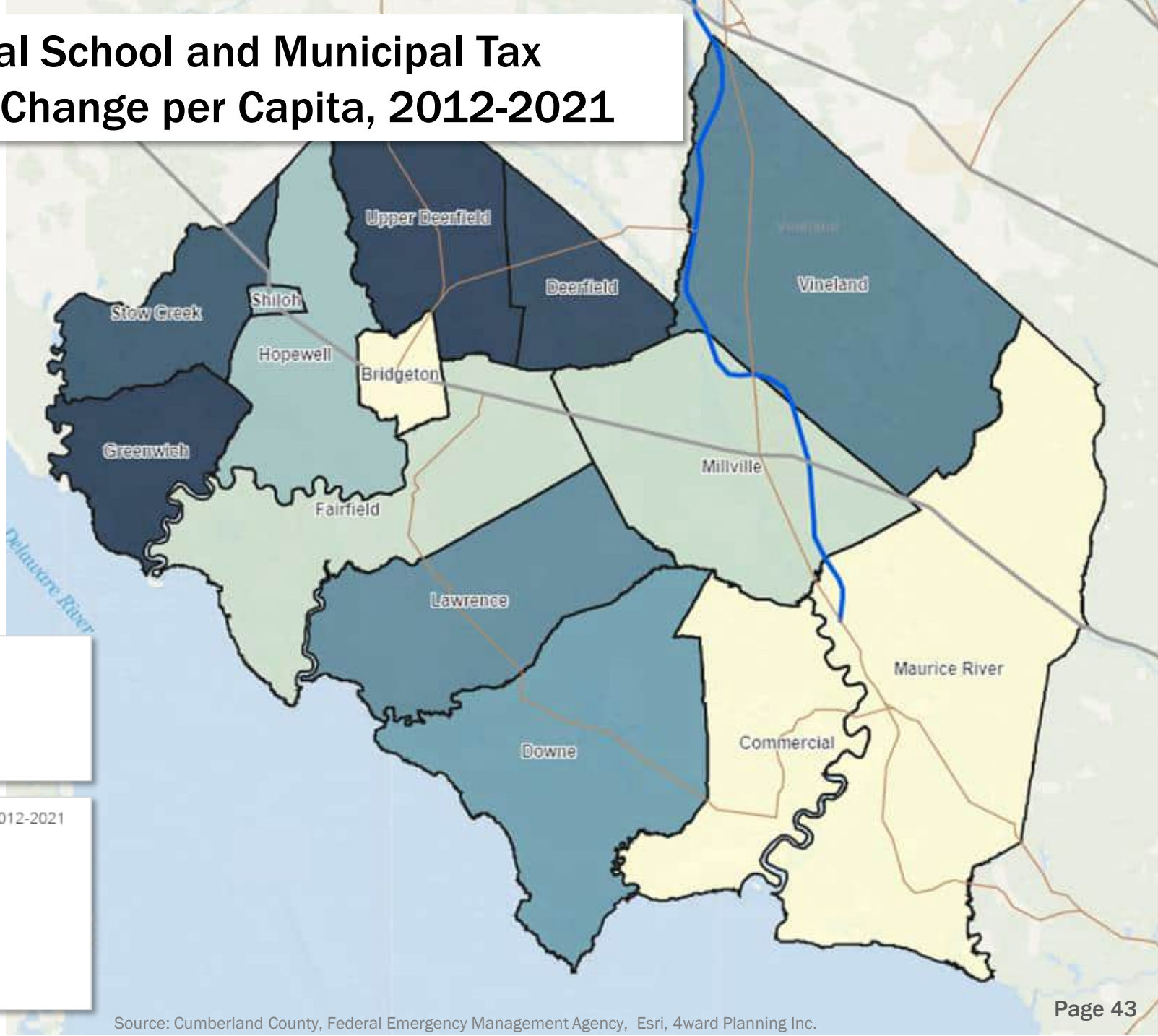
Total Local School and Municipal Tax Revenue Change, 2012-2021



Total Local School and Municipal Tax Revenue Change per Square Mile, 2012-2021



Total Local School and Municipal Tax Revenue Change per Capita, 2012-2021



USA Major Highways

- Limited Access
- Highway
- Major Road

Tax Change per Capita, 2012-2021

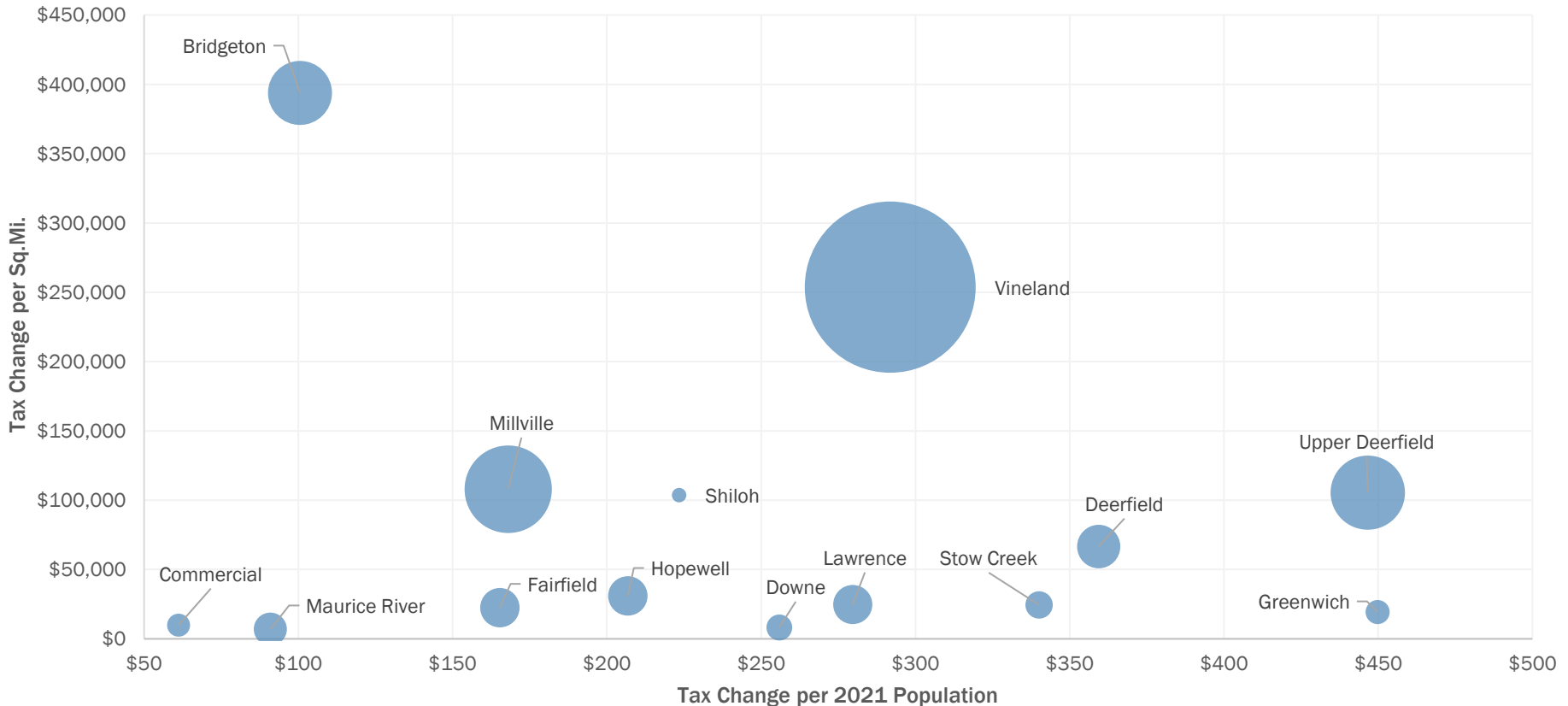
- > 369
- 245
- < 122

Source: Cumberland County, Federal Emergency Management Agency, Esri, 4ward Planning Inc.

Real Property Tax Revenue Change

The table below compares total per capita and per square mile real property tax revenue change from 2012 to 2021. Most notable, while the city of Vineland experienced the greatest overall tax revenue change (as illustrated in bubble size), Bridgeton saw the greatest per square mile tax revenue change (\$393,880) and Greenwich and Upper Deerfield saw the greatest per capita tax revenue change (both \$450 per person).

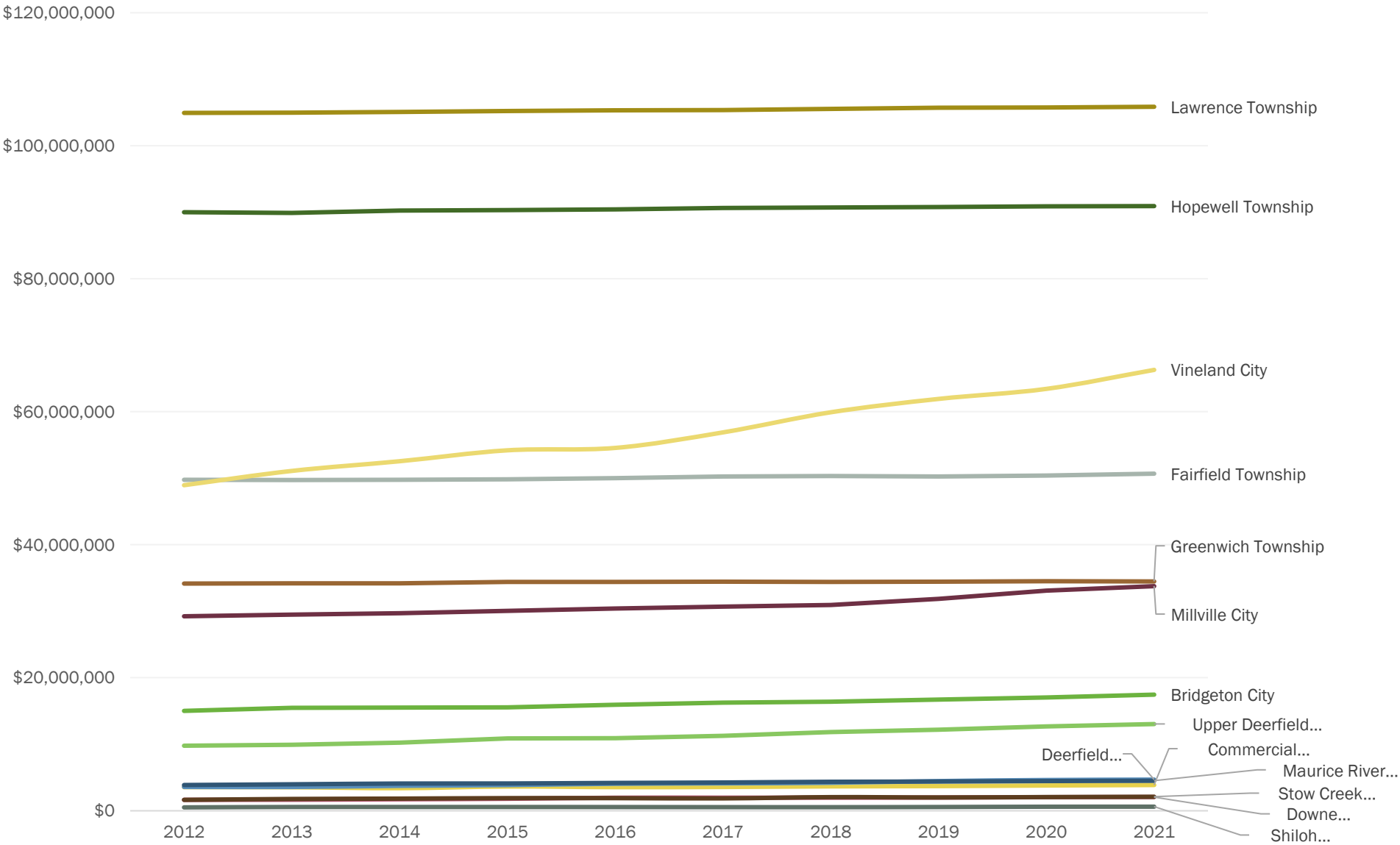
Total Real Property Tax Revenue Change, 2012-2021



Note: Bubble size represents number of total tax revenue change from 2012 to 2021

Source: Cumberland County

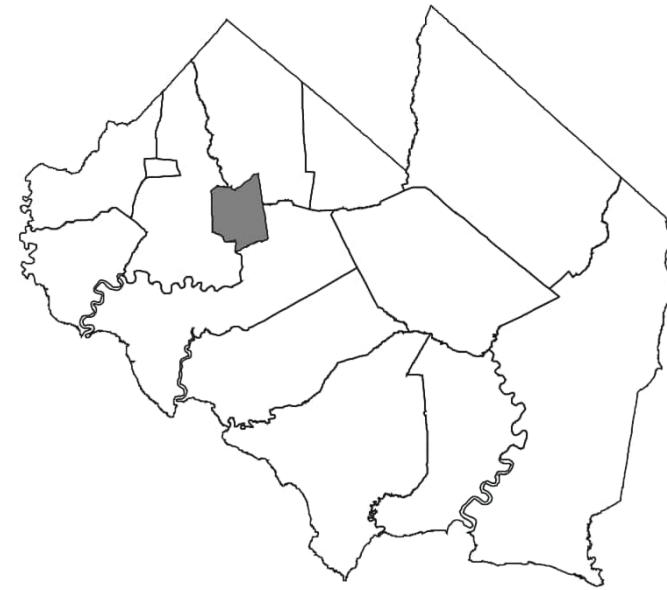
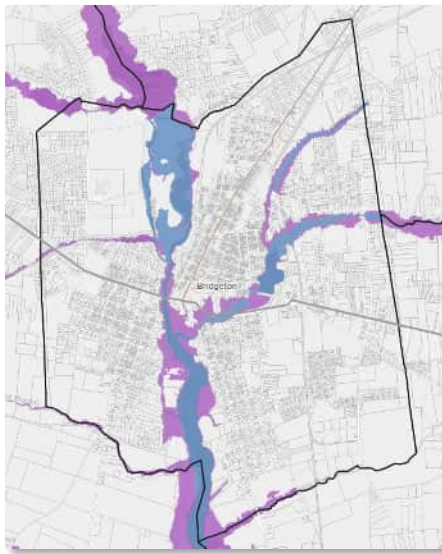
Total School and Municipal Tax Revenues Over Time



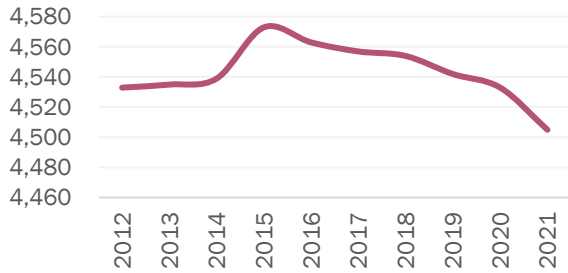
Note: Bubble size represents number of total parcels in 2021
 Source: Cumberland County

Parcel & Value Change by Community

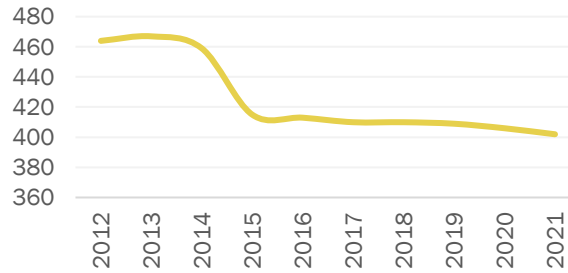
Bridgeton



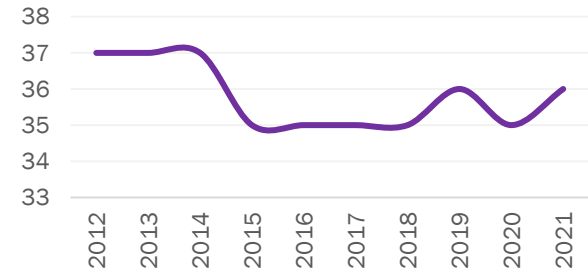
Residential Parcels



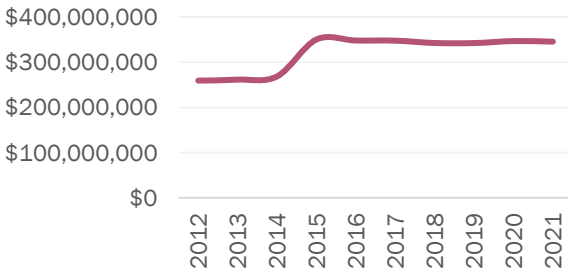
Commercial Parcels



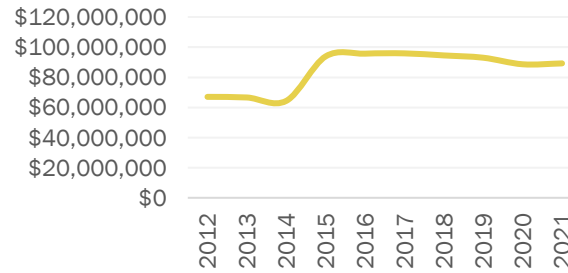
Industrial Parcels



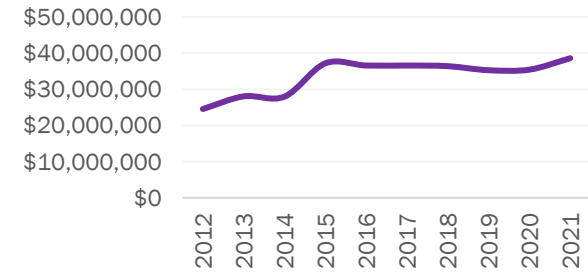
Residential Value



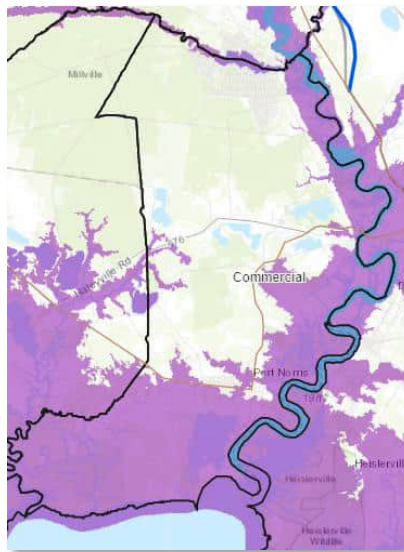
Commercial Value



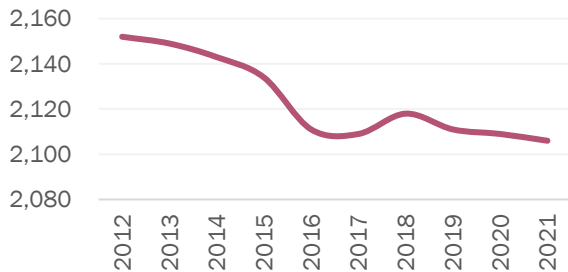
Industrial Value



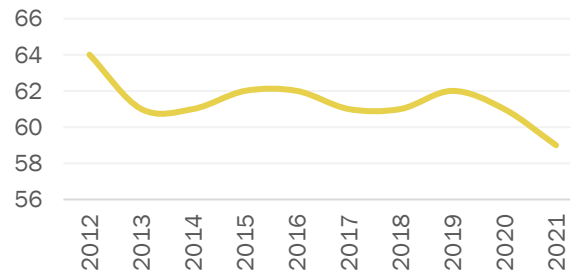
Commercial



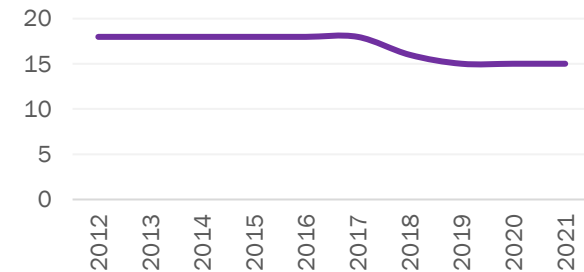
Residential Parcels



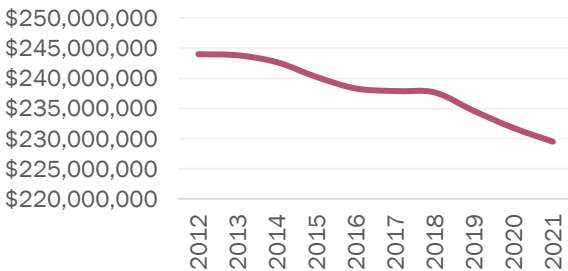
Commercial Parcels



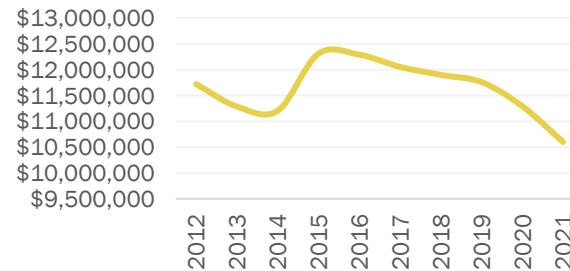
Industrial Parcels



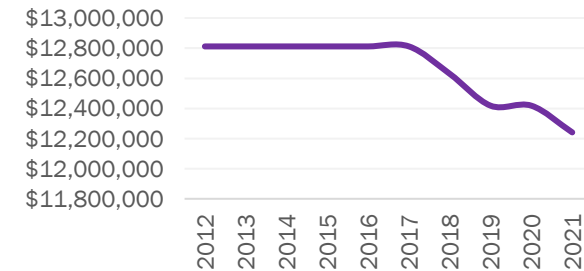
Residential Value



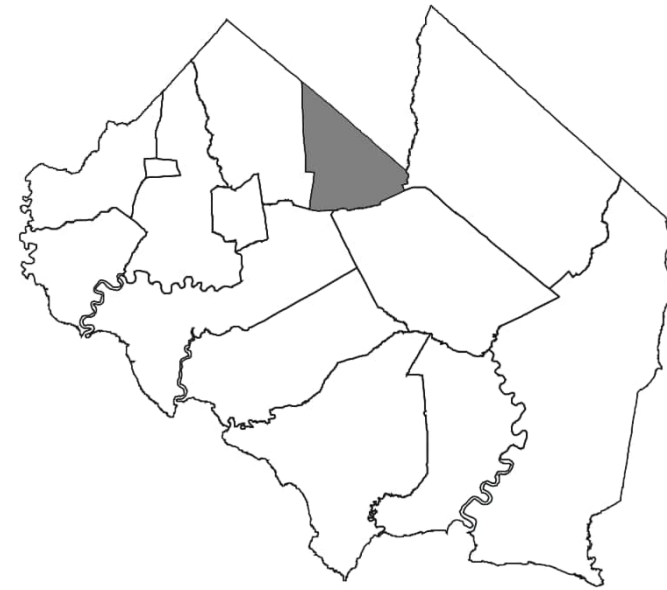
Commercial Value



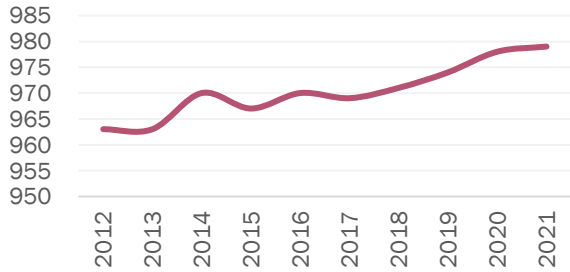
Industrial Value



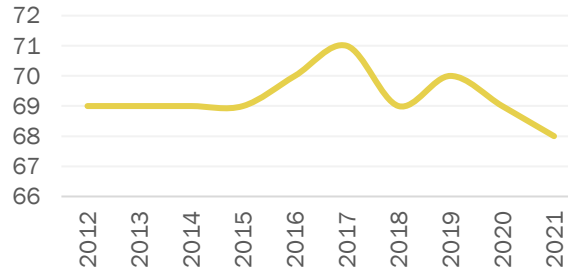
Deerfield



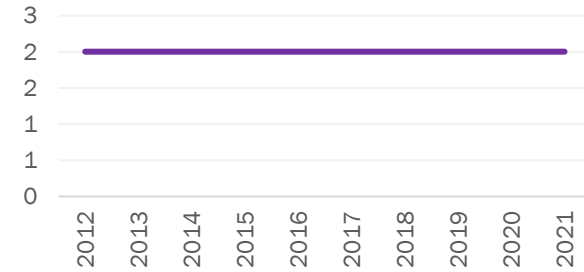
Residential Parcels



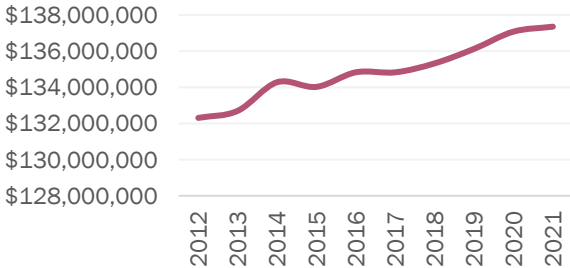
Commercial Parcels



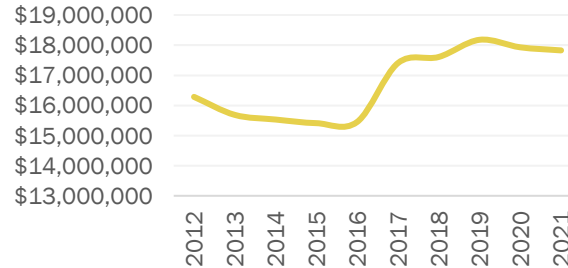
Industrial Parcels



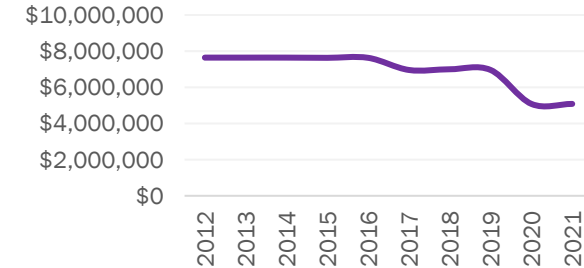
Residential Value



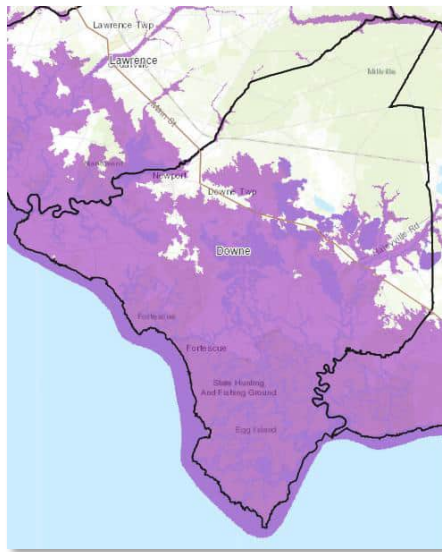
Commercial Value



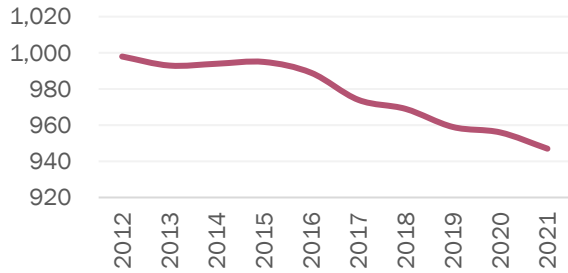
Industrial Value



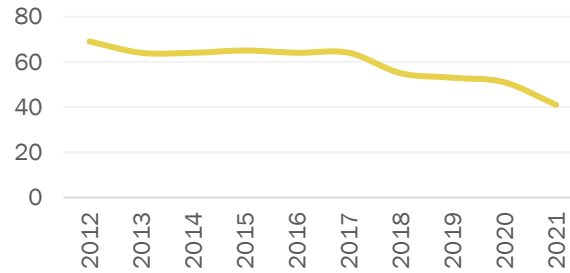
Downe



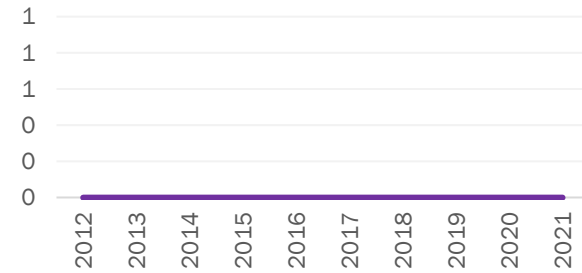
Residential Parcels



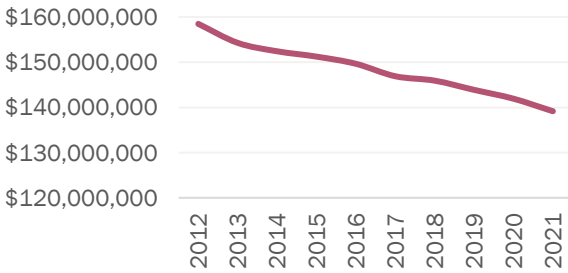
Commercial Parcels



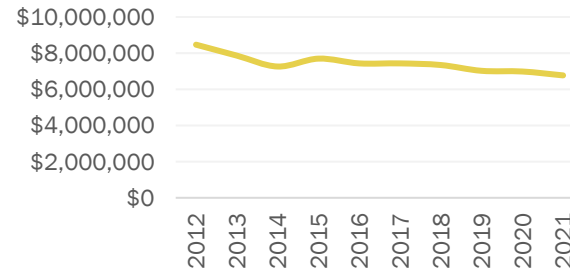
Industrial Parcels



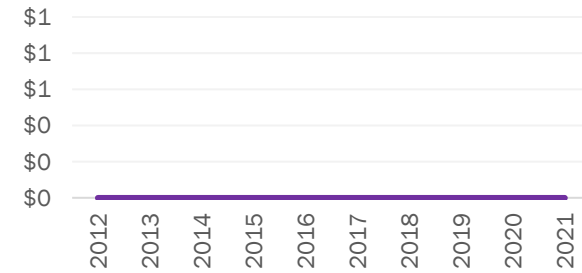
Residential Value



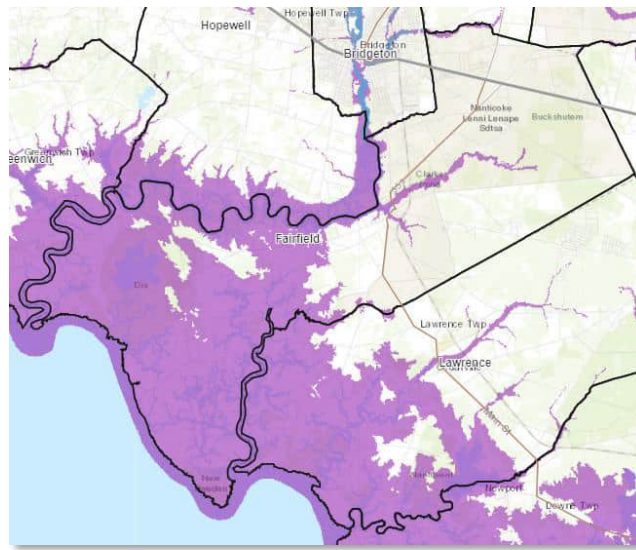
Commercial Value



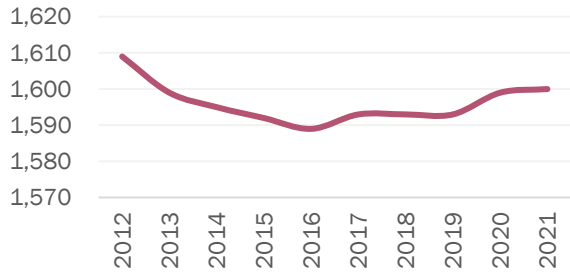
Industrial Value



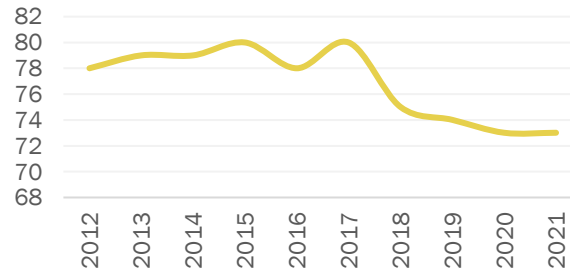
Fairfield



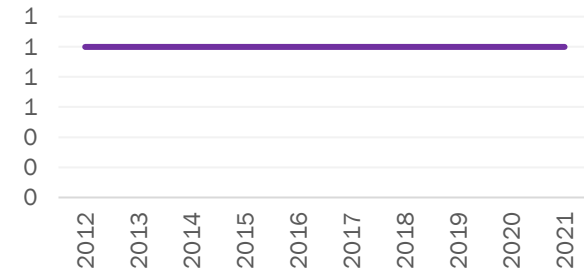
Residential Parcels



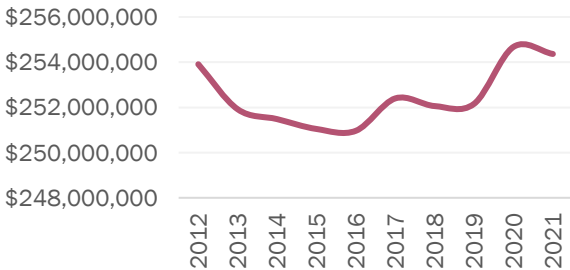
Commercial Parcels



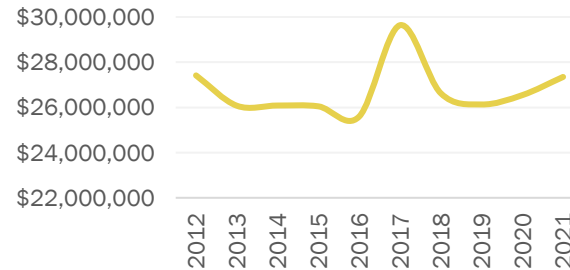
Industrial Parcels



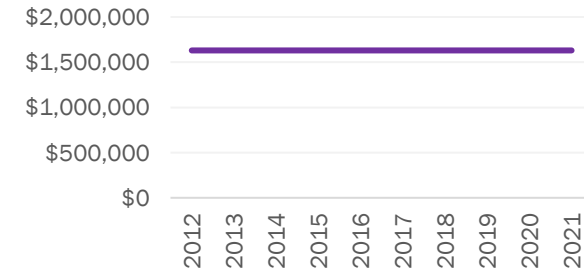
Residential Value



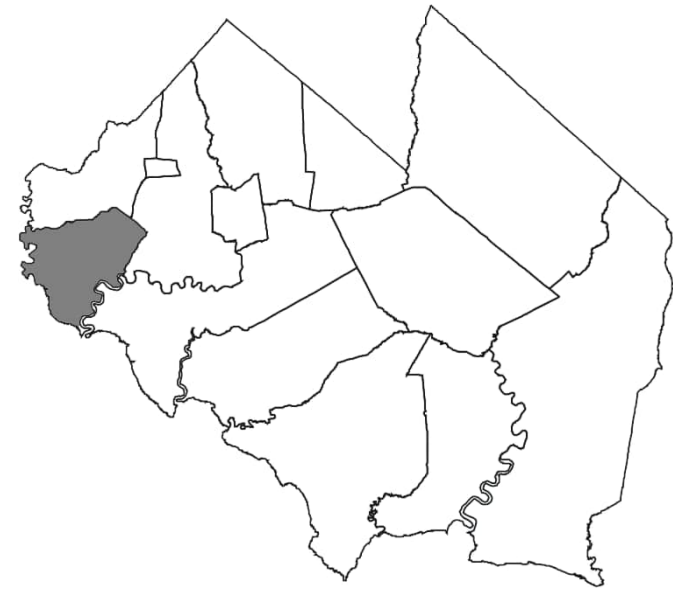
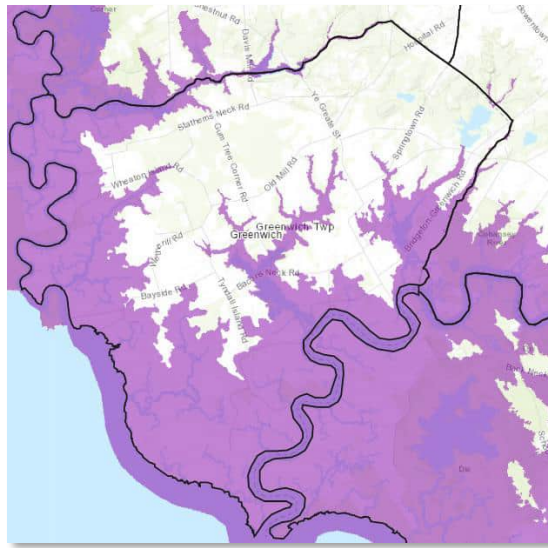
Commercial Value



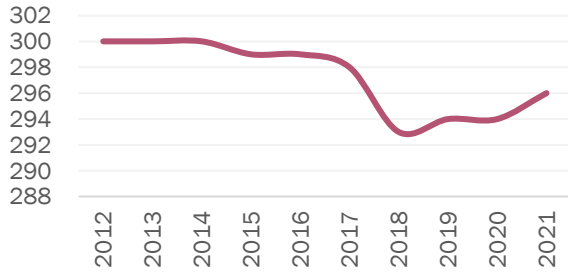
Industrial Value



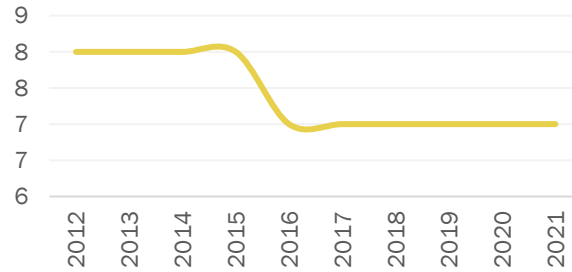
Greenwich



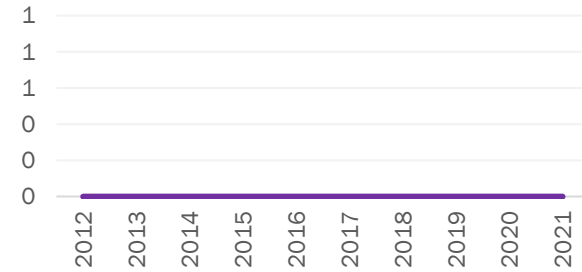
Residential Parcels



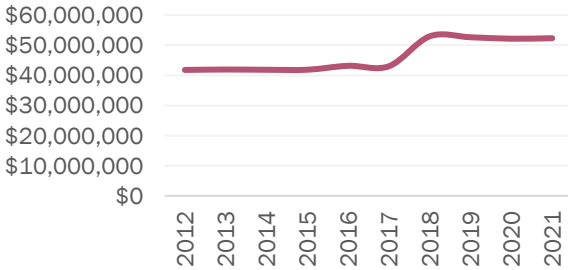
Commercial Parcels



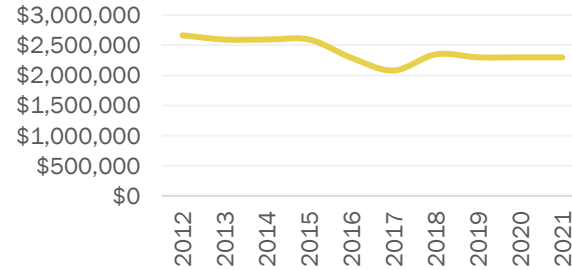
Industrial Parcels



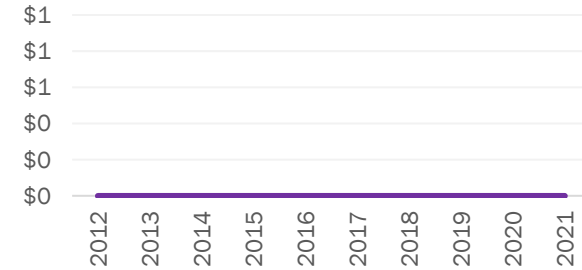
Residential Value



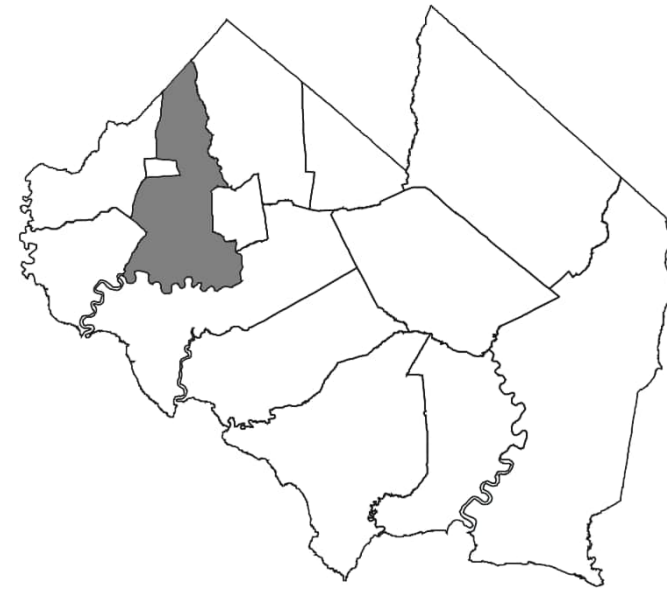
Commercial Value



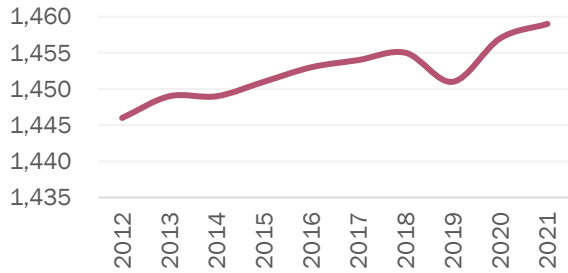
Industrial Value



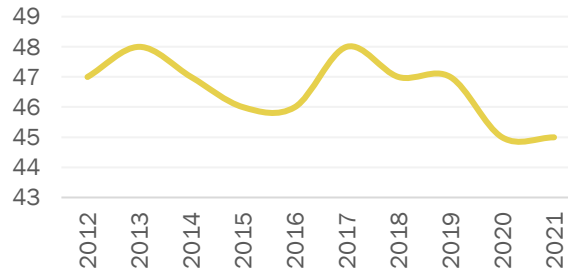
Hopewell



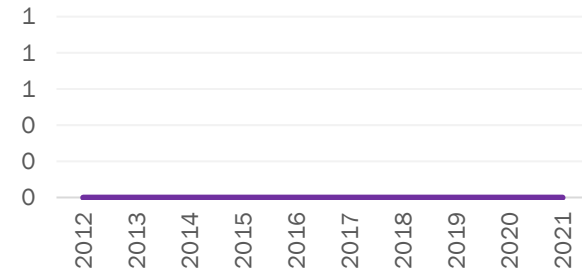
Residential Parcels



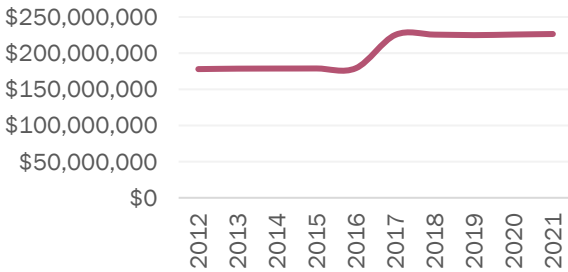
Commercial Parcels



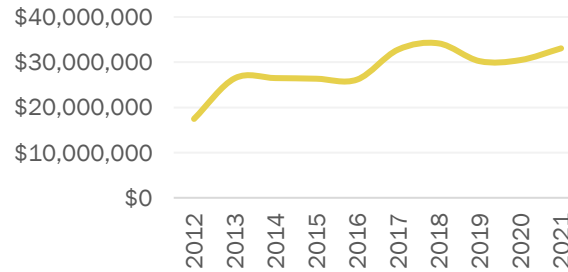
Industrial Parcels



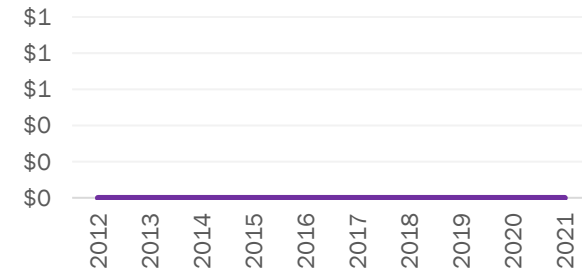
Residential Value



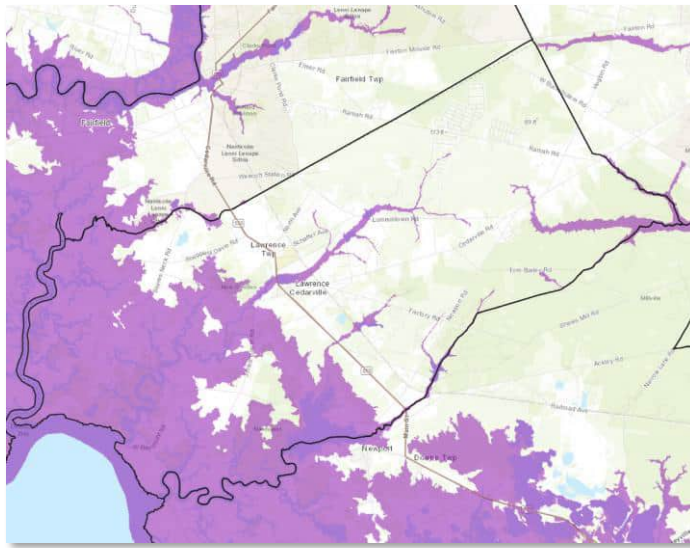
Commercial Value



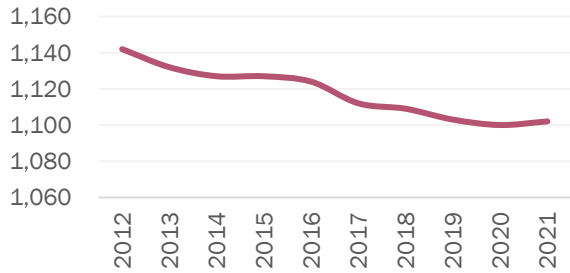
Industrial Value



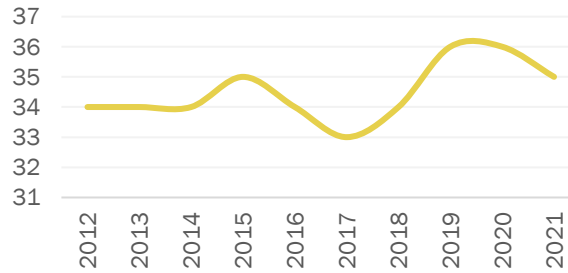
Lawrence



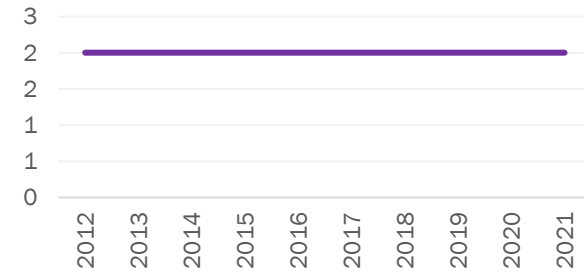
Residential Parcels



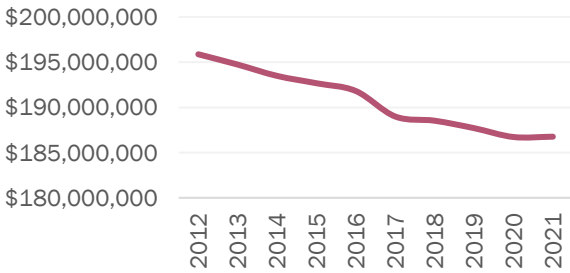
Commercial Parcels



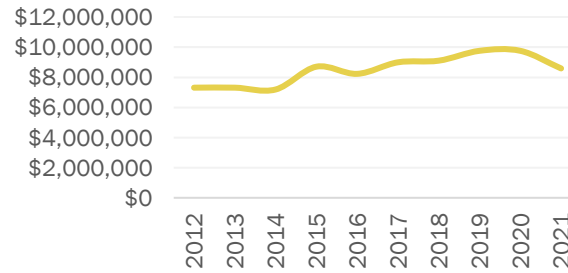
Industrial Parcels



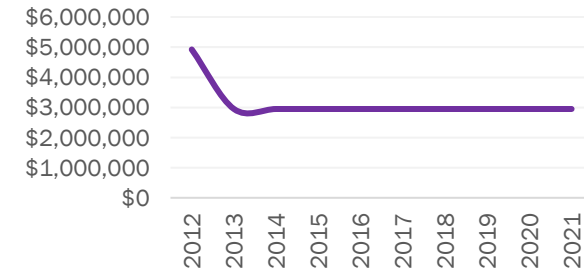
Residential Value



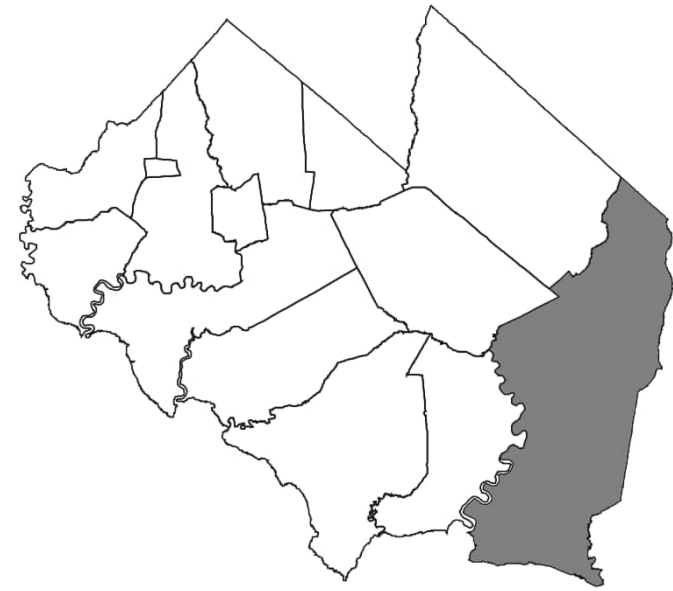
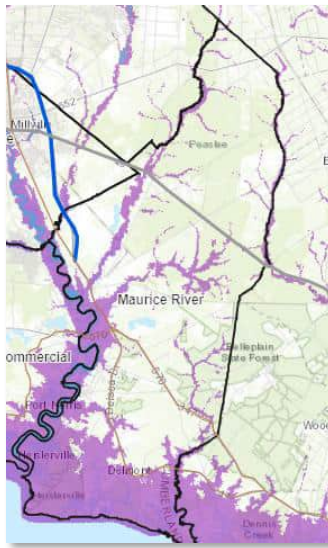
Commercial Value



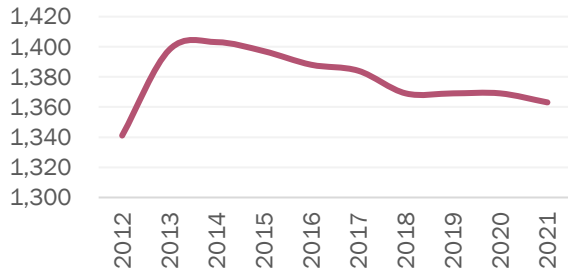
Industrial Value



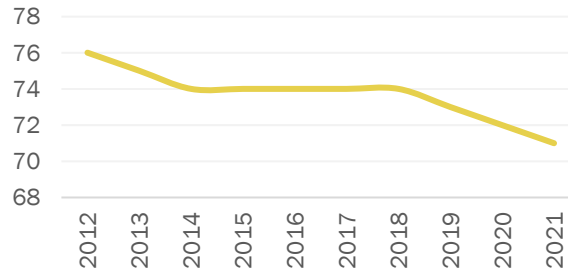
Maurice River



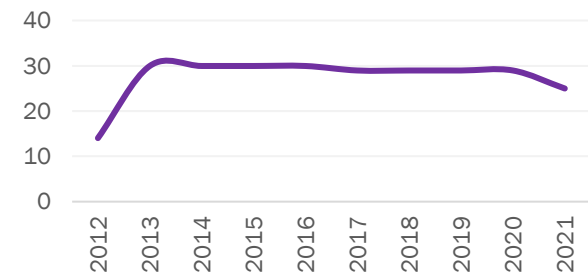
Residential Parcels



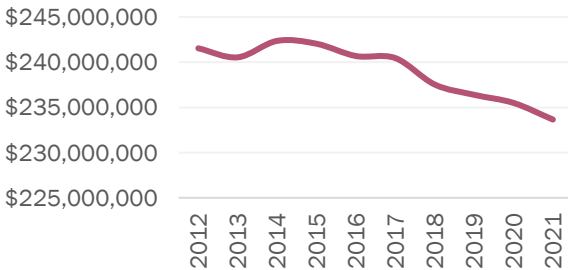
Commercial Parcels



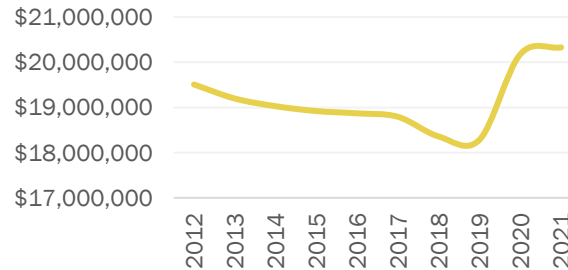
Industrial Parcels



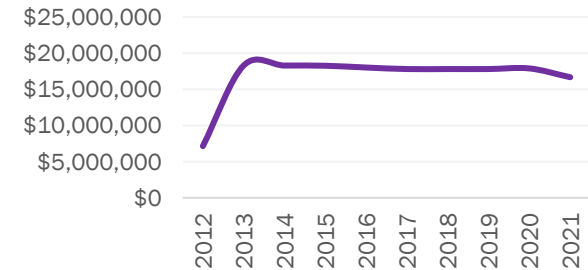
Residential Value



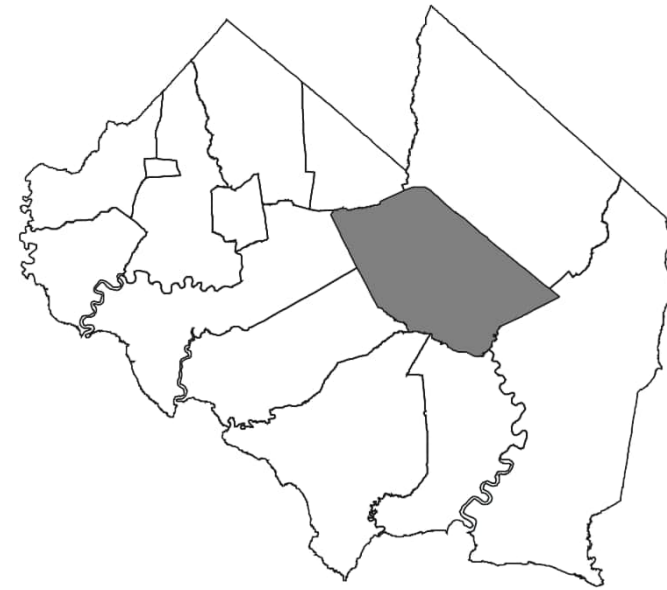
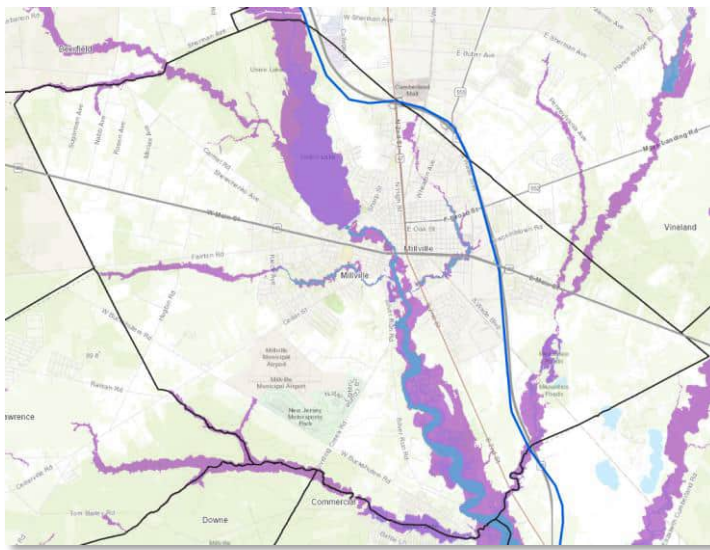
Commercial Value



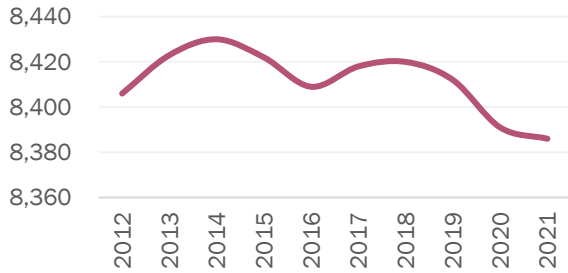
Industrial Value



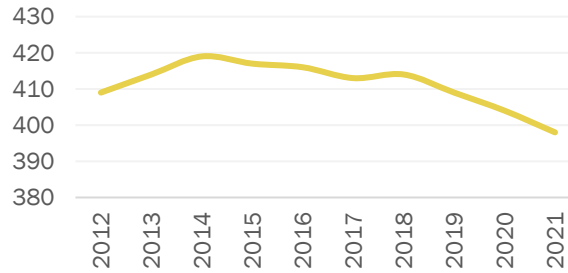
Millville



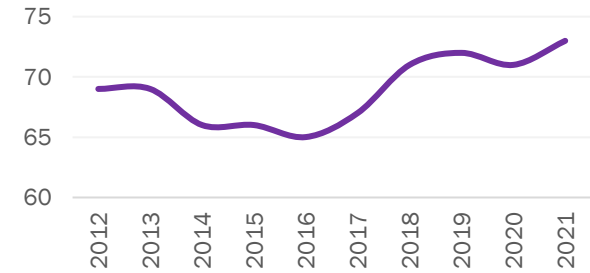
Residential Parcels



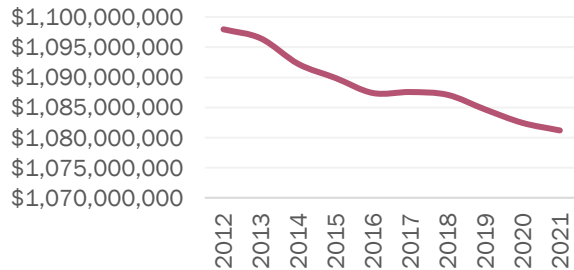
Commercial Parcels



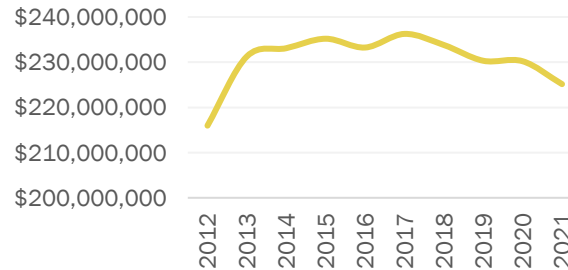
Industrial Parcels



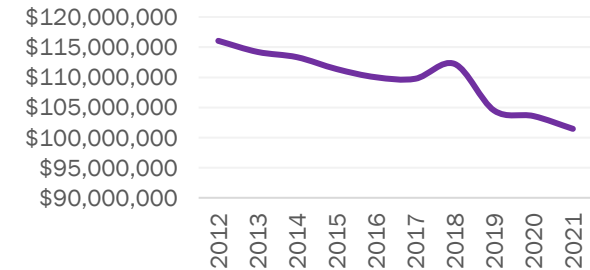
Residential Value



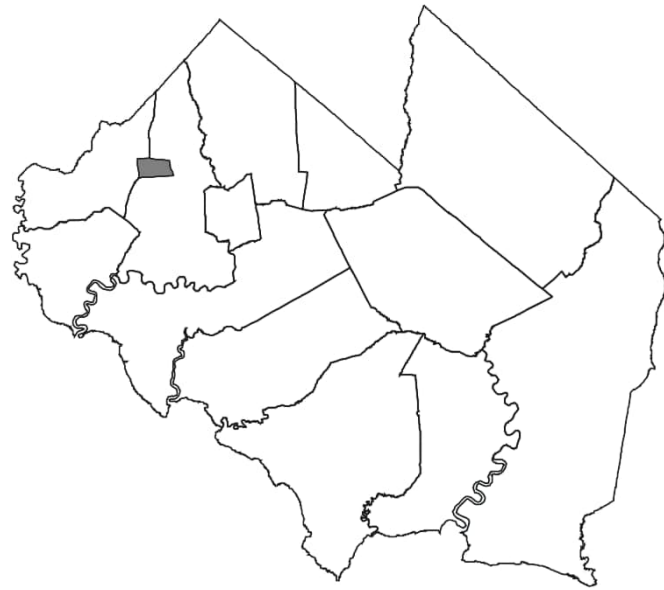
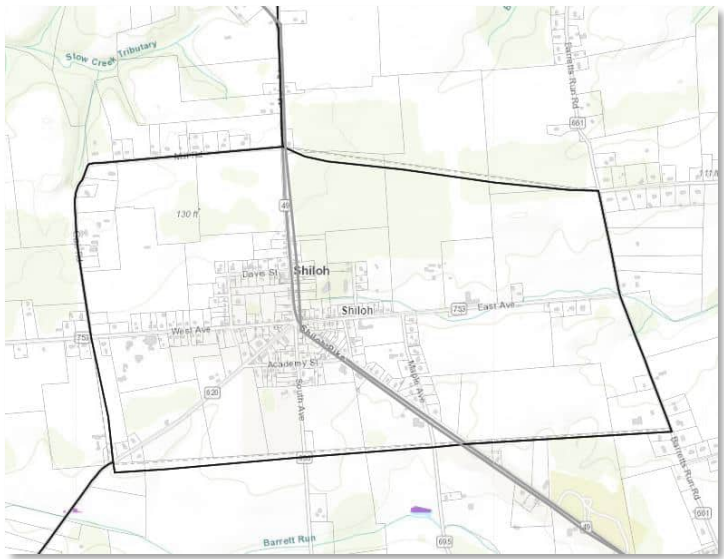
Commercial Value



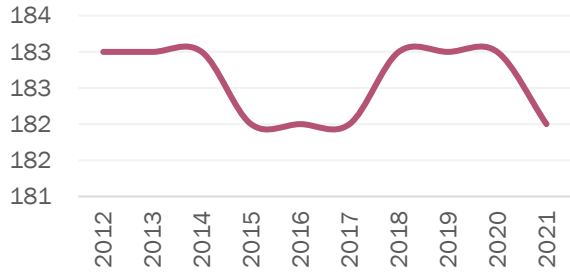
Industrial Value



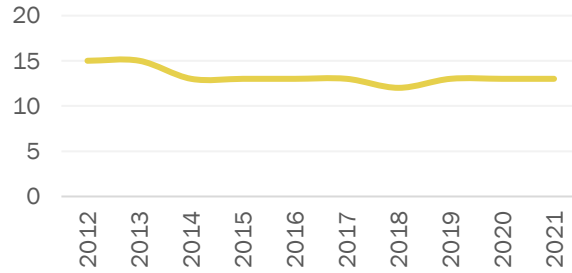
Shiloh



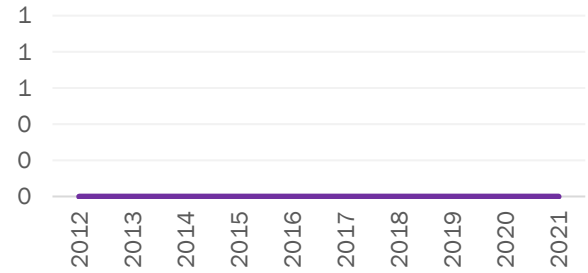
Residential Parcels



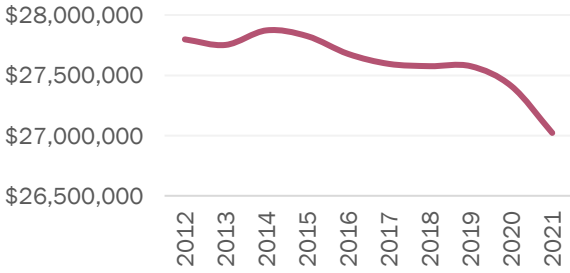
Commercial Parcels



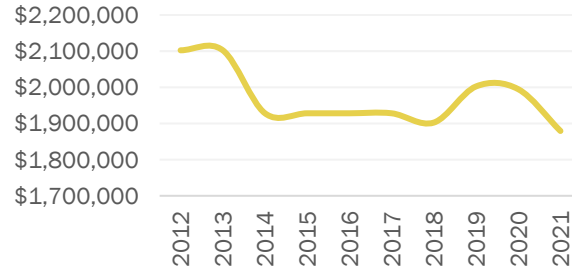
Industrial Parcels



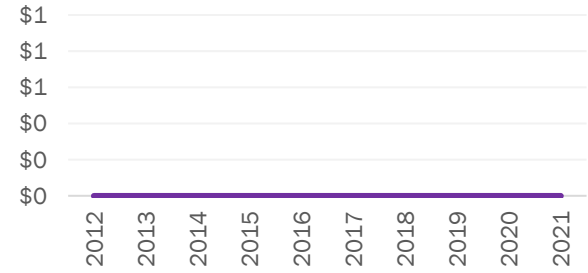
Residential Value



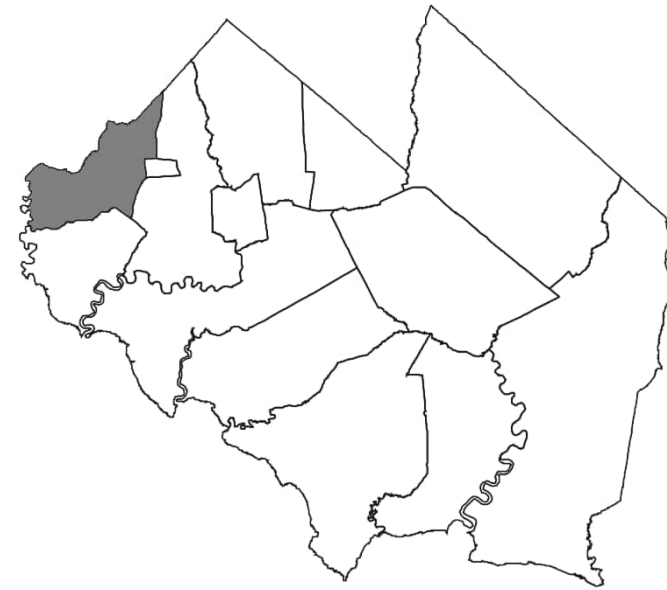
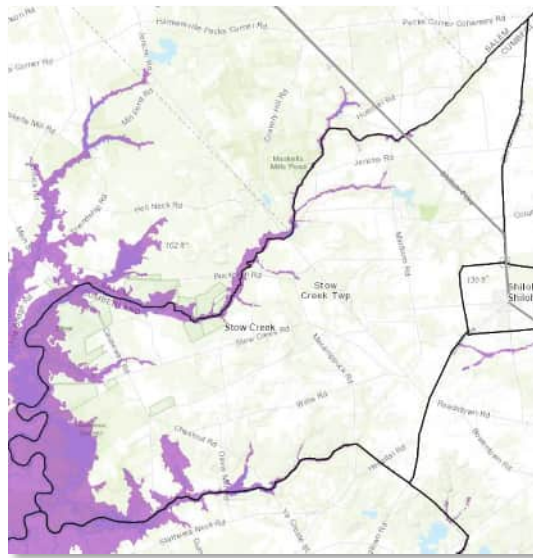
Commercial Value



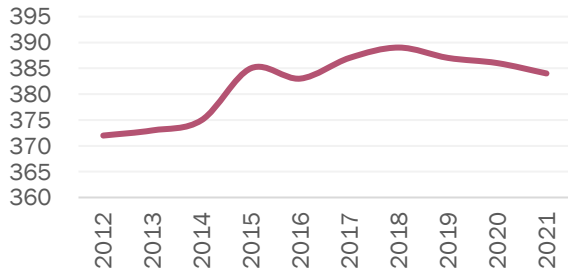
Industrial Value



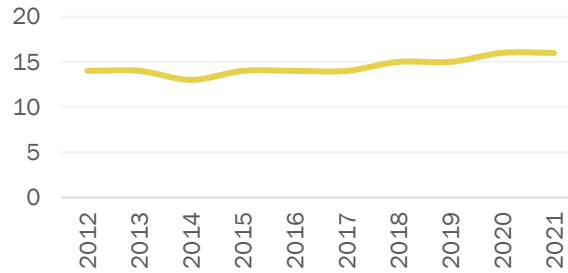
Stow Creek



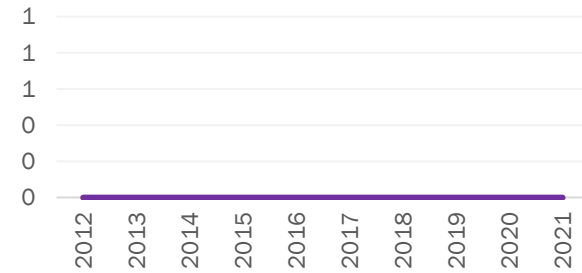
Residential Parcels



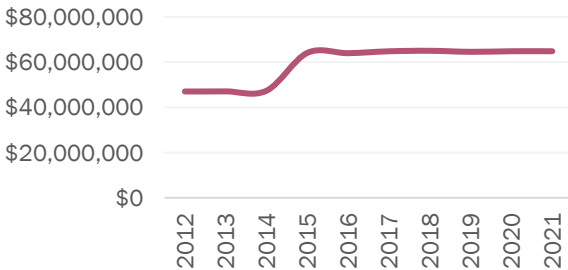
Commercial Parcels



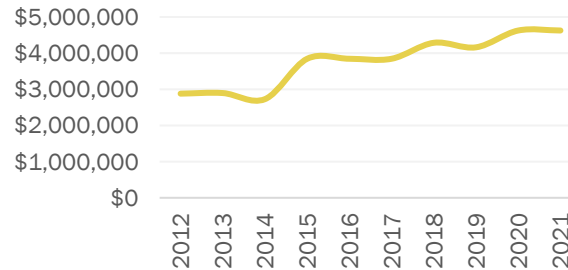
Industrial



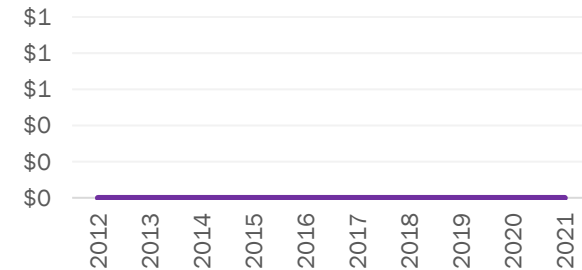
Residential Value



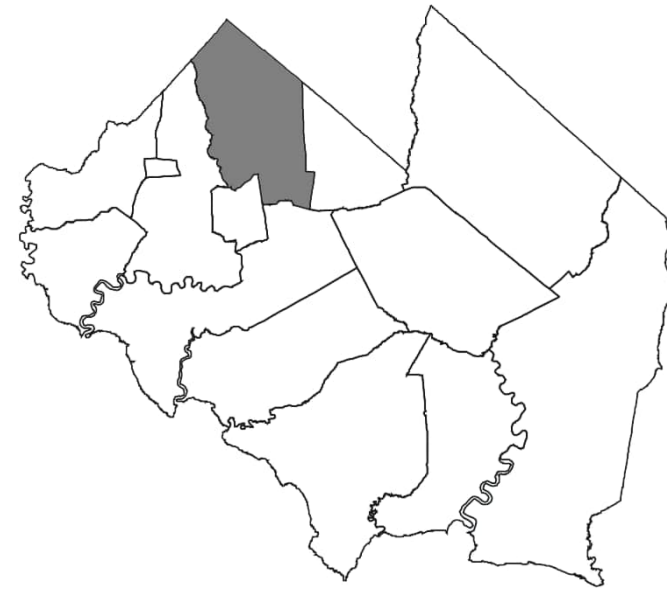
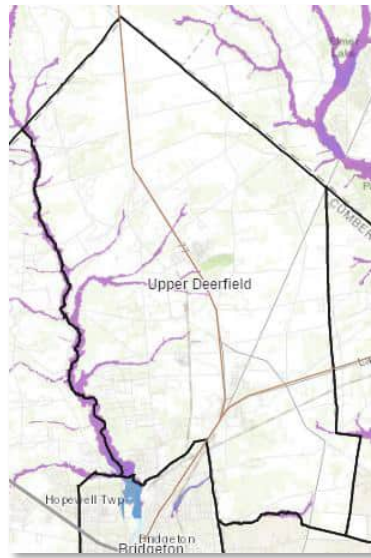
Commercial Value



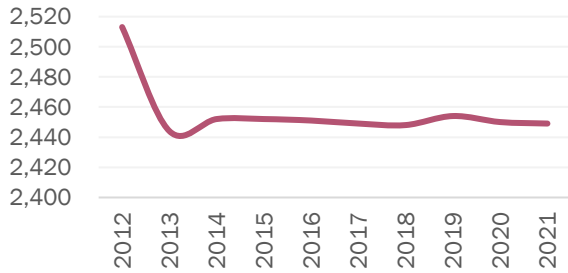
Industrial Value



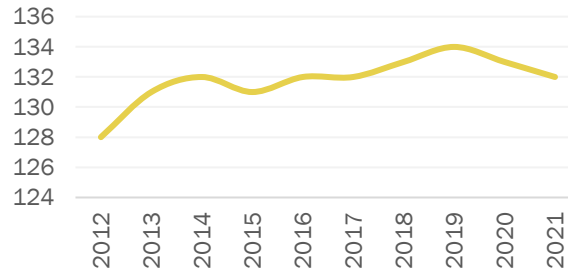
Upper Deerfield



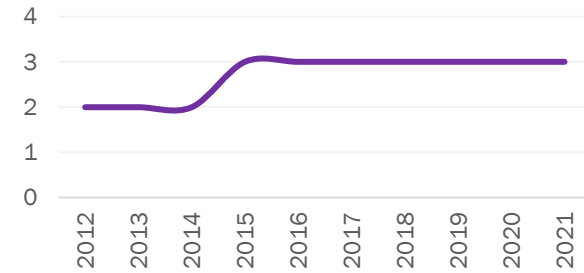
Residential Parcels



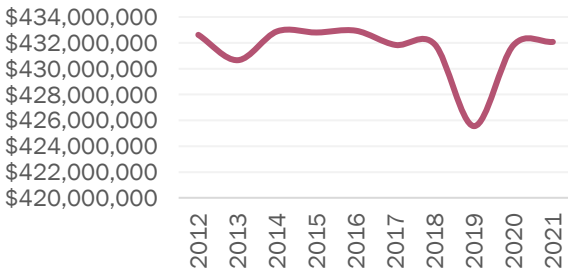
Commercial Parcels



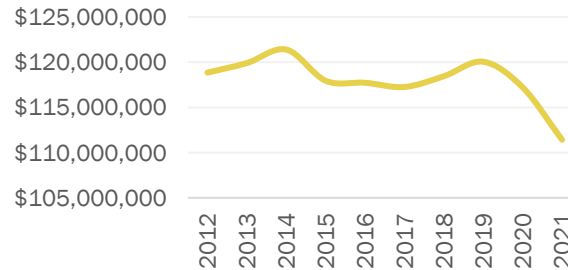
Industrial Parcels



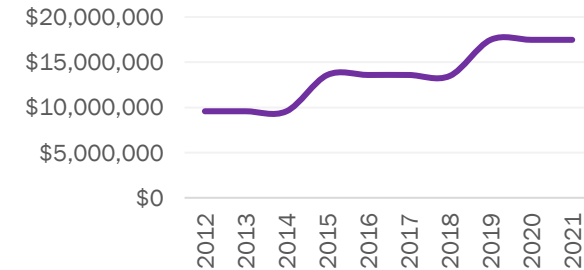
Residential Value



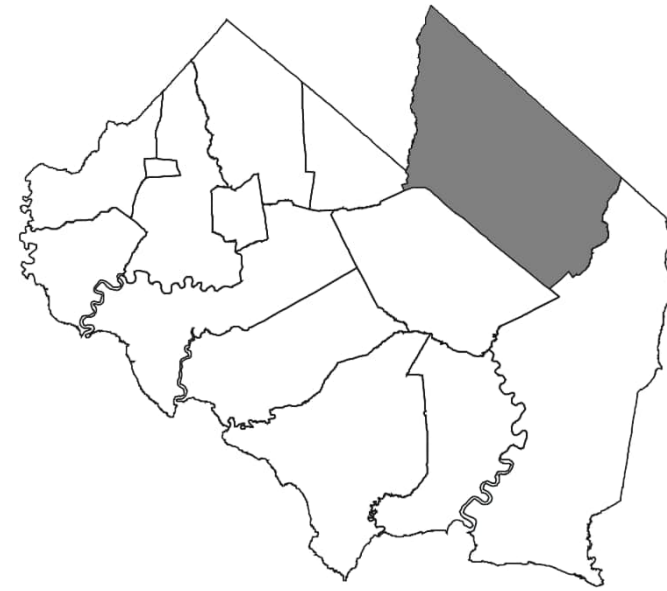
Commercial Value



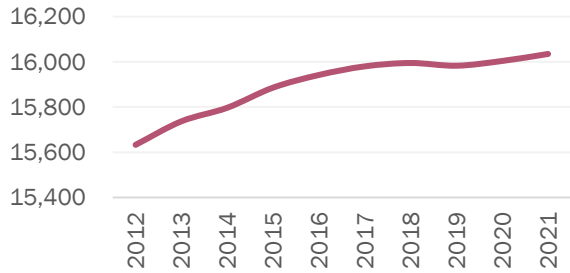
Industrial Value



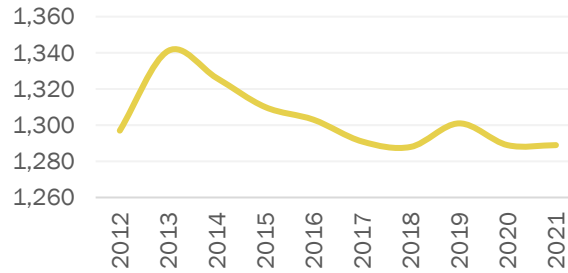
Vineland



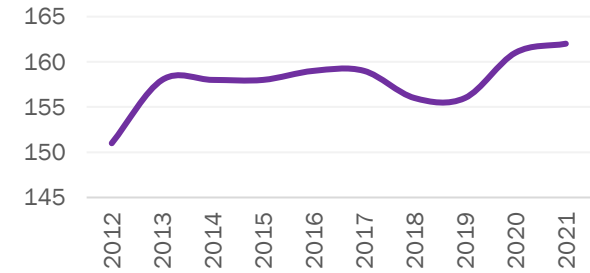
Residential Parcels



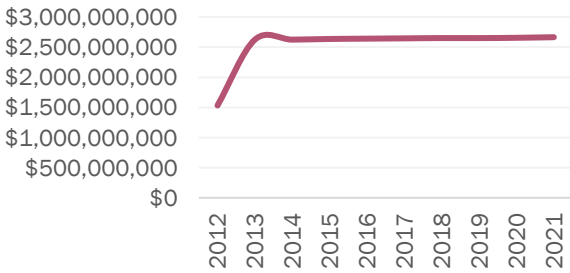
Commercial Parcels



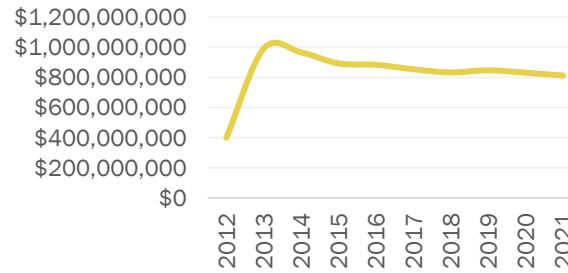
Industrial Parcels



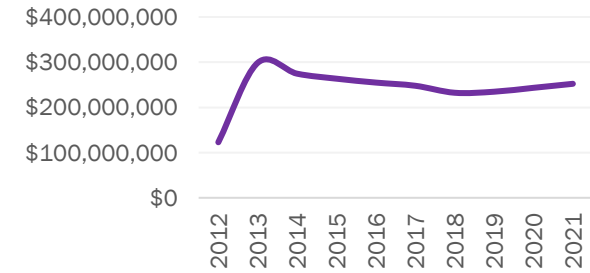
Residential Value



Commercial Value



Industrial Value



Glossary of Terms

Office	Office buildings (group B) for business transactions of all kinds including banks, corporate offices, professional offices, government buildings, beauty shops, motor vehicle showrooms, and out-patient clinics.
Retail	Buildings for display and sale purposes. Includes retail stores, automotive service stations, drug stores, shops, salesrooms, and markets (group M).
Industrial	Factory buildings where the occupants make, process, or assemble products that are not highly combustible, flammable, or explosive. Includes automotive, appliance, and furniture manufacturers; electric power plants; food processing plants; foundries; and water pumping, solid waste disposal, and incineration plants (group F).
Residential	Buildings where members of households live. Examples of residential groups include: one- and two-family houses (R-3 and R-5); apartments, dormitories, other multifamily houses (R-2); and mixed-use housing, where the house is a relatively smaller part of a building that has another use (e.g., an apartment over a store). Therapeutic residences (R-4) for 6 to 16 occupants are also included in this category.
Storage	Buildings used to store goods that are not highly combustible or explosive. Includes warehouses, open parking garages, lumberyards, livestock shelters, and mausoleums (group S).