



City of Bridgeton, Missouri - ***Comprehensive Plan Update***

**CHAPTER 2
CRITICAL ISSUES**



Critical Issues

SECTION 2.1 PUBLIC ENGAGEMENT PROCESS

The following is a summary of the issues raised during the City of Bridgeton's Town Planning Workshop, stakeholder interviews, citizen survey and meetings with the Planning & Zoning Commission. The Planning Commission served as the Comprehensive Plan Steering Committee and directed the development of the Plan. The Planning Commission meetings were open to the public and took place throughout the preparation of the Comprehensive Plan Update.

SECTION 2.2 TOWN PLANNING WORKSHOP

The Town Planning Workshop was held on April 8, 2013 at the Bridgeton City Hall. The workshop included approximately 20 participants including City Officials, business owners, and concerned citizens. During the Workshop, the participants discussed several prepared topics relating to the strengths, weaknesses, opportunities and threats facing the City of Bridgeton. The Consultant recorded notes throughout the workshop to be included in this summary. A citizen survey was distributed at the close of the meeting. The results of the Town Planning Workshop and citizen survey are included in the following sections.

SECTION 2.3 STAKEHOLDER INTERVIEWS

The public engagement process included meetings with stakeholders from the community. Stakeholders ranged from individuals knowledgeable of the community to entire organizations based in Bridgeton. Stakeholder organizations included the Pattonville School District, Bridgeton Police Department, Pattonville Fire Department, Bridgeton Athletic Association, and the Bridgeton Parks & Recreation Board. The results of the Stakeholder Interviews are included in the following sections.

SECTION 2.4 CITIZEN SURVEY

A citizen survey was developed and mailed directly to every household and business in Bridgeton. The survey was also distributed during all other public engagement activities and linked to the City's Website from April 2013 to June 2013. The intent of the planning process was to be "Citizen-Driven". The citizen survey provided the vehicle necessary to make that possible. The citizen survey empowered Bridgeton's residents and businesses to rank various planning elements and articulate their personal recommendations, wishes and worries for the future of Bridgeton. The city received over 450 completed surveys, many of which were representative of both husband/wife points of view and/or entire households. As a result, the estimated number of individuals participating in the public engagement portion of the Comprehensive Plan update is close to 1,000 or just under 10% of the total population. A summary of the survey findings is provided in Sections 2.10-2.14 of this Chapter. Appendix A includes the survey that was sent to every household and business in Bridgeton.

SECTION 2.5 CRITICAL ISSUES SUMMARY

The public engagement process helped define what residents want Bridgeton to be in the next ten (10) years. Most participants in the public engagement process agree that Bridgeton is a great place to live and raise a family and that the City should continue doing what it does best-providing quality municipal services. The community's biggest concerns over the next ten years are neighborhood stability and business retention/revitalization.



The discussion topics used throughout the public engagement process were developed with the intent of identifying citizen-defined values and critical issues as they relate to the quality of life in Bridgeton. The responses to these questions, more specifically, helped identify Bridgeton's **strengths, weaknesses, opportunities and threats**. The following is a summary of the critical issues as defined by the participants in the public engagement process.

SECTION 2.6 STRENGTHS

1. **Location.** "Highway access & visibility" and "location" were the top rated strengths with rankings of 4.43 and 4.42 out of 5, respectively. Citizens value "Bridgeton's good highway access and proximity to the Airport and just about everything else, including jobs, schools, churches, shopping and parks".
2. **Municipal services.** "Municipal services" followed "location" and "access" as one of Bridgeton's top strengths with a rating of 4.35 out of 5. Participants also rated the importance and quality of municipal services in Bridgeton very high. The "3 Ps: Police, Parks and Public Works" were among the services rated the highest. Bridgeton is known for its great Police force, parks and Public Works Department. The citizenry showed their appreciation for the City's excellent services in the ranking, ratings and comments provided throughout the public engagement process. Below are a few representative comments:
 - "Winter Maintenance (snow removal) is the best in St. Louis."
 - "Free trash and recycling is great."
 - "The City is run properly, services are great."
 - "Tenure- Employees have been here for a long time."
 - "The city/community takes care of its residents."
 - "They do everything great, except code enforcement."
3. **Parks:** The level of importance of the City's parks and recreation programs was rated 4.29 out of 5. This is an indicator that the residents value the city's parks and recreation programs. The residents are also very satisfied with the quality of services offered by the City's Parks Department, which received a ranking of 4.16 out of 5 (5 being excellent). Below are a few representative comments regarding the City's Parks and Recreation services and facilities.
 - "We have a great park system, ball fields and recreation programs".
 - "We love the indoor pool, B-Mac and the community center."
 - "Bridgeton Van Services are nice- the drivers are great."
 - "We enjoy taking the family to the concerts/movies in the park."
4. **School:** "Historically, schools would have been the #1 strength, but as housing declines and the transient population increases, the schools are facing new challenges". Overall, the participants agree that the District has been very effective in responding to these challenges and accommodating the needs of its diverse student body, which has the largest diversity in the region. The school is instituting programs to embrace this diversity and prepare the



student body for the new economy; which is anticipated to include job growth in the field of bio-tech.

5. **Sense of Community:** The “sense of community” and “small town atmosphere” that Bridgeton offers is a strength. A fitting motto, defined by one of Bridgeton’s residents is: “*Bridgeton: A Great Place to Call Home*”. Here are some additional comments of why people say they choose to live in Bridgeton:

- “*It’s safe and the services are the right ones, performed with excellence and at a very affordable cost or no cost*”
- “*Hometown atmosphere*”
- “*Bridgeton doesn’t need anything. We have everything a small community needs.*”
- “*Mixed aged neighborhoods are a definite strength in our area.*”
- “*It’s our home, and has been for years.*”
- “*Nice, quiet and affordable.*”
- “*Good place to raise a family.*”
- “*Local businesses.*”
- “*Low taxes, affordability.*”
- “*Greenspace.*”

6. **Bridgeton Residents:** Several survey takers say they like the City and its people. Many commented that “*the people are friendly*” or that “*the residents of Bridgeton are a major asset*”. The city is gifted with a committed core of citizens (residents and non-residents) who are willing to volunteer or serve on the many organizations and committees in Bridgeton. The response to the tornado in 2011 memorialized how dedicated, supportive and hardworking Bridgeton residents can be in protecting and preserving the quality of life in Bridgeton.

7. **Airport:** Many participants stated that they appreciate the city’s proximity to the airport and that it is one of the City’s strengths.

SECTION 2.7 WEAKNESSES

The top threats or weaknesses facing the City according to the survey results are; “*crime, economic development, acceptable levels of public services and property maintenance*”. These are all factors that affect neighborhood stability and quality of life. The critical issues relating to the weaknesses or threats facing the city included:

1. **Crime:** Crime was rated as the top threat facing the City in the future. On a scale of 1-5 with 5 being a major concern, crime was rated 4.57.
2. **Neighborhood stability:** Although neighborhood stability was not included in the ranking, the majority of comments provided in the survey included issues relating to neighborhood stability, substandard housing and code enforcement. There are some who think the City is over built and that continued development of apartment complexes in the area will make Bridgeton less desirable, poor and over-populated. Other comments relating to neighborhood stability include:

- “*We need to protect our greenspace.*”



- *“Look at what’s happening to St. Ann and the connection between neighborhood stability and the negative secondary effects it’s caused to business there.”*
 - *“Homes are not kept up like they use to be”*
 - *“Too many cars in the street, junk in yards.”*
3. **Substandard Housing:** Substandard housing is a major concern. Many participants suggested that substandard housing increases crime and decreases quality of life. The survey takers shared the following observations and/or recommendations:
- *“We have too much rental property or neglected property.”*
 - *“There is a lack of landlord enforcement code.”*
 - *“The people that follow the rules are not the problem. The rules are fine, focus on enforcement and the few bad apples.”*
 - *“Renters do not take care of yards, gardens or homes.”*
 - *“How can we increase home ownership?”*
 - *“The City needs to intervene before the issue spirals out of control.”*
 - *“The City should consider implementing Crime Free Housing initiatives and take serious steps towards the elimination of substandard housing.”*
 - *“Landlord registration should be mandatory.”*
4. **Property Maintenance / Code enforcement:** Property maintenance was ranked 4.06 out of 5 as being a major concern or threat facing the city of Bridgeton. Below are a few comments that are representative of the citizen-defined concerns and/or recommendations:
- *“Yards and properties need to be better kept.”*
 - *“The City’s Housing stock is deteriorating and property values suffer- bringing down neighborhoods and causing friction between neighbors with lax code enforcement.”*
 - *“Need interior inspections for residential dwellings with change of occupancy.”*
 - *“City staff needs to have direct contact with landlords so property maintenance, nuisance issues and any other violations can be addressed in a timely manner- with direct consequences to the landlord if needed.”*
 - *“Planning/zoning/code enforcement is too burdensome- I own my home, not Bridgeton.”*
 - *“Codes are not enforced or perhaps we don’t have good codes.”*
 - *“The City needs to have a landowner and tenant registration program.”*
 - *“Require occupancy permits for renters.”*
 - *“Require car stickers for renters, (these could be a source of revenue and aid in enforcement).”*
5. **There is no "there" there:** The survey included comments pointing out that Bridgeton did not have a downtown, a city center or proper gathering places. The residents want more restaurants and other attractions to give people a reason to visit Bridgeton. Additional comments included:



- *“Bridgeton is a nice place to live, but who would travel to Bridgeton to shop, work, visit, or for entertainment?”*
 - *“We see it as our home base from which to venture out to other cities that have something to offer. “Bridgeton; a great place to call **home**”...but not a good place to shop, eat, be entertained, etc.”*
 - *“That’s the beauty and problem with Bridgeton. It’s not a destination.”*
 - *“Lack of resources for youth (they need a place to go).”*
6. **Shady hotels:** *“Hotels are being used as apartments. This invites crime, drugs and prostitution into our city.”* Residents are concerned about drug traffic in the apartments at Natural Bridge and McKelvey area.
7. **Transient Population:** According to many survey takers, Bridgeton has a large turnaround in its apartment complexes and many families are living in hotels, which is unacceptable, especially for school age children. Additional concerns and recommendations included:
- *“Change in population is a problem.”*
 - *“The City should do background checks on all homebuyers and renters.”*
8. **Airport buyout wiped the City out:** The airport is both a strength and a weakness as well as an opportunity; according to many participants. Overall, residents would like to see something positive happen within the buyout area. Some call for parks, trails and community gathering areas. They want to keep it green and developed with well-planned regional retail destinations that offer unique services and products not currently provided by Bridgeton businesses. The airport buyout has been a major disappointment, the residents want to see something done to the area that is positive. *“We are currently trying to rebuild, reinvest and move forward while keeping our standards high, but some impacts of the buyout are irreversible”.*
9. **Economic Development:** Economic development was the second highest rated threat according to survey takers who ranked it 4.36 on a scale of 1-5, 5 being a major concern and 1 being no concern. Residents do not believe Bridgeton is getting quality businesses. Below are a few selected comments that help articulate the residents’ concerns:
- *“There are no big employers in Bridgeton.”*
 - *“Declining middle class.”*
 - **Surplus:** *“We have too many banks, substandard apartments, hotels and fast-food establishments. Too many underutilized commercial properties.”*
 - **Seepage:** *“Limited retail: residents (young and old) travel outside the city to shop, eat and for entertainment. We work, shop and visit other places instead of Bridgeton due to lack of quality establishments.”*
 - *“The city is attracting all fast food and fly by night businesses; quality is lacking”.*
 - *“Unemployment rate and resulting foreclosed homes.”*
 - *“We need better businesses, shopping and to adhere to higher standards.”*
 - *“As housing prices decline and people move away from the area, the shift in population will make living in Bridgeton less desirable.”*



- *“The city needs to bring in more upscale businesses to aid in tax revenue and property valuation, this will also enable citizens to earn a desirable wage and circle back.”*
 - *“Lack of new businesses coming to town.”*
10. **Access to quality shopping:** On a scale of 1-5, 5 being a major concern and 1 being no concern, “access to quality shopping” received a ranking of 4.04, making “access to quality shopping” a leading threat or weakness according to participants in the public engagement program. (See also *Economic Development; Seepage, above*)
11. **Image:** The survey’s included comments stating that there was *“No positive publicity, but lots of negative”*.
- *“The media represents us as part of the problem areas of North County. Positive news like NW Plaza redevelopment, new Wal-Mart Superstore, etc. should be promoted.*
 - *“Bridgeton is at the crossroads; it’s dangerously close to going the way of North County cities.”*
 - *“People walking around aimlessly create an element of fear as well as blight. Go sit by the QT at 270, it’s scary.”*
 - *“We need to break away from any association with the north side.”*
 - *“Safety and security are becoming a problem, be it real or perceived.”*
12. **The landfill:** *“It’s time to address the problems caused by the landfill, implement a solution to the smell/toxic waste and end the negative publicity to our area- it impacts us all; home values (who is going to buy a home here?), quality of life and pride is being compromised.”*
13. **St. Charles Rock Road / Lindbergh:** Although the “Rock Road” and Lindbergh are described as the City’s lifeline, the participants in the public engagement program believe there are too many substandard or vacant buildings and both corridors need beautification. The following comments relating to St. Charles Rock Road and Lindbergh Boulevard were repeated throughout the public engagement process:
- *“Too many bus stops, especially along the Rock Road and 67.”*
 - *“Pedestrians in high traffic areas cause problems.”*
 - *“Police presence not seen in needed areas.”*
 - *“Need to improve accessibility.”*
 - *“Too many people that don’t belong.”*
 - *“Boenker Road and the Rock Road area is bad for the City’s image.”*
 - *“Jersey median on Lindbergh is bad for businesses, get rid of it.”*
 - *“Properties along the south limits of Bridgeton along Lindbergh are bad.”*
14. **Wal-Mart:** *“The new Wal-Mart is already starting to look trashy- keep tabs on it. Wal-Mart harms the city as much as it helps. The parking lot at night is sketchy. The area is not well kept. Since it opened, I’ve seen many more “questionable” people in Bridgeton.”*
15. **Crime:** *“Too many fights and disturbances in apartment parking lots- this needs to stop.”*



SECTION 2.8 OPPORTUNITIES

1. **Parks and Recreation:** The majority of survey takers (61%) do not believe the City should have more parks and walking area. The previous question asked residents if they would support a tax or bond issue to improve or expand the City's parks and recreation programs. Survey takers did not support a park tax or bond issue by a ratio of 63% to 37%. The sequencing of these questions may have resulted in less support for parks due to the taxing reference. There were many comments made in support of the City's existing park system, recommendations for expansion of existing parks and facilities and trails. The following comments and recommendations were provided:
 - *"New and/or expanded community center behind existing community center. This would provide for more winter fitness activities, which is currently lacking."*
 - *"Move It Bridgeton": Develop a fitness program for all ages- especially youth, make it free, include a wide range of activities, include nutrition counseling, call it "Move It Bridgeton"*
 - *"B-Mac; keep it a state-of-the-art facility"*
 - *"Offer free lessons to kids 5-12. Let them play the course free for certain hours."*
 - *"The City should promote the golf course- make it an attraction/center."*
 - *"Airport Buyout."*
2. **Walkability.** "Bridgeton needs to develop true walkability throughout the City. Bike lanes and walking trail on designated streets are badly needed". The following citizen-defined recommendations were repeated throughout the public engagement process:
 - *"Continuation of trails for public walking, recreation and transport."*
 - *"Install a bikeway along Fee Fee and the Rock Road right-of-way to cross I-70."*
 - *Incorporate bike/ped lanes*
 - *"Need a ped/bike crossing at McKelvey Creek."*
3. **Highway 270 Interchange:** *"Push for an improved interchange at 270 and the Rock Road. Don't settle for a diamond interchange with no aesthetically pleasing features. Make it look good and serve as an attractive gateway to the City."*
4. **The "Wedge":** *"The triangular area created by Highway 270 and the Rock Road is a prime area for commercial redevelopment."*
5. **Town Center:** *"It would be nice to develop an area for shops, restaurants and sidewalk cafés. Allow small areas outside of bars to allow sidewalk bistro, al fresco dining. A mixed use development would be nice located by City Hall."*
6. **Annexation:** The residents agree that the City should not proceed with any annexation unless it contributes to the financial stability of the City. As a result, 70% of the residents disagreed that the City should expand through annexation. The consensus regarding future growth is; *"the City should take care of what it already has and direct future reinvestment and revitalization activities in those areas"*. The buyout area is one such area. Of the 30% who support annexation, they believe annexation is needed to bolster tax revenues and recommend the city consider the following locations for future growth:



- *“Annex unincorporated STL County within Pattonville District.”*
 - *“Why is Champ not part of Bridgeton? We need to annex Champ so we have more control over the landfill.”*
 - *“Annex existing neighborhoods with the goal of incorporating more people (residents) into city. If there is a developed subdivision with utilities & roads, the City should annex.”*
 - *“Isolated / adjoining areas need to be annexed to consolidate and coordinate the delivery of city services/utilities.”*
 - *Annex Earth City to gain control over future development and position the area for future industrial/manufacturing growth.*
 - *“Robertson.”*
 - *“Gain more industrial areas towards the river.”*
 - *“NW close to the current limits.”*
7. **Maintain what we have.** Many residents like Bridgeton the way it is. They are satisfied with the current boundaries and believe Bridgeton is big enough. The residents ask that the City be careful to balance city services and resources.
- *“The City needs a tax base to accompany expansion. Before annexation is considered, the City must first identify a source of revenue to cover infrastructure and expansion of city services to sustain the long-term stability and reliability of the City’s revenues.”*
 - *“Old City Hall: Convert the area to residential and recruit a homebuilder to redevelop the area.”*
 - *“Lindbergh Boulevard”*
 - *“Housing on the south end of Lindbergh needs to be redeveloped- this presents an opportunity for revitalization and new housing.”*
 - *The airport buyout area is underutilized, unsightly and has been used as a land bank for too long. It is time to redevelop the area- consider seeking out a national retailer or mixed use destination mall.*
8. **Promotion:** The City needs to identify and promote reasons someone (businesses or residents) outside the city would want to relocate to Bridgeton. The city should prepare a fact sheet that spells out the advantages of annexation – cost/benefit analysis. Identify if, and to what extent, a property owner will save in service costs, improvements in the police and fire protection, etc.
9. **Housing**
- *“We have plenty of housing, new and old.”*
 - *“Villas for seniors would be nice.”*
 - *“Estate-style, high end homes are needed.”*



SECTION 2.9 THREATS

1. **Business retention and revitalization.** *“Competition for tax money. Business retention is very important- take care of what/who we have. Stop recruiting new businesses and waiving taxes.”*
2. **Economy/unemployment.** *“The city needs more good paying salaried jobs with benefits. Bridgeton does not offer the amenities necessary to attract top level executives and Fortune 500 companies. Trying to draw salaried jobs and regional retail and restaurant chains in a down economy.”*
3. **Declining school system.** *“How do we maintain the level of quality we have come to expect from our schools during poor economic times?”*
4. **Substandard housing.** *“Sub-standards homes are a problem- they are bringing down the value of neighboring homes and the housing stock in general.”*
5. **Retail Seepage.** *“Big box stores capture the majority of local spending, making it very difficult for smaller scale, specialty shops or locally owned businesses. Many residents shop outside of Bridgeton where price, quality and selection are better.”*
6. **Over-Crowded:** *“More population growth will result in more crime and increased taxes; meanwhile the schools are struggling and infrastructure aging. The city should avoid growth that over-extends the cost, capacity or quality of infrastructure or delivery of public services.” “The City is attracting transients.”*



Public Engagement Summary

The following tables summarize the Citizen Surveys that were developed and administered for the purposes of obtaining citizen and business owner feedback regarding issues related to the 2013 Comprehensive Plan Update.

SECTION 2.10 STRENGTHS

Survey takers were asked to rate the following City assets from 1-5, with 5 being the most valuable.

Ranking of Bridgeton's Top Assets (1-5)					
Top Community Assets (in order of ranking)	Least Valuable		Most Valuable		Ranking
	1	2	3	4	
1. Highway access & visibility	4.43				
2. Location	4.42				
3. Municipal services	4.35				
4. Schools	4.28				
5. Parks & recreational programs	4.16				
6. Proximity to the airport	4.08				
7. Sense of community	3.99				
8. Commercial & retail establishments	3.89				
9. Resident population (the community)	3.80				
10. Small town atmosphere	3.68				
11. Local industries	3.63				
12. Religious Institutions	3.61				
13. Housing diversity & neighborhoods	3.58				
14. Organizations and committees	3.58				



SECTION 2.11 CITY SERVICES

Survey takers were asked to rank the following municipal services based on their level of importance from 1-5, with 5 being most important, AND, rate how well the services are performed from 1-5, with 5 being excellent and 1 being poor.

Ranking & Quality of Municipal Services						
<i>Municipal Service (in order of most importance)</i>	Level of Importance	Quality of Service				
		Poor	←————→			Excellent
	1-5	1	2	3	4	5
1. Police	4.62	4.62				
2. Winter maintenance-snow plowing / salt	4.62	4.52				
3. Trash, recycling, & yard waste collection	4.59	4.40				
4. Parks & Recreation	4.29	4.16				
5. Street Maintenance	4.18	4.14				
6. Stormwater Mgmt.	3.96	4.05				
7. Planning & Zoning	3.77	3.83				
8. Building code enforcement	3.73	3.70				



SECTION 2.12 THREATS

Survey takers were asked to rate the following issues the City of Bridgeton will face over the next 10-20 years from issues of most concern (5), to issues of little or no concern (1).

Top Issues facing the City in the next 10-20 yrs.					
Top Threats (in order from most threatening)					
	No concern				Major Concern
	1	2	3	4	5
	Ranking				
1. Crime (violence, drugs and safety issues)	4.57				
2. *Health of St. Charles Rock Rd	4.36				
3. Economic development	4.20				
4. Maintaining acceptable levels of services	4.16				
5. Property maintenance-private residences	4.06				
6. Access to quality shopping & dining	4.04				
7. Revitalization of Lindbergh Boulevard	3.98				
8. Parks & recreation for all age groups	3.79				
9. Unemployment	3.78				
10. Airport buy-out area	3.69				
11. Apartments & rental housing	3.67				
12. Transportation circulation or congestion	3.66				
13. Floodplain management	3.48				
14. Preserving local heritage	3.22				
<i>*This was not included on the survey's mailed</i>					



SECTION 2.13 AGREE/DISAGREE GENERAL QUESTIONS

Personal Preference Questions					
<i>Agree/Disagree Statements (in order listed on survey)</i>	Disagree ←————→ Agree				
	1	2	3	4	5
	Ranking				
1. Bridgeton is a great place to live.	4.38				
2. Bridgeton is a great place to raise children.	4.25				
3. Bridgeton should grow in size and population	3.71				
4. The airport buyout area should be developed.	4.18				
5. Bridgeton is a great place to start a business.	3.62				
6. Bridgeton is a great place to retire.	3.88				
7. Bridgeton is a great place to visit.	3.58				



SECTION 2.14 YES/NO SPECIFIC ISSUE QUESTIONS

Yes / No General Quality of Life Questions (in order listed on the survey)	YES	NO
1. The City of Bridgeton should expand through annexation.	30%	70%
2. The City should have more bike/pedestrian facilities.	54%	46%
3. I would support a tax or bond to fund street improvements.	42%	58%
4. I would support a tax or bond to fund park/rec improvements.	37%	63%
5. I am generally pleased with the City's Public Services.	93%	7%
6. There are sufficient housing options in the City.	85%	15%
7. The City should have more parks and walking areas.	39%	61%
8. Traffic congestion is a problem.	45%	55%
9. Bridgeton has adequate street lighting.	84%	16%
10. Bridgeton should assist cleaning-up derelict properties.	65%	35%
11. Bridgeton should invest money in marketing itself.	57%	43%
12. There are sufficient recreation programs for youth in Bridgeton.	82%	18%
13. There are sufficient recreation programs for seniors in Bridgeton.	90%	10%
14. Bridgeton should invest money in incentives to attract new businesses	77%	23%
15. There are sufficient employment opportunities	49%	51%



SECTION 2.15 CRITICAL ISSUES SUMMARY

The critical issues as defined by the citizens who participated in the public engagement portion of this plan as described and summarized in the previous sections, have been divided into following six (6) categories:

- | | |
|---|-------------------------------|
| 1. Economic Stability | 4. Parks & Recreation |
| 2. Quality of Life | 5. Transportation |
| 3. Housing & Neighborhood Stabilization | 6. Future Growth & Annexation |

Goals have been developed for each of the above “critical issues” and included in Chapter 3. The goals respond directly to the critical issues and priorities summarized in the previous sections. The objectives or implementation strategies that correspond to each goal have been carefully developed based on the information gathered during the public engagement portion of this plan. The goals and objectives were developed to help guide the City’s elected and appointed officials in making decisions regarding public services, land use, future development and neighborhood preservation. Making the goals of this plan a reality will require the coordination and leadership of all levels and forms of government, both internal and external to the City, plus strong support from Bridgeton’s organizations and local businesses.