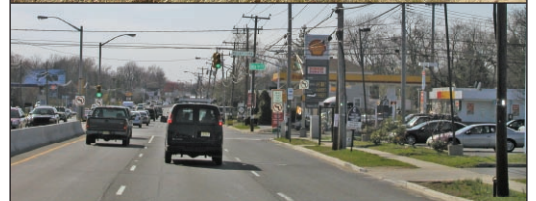


BAYSHORE REGION STRATEGIC PLAN

Monmouth County Planning Board • Monmouth County, NJ



Prepared By:
AKRF, Inc.
Regional Planning Partnership
IQ Landscape Architects

Adopted by the Monmouth County Planning Board on
September 18, 2006

MONMOUTH COUNTY BOARD OF CHOSEN FREEHOLDERS

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Robert D. Clifton, Deputy Director
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Bonnie Goldschlag, PP, AICP, Assistant Director of Planning
Geri Elias, Secretary to the Board
Mark R. Aikins, Esq., Counsel to the Board

**RESOLUTION ADOPTING THE
BAYSHORE REGION STRATEGIC PLAN
AS AN ELEMENT OF THE
MONMOUTH COUNTY GROWTH MANAGEMENT GUIDE**

William Warters offered the following resolution and moved its adoption:

WHEREAS, the Monmouth County Planning Board adopted *The Monmouth County Growth Management Guide: Goals, Objectives and Policies* in December 1995 as the official master plan pursuant to NJSA 40:27-4 et seq.; and

WHEREAS, *The Monmouth County Growth Management Guide: Goals, Objectives and Policies* encourages plans that are integrated and coordinated with plans at all levels of government; and

WHEREAS, *The New Jersey State Development and Redevelopment Plan* encourages comprehensive planning at the regional level and promotes cooperation and coordination among counties, municipalities, state and other agencies; and

WHEREAS, The Monmouth County Planning Board, with the support of Bayshore Region municipalities, applied for and was awarded a Smart Growth Grant from the New Jersey Department of Community Affairs to conduct a comprehensive planning study of the Bayshore Region; and

WHEREAS, the Monmouth County Planning Board intends to submit this completed regional study to the State Planning Commission for Regional Plan Endorsement in an effort to provide the County and participating municipalities with additional technical assistance and funding from state agencies; and

WHEREAS, the *Bayshore Region Strategic Plan* provides recommendations on growth initiatives, preservation strategies, transportation improvements, housing issues and design guidelines; and

WHEREAS, public input has been sought throughout the planning process including public meetings/sessions held on October 27, 2005 and January 5, 2006; and

WHEREAS, over 150 copies of the plan were delivered to the mayor, governing body, planning board, administrator and library of every municipality in the study area in anticipation of a Bayshore area wide public meeting held on May 24, 2006; and

WHEREAS, the *Bayshore Region Strategic Plan* was modified to reflect the comments and concerns brought forth at the May 24, 2006 public meeting and subsequent comment period in preparation of a final public hearing before the Monmouth County Planning Board; and

WHEREAS, in accordance with NJSA 40:27-4 et. seq., a public hearing was held on August 21, 2006 on the adoption of the *Bayshore Region Strategic Plan* as an element of the *Monmouth County Growth Management Guide* following the publication of an official notice in the newspaper of general circulation (the *Asbury Park Press*) and the transmittal of the plan and notice of the public hearing 20 days prior to the hearing to the municipal clerk and planning board secretary of each municipality in the county and to the county planning boards of adjoining counties; and

WHEREAS, after careful consideration of the public comment received at the public hearing, the Monmouth County Planning Board is of the opinion that it is in the best interest of the County to incorporate the *Bayshore Region Strategic Plan* as an element of the *Monmouth County Growth Management Guide*; and

NOW, THEREFORE, BE IT RESOLVED, that the Monmouth County Planning Board, in accordance with NJSA 40:27-4 et seq., hereby adopts the *Bayshore Region Strategic Plan* as an element of *The Monmouth County Growth Management Guide: Goals, Objectives and Polices*.

THEREFORE, BE IT FURTHER RESOLVED, in accordance with NJSA 40:27-7 that an attested copy of the *Bayshore Region Strategic Plan* be sent to the Monmouth County Board of Chosen Freeholders and legislative body of every municipality in the County as well as the planning boards of neighboring counties and the New Jersey State Planning Commission.

Seconded by Sam Alfano and adopted by the following roll call vote:

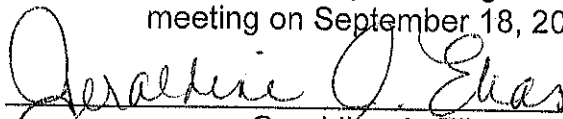
In the affirmative: Joseph Rettagliata, William Warters, Sam Alfano, Joseph Ettore and Vincent Domidion II.

In the negative: None

Abstain: Paul Kiernan, Jr.

Absent: James Giannell, Mollie Giamanco, Freeholder Director Barham and Freeholder Burry.

I do hereby certify that the foregoing is a true copy of a resolution adopted by the Monmouth County Planning Board at a meeting on September 18, 2006.



Geraldine A. Elias
SECRETARY TO THE BOARD

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ACKNOWLEDGMENTS

The Bayshore Region Strategic Plan is a result of the extensive involvement and participation of many individuals who devoted their time and efforts since May 2005. The plan was funded through a grant from the New Jersey Office of Smart Growth (NJOSG). Staff from the Monmouth County Planning Board led the effort, assisted by the planning consultants AKRF, Inc., The Regional Planning Partnership, Inc. and IQ Landscape Architects P.C. The Bayshore Regional Collaborative, which included representatives from all the municipalities in the study area, many key state agencies, and community stakeholders provided invaluable assistance in the development of the plan. County, municipal, business, not-for profit agencies, and the general public were all involved with the planning process. Each person involved has contributed to the betterment of his or her community. The hard work and dedication by those who contributed their time and energy to this plan is thankfully acknowledged and greatly appreciated.

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Bonnie Goldschlag, AICP, PP, Assistant Director

Joe Barris, AICP, PP, Project Manager

Linda Brennen, AICP, PP

Yen-Quen Chen, Planner

Geri Elias, Administrative Staff

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Jeannette Brugger – The Regional Planning Partnership, Inc.

John Imbiano, A.S.L.A. – IQ Landscape Architects

Regional Collaborative

In addition to County Planning Board staff and consultants listed above, the following are the names of persons who regularly participated as members of the Regional Collaborative:

Scott Aagre	Hazlet Township
Eric Anderson	Monmouth County Information Services
Lou Andreuzzi	Union Beach Borough
Vivian Baker	NJTransit
Jim Bollerman	Highlands Borough
Paul Boyd	Atlantic Highlands
Rick Brown	NJDEP
Chris Cavanaugh	Hazlet Township
Carla Cefalo-Braswell	Highlands Borough
Benson Chiles	Atlantic Highlands Borough
John Ciufu	NJ Division of Commerce and Economic Development
Brian Compton	Business Community
Richard Coppola	Planning Consultant, Aberdeen Township
Allan Dean	Atlantic Highlands
Lori Dibble	Paradise Homeowners Association
Elizabeth Diegan	Brookdale Community College
Fran Donnelly	Resident
Beatrice Duffy	Monmouth County Department of Economic Development and Tourism
Annie Eng	Resident
Karen Escobedo	New Jersey Natural Gas
Shiela Flamm	Matawan Borough
Mary Eileen Fouratt	Monmouth County Arts Council
Zina Gamuzza	District 12 Chief of Staff
Eleanor Glazewski	Bayshore Higher Learning Center
Jason Greenspan	Middletown Township
Faith Hahn	Monmouth County Park System
Amy Handlin	Assemblywoman District 13
Robert Heltzman	Resident
Tim Hill	Highlands Borough
Robert Howe	Atlantic Highlands Borough
Michael Lane	Resident
Russ Like	Office of Smart Growth
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Michael Malone	Bayshore Higher Learning Center
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Andrew North	Monmouth County Park System
Joe Pobega	Resident
Greg Remaud	NY/NJ Baykeeper
Joe Reynolds	Bayshore Regional Watershed Council
Paul Ricci	T&M Associates; Keyport & Union Beach
Ron Senna	IFF Corporation
Kathy Shaw	Keyport Business Alliance
Wendy Smith	NJDOT
Chuck Steiner	Union Beach Borough
Chrissy Tomaine	Northern Monmouth Chamber of Commerce
Martin Truscott	T&M Associates
Michael Vander Goot	Resident
Frank Vignola	Hazlet Township
Michael Viscardi	NJTransit
Benjamin Waldron	Monmouth-Ocean Development Council
Terence Wall	Keansburg Borough

Introduction to the Bayshore Region Strategic Plan

A. OVERVIEW

The Bayshore Region Strategic Plan is a study funded by the Office of Smart Growth of the New Jersey Department of Community Affairs with oversight provided by the Monmouth County Planning Board. The Plan focuses on nine municipalities in the Bayshore Region (see Figure 1), which are tied together by their connection to Raritan Bay and Route 36.

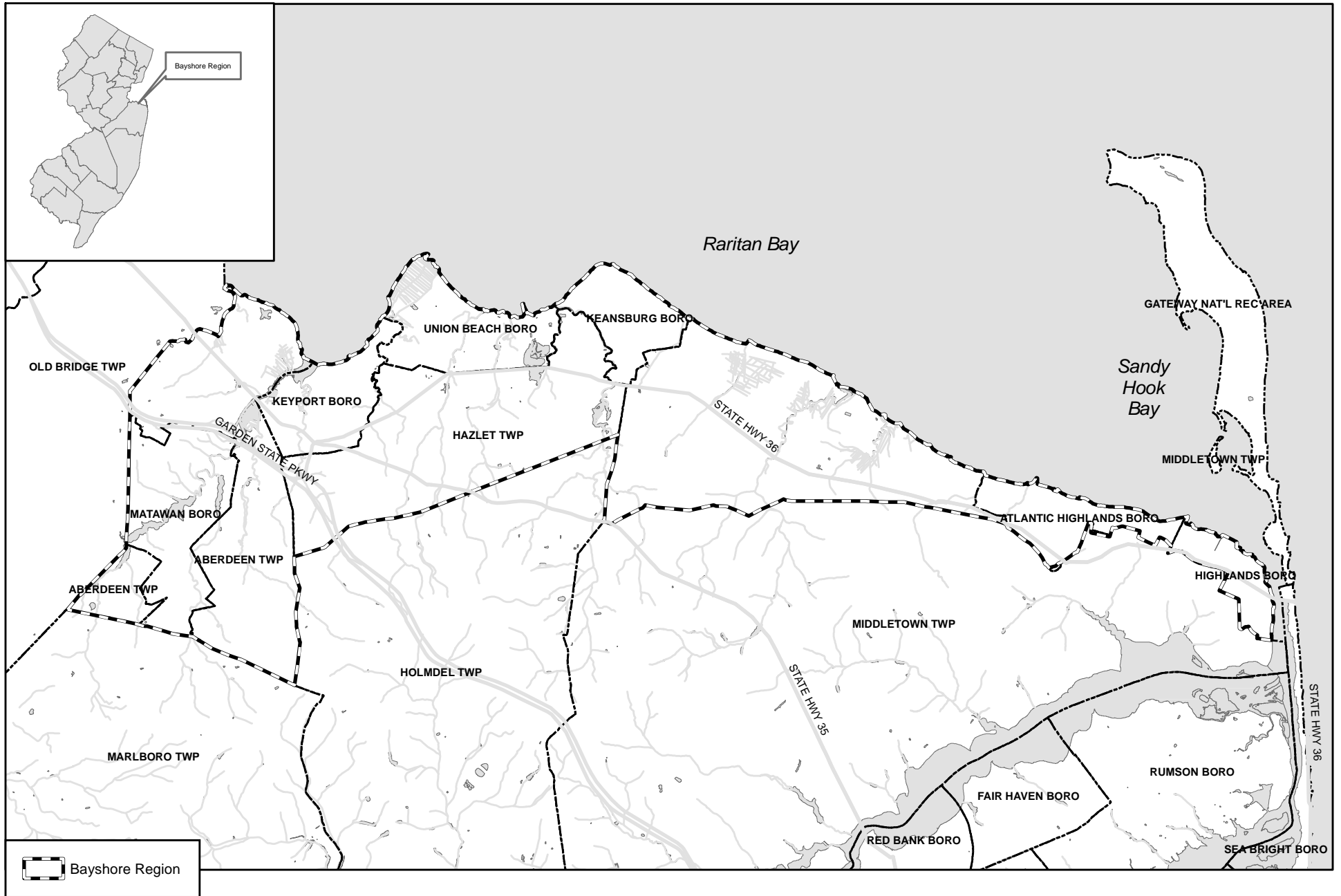
The Bayshore Region is characterized by traditional downtowns and dense residential neighborhoods set against the natural beauty of the Raritan Bay coastline and the Atlantic Highlands. The Region, once a community of summer homes and maritime industries, still has strong connections to its historic past and the waterfront. The region has not shared in the overall economic growth experienced by the rest of Monmouth County during the past two decades. However, there is a renewed interest by the region's municipalities in revitalization efforts and a recognition that the keys to economic growth are to create attractive destination for tourism and to preserve and enhance the area's unique and sensitive natural resources.

This Plan is intended to be adopted by the Monmouth County Planning Board as an element of the County Growth Management Guide, which was adopted in 1995. Each of the region's nine municipalities will be asked to provide resolutions of support and will be responsible for implementing segments of the plan.

The Plan will also be presented to the New Jersey State Planning Commission to gain plan endorsement. State Plan Endorsement will give the region priority for State funding for improvements and will facilitate permitting. Each municipality will also need to submit municipal plans for State Plan Endorsement. This Bayshore Region Strategic Plan will establish a framework for the municipal plans, which will need to demonstrate consistency with it.

This report is presented in two parts. Part I, *Regional Profile*, of the Bayshore Region Strategic Plan describes existing conditions and planning initiatives in a number of planning areas including, Land Use, Economic Development, Waterfront and Open Space, Housing, Traffic and Transportation, and Infrastructure. Based on the evaluation of existing conditions, key regional planning issues are identified in each section. A build-out analysis of residential and non-residential land, with projections of population and employment growth, is also provided.

The regional planning issues identified in Part I, form the basis for developing planning strategies and alternatives in Part II, *The Plan*. Part II begins with Regional Vision Statements and an identification of visions that apply to each municipality. Planning recommendations were then developed based on strategies to achieve the regional visions and tackle the regional issues identified. The recommendations presented in each of these sections reinforce one another, as all of these elements are closely linked. Improvements to the Region's waterfront and natural resources, transportation infrastructure, and housing are all integral to regional economic success and will improve overall quality of life in the Bayshore Region. The discussion of each plan



Introduction

element ends with implementation strategies that, together, form the Planning Implementation Agenda for the plan.

B. PLAN GOALS AND OBJECTIVES

The Bayshore Region Strategic Plan was developed with the following goals and objectives:

GOAL

To create a vision and planning strategy to spur economic development in the region in a manner that recognizes the importance of preserving the region's environmentally sensitive natural resources and beauty.

OBJECTIVES

- To identify and assess current and future land use, economic development, urban design, and transportation issues along the Route 36 corridor.
- To identify and assess needs for the preservation of the region's sensitive natural resources.
- To identify an economic development strategy consistent with the character of the region.
- To protect the maritime character of the region.
- To identify redevelopment and revitalization opportunities.
- To cooperatively prepare a regional plan for submission to the State Planning Commission for Plan Endorsement.

C. COLLABORATIVE PLANNING PROCESS TO DEVELOP THE PLAN

The Bayshore Region Strategic Plan was developed through a highly collaborative process involving all nine municipalities and numerous stakeholders from the region. During the initial stage of the project, a Regional Collaborative was formed consisting of the nine municipalities, local interest groups, state agencies, and Monmouth County Planning Board. A Municipal Action Committee was established for each of the nine municipalities – consisting of the Mayor, municipal planning board members, and, as applicable, municipal planning directors – who were invited to each Collaborative meeting. State agency representatives from the NJ Office of Smart Growth, NJ Department of Transportation, and NJ Department of Environmental Protection attended the Collaborative meetings. Representatives of local Business Improvement Districts, local environmental organizations, and other local interest groups were also invited to the meetings.

Starting in May 2005 and continuing through the development of the Draft Plan, six Collaborative meetings and two public meetings were held. The meetings included breakout sessions to identify issues and develop vision statements. Three roundtable discussions and presentations were held to flesh out the Plan's management strategies and planning implementation agenda. Two public meetings were also held to develop regional issues, visions, and plan recommendations. A public hearing is also planned to receive public comment on the Draft Bayshore Region Strategic Plan.

Stakeholder interviews were conducted at the early stages of the planning process to identify each stakeholder groups' issues, current planning initiatives, and future goals. These stakeholder interviews highly informed the planning process and recommended strategies. Stakeholder

interviews were conducted separately with each municipality, local environmental organizations, and local business representatives.

While much of the implementation of the plan will be the responsibility of the individual municipalities, with the assistance of State and County agencies, it is the hope of the Monmouth County Planning Board that the Regional Collaborative will continue to come together regularly to coordinate the implementation of the regional elements of the plan. It is only through continued cooperation among the involved municipalities and the many other active participants in the process that the plan can be implemented in a consistent manner. *

A. EXISTING CONDITIONS

TRAFFIC

The roadway network that is the focus of this Bayshore Region study includes State Route 36; the westernmost end of the study area where Route 36, Route 35 and the Garden State Parkway converge; and Middle Road which parallels much of Routes 36 and 35. State Route 36 is the principal arterial roadway in the region and runs east-west from Exit 117 on the Garden State Parkway to Sandy Hook National Recreation Area. Route 35 primarily serves the Monmouth County Central Region and will be addressed in that regional study.

Traffic congestion is minimal in the Bayshore Region except during two periods, rush hour commuting traffic and summer weekend traffic to Sandy Hook National Recreation area and other shore beaches. Commuting traffic is particularly heavy where Route 36, Route 35 and the Garden State Parkway converge in Aberdeen, Matawan and Keyport. Traffic in Aberdeen and Matawan also results from commuters traveling to and from the Matawan-Aberdeen Train Station along Route 34 and local roads.

Commuting in the region takes place primarily by single-occupancy vehicle. As shown in Table 6-1, roughly 85 percent of commuters in the Region commute by car in some form. For the individual Bayshore municipalities the percentages range from approximately 80% to 90% (see Table 6-2). Public transportation accounts for approximately 11 percent of commuters as a whole and ranges from approximately 5.5% to 13% for the individual municipalities. Only a small percentage of commuters walk or bike to work.

Table 6-1
Commuting Modes in the Bayshore Region, 2000

	Commuters	Percent
Total Commuters	72,663	100.0
Drove alone	54,778	75.4
Carpooled	6,712	9.2
Public transportation	7,928	10.9
Motorcycle	37	0.1
Bicycle	148	0.2
Walked	1,250	1.7
Other	176	0.2
Worked at home	1,634	2.2
Source: U.S. Census 2000		

**Table 6-2
Commuting Modes by Municipality, 2000**

	Total Commuters	By Car	% of Total	Public Transportation	% of Total	Other	% of Total
Aberdeen	9,220	7,738	83.9%	1,045	11.3%	437	4.7%
Atlantic Highlands	2,419	2,017	83.4%	247	10.2%	155	6.4%
Hazlet	10,126	8,525	84.2%	1,327	13.1%	274	2.7%
Highlands	2,643	2,179	82.4%	225	8.5%	239	9.0%
Keansburg	4,701	4,237	90.1%	257	5.5%	207	4.4%
Keyport	3,666	3,047	83.1%	309	8.4%	310	8.5%
Matawan	4,616	3,781	81.9%	607	13.1%	228	4.9%
Middletown	32,108	27,150	84.6%	3,688	11.5%	1,270	4.0%
Union Beach	3,164	2,816	89.0%	223	7.0%	125	4.0%

Source: U.S. Census 2000

COMMUTER TRAFFIC CONGESTION

Table 6-3 provides Volume to Capacity Ratios (V/C) and Levels of Service (LOS) for the study area roadways based on traffic studies conducted in the area as provided by NJDOT. V/C is the ratio of the number of vehicles using the road to the designed vehicle capacity of the road, while LOS measures delay. There is no strict relationship between V/C ratio and LOS. A high V/C ratio indicates substantial traffic passing through an intersection, but a high V/C ratio combined with low average delay actually represents the most ideal operating condition, under which an approach or the overall intersection processes traffic close to its theoretical maximum capacity with minimal delay. However, very high V/C ratios—especially those approaching 1.0—are often correlated with a deteriorated LOS. LOS A and B indicate good operating conditions with minimal delay. At LOS C, the number of vehicles stopping is higher, but congestion is still fairly light. LOS D describes a condition where congestion levels are more noticeable and individual cycle failures (a condition where motorists may have to wait for more than one green phase to clear the intersection) can occur. Conditions at LOS E and F reflect poor service levels, and cycle breakdowns are frequent.

**Table 6-3
High Congestion Areas on State Roads in the Bayshore Region,
Peak Hour Conditions**

Road and Location	V/C	LOS	Indication
Route 36			
Through Highlands, Middletown, Atlantic Highlands (1st Ave.)	0.65	B	Minimal Congestion
Through Atlantic Highlands (1st Ave.), Middletown, Keansburg, Union Beach, Hazlet	0.7 - 0.9	C - D	Moderate Congestion
Garden State Parkway/Route 36/Route 35 Junction			
GSP area near Exit 117 connecting to Rt 36	0.9	D - E	Significant Congestion
Rt 35 from Hazlet to Rt 36 Junction in Keyport	1.1	F	Severe Congestion
Rt. 35 Keyport, north of Rt 36 to Rt 516	0.8 - 1.0	D - E	Significant Congestion

Source: Personal Communication, NJ DOT, August 2005.

As shown in the table, based on available traffic studies for the area, Route 36 generally has good operating conditions with some congestion during peak hour conditions. These traffic conditions hold for much of the study area. Some of this congestion is due to inadequately sized jug-handles

that cause backups in turnoff lanes, blocking travel lanes and constricting traffic flow. Flooding is also an issue in some areas along Route 36. In Hazlet and Union Beach, a Statewide Transportation Improvement Program allocation of \$7.65 million was recently granted to create a wetlands system adjacent to Route 36 to reduce flooding on the roadway. Union Beach will be demolishing several buildings along a portion of Route 36 to alleviate flooding conditions.

The Garden State Parkway (GSP)/Route 36/Route 35 Junction shows high levels of congestion during peak hour conditions. In Matawan and Aberdeen, which are in the traffic hub that includes the train station for the NJ Transit commuter line, and the convergence of the GSP, Route 35, and Route 36, traffic is a major issue. Traffic problems are, for the most part, generated from the south and west in areas outside the Bayshore Region. Local roads that are impacted by commuters traveling to the train station include: State Routes 79, 3, County Routes 10 and 34 and Lloyd Road. To alleviate traffic conditions, A Statewide Transportation Improvement Program allocation is in development to Aberdeen for expansion, enhanced signaling, signing and pedestrian facilities, and elevation above the 25-year flood level on Route 35. Aberdeen would like to see a new ramp constructed in the area to the GSP in the area of the Henry Hudson Trail. A \$100 million transportation request was sent to Congress; approximately \$72 million of this request is for the ramp to the GSP and improvements to access from Route 79 to the train station. Aberdeen would also like another new ramp constructed to the GSP from the Anchor Glass Redevelopment Area.

In addition to the roadways identified in the table, considerable congestion can occur on County Route 516, locally known as Middle Road, which is used as an alternate to Routes 36 and 35 during high-traffic periods. There are few commercial uses along Middle Road that generate traffic. Laurel Avenue in Hazlet is also congested because it is used to travel between Route 35 and Route 36.

Traffic from commuters and others traveling from neighboring towns on the GSP to the Aberdeen/Matawan train station also leads to congestion at the Route 34/Lloyd Road intersection in Aberdeen. Plans to improve this intersection are underway, and a public meeting was held in Aberdeen in 2005 with NJDOT representatives to discuss the redesign of roadways to relieve congestion at this intersection.

SUMMER WEEKEND TRAFFIC CONGESTION

Summer weekend through-trips along Route 36 to and from Sandy Hook National Recreation Area and other shore points also result in significant traffic congestion. These traffic backups are often attributed to limits placed on users and parking at the Sandy Hook National Recreation Area. When parking lots are full, cars are turned away and become backed up along significant lengths of Route 36. These traffic delays are exacerbated by the Route 36 drawbridge between Highlands and Sandy Hook, which opens regularly to allow boat traffic through. Homebound traffic on weekend afternoons and evenings is also very heavy along Route 36 as travelers head towards the Garden State Parkway.

Two planned efforts will alleviate the summer weekend traffic congestion – replacement of the Route 36 drawbridge and a summer traffic management plan. The Route 36 drawbridge will be replaced with a new fixed span bridge. Construction is anticipated in 2007. This will eliminate congestion caused by the drawbridge function. Municipalities are working with NJDOT's Context Sensitive Design program to ensure pedestrian and bike access across the bridge to connect to the Henry Hudson Trail with bike and pedestrian trails at the Sandy Hook National Recreation Area.

An extensive summer traffic study and management plan for the region, the *Sandy Hook – Route 36 Corridor Summer Traffic Management and Agency Coordination Plan*, was developed in 2001.

Bayshore Region Strategic Plan

The plan addresses traffic congestion caused by beach-goers driving to the Sandy Hook National Recreation Area. The plan details the roles and responsibilities for a myriad of public agencies involved in traffic mitigation and planning in the region, including the NJ Highway Authority, NJ Department of Transportation, National Park Service, the Transportation Operations Coordinating Committee (TRANSCOM,) and staff from several local police departments.

The plan proposed an electric signage alert system facilitated by a network of stationary and portable variable-message digital signs that would indicate real-time traffic levels of service along Routes 35 and 36 and the Garden State Parkway, and the Sandy Hook access roads and parking areas and offer alternative mode, route, and parking options. A level of service coding system was also developed for each of three levels of service – Green, Yellow, and Red – which are associated with different procedures for signage and traffic control measures. Also proposed was a low-power emergency advisory radio transmitter broadcast from Union Beach on an AM radio station to offer service and alternate route information. The coordinating agencies would monitor congestion, alert local radio stations, deploy staff and equipment for traffic management, and change sign messages.

Certain elements of the plan have been successfully implemented including better signage and the level of service coding system. These measures have eased summer traffic congestion somewhat. The variable message signs, radio system antennae, and proposed ferry service from Belmont to Sandy Hook were not implemented and a proposed shuttle bus from Sea Bright to Sandy Hook did not demonstrate enough demand.

SCENIC ROADWAYS

As shown in Table 6-4, both Atlantic Highlands and Middletown Township (portion in study area) have roads that are designated Scenic Roadways by the Monmouth County Planning Board, which is defined as “a public thoroughfare for the passage of vehicles, persons, or animals which traverses through an ever-changing, aesthetically pleasing environment that consists of natural and man-made elements which stimulate the senses and leave a lasting impression on the mind.” This designation is designed to guide protection of the scenic landscapes.

**Table 6-4
Scenic Roadways in the Bayshore Region**

Municipality	County Route #	Local Route Name
Atlantic Highlands	8	Ocean Blvd.
		Orchard Ave.
Middletown Twp.	50	Church St.
		New Monmouth Rd.
Source: The Monmouth County Scenic Roadway Plan, an Element of the Monmouth County Growth Management Guide, Monmouth County Planning Board, September 17, 2001		

TRANSPORTATION

As shown in Table 6-5, of the approximately 8,000 (11 percent) Bayshore Region’s commuters taking public transportation, just over 50 percent travel by the New Jersey Transit railroad. Another 37 percent travel by bus and the remaining commuters largely by a mix of ferry (6.5 percent) and taxi (3 percent).

RAIL SERVICE

The New Jersey Transit New Jersey Coast Line serves the region with stops in Aberdeen-Matawan, Hazlet, and Middletown. In Hazlet and Matawan, over 13 percent of workers commute by public transportation. The commute from the Aberdeen-Matawan Station to New York Penn Station by rail takes approximately one hour.

**Table 6-5
Public Transportation Commuting Modes
in the Bayshore Region, 2000**

	Commuters	Percent
Total Commuters	7928	100.0
Bus	2933	37.0
Streetcar	10	0.1
Subway	209	2.6
Railroad	4020	50.7
Ferryboat	519	6.5
Taxicab	237	3.0
Source: US Census 2000		

FERRY SERVICE

The Seastreak ferry line serves the Bayshore Region between Atlantic Highlands and Highlands and New York City. NY Waterways offers service from a new ferry terminal in Belford (Middletown). Stops in New York include Pier 11 in Lower Manhattan, 34th Street in Midtown, and both Yankee and Shea Stadiums during baseball season. The ferry trips to Manhattan take approximately forty minutes. The recently implemented ferry service offers an attractive alternative to commuters, who pack the ferries daily. However, ferry service fares are prohibitive to many commuters.

Atlantic Highlands and Highlands Boroughs received Statewide Transportation Improvement Program allocations of \$3 million each for capital improvements to ferry landing areas, including addition parking, new ferry terminal facilities, and dredging.

The Highlands Business Partnership is proposing a water taxi that would offer service between Highlands and Sandy Hook National Recreation Area.

BUS SERVICE

New Jersey Transit and Academy Bus Lines offers bus service throughout the region with direct and connecting service to New York and other major regional destinations (see Table 6-6).

Table 6-6
New Jersey Transit Bus Routes Serving the Bayshore Region

Route	Stops
834 (M24)	Red Bank, Middletown, Belford, Campbell's Junction, Leonardo, Atlantic Highlands
817 (M17)	Perth Amboy, South Amboy, Laurence Harbor, Cliffwood Beach, Keyport, Union Beach, Keansburg, Port Monmouth, Campbell's Junction
133	Old Bridge, Aberdeen, New York
135	Freehold, Matawan, New York
Source: NJ Transit	

PARK AND RIDE

Park and ride parking lots connect to the NJ Transit bus lines in Aberdeen and Middletown Townships. Atlantic Highlands and Highlands both have park and ride lots to serve the ferry service.

BIKE AND PEDESTRIAN

The Henry Hudson Trail is a 10 mile trail along a former railroad right-of-way for use by walkers, bicyclists, in-line skaters, and equestrians. The trail runs roughly parallel to State Route 36 through the Bayshore Region. (See Section 4, “Waterfront and Open Space” for more information on the trail.)

Pedestrian facilities are limited outside of downtown business districts and greenways. Middletown requires sidewalks in new development along Routes 36 and 35 to facilitate pedestrian traffic.

B. ISSUES IDENTIFICATION

- Summer weekend traffic congestion along Route 36 is a problem. Plans to reconstruct the Route 36 drawbridge and a traffic management plan will likely alleviate this congestion to some degree.
- Traffic congestion is also a consistent problem along County Route 516–Middle Road–another regional route that serves as an alternative for Routes 36 and 35.
- Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan. Much of the traffic is generated from areas outside the study area. However, this is the only area in the Bayshore Region where there will be any substantial increases in housing units, associated with redevelopment area plans.

In addition to the regional issues identified above, traffic and transportation issues within the Bayshore municipalities include roadway maintenance, repair, and drainage; and parking capacity in the downtown areas. *

A. EXISTING CONDITIONS

HOUSING OCCUPANCY AND TYPE

Housing in the Bayshore Region consists of mainly owner-occupied single family units. As shown in Table 5-1, owner-occupied units make up nearly 75 percent of the regional housing stock. The region's multi-family and rental units are spread throughout the region with high concentrations in Keyport, Keansburg, Matawan, and Highlands Boroughs, each with over 35 percent of total housing units in multi-family dwellings (see Table 5-2). The regional household vacancy of 3.7 percent in 2000 is well below the state average of 5.0 percent.

Table 5-1
Housing Occupancy and Type, 2000

	Regional Total*	Percent
Total Housing Units	38,953	100.0
Occupied Housing Units	37,236	95.6
Owner Occupied	27,274	70.0
Renter Occupied	9,926	31.5
Multi-Family Units	8,547	21.9
Vacant housing units	1,717	4.4
Note:	*Includes only the census blocks groups in the Township of Middletown that fall within the Bayshore Region.	
Source:	U.S. Census 2000	

Table 5-2
Housing Occupancy by Type and Municipality

Municipality	Total Housing Units	Percent Occupied	Percent Owner-Occupied	Percent Renter-Occupied	Percent Multi-Family	Average Household Size
Highlands	2,820	86.9%	54.9%	45.1%	42.1%	2.08
Atlantic Highlands	2,056	95.8%	68.6%	31.4%	27.4%	2.39
Middletown*	6,575	96.5%	86.3%	13.7%	6.2%	3.04
Keansburg	4,269	90.7%	53.6%	46.4%	35.0%	2.71
Hazlet	7,406	97.8%	89.9%	10.1%	5.5%	2.92
Union Beach	2,229	96.1%	84.0%	16.0%	5.3%	3.09
Keyport	3,400	96.0%	50.4%	49.6%	46.4%	2.31
Aberdeen	6,558	97.6%	77.7%	22.3%	20.7%	2.7
Matawan	3,640	97.5%	59.1%	40.9%	39.4%	2.52
Note:	*Includes only the census blocks groups in the Township of Middletown that fall within the Bayshore Region.					
Source:	U.S. Census 2000					

As shown in Table 5-2, the highest proportions of multi-family and renter-occupied housing occur in Highlands, Keansburg, and Keyport. The lowest proportions of multi-family and renter-occupied housing are found in Middletown, Union Beach, and Hazlet, whose housing stock is dominated by suburban, single family homes.

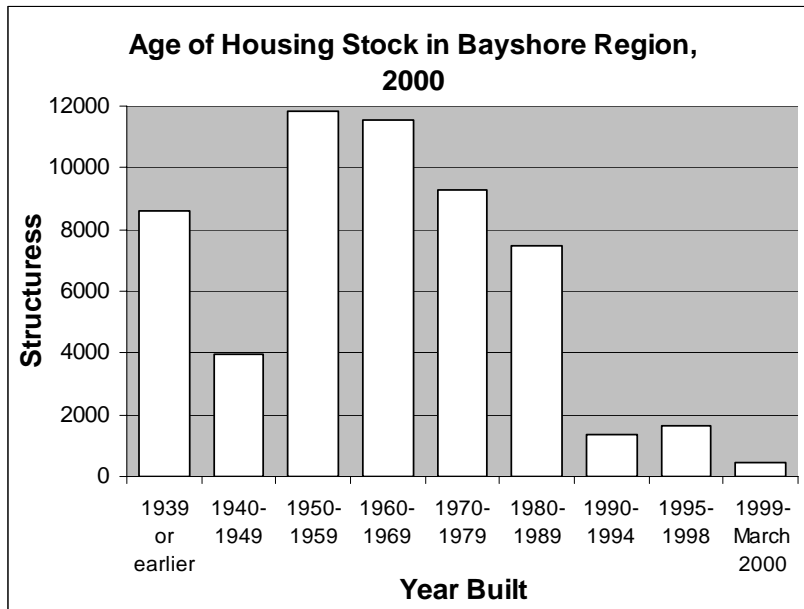
HOUSING STOCK

The housing stock consists largely of single family homes. Because of the region's history as a beach and second home community, there are many bungalow homes built on small lots, particularly in Keansburg, the North Keansburg section of Hazlet, Union Beach, and north Aberdeen. Many of these homes have been converted for year round use and many have been enlarged. There is also a growing trend to purchase two adjoining small lots, demolish the existing small homes, and replace them with larger single family homes. Housing stock in Hazlet, Aberdeen and Matawan consists of suburban residential Levitt, ranch, or colonial style homes. Atlantic Highlands, Keyport, Aberdeen, and Matawan are home to a number of large Victorian houses that have been renovated in recent years.

Eighty percent of the housing stock was built before 1970. Because the region is approaching build-out, the opportunity for new residential construction is limited and there was a marked decline in new housing in the 1990s (see Figure 5-1). This is also consistent with the decline in population in the 1990s. Additional planned housing in the Bayshore will be largely limited to designated redevelopment areas in Aberdeen and Keyport

In the opposing direction, there are ongoing conversions of multi-family units back to the original single-family use in older homes and Keyport Borough has an incentive program to facilitate these conversions. Keyport Borough has also instituted a ban on multi-family housing development (currently at 46.4%) for infill projects due in part to high water infrastructure costs caused by NJDEP well water limitations.

Figure 5-1: Age of Housing Stock



Source: US Census 2000

HOUSING AFFORDABILITY AND COAH REQUIREMENTS

As shown in Table 5-3, the value of housing stock in the Bayshore Region ranges widely. According to the 2000 US Census, median owner-occupied housing value was highest in Middletown Township at \$210,700 and lowest in Keansburg Borough at \$99,000. The regional owner-occupied housing unit median value of \$158,178 is lower than the County median value of \$195,800 and the NJ State median value of \$167,900. Since 2000, housing values have climbed substantially.

Table 5-3
Median Owner-Occupied Housing Value

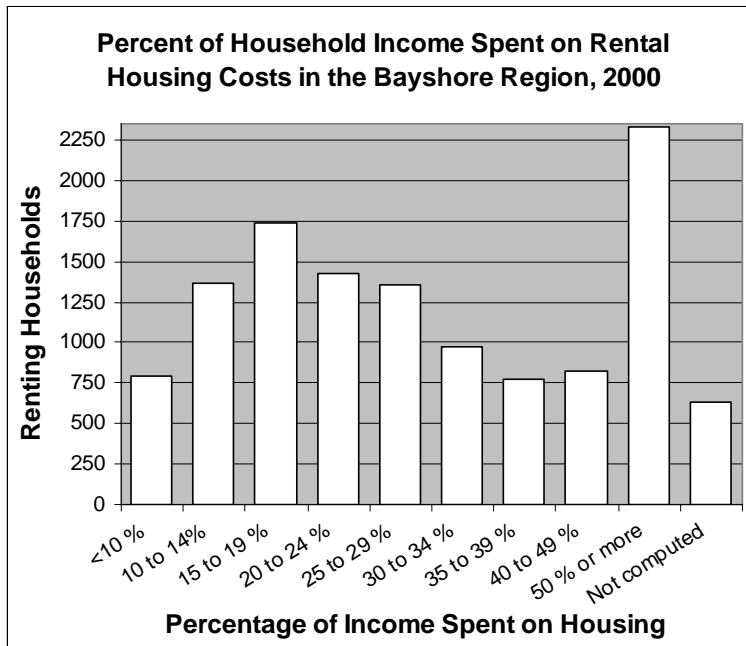
Municipality	Median Value
Aberdeen Twp.	\$ 160,800
Atlantic Highlands Borough	\$ 187,700
Hazlet Twp.	\$ 173,700
Highlands Borough	\$ 139,300
Keansburg Borough	\$ 99,000
Keyport Borough	\$ 141,100
Matawan Borough	\$ 178,500
Middletown Twp.	\$ 210,700
Union Beach Borough	\$ 132,800
Regional Average	\$ 158,178
Sources: U.S. Census 2000	

As shown in Figures 5-2 and 5-3 below, more than 40 percent of all renters in the Bayshore Region pay more than 30 percent of their income for housing costs. According to the U.S. Department of Housing and Urban Development, the generally accepted definition of affordability is for a household to pay no more than 30 percent of its annual income on housing. Families who spend more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording other basic necessities. Over 32 percent of renters in Keansburg Borough and over 23 percent in Hazlet Township pay more than 50% of household income towards housing costs.

The Council on Affordable Housing (COAH) Second Round affordable housing obligations applied to only three towns in the region, Atlantic Highlands Borough, Middletown Township, and Aberdeen Township. The framework for the COAH Third Round affordable housing obligations have just recently been made available. Municipalities must be prepared to accommodate future COAH Third Round obligation affordable units, which will be largest in towns with high household and employment growth. Preliminary housing growth share values, calculated by COAH for all municipalities in New Jersey based on MPO household and employment projections, total 214 units for the Bayshore Region. Third Round obligations are calculated for each municipality using standard ratios of 1 affordable unit for every 9 new households for developments that include affordable housing and 1 affordable unit for every 8 new households that do not include affordable housing, as well as 1 affordable unit for every 25 new jobs. Third Round obligation values will be added to each municipality's unmet First and Second Round obligation values as well as the Rehabilitation Credit, assuming no credits or exceptions are awarded by COAH. Projected obligations for each municipality, not including unmet prior Round Obligations are shown in Table 5-4 below.

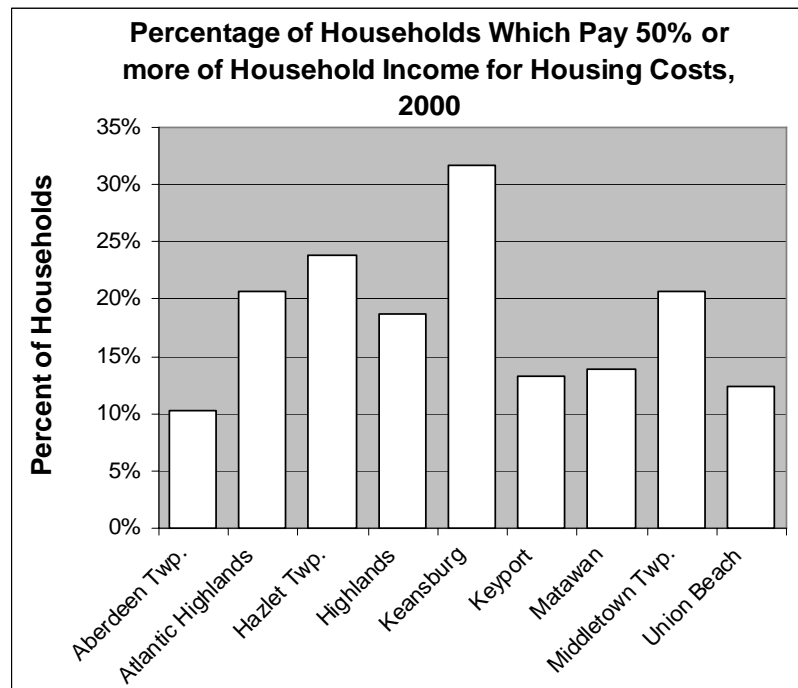
Keansburg Borough has received millions of dollars in return for taking over other municipality's fair housing obligations through Regional Contribution Agreements (RCAs.) These funds are used for rehabilitation of low- and middle-income housing units. The Borough no longer wants to participate in the RCA program.

Figure 5-2: Percent of Renter Income Spent on Housing Costs



Source: US Census 2000

Figure 5-3: Percent of Households Paying over 50% of Income for Housing Costs



Source: US Census 2000

Table 5-4

COAH 3rd Round Preliminary Growth Share and Rehabilitation Share

Municipality	Residential Growth (Households)	Residential Growth Share (Affordable Units)	Jobs Growth	Jobs Growth Share (Affordable Units)	Total Growth Share (Affordable Units)	Rehab Share
Aberdeen Township	410	46	310	12	58	0
Atlantic Highlands Borough	20	2	10	0	3	0
Hazlet Township	120	13	280	11	25	0
Highlands Borough	30	3	-10	0	3	10
Keansburg Borough	10	1	-20	0	1	59
Keyport Borough	10	1	0	0	1	15
Matawan Borough	80	9	100	4	13	0
Middletown Township	230	26	1,950	78	104	25
Union Beach Borough	60	7	0	0	7	4
Total	970	108	2,620	105	215	113
Source: Projected Growth Share Obligation (http://www.nj.gov/dca/coah/mpo/mpo.shtml), Monmouth County Planning Board Planning Indicators Report, April 14, 2005, COAH Prior Obligation Numbers and Rehabilitation Share (http://www.state.nj.us/dca/coah/594files/appendices/c.shtml)						

B. ISSUES IDENTIFICATION

Due to a lack of vacant land, there is little opportunity to add large amounts of new housing development into the region. Furthermore, in recent years, there have not been substantial indicators of demand (e.g., low vacancy, high turnover, and escalating housing values) in comparison to other areas of the county. Rehabilitation and revitalization of existing housing is the focus of residential development efforts and new housing units will largely be limited to designated redevelopment areas in Keyport and Aberdeen. In the opposing direction, some municipalities are exploring restoring older multi-family converted homes into the original single-family use and multiple lots with existing smaller homes are being demolished and replaced with a larger single family home. Identified regional housing issues are:

- Rising housing costs may lead to a lack of affordable housing and there is a concern among existing residents over displacement. Although housing prices are lower than the County and state average, there has been a rise in housing costs and new luxury housing in recent years. Maintaining affordable housing and a housing mix to serve all citizens is a key concern. As RCAs and other funding pools dry up, other innovative development solutions must be explored.
- Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character. As smaller homes are razed for the construction of larger and luxury units, there is danger of changing the scale and character of the housing stock in the region. *

A. EXISTING CONDITIONS**REGIONAL OVERVIEW**

Miles of shoreline along Raritan Bay and Sandy Hook Bay form the northern boundary of the Bayshore Region. Sandy Hook National Recreation Area, with its long stretches of sandy beaches, attracts thousands of visitors from the metropolitan region throughout the summer. The beaches of Raritan Bay are generally calm, without the riptides experienced at Atlantic coast beaches, making them friendlier for families and certain recreational activities such as kayaking and sailing. The beaches along the Raritan Bay are mainly known to and frequented by local residents of the Bayshore Region.

In general, access to the Raritan Bay shoreline is limited and disjointed, due in large part to the numerous tributaries that transect the Bayshore Region. No continuous path, boardwalk or road travels along the shoreline. A mix of uses and land forms also limit access including many residences that line the waterfront, a large naval base, and extensive wetland areas. The shorelines of Raritan Bay provide habitat for migratory shorebirds and land birds. The shoreline is characterized by dune communities, salt marsh wetland and mudflat habitats.

Interspersed in the densely developed Bayshore Region are a few large tracts of undeveloped natural land. Much of this land is wetland area and lakes that surround the many tributary creeks that run through the area. While some of this land is publicly held and protected, much of it remains unprotected. These upland resources have few amenities and are not very accessible.

The Henry Hudson Trail, part of the Monmouth County Park System, is a unique regional open space resource. This ten mile trail extends through much of the Bayshore Region from the Aberdeen/Keyport border at the intersection of Lloyd Road and Clark Street to the Atlantic Highlands border at Avenue D. The trail, an old railroad right-of-way, roughly parallels Route 36 and provides pedestrian, bicycle, jogging, and other recreation. Approximately 150,000 people use the trail each year. Plans are being finalized to extend the trail through Atlantic Highlands and Highlands. Within Atlantic Highlands, a continuation of the trail will soon be constructed along the Many Mind Creek greenway and the shoreline railroad right-of-way connecting to Shore Drive in Highlands. Ultimately, the trail will link to the bike trail at Sandy Hook, when the new Route 36 Bridge, which will include a bike path, is constructed. An extension to the Matawan/Aberdeen train station is also being planned. Beyond the Bayshore Region, an extension from Matawan to Freehold is under development that will link central and western Monmouth to the Bayshore Region and Sandy Hook. The Phase I extension in the Freehold area opened in 2005. Other issues associated with the trail include the need for better connections and signage to link the trail to the waterfront and the many communities it travels through.

Bayshore Region Strategic Plan

There have been a number of planning initiatives to enhance waterfront and other recreational linkages within the Bayshore Region and its municipalities. A *Bayshore Waterfront Access Plan* was adopted by the Monmouth County Planning Board in December 1987 as an element of the Monmouth County *Growth Management Guide*. The Plan's goals were to provide continuous visual, pedestrian, and bicycle access to and along the waterfront for the general public and protect and enhance the scenic, natural, historic, cultural, and open space resources of the Bayshore and integrate them into a major waterfront park. The Plan developed the concept of establishing a regional linear park, called the Bayshore Trail System. The Plan also proposed five Regional Park and Preservation Areas – Cliffwood Beach/Matawan Creek Wetlands, Conaskonk Point, Natco Lake, Keansburg Beach, and Three Creeks – and several Local Waterfront Parks. The Plan also provided an inventory of existing conditions.

In May 1993, the Monmouth County Planning Board adopted the *Bayshore Trail System Design Manual* as a component of the *Bayshore Waterfront Access Plan*. The design manual further developed the concept of the Bayshore Trail System. It offers standards for trail features to encourage consistency and promote a common theme, while recognizing that each municipality is unique. It further delineates the trail into three components – the Baywalk, Bay Bikeway and the Henry Hudson Trail and makes design recommendations for each. While the Henry Hudson Trail provides a more inland route, it would connect to the Baywalk and Bay Bikeway at several locations. The Manual discusses 11 different trail segments from Veterans Park in Highlands to Cliffwood Beach in Aberdeen; key points of interest along the Trail including Major Activity Centers that provide focal points for trail activities; and Trail landscapes (urban, village and natural).

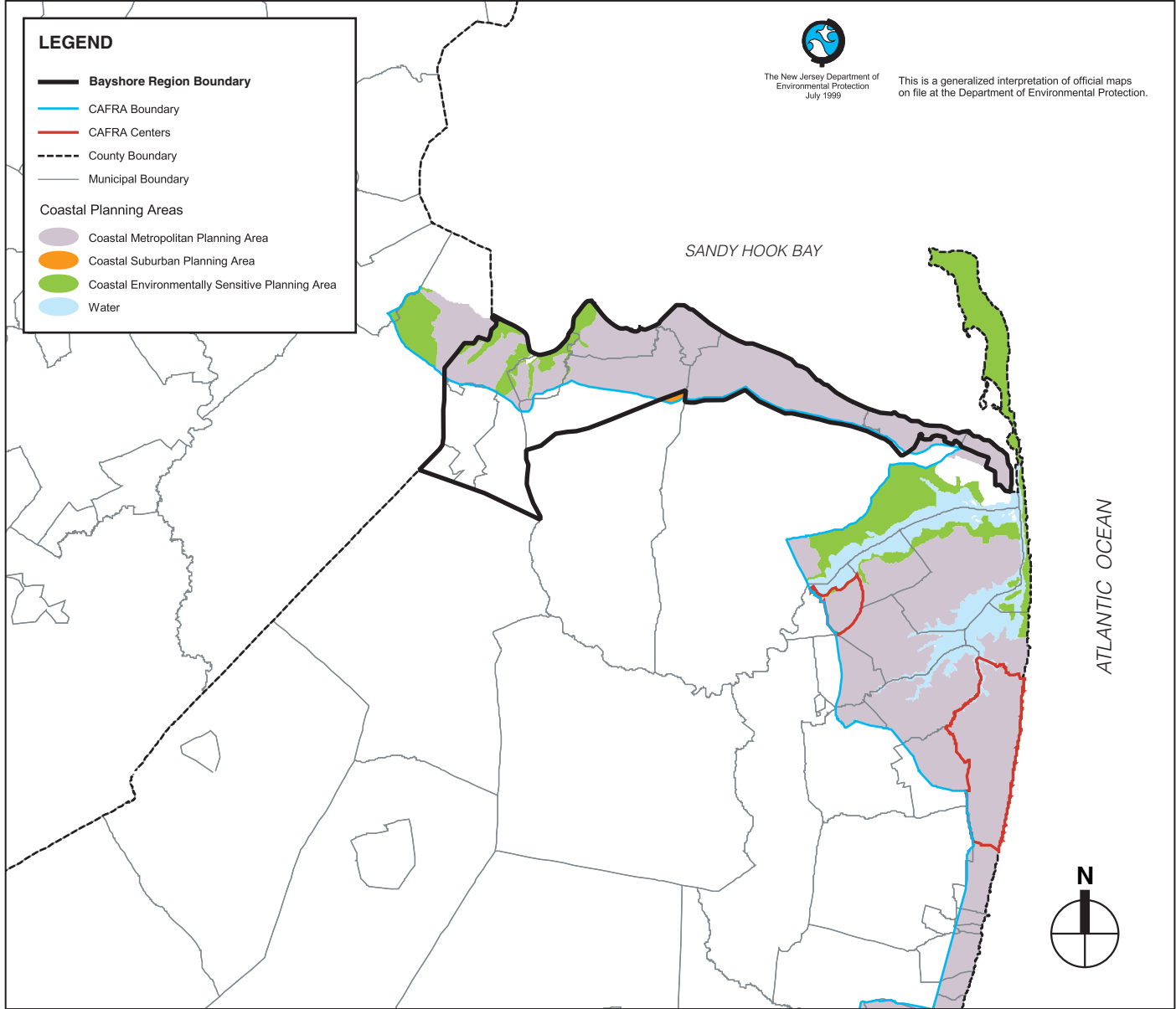
Much of the Bayshore Region is located in the Coastal Area Facility Review Act (CAFRA) [N.J.S.A. 13:9A-1 et seq (as amended to July 19, 1993)] planning area. NJDEP regulates coastal zone activities under N.J.A.C. Section 7:7E, Coastal Zone Management (CZM) Policies. Section 7:7E sets forth substantive rules of the NJDEP regarding the use and development of coastal resources, to be used primarily by the Department's Land Use Regulation Program in reviewing permit applications under CAFRA and other related coastal and wetland laws and regulations.

As shown in Figure 4-1, within the Bayshore Region, the Sandy Hook National Recreation Area and shoreline areas in Union Beach, Keyport and Aberdeen are designated as Coastal Environmentally Sensitive Planning Areas. Keansburg, Atlantic Highlands and Highlands and portions of Hazlet and Middletown are designated as Coastal Metropolitan Planning Areas.

CAFRA regulates almost all activities involved in residential, commercial, or industrial development, including construction, relocation, and enlargement of buildings or structures; and all related work, such as excavation, grading, shore protection structures, and site preparation. The Coastal Zone Management rules include specific limits on impervious cover for the Coastally Environmentally Sensitive Planning Areas and Coastal Metropolitan Planning Areas of 3 percent and 80 percent, respectively. Preservation and planting of trees and/or herb shrub cover is also required for these two planning areas. For Coastally Environmentally Sensitive Planning Areas, seventy percent of the forested portion of the site must be preserved and 5 percent of the unforested portion must be preserved and/or planted. For the Coastal Metropolitan Planning Areas, these percentages are 10 percent and 0 percent, respectively.

The following discussion presents in more detail the Bayshore Region's waterfront, upland resources, and many state, county, and municipal parks and other open space resources. A more

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complete list of natural resources can be found in the Natural Resource Inventories recently prepared by Aberdeen, Atlantic Highlands, Highlands and Middletown. Section B, “Issues Identification,” highlights waterfront and open space issues that face the Bayshore Region. Figures 4-2 through 4-5 depict the vast array of the Bayshore’s environmental resources discussed throughout this Section.

WATERFRONT USES AND ACCESS

Working from east to west along the waterfront, the following sections offer a comprehensive picture of waterfront features in each of the Bayshore Region’s waterfront municipalities. The sections also describe the land uses, accessibility, municipal planning initiatives, and zoning along the waterfront.

BOROUGH OF HIGHLANDS

Lining Highlands’ waterfront is a mix of commercial, residential, marina, and open space uses. There is relatively limited access to the waterfront. Beginning in the most easterly section of Highlands, the area south of Route 36 is largely residential. South Bay Avenue Beach, adjacent to the Route 36 bridge, will be removed during planned bridge reconstruction and replaced with a fishing pier for public use. A number of waterfront restaurants line the waterfront to the west of the bridge. To the west of this area is Veteran’s Park, a large municipal park providing access to the waterfront. A water taxi service and improved amenities are planned for the park. Further west at the foot of Miller Street is Miller Street Beach, a small beach with waterfront access. A partially constructed promenade stretches eight blocks from Seadrift Avenue to Snug Harbor Avenue. Views of the Bay from the promenade are completely blocked by a sea wall that extends roughly 6 feet high above the walkway. A third beach, Snug Harbor Beach (also known as Water Witch Beach), is located to the west of the promenade. Seastreak Ferry provides commuter services between Highlands and Manhattan from a ferry terminal located at Shore Drive. Ten marinas are located along the waterfront. There are also a number of vacant parcels along the waterfront. There is a fishing area at the Marine Place Bulkhead.

A number of waterfront initiatives are being planned for in Highlands. Along the waterfront, the Highlands Master Plan recommends exploring opportunities to create marinas and recreational space, to improve streetscapes, and to better connect the waterfront with the rest of the Borough. The Master Plan identifies three potential redevelopment areas along the waterfront. In addition, the Highlands Business Partnership (HBP), a business improvement district (BID) is working to make improvements to Veterans Park and develop water taxi service linking Highlands’ central business district to the Gateway National Recreation Area at Sandy Hook. (See Section 3, “Economic Development,” for more information.)

The portion of the waterfront south of the Route 36 Bridge is primarily zoned R-1 (Single-Family Residential). The downtown business district is zoned WT-C (Mixed-Use), and WC-1 and WC-2 (Commercial). The area surrounding the uncompleted promenade is zoned R-2 (Single-Family Residential). West of this is a mixture of residential (R-2, MF [multifamily], MH [mobile home]) and commercial (WC-2) districts.

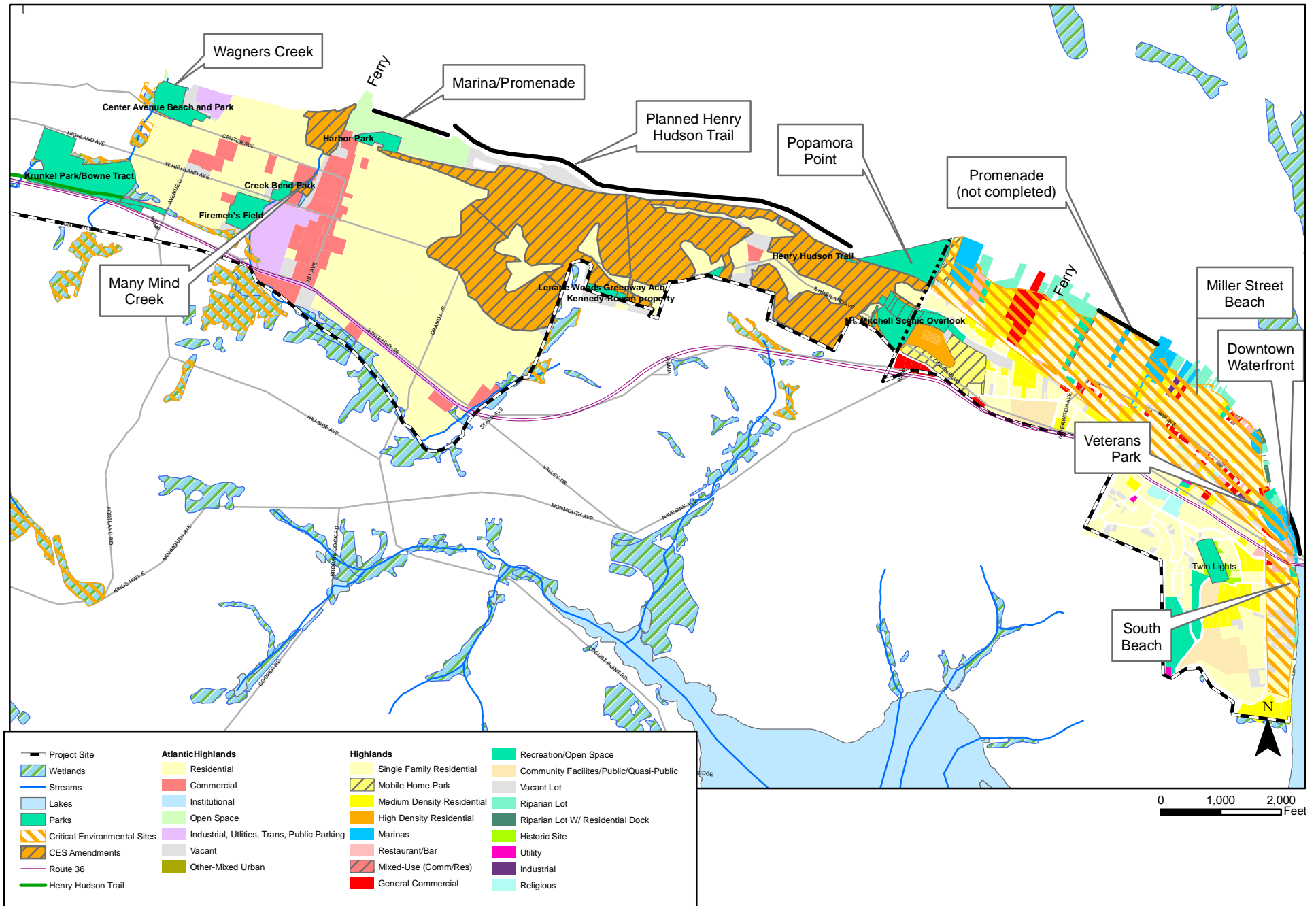


Figure 4-2
Waterfront and Upland Environmental Resources Map
Atlantic Highlands/Highlands

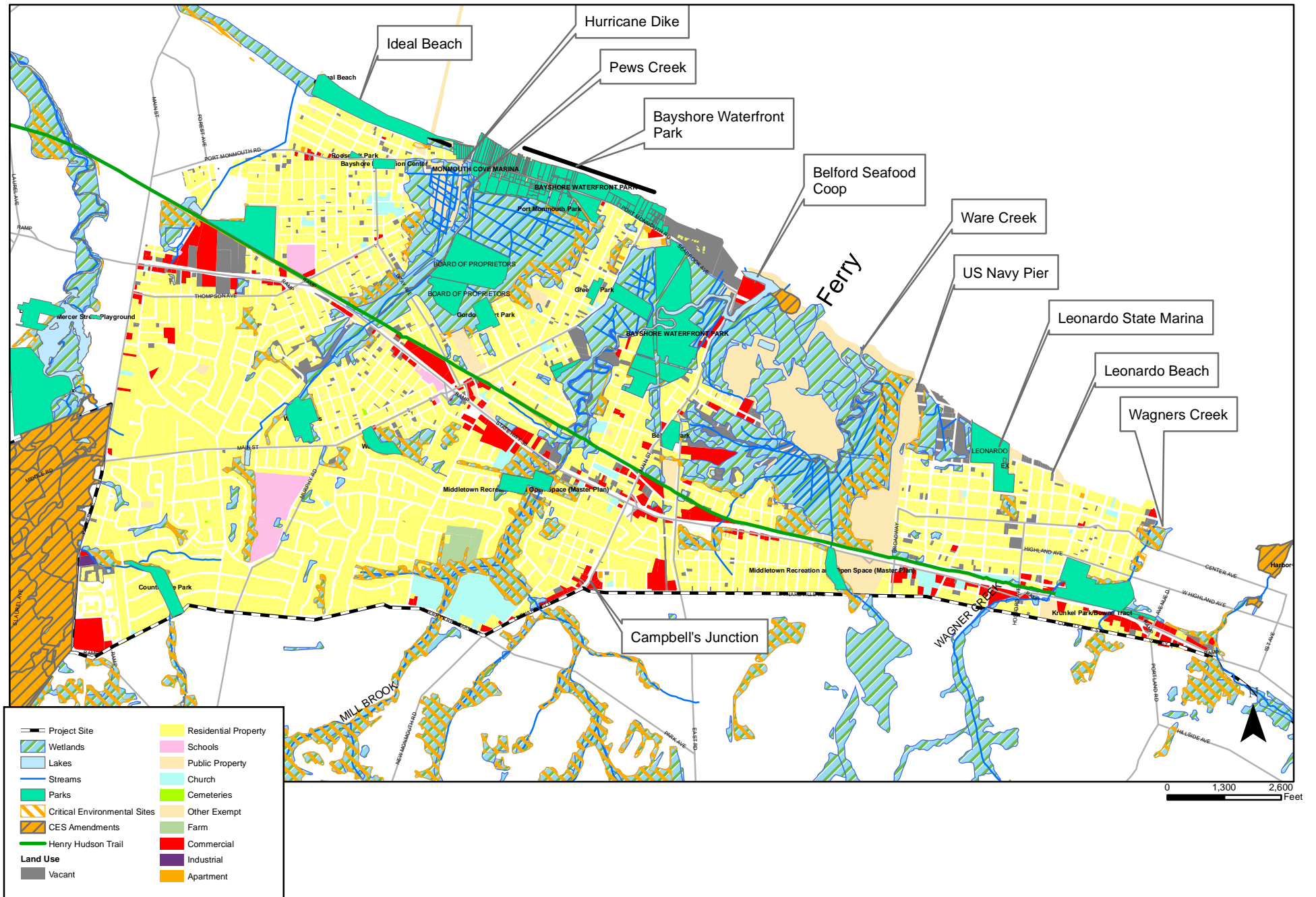


Figure 4-3
Waterfront and Upland Environmental Resources Map
Middletown

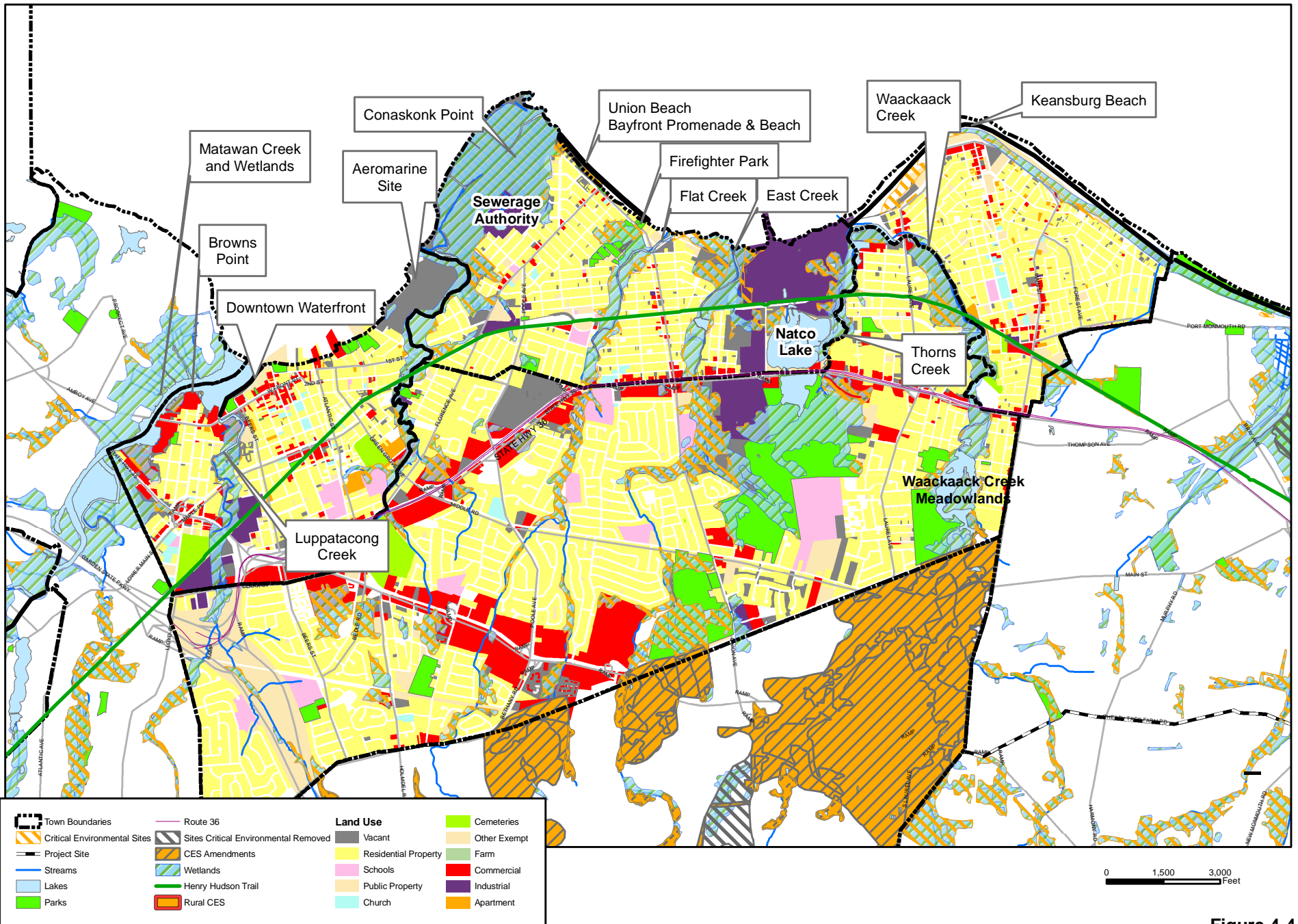


Figure 4-4
Waterfront and Upland Environmental Resources Map
Hazlet/Keansburg/Union Beach

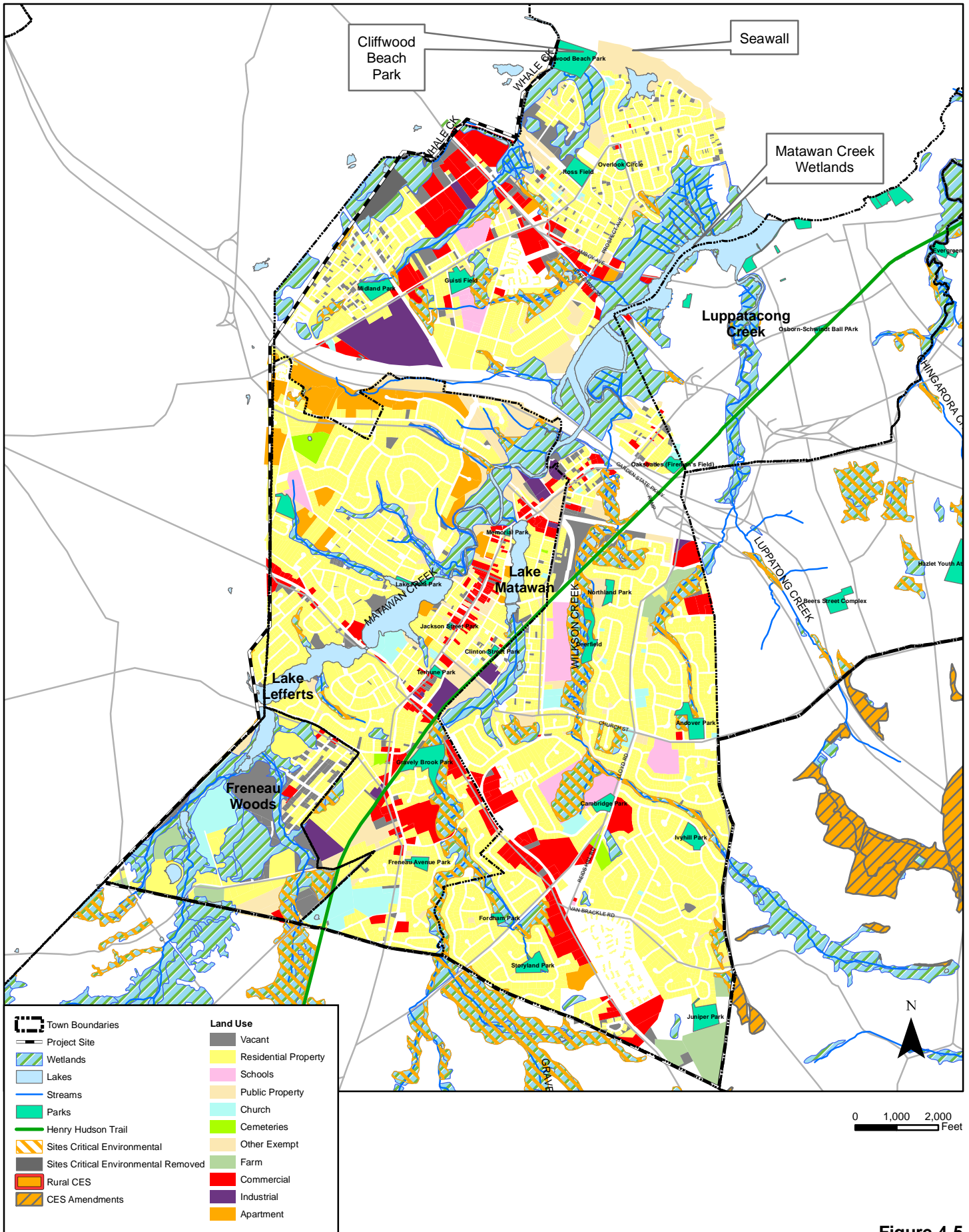


Figure 4-5
Waterfront and Upland Environmental Resources Map
Aberdeen/Matawan

BOROUGH OF ATLANTIC HIGHLANDS

The Atlantic Highlands waterfront is characterized by a mixture of residential, open space, and marina uses. At the eastern end of the Borough, Popamora Point Park, a Monmouth County Park System beach, is approximately 1,600 feet in length, with dunes, trails, woodlands and cliffs. West of Popamora Point Park is the planned future component of the Bayshore Trail and Henry Hudson Trail link along the shoreline railroad right-of-way. The Atlantic Highlands marina, promenade, and Seastreak Ferry are located in the Borough's central waterfront area at the foot of the downtown business district. The Seastreak ferry terminal, located at 1st Avenue, provides commuter service between Atlantic Highlands and Manhattan. West of the ferry terminal, the waterfront is largely developed with residential uses. The remaining western portion of the Borough is largely lined with residences. While the waterfront in this area is accessible at low tide, there are few visible public access points. There is a vacant parcel of land located at Avenue D. To the west of Avenue D is Center Avenue Park, containing an approximately 400-foot beach, boat access, and a link to the Henry Hudson Trail. At the western border of Atlantic Highlands, the mouth of Wagner Creek opens up to the Bay.

Current initiatives along the waterfront include completing the Bayshore Trail along the shoreline. Currently, physical obstacles, such as fencing and stone walls, prevent easy access to the beach in this area. Issues regarding the width of the proposed trail are being resolved and construction is expected to begin shortly. Also along the waterfront, the Borough is considering the acquisition of a 10.7 acre parcel of land along Many Mind Creek, just west of the ferry. The NY/NJ Harbor Estuary Program has given priority designation to the Many Mind Creek Greenway including the beachfront/salt marsh property as an acquisition and restoration project (see Many Mind Creek under *Upland Resources* below). The Harbor Commission is studying a circulation and parking plan for the ferry area (see Section 3, "Economic Development").

The eastern portion of the waterfront is zoned MR (Conservation) along Bayside Drive. Directly inland and adjacent to this is an R-2 (Single-Family Residential) district. The waterfront business district and marina is zoned WB (Commercial Waterfront Business). To the west of the Marina, the waterfront is zoned for R-1 (Single-Family Residential) use.

TOWNSHIP OF MIDDLETOWN

The waterfront along Middletown Township primarily consists of residential, commercial and open space uses. Waterfront access is highly disjointed with many creeks crossing the waterfront as they empty into the bay. Leonardo Beach, 0.2 miles in length, is located at the eastern end of the Township in a residential area. Leonardo State Marina, located at O'Neill Avenue, is a heavily used marina that is aging and in need of repair. The area to the west of the State Marina is largely dominated by the mouths of three creeks—Ware, Compton, and Pew—which are surrounded by large wetland areas. It is not possible to navigate along the waterfront in much of this section. The area contains several large uses including the U.S. Naval Station pier; a NY Waterways ferry terminal and parking facility providing service between Middletown and Manhattan; and the Belford Seafood Co-op. West of the Seafood Co-op, the waterfront area is again accessible. Two large public beaches with lifeguards line the majority of the western portion of the Township. Bayshore Waterfront Park, 145 acres in size, extends one mile east from Pews Creek Inlet along the along the Port Monmouth waterfront. Recently constructed by the Township, the park encompasses wild beachfront and natural dunes, historic sites, and the

Port Monmouth fishing pier. The second public beach, Ideal Beach (aka North Middletown Beach), extends 0.75 miles west of Pews Creek Inlet.

The eastern end of Middletown, including the areas adjacent to Leonardo Beach, is zoned R-15 (Single-Family Residential). The land surrounding the State Marina, Navy Pier, and Seafood Co-op is zoned for M-1 (Industrial), and MC (Mixed Use). West of this area, Bayshore Waterfront Park and Ideal Beach are located in residential areas that are zoned R-7 and R-5 (Single-Family Residential).

BOROUGH OF KEANSBURG

With over two miles of beachfront and dunes, Keansburg Borough contains the longest stretch of publicly accessible waterfront of all the Bayshore municipalities. Although the beach is well used, there are no lifeguards stationed at the beach. The eastern portion of Keansburg Beach, while accessible to the public, is blocked visually by hurricane dikes. This negatively affects the beach, both aesthetically, as well as from a safety standpoint as beachgoers are not visible. In this area, residences line the Beachway Avenue and a waterfront library was recently constructed in the vicinity of Main Street. Keansburg Amusement and Water Park is located at the northern tip of the Borough along the central portion of the waterfront at Carr Avenue. Along the western half of the Borough, a boardwalk runs west of the amusement park, surrounded by residential development.

Waterfront initiatives in Keansburg are focused on redevelopment areas. In July 2005, the Mayor and Council authorized the preparation of a Redevelopment Plan of a waterfront block west of the amusement park along Raritan Bay. Keansburg has also completed a Redevelopment Plan for an area of approximately 156 acres along Raritan Bay, roughly between Carr and Laurel Avenues. This Redevelopment Plan aims to improve access to the beachfront while preserving and restoring natural areas; diversify the tax base and create full time employment opportunities that will complement the amusement park and other local businesses; promote public and private investment in new housing in the area; and promote new investment in facilities and infrastructure to improve the character of the area and spur development. (For more information, see Section 3, “Economic Development.”)

Keansburg’s entire waterfront is zoned CR (Conservation Recreation). Adjacent inland zones include a mix of residential zones along the eastern portion of the waterfront (R-7, R-5A, and R-5, [Single-Family Residential], and RMF [Multi-Family Residential]). There is a small commercial area zoned B1 at the foot of Main Street. Beginning at Raritan Avenue, the entire central and western portions of the Borough are zoned mixed commercial/residential zoning (B-2).

TOWNSHIP OF HAZLET

Hazlet Township has only a small section of waterfront located within the East Keansburg area. This waterfront is separated from Keansburg by Waackaack Creek and from Union Beach by Thorns Creek. A marina and some residential uses are located along the waterfront and public access is very limited.

The waterfront along Park Avenue and 1st Street is zoned I-M (Commercial). Adjacent zoning is R-70 (Single-Family Residential).

BOROUGH OF UNION BEACH

Waterfront uses along Union Beach are mainly industrial, residential, and open space. The eastern portion of Union Beach, extending from the mouth of Waackaack Creek to Flat Creek, is not accessible to the public. Much of this waterfront area is privately-held wetlands owned by the International Flavor and Fragrances Corporation (IFF). Just west of Flat Creek, and paralleling Front Street, a waterfront promenade and public beach extends from Firefighter's Park to the eastern edge of Conaskonk Point. There are a few beachfront eating establishments along the promenade. At the northwestern corner of Union Beach, Conaskonk Point is one of the largest natural areas in the Bayshore Region, second only to Sandy Hook. This 40-acre area includes tidal marshes, sandy beach, wooded fringes, as well as coastal floodplain wildlife habitat. It is privately owned by Jersey Central Power & Light Company (JCP&L), and is not publicly accessible. Adjacent to Conaskonk Point is the Bayshore Regional Sewerage Authority and the Aeromarine Site located in Keyport Borough.

Union Beach has recently embarked on an initiative with IFF under a grant from the Office of Smart Growth. The project will evaluate IFF's proposed corporate campus, creating public waterfront access to the north of the site, and enhancements to Natco Lake. Union Beach recently completed a beachfront redevelopment project that restored the beachfront, enhanced public access to the beach, and helped to upgrade adjacent commercial and residential areas.

Along the waterfront, the eastern end of Union Beach between Waackaack Creek and Flat Creek is zoned for M-2 (Industrial). There is an R-8 (Single-Family Residential) district to the west of the industrial-zoned area, with the exception of an area at the foot of Union Avenue that is zoned mixed use (B-3). Along Front Street and the areas surrounding the public beach, zoning is B-3. Conaskonk Point and the surrounding northwestern waterfront area is zoned M-2.

BOROUGH OF KEYPORT

The waterfront in Keyport is lined with a mix of residential and commercial uses. Public access to the waterfront is limited, except in the downtown waterfront business district. At the easternmost portion of the Borough, the former Aeromarine site is a designated redevelopment area (see below) that will be developed largely for residential uses and would provide public access to the waterfront. A mix of residential and commercial uses line the waterfront between the Aeromarine site and the downtown business district located at the western section of the Borough's waterfront. Along the downtown waterfront are a promenade, marina, and retail shops. At the western edge of Keyport, the mouth of Luppatocong Creek empties to the bay. There is a small boat launch in this area.

Keyport is undertaking several initiatives along its waterfront including revitalization efforts in the waterfront business district and redevelopment of the Aeromarine site. Keyport has undertaken a Waterfront and Downtown Redevelopment Study/Plan under a grant from the Office of Smart Growth. Creating better linkages between the downtown and waterfront, preserving the maritime character of the area, and protecting and expanding marina uses on the waterfront are key goals of the plan. A number of capital improvements are being planned for including bulkhead replacement, a new promenade, Green Acres pier replacement, harbor dredging, American Legion Drive replacement, downtown and waterfront parking, and a waterfront market.

In June 2005, the Mayor and Council of the Borough released the draft Aeromarine Area Redevelopment Plan. This plan calls for redevelopment of the site with residential and open

space uses. In addition to residential development, there would be two main open space and recreational areas totaling approximately 30 acres and permitted commercial uses would include restaurants, bars, convenience stores, and nautical establishments such as marinas and bait and tackle shops. (For more information, see Section 3, “Economic Development.”)

The eastern portion of the Borough is zoned RA and RB (Single-Family Residential). The waterfront in the downtown area is zoned GC (General Commercial) and GMC (General Marine Commercial).

TOWNSHIP OF ABERDEEN

The Aberdeen waterfront is characterized by residential, open space and marina uses. On the eastern end of the Township, Matawan Creek /Keyport Harbor contains a large natural wetland and salt marsh area, and a wooded fringe. A marina is also located in the Harbor at the border of Keyport Borough. West of Matawan Creek, the waterfront is largely residential and is bulkheaded. There is limited public access to the water from the top of the bulkhead. At the western end of the waterfront is Cliffwood Beach and Park. About 65 acres in area, the waterfront park provides a public beach and a number of recreational facilities, such as basketball courts, an inline hockey rink, and a playground.

The eastern and western waterfront sections are zoned for CR (Conservation Recreation). The central residential area is zoned R-50 (Single-Family Residential).

UPLAND RESOURCES AND CRITICAL ENVIRONMENTAL AREAS

Within the Bayshore Region, large tracts of undeveloped natural lands are found in Atlantic Highlands, Union Beach, Hazlet, and Aberdeen. While some of these resources are protected public lands, other areas are privately-held, some with plans for development. These large upland resources (generally 12 acres or more) are discussed under each town in the sections that follow.

In addition, there are over 1,000 acres of Critical Environmental Sites (CES), all wetland areas, depicted on the State Planning Map. Several CES amendments were proposed during 2004 Cross Acceptance. The CES areas are presented below under each municipality.

BOROUGH OF HIGHLANDS

Twin Lights

Twin Lights, a state and national historic resource, is the only twin lighthouse in the world. Decommissioned in 1949, it was acquired by the State of New Jersey in 1962. The site contains the lighthouse, a museum and an open space area.

Critical Environmental Sites

A large portion of Highlands, north of Route 36, totaling approximately 200 acres, is designated as a CES.

BOROUGH OF ATLANTIC HIGHLANDS

Lenape Woods Nature Reserve

Lenape Woods is a Borough-owned, 40-acre forested area. It provides public access for hiking and other low-impact recreational activities. The reserve contains woodlands, wildlife habitat, hilly slopes, and the headwaters of Many Mind Creek.

Mt. Mitchill Scenic Park

Part of the Monmouth County Park System, this 12-acre environmentally sensitive hillside consists of a cliff-top outlook to the bay, pavilions, display panels, benches, and other public use facilities.

Many Mind Creek Corridor

Atlantic Highlands is planning a greenway along the entire two-mile length of Many Mind Creek running from its source in Lenape Woods to Sandy Hook Bay. Many Mind Creek runs through an industrial area and has been contaminated, largely by a gas plant. The current owner of the gas plant, New Jersey Natural Gas Company, is required to remediate, dredge and restore the creek from Route 36 to the Bay. Once this clean up is completed, a greenway will be established providing a critical link between the existing Henry Hudson Trail and proposed continuation of the trail along the Atlantic Highlands waterfront. Along the final stretch of the corridor at the Bay, the Borough is proposing to acquire waterfront property consisting of a salt marsh and upland areas. Part of the area is currently being used for boat storage. Green Acres has agreed to provide 50-50 matching funds for open space acquisition. The NY/NJ Harbor Estuary Program has given priority designation to the Many Mind Creek Greenway including the beachfront/salt marsh property as an acquisition and restoration project.

Critical Environmental Sites

Atlantic Highlands has two CESs totaling 9 acres, located along the waterfront and in the western portion of the municipality. Under 2004 Cross Acceptance, Atlantic Highlands has proposed four CES Amendments in areas around Many Mind Creek and to protect steep slope areas, particularly in the eastern portion of the Borough.

TOWNSHIP OF MIDDLETOWN

Kunkel Park/Bowne Tract

Kunkel Park/Bowne Tract is a 22-acre park located along Route 36 in the Leonardo section.

McMahon Park

McMahon Park is a 24-acre park located on Atlantic Avenue.

Critical Environmental Sites

Middletown has 282 acres classified as CES. These sites include large areas around Ware, Compton, and Pew Creeks as well as its waterfront beaches – Leonardo Beach, Bayshore Waterfront Park and Ideal Beach. Under 2004 Cross Acceptance, Middletown has proposed to remove the Critical Environmental Site designation around Belford Ferry.

BOROUGH OF KEANSBURG

Critical Environmental Sites

Keansburg has 22 acres classified as a CES, covering its entire waterfront.

BOROUGH OF UNION BEACH

Natco Lake

Natco Lake is natural area owned by Union Beach Borough and Hazlet Township. Approximately 60 acres of this area fall within Union Beach. In addition to the main water body, the area contains woodlands, wetlands, and wildlife habitat. It offers recreational fishing (striped bass) and boating. Access to the lake is difficult, and usage is minimal due to a lack of amenities (maintained trails, picnic areas, etc.) and parking.

Scholer Park Development

Scholer Park Development is a 16.8 acre open space area located in the north of the Borough along Flat Creek.

Critical Environmental Sites

Union Beach has 80 acres classified as CES. These sites include areas around a number of its creeks. Under 2004 Cross Acceptance, Union Beach has proposed a Critical Environmental Site Amendment to protect its waterfront public beach area.

TOWNSHIP OF HAZLET

Waackaack Creek Meadowlands

This 11.5-acre pine and oak woodland with tidal wetlands is located along the west side of Waackaack Creek, north of Middle Road and South of Route 36. Hazlet Township controls over 103 acres of land north, east, and south of this tract. Two Township parks – Leocadia Court Complex (39.6 acres) and Liberty Park (9.7 acres) are located in this area. The extensive wooded and wetland area along Waackaack Creek extends into Union Beach and Holmdel. Under 2004 Cross Acceptance, Holmdel has included large wetland areas around Waackaack Creek as proposed Critical Environmental Site Amendments. The creek provides important habitat for migratory waterbirds, and is critical for flood protection. There is potential to create a greenway to link the Meadowlands with the Ladyslipper tract, Allocco Park, and Mahoras tract in Holmdel Township, that will eventually meet up with the Henry Hudson Trail in Union Beach. The Baykeeper is working with Green Acres to create a protected conservation area.

Natco Lake

See discussion under Union Beach above. Approximately 271 acres of Natco Park fall within Hazlet. The Township considers this a conservation area and discourages potentially destructive active recreational uses.

Veterans Memorial Park

Veterans Memorial Park, located off of Union Avenue, is a 22 acre park that includes a new community center, petting zoo, recreational facilities and natural area.

Bayshore Region Strategic Plan

Stone Road Meadows

Bordered by Route 36, this 26-acre parcel of undeveloped land with intermittent farming activity on portions of the site is one of the last large-scale open space areas in the Bayshore Region. A number of development projects have been proposed for this area. Currently, a proposal to build senior housing is being considered.

Critical Environmental Sites

Hazlet has 283 acres classified as CES. These sites include large areas around Waackaack Creek and Natco Lake.

TOWNSHIP OF ABERDEEN

Freneau Woods and Lake Lefferts

Lake Lefferts, a 69 acre lake located within Aberdeen and Matawan, and Freneau Woods, with more than 100 acres of undeveloped woodlands and wetlands, together provide a vast largely undeveloped resource. Freneau Woods provides a number of varied wildlife habitats (including vernal pools, steep slopes, and rare plants) and a scenic view of Lake Lefferts. The site may have the largest contiguous stand of ground-pine club moss *Lycopodium* in the Bayshore Region. It may also have historical significance as a Revolutionary War-era African American graveyard. The site is within the Freneau Redevelopment Area, and residential development is proposed for much of the area.

Critical Environmental Sites

Aberdeen has 229 acres classified as potential CES in areas along its stream corridors.

BOROUGH OF MATAWAN

Lake Lefferts

See Aberdeen above. Matawan is currently working on lakefront restoration and reconstruction through affordable living grants.

Critical Environmental Sites

Matawan has 57 acres classified as potential CES in areas along Matawan Creek.

OTHER OPEN SPACE/RECREATIONAL AREAS

As shown in Table 4-1, parks and recreational facilities scattered throughout the Bayshore Region provide active and passive open space. The table includes local open space resources not discussed in the waterfront and upland resource sections above.

**Table 4-1
Parks and Recreational Areas in the Bayshore Region**

Municipality	Park Name	Ownership	Acreage
Highlands	Grand Tour	Borough	8.3
	Ederle Park	Borough	0.06
	Veteran's Park	Borough	2.5
	Frank Hall Park	Borough	0.29
	Miller Street Park	Borough	0.38
	Huddy Park	Borough	0.46
Atlantic Highlands	Firemen's Field	Borough	6.8
	Creek Bend Park	Borough	1.8
	Harbor Park	Borough	3.5
	Kennedy-Rowan Property	Borough	0.44
Middletown	Middletown Recreation and Open Space	Township	5.3
	Middletown Recreation and Open Space	Township	9.1
	Countryside Park	Township	9.8
	Willett Acres	Township	11.6
	Waloo Park	Township	5.9
	Belford Park	Township	4.7
	Greeley Park	Township	2.4
	Port Monmouth Park	Township	5.1
	Gordon Court Park	Township	6.1
	Bayshore Recreation Center	Township	2.4
	Roosevelt Park	Township	0.6
	Chanceville Park	Township	9.0
Keansburg	Forest Park	Borough	
	Collins Field	Borough	
	St. John's Park	Borough	
	Hill Street Park	Borough	
	Kennedy Memorial Park	Borough	
	Friendship Park	Borough	
Hazlet	8th Street Complex	Township	3.1
	Beers Street Complex	Township	5.2
	Evergreen Playground	Township	2.7
	Hazlet Youth Athletic League	Township	11.4
	Union Avenue	Township	0.1
	Mercer Street Playground	Township	0.4
	Hazlet Swim and Tennis Club	Township	22.4
	Hazlet United Soccer Fields	Township	28.9
Union Beach	Ellison Park	Borough	0.4
	Hayes Memorial Park	Borough	3.8
Keyport	Theresa Street Park	Borough	1.1
	American Legion Park	Borough	0.5
	Firemen's Park & Boardwalk	Borough	2.0
	Benjamin Terry Park	Borough	1.0
	Veteran's Park	Borough	1.7
	Cedar Creek Park	Borough	3.5
	Jack Conway Kearny street Park	Borough	0.1
	Osborn-Schwindt Ball Park	Borough	0.9
Matawan	Terhune Park	Borough	1.3
	Jackson Street Park	Borough	0.3
	Clinton Street Park	Borough	0.9
	Memorial Park	Borough	0.5
	Lake Front Park	Borough	1.7
	Middlesex Ball Field	Borough	4.1
	Gravelly Brook Park	Borough	11.6
Freneau Avenue Park	Borough	2.7	

**Table 4-1 (cont.)
Parks and Recreational Areas in the Bayshore Region**

Municipality	Park Name	Ownership	Acreage
Aberdeen	Deerfield	Township	5.5
	Overlook Circle	Township	1.2
	Ross Field	Township	5.5
	Guisti Field	Township	5.5
	Midland Park	Township	5.7
	Oakshades (Fireman's Field)	Township	5.8
	Andover Park	Temple Shalom/Township	6.3
	Cambridge Park	Township	3.3
	Fordham Park	Township	1.2
	Ivyhill Park	Township	4.6
	Juniper Park		7.4
	Northland Park	Township	2.5
	Storyland Park	Township	5.3
	Cliffwood Beach and Park	Township	65

B. ISSUES IDENTIFICATION

Waterfront and open space issues fall into three broad categories:

Waterfront and Open Space Preservation and Access

- There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. A number of projects have been identified to improve waterfront access but have not been implemented.
- The few remaining large upland resources need to be protected and enhanced.
- The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront.
- More open space and recreational resources are needed.

Waterfront Land use & Design

- The maritime character is in danger of being lost.
- Residential development along waterfront blocks views and limits access.
- There are few access points for small craft such as kayaks and sail boats.
- Flooding and erosion creates problems in areas surrounding the creeks and waterfront.

Waterfront Maintenance

- Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities.
- Beach erosion is an urgent problem that threatens the beaches and waterfront uses.
- Few beaches along Raritan Bay have lifeguards.

Section 4: Waterfront and Open Space

- Regional dredging strategies are needed. to prevent flooding and sedimentation at creek mouths and identify better and more affordable disposal options.
- Flooding from coastal storms is of concern.
- Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses.
- Marinas can be a source of pollution if they are not well maintained.

*

A. EXISTING CONDITIONS**REGIONAL OVERVIEW**

Economic development in the Bayshore Region is centered along its waterfront, within its local downtown business districts, and along Route 36. To a large degree, the Bayshore economy is dependent on attracting tourists to its natural and recreational resources, including miles of beaches, and maintaining its maritime history and character.

Many of the downtown business districts—including those in Highlands, Atlantic Highlands, and Keyport—are located at the waterfront. Marinas, restaurants and waterfront promenades are key features of these centers. All of these communities, as well as Keansburg, which has a waterfront amusement park and entertainment district, are involved in efforts to revitalize their waterfront centers with the goal of attracting tourism.

Since the post-war suburbanization of the 1950's through 1970's, the Region has not experienced the overt development pressure that has led to large-scale suburban sprawl in so much of central New Jersey. Route 36, which connects most of the municipalities in the Bayshore Region, does not have the strips of big box shopping malls that line Route 35, and there have been few new housing subdivisions and office parks constructed in the area. Many of the uses along Route 36 are aging. There is a need for developing an overall plan for Route 36 that would serve to create a Bayshore identity for the corridor including design standards to guide future development.

To a large extent, economic growth in the Bayshore communities has suffered from their relative isolation. In general, the highway network to the Bayshore is disconnected from much of the rest of Monmouth County. The Bayshore Region draws much of its tourism from the local area, but many Monmouth County residents do not have easy access to the Region and instead flock to beaches along the Atlantic Coast. While Route 36 sees thousands of tourists every summer weekend on their way to Sandy Hook and other shore points, few of them visit the Bayshore communities. These Bayshore communities are poorly identified along Route 36. Most of the downtown commercial areas are isolated from one another and lack ready access from Route 36. The Region also does not have a continuous shoreline roadway connecting these communities as do the Jersey shore communities that are situated along the Atlantic Coast.

Lastly, the Bayshore Region is almost fully built out, with little vacant land left for new development. Rather, redevelopment and revitalization are the focus of development initiatives.

There have been recent signs of increased economic activity in the Region. This activity has been fueled by new ferry service between the Region and Manhattan (in Highlands, Atlantic Highlands, and Middletown), making the area more attractive to commuters. Successful revitalization efforts and streetscape improvements have taken place in several downtown areas

(including those of Atlantic Highlands, Keyport and Keansburg). And, the overall growth in Monmouth County as a whole has influenced the region.

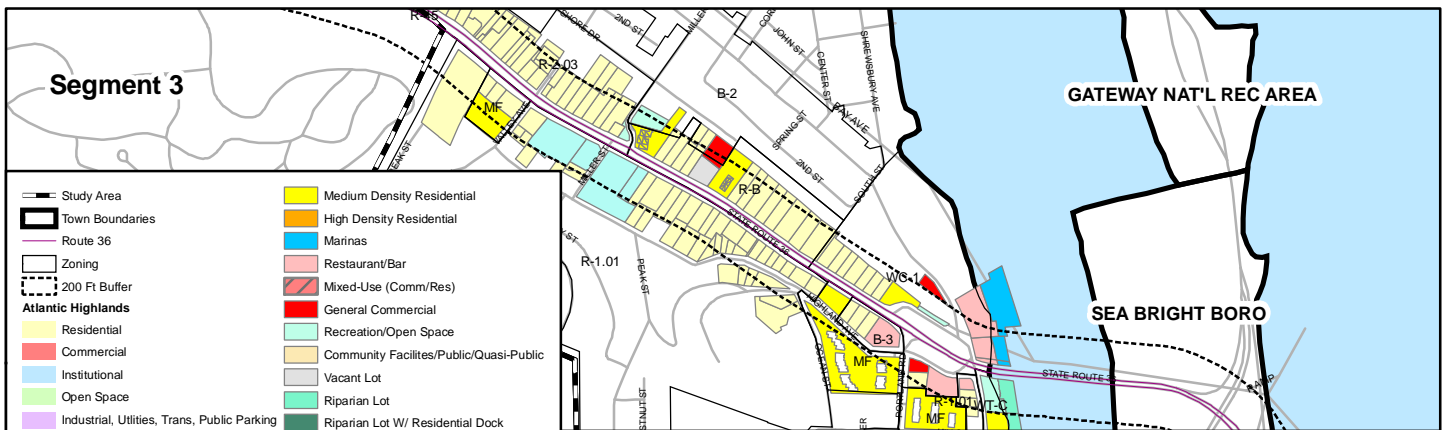
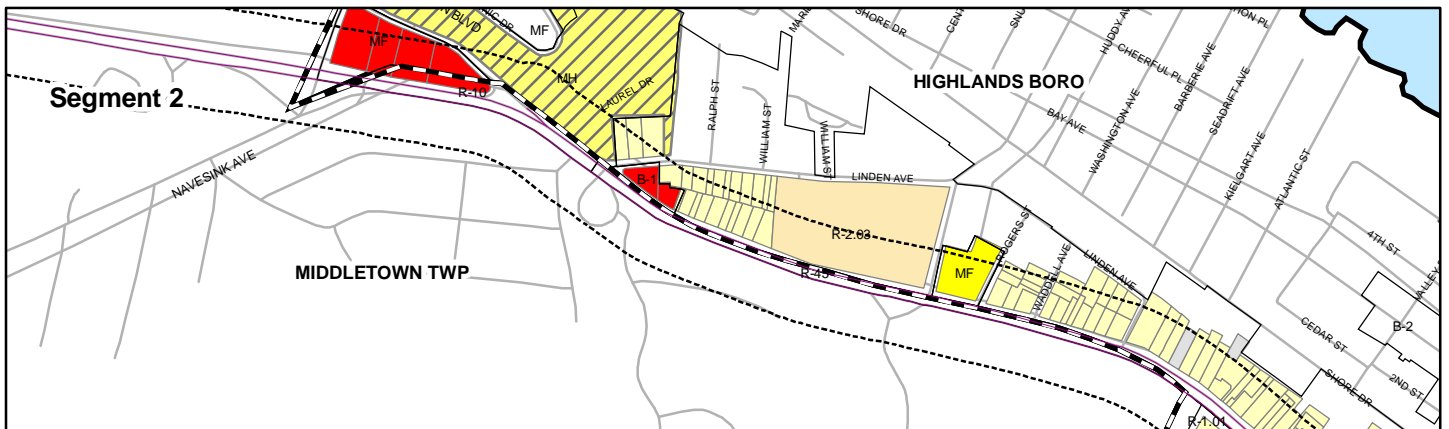
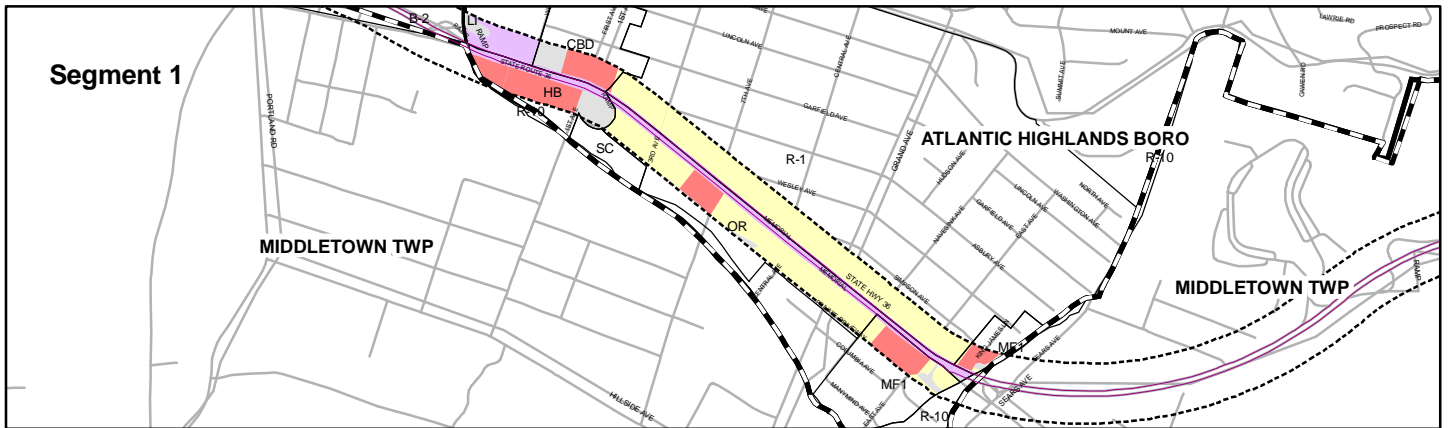
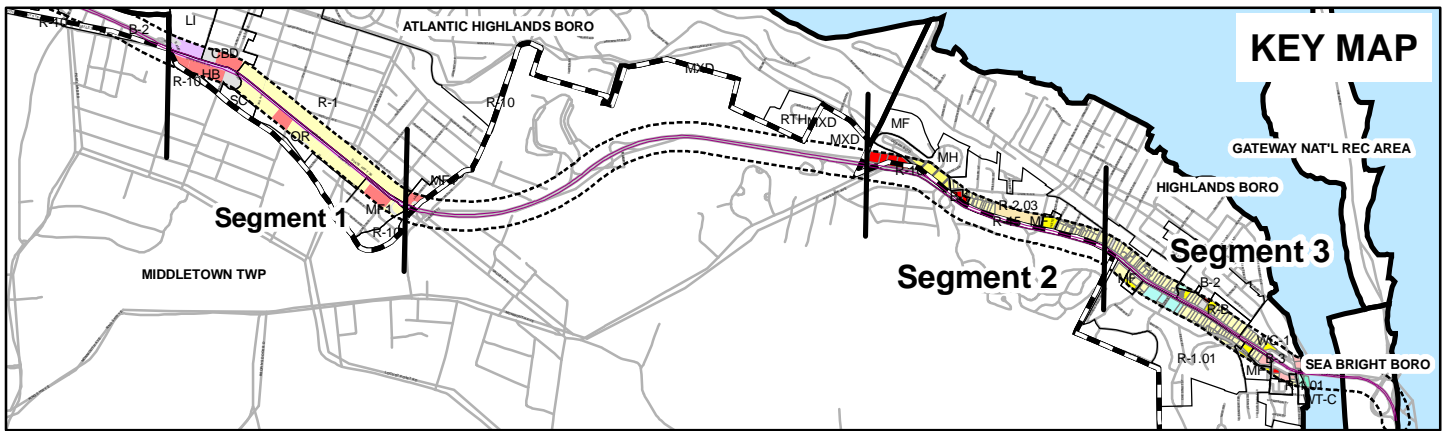
These factors combine to make planning initiatives very timely. A lack of recent large scale development coupled with signs of new economic activity make the area ripe for economic development strategies to guide new growth and ensure that the character of the area is preserved. Key economic goals in the Bayshore Region that should be addressed through this plan and other planning efforts include the development and revitalization of town centers; the redevelopment of vacant and underutilized sites; planning future commercial uses along Route 36; design of “gateways” to the municipalities along Route 36; marketing of the region for tourism; building up the year-round local economy; preservation of community character and maritime history; and the implementation of design standards to guide future growth. Upgrading the existing housing stock, stringent code enforcement, and promoting owner occupancy can also help to support revitalization efforts in the Region.

Route 36

Much of the commercial activity in the region is concentrated along Route 36 which runs through Highlands, Atlantic Highlands, Middletown, Keansburg, Hazlet, Union Beach, and Keyport, while Aberdeen and Matawan are connected to the other Bayshore municipalities by Route 35. Commercial businesses along Route 36 are generally small and medium in scale rather than the large, “big box” development characteristic of Route 35. Typical businesses along Route 36 include gas stations, restaurants and fast food outlets, “small box” drug stores, hair salons, and strip malls. Commercial development is densest along the western portion of Route 36 that runs through Keyport, Hazlet, Union Beach, and the western part of Middletown. Further east, in eastern Middletown, Atlantic Highlands, and Highlands, commercial development along Route 36 is sparser, with residential development as the dominant land use.

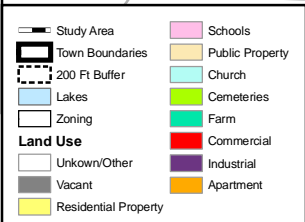
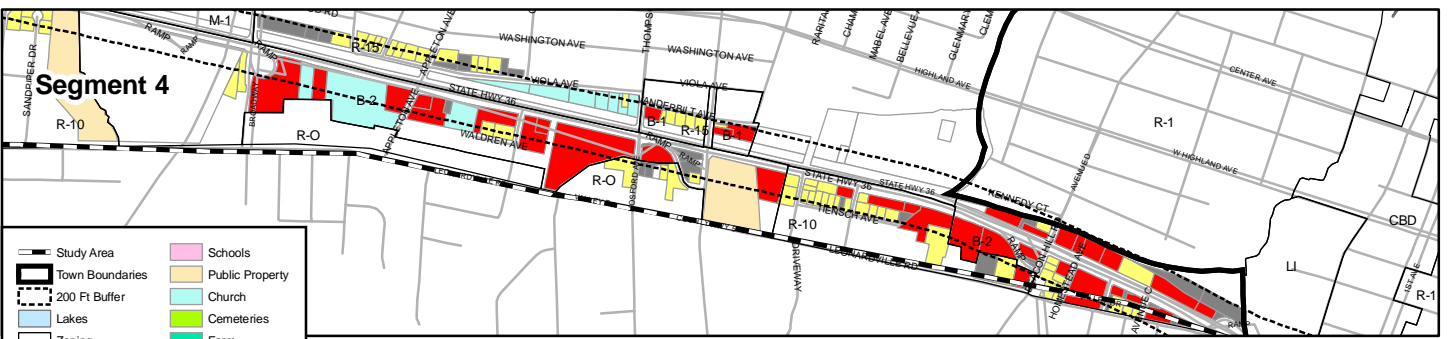
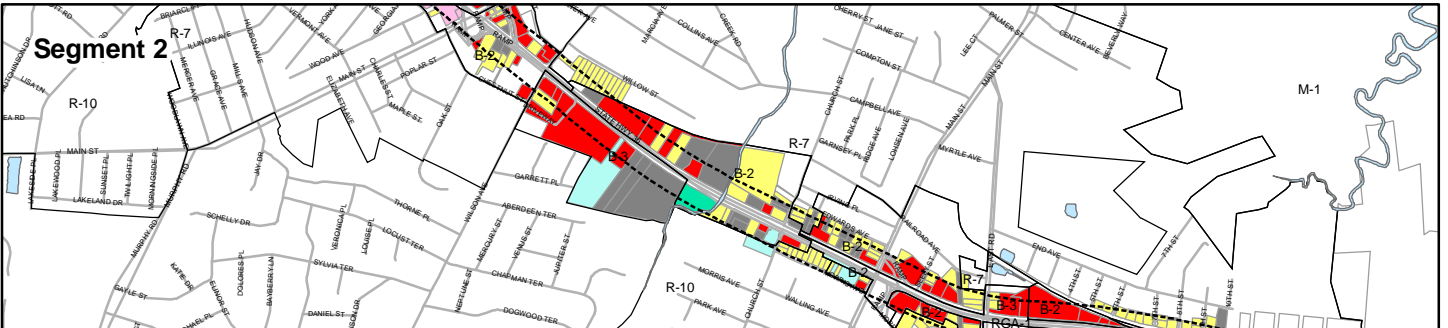
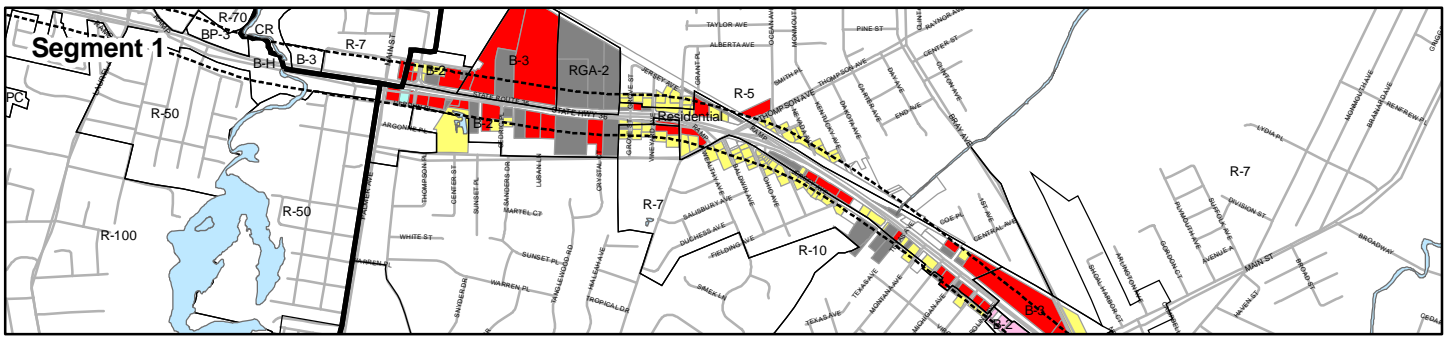
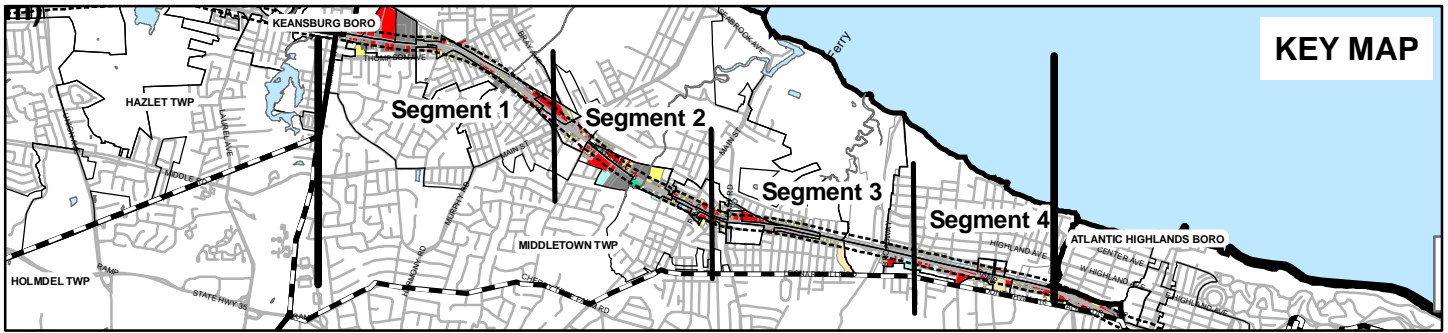
Data obtained from Claritas show approximately 552 businesses along the stretch of Route 36 that runs through the Bayshore Region. As shown in Table 3-1, the largest portion of the businesses (approximately 122) are retail. These include stores, gas stations, and car and boat dealerships. The second most dominant category, with approximately 95 businesses, is personal and other services, which includes such establishments as auto repair, beauty salons, and dry cleaners. There are approximately 63 businesses in the category of accommodation and food services (which includes restaurants, bars, fast food outlets, and hotels). The approximately 108 industrial businesses include manufacturing, wholesale, and warehousing as well as construction-related businesses such as contractors and plumbers. Professional services found along Route 36 include such businesses as accountants and lawyers. Health and social services businesses include a number of medical offices and day care centers.

Throughout the Bayshore Region, zoning along Route 36 is primarily commercial (see Figures 3-1 through 3-3). The main exceptions are in Highlands and Atlantic Highlands, where large stretches of Route 36 are zoned for residential use. As shown in Table 3-2, a wide range of uses are permitted in the non-residential zoning districts along Route 36. These include water- and entertainment-related uses in Highlands; highway business districts in Atlantic Highlands, general commercial districts that allow a range of uses including retail, personal services, and professional services; mixed commercial/residential districts; industrial and manufacturing uses in Atlantic Highlands, Middletown, Keansburg, Hazlet, and Union Beach; and conservation and recreation districts in Keansburg and Hazlet.

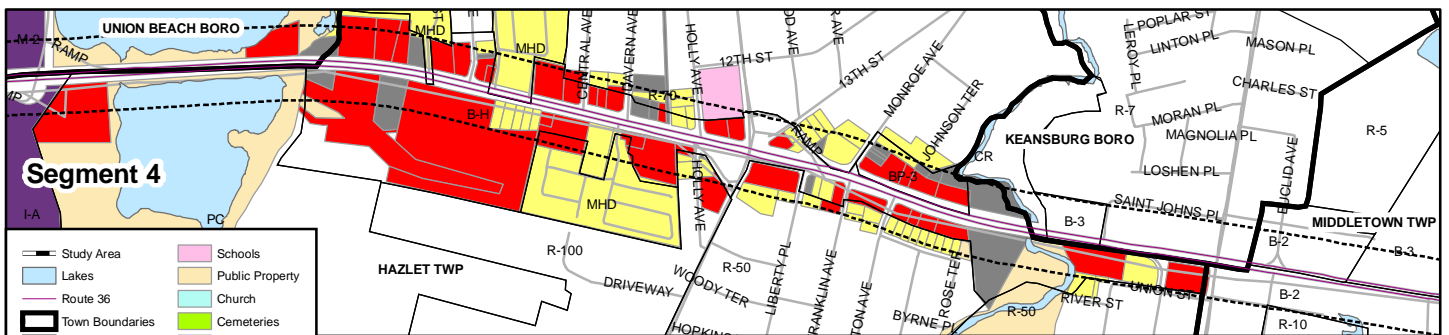
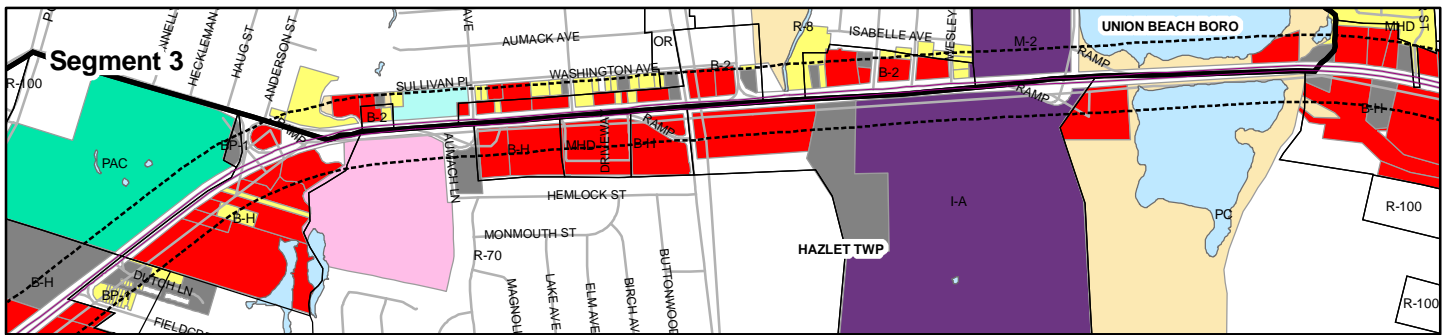
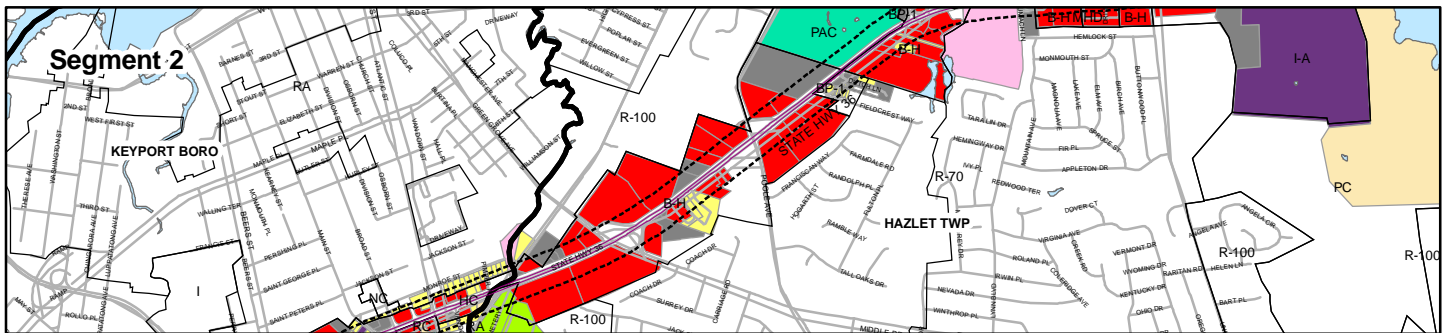
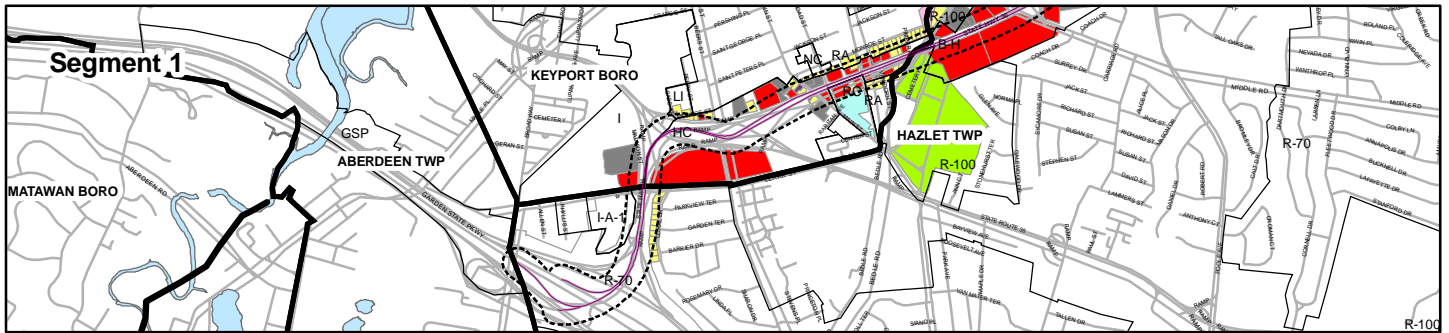
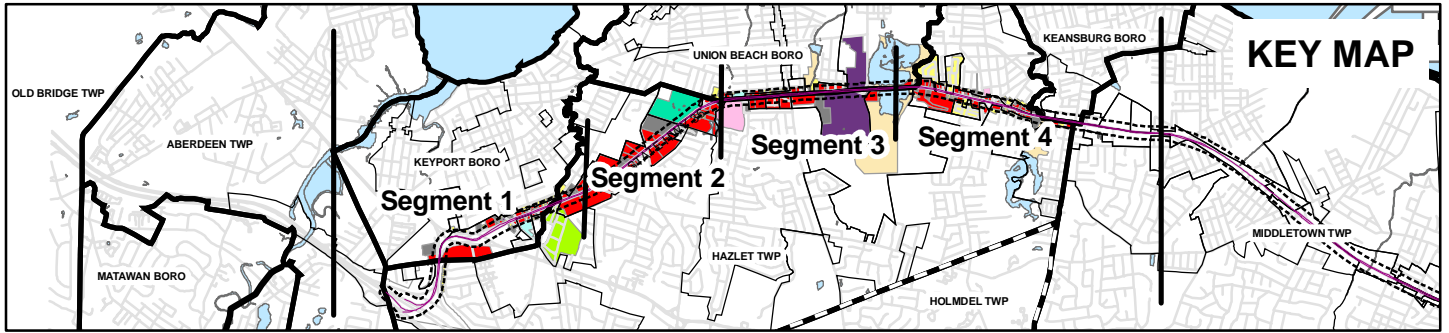


	Study Area		Medium Density Residential
	Town Boundaries		High Density Residential
	Route 36		Marinas
	Zoning		Restaurant/Bar
	200 Ft Buffer		Mixed-Use (Comm/Res)
Atlantic Highlands			General Commercial
	Residential		Recreation/Open Space
	Commercial		Community Facilities/Public/Quasi-Public
	Institutional		Vacant Lot
	Open Space		Riparian Lot
	Industrial, Utilities, Trans, Public Parking		Riparian Lot W/ Residential Dock
	Vacant		Historic Site
	Other-Mixed Urban		Utility
Highlands			Industrial
	Single Family Residential		Religious
	Mobile Home Park		

Figure 3-1
Zoning and Land Use Along Route 36:
Atlantic Highlands/Highlands



Bayshore Region Strategic Plan Figure 3-2
Zoning and Land Use Along Route 36: Middletown



	Study Area		Schools
	Lakes		Public Property
	Route 36		Church
	Town Boundaries		Cemeteries
	Zoning		Farm
	Land Use		Commercial
	Unknown/Other		Industrial
	Vacant		Apartment
	Residential Property		200 Ft Buffer

Figure 3-3
Zoning and Land Use Along Route 36:
Keyport/Hazlet/Keansburg/Union Beach

**Table 3-1
Types of Businesses Located Along Route 36**

Category	Number of Businesses
Retail	
Motor vehicle and parts dealers	22
Furniture and home furnishings	6
Electronics and appliance stores	6
Building material and garden supplies	9
Food and beverage stores	17
Health and personal care stores (incl. drug stores)	11
Gas stations	13
Clothing and accessories stores	9
Sporting goods, hobby, book, and music stores	6
General merchandise stores	4
Misc. stores	18
Non-store retail	1
<i>Total Retail</i>	<i>122</i>
Industrial	
Construction (incl. contractors, plumbers, etc.)	41
Manufacturing	14
Wholesale	28
Transportation and warehousing	25
<i>Total Industrial</i>	<i>108</i>
Personal and Other Services	
Repair and maintenance (including auto)	35
Personal and laundry services	43
Religious, civic, and professional organizations	17
<i>Total Personal and Other Services</i>	<i>95</i>
Accommodation and food services	
Hotel and motel	3
Full service restaurant	4
Limited service restaurants (fast food)	47
Food service and catering	4
Bars	5
<i>Total Accommodation and Food Services</i>	<i>63</i>
Other	
Information	8
Finance and insurance	23
Real estate and rental leasing	28
Professional, scientific, technical	38
Administrative and waste remediation	12
Health, social, and educational services	43
Arts and entertainment	12
Total Businesses	552
Notes: Categories based on NAICS classifications.	
Sources: Claritas	

Table 3-2
Non-Residential Zoning Districts Along Route 36: Use Regulations

District	Permitted Principal Uses
Highlands	
WC-1	Restaurants; bars and taverns; marine sales; boat yards; charter and excursion boats; art and handicraft studios/galleries; hotels, motels, and inns; commercial recreation; commercial fishing; marinas; wholesale seafood; parking
B-1	Retail and personal service establishments of neighborhood scale; professional and business offices; parking; public uses
B-3	Hotels, motels, and inns; bed and breakfasts; commercial recreation; restaurants
Atlantic Highlands	
CBD	Hotel, motel, retail sales and rental of goods, professional offices, banks, printing, personal services, coin laundry, misc. repair services (including household items but not auto or boat), social clubs, health clubs, municipal recreation facilities, theatres, restaurants and bars, auto parking lots, public facilities, child care centers
HB	Hotel, retail sales and rental of goods, professional offices, banks, misc. repair services (including household items but not auto or boat), social clubs, health clubs, municipal recreation facilities, theatres, restaurants and bars, public facilities, child care centers
OR	Residential, professional offices, banks, social clubs, municipal recreational facilities, public facilities, child care
LI	Professional businesses, printing, personal services, construction contractors, assembly of goods, storage and distribution of goods, municipal recreational facilities, public facilities, child care centers
Middletown	
B-1	Business offices; Educational; Personal Services; Business Services (locksmith only); Recreation ; Agricultural; Wholesale and Retail Trade
B-2	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade
B-3	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, auto detailing, lawn and landscape service, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade
M-1	Wholesale and retail; fabrication; warehouses; businesses offices; business services (appliance repair, auto repair, auto towing, bike repair, equipment rental, mini storage, printing and copy service, furniture repair, security service, tool repair, locksmith)
Keansburg	
B-3	Professional offices; business offices; financial institutions; retail trade (including hardware, paint, and glass stores; variety stores; food stores; general merchandise; apparel stores; home furnishings; drug stores; liquor stores; florists; news dealers; tobacco stores; optical goods; eating and drinking places including those with dancers but not drive-ins); personal services; detached single family dwellings; residences for the disabled and shelters for domestic violence victims
CR	Passive or low-intensity recreational uses; municipal and county parks; docks, piers, moorings, marinas, and boat launches; accessways to water's edge; flood prevention structures

**Table 3-2 (cont'd)
Non-Residential Zoning Districts Along Route 36: Use Regulations**

District	Permitted Principal Uses
Hazlet	
B-H	Auto dealerships (except used auto dealerships or gas stations); banks; child care; community center; computer training facilities; family day care; gardening centers; health clubs; hotels; professional offices; restaurants (including take out); retail sales and services, including shopping centers; movie theatres
BP-1	Banks; child care centers; community centers; computer training; municipal offices; professional offices (doctor, lawyer, dentist, accountant); research lab; funeral home. Retail not permitted.
BP-3	Banks; child care centers; community centers; computer training; municipal offices; professional offices (doctor, lawyer, dentist, accountant); research lab. Retail not permitted.
I-A	Auto body repair and painting; billboards; light industry; offices; public utilities; research labs; self storage. Retail not permitted.
PC	Public recreational facilities and parks
Union Beach	
B-2	Retail and wholesale stores; personal service establishments; business and professional offices; banks; restaurants and bars; auto sales; art, dancing, music, and other instructional and vocational schools; scientific and research laboratories (with no manufacturing); newspaper and periodicals publication; contractors; offices, showrooms, garages; government office buildings; residential with commercial use on ground floor
M-2	Research laboratories; manufacturing of light machinery; fabrication of metal, paper, wood, and other products; food manufacturing; truck terminals and warehousing; wholesale building materials; bulk fuel storage; contractor shops; government offices; services; public utilities
Keyport	
HC	Retail businesses; banks; new car and boat sales; hotels and motels; health clubs exclusive of swimming pools; agricultural and horticultural products sold within buildings; billiards, bowling alleys, movie theaters (except drive-in); restaurants and bars; places of worship; public buildings and utilities; personal services; hardware stores; laundries; business and professional offices; liquor stores; photo equipment and supplies; radio and TV repair; shoe repair; tailors; telephone exchanges
Sources: Municipal land development and zoning ordinances.	

As shown in Table 3-3, the commercial zones along Route 36 generally require minimum lot sizes of 10,000–40,000 square feet. Maximum permitted impervious surfaces vary widely from 65 to 90 percent of the lot, and the zoning ordinances of Hazlet and Union Beach do not set maximum impervious surface requirements. Maximum permitted building coverages range from 20 to 40 percent.¹ Large-scale retail and shopping center development is permitted in the highway business (B-H) district in Hazlet, where minimum lot sizes are 100,000 square feet for multi-tenant businesses uses and 400,000 square feet for shopping centers, with no restrictions on impervious surfaces. Middletown and Union Beach include manufacturing districts with large lot size requirements (10 acres and 5 acres, respectively).

¹ The maximum permitted building coverage is 50% in the Atlantic Highlands central business district, which abuts a small portion of Route 36.

Table 3-3
Non-Residential Zoning Districts Along Route 36: Density Regulations

District	Primary Uses	Min. Lot Area	Max. FAR	Max. Impervious Surface	Max. Building Coverage
Highlands					
WT-C	Art and handicraft studios/galleries; hotels, motels, and inns; commercial recreation; marinas (Detached single family, two-family also permitted with different bulk regulations)	20,000 sf	60%	75%	33%
B-1	Retail and service; business, professional, and administrative offices; public use	N/A	65%	80%	35%
B-3	Hotels, motels, and inns; bed and breakfasts; commercial recreation	N/A	65%	80%	35%
Atlantic Highlands					
CBD	Retail, Offices & Services	10,000 sf		80%	50%
HB	Retail, Offices & Services	40,000 sf		75%	25%
OR	Mixed Use: Office, Residential	10,000 sf		70%	20%
LI	Light Industrial	40,000 sf		70%	25%
Middletown					
B-1	Retail, Service, and Office (and detached single family residential with different bulk regulations)	10,000 sf		80%	N/A
B-2	Retail, Service, and Office	20,000 sf	30%	70%	N/A
B-3	Retail, Service, and Office; congregate care facility	3 acres	28%	70%	N/A
M-1	Wholesale and retail; fabrication; warehouses; businesses and professional services	10 acres	22%	60%	N/A
Keansburg					
B-3	Retail, Services, and Offices	20,000 sf		70%	25%
CR	Conservation and Recreation	40,000 sf		N/A	N/A
Hazlet					
B-H	Retail & other	40,000 sf			25%
	Offices	20,000 sf			25%
	Shopping Centers	400,000 sf			30%
	Multi Tenant Business Uses	100,000 sf			25%
BP-1	Retail, Office, and Service; Prof., Business, and Ind. Offices; Research; Government Offices	3 acres			35%
BP-3	Offices	20,000 sf			35%
	Research	40,000 sf			35%
I-A	Light manufacturing, research, offices, self-storage	20,000 sf			30%
PC	Recreational area, landfill and excavation operations	N/A			N/A
Union Beach					
B-2	Retail, services, offices, scientific and research laboratories, publication. municipal facilities, residential	8,000 sf			40%
M-2	Research laboratories, light manufacturing, light machinery, fabrication, warehouses/wholesale	5 acres			35%
Keyport					
HC	Retail and service; business and professional offices; hotels and motels; restaurants	10,000 sf		90%	35%

Downtown Business Areas

Many of the municipalities in the Bayshore Region have small downtown areas with small shops and pedestrian-oriented streetscapes. These include Highlands, Atlantic Highlands, Keansburg, Union Beach, Keyport, and Matawan. Businesses in these areas generally include restaurants and cafes, banks, convenience stores, gift shops, and personal services such as hair salons. Middletown, though lacking a single main downtown area, has several small commercial centers including Campbell's Junction, Port Monmouth, North Middletown, Leonardo, and the Belford Seafood Co-op. Highlands, Atlantic Highlands, Keansburg, and Keyport have business districts that are oriented towards the waterfront. These communities have expressed a desire to reinforce their maritime character as part of economic development strategies. A number of marinas are located on the waterfronts of Highlands, Atlantic Highlands, Middletown, and Keyport. In Keansburg, an amusement park occupies a large stretch of the waterfront.

Vacant Land and Redevelopment Areas

The nine municipalities in this study are largely built out and have little vacant land available for new development. Areas with adopted Redevelopment Plans include the Freneau area and the Commerce and Transportation Center in Aberdeen, the train station area in Matawan, and the Aeromarine site in Keyport. Areas determined in need of redevelopment include the Anchor Glass and South River Metal sites in Aberdeen and a waterfront block west of the amusement park in Keansburg. The entire Borough of Keansburg is designated an area in need of rehabilitation. There are also a number of large abandoned commercial sites and vacant properties such as the Bradlees site along Route 36 in Hazlet. Several of the municipalities are undertaking revitalization efforts in their downtown areas or commercial centers.

MUNICIPAL OVERVIEW

BOROUGH OF HIGHLANDS

Commercial use in Highlands is concentrated in the downtown central business area and along the waterfront. Many of these businesses are marinas and restaurants focused on the waterfront. While there are scattered commercial uses along Route 36, commercial development is much less dense along Route 36 in Highlands than it is in the other municipalities of the Bayshore Region.

Downtown Area

The central business district is located along Bay Avenue roughly from Cedar Street to the waterfront in the eastern portion of Highlands (see Figure 3-4). Commercial uses along Bay Avenue include restaurants, small shops, and a gas station. Uses along the waterfront include marinas and restaurants. A new bed and breakfast opened recently in the downtown area.

Commercial zoning districts in the downtown area include B-2 and WC-1 districts. B-2 business districts permit retail, office, and personal services uses as well as hotel, motels, and inns. Additionally, accessory residential use is permitted on upper floors of buildings in this district. The easternmost portion of the central business district, which is located on the Sandy Hook Bay waterfront, is zoned WC-1. WC-1 is a waterfront commercial district that allows marinas, restaurants and bars, hotels, and commercial recreational uses.

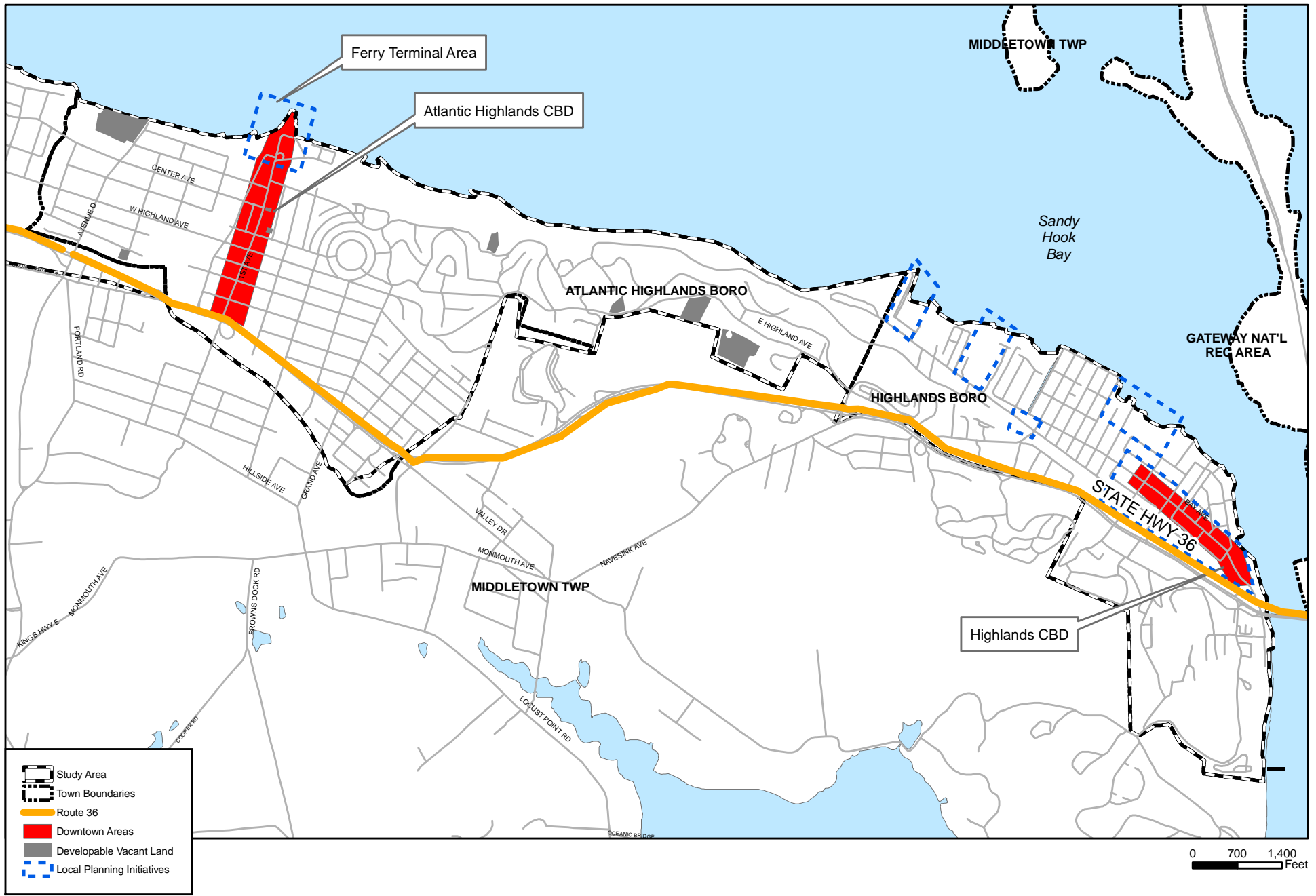


Figure 3-4
Economic Centers, Redevelopment Areas, and Vacant Land:
Atlantic Highlands/Highlands

Route 36

The portion of Route 36 within Highlands is not heavily developed with commercial uses. Much of Route 36 is lined with residential uses consisting mostly of single family homes with a few medium density multifamily complexes and a mobile home park. Scattered commercial uses include restaurants, small stores, and a bed and breakfast. Restaurants and a marina are concentrated near where Route 36 meets the waterfront. The other concentration of commercial uses along Route 36 is at Navesink Avenue, near the border with Atlantic Highlands, where commercial uses include a small food store, an ice cream shop, and a car audio store. There are no large vacant parcels of land and little potential for new development along Route 36 in Highlands. Most of Route 36 in Highlands is zoned for residential use. Commercial districts along Route 36 include the waterfront commercial districts WC-1 and WT-C as well as B-1 and B-3 districts.

BOROUGH OF ATLANTIC HIGHLANDS

Commercial activity in Atlantic Highlands is focused primarily in the downtown area extending along First Avenue between Route 36 and the waterfront (see Figure 3-4). Clusters of commercial use are also found along Route 36. There is a small light industrial area to the west of the downtown area bounded by West Avenue, Memorial Parkway, Highlands Avenue, and Avenue B.

Downtown Area

The main commercial center of Atlantic Highlands is located along First Avenue between Route 36 and the waterfront. First Avenue has recently undergone extensive revitalization. It is pedestrian-oriented, with benches, street trees, and decorative lighting. Commercial and entertainment uses including restaurants, galleries, small shops, commercial office space, a cinema, and a new inn are located in this area. A new office building has recently been fully rented. Several restaurants, a banquet hall, a boatyard, and bait and tackle shop are located on the waterfront near the ferry dock/marina. The downtown area is part of a “Town Center” that covers the entire Borough on the State Plan map.

Route 36

Route 36 runs through the southwestern portion of Atlantic Highlands near the border with Middletown. There is a cluster of commercial uses at the intersection of Route 36 and First Avenue. These include a gas station, a supermarket, and two strip malls containing stores and personal service businesses such as nail salons and medical offices. East of First Avenue and the downtown area, commercial use along Route 36 is sparse, with uses such as small offices, gas stations, and personal services. The remainder of the land along Route 36 is occupied by housing. There is little vacant land and little potential for new development.

Zoning along Route 36 includes a highway business (HB) district, a light industrial district, residential districts, and a mixed residential/office district.

TOWNSHIP OF MIDDLETOWN

Middletown is a suburban, predominantly residential township with no major central business district within the study area. Within the Bayshore Region, commercial development in Middletown is concentrated along Route 36 (outside of the Bayshore study area, commercial development is concentrated along Route 35) and in a few commercial centers (see Figure 3-5).

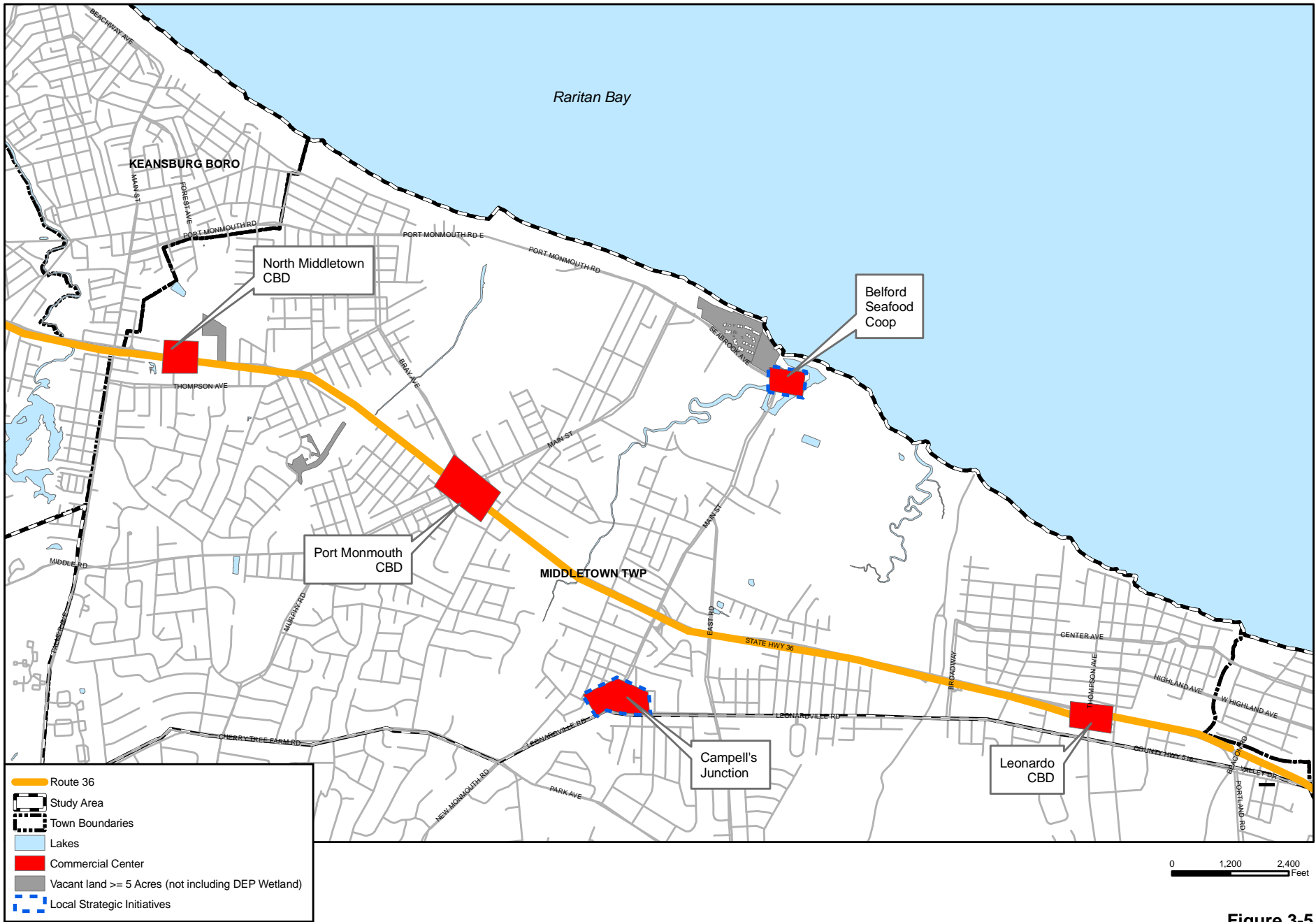


Figure 3-5
Economic Centers, Redevelopment Areas, and Vacant Land:
Middletown

Commercial Centers

Small centers of commercial activity with local convenience stores are scattered throughout the study area at locations such as Campbell's Junction, Leonardo, North Middletown, and Port Monmouth. The Belford Seafood Co-op, a fishery and restaurant, is located along the waterfront at Belford.

Campbell's Junction, located south of Route 36 at the southern edge of the study area, is a retail hub at the intersection of several streets. Commercial uses include strip malls with restaurants, a discount store, a meat market, a gas station, and a drug store. The area is developing into a mixed-use, pedestrian friendly commercial and residential hub with apartments located above storefronts.

Route 36

Route 36 is lined with small and medium sized commercial uses including restaurants and delis, personal services establishments, plumbing and electrical contractors, and auto-related businesses such as repair shops and gas stations. Commercial uses near the intersection with Leonard Avenue include a bus yard for Academy Lines and auto repair shops. At the intersection of Main Street, commercial uses include a gas station, a food shop, and a diner. Near the intersection with Wilson Street are two small box chain drug stores, a gas station, and an Italian specialty food mart. New townhouses have recently been developed along Route 36 in Middletown.

BOROUGH OF KEANSBURG

Commercial activity in Keansburg is located primarily in the downtown area surrounding Main and Church Streets and near the waterfront at the northern end of Carr Avenue (see Figure 3-6). The main commercial attraction in Keansburg is the amusement park along the waterfront.

Downtown Area

The main commercial areas of Keansburg are the downtown area centered around Main Street, Church Street, and Carr Avenue and the waterfront commercial area at the end of Carr Avenue adjacent to the waterfront amusement park. Commercial uses along Main Street and Church Street include banks, a pharmacy, pizza parlors, take-out restaurants, and convenience stores, as well as a few vacant storefronts. The Borough's main commercial and tourist draw is the amusement park along the waterfront at the end of Carr Avenue. The amusement park draws about 750,000 visitors annually. Along Carr Avenue near the amusement park, commercial uses include a convenience stores and arcades. Streetscaping along Carr Avenue includes decorative lampposts, street trees, and red brick paving along the sidewalks. Nonetheless, a large number of storefronts along Carr Avenue are vacant and closed up.

The commercial area along Main and Church Streets and portions of Carr Avenue is zoned B-1, a commercial district that permits retail, services, and offices. The land in the vicinity of the amusement park, including a portion of Carr Avenue inland, is zoned B-2, a mixed-use district that allows commercial as well as residential use. Commercial uses permitted in B-2 zones include retail, services, and offices as well as entertainment uses including amusement parks, arcades, and marinas.

Zoning in the commercial area along the waterfront near Carr Avenue includes B-1 and B-2 districts, which allow commercial and residential uses. The waterfront area also includes a CR, or "Conservation Recreation," zoning district, which is intended to protect natural resources. This district permits only limited development including marinas and passive or low intensity recreational uses.

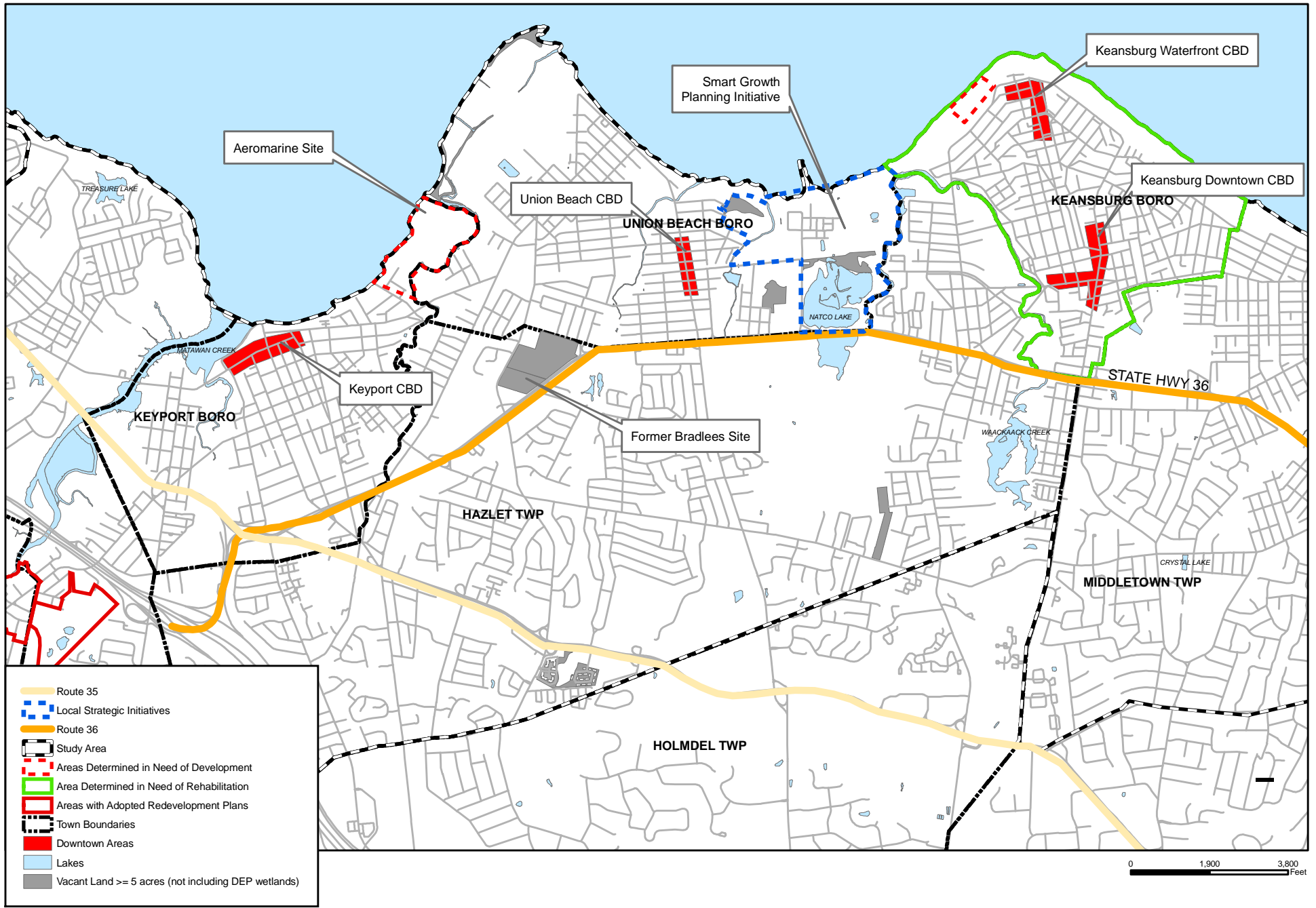


Figure 3-6
Economic Centers, Redevelopment Areas, and Vacant Land:
Keyport/Hazlet/Keansburg/Union Beach

Route 36

Route 36 runs along a small stretch of Keansburg’s southern border. This section of Route 36 is zoned B-3, a commercial district that allows retail, services, and offices. Most of this area is residential in use, though there is a small segment with commercial uses including gas stations, a small box drug store, a discount store, and a doughnut shop at the intersection with Main Street.

TOWNSHIP OF HAZLET

Hazlet is a suburban township with no downtown area or central business district. Commercial uses are concentrated primarily along Routes 35 to the south and to a lesser extent along Route 36, which forms most of the northern border of the municipality (see Figure 3-6). A few scattered commercial uses are also found along Middle Road, which generally runs parallel to Routes 35 and 36. A marina is located on Hazlet’s small stretch of waterfront on the Raritan Bay.

Route 36

The south side of Route 36 is lined with commercial uses including food stores, restaurants, fast food outlets, personal services such as nail and hair salons, gas stations, and mid-size stores. Key intersections include Middle Road, Poole Avenue, and Union Avenue.

At the intersection of Middle Road and Route 36, in the western portion of the town, commercial uses include a greenhouse nursery, a fast food restaurant, a fitness center, the new Concord Center office building, and a large strip mall housing dozens of stores and personal services establishments. Where Route 36 intersects with Poole Avenue, commercial uses include a food market, fast food restaurants, a gas station, a chain drug store, and a strip mall.

Just east of the intersection of Poole Avenue, the vacant Bradlees building and property are located along the north side of Route 36. The property includes a vacant “big box” style building and a parking lot. An undeveloped parcel with intermittent farming activity on small portions of the site is located immediately to the northeast along Route 36. Further east along Route 36, the intersection at Union Avenue includes a gas station, a bank, a deli, a fast food restaurant, and two strip malls.

Also located along Route 36 just west of Natco Lake is the new IFF (International Flavor and Fragrance Company) facility, which houses laboratory, manufacturing, and office space. A catering business is located next to IFF on the south side of Route 36 at Rose Lane. Further east along Route 36 past Natco Lake are several mobile home communities. A major intersection along Route 36 toward the eastern edge of the Township is Laurel Avenue, which provides access to the West Keansburg section of town and to the Keansburg waterfront beyond. This intersection has two gas stations, an adult bar, and a small used car dealership.

Commercial zoning along Route 36 includes B-H, BP-1, and BP-3 districts. There is also an I-A industrial district at the IFF site and a PC conservation district at Natco Lake. Residential districts include R-50 and R-70 (single family homes) and MHD (mobile homes).

Route 35

The stretch of Route 35 that runs through Hazlet is developed more densely and with larger stores than Route 36. Commercial uses along Route 35 include large-scale “big box” retail, restaurants, personal services, offices, shopping centers, and a multiplex.

BOROUGH OF UNION BEACH

Most commercial development in Union Beach is concentrated along Route 36. There is also a small downtown business area along Union Avenue and some businesses along the waterfront (see Figure 3-6). There are two large industrial uses along the waterfront: IFF (the International Flavor and Fragrance Company), which extends from Route 36 to the waterfront, and the Bayshore Regional Sewerage Authority.

Downtown Area

Union Beach has a small retail strip along Union Avenue from Sydney Avenue to Park Avenue with small businesses such as restaurants, a barber, a liquor store, and a dentist office interspersed with houses. This area is zoned B-1, a “neighborhood business” district that allows restaurants, retail, services, offices, and municipal facilities. To the north and south of this central business area along Union Avenue is an OR (office/residential) district, which permits single family residential uses, offices, services, and municipal facilities.

Route 36

Route 36 runs along a portion of Union Beach’s southern border with Hazlet. Route 36 in Union Beach is lined with small-scale commercial uses and the IFF site and Natco Lake at the eastern end of the borough. The main intersection along Route 36 is at Union Avenue, where there is a gas station and a strip mall. Other commercial uses elsewhere along Route 36 include restaurants, delis, and auto repair shops.

The eastern part of Route 36 around IFF is zoned for industrial uses including research laboratories, light manufacturing, fabrication, and warehousing on large lots. The rest of the area along Route 36 is zoned B-2, a mixed use “highway business” district that allows retail, service, and office uses; research laboratories; publication facilities; municipal facilities; and single family, two family, and multi-family residential buildings.

BOROUGH OF KEYPORT

The Borough of Keyport is defined by a downtown business district near the waterfront that serves as a regional hub within the Bayshore Region. Most commercial development in Keyport is concentrated in the downtown area and along Routes 35 and 36 (see Figure 3-6).

Downtown Area

Downtown Keyport, centered in the area around Main, Broad, and Front Streets, is pedestrian friendly, with amenities such as benches and street trees, and is characterized by small shops. Commercial uses along Front Street include restaurants and cafes, banks, and clothing stores. The downtown area fronts on the waterfront where there is a promenade along American Legion Drive. Marinas are located along the Matawan Creek at the western edge of Keyport, Keyport Harbor in the downtown area, and along the Raritan Bay towards the eastern edge of the borough.

The downtown area is zoned primarily with the commercial districts GC (general commercial), GMC (general marine commercial), and NC (neighborhood commercial). GC districts permit retail and service establishments, business and professional offices, professional, business, and technical schools, and department stores. GMC districts permit the uses allowed in GC districts as well as marine-related commercial uses. A small NC district mapped along W. Front Street permits retail and service businesses as well as business and professional offices.

Bayshore Region Strategic Plan

Routes 35 and 36

Commercial development in Keyport is also clustered along Routes 35 and 36, which run through the southern portion of the Borough. At the intersection of these two highways are several car sales and repair businesses and a large grocery store. Other commercial uses along the stretch of Route 36 that runs through Keyport include several gas stations, a diner, and a hair salon at the intersection with Atlantic Street.

Zoning designations along Route 36 include HC and RC. Just south of Route 36 and west of Atlantic Street is an RC district, a multi-family residential district that permits detached single family residential buildings, two family residential buildings, churches, and schools.

Zoning designations along Route 35 include highway commercial (HC) and industrial (I). HC districts permit retail and service establishments, business and professional offices, hotels and motels, and restaurants. I districts permit manufacturing businesses, research facilities, labs, and boat yards.

TOWNSHIP OF ABERDEEN

Aberdeen is a predominantly suburban residential town without a major downtown commercial center. Commercial uses are primarily along Route 35 in the northern part of the town and Route 34 in the south. These include medium-sized commercial uses such as supermarkets and strip malls.

Zoning along Route 35 is predominantly HC (highway commercial), RC (regional commercial), and LI (light industrial). RC districts, mapped along the northwestern portion of Route 35 allow retail, service, and office uses on large lots. HC districts allow the uses permitted in RC districts as well as shopping centers. Route 34 is zoned primarily HC and RC. Additionally, near the town's southern border, an APT/TH (apartment/townhouse) district is mapped along Route 34. This residential district permits garden apartments and townhouses.

BOROUGH OF MATAWAN

The downtown area along Main Street is the main commercial center in Matawan and is located near the Matawan/Aberdeen train station (see Figure 3-7). The downtown area is historic in character with small retail shops and commercial and professional services. Businesses in the downtown area include restaurants, banks, doctor offices, and gift shops. Main Street has design amenities including street trees, planters with flowers, and decorative lampposts.

The commercial area along Main Street is zoned GB, or "general business." This district permits retail, service, and office uses. The historic downtown area is zoned DPD, or "downtown preservation district." The DPD permits single family dwellings and professional offices. The district's design controls require that any new buildings be in keeping with the district's historic atmosphere.

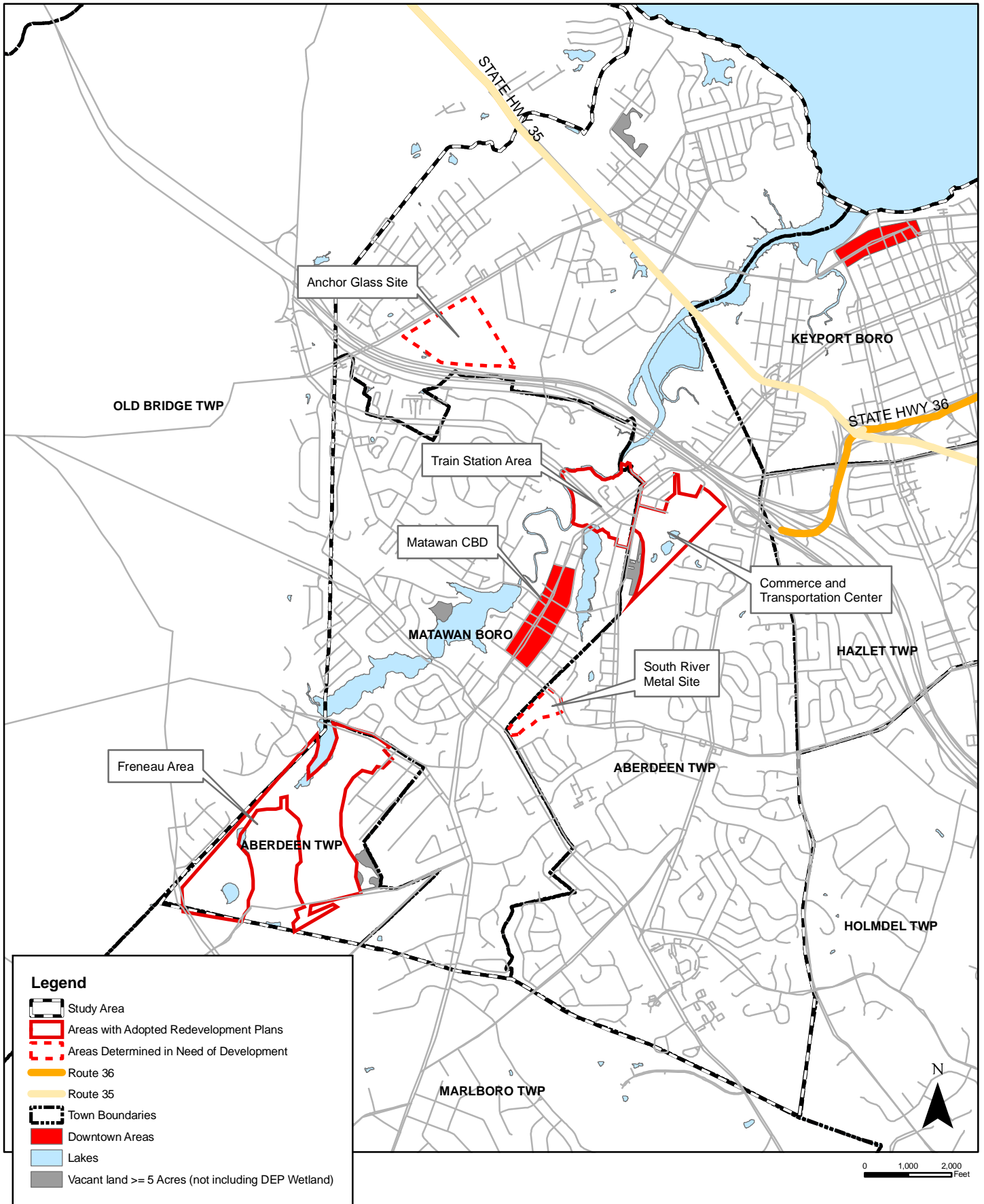


Figure 3-7
Economic Centers, Redevelopment Areas, and Vacant Land:
Aberdeen/Matawan

B. FUTURE CONDITIONS AND PLANNING EFFORTS

MUNICIPAL OVERVIEWS

BOROUGH OF HIGHLANDS

Planning Initiatives

The Borough's 2004 Master Plan identifies areas to be studied for economic development opportunities. These include the central business district, three potential waterfront redevelopment areas, and an approximately 2 block potential Gateway redevelopment area along Bay Avenue between Snug Harbor and Huddy Avenues.

Revitalization efforts in the central business district centered around Bay Avenue are focused on creating an attractive streetscape with a vibrant combination of commercial uses on ground floors and residential uses on upper floors. The Highlands Business Partnership (HBP), a business improvement district (BID) whose members include business and property owners as well as local government representatives, is coordinating efforts to revitalize Highlands' commercial areas. The BID's initiatives include an effort to provide water taxi service linking the Highland's central business district to the Gateway National Recreation Area at Sandy Hook. Other HBP efforts include the marketing of Highlands as a destination, sponsoring events to attract visitors to the Borough, improving the efficiency of parking arrangements, maintenance improvements, and beautification efforts.

Along the waterfront, the Master Plan recommends exploring opportunities to create marinas and recreational space, to improve streetscapes, and to better connect the waterfront with the rest of the Borough. The Master Plan identifies three potential redevelopment areas along the waterfront, including the blocks between Willow Street and the border of Atlantic Highlands; a large waterfront block north of Shore Drive slightly west of the ferry terminal; and two waterfront blocks north of Fifth Street between Cedar and Miller Streets.

The Borough plans to undertake a Bay Avenue Redevelopment Plan for the central business district that will identify the desired type and scale of uses, the interrelationship between retail users, and their associated parking needs.

Highlands has received a grant from the Office of Smart Growth to undertake an inventory of recreational and open space.

Redevelopment Areas

There are no areas designated in need of redevelopment or adopted redevelopment plans in Highlands.

Other Commercially Zoned Vacant Land

There are no large vacant parcels of land in Highlands suitable for new development.

BOROUGH OF ATLANTIC HIGHLANDS

Planning Initiatives

Atlantic Highlands is continuing its efforts to revitalize the downtown commercial area. Two major new commercial buildings have recently been completed and two more are being planned. All four represent redevelopment of existing properties.

The Atlantic Highlands Harbor Commission is studying traffic circulation in the ferry terminal area. There are a number of alternatives being studied, one of which would include the construction of an 800 space parking garage near the waterfront.

The Borough is seeking to redraw the boundaries for its town center designation to emphasize the downtown business and entertainment district. Within this area, restoration and revitalization rather than new development are encouraged. Continued respect for the scale and style of the central business area as well as residential neighborhoods in the remainder of the municipality are desired.

Atlantic Highlands has received a grant from the Office of Smart Growth to undertake a land use review and assessment of the downtown and harbor area.

Redevelopment Areas

There are no areas designated in need of redevelopment or adopted redevelopment plans in Atlantic Highlands.

Other Commercially Zoned Vacant Land

The only commercially-zoned vacant land for redevelopment is a waterfront parcel to the west of the ferry terminal.

TOWNSHIP OF MIDDLETOWN

Planning Initiatives

Planning initiatives include the further development of commercial centers, including the development of design standards and zoning regulations that will create high-quality architecture and streetscapes and encourage pedestrian activity. The Campbell's Junction area is developing into a mixed-use, pedestrian friendly commercial and residential hub with apartments located above storefronts.

Other planned economic development initiatives include the further development and expansion of the Belford Seafood Co-op, where marine-related development could be located on the waterfront and adjacent vacant parcels, for which Middletown has received a grant from the Office of Smart Growth. The scope of this study includes the development of an aquaculture and commercial fishing facility with a small business incubator for state of the art, high-tech manufacturing and distribution. Also included in the scope are a vision statement, a program of specific planning and development elements, and a "context plan" describing the relationship of the redevelopment areas to various other areas of the Township of Middletown. The Plan will include an analysis of the fishing industry as well as a market analysis to identify market demands and deficiencies, identify potential tenants and preferred uses, and define the scale of uses within the redevelopment area. The Plan will also include recommendations for strategic links to the surrounding community, including the implementation of smart growth transportation management strategies that coordinate mass transit services and offer road design

and streetscape solutions. Transportation recommendations will use a “context sensitive design” approach and will include a strategy for traffic coordination that addresses pedestrians, bicycles, and watercraft.

Additionally, Middletown is undertaking a zoning map update to implement the recommendations of the 2004 Master Plan.

Redevelopment Areas

There are no areas designated in need of redevelopment or adopted redevelopment plans in the Bayshore portion of Middletown.

Other Commercially Zoned Vacant Land

While there are scattered vacant parcels throughout the Township, there are no large vacant parcels available for new development in the Bayshore portion of Middletown.

BOROUGH OF KEANSBURG

Planning Initiatives

The Borough has recently completed streetscape improvements along Carr Avenue near the waterfront amusement park and is planning to undertake streetscape improvements along Main Street as well.

In 2005, the entire Borough of Keansburg was declared an area in need of rehabilitation. This allows the Borough to proceed with redevelopment plans without the use of eminent domain.

Keansburg has been awarded two grants from the Office of Smart Growth. A grant from Fiscal Year 2003 was used to create a plan for a redevelopment area along the waterfront. A Fiscal Year 2006 grant has been awarded to undertake a downtown revitalization study.

Redevelopment Areas

The Borough delineated an area in need of redevelopment and held its first public visioning workshop in August 2005. The area in need of redevelopment (Block 184, Lots 1, 2 and 3) is located west of the amusement park, north of Beachway, and includes the municipal parking lot and a previously approved site plan application containing 48 condominiums. Issues that will be considered include flooding, dune protection, public access, and CAFRA regulations.

Other Commercially Zoned Vacant Land

There are no large vacant parcels of land available for new commercial development in Keansburg.

TOWNSHIP OF HAZLET

Planning Initiatives

The Township seeks to encourage redevelopment along the corridor of Route 36 between Florence Avenue and Palmer Avenue. Additionally, the Township is reviewing lot size requirements under zoning in various areas.

Bayshore Region Strategic Plan

Redevelopment Areas

There are no areas designated in need of redevelopment or adopted redevelopment plans in Hazlet.

Other Commercially Zoned Vacant Land

The vacant Bradlees building and property located along the north side of Route 36 represents an opportunity for redevelopment. The property includes a vacant “big box” style building and a parking lot. Additionally, an agricultural property located immediately to the northeast of the Bradlees site along Route 36 has seen development interest in recent years.

BOROUGH OF UNION BEACH

Planning Initiatives

Union Beach is undertaking an initiative with IFF under a grant from the Office of Smart Growth. The project will evaluate IFF’s proposed corporate campus, creating public waterfront access to the north of the site, and enhancements to Natco Lake.

The Borough is considering rezoning the B-2 area along Route 36 from Union Avenue to the IFF site to a “highway business district” that would reduce the depth of the zoning district to one lot deep.

Redevelopment Areas

There are no areas designated in need of redevelopment or adopted redevelopment plans in Union Beach.

Other Commercially Zoned Vacant Land

There are no major commercially zoned vacant parcels suitable for new development in Union Beach.

BOROUGH OF KEYPORT

Planning Initiatives

Keypoint has undertaken a Waterfront and Downtown Redevelopment Study/Plan under a grant from the Office of Smart Growth. It is undertaking several initiatives to revitalize its waterfront downtown business district. These include streetscape improvements and design standards in the downtown area; expanding the downtown business area and creating better linkages to the waterfront; encouraging a broader mix of businesses, including bed and breakfasts and nautically related stores; implementing ferry service to New York; and making the downtown area friendlier to pedestrians and cyclists. Preserving the maritime character of the area and protecting and expanding marina uses on the waterfront are key goals.

Capital improvements being planned for the downtown waterfront area include bulkhead replacement, a new promenade, Green Acres pier replacement, harbor dredging, American Legion Drive replacement, downtown and waterfront parking, and a waterfront market.

In 1999, the Borough Council designated a Business Improvement District (BID), which is managed by the Keypoint Business Alliance (KBA). The BID encompasses all commercial properties in the Borough, which include over 500 businesses including retail shops, restaurants, marinas, manufacturers, automotive shops, and professional services. These businesses are

located throughout Keyport, including in the downtown area, on the waterfront, and along Routes 35 and 36.

Redevelopment Areas

The former Aeromarine site located in the northwestern portion of the Borough, adjacent to Union Beach is an area determined in need of redevelopment (see Figure 3-6). In June 2005, the Mayor and Council of the Borough released the draft Aeromarine Area Redevelopment Plan. This plan calls for redevelopment of the site with residential (approximately 500 units) and open space uses. According to the plan, single family, multifamily, attached, and detached residential buildings would be permitted and two main open space and recreational areas totaling approximately 30 acres would be provided. Permitted commercial uses would include restaurants, bars, convenience stores, and nautical establishments such as marinas and bait and tackle shops. At least ten percent of the housing would be restricted to senior citizens. The redevelopment plan for the Aeromarine site was adopted in the fall of 2005.

Century Land Group, a developer, has proposed an alternate plan for the Aeromarine site that would include approximately 500 townhouses, none of which would be age-restricted for seniors. The developer's plan would include no commercial uses and only about 16 acres of open space. The developer has filed a lawsuit against the Borough of Keyport for the right to develop the site.

Other Commercially Zoned Vacant Land

In addition to the Aeromarine site, there are a few small vacant parcels interspersed throughout the Borough. Fourteen of these are brownfields sites.

TOWNSHIP OF ABERDEEN

Planning Initiatives

Aberdeen's major planning initiatives are focused on the four designated Redevelopment Areas within the Township (see below).

Redevelopment Areas

Though approximately 98% of developable land in the town is built out, Aberdeen contains two areas—the train station area and the Freneau area—with adopted redevelopment plans and two areas—Anchor Glass and South River Metal—that have been determined in need of redevelopment (see Figure 3-7).

Commerce and Transportation Center in Train Station Area. In 2002, Aberdeen issued an updated redevelopment plan for the approximately 63-acre area surrounding the Aberdeen/Matawan train station along the town's border with Matawan. The focus of the plan is to create a regional commercial and residential hub based on the convergence of transportation routes in the area, including the NJ Transit commuter rail line, Routes 35 and 36, and the Garden State Parkway. The plan calls for a mix of luxury apartments, mid-rise office and retail development, open space, and an extension of the Henry Hudson Trail. The redevelopment is envisioned as pedestrian friendly, with ground floor retail, restaurant, and theatre uses and offices and hotels.

Bayshore Region Strategic Plan

The train station area is currently predominantly zoned LI (Light Industrial), a zoning district that allows light industrial, warehouse, and office uses. This district reflects the previous use of the rail line predominantly for the movement of freight.

Freneau Area. In 2003, Aberdeen issued an ordinance adopting a redevelopment plan for approximately 190 acres of vacant land, a portion of which is mapped wetland, in the Freneau portion of the Township. This plan calls for the development of up to approximately 550 senior housing units in townhouses and mid-rise apartment buildings as well as 80 non-age-restricted units of affordable housing.

Anchor Glass. The former Anchor Glass manufacturing site, located north of the Garden State Parkway in an area zoned for manufacturing uses, has been designated an area in need of redevelopment. A draft redevelopment plan for this site (which also encompasses four adjacent residential parcels) includes mixed-use development with apartments, age-restricted housing, retail, and a multiplex. A ramp from the Garden State Parkway has been proposed to serve the site.

South River Metal. The 14-acre former South River Metal site on Church Street has also been designated an area in need of redevelopment. It is anticipated that this site will be used for the development of affordable and senior housing.

Other Commercially Zoned Vacant Land

There are no large parcels of commercially zoned vacant land available for new development in Aberdeen.

BOROUGH OF MATAWAN

Planning Initiatives

Matawan's planning initiatives include a downtown streetscape program, a five year infrastructure capital improvement program including roads, water, sewer, and parks, and lakefront restoration and reconstruction through affordable living grants. The Borough has received a grant from the Office of Smart Growth (from fiscal year 2003) to prepare design guidelines for the downtown business district and to conduct a parking study for the downtown/train station area.

Redevelopment Areas

The major redevelopment area in Matawan is the train station area on the border with Aberdeen. This portion of the borough, which was designated a redevelopment area in 2000, consists of approximately 44 acres. The borough adopted a Redevelopment Area Plan in 2001. The plan calls for a transit- and pedestrian-oriented development at a smaller scale than that proposed for Aberdeen. There would be mid-rise apartments or townhouses in the northern portion of the redevelopment area, office and retail uses in the southern and eastern portions, a hotel and conference center with office and retail in the central portion near the intersection of Main and High Streets, and open space and wildlife preservation in the western portion. Height limits would restrict office and retail uses to 7 stories and the hotel and conference center to 8 stories. The new development is to be designed so as to facilitate public access to Main Street and pedestrian connections to the existing historic downtown area.

The redevelopment area is currently zoned RID, or "railroad improvement district," consistent with the rail freight history of the train line. This district permits commercial and retail uses, office and industrial uses, and single and multi-level parking lots.

Other Commercially Zoned Vacant Land

There are no major vacant parcels for development outside the train station area.

BUILDOUT PROJECTIONS

Table 3-4 summarizes potential full non-residential build out (in square feet) of vacant land based on zoning and anticipated commercial development associated with redevelopment planning efforts in the Bayshore Region. Projections are not provided for Middletown because only a small portion of the Township lies within the Bayshore Region and there is little vacant land available. For more detailed build out projection data and assumptions, see Appendix C.

**Table 3-4
Potential New Commercial and Industrial Development (Sq. ft.)**

Municipality	Composite Zone	Vacant Land Outside Redevelopment Areas (acres) 2003	Potential Build Out (Square Feet)	Potential Redevelopment Areas (Square Feet)	Potential Build Out including Redevelopment Areas (Square Feet)
Highlands	Commercial	0.7	20,669	N/A	20,669
Atlantic Highlands	Commercial	18.8	270,987	N/A	270,987
Keansburg	Mixed Use		52,599	N/A	101,168
	Commercial	1.0	21,562		
	Industrial	1.2	27,007		
Hazlet	Commercial	8.8	87,949	N/A	168,426
	Office Business	2.6	40,097		
	Industrial	3.1	40,380		
Union Beach	Mixed Use		35,196	N/A	40,162
	Commercial	0.4	4,966		
Keyport	Commercial	11.0	203,055	N/A	295,620
	Industrial	4.7	92,565		
Aberdeen	Commercial	10.4	114,672	Comm/Transp Ctr: approx. 1,500,000 Anchor Glass: Not Available	1,716,602 plus Anchor Glass
	Industrial	5.9	101,930		
Matawan	Mixed Use		10,454	City Center: Not available	208,826 plus redevelopment area
	Commercial	6.6	198,372		
Total			1,322,460	Over 1, 500,000	Over 2,822,460

As can be seen from the table, without the possible redevelopment planning projects in Aberdeen and Matawan, full build-out projections are low – 1,322,460 square feet across the nine municipalities. The Commerce and Transportation Center in Aberdeen near the Matawan-Aberdeen train station could add another 1,500,000 square feet based on the current plan. Two other possible redevelopment projects – at the Anchor Glass site in Aberdeen and the City Center site near the train station in Matawan – are smaller scale efforts and projected square footage estimates are not available for these sites. These projects would be located in the far western portion of the study area. Aside from these two municipalities, all other municipalities

in the region have projections of between approximately 20,000 and 300,000 square feet of new non-residential development projected under full build out conditions.

C. ISSUES IDENTIFICATION

Because the Bayshore Region is largely built out, economic development issues are focused on preserving character, redevelopment and revitalization.

- Economy of Bayshore Region suffers from isolation and lack of awareness of its assets. Downtown centers and other regional assets suffer from isolation. Gateway images and signage that identify these areas and direct visitors to them are lacking along Route 36 and the Henry Hudson Trail.
- Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy in keeping with the scale and character of the Bayshore Region.
- Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character. Several municipalities, including Highlands, Atlantic Highlands, Keyport, and Matawan have undertaken such efforts.
- There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment. Some of these sites are former manufacturing or contaminated sites that need to be remediated and put to beneficial reuse. Sites slated for redevelopment include Keyport's Aeromarine site; the Aberdeen/Matawan train station area; Aberdeen's Freneau, Anchor Glass, and South Metal areas. Another large vacant site is the Bradlees site along Route 36 in Hazlet. See also Section 4, "Waterfront and Open Space" for large tracts of land that could be preserved. *

Section 2A

Municipal Zoning Schedules

**Table 2A-1
Aberdeen Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Net Density	Max. I.S.	Max. B.C.
Single Family Residential						
R-100	Detached Single Family	10,000 sf				25%
R-75	Detached Single Family	7,500 sf				25%
R-70	Detached Single Family	7,500 sf	2.6 du/ gac			25%
PC	Detached Single Family	7,500 sf				30%
R-60	Detached Single Family	6,000 sf				32%
R-50	Detached Single Family	5,000 sf				33%
RA (Residential Ag)	w/ public sewage	40,000 sf				12%
	w/o public sewage	20,000 sf				15%
Multi Family Residential						
RA/PRD	Detached Single Family	20,000 sf				15%
	Residential Developments		8.5du/ gac		65%	
APT/TH	Garden Apartments		10du/ gac			
	Townhouses		8du/ gac			
ARAH	Age Restricted affordable	13.5 ac	6du/ ac			
TH	Townhouses	7,500 sf				25%
Mixed-Use						
OR (Office-Residential)	Office					
	Detached Single Family	7,500 sf				
Commercial						
NC (Neighborhood Comm)	Retail and Service	5,000 sf				40%
HC (Highway Comm)	Retail, Service & Office	40,000 sf				30%
	Shopping Center	120,000 sf				
RC (Regional Comm)	Retail, Service & Office	120,000 sf				30%
CR (Conservation Rec.)	Marinas, Restaurants & Rec.	40,000 sf				30%
Office						
RO (Research/Office)	Office	120,000 sf				35%
Industrial						
MFG (Manufacturing)	Industry, Warehouse & Offices	120,000 sf				45%
LI (Light Industrial)	Industry, Warehouse & Offices	80,000 sf				45%
	Luxury Apartments	5000 sf	20du/ gac		75%	40%
Conservation						
FP	Flood Plain					
Notes: I.S. = Impervious surface; B.C. = Building coverage						

**Table 2A-2
Atlantic Highlands Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Max. I.S.	Max. B.C.
Single Family Residential					
R-1	Detached Single Family	7,500 sf		50%	35%
R-2	Detached Single Family	15,000 sf		40%	20%
R-3	Detached Single Family	30,000 sf		30%	12%
Multi Family Residential					
RTH	Multi Family Residential		8du/gac	60%	20%
	Townhouses		8du/gac	60%	20%
SC	Senior Citizen Residential		30du/gac	70%	20%
MF1	Multi Family Residential	40,000 sf	16du/gac	45%	20%
	Townhouses	40,000 sf	16du/gac	45%	20%
MF2	Multi Family Residential	40,000 sf	25du/gac	40%	20%
	Townhouses	40,000 sf	25du/gac	40%	20%
Mixed-Use					
OR	Office-Residential	10,000 sf		70%	20%
Commercial					
HBD (Historic Business)	Retail and Offices	4,000 sf		90%	80%
CBD (Central Business)	Retail, Offices & Services	10,000 sf		80%	50%
HB (Highway Business)	Retail, Offices & Services	40,000 sf		70%	25%
WB (Waterfront Business)	Retail and Services	40,000 sf		70%	30%
Industrial					
LI	Light Industrial	40,000 sf		70%	25%
Conservation					
MR	Marine Recreation	40,000 sf		70%	25%
MC	Marine Conservation	n/a			
PB	Public Open Space	n/a			
Notes: I.S. = Impervious surface; B.C. = Building coverage					

Section 2A: Municipal Zoning Schedules

**Table 2A-3
Hazlet Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Max. I.S.	Max. B.C.
Single Family Residential					
R-125	Single Family Residential	18,750 sf			20%
	Schools & Twp. Recreation	40,000 sf			15%
	Agriculture				
R-100	Single Family Residential	12,500 sf			20%
	Schools & Twp. Recreation	40,000 sf			15%
	Agriculture				
R-70	Single Family Residential	7,000 sf			25%
	Schools & Twp. Recreation	40,000 sf			20%
	Agriculture				
R-50	Single Family Residential	5,000 sf			30%
	Schools & Twp. Recreation	40,000 sf			
	Agriculture				
MHD	Mobile Homes		8du/gac		30%
Multi Family Residential					
MDR	Townhouses		8du/gac		30%
	Single Family Residential	12,500 sf			
	Semi-Detached Single Family				
SC-2	Senior Citizen Residential		16du/gac		20%
SC-1	Senior Citizen Residential		60du/gac		20%
PRD	Townhouses		7du/gac	60%	25%
	Patio Homes	3,200 sf	5du/gac	60%	35%
	Multi Family Residential		7du/gac	60%	25%
	Detached Single Family (Cluster)	3,200 sf	5du/gac	60%	35%
PAC	Townhouses		9du/gac	60%	25%
	Multi Family Residential		9du/gac		
	Patio Homes		9du/gac		
Commercial					
B-N1	Shopping Centers	125,000 sf			25%
	Retail, Office, and Service	30,000 sf			10%
B-N2	Shopping Centers	200,000 sf			25%
	Business	40,000 sf			15%
B-H	Retail & other	40,000 sf			25%
	Offices	20,000 sf			25%
	Shopping Centers	400,000 sf			30%
	Multi Tenant Business Uses	100,000 sf			25%
I-M	Marine Business Uses	20,000 sf			25%
	Boating Clubs	15,000 sf			25%
	Parking	40,000 sf			20%
C-D	Retail & Service	10 ac		75%	25%
	Offices				30%
Office					
BP-1	Retail, Office, and Service	3 acres			35%
	Prof., Business, and Ind. Offices				
	Research				
	Government Buildings				
BP-2	Prof., Business, and Ind. Offices	30,000 sf			35%
	Research				
	Government Buildings				
BP-3	Offices	20,000 sf			35%
	Research	40,000 sf			
Industrial					
I-A	Light Manufacturing	20,000 sf			30%
	Research				
	Offices				
	Self-storage				
I-A-1	Light Manufacturing	20,000 sf			30%
	Research				
	Offices				
	Self-storage				
	Sexually oriented businesses	40,000 sf			25%
Conservation					
PC	Recreational Areas	no reg			0%
	Landfill and Excavation Ops.	no reg			0%
Notes: I.S. = Impervious surface; B.C. = Building coverage					

**Table 2A-4
Highlands Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	FAR	Max. I.S.	Max. B.C.
Single Family Residential						
R-1.01	Detached Single Family	5,000 sf			70%	30%
	Schools	5,000 sf			70%	30%
	Public Use	5,000 sf			70%	30%
R-1.02	Detached Single Family	7,500 sf			60%	25%
	Schools	7,500 sf			60%	25%
	Public Use	7,500 sf			60%	25%
R-1.03	Detached Single Family	14,000 sf			60%	25%
	Schools	14,000 sf			60%	25%
	Public Use	14,000 sf			60%	25%
R-B	Detached Single Family	5,000 sf			60%	25%
	Schools	5,000 sf			60%	25%
	Public Use	5,000 sf			60%	25%
WT-R	Detached Single Family	5,000 sf			75%	33%
R-2.01	Detached Single Family	3,750 sf			75%	33%
	Schools	3,750 sf			75%	33%
	Public Use	3,750 sf			75%	33%
	Existing Bungalow Colonies		See 21.86.4b		75%	35%
R-2.02	Detached Single Family	4,000 sf			75%	33%
	Schools	4,000 sf			75%	33%
	Public Use	4,000 sf			75%	33%
	Existing Bungalow Colonies		See 21.86.4b		75%	35%
MH	Mobile Homes	5 acres	12 du/ac		50%	20%
Multi-Family Residential						
R-2.03	Detached Single Family	5,000 sf			75%	33%
	Two Family Residential	7,500 sf	11.6 du/ac		75%	33%
	Schools	5,000 sf			75%	33%
	Public Use	5,000 sf			75%	33%
	Single Family Residential		See 21.86.4b		75%	35%
MF	Multi-Family Residential	1 acre	14 du/ac		65%	45%
	Public Use	1 acre			65%	45%
	Public Utilities	1 acre			65%	22%
Mixed-Use						
WT-C	Detached Single Family	5,000 sf			FAR=60%	75%
	Two Family Residential	5,000 sf	17.4 du/ac			75%
	Art, Handicraft Studios/Galleries					75%
	Hotels, Motels, and Inns	20,000 sf				75%
	Commercial Recreation					75%
	Marinas					75%
				75%		
Commercial						
B-1	Retail and Service	no regs		FAR=65%	80%	35%
	Bus., Prof., and Admin. Offices				80%	
	Public Use				80%	
B-2	Retail and Service	no regs		FAR=65%	80%	35%
	Bus., Prof., and Admin. Offices				80%	
	Hotels, Motels, and Inns				80%	
	Public Utilities				80%	
B-3	Hotels, Motels, and Inns	no regs		FAR=65%	80%	35%
	Bed and Breakfasts				80%	
	Commercial Recreation				80%	
Waterfront Commercial						
WC-1	Restaurants	15,000 sf		FAR=60%	65%	25%
	Bars and Taverns				65%	
	Marinas				65%	
	Hotels, Motels, and Inns				65%	
	Commercial Recreation				65%	
WC-2	Restaurants	15,000 sf		FAR=60%	70%	25%
	Bars and Taverns				70%	
	Marinas				70%	
	Commercial Recreation				70%	
	Art, Handicraft Studios/Galleries				70%	
Notes: I.S. = Impervious surface; B.C. = Building coverage						

Section 2A: Municipal Zoning Schedules

**Table 2A-5
Keansburg Zoning**

Zone ID	Principle Use	Min. Lot Area	Min. Corner Lot	Max. Density	Net Density	Max. I.S.	Max. B.C.
Single Family Residential							
R-7	Detached Single Family	7,500 sf	7,500 sf			40%	25%
R-5	Detached Single Family	5,000 sf	7,500 sf			50%	25%
R-5A	Detached Single Family	5,000 sf	7,500 sf			50%	25%
Multi Family Residential							
RMF	Multi Family Residential	60,000 sf	60,000 sf	16 du/gac		60%	25%
RSC	Senior Citizen Residential	45,000 sf	45,000 sf	60 du/ac		60%	25%
Commercial							
B-1	Retail, Services, and Offices	5,000 sf	7,000 sf			80%	50%
B-3	Retail, Services, and Offices	20,000 sf	20,000 sf			70%	25%
Mixed-Use							
B-2	Detached Single Family	5,000 sf	7,000 sf			80%	50%
	Commercial and Residential	5,000 sf	7,000 sf			80%	50%
Industrial							
LI	Research, Ware-houses, & Manufact.	10,000 sf	10,000 sf			70%	50%
Conservation							
CR	Conservation and Recreation	40,000 sf					
Notes: I.S. = Impervious surface; B.C. = Building coverage							

**Table 2A-6
Keyport Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Net Density	Max. I.S.	Max. B.C.
Single Family Residential						
RA	Detached Single Family	5,000 sf			60%	40%
	Churches	15,000 sf			60%	40%
	Schools	15,000 sf			60%	40%
RA (P.I.D.)	Detached Single Family	5,000 sf			60%	40%
	Churches					
	Schools					
RB	Detached Single Family	5,000 sf			60%	40%
	Churches					
	Schools					
Multi-Family Residential						
RC	Detached Single Family	5,000 sf			60%	40%
	Two Family Residential	7,500 sf			60%	40%
	Churches	5,000 sf			60%	40%
	Schools	5,000 sf			60%	40%
Commercial						
NC	Retail and Service	5,000 sf			90%	75%
	Business and Professional Offices					
GC	Retail and Service	n/a			90%	85%
	Business and Professional Offices					
	Prof., Bus., and Tech. Schools					
	Department Stores					
GMC	Retail and Service	10,000 sf			90%	35%
	Business and Professional Offices					
	Prof., Bus., and Tech. Schools					
	Department Stores					
HC	Retail and Service	10,000 sf			90%	35%
	Business and Professional Offices					
	Hotels and Motels					
	Restaurants					
Industrial						
LI	Storage and Warehouses	12,500 sf			90%	50%
	Assembly					
	Research Facilities and Labs					
	Boat Yards/Boat Building Fac.					
	Light Manufacturing					
I	Manufacturing/Lt. Machinery	15,000 sf			90%	50%
	Fabrication and Processing					
	Research Facilities and Labs					
	Boat Yards/Boat Building Fac.					
Notes: I.S. = Impervious surface; B.C. = Building coverage						

Section 2A: Municipal Zoning Schedules

**Table 2A-7
Matawan Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Net Density	Max. I.S.	Max. B.C.
Single Family Residential						
R-100	Detached Single Family	15,000 sf			20%	20%
R-75	Detached Single Family	7,500 sf			30%	30%
R-50 _I	Detached Single Family	5,000 sf			30%	30%
Multi Family Residential						
R-50 _{II}	Detached Single Family	5,000 sf			30%	30%
	Two Family Residential					
R-M	Detached Single Family	15,000 sf			20%	20%
	Garden Apartment	3 acres	14 du/ ac		25%	25%
SC	Senior Citizen Residential	9 acres	12du/ gac		25%	25%
Mixed-Use						
DPD (Downtown Pres.)	Single Family Residential	5,000 sf			100%	
	Professional Offices					
RID (Railroad Improv. District)	Multi-family - Mt. Laurel		495 units			
	Retail and Office				100%	FAR=2
	Hotel-Conf. Center				100%	
Commercial						
GB (General Business)	Retail, Service, and Office	5,000 sf			100%	
SB (Special Business)	Retail, Service, and Office	40,000 sf				5%
	Motels					
	Nursing Homes					
HI (Highway Improv.)	Retail, Service, and Public Space	20,000 sf			30%	30%
Office-Business						
GO	General Office	3 acres			30%	30%
Industrial						
IND	Retail, Service, and Office	no regs			60%	60%
	Warehouse, Research, Manufact.					
Notes: I.S. = Impervious surface; B.C. = Building coverage						

Bayshore Region Strategic Plan

Table 2A-8
Middletown Zoning

Zone ID	Principle Use	Min. Lot Area	Corner Lot Area	Max. Density	FAR	Max. I.S.	Max. B.C.
Single Family Residential							
R-220	Single Family & Ag	220,000 sf	220,000 sf	0.28 du/gac	8%	11%	6%
R-130	Single Family & Ag	130,000 sf	130,000 sf	0.33 du/gac	8%	11%	6%
R-110	Single Family & Ag	110,000 sf	110,000 sf	0.56 du/gac	8%	12%	6%
R-90	Single Family & Ag	90,000 sf	90,000 sf	0.78 du/gac	8%	12%	7%
R-45	Single Family & Ag	45,000 sf	48,375 sf	1 du/ac		15%	8%
R-45A	Single Family & Ag	15,000 sf	16,000 sf	20,000 sf lot ave		30%	25%
R-30	Single Family & Ag	30,000 sf	34,000 sf	1.5 du/ac		15%	10%
R-22	Single Family & Ag	21,875 sf	23,825 sf	2 du/ac		20%	15%
R-22A	Single Family & Ag	8,500 sf	10,000 sf			35%	30%
R-15	Single Family & Ag	15,000 sf	17,250 sf			25%	20%
R-10	Single Family & Ag	10,000 sf	12,500 sf			25%	20%
R-7	Single Family & Ag	7,500 sf	9,000 sf			40%	35%
R-5	Single Family & Ag	5,000 sf	6,000 sf			40%	35%
Multi-Family Residential							
R-1	Multi-Family Residential	150 acres		6 du/gac		25%	20%
R-2	Multi-Family Residential	75 acres		5 du/gac		35%	20%
RTF	Detached Single Family	12,000 sf		(6 du/ac)	33%	35%	25%
	Attached Two Family	12,000 sf		(6 du/ac)	33%	35%	25%
RTH	Multi-Family Residential	10 acres		5 du/gac		35%	20%
RTH-1	Multi-Family Residential	5 acres		3 du/gac		30%	15%
RTH-2	Multi-Family Residential	10 acres		5 du/gac		40%	
RTH-3	Multi-Family Residential	10 acres		8 du/gac		40%	
RTH-4	Multi-Family Residential	15 acres		10 du/gac		40%	
RTH-5	Multi-Family Residential	1.5 acres		20 du/gac		75%	
RTH-6	Multi-Family Residential	10 acres		6.5 du/gac		40%	
RTH-7	Multi-Family Residential	1 acre		15 du/ac		75%	40%
RGA	Multi-Family Residential	12 acres		9.25 du/gac		38%	20%
RGA-1	Multi-Family Residential	10 acres		13 du/gac		40%	
RGA-2	Multi-Family Residential	10 acres		12 du/gac		40%	
RGA-3	Multi-Family Residential	1 acre		20 du/gac		70%	
RGA-4	Multi-Family Residential	0.20 acres		26 du/gac		75%	
RHA	Multi-Family Residential	5 acres		20 du/gac			
PRD	Senior Citizen Housing	(12+ac)		180 units total			
PRH	Public Rec./Sen. Housing			180 units total			
RHA-1	Multi-Family Residential	5 acres		35 du/gac		60%	
Mixed-Use							
R-O	Detached Single Family	10,000 sf	12,500 sf	1 du/10,000 sf	40%	50%	30%
	Business and Professional Off	10,000 sf	12,500 sf	1 du/10,000 sf	40%	50%	30%
MC	Multi-Family Residential					40%	20%
	Marine Uses	25 acres				70%	
	Retail, Service, and Office					70%	
AAC	Active Adult Residential	75 acres		207 units total		35%	25%
	Commercial			125,000 sf tot			
B-3	Congregate Care Facility	3 acres			28%	70%	
	Retail, Service, and Office	3 acres			28%	70%	
B-1	Detached Single Family	7,500 sf				40%	35%
	Retail, Service, and Office	10,000 sf				80%	
B-1A	Multi-Family Residential	10,000 sf		max=12 units		90%	60%
	Retail, Service, and Office			max=2 bus			
RTH-8	Multi-Family Residential	2.5 acres		7 du/acres		50%	40%
	Commercial-Residential			4 du/acres	10%		
RTH-9	Multi-Family Residential	4 acres		7 du/acres		60%	40%
	Commercial-Residential	3 acres			28%	70%	
PD	Detached Single Family	21,875 sf	23,825 sf			20%	15%
	Multi-Family Residential	30 acres		7du/gac	20%	50%	
	Retail, Service, and Office	30 acres			20%	50%	
Commercial							
B-2	Retail, Service, and Office	20,000 sf	20,000 sf		30%	70%	
HC	Shopping Center	10 acres			15%	70%	
Office							
B/P	Hotels and Motels	3 acres			25%	70%	
	Business and Professional Offices	3 acres			25%	70%	
OR	Business and Professional Off	167,000 sf			25%	35%	
OR-1	Business and Professional Off	250,000 sf			22%	25%	
OR-2	Business and Professional Off	3 acres			18%	50%	
OR-3	Business and Professional Off	75 acres			25%	45%	
Industrial							
M-1	Wholesale and Retail	10 acres			22%	60%	
	Fabrication	10 acres				60%	
	Warehouses	10 acres				60%	
	Business and Professional Offices	10 acres				60%	
Notes: I.S. = Impervious surface; B.C. = Building coverage							

Section 2A: Municipal Zoning Schedules

**Table 2A-9
Union Beach Zoning**

Zone ID	Principle Use	Min. Lot Area	Max. Density	Max. I.S.	Max. B.C.
Single Family Residential					
R-8	Single Family Residential	7,500 sf			none
	Municipal Facilities				
	School				
Mixed-Use					
B-3	Single Family Residential	40,000 sf			40%
	Two Family Residential	860 sf res	above business		
	Multi-Family Residential	860 sf res	above business		
	Retail, Service, and Offices	40,000 sf			
	Sci. and Research Laboratories	40,000 sf			
B-2	Single Family Residential	8,000 sf			40%
	Two Family Residential	860 sf res	above business		
	Multi-Family Residential	860 sf res	above business		
	Retail, Service, and Offices	8,000 sf			
	Sci. and Research Laboratories	8,000 sf			
	Publication	8,000 sf			
	Municipal Facilities	8,000 sf			
OR	Single Family Residential	7,500 sf			none
	Municipal Facilities				
	Service, and Offices				
Commercial					
B-1	Retail, Service, and Offices	4,000 sf			50%
	Restaurants				
	Municipal Facilities				
Industrial					
M-1	Light Manufacturing	1 acre			30%
	Warehouses/Wholesale				
	Sci. and Research Laboratories				
	Exec. And Admin. Offices				
	Municipal Facilities				
M-2	Research Laboratories	5 acres			35%
	Light Manufacturing				
	Light Machinery				
	Fabrication				
	Warehouses/Wholesale				
Notes: I.S. = Impervious surface; B.C. = Building coverage					

*

Section 2:

Land Use, Zoning, and Demographic Profile

A. EXISTING CONDITIONS

REGIONAL OVERVIEW

LAND USE

Land use in the Bayshore Region has been shaped by its coastal location on the Raritan Bay. Once largely a second home community, many houses are former bungalows on small lots that were converted for year-round use and often expanded in size. Many commercial land uses including marinas, restaurants, the Keansburg amusement park, and a number of downtown business districts line the waterfront.

Residential development is the dominant land use in the Bayshore Region, which is characterized primarily by single family detached houses. As shown in Table 2-1, approximately 48 percent of the area's land is devoted to residential use. Commercial use in the region is typically found along Routes 35 and 36 as well in downtown business areas. As described in Section 3, "Economic Development," commercial uses in the Bayshore Region are mostly small-scale and consist primarily of retail stores, restaurants, small offices, personal services establishments, and water-related businesses such as marinas. As shown on Figures 3-4 through 3-7 in Section 3, "Economic Development Profile," downtown commercial areas are found in the municipalities of Highlands, Atlantic Highlands, Keansburg, Union Beach, Keyport, and Matawan, while Middletown has a number of small commercial centers in the Bayshore Region. Although they represent a relatively small percentage of the region's land, the waterfront and wetland areas are key elements in the region's land use.

Table 2-1
Land Use as a Percentage of Land Area by Municipality in the Bayshore Region

	High-lands	Atlantic High-lands	Middle-town	Keans-burg	Hazlet	Union Beach	Key-port	Aber-deen	Mata-wan	Bayshore Region Total
Residential	63.8	69.5	42.8	63.9	45.9	32.7	42.0	44.9	59.2	47.2
Commercial	12.1	10.3	3.8	4.8	12.4	1.8	16.1	8.3	7.4	7.8
Industrial	0.3	3.1	0.1	0.2	2.1	17.8	4.7	2.0	2.3	2.7
Institutional	7.0	--	3.3	3.3	5.5	1.1	9.0	6.7	4.9	4.6
Public Property/ Open Space*	6.0	10.9	3.7	8.7	16.1	16.5	5.1	10.3	14.2	10.0
Farm	--	--	0.4	--	--	--	--	3.1	--	0.9
Vacant Land	4.8	4.8**	7.6	6.4	8.3	9.4	15.7	9.5	6.0	8.1
Other/ Unknown***	6.0	1.5	38.4	12.6	9.7	20.6	7.5	15.3	6.0	18.8
Notes:	* The "open space" category in the Atlantic Highlands data is based on aerial land cover maps and is not necessarily publicly owned or designated recreational space. ** Includes both developable and undevelopable vacant land. ***Includes US Naval Weapons Station Earle in Middletown and Conaskonk Point in Union Beach.									
Source:	Municipal parcel data for all municipalities except Atlantic Highlands. 1996 NJDEP data for Atlantic Highlands, as updated based on communication with Atlantic Highlands.									

Bayshore Region Strategic Plan

Industrial use within the region is sparse. Industrial use is most prevalent in Union Beach, whose major industrial sites include the International Flavor and Fragrance Company (IFF), the Bayshore Regional Sewerage Authority, and Jersey Power and Light. Several former industrial sites, including the Anchor Glass site in Aberdeen and the Aeromarine site in Keyport, are now slated for residential or mixed-use development. Overall, approximately 8 percent of land in the Bayshore Region is vacant, including areas that are designated wetland.

ZONING

Most of the land in the Bayshore Region is zoned for single family residential use, while small areas are zoned for townhouses, apartments, or mobile homes. Zoning districts that permit neighborhood-scale commercial uses are found in downtown business areas while districts permitting larger-scale commercial uses are located along Routes 36 and 35. Waterfront commercial districts are mapped in many locations along the Raritan Bay and permit water-related commercial and recreational uses such as restaurants and marinas. Industrial districts are mapped in several locations along Routes 36 and 35 as well as along the waterfront in Union Beach at the IFF and Sewerage Authority sites. Conservation and recreation districts are mapped in several waterfront and wetland areas in Highlands, Keansburg, Hazlet, and Aberdeen. Tables detailing zoning districts in each of the Bayshore municipalities are found in Section 2A, “Municipal Zoning Schedules.”

DEMOGRAPHIC OVERVIEW

In sharp contrast to Monmouth County as a whole, where the population grew by 11 percent between 1990 and 2000, the total population of the Bayshore Region municipalities¹ declined from 82,573 in 1990 to 82,493 in 2000. According to the 2004 Cross-Acceptance Report, the estimated 2004 population of the region is 83,460, which is a very slight increase over 1990 and 2000 levels.

MUNICIPAL OVERVIEW

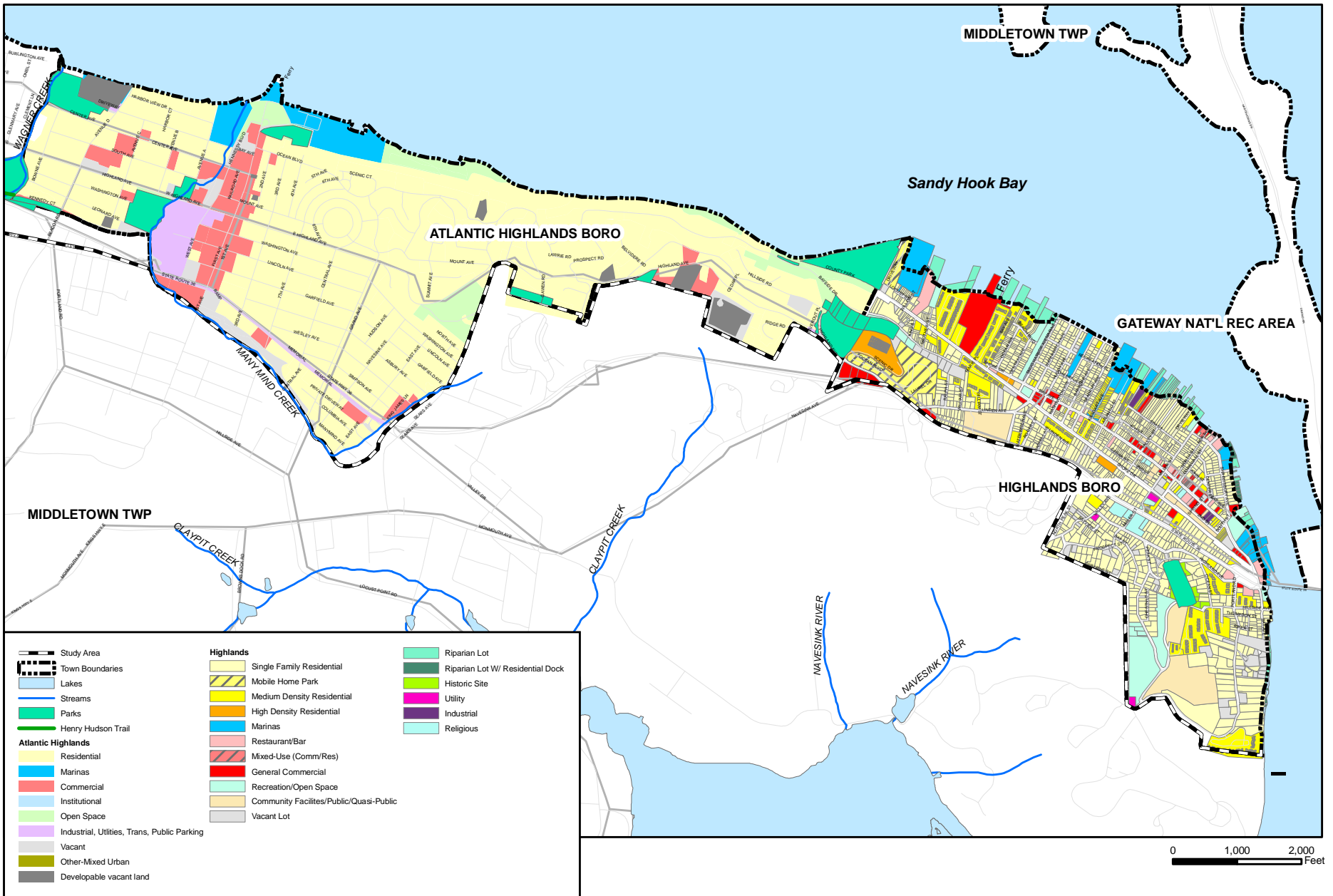
The following section describes land use, zoning, and demographics from east to west within the Bayshore Region, beginning with the Borough of Highlands and moving west to Aberdeen and Matawan.

BOROUGH OF HIGHLANDS

Land Use

The Borough of Highlands is located at the easternmost end of the Bayshore Region along the Sandy Hook Bay waterfront. As shown in Figure 2-1 and Table 2-2, land use in Highlands is predominantly residential, at approximately 64 percent, with single family homes as well as medium density condominiums and apartments. Mobile home parks are located in the western portion of the borough along Route 36 and to the north of Shore Drive. Commercial uses are concentrated in the eastern part of the borough in the downtown area along Bay Avenue and in the western portion of the borough in the waterfront area near the ferry terminal. Ten marinas are located along the waterfront. Less than 5 percent of the land in Highlands is vacant.

¹ Not including Middletown, of which only the northernmost portion is in the Bayshore Region.



Note: Land use in Atlantic Highlands is based on 1996 NJDEP aerial coverage data, field observations, and discussions between Atlantic Highlands and the MCPB.

Figure 2-1
Land Use: Atlantic Highlands/Highlands

Table 2-2
Land Use in Highlands

Land Use	Percentage of Land Area
Residential	63.8%
Commercial	12.1%
Industrial	0.3%
Community and public facilities	6.1%
Church	0.9%
Vacant land	4.8%
Recreation/open space	6.0%
Other/unknown	6.0%
Source: Highlands parcel-level GIS data.	

Zoning

The residential zoning in Highlands is predominantly for single family detached houses, though portions of the borough are also zoned for two family or multi-family housing (see Figure 2-2 and Table 2A-1). Much of the waterfront is zoned WC, or “waterfront commercial,” which permits uses such as marinas, restaurants and bars, hotels, and commercial recreational facilities. Commercial districts mapped in the downtown area include B-2 and B-3, which allow retail, office, and personal services uses as well as hotel, motels, and inns. As discussed in more detail in Section 3, “Economic Development,” zoning along Route 36 includes business and residential districts as well as single and multifamily residential districts.

Demographic Overview

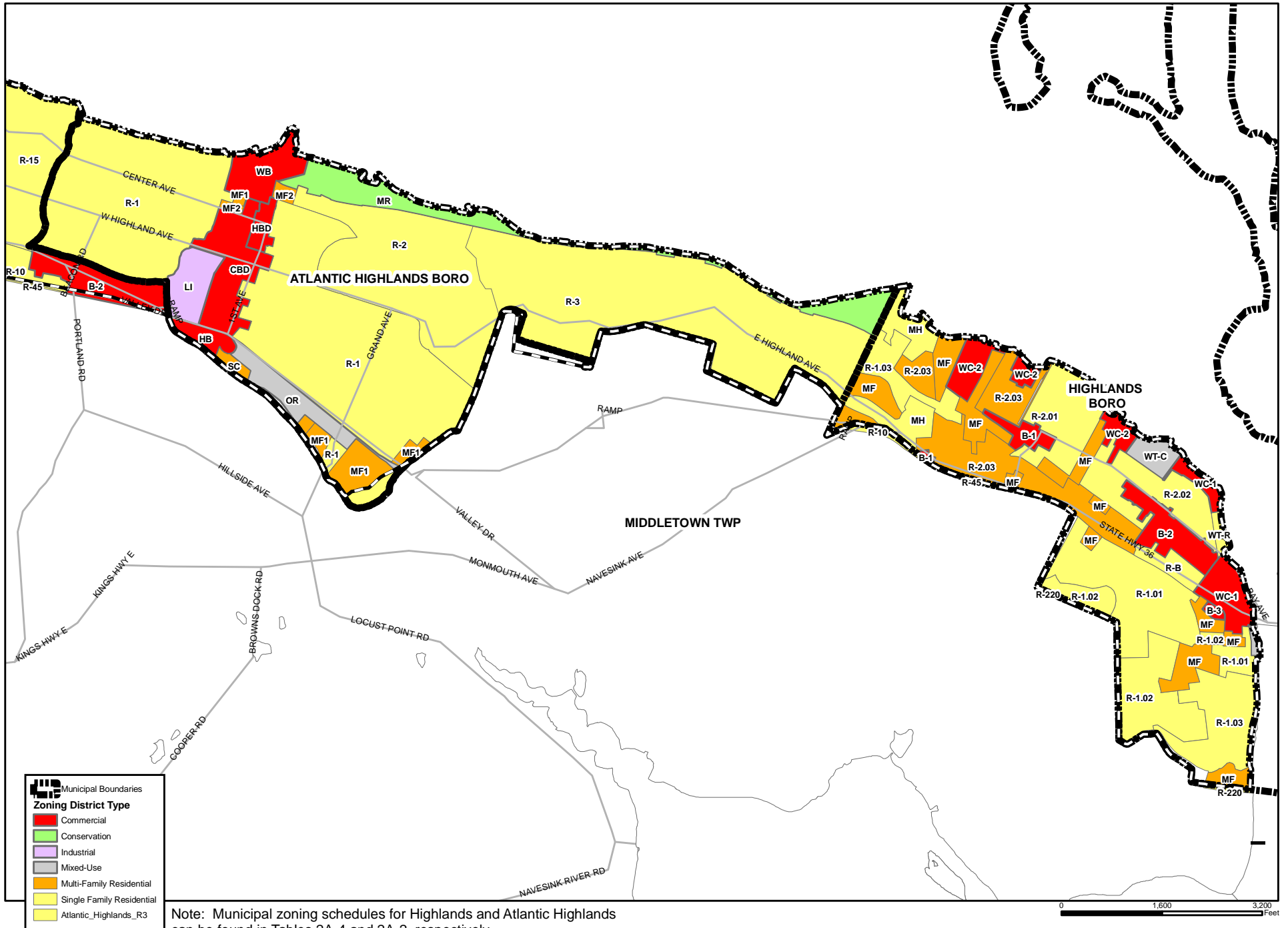
The 2000 U.S. Census shows the total population of Highlands grew from 4,849 in 1990 to 5,079 in 2000, an approximately 5.1 percent increase. The estimated 2004 population is 5,179. The 2000 median household income is \$45,692.

BOROUGH OF ATLANTIC HIGHLANDS

Land Use

The Borough of Atlantic Highlands is located along the Raritan Bay waterfront to the north of Route 36. Land use in the Borough is predominantly residential, which comprises approximately 70 percent of the land area (see Table 2-3 and Figure 2-1). While there exist some apartment buildings, detached single family homes are the main form of housing. The central business district is located south of the ferry terminal along First Avenue, which is lined with small shops and restaurants. The waterfront area around the ferry terminal has commercial uses including several restaurants, a banquet hall, a boatyard, and bait and tackle shop. The land along Route 36, which runs through the southwestern part of the borough, is mostly residential with small clusters of commercial use. To the west of First Avenue is a small light industrial area. There are a number of recreational land uses along the bay and throughout the Borough.

There remain only three parcels left for development in Atlantic Highlands. These include waterfront parcels to the west of the ferry landing, a waterfront parcel at the end of Avenue D, and a parcel near the Hofbrauhaus restaurant.



**Table 2-3
Land Use in Atlantic Highlands**

Land Use	Percentage of land area
Residential	69.5%
Commercial	10.3%
Industrial	3.1%
Open Space*	10.9%
Developable Vacant Land	2.2%
Other Vacant Land	2.6%
Other/Unknown	1.5%
Source:	NJDEP 1996 land cover data based on 1996 aerial photographs, as updated based on communication with Atlantic Highlands.
Notes:	*The borough-owned marina extending east from the ferry terminal is included in the open space total.

Zoning

As shown on Figure 2-2, the majority of Atlantic Highlands is zoned for detached single family homes. Limited areas zoned for townhouses, multifamily residential, and mixed commercial/residential use are found near the central business district, along Route 36, and along East Highland Avenue.

Within the main commercial area along First Avenue, the CBD (Central Business District) zoning permits retail, service, and office uses (see Table 2A-2). An HBD (Historic Business District) is mapped along First Avenue between Mount Avenue and Ocean Boulevard to protect the historic quality of the buildings and streetscape. A WB (Waterfront Business) district is mapped along the shoreline to the west of the municipal marina. This district permits retail and entertainment uses. East of the WB district and the ferry terminal, the entire Atlantic Highlands waterfront is zone MR (Marine Recreation), where uses are restricted to water oriented facilities, recreational uses, and public open space. A small LI (light industrial) district is located in the western part of the borough between Route 36 and West Highland Avenue. In the eastern part of the Borough, the southern side of Route 36 is zoned OR (office-residential).

Demographic Overview

According to the census, the total population of Atlantic Highlands in 2000 was 4,705. The 2000 population represents a roughly 2 percent increase over the 1990 population of 4,629. The Monmouth County Planning Board estimates that the 2004 population remained the same as in 2000. The 2000 median household income in the Borough is \$64,955.

TOWNSHIP OF MIDDLETOWN

Middletown Township covers an area of 41 square miles extending from the shore of the Raritan Bay to south of the Garden State Parkway. This study includes the portion of Middletown extending from the Raritan Bay waterfront and approximately one mile south of Route 36.

Land Use

The portion of Middletown within the study area is predominantly residential, at approximately 43 percent, with commercial uses located primarily along Route 36 (see Figure 2-3 and Table 2-4). Small pockets of commercial retail uses are found in Leonardo, Campbell’s Junction,

**Table 2-4
Land Use in Middletown**

Land Use	Percentage of land area
Residential	42.8%
Commercial	3.8%
Industrial	0.1%
Public School	1.1%
Church & Charitable	2.2%
Public Property	3.7%
Farm	0.4%
Vacant Land	7.6%
Other/Unknown*	38.4%
Notes: *Includes US Naval Weapons Station Earle.	
Sources: Middletown parcel-level GIS data.	

Port Monmouth, and along the waterfront, such as the Belford Seafood Coop. A ferry terminal is located at Belford Harbor and a state marina is located at Leonardo. As discussed in Section 4, “Waterfront and Open Space,” there are a number of public beaches along the waterfront. A major land use that runs through the central portion of the town is the U.S. Naval Weapons Station Earle and navy pier. The naval station property bisects the Bayshore Region, creating a barrier to connectivity along the waterfront. Route 36 and Leonardville Road, which are nearly a mile inland from the waterfront, are the only access points for east-west passage in the vicinity of the naval weapons station.

Approximately 8 percent of land in Middletown’s Bayshore Region is vacant.

Zoning

Zoning in Middletown is predominantly residential, and the portion of the township within the study area has several single family residential districts including R-5, R-7, R-10, and R-15 (see Figure 2-4 and Table 2A-3). The land along Route 36 is primarily zoned with commercial zones, including B-1, B-2, and B-3, which permit retail, office, and service uses at various densities. A marine commercial (MC) district is mapped along a portion of the waterfront at Main Street and Port Monmouth Road. An industrial M-1 district, occupied by the U. S. Navy base, is mapped east of Main Street along the waterfront and extending south to Route 36.

Demographic Overview

The 2000 Census shows the total population of Middletown at 67,479, which is an approximately 1 percent decrease from the 1990 population of 68,183. The Monmouth County Planning Board estimates the 2004 population at 67,935. The 2000 median household income is \$75,566.

BOROUGH OF KEANSBURG

Land Use

The Borough of Keansburg is located along Raritan Bay between Middletown and Hazlet. As in the other municipalities of the Bayshore Region, land use in Keansburg is mainly residential with single family homes being the predominant residential building type. There is a relatively high proportion of multifamily residential use compared to other Bayshore municipalities, including townhouses and apartments along Main Street, Carr Avenue, Shore Boulevard, and Beachway Avenue (see Figure 2-5).

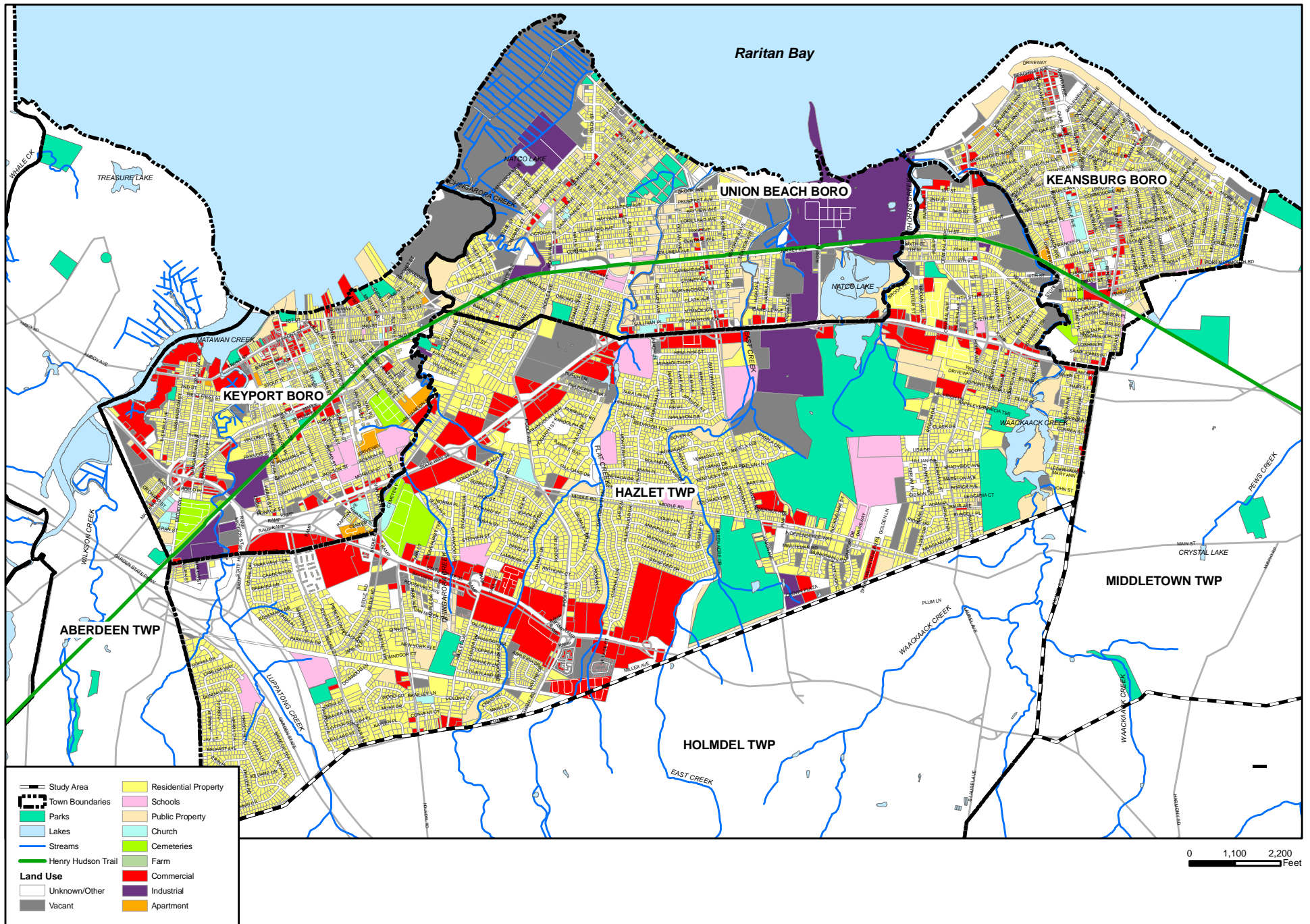


Figure 2-5
Land Use: Keyport/Hazlet/Keansburg/Union Beach

Commercial development is concentrated in a central business district along Main Street, Church Street, and Carr Avenue, where retail and service businesses such as stores, banks, and fast food establishments serve local residents. The other main commercial center in the borough is near the waterfront along Carr and Beachway Avenues. This area includes an amusement park and other retail, entertainment, and fast food businesses. Recreational uses in Keansburg include over 2 miles of publicly accessible beachfront. Only approximately 6.4 percent of land in Keansburg is vacant.

**Table 2-5
Land Use in Keansburg**

Land Use	Percentage of land area
Residential	64.0%
Commercial	4.8%
Industrial	0.2%
Public School	0.9%
Church & Charitable Property	2.4%
Public Property	8.7%
Vacant Land	6.4%
Other/Unknown	12.6%
Source: Keansburg parcel-level GIS data.	

Zoning

Most of Keansburg is zoned with R-7, R-5, and R-5A districts, which permit single family detached housing (see Figure 2-6 and Table 2A-4). Small areas along Main Street, Carr Avenue, Beachway Avenue, and Shore Boulevard are zoned RMF (Residential Multi-Family) and RSC (Residential Senior Citizen) and allow for higher density housing.

The commercial area along Main and Church Streets and portions of Carr Avenue is zoned B-1, a commercial district that permits retail, services, and offices. The land in the vicinity of the amusement park is zoned B-2, a mixed-use district that allows commercial as well as residential use. Commercial uses permitted in the B-2 zone include retail, services, and offices as well as hotels and entertainment uses including amusement parks, arcades, and marinas. A small LI (Light Industrial) zone is mapped along a former railroad right-of-way in the southern portion of the borough. Zoning along Route 36 includes a B-3 business district, which permits office, retail, and personal services as well as residential use; an R-7 residential district; and a CR conservation and recreation district.

The entire shoreline is zoned CR for conservation and recreation.

Demographic Overview

According to the U.S. Census, the total population of Keansburg in 2000 was 10,732, which is a roughly 3 percent decrease compared to the 1990 population of 11,069. The estimated 2004 population increased slightly to 10,761. The 2000 median household income is \$36,383.

TOWNSHIP OF HAZLET

Land Use

Hazlet Township is located along and south of Route 36 between Middletown and Keyport. Most of the land in Hazlet is residential in use (see Figure 2-5 and Table 2-6), with single family detached homes making up the majority of the housing stock. Some multifamily housing is located along and near Route 36, including mobile homes.

**Table 2-6
Land Use in Hazlet**

Land Use	Percentage of land area
Residential	45.9%
Commercial	12.3%
Industrial	2.1%
School	4.2%
Church & Charitable Property	1.4%
Public Property	16.1%
Vacant Land	8.3%
Other/Unknown	9.7%
Sources: Hazlet parcel-level GIS data.	

Having developed as a post-World War II suburb, Hazlet has no central business district. Commercial uses in Hazlet are concentrated along Routes 35 and 36. Route 35 is lined with big box type retail on large lots, much of which was recently constructed. In contrast, commercial uses along Route 36 are much smaller and typically older. They include a wide variety of retail establishments, such as restaurants, stores, and personal services businesses, as well as other commercial uses such as offices and gas stations.

Hazlet includes only a small stretch of waterfront between Union Beach and Keansburg. A marina is located on the waterfront.

Approximately 8.3 percent of the land in Hazlet, including the former Bradlees site and the Stone Road Meadows site, is vacant. The Stone Road Meadows site is undeveloped land with intermittent farming activity on small portions of the site.

Zoning

Most of the township is zoned for single family residential use (see Figure 2-6). Single family residential districts include R-50, R-70, R-100, and R-125 (see Table 2A-5). A few small areas zoned for townhouses and multifamily residential buildings (including MDR, PRD, and PAC districts) are located along Clark Street and Route 36. Several areas along Route 36 and at the southern and eastern edges of the township are zoned MHD for mobile homes.

B-H (highway business) districts are mapped along Routes 35 and 36. This district allows retail and office uses as well as shopping centers. BP districts, which allow retail and service uses as well as offices and research facilities, are mapped in several locations along Routes 35 and 36 and Middle Road. Marine business (I-M) zoning districts are mapped near the waterfront and permit water-related commercial uses such as boating clubs.

Several small light industrial districts are mapped along Route 36 and Clark Street. A PC (conservation and recreation) zoning district is mapped to the south of Natco Lake.

Bayshore Region Strategic Plan

Demographic Overview

The 2000 Census shows the total population of Hazlet at 21,378, which is an approximately 3 percent decrease compared to the 1990 population of 21,976. The Monmouth County Planning Board estimates the 2004 population at 21,364. The 2000 median household income is \$75,566.

BOROUGH OF UNION BEACH

Land Use

The Borough of Union Beach is located along Raritan Bay north of Route 36. As shown on Figure 2-5 and in Table 2-7, residential is the most common land use in Union Beach (at 32.7 percent), though it is not as dominant as in other municipalities of the Bayshore Region. Commercial and retail uses are clustered along Union Avenue and Route 36. Major industrial uses include the Bayshore Regional Sewerage Authority in the northwestern portion of the borough along the Raritan Bay waterfront and the IFF (the International Flavor and Fragrance Company) office, laboratory, and manufacturing facilities in the eastern portion along Route 36. Land owned by IFF, including parcels classified as industrial and vacant, accounts for approximately 20% of the total land area in the Borough. Natco Lake is a large public open space in the Borough. Conaskonk Point covers approximately 185 acres of undeveloped land along the Borough's western waterfront adjacent to the Sewerage Authority. There is a public beach along a large portion of Front Street. Approximately 9 percent of the land in Union Beach is vacant, including wetland areas near Conaskonk Point and Natco Lake.

Zoning

While most of Union Beach is zoned for residential use, large areas in the eastern and western portions of the Borough at the Sewerage Authority and IFF sites are zoned for industrial use (see Figure 2-6 and Table 2A-6). Commercial districts are mapped along the main retail strips of Union Avenue, Florence Avenue, and Route 36.

Table 2-7
Land Use in Union Beach

Land Use	Percentage of land area
Residential	32.7%
Commercial	1.8%
Industrial	17.8%
School	0.6%
Church & Charitable Property	0.5%
Public Property	16.5%
Vacant Land	9.4%
Other/Unknown*	20.6%
Notes: *Includes Conaskonk Point, which is not a developable vacant parcel.	
Sources: Union Beach parcel-level GIS data.	

The central portion of Union Beach is zoned R-8 for single family residential use. Neighborhood commercial districts zoned B-1, which permit restaurants, retail, services, offices, and municipal facilities are found along Union and Florence Avenues. OR (office/residential) districts mapped along Union Avenue allow a mix of office and single family residential uses.

B-2 districts in the southern portion of the Borough along Route 36 permit a mix of uses including retail, service, and office uses; research laboratories; publication facilities; municipal facilities; and

Section 2: Land Use, Zoning, and Demographic Profile

single family, two family, and multi-family residential buildings. B-3 districts, a “resort business zone,” are mapped in a few small areas near the Raritan Bay waterfront. This district allows for single and multi-family homes; retail, office, and service uses; and scientific laboratories. Additionally, the B-3 district permits “resort” types of uses such as hotels and commercial recreational facilities.

Two small M-1 industrial districts are mapped in the western portion of the Borough near Florence and Poole Avenues. This district permits manufacturing and warehouse uses, offices, laboratories, and municipal facilities on lots of at least one acre. M-2 districts are mapped in the northwestern portion of the borough at the Sewerage Authority site and the eastern portion of the borough on the IFF site and the surrounding vacant and wetland areas. The M-2 district allows uses similar to M-1, though heavier industrial activities are permitted only in M-2.

Demographic Overview

The 2000 Census shows the total population of Union Beach at 6,649. This represents an approximately 8 percent increase over the 1990 population of 6,156. In the 2004 Cross-Acceptance Report, the Monmouth County Planning Board estimated the 2004 population at 6,782. The 2000 median household income is \$59,946.

BOROUGH OF KEYPORT

Land Use

The Borough of Keyport is located along Raritan Bay between Union Beach and Aberdeen. Although land use in the Borough is predominantly residential, Keyport has a substantial downtown business district near the waterfront centered around Main, Broad, and Front Streets. This area is pedestrian oriented, with streetscaping and small shops (see Figure 2-5 and Table 2-8). Keyport’s downtown area is historic in character and has traditionally housed maritime uses along the waterfront. Marinas and a promenade line the water’s edge. Larger retail, office, and commercial uses are found along Route 36, and large-scale commercial uses and big box stores are located along Route 35.

**Table 2-8
Land Use in Keyport**

Land Use	Percentage of land area
Residential	42.0%
Commercial	16.1%
Industrial	4.7%
School	3.1%
Church & Charitable	5.8%
Public Property	5.1%
Vacant Land	15.7%
Other/Unknown	7.5%
Source: Keyport parcel-level GIS data.	

Approximately 15.7 percent of land in Keyport is vacant, and the Aeromarine site accounts for roughly half of this. The Aeromarine site is a vacant, formerly industrial parcel of 62 acres at the northeastern edge of the Borough. A redevelopment plan for the site that was prepared for the Borough Council and released in June 2005 calls for single and multifamily residential development with retail uses including maritime commercial uses such as marinas. The plan also calls for the development of two open space areas and public access along the waterfront.

Zoning

Most of Keyport is zoned for single family homes (see Figure 2-6 and Table 2A-7). Commercial districts are found primarily in the downtown area and along Routes 35 and 36. The downtown area is zoned GC (general commercial), GMC (general marine commercial), and NC (neighborhood commercial). GC districts permit retail and service establishments, business and professional offices, professional, business, and technical schools, and department stores. GMC districts permit the uses allowed in GC districts as well as marine-related commercial uses. A small NC district mapped along W. Front Street permits retail and service businesses as well as business and professional offices. Two NC districts are also mapped along Maple Road.

HC, or “highway commercial,” districts are mapped along Routes 35 and 36. These permit retail and service establishments, business and professional offices, hotels and motels, and restaurants. Just south of Route 36 and west of Atlantic Street is an RC district, a multi-family residential district that permits detached single family residential buildings, two family residential buildings, churches, and schools. An industrial district that permits manufacturing businesses, research facilities, labs, and boat yards is mapped near the interchange of Routes 35 and 36.

Demographic Overview

The 2000 Census shows the total population of Keyport at 7,568, which is a very slight decrease from the 1990 population of 7,586. The estimated 2004 population is 7,593. The 2000 median household income is \$43,869.

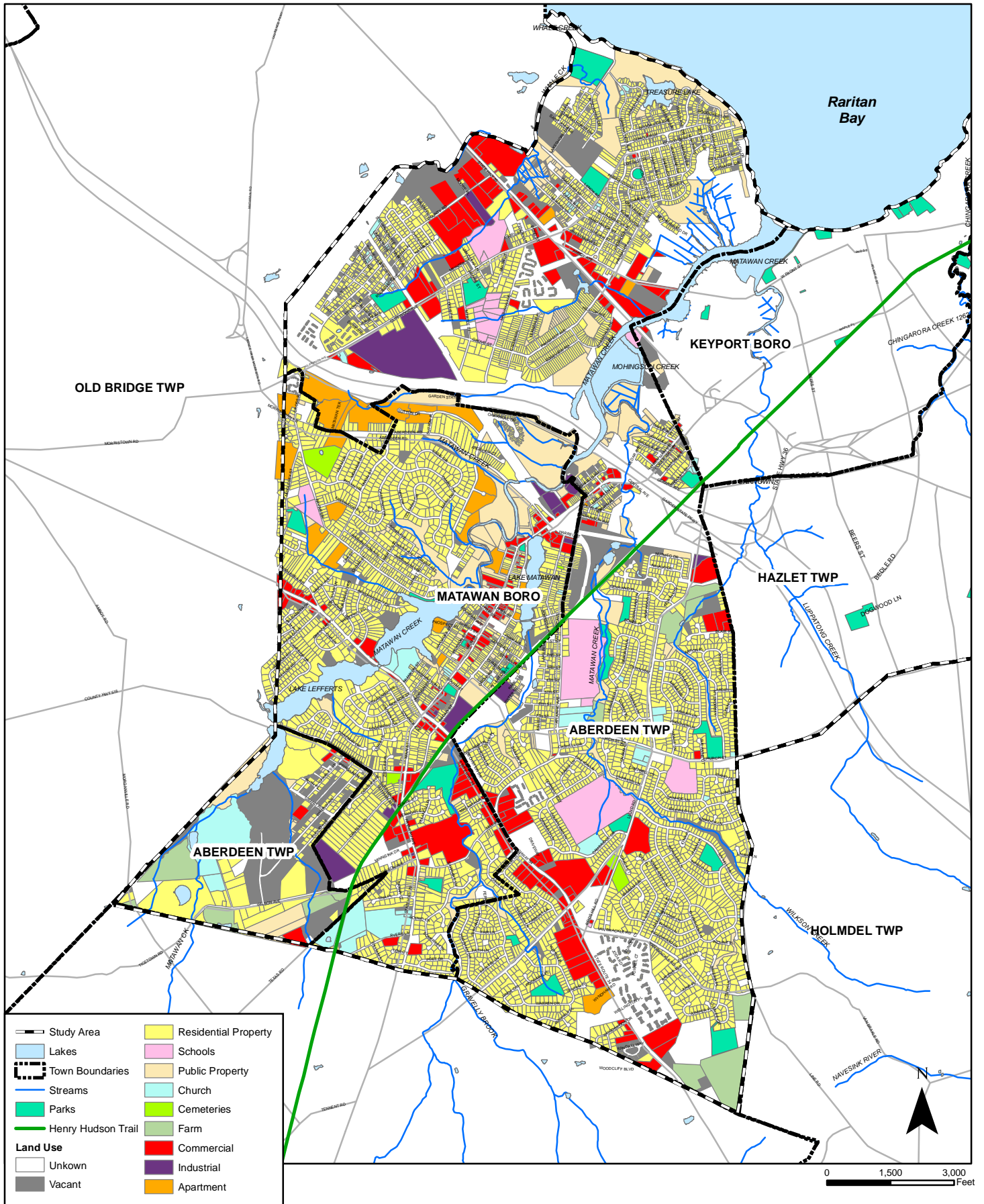
TOWNSHIP OF ABERDEEN

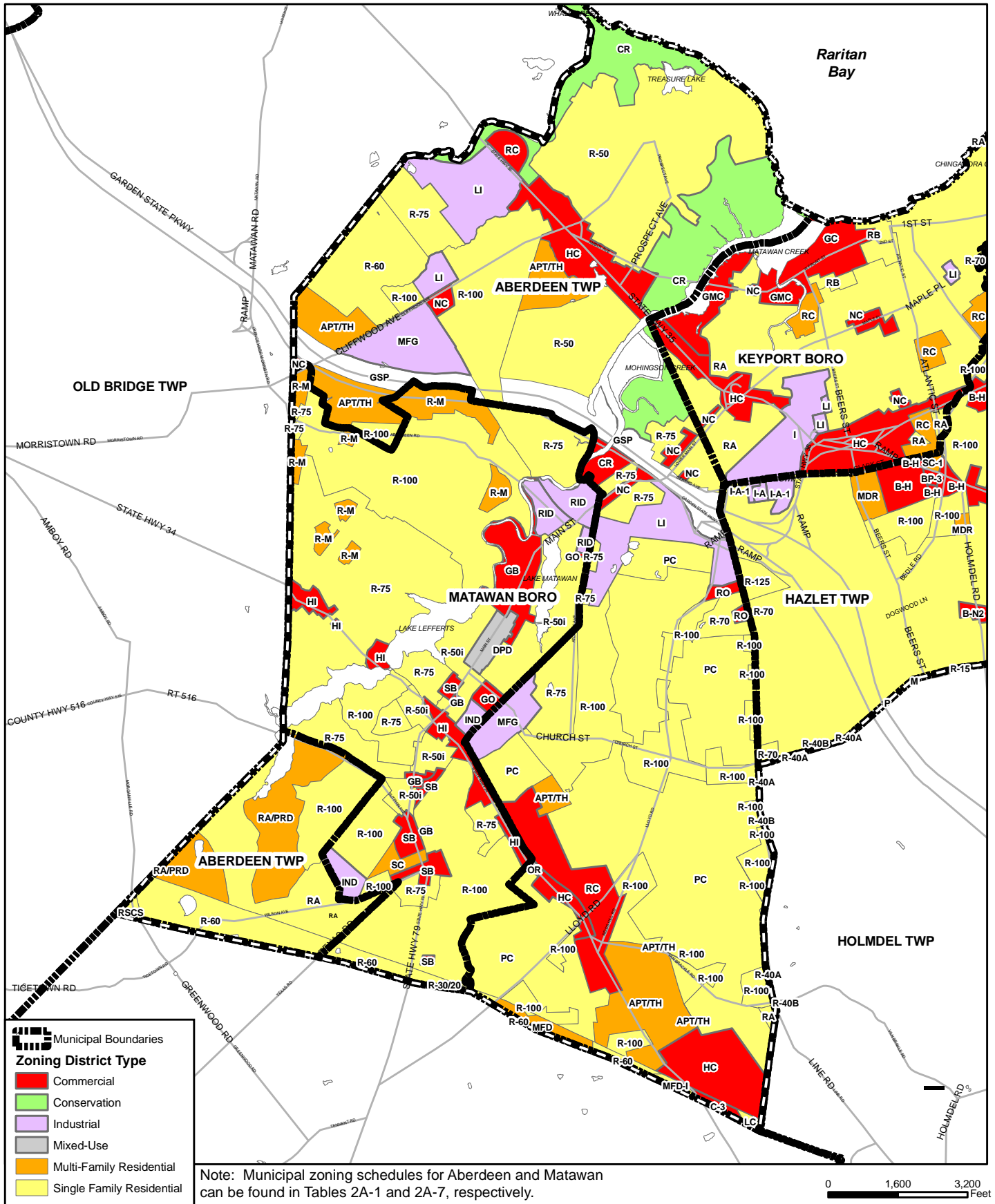
Land Use

Aberdeen Township is located to the west of Keyport along Raritan Bay. The town, which is primarily residential (44.9 percent) in terms of land use (see Figure 2-7 and Table 2-9), is comprised of three main residential areas. At the northern end of the town along the waterfront is a bungalow-style residential community. The southern and eastern portion of the town is a traditional, 1950s-style suburban area. The southwestern area of Aberdeen is characterized by residential uses and a large tract of vacant land known as Freneau, which is slated for residential development as part of a redevelopment plan. The other vacant areas planned for redevelopment in the town are the area surrounding the Aberdeen/Matawan train station, the formerly industrial Anchor Glass site just north of the Garden State Parkway, and the former South River Metals site on Church Street. Commercial uses in Aberdeen are concentrated along Route 35 in the northern part of the town and Route 34 in the south. There are several small farms in the southern portion of the Township and in the Freneau area. Approximately 9.5 percent of Aberdeen’s land is vacant.

Zoning

Most of the land in Aberdeen is zoned for single family residential use, including R-100, R-75, R-70, R-60, R50, PC and RA districts (see Figure 2-8 and Table 2A-8). Several small multifamily residential zoning districts are located near the Garden State Parkway and Routes 34 and 35. Along Main Street, to the north of the train station area, NC (neighborhood commercial) districts permit retail and service uses.





**Table 2-9
Land Use in Aberdeen**

Land Use	Percentage of land area
Residential Property	44.9%
Commercial	8.3%
Industrial	2.0%
Public School Property	4.0%
Church & Charitable Property	2.7%
Public Property	10.3%
Farm	3.1%
Vacant Land	9.5%
Other/Unknown	15.3%
Source: Aberdeen parcel-level GIS data.	

Zoning along Route 35 is predominantly HC (highway commercial), RC (regional commercial), and LI (light industrial). RC districts, mapped along the northwestern portion of Route 35 allow retail, service, and office uses on large lots. HC districts allow the uses permitted in RC districts as well shopping centers. Route 34 is zoned primarily HC and RC. Additionally, near the town's southern border, an apartment and townhouse (APT/TH) district is mapped along Route 34.

Demographic Overview

According to the census, the total population of Aberdeen in 2000 was 17,454, which is a roughly 2.5 percent increase over the 1990 population of 17,038. The 2000 median household income is \$68,125. The Monmouth County Planning Board estimated that the 2004 population was 18,097.

BOROUGH OF MATAWAN

Land Use

The Borough of Matawan is located to the west and south of Aberdeen and is the only municipality in the Bayshore Region that does not include any land along the Raritan Bay waterfront. Like the other municipalities in the region, Matawan is predominantly residential (59.2 percent) in terms of land use (see Figure 2-7 and Table 2-10). While most of the residential use consists of detached single family homes, there are scattered apartment developments in the northern part of the Borough along the Garden State Parkway, Ravine Drive, Matawan Avenue, and near the downtown area. Commercial uses in Matawan are concentrated along Route 34, along Freneau Avenue, and in the downtown area along Main Street. The downtown area is vital and active, with historic architecture and small retail and office businesses.

**Table 2-10
Land Use in Matawan**

Land Use	Percentage of land area
Residential	59.2%
Commercial	7.4%
Industrial	2.3%
Public School Property	0.53
Church & Charitable Property	4.4%
Public Property	14.2%
Vacant Land	6.0%
Other/Unknown	6.0%
Source: Matawan parcel-level GIS data.	

The only redevelopment area in the Borough is the train station area on the border with Aberdeen. A Redevelopment Area Plan released by the borough in 2001 calls for a transit- and pedestrian-oriented development with mid-rise apartments or townhouses in the northern portion of the redevelopment area, office and retail uses in the southern and eastern portions, a hotel and conference center with office and retail in the central portion near the intersection of Main and High Streets, and open space and wildlife preservation in the western portion. Density of the apartments and townhouses would be limited to 20 and 12 units per acre, respectively.

Zoning

The predominant zoning districts in Matawan are for single family detached housing (see Figure 2-8 and Table 2A-9). Districts permitting two family housing and garden apartments (including R-50 and R-M districts) are located near the downtown area in the vicinity of Main Street and in the western portion of the borough near Aberdeen Road and along Ravine Drive.

The historic downtown area is zoned DPD, or “downtown preservation district.” The DPD permits single family dwellings and professional offices. The district’s design controls require that any new buildings be in keeping with the district’s historic atmosphere. Just north and south of the preservation district along Main Street is a commercial area zoned GB, or “general business.” This district permits retail, service, and office uses.

The land along Route 34 is primarily zoned HI, or “highway improvement district.” The HI district permits certain types of retail establishments, including home improvement and appliance stores, food stores, restaurants, and motor vehicle dealers, among others, as well as various types of personal service establishments. Two small industrial districts are located along the railroad right-of-way in the southern part of the borough.

Demographic Overview

According to the census, the total population of Aberdeen in 2000 was 8,910, which represents a roughly 4 percent decrease from the 1990 population of 9,270. The Monmouth County Planning Board estimates that the 2004 population was 8,979. The 2000 median household income is \$63,594.

B. FUTURE CONDITIONS

Future planning initiatives are discussed in their respective sections, including Section 3, “Economic Development,” Section 4, “Waterfront and Open Space,” and Section 5, “Housing.” This section focuses on identifying vacant and underutilized land available for future residential development and projecting future buildout and population. Vacant land available for commercial and industrial development is discussed in Section 3, “Economic Development.”

Table 2-11 summarizes potential full residential build out (in terms of housing units) of vacant land based on zoning and anticipated housing units associated with redevelopment planning efforts in the Bayshore Region. Projections are not provided for Middletown because only a small portion of the Township lies within the Bayshore Region and there is little vacant land available. For more detailed build out projection data and assumptions, see Appendix C.

As can be seen from the table, without the possible redevelopment planning projects, full build-out projections are low—850 housing units across the nine municipalities. Possible redevelopment projects in Aberdeen, Keyport, and Matawan, all located in the western end of the study area, would contribute an additional 1,804 housing units for a total of 2,654 new housing units in the study area under full build out conditions. Aside from these three municipalities, all other municipalities in the region have projections of 200 or fewer new housing units.

**Table 2-11
Potential New Housing Units under Full Build Out**

Municipality	Composite Zone	Vacant Residentially Zoned Land Outside Redevelopment Areas (acres) 2003	Potential Housing Units Build-out	Potential Redevelopment Areas Expected Units	Total Housing Units including Redevelopment Areas
Highlands	Single Family	5.0	30	N/A	30
	Multi-Family	0.1			
Atlantic Highlands	Single Family	16.5	47	N/A	47
	Multi-Family	0			
Keansburg	Single Family	3.4	40	N/A	40
	Mixed Use	4.5			
Hazlet	Single family	23.9	99	N/A	99
Union Beach	Single Family	21.9	196	N/A	196
	Mixed Use	2.0			
Keyport	Single Family	12.5	95	Aeromarine: approx. 500	595
	Multi-Family	2.9			
Aberdeen	Single Family	45.4	240	Freneau: approx. 690 Comm/Transp Ctr: approx. 340 Anchor Glass: Not Available South River Metal: approx. 49	1,319
Matawan	Single Family	20.3	103	City Center: 225 (assuming max. density of 20 units/acre)	328
	Mixed Use	0.5			
TOTALS			850	1,804	2,654

C. ISSUES IDENTIFICATION

Because the Bayshore Region is largely built out, few major changes in land use are sought or anticipated. Rather, priorities are focused on preserving the character of existing neighborhoods and redeveloping selected vacant and underutilized sites.

Land use issues in the Bayshore Region are addressed in their applicable sections: Section 3, “Economic Development,” Section 4, “Waterfront and Open Space,” and Section 5, “Housing.”*

Nine municipalities including Aberdeen, Atlantic Highlands, Hazlet, Highlands, Keansburg, Keyport, Matawan, Union Beach and the northern portion of Middletown comprise the Monmouth County Bayshore Region (see Figure 1-1). This Region of the County is characterized by traditional downtowns and dense residential neighborhoods with the natural beauty of the Raritan Bay coastline and the Navesink Highlands.

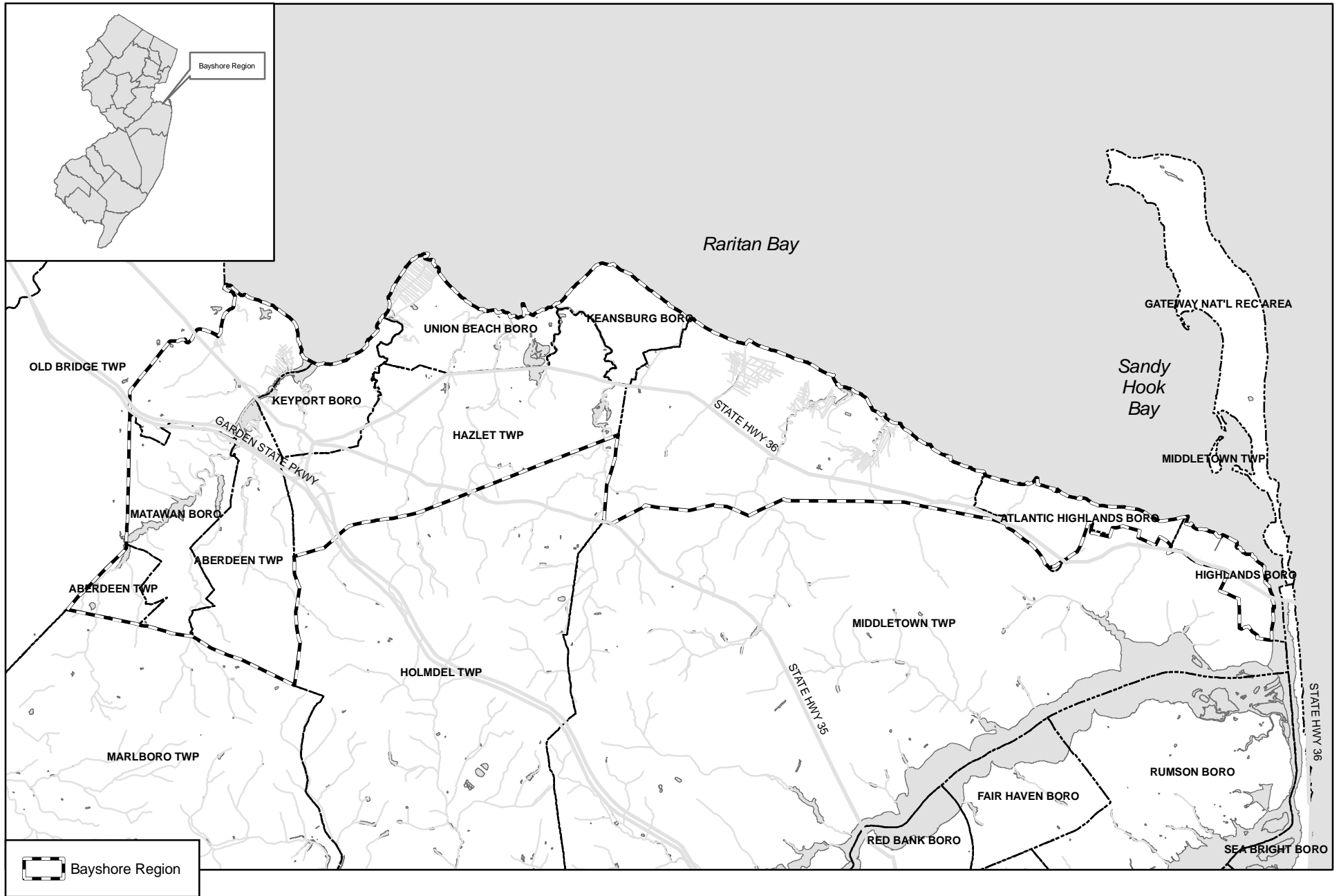
Based on a review of planning documents and several meetings held with municipal officials, State and County agency officials, and regional stakeholders, a number of regional planning issues have emerged. Key among these issues are economic development and waterfront and open space preservation/enhancement. Although the Bayshore has not shared in the overall economic growth experienced by the rest of Monmouth County, there is a renewed interest in improving, enhancing and revitalizing these established communities. Enhancing the waterfront and preserving the maritime character of the region is not only important from an environmental perspective, but is also a key component of any economic development strategy for the region.

Part I, *Regional Profile*, of the Bayshore Region Strategic Plan describes existing conditions and planning initiatives in a number of planning areas including:

- Land Use (Section 2)
- Economic Development (Section 3)
- Waterfront and Open Space (Section 4)
- Housing (Section 5)
- Traffic and Transportation (Section 6)
- Infrastructure – Schools, Water, and Sewer (Section 7).

“Economic Development” and “Waterfront and Open Space” are the focus of the report and are explored in more depth than other planning areas. For each of these sections, both a regional overview and an overview of each municipality are provided. “Land Use,” which forms the backbone of all the sections, is also discussed on both a regional and municipal level. The “Land Use” section provides a build-out analysis for residential uses, while the “Economic Development” section provides a similar assessment for non-residential development.

At the end of each of the planning area sections, is a subsection entitled “Issues Identification.” This subsection lists, in bullet form, the regional planning issues identified for the applicable planning area. These regional planning issues will form the basis for developing planning strategies and alternatives in Part II. *



Section 1:

The Bayshore Plan: Introduction and Plan Overview

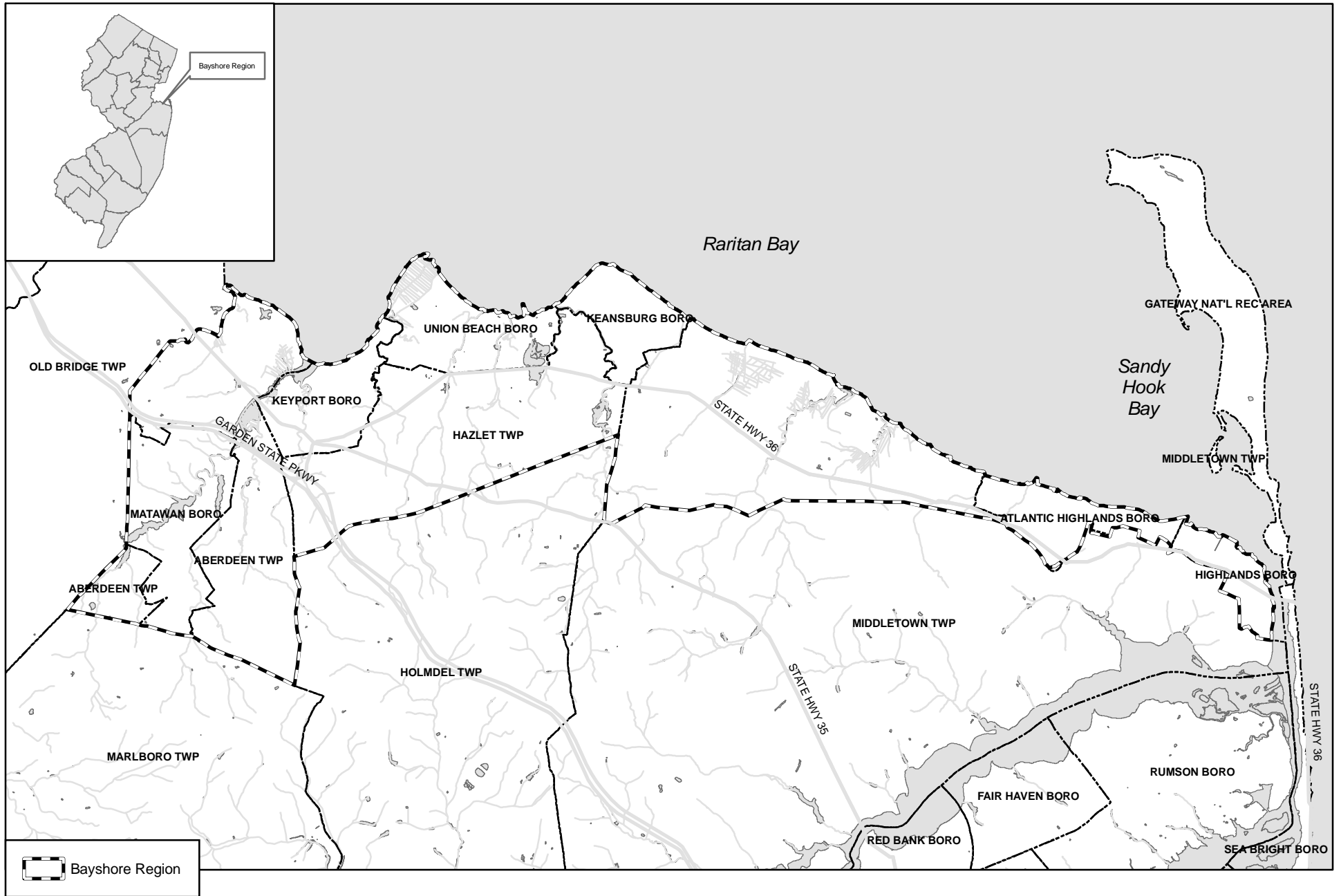
Monmouth County established the Bayshore planning region to define a distinct area of the county with shared planning issues that can best be addressed collaboratively (see Figure 1-1) The regional planning initiative documented in this study provided a collaborative forum to develop an awareness among the Bayshore communities that key issues of economic development, environment and open space, and managing land use and traffic on Route 36 are indeed shared.

The overarching theme of this plan is that there is a potential beneficial outcome if the region pursues common objectives and works together to broaden their impact and effectiveness. There is a great deal at stake as downtown businesses continue to struggle, the region's historic maritime character is challenged by physical and market forces, waterfront and open space access are compromised by new development and a lack of resources, and Route 36 continues to deteriorate in terms of traffic circulation and as a "brand" image for the Bayshore. Ironically, the slower growth of the Bayshore Region over the last decade has provided new opportunities to plan for the future. The region has not been inundated with new development that in many regions has forever changed the community character and historic heritage.

Therefore, a major focus of the plan is implementation, so that this plan does not follow the path of a number of prior Bayshore planning efforts. While much of the implementation of the plan will be the responsibility of the individual municipalities, with the assistance of State and County agencies, it is the hope of the Monmouth County Planning Board that the Regional Collaborative, formed to develop this plan, will continue to come together regularly to coordinate the implementation of the regional elements of the plan. It is only through continued cooperation among the involved municipalities and the many other active participants in the process that the plan can be implemented in a consistent manner. In the future, the Collaborative could explore becoming a more formalized institution, through the establishment of an inter-municipal compact or other means. The Regional Collaborative could include a reinvigorated Bayshore Conference of Mayors who would come together for purposes of coordinating the regional aspects of this Plan. (See also Section 3, "Economic Development" for a discussion of potential future roles of the Regional Collaborative.)

There are a host of issues that the Region's municipalities have historically tackled independently ranging from marketing themselves to tourists, providing for waterfront maintenance, and addressing land use and traffic management along Route 36. Although it is the norm for neighboring municipalities to compete, for example, for economic development and tourism, there is much more to gain by working collectively to implement a regional plan. Each community has separate unique assets to offer, that combined, would make the region far more compelling as a tourist destination – the maritime character of downtown Keyport, the amusement park and beachfront at Keansburg, the Belford Seafood Co-op, the charming downtown of Atlantic Highlands, and the waterfront dining in Highlands. Regional projects such as the Waackaack Creek Greenway, the Bay Walk, the Bay Bikeway, and the Bayshore vehicular trail would further benefit the region as a whole.

A regional plan does not replace the need for municipalities to pursue their own master plans and to continue to evaluate and improve their own zoning and development regulations that will shape the future of their communities. This is particularly true of procedural obligations in complying with the State planning process. However, the collective agreement on the recommendations enumerated in



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this regional plan can assist the municipalities in this important task. First, local plans that are compatible with this regional plan are better positioned to be adopted at the municipal level and endorsed as part of the State planning process. Moreover, continuity between the regional plan, County plans, and the various plans of the municipalities can increase the likelihood that these plans will be implemented. Such consistency of themes would establish a unified voice in advocating for the investment of state resources in the region, whether it be in terms of transportation improvements or continued access to planning, environmental, and economic development grants.

In summary, the Bayshore Plan balances the need to provide real and specific recommendations while staying true to identifying larger concepts and principles that can foster a unified and collective approach to tackling regional issues. Thus, the plan elements described below are the building blocks that each municipality can use as a framework for completing their own more specific master plans and, even more generally, as a guide or checklist for local decision-making.

The regional planning process used to develop this report identified regional issues and visions by reviewing municipal plans, holding interviews with key stakeholders, and conducting workshops with the Regional Collaborative—consisting of representatives from the nine municipalities, local interest groups, and state agencies— and the public. The planning recommendations were then established based on strategies to achieve the regional visions and tackle the regional issues identified in the *Regional Profiles* (Part I).

The plan is divided into four key plan elements that represent a regional perspective on planning initiatives appropriate for the Bayshore:

- Economic Development
- Waterfront and Open Space
- Transportation
- Housing

The recommendations presented in each of these sections reinforce one another, as all of these elements are closely linked. Improvements to the Region’s waterfront and natural resources, transportation infrastructure, and housing are all integral to regional economic success and will improve overall quality of life in the Bayshore Region.

For each of these key elements, the plan provides management and implementation strategies to address the identified visions and issues. Together, these form the Planning Implementation Agenda (PIA). Each of the plan elements are summarized in Table 7-1 of Section 7, “Planning Implementation Agendas.” Section 7 also includes PIAs for each municipality in Tables 7-2 through 7-10. *

A. INTRODUCTION

Through working together to develop this plan, the nine Bayshore municipalities recognized that they share common interests for the future well-being of the Bayshore. In two meetings – a Collaborative meeting and a public meeting – participants worked together to develop and fine-tune regional visions for the Bayshore. As presented in Section B below, visions were created for each of the four key areas of concern – economic development, waterfront and open space, transportation, and housing. Overlap between the visions is also recognized.

Although many of the individual municipalities share the regional visions, some of the regional visions simply do not apply to certain municipalities. For example, some municipalities do not have a beachfront, while others do not have a desire to attract tourists from outside the region. The applicability of the regional visions to each municipality is presented in Section C.

B. REGIONAL VISIONS**ECONOMIC DEVELOPMENT VISIONS**

- Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities.
- Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists.
- Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region.
- The unique maritime heritage of the area is preserved. The region’s cultural, arts, historic, waterfront and natural resources are “selling points” that attract visitors to the region and spur economic development. The Belford Seafood Co-op in Middletown Township is an integral part of the Region’s maritime economy and efforts should be made to support and expand these types of operations. (See also “Waterfront and Open Space” visions.)

WATERFRONT AND OPEN SPACE VISIONS

- The natural beauty of the waterfront is enhanced and made more accessible.
- The unique maritime heritage of the area is preserved.
- The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection where appropriate and feasible to preserve open space, protect the natural environment, or provide flood protection.

Bayshore Region Strategic Plan

- The region’s waterfront and natural resources are “selling points” that attract visitors to the region and spur economic development. (See “Economic Development” visions.)

TRANSPORTATION VISIONS

- Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub.
- The region takes advantage of and expands its excellent transit access, including train, bus, and ferry service, with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development.
- Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation without diverting regional traffic to local streets.
- Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism.

HOUSING VISIONS

- New housing and upgrades to existing housing are in keeping with community character and scale of the area.
- A mix of housing types and affordability is maintained.

C. APPLICABILITY OF REGIONAL VISIONS TO BAYSHORE MUNICIPALITIES

Table 2-1
Applicability of Regional Visions to Bayshore Municipalities

	Aberdeen	Matawan	Keyport	Hazlet	Union Beach	Keansburg	Middletown	Atlantic Highlands	Highlands
ECONOMIC DEVELOPMENT									
Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, and other recreational resources.			X	X		X	X	X	X
Downtown areas are revitalized for economic development and job growth, to serve local needs, in keeping with the historic maritime setting, and as places that attract tourists.	X	X	X		X	X	X	X	X
Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region.			X	X	X	X	X	X	X
The unique maritime heritage of the area is preserved. The Region's cultural, waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development.			X	X	X	X	X	X	X
WATERFRONT AND OPEN SPACE									
The natural beauty of the waterfront is enhanced and made more accessible.	X	X	X	X	X	X	X	X	X
The unique maritime heritage of the area is preserved.			X	X	X	X	X	X	X

Table 2-1 (cont'd)
Applicability of Regional Visions to Bayshore Municipalities

	Aberdeen	Matawan	Keyport	Hazlet	Union Beach	Keansburg	Middletown	Atlantic Highlands	Highlands
WATERFRONT AND OPEN SPACE (cont'd)									
The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection.	X	X	X	X	X	X	X	X	X
The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development.	X	X	X	X		X	X	X	X
TRANSPORTATION									
Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/Garden State Parkway hub.	X	X	X	X	X	X	X	X	X
The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development.	X	X	X	X	X	X	X	X	X
Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation.			X	X	X	X	X	X	X
Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism.			X		X	X	X	X	X
HOUSING									
New housing and upgrades to existing housing are in keeping with community character and scale of the area.	X	X	X	X	X	X	X	X	X
A mix of housing types and affordability is maintained.	X	X	X	X	X	X	X	X	X

MUNICIPAL VISIONS

Municipal visions for each of the nine Bayshore municipalities are as follows:

Aberdeen: Underutilized land, including former industrial sites, is redeveloped, and a mixed-use center is created near the train station. Remaining natural areas are preserved and new recreational resources are developed.

Atlantic Highlands: Historic and maritime character is preserved, remaining natural lands are preserved and enhanced for recreation, and the historic downtown area continues to evolve as a vibrant center for residents and tourists.

Hazlet: Land uses and design along Route 36 are upgraded, remaining natural lands are preserved and enhanced for recreation, and traffic along state and county roadways is better managed.

Highlands: Maritime character is maintained and the remaining natural lands are preserved and enhanced for recreation. The downtown area is revitalized and connected by water taxi to Sandy Hook.

Keansburg: The downtown areas are strengthened and revitalized and underutilized land along the waterfront west of the amusement park is redeveloped.

Keyport: The borough's historic and maritime character is preserved and the waterfront downtown area is strengthened. Access to the borough from regional roadways is improved.

Matawan: The historic downtown area is strengthened and preserved and underutilized land surrounding the train station is redeveloped with a mix of uses. Remaining natural lands are preserved and enhanced for recreation.

Middletown: Mixed-use downtown centers are created and strengthened and intermodal transportation opportunities are expanded. Land uses and design along Route 36 are upgraded. Natural areas are preserved, recreational opportunities are enhanced, and waterfront industry is strengthened.

Union Beach: Natural areas are preserved and recreational opportunities are enhanced. Uses along Route 36 are upgraded. *

A. INTRODUCTION

As presented in Part I, *Regional Profiles*, four key economic development issues have been identified to be addressed under the plan:

- *Awareness of the Bayshore Region.* There is a need to raise awareness of the Bayshore's cultural and recreational amenities both within and outside of the Region in order to attract tourism. These efforts should include a strong focus on preserving the Region's maritime heritage.
- *Route 36.* This roadway, which connects the Bayshore as the central spine of the region's economy, is in need of aesthetic and economic improvement. With a cohesive development strategy, Route 36 can become an economic driver for the Region.
- *Downtown Centers.* The Region's downtown areas are undertaking ongoing revitalization efforts that offer opportunities for economic development.
- *Potential Revitalization and Redevelopment Opportunities.* There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.

For each of these plan elements, issues, management strategies and implementation strategies are presented.

B. AWARENESS OF THE BAYSHORE REGION**ISSUES**

The economy of the Bayshore Region suffers from isolation and lack of awareness, on the part of both residents and tourists, of its cultural and recreational amenities. While many summer tourists travel through the region on Route 36 on their way to Sandy Hook and the Jersey Shore, they generally pass through without stopping to explore the local communities. There is limited signage or other gateway images to direct visitors to the Region's many assets, such as its downtown centers and beaches. Additionally, many Bayshore residents are not aware of the attractions neighboring communities in the region have to offer.

MANAGEMENT STRATEGIES/ALTERNATIVES**Recommendation 1: Market and brand the Bayshore as a destination for local and regional tourism.**

The municipalities of the Bayshore Region should join together with other levels of government, including Monmouth County, as well as business, environmental, and cultural organizations to promote the region as a tourist destination, sponsor events, and implement plans relating to

Bayshore Region Strategic Plan

economic development, waterfront and open space resources, and transportation. Collectively, they should carry out the following functions:

- *Inventory Region's Assets.* Develop an inventory of key recreational, waterfront, historic and other assets, including historic downtown centers, the Keansburg amusement park, waterfront parks and promenades, the Henry Hudson Trail, and cultural amenities. This inventory should form the basis for drawing tourists from the New York/New Jersey region to the Bayshore and increase local awareness of the region's assets and attractions.
- *Marketing and Branding.* The municipalities should work together with other levels of government as well as civic, business, and environmental organizations to gain publicity and press exposure for the Region. Articles in regional newspapers would attract interest in the Bayshore and draw day trippers and weekend tourists. They should collectively maintain a web site with information on each Bayshore municipality, highlighting its attractions for visitors. Collectively, the municipalities should put together a brochure highlighting the amenities of the Bayshore Region. The region's assets should be cross-marketed (e.g., visitors to a beach in one community should be enticed to dine in the historic downtown of another community).
- *Events Sponsorship and Coordination.* Both individually and collectively, the municipalities should sponsor local and regional events, such as a bike ride along the Henry Hudson Trail that would attract visitors and bring attention to the Region's cultural and recreational assets. Coordination among individual municipalities is necessary to ensure that local events do not coincide and compete with each other for attention.
- *Economic and Local Industry Support.* The municipalities should work with each other as well as local businesses and chambers of commerce to foster economic development by promoting attractions such as historic downtown areas, the Belford Seafood Cooperative, and the Keansburg amusement park. The various municipalities can promote each other's resources—for example, restaurants in Keyport's downtown waterfront business district can feature and highlight local produce from the Belford Co-op. The Bayshore municipalities should also work to develop new tourism-related businesses such as an expanded Belford Seafood Co-op, kayak and boat sales and rentals, marinas, and bed and breakfasts. The Bayshore lacks certain tourism-related businesses that could enhance the Region's appeal. For instance, one potential project to improve recreational opportunities would be to develop an ecologically sensitive golf course in the region.
- *Retention of Fishing and Maritime Industries.* Preservation of the region's maritime heritage should play a key role in marketing the Bayshore. Each municipality should work to ensure that marinas and other water-related businesses are not displaced by other land uses such as residential developments (see Section 4, "Waterfront and Open Space," for proposed changes to zoning along waterfront to preserve maritime character). As noted above, the Belford Seafood Co-op and other local fishing businesses are an integral component of the regional economy and play an essential role in contributing to the region's maritime character.
- *Cultural Resources.* The municipalities should collaborate with cultural organizations in inventorying and marketing the Region's cultural and historic resources, including

Section 3: Economic Development Issues and Strategies

historic downtown districts and sites such as the Mt. Mitchill overlook in Atlantic Highlands and the Twin Lights in Highlands.

- *Transportation Improvements.* The municipalities will need to work together in cooperation with other levels of government, especially NJDOT, to coordinate regional transportation improvements to support tourism and economic development. As described below under Recommendation 2 and in Section 5, “Transportation,” these should include the creation of gateway images at key intersections along Route 36; coordinating local roadway signage and regional wayfinding; coordinating ferry and water taxi routes as well as buses; operating trolley buses between towns and Sandy Hook; and managing park and ride facilities.

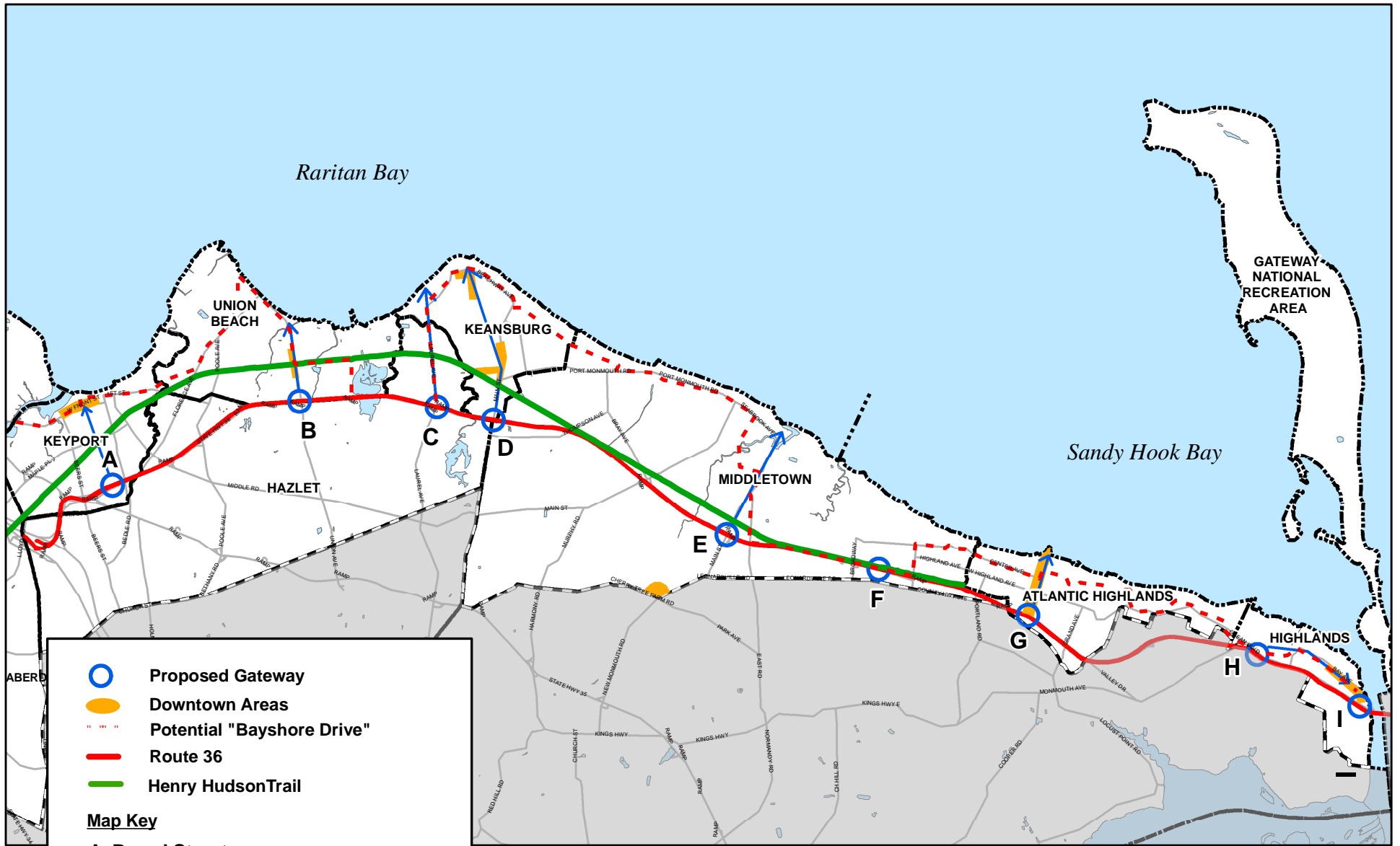
Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth. As described in Section 5, “Transportation,” dredging is necessary along Raritan Bay to support the continuation of existing ferry service and to provide opportunities for the expansion of additional ferry service into other areas of the Bayshore (e.g., Keyport). As described in Section 4, “Waterfront,” dredging can be carried out more effectively through intermunicipal cooperation, as the disposal of dredge spoils on a regional scale could achieve economies of scale. Furthermore, the Bayshore municipalities could collectively advocate to state and federal agencies to make dredging of the Region’s waterways a priority.

Recommendation 2: Develop gateway design concepts for key intersections along Route 36 and the Henry Hudson Trail.

Where streets leading to local downtown areas intersect with Route 36, gateway design can be used to draw the attention of drivers and direct them to the nearby downtown and waterfront commercial centers. As listed in Table 3-1, nine intersections have been identified that can serve as gateways to the local Bayshore communities (see Figure 3-1, “Proposed Gateways and ‘Bayshore Drive’”).

**Table 3-1
Proposed Gateways along Route 36**

Map Key	Gateway Cross Street
A	Broad Street: to Keyport’s downtown and waterfront promenade
B	Union Avenue: to Union Beach’s downtown commercial strip and to beachfront
C	Laurel Avenue: to Keansburg’s amusement park and beachfront
D	Main Street: to Keansburg’s Church Street/Main Street downtown area
E	Main Street: to Belford Seafood Cooperative
F	Appleton Avenue: transit hub gateway
G	First Avenue: to downtown Atlantic Highlands and waterfront
H	Linden Avenue: to Highlands’ Bay Avenue downtown area
I	Bay Avenue: to Highlands’ downtown area and to Sandy Hook
Notes: Refer to Figure 3-1, “Proposed Gateways and ‘Bayshore Drive’”	



○ Proposed Gateway
● Downtown Areas
- - - Potential "Bayshore Drive"
— Route 36
— Henry Hudson Trail

Map Key

A Broad Street
 B Union Avenue
 C Laurel Avenue
 D Main Street/Palmer Avenue
 E Main Street (Belford)
 F Appleton Avenue
 G First Avenue
 H Linden Avenue
 I Bay Avenue

0 2,000 4,000 Feet

Proposed Gateways and "Bayshore Drive"
Figure 3-1

Gateways should include attractive landscaping and streetscapes as well as features and signage identifying the community to which they are intended to direct drivers (see Figure 3-2, “Concept Rendering: Route 36 Section at Gateways and Nodes”). Ornamental landmark structures with public art or maritime-related themes should mark these intersections, identifying the individual Bayshore communities with visual references to their unique features (e.g., the amusement park in Keansburg or the Belford Seafood Co-op in Middletown). Examples of gateway landmark design concepts are shown on Figure 3-3, “Gateway Landmark Concepts,” left.

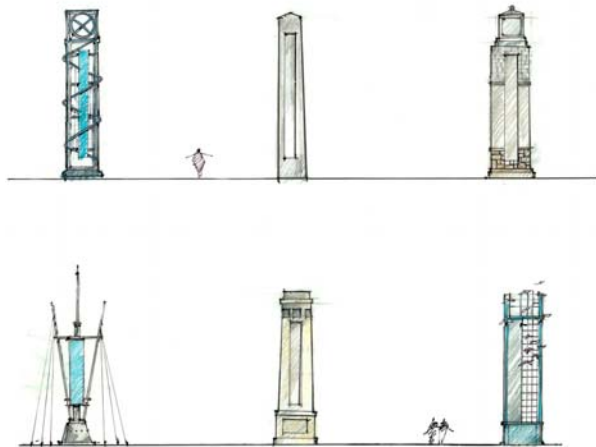


Figure 3-3 Gateway Landmark Concepts

The communities of the Bayshore could identify themselves using decorative icons at major intersections along Route 36 that function as gateways.

Examples of gateway landmark design concepts are shown on Figure 3-3, “Gateway Landmark Concepts,” left.

The Henry Hudson Trail intersects with most of these gateway streets slightly north of Route 36. At these trail intersections, signage should be put in place to make joggers and bikers aware that they are near and direct them to a local downtown, to the waterfront, and to other points of interest (e.g., Natco Lake).

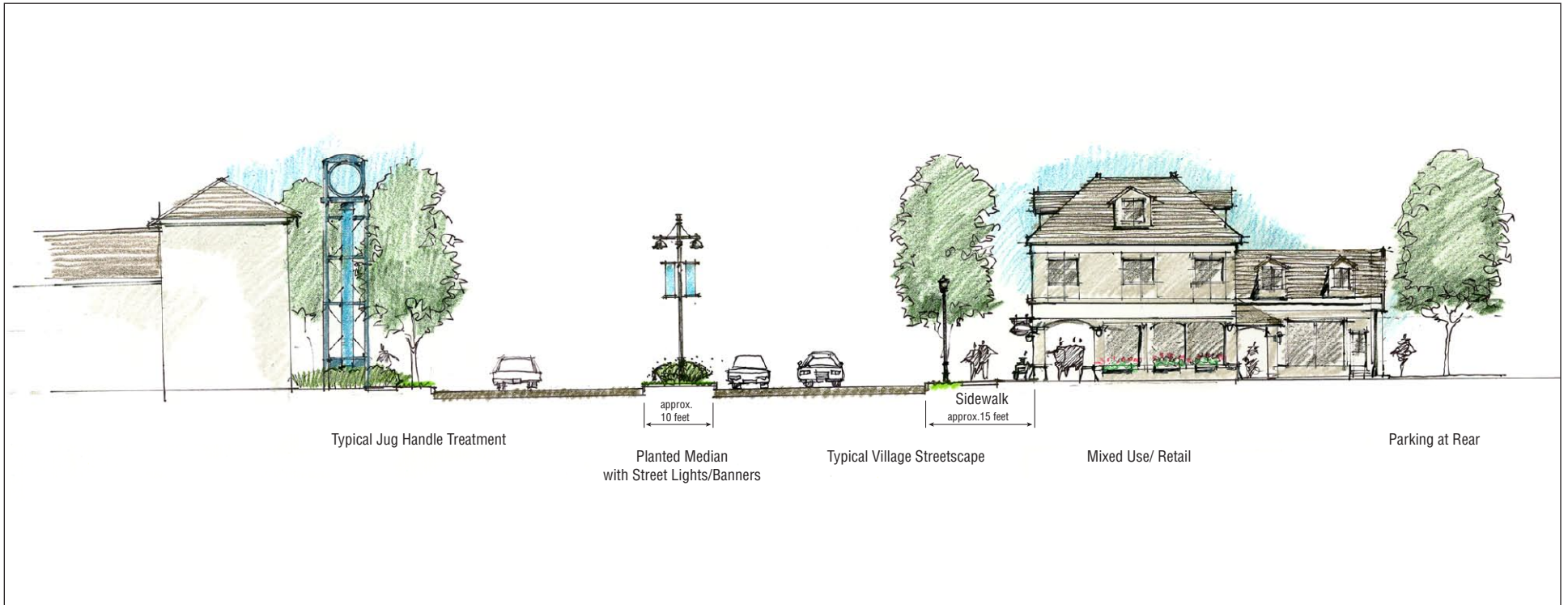
At Appleton Avenue in Middletown, the Henry Hudson Trail intersects with Route 36, providing a potential location for a gateway and intermodal transit hub (See Figure 3-4, “Route 36 Section at Proposed Appleton Avenue Transit Center”). As described in Section 5, “Transportation,” this area, which currently has a large parking lot and parade grounds on the south side of the street, could be redesigned with landscaping, a visitors’ center, and a pedestrian/bicycle overpass across Route 36. With these amenities and design improvements, this intersection could serve as a gateway to the Bayshore Region and an entry point for users of the Henry Hudson Trail. The parade grounds on the south side of Route 36 could be used for concerts and other regional events.

At Appleton Avenue in Middletown, the Henry Hudson Trail intersects with Route 36, providing a potential location for a gateway and intermodal transit hub (See Figure 3-4, “Route 36 Section at Proposed Appleton Avenue Transit Center”). As described in Section 5, “Transportation,” this area, which currently has a large parking lot and

parade grounds on the south side of the street, could be redesigned with landscaping, a visitors’ center, and a pedestrian/bicycle overpass across Route 36. With these amenities and design improvements, this intersection could serve as a gateway to the Bayshore Region and an entry point for users of the Henry Hudson Trail. The parade grounds on the south side of Route 36 could be used for concerts and other regional events.

The proposed gateway at Bay Avenue in Highlands, which is situated at the border of the Bayshore and Atlantic Coastal regions of New Jersey, leads to Sandy Hook and therefore presents an opportunity to create a “green” gateway that highlights the Region’s natural resources and waterfront recreational opportunities. Design and landscaping strategies at this gateway should be developed to enhance and reflect its proximity to the waterfront and direct visitors to downtown Highlands.

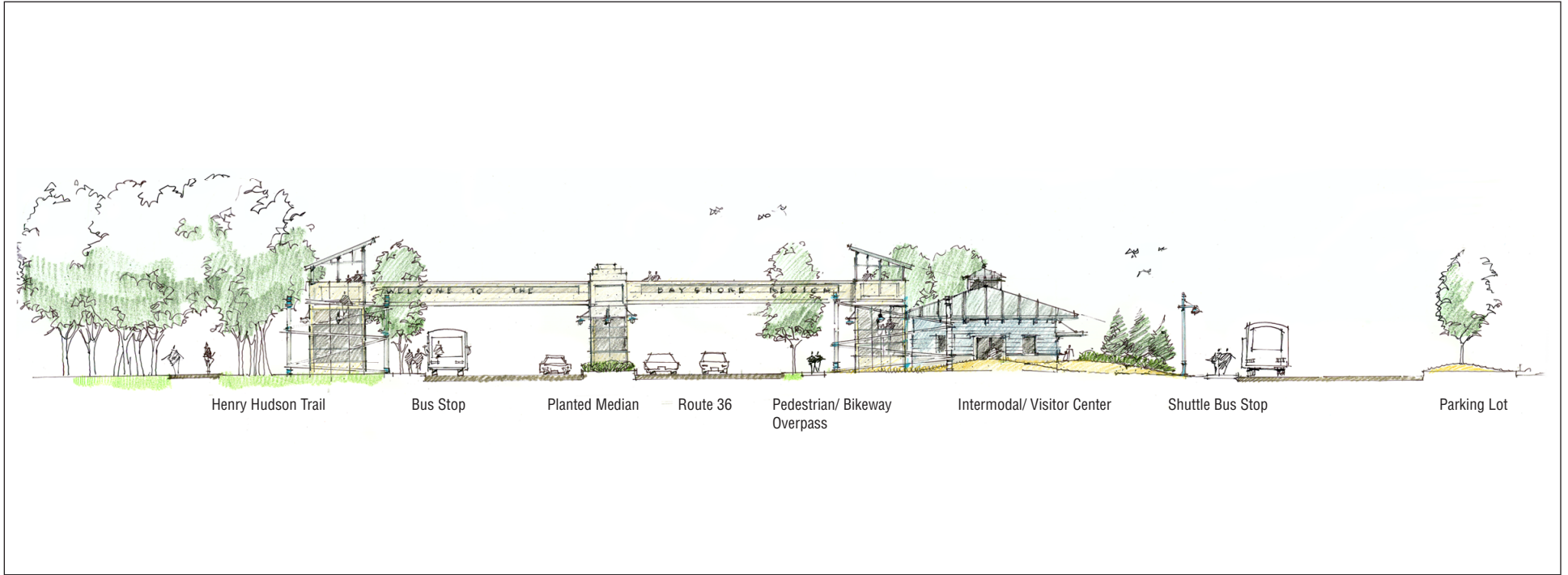
The Keyport water tower, located near the Exit 117 entrance to Keyport from the Garden State Parkway, is an iconic structure that identifies the Borough and the Bayshore Region. The water tower could be the basis of a public art project that presents an image identifying Keyport to drivers on the Garden State Parkway and Route 36. In addition, the municipalities should seek opportunities at other locations to use public art to create an identity for the Region.



At gateway intersections and development nodes, Route 36 should have planted medians with decorative lighting and signage. Sidewalks and pedestrian amenities should be provided. Buildings should be placed close to the street to create a sense of enclosure for pedestrians.

Concept Rendering: Route 36 Section at Gateways and Nodes

2.16.06



Where Route 36 intersects with Appleton Avenue and the Henry Hudson Trail in Middletown, a regional gateway could be created with a visitors' center and an intermodal transit hub.

Route 36 Section at Proposed Appleton Avenue Transit Center
Figure 3-4

Recommendation 3: Develop additional linkages, including a vehicular “Bayshore Drive” to draw people through the Bayshore communities and to the waterfront.

While there is no single continuous roadway running along the Bayshore waterfront as there is in areas south along the Jersey Shore, it is possible to map out a route by which visitors can travel along local streets to explore the region’s downtown areas and waterfront destinations (see Figure 3-1, “Proposed Gateways and ‘Bayshore Drive’”). This “Bayshore Drive” should be demarcated with signage that draws visitors into the local communities where they can explore each community’s historic, cultural, and natural resources. As described in Section 4, “Waterfront and Open Space,” bicycle and pedestrian paths along the waterfront should also be developed to add recreational opportunities and draw visitors to these areas.

IMPLEMENTATION STRATEGIES

Recommendation 1: The municipalities should work collaboratively to market and promote the Bayshore Region as a tourist destination.

Each municipality will need to work individually and collaboratively to raise awareness of the Bayshore Region, create a cohesive Bayshore identity, and attract tourists from within and outside of the Region. Because municipalities cannot succeed in marketing themselves and the Region to tourists by acting only independently, the continued activity of the Bayshore Regional Collaborative will be instrumental in facilitating intergovernmental cooperation to implement the above strategies.

The Bayshore Regional Collaborative should continue to bring together a broad representation of government, business, and civic organizations, including the following:

- Bayshore Municipalities
- Monmouth County
- Business representatives
- Environmental organizations (Baykeeper, Bayshore Regional Watershed Council, Littoral Society)
- Cultural and historic preservation organizations
- BIDs and Chambers of Commerce
- Sandy Hook/National Parks Service

Within the Collaborative, specialized task forces should be formed to focus on various issues, including economic development, waterfront and open space, transportation, and housing. Fundraising and intergovernmental coordination will be an important and ongoing function of the Bayshore Regional Collaborative.

The Regional Collaborative should consider becoming a more formal regional planning and economic development entity. An example of a successful collaborative approach to brand and market a region for tourism is the Historic River Towns of Westchester. That organization consists of thirteen towns along the Hudson River that have joined forces to create a successful marketing concept that has brought tourism and economic development to that area (see “Case Study: Historic River Towns of Westchester” on page II-3-7).

The municipalities will need to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, and the Henry Hudson Trail. Additionally, the municipalities should work with NJDOT to put in place signage identifying the “Bayshore

Drive” and the Monmouth County Parks Department to develop the Bayshore Bikeway and Baywalk.

Recommendation 2: Pursue potential funding sources.

The Bayshore municipalities, with the possible support of the Regional Collaborative, should pursue funding for the above initiatives to create a Bayshore identity and market the Region for tourism. The following sources should be explored for potential funding:

- The Cooperative Marketing Program, a collaboration between the New Jersey Commerce, Economic Growth and Tourism Commission's Office of Travel & Tourism and the New Jersey travel industry. The goal of the program is to promote New Jersey as a travel destination. State funds can be used to leverage non-state funds to promote and market specific tourism opportunities in New Jersey. Matching funds of 25 cents per dollar awarded are required. These matching funds must originate from private industry or entities not funded by the State of New Jersey. Cooperative Marketing Sponsorships Awards range from \$500 to \$100,000.
- The Shore Region Tourism Council (SRTC) is a non-profit council chartered by the New Jersey Division of Travel and Tourism to promote tourism in Monmouth and Ocean Counties. The SRTC offers members co-operative advertising opportunities and advocacy on issues impacting tourism in Monmouth/Ocean counties and statewide opportunities to network with key tourism leaders in Monmouth/Ocean counties as well as state Commerce and Travel and Tourism leaders.
- Smart Future Grants from the NJ Office of Smart Growth provide financial assistance to municipalities, counties and non-profit organizations to support long-range land-use planning. Grant funds are awarded to projects including design guidelines, downtown and Main Street revitalization, green energy planning, parking studies, transfer of development rights planning, charrettes, and grayfield redevelopment.¹
- The NJ Office of Smart Growth's (OSG) Community Design and Physical Planning document (<http://www.state.nj.us/dca/osg/docs/techassist100605.pdf>), which compiles a list of financial and technical assistance programs aimed at promoting physical planning and design efforts related to State Plan implementation and Smart Growth objectives. The document includes programs that provide assistance for visioning, design charrettes, master planning, redevelopment planning, design guidelines, zoning and land development codes, technical standards for planning and request for proposals for consultant and developer selection. These programs should be used to formulate gateway design guidelines and to undertake rezoning studies to implement the changes to Route 36 described below.
- Special Improvement Districts (SIDS) and Business Improvement Districts (BIDS): Municipalities and counties can partner with local and regional businesses to fund improvements to create pedestrian and streetscape improvements, bicycle lanes and recreational areas. Encouraging the creation of Business Improvement Districts throughout the region can foster these public private partnerships and provide ongoing resources for positive community development. BIDs provide a cooperative funding tool where solutions can be found to enhance commercial property owners' private investments.

¹ The grant categories listed here are for Fiscal Year 2006. For updates in future years, refer to the New Jersey Department of Community Affairs web site at www.nj.gov/dca/osg/resources/grants/index.shtml.

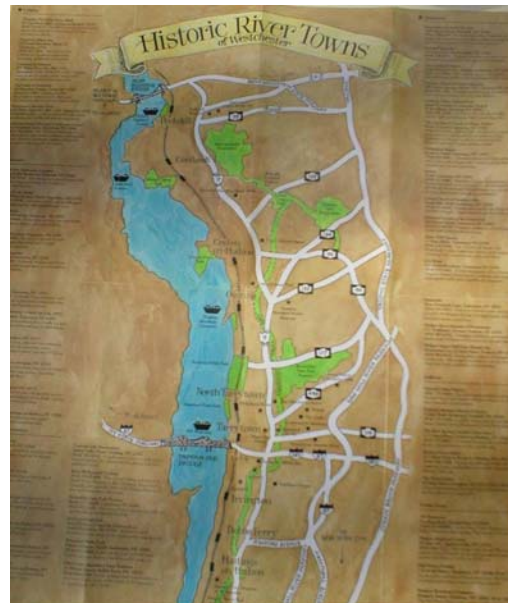
CASE STUDY: HISTORIC RIVER TOWNS OF WESTCHESTER

The Bayshore Region municipalities could join forces to develop the Bayshore Regional Collaborative into an organization modeled on the Historic River Towns of Westchester (HRTW). The HRTW, which began with an intermunicipal compact among participating towns, is a partnership of 13 municipalities along the east bank of the Hudson River that was established in 1994 to conduct joint tourism and marketing activities. This non-profit organization is comprised of representatives from Peekskill, Cortlandt, Buchanan, Croton-on-Hudson, Town and Village of Ossining, Briarcliff Manor, Sleepy Hollow, Tarrytown, Irvington, Dobbs Ferry, Hastings-on-Hudson, Yonkers, and Historic Hudson Valley, a non-profit organization that operates historic sites in the area. Like the Bayshore Region, the Hudson River Valley has important historical, cultural, and natural resources. Nonetheless, as recently as the early 1990's, these Hudson River towns were economically depressed with underutilized waterfronts and downtowns in need of revitalization. The HRTW markets the region for tourism with activities such as river cruises and tours. The organization's web site, <http://www.hudsonriver.com/river towns/welcome.html>, maintains a list of local events and recreational attractions and offers carefully selected recommendations for dining and accommodation.

The HRTW began with only 7 towns joining together at a time when the region was economically depressed and receiving no help from County, State, or federal government. They began by developing an inventory of their collective historic, cultural, and recreational assets. As with the Bayshore, the waterfront was a key unifying factor. As the HRTW began to achieve success in raising the region's profile, their number grew to 11 and then finally 13 members. The municipalities formed an intermunicipal compact. Under the compact, the municipalities did not lose home rule and remained ultimately responsible for implementing the recommendations of the HRTW. However, under the agreement, they were able to jointly plan, administer, and share costs.

As illustrated in the map below, which shows no municipal boundaries, the Historic River Towns approached economic development collaboratively as a region rather than as competing individual towns. A similar approach would be powerful in raising awareness of the Bayshore's attractions and amenities. The HRTW sponsors events such as a Halloween pumpkin carving contest in Sleepy Hollow and promotes tours of attractions such as the region's lighthouses and waterfront greenways. The Old Croton Aqueduct, similar to the Henry Hudson Trail, is host to biking tours and running races. The Bayshore's natural and cultural resources, including historic sites, the Raritan Bay waterfront, and the Henry Hudson Trail, could be marketed in a similar way.

The Westchester County Department of Planning has prepared four plans in cooperation with HRTW: the *HRTW Tourism and Economic Development Plan* (1997), a comprehensive regional overview of resources and evaluation of opportunities and constraints; the *HRTW Hudson River Waterfront: Present and Future* (1998), which identified waterfront resources and examined future development and redevelopment opportunities and offered a regional vision for the future; the *HRTW Building Livable Downtowns* (1999), which examined ways in which downtowns can be improved through transportation improvements and mixed-use opportunities; and *Growing Smart Together: A Greenprint for the Future HRTW Compact Region* (2000), which recommends smart growth principles to ensure long-term sustainability while strengthening local and regional economies.



C. ROUTE 36

ISSUES

Route 36 runs for approximately 14 miles through the Bayshore Region, providing the main linkage between the Bayshore communities as well as a through route to Sandy Hook. As such, the roadway serves an essential economic development role. It has economic activities and land uses that line its frontage, it provides access to and from downtown business districts, and it sets the market brand or image for the region. Commercial businesses along Route 36 are generally small and medium in scale rather than the large, “big box” development characteristic of Route 35. As described in Part I, *Regional Profiles*, typical businesses along Route 36 include gas stations, restaurants and fast food outlets, “small box” drug stores, hair salons, and strip malls. Commercial development is densest along the western portion of Route 36 that runs through Keyport, Hazlet, Union Beach, and the western part of Middletown. Further east, in eastern Middletown, Atlantic Highlands, and Highlands, commercial development along Route 36 is sparser, with residential development as the dominant land use.



On all fronts, Route 36 is not performing its economic functions particularly well. Circulation to and from downtowns is hampered by difficult traffic patterns, the roadway is lined with vacant and underutilized parcels, and in general, Route 36 is characterized by its aging uses and it suffers from the lack of a cohesive vision. Even at major intersections, Route 36 has concrete “Jersey barriers” and typically lacks sidewalks and pedestrian amenities.



Route 36 is in need of an overall development strategy. With its lack of visual appeal and interesting commercial and cultural uses, the roadway is not representative of the vibrant character of the Bayshore. Therefore, Route 36 currently functions primarily as a byway to Sandy Hook and other destinations along the coast rather than as an attractive corridor that ties the Bayshore communities together and entices visitors to visit the Region’s downtowns areas and take advantage of recreational opportunities.

MANAGEMENT STRATEGIES/ALTERNATIVES

Recommendation 1: Create nodes of development and activity at key intersections along Route 36. The Bayshore municipalities should formulate specific area plans for key intersections to serve as important regional nodes of activity. Such plans should identify best development options in these areas and formulate the zoning and development regulations needed to achieve their visions. The intersections that are well-suited to serve as nodes are

Section 3: Economic Development Issues and Strategies

shown below in Table 3-2 and in Figure 3-5. Additionally, as described and illustrated above, nearly all of these intersections have the potential to serve as gateways to the Bayshore downtown centers and other attractions.

**Table 3-2
Proposed Nodes along Route 36**

Map Key	Cross Street	Municipality
1	Broad Street	Keyport
2	Middle Road	Hazlet
3	Poole Avenue - Stone Road	Hazlet/Union Beach
4	Union Avenue	Union Beach/Hazlet
5	Laurel Avenue	Hazlet
6	Main Street/Palmer Avenue	Keansburg/Hazlet/Middletown
7	Main Street	Port Monmouth, Middletown
8	Main Street	Belford, Middletown
9	Appleton Avenue	Middletown
10	First Avenue	Atlantic Highlands
11	Linden Avenue	Highlands
Notes: Refer to Figure 3-5, "Proposed Nodes along Route 36"		

Future development should be concentrated at these intersections rather than dispersed thinly along the length of Route 36. This concentration would create "pulses" of development and activity with low-intensity uses in between, resulting in a more varied, interesting, and aesthetically pleasing experience along Route 36.

The following are recommended zoning changes and design guidelines to address development at the nodes.

1. The nodes along Route 36 should be rezoned to encourage pedestrian-friendly mixed use areas and increased density where appropriate. As shown in Table 3-3, the existing zoning in the node areas permits a broad spectrum of uses ranging from auto dealerships and repair shops to offices and wholesale businesses to retail stores and restaurants. At some locations, such as the area of Keansburg at the intersection of Main Street, the zoning does not permit retail or other commercial uses. Very few of the zoning districts mapped at the nodes permit a mix of commercial and residential uses.



— Route 36
● Proposed Node

Map Key

- 1 Broad Street
- 2 Middle Road
- 3 Poole Avenue to Stone Road
- 4 Union Avenue
- 5 Laurel Avenue
- 6 Main Street/Palmer Avenue
- 7 Main Street (Port Monmouth)
- 8 Main Street (Belford)
- 9 Appleton Avenue
- 10 First Avenue
- 11 Linden Avenue

0 2,400 4,800 Feet

Proposed Nodes along Route 36
Figure 3-5

Table 3-3
Uses Permitted at Nodes Under Existing Zoning

Municipality	District	Permitted Principal Uses
Keyport	HC	Retail businesses; banks; new car and boat sales; hotels and motels; health clubs exclusive of swimming pools; agricultural and horticultural products sold within buildings; billiards, bowling alleys, movie theaters (except drive-in); restaurants and bars; places of worship; public buildings and utilities; personal services; hardware stores; laundries; business and professional offices; liquor stores; photo equipment and supplies; radio and TV repair; shoe repair; tailors; telephone exchanges. Gas stations are prohibited.
	RC	Single family detached dwellings; two-family dwellings; places of worship; philanthropic organizations; Public school, park, playground, library, municipal building
Hazlet	B-H	Auto dealerships (except used auto dealerships or gas stations); banks; child care; community center; computer training facilities; family day care; gardening centers; health clubs; hotels; professional offices; restaurants (including take out); retail sales and services, including shopping centers; movie theatres
	BP-1	Bank, child care center, community center, computer training facility, municipal offices, professional offices, research laboratory, funeral home
	I-A	Auto body repair and painting; billboards; light industry; offices; public utilities; research labs; self storage. Retail not permitted.
	R-50, R-70, R-100	Single family residences; public parks and recreational facilities; public and private schools; agriculture and horticulture; cemeteries
Union Beach	B-2	Retail and wholesale stores; personal service establishments; business and professional offices; banks; restaurants and bars; auto sales; art, dancing, music, and other instructional and vocational schools; scientific and research laboratories (with no manufacturing); newspaper and periodicals publication; contractors; offices, showrooms, garages; government office buildings; residential with commercial use on ground floor
	OR	Single family residences; municipal buildings, parks, and playgrounds; personal services; business services including advertising agencies, credit and collection agencies, employment agencies, management agencies, and detective agencies
	R-8	Single family dwellings; municipal buildings; private and parochial schools not operated for profit
Keansburg	R-7	Detached single family homes; municipal parks and playgrounds; community residences for the developmentally disabled
Middletown	B-2	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade
	B-3	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, auto detailing, lawn and landscape service, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade; assisted living; congregate care; hotel and motel
	R-15	Single family detached housing; recreational uses; agricultural. Conditional uses include service organizations such as churches.

Section 3: Economic Development Issues and Strategies

**Table 3-3 (cont'd)
Uses Permitted at Nodes Under Existing Zoning**

Municipality	District	Permitted Principal Uses
Atlantic Highlands	CBD	Hotel, motel, retail sales and rental of goods, professional offices, banks, printing, personal services, coin laundry, misc. repair services, social clubs, health clubs, municipal recreation facilities, theatres, restaurants and bars, auto parking lots, public facilities, child care centers
	HB	Hotel, retail sales and rental of goods, professional offices, banks, misc. repair services (including household items but not auto or boat), social clubs, health clubs, municipal recreation facilities, theatres, restaurants and bars, public facilities, child care centers
	OR	Residential, professional offices, banks, social clubs, municipal recreational facilities, public facilities, child care
	R-1	Single family dwellings; community residences for the disabled; municipal recreation facilities; parks and open space; municipal services. Conditional uses include home offices; schools; places of worship; child care centers.
Highlands	B-1	Retail and personal service establishments of neighborhood scale; professional and business offices; parking; public uses
	MH	Mobile homes
	R-2.03	Single family detached dwellings; two-family dwellings; public uses; schools; religious institutions.
Note: This table shows existing zoning districts only within 500 feet of proposed nodes.		

It is recommended that each municipality conduct a review of permitted uses in the node areas and remove undesirable uses in favor of uses that they would like to see encouraged. Recommended uses to encourage and to discourage at the nodes are shown in Table 3-4.

**Table 3-4
Recommended Changes to Permitted Uses at Route 36 Nodes**

Uses to Encourage	Uses to Limit or Discourage
Retail, restaurants and cafes, personal services, hotels and inns, cultural and educational facilities, offices, mixed residential/commercial use	Auto dealerships, manufacturing and wholesale, gas stations, "big box" retail, single family lots fronting on Route 36

Creating an updated image for businesses and economic activity along Route 36 is a challenge. Retail and service businesses should be highway-oriented and as non-competitive as possible with traditional downtown business districts. This is achieved by controlling uses and densities appropriate for a highway and regional locations. Interesting and attractive retail uses should be noticeable for good design, appropriate landscaping, and parking management. At key intersections, the development pattern should be reflective of "a place" with buildings and a streetscape that is more immediate to the roadway with parking to the sides and rear of the uses. This serves to draw the attention of drivers traveling along Route 36 and can enhance awareness and safety of pedestrian crossings and can facilitate other modes of transportation through well designed park and rides. Therefore, as noted in Table 3-4, standard big box retail development should be discouraged unless it is carefully integrated into an area plan that incorporates these concepts.

Planning the Nodes along Route 36: Do's and Don'ts	
Do:	Don't:
✓ Encourage mixed-use development	✗ No development in jug handles should be permitted
✓ Encourage redevelopment of vacant and underutilized lands	✗ No more than 2 gas stations at an intersection (and only on opposite sides of Route 36)
✓ Increase the density where appropriate	✗ No curb cuts within 100 to 150 feet of intersection
✓ Create planted medians at extending 50 feet in either direction from nodes	✗ No Jersey Barriers within 500 feet of the intersection
✓ Share driveways and parking lots	
✓ Seek common, off-right of way or behind building service access	
✓ Implement design guidelines to improve streetscape	

The concept of mixing uses includes retail, commercial, transportation, cultural and education, and residential opportunities in and around key intersections. Residential opportunities could range from appropriate single point of access developments (similar to recent developments along Route 36) to multi-story buildings with residential apartments located above retail or commercial uses. In either case, coordinated and mixed-use development strategies would seek to encourage shared infrastructure, parking, and

access to public transportation. Cultural and educational facilities should also bring interest and activity to the node areas.

At these defining intersections, uses such as auto repair and light manufacturing or wholesaling are not conducive to the creation of lively and attractive centers of economic activity (this is different than larger campus settings such as IFF which remain attractive options for uses along the corridor between key intersections). Gas stations, while necessary, should not be permitted to dominate every major intersection along Route 36. Zoning regulations should be formulated so as to limit the number of gas stations to one on either side of the street at any given intersection.

As shown in Table 3-5, the current zoning at the node areas permits a wide range of minimum lot sizes and areas of building coverage and impervious surface. The minimum size for a developable lot is as low as 5,000 square feet in some residential districts at the nodes and as high as 400,000 square feet, or approximately 9 acres, for shopping centers in some commercial districts. However, typical zoning in the node areas permits a minimum lot size of 10,000 to 40,000 square feet for retail and office uses.

It is recommended that the minimum developable lot size at the nodes be made more uniform at approximately 10,000 to 20,000 square feet for retail uses. To improve the design character and stormwater runoff conditions, it is recommended that building coverage at the nodes be limited to approximately 60 percent and that impervious surfaces be limited to 75 percent of the site. The remainder of the site should be landscaped. Municipalities should give consideration to specific existing lot configurations at these key node intersections in order to fine-tune this strategy on a site-specific basis.

**Table 3-5
Permitted Densities Under Existing Zoning at Nodes**

Node	Min. Lot Area	Max. Impervious Surface	Max. Building Coverage
Keyport	Residential: 5,000 sf Commercial: 10,000 sf	60 - 90%	35 - 40%
Hazlet	Shopping centers: 400,000 sf Other: 5,000 - 20,000 sf	--	20 - 30%
Union Beach	7,500 sf	--	40%*
Keansburg	7,500 sf	40%	25%
Middletown	20,000 sf - 3 acres	70%	N/A
Atlantic Highlands	7,500 - 40,000 sf	50 - 80%	20 - 50%
Highlands	5,000 sf - 5 acres	50 - 80%	20 - 35%
Notes: * Buildings in Union Beach's OR and R-8 districts are governed by yard requirements but no maximum building coverage as a percentage of the lot applies.			

2. *Planted medians should be created along Route 36 within 500 feet in either direction of each node intersection.* Jersey barriers should be prohibited within these areas. The planted medians should have decorative lighting and signage (see Figure 3-2, “Concept Rendering: Route 36 Section at Gateways and Nodes”) that would give motorists traveling Route 36 a sense that they have arrived at an activity center and a gateway leading to a downtown area or to the Raritan Bay waterfront. Medians should be approximately 10 feet wide.

3. *Development within “jug handles” and traffic islands along Route 36 should be prohibited and eliminated over time through zoning.* Commercial uses within these areas, such as the bank in the jug handle at Broad Street and the gas station on the traffic island at Stone Road, interfere with circulation by creating conflicting and dangerous traffic movements, and are unattractive gateways for intersections critical enough to warrant a jug-handle treatment. Where land is available, jug handles should be landscaped and should serve as locations for gateway landmarks identifying the Bayshore communities (see Figure 3-3, “Gateway Landmark Concepts”). Businesses within the jug handles would be made nonconforming if the zoning were changed to prohibit such uses. Over time, as commercial uses at these locations go out of business, the land could be acquired by the municipality or by the State.

4. *Building setbacks and pedestrian access.* At the nodes, the buildings should be located close to the front property-line with limited landscaping, so as to encourage the pedestrian area along the side walk and street frontage. The buildings should present a continuous façade and should not be haphazardly staggered. Sidewalks should be wide and configured so that pedestrians feel safe and comfortable. Buildings should be set back approximately 15 feet from the street, leaving room for a narrow planted area and a sidewalk. The intersections should be designed to allow for safe pedestrian crossing of Route 36.

5. *Improve parking design.* Parking lots are visually unappealing and create sizeable amounts of stormwater runoff. Therefore, parking spaces should be minimized and hidden from view to the extent possible. The strategies described below would help to decrease the negative visual and environmental effects of parking:

- Reduce required minimum parking ratios and establish parking maximums. Parking ratios often represent the minimum number of spaces needed to accommodate the

greatest amount of parking that can be generated at a site on the busiest day of the year. In most cases, these ratios typically overestimate parking demand and result in far more spaces than are actually needed for typical use. Parking space requirements along Route 36 vary from 3.3 to 6 per 1,000 square feet of floor area for retail uses, 2.5 to 6.7 for office uses, and 0.4 to 3.3 for industrial uses (see Table 3-6).

Table 3-6
Required and Recommended Parking Spaces per 1,000 sf of Floor Area

	Existing Requirements									Recommended*
	Matawan	Aberdeen	Keyport	Union Beach	Hazlet	Keansburg	Middle-town	Atlantic Highlands	Highlands	
Retail	6	5	3.3	6	4	4-5	4.5-6	4-5	3.3	3
Industrial	2-3.3	1-1.4	1	2	0.4-0.7	1.25	2	(1 per employee)	(1 per 3 employees)	1.3
Office	4	5	2.5	6.7	3.3	3.5-4.5	4	4-4.5	4	3

* Center for Watershed Protection, Watershed Protection Techniques, January 2000

It is recommended that minimum parking ratios be reduced to 3 spaces per 1,000 square feet for retail, 1.3 per 1,000 square feet for industrial uses, and 3 per 1,000 square feet for office uses (these recommendations include both customer and employee parking). Municipalities should also consider establishing parking maximums to prevent retailers and others from building more parking than the minimum parking ratios require. Through the variance process, a developer could propose parking that is more than the maximum or less than the minimum based on their knowledge of their business.

- Curb cuts should be prohibited within 100 to 150 feet of intersections.
- Require pervious surface parking for overflow or peak parking conditions. Another option is landbanking parking where a developer would set aside an area for additional parking if it is needed in the future. Encourage use of pervious pavers and pavement for parking lots, driveways, and walkways in parking lot design regulations.
- Encourage shared parking facilities for adjacent uses by reducing parking requirements when shared parking facilities are used. A good example might include private schools or offices (daytime weekday peak) and places of worship or recreational facilities (evening and weekend peak). Shared driveways from Route 36 should be encouraged. Interior driveways should provide access to adjacent sites to improve circulation. Because many businesses along Route 36 have large parking lots that are not fully utilized by customers, shared parking for bus commuters should also be considered where feasible as a way of making use of this excess parking capacity. Municipalities could revise their zoning ordinances to grant businesses the ability to allow parking for commuters for a small fee without having to obtain approval from the local zoning board. This approach to commuter parking is already in place at Airport Plaza, a shopping center at Route 36 and Middle Road in Hazlet.

Section 3: Economic Development Issues and Strategies

- Increase landscape requirements within parking areas to require parking islands between adjacent parking lanes that include non-structural stormwater management techniques or bioretention facilities.
- Parking should be placed behind the buildings so as to create a pedestrian-oriented street façade. Larger parking lots should be broken into smaller parking areas with the use of landscaped islands. The landscaped islands within the parking area provide aesthetic benefit and can be used to improve stormwater quality.
- Driveways leading into a site should be designed to mimic and function like streets, with buildings fronting along the interior streets with continuous sidewalks and landscaping.
- Encourage in-building garages instead of parking lots.
- Develop an access management strategy.

6. *Landscaping.* Landscaping should be used to define the site's character and also to reduce runoff and improve stormwater quality. Landscaping at the nodes and gateways could include flowering perennials and ornamental grasses as well as shade trees such as honeylocust, London plane, sycamore, and red oak, which are native to the area.

7. *Develop detailed design guidelines.* In addition to the design guidelines discussed above, detailed design guidelines could be developed by the municipalities to address architectural design and detailing, building fenestration, and building material and color.

Recommendation 2: In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. Over the long term, Route 36 can be transformed into a parkway-like road with stretches of natural landscape and low-intensity commercial uses relating to recreation and tourism punctuated by the nodes and gateways described above. The following zoning changes and design guidelines are recommended in the areas in between the nodes:

1. *The areas of Route 36 between nodes should be rezoned to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces.* Over time, these changes would result in a roadway whose land uses and design features are in keeping with the scale and maritime character of the region and the environmental sensitivity and aesthetics of riparian corridors.

As shown in Table 3-7, current zoning along Route 36 in the areas in between gateways and nodes permits a broad variety of uses including shopping centers, auto sales and repair, manufacturing, retail, restaurants, personal services, and residential.

Table 3-7
Land Uses Currently Permitted in Areas In Between Nodes

District	Permitted Principal Uses
Highlands	
R-1.01, R-2.01, R-B	Single family residential, schools, public use
MF-1	Multi-family residential, schools, public use
MH	Mobile homes
Atlantic Highlands	
HB	Hotel, retail sales and rental of goods, professional offices, banks, misc. repair services (including household items but not auto or boat), social clubs, health clubs, municipal recreation facilities, theatres, restaurants and bars, public facilities, child care centers
OR	Residential, professional offices, banks, social clubs, municipal recreational facilities, public facilities, child care
LI	Professional businesses, printing, personal services, construction contractors, assembly of goods, storage and distribution of goods, municipal recreational facilities, public facilities, child care centers
MF	Multi-family residential; community residences for the disabled; municipal recreation facilities; parks and open space; municipal services.
R-1	Single family dwellings; community residences for the disabled; municipal recreation facilities; parks and open space; municipal services.
Middletown	
B-1	Business offices; Educational; Personal Services; Business Services (locksmith only); Recreation ; Agricultural; Wholesale and Retail Trade
B-2	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade
B-3	Business offices; Educational; Personal Services; Business Services (appliance repair, auto repair, auto detailing, , lawn and landscape service, bike repair, clock/watch repair, equipment rental, gas station, printing and copy service, furniture repair, security service, tool repair, locksmith); Recreation ; Agricultural; Wholesale and Retail Trade; assisted living; congregate care; hotel and motel
M-1	Wholesale and retail; fabrication; warehouses; businesses offices; business services (appliance repair, auto repair, auto towing, bike repair, equipment rental, mini storage, printing and copy service, furniture repair, security service, tool repair, locksmith)
RGA-1	Multi-family housing; recreational uses; agricultural.
R-10, R-15	Single family detached housing; recreational uses; agricultural.
Keansburg	
B-3	Professional offices; business offices; financial institutions; retail trade (including hardware, paint, and glass stores; variety stores; food stores; general merchandise; apparel stores; home furnishings; drug stores; liquor stores; florists; news dealers; tobacco stores; optical goods; eating and drinking places including those with dancers but not drive-ins); personal services; detached single family dwellings; residences for the disabled and shelters for domestic violence victims
R-7	Detached single family homes; municipal parks and playgrounds; community residences for the developmentally disabled
CR	Passive or low-intensity recreational uses; municipal and county parks; docks, piers, moorings, marinas, and boat launches; accessways to water's edge; flood prevention structures

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**Table 3-7 (cont'd)
Land Uses Currently Permitted in Areas In Between Nodes**

District	Permitted Principal Uses
Hazlet	
B-H	Auto dealerships (except used auto dealerships or gas stations); banks; child care; community center; computer training facilities; family day care; gardening centers; health clubs; hotels; professional offices; restaurants (including take out); retail sales and services, including shopping centers; movie theatres
BP-1	Banks; child care centers; community centers; computer training; municipal offices; professional offices (doctor, lawyer, dentist, accountant); research lab; funeral home
BP-3	Banks; child care centers; community centers; computer training; municipal offices; professional offices (doctor, lawyer, dentist, accountant); research lab
I-A	Auto body repair and painting; billboards; light industry; offices; public utilities; research labs; self storage. Retail not permitted.
PC	Public recreational facilities and parks
PAC	Age-restricted townhouse and multifamily dwellings (Planned Adult Community)
R-70, R-50	Single family residences; public parks and recreational facilities; public and private schools; agriculture and horticulture; cemeteries
Union Beach	
B-2	Retail and wholesale stores; personal service establishments; business and professional offices; banks; restaurants and bars; auto sales; art, dancing, music, and other instructional and vocational schools; scientific and research laboratories (with no manufacturing); newspaper and periodicals publication; contractors; offices, showrooms, garages; government office buildings; residential with commercial use on ground floor
M-2	Research laboratories; manufacturing of light machinery; fabrication of metal, paper, wood, and other products; food manufacturing; truck terminals and warehousing; wholesale building materials; bulk fuel storage; contractor shops; government offices; services; public utilities
R-8	Single family dwellings; municipal buildings; private and parochial schools not operated for profit
Keyport	
HC	Retail businesses; banks; new car and boat sales; hotels and motels; health clubs exclusive of swimming pools; agricultural and horticultural products sold within buildings; billiards, bowling alleys, movie theaters (except drive-in); restaurants and bars; places of worship; public buildings and utilities; personal services; hardware stores; laundries; business and professional offices; liquor stores; photo equipment and supplies; radio and TV repair; shoe repair; tailors; telephone exchanges
RA	Single family detached dwellings; places of worship; philanthropic organizations; Public school, park, playground, library, municipal building
RC	Single family detached dwellings; two-family dwellings; places of worship; philanthropic organizations; Public school, park, playground, library, municipal building



It is recommended that uses permitted along these stretches of Route 36 be limited to small-scale retail and services establishments relating to recreation and tourism. These should include small restaurants (though not fast food outlets or drive-throughs) and recreation-oriented businesses such as surf and bike shops. For larger assemblages of land, such as the IFF complex, well-landscaped buffers and limited points of access should be required to enhance the campus feel

of the use, and the parkway feel of the roadway. Similarly, any large parcels appropriate for residential developments should have strict guidelines on the relationship of the development to Route 36. No individual lots or driveways should front on Route 36 itself. Zoning should not allow billboards.

Minimum required lot sizes, permitted building coverage, and impervious surface regulations in zoning districts along Route 36 in between the node areas should also be examined. As shown below in Table 3-8, minimum lot sizes along Route 36 vary widely, from 3,750 square feet in some residential districts in Highlands to 400,000 square feet for large-scale commercial uses in Hazlet. Maximum permitted building coverage is typically in the range of 25 to 45 percent. Impervious surface is typically permitted to cover 50 to 75 percent of the site, though it can be as high as 90 percent in Hazlet’s highway commercial district.



Table 3-8
Existing Density Regulations in the Areas In Between Nodes

District	Min. Lot Area	Max. Impervious Surface	Max. Building Coverage
Highlands	3,750 sf - 5 acres	50 - 75%	20 - 40%
Atlantic Highlands	7,500 - 40,000 sf	50 - 75%	20 - 45%
Middletown	20,000 sf - 10 acres	22 - 80%	20 - 60%
Keansburg	7,500 - 40,000 sf	40 - 70%	25%
Hazlet	5,000 - 400,000 sf	--	25 - 35%
Union Beach	7,500 sf - 5 acres	--	35 - 40%*
Keyport	5,000 - 10,000 sf	60 - 90%	35 - 40%

Notes: * Buildings in Union Beach’s R-8 district are governed by yard requirements, but no maximum building coverage as a percentage of the lot applies.

Development on shallow lots along Route 36 should not be permitted or very aggressively managed to allow the small scale and tourist oriented uses described above. While more detailed assessment of right-of-way and adjacent properties needs to be undertaken to formulate appropriate densities, minimum lot sizes should be in the range of 20,000 to 40,000 square feet with a minimum lot depth of 100 to 200 feet. Lots of less than 40,000 square feet would be appropriate for small-scale roadside retail uses. Properties and development in excess of one acre should have the buffered off-roadway orientation described above.

In keeping with the goal, over time, of giving the “in between” stretches of Route 36 a naturally landscaped parkway feel, it is recommended that maximum permitted building coverage in these areas on a typical one-acre site be reduced to approximately 20 percent of the site and that impervious surfaces be permitted on a maximum of approximately 40 percent of the site. In order to protect the creeks and estuaries that extend into these areas along Route 36, pervious parking lot surfaces should be encouraged.

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2. *Encourage buffers and parkway treatments in the “in between areas” along Route 36.* Along the corridors between nodes, Route 36 should be designed to look like a parkway rather than a commercial strip. A naturally landscaped buffer of at least 50 feet on either side of the roadway should be created where feasible to visually separate Route 36 from development on neighboring lots (see Figure 3-6, “Concept Rendering: Route 36 Section at ‘In-Between Area’”). In the areas between nodes, natural landscaping should be the dominant site design element with the buildings playing a secondary role. Plants could include native meadow grasses indigenous to the Bayshore Region (e.g., switchgrass); native shrubs such as bayberry, inkberry, and shore juniper; native shade trees such as honeylocust, London plane, sycamore, and red oak; and native pines of the Jersey shore (e.g., Red Pine, Scotch Pine).

Building mass should be minimized to allow for the natural landscaping to become the focus of the site. Natural building materials such as wood and masonry should be encouraged for buildings.

3. *Emphasize Route 36’s connections with Raritan Bay.* Throughout the Route 36 corridor, creeks and tidal estuaries connect Route 36 to Raritan Bay and affirm the roadway’s central connection to the Bayshore region.

Currently, Route 36 has very little visual connection with these creeks and the bay despite their proximity and their role as defining elements in the character of the Bayshore Region. In areas where Route 36 crosses creeks and estuaries, viewsheds should be protected and enhanced. Estuaries could be highlighted with signage to make drivers aware of the area’s natural setting and environmental sensitivity (see Figure 3-7, “Concept Rendering: Route 36 Section at Raritan Bay Creek Crossings”). In all areas of Route 36, stormwater treatment should be improved so as to protect these sensitive environmental features.

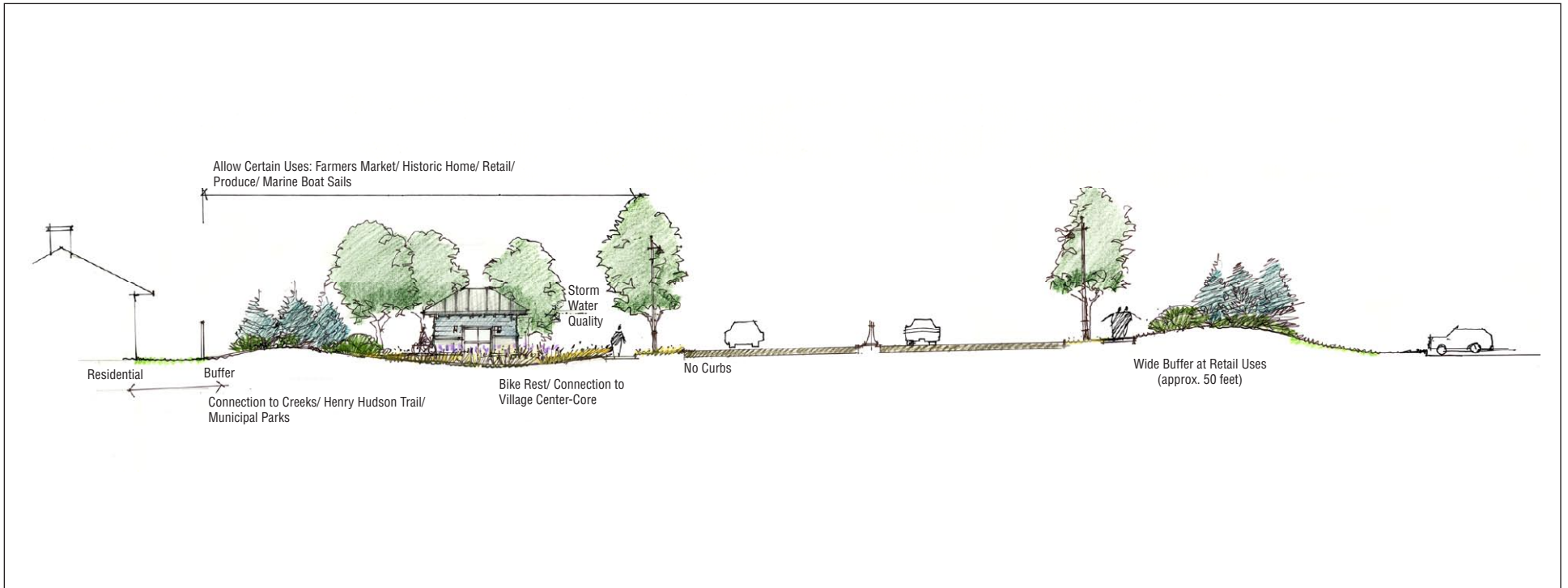
4. *Improve parking design.* As described above under Recommendation 1, parking lots are aesthetically unappealing and create stormwater runoff. The strategies described in that section should also be pursued in the areas between nodes, with the exception of the use of in-ground garages and driveways designed to mimic streets. In the areas between nodes, parking should be placed behind buildings and buffered from Route 36 and made less conspicuous through landscaping.

Planning for the areas in between Nodes: Do’s and Don’ts	
Do:	Don’t:
<ul style="list-style-type: none"> ✓ Implement very restrictive zoning, limit uses and densities on small and shallow lot configurations ✓ Emphasize tourism/beach character, limiting uses to recreation and tourism-related businesses (e.g., fishing shops; surf and bike shops; ice cream stands) ✓ Emphasize estuary crossings and connections to Raritan Bay ✓ Encourage use of buffers and parkway treatments ✓ Develop design standards that minimize building mass and emphasize landscaping 	<ul style="list-style-type: none"> ✗ No convenience stores or gas stations ✗ No billboards ✗ Limit new driveways through access management ✗ Restrict development on small lots

IMPLEMENTATION STRATEGIES

Each municipality along Route 36 should evaluate and implement changes to their zoning and create design guidelines as appropriate in order to develop gateways, nodes, and a parkway aesthetic along Route 36.

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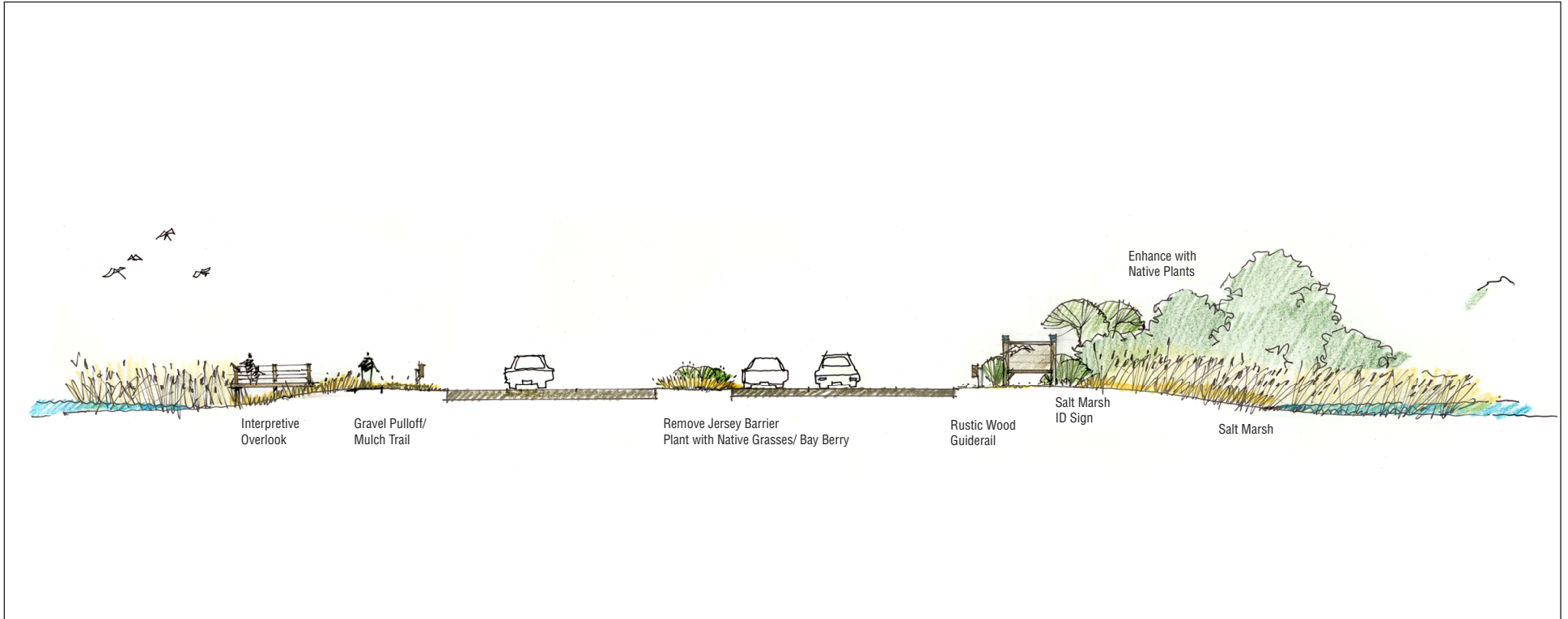


In areas along Route 36 in between nodes, the road should have a parkway feel. Landscaped buffers should be created on either side of the road and retail uses should be limited.

Concept Rendering: Route 36 Section at
"In-Between Area"

Figure 3-6

2.16.06



Where Route 36 intersects with creeks and estuaries, viewing areas could be created and signage could be provided to highlight the area's natural setting.

Concept Rendering: Route 36 Section at
Raritan Bay Creek Crossings
Figure 3-7

In order to create a cohesive land use and urban design scheme along Route 36, the municipalities should work closely with one another through participation in the Bayshore Regional Collaborative. One strategy for implementing a cohesive plan is for the municipalities to work together to develop a comprehensive zoning overlay that would embody the above management strategies.

Similarly, each of the municipalities along Route 36 will need to work closely with NJDOT to implement roadway improvements such as medians and buffers. Roadway improvements would be more effectively implemented if the municipalities approached NJDOT together with a unified plan rather than each municipality making requests independently. Because each municipality would be seeking similar improvements at gateways and nodes as well as the proposed low-density areas in between, these could be achieved with greater efficiency if this entire stretch of Route 36 were addressed as a whole.

Funding for these efforts along Route 36 should be pursued from sources listed above under “Awareness of the Bayshore Region.” Additionally, the New Jersey Department of Environmental Protection (NJDEP) offers funds through the section 319(h) grant program to implement programs and projects designed to reduce nonpoint source pollution. Bayshore municipalities should apply for these funds to improve stormwater drainage along Route 36.

D. DOWNTOWN CENTERS

ISSUES

Several of the Bayshore municipalities have achieved success in revitalizing their downtown centers and continue to build on this success with ongoing improvement efforts. Other municipalities have tried without success to spur economic development in their downtowns. On the whole, downtown centers in the Bayshore are in need of continued economic revitalization with a focus on improving design and protecting historic character.

MANAGEMENT STRATEGIES/ALTERNATIVES

Several municipalities have already developed design guidelines for their downtown areas or are in the process of doing so. Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. Fenestration and continuous street walls should be required in order to create an interesting streetscape.

BAYSHORE CASE STUDY: CHURCH STREET, KEANSBURG

Just west and south of Keansburg’s downtown area, the Henry Hudson Trail and Waackaack Creek converge with Church Street. Along Waackaack Creek, planning efforts are underway to create a greenway (see Section 4, “Waterfront and Open Space”). The convergence of these two recreational pathways at this location offers a unique opportunity for the development of the area as an ecotourism destination. Church Street should be developed with neighborhood-scale retail, extending the downtown area to connect with the creek and the bike trail (see Figure 3-8, “Keansburg: Concept Plan for Church Street/Waackaack Creek Area”). Recreational amenities such as a scenic viewing area and a kayak launch could be added along the creek. This new recreational activity center would be connected via the Henry Hudson Trail to the existing baseball fields south of Church Street. Along Church Street, new businesses could be attracted to cater to the recreation and tourism potential of this location and serve the hikers, bikers, and kayakers that would visit the area. Retail uses such as kayak or bike rental shops, delis and restaurants, and artisan craft shops should be encouraged in this area to support tourism.

In addition to requiring that design respect historic character, zoning should limit the types and scale of commercial uses to those that are appropriate for a pedestrian-friendly downtown. Small retail shops, restaurants and cafes, social clubs, hotels, galleries and cultural facilities, and personal services establishments should be encouraged in the downtown areas. Municipalities should establish mixed-use zoning in the downtowns. Mixed-use development with apartments above storefronts can enliven downtown commercial districts, creating pedestrian activity in both daytime and evening hours and provide the “eyes on the street” that make a neighborhood feel safe and vibrant.

BAYSHORE CASE STUDY: CAMPBELL'S JUNCTION, MIDDLETOWN

At Campbell's Junction in Middletown, Main Street and Leonardville Road converge at the path of a former trolley line at a location served by a bus stop along Leonardville Road. Design guidelines, landscaping, and improved circulation should be used to create a transit-oriented village center. A planned redesign of the bus stop just east of this intersection would add to the area's appeal as a center of commercial and residential activity. For more information on the potential improvement of transit at this location, see Section 5, “Transportation” (Figures 5-2 through 5-4).

IMPLEMENTATION STRATEGIES

Improvements to downtown areas are already underway in a number of Bayshore municipalities. Municipalities should continue to review zoning in their downtown areas to ensure that uses, densities, and design guidelines are conducive to a lively, pedestrian-friendly downtown. Keansburg should consider modifying its zoning to encourage live/work spaces for artists and to encourage ecotourism-related uses in the Church Street area. The zoning code of Peekskill in Westchester County could serve as a model (see “Case Study: Live/Work Space for Artists in Peekskill, NY”). Keansburg should actively join the current efforts in Hazlet to create the Waackaack Creek Greenway. In order to create a pedestrian-friendly village center, Middletown should pursue mixed-use zoning in the Campbell's Junction area and carry out landscaping improvements.

The New Jersey Department of Community Affairs' (DCA) Main Street New Jersey program offers technical assistance to improve and manage local downtowns. Assistance can be provided through this program to downtown revitalization organizations, Special Improvement Districts, Economic Development Corporations, and designated Main Street New Jersey municipalities. For information on becoming a designated Main Street New Jersey community, municipalities should visit the DCA web site at <http://www.state.nj.us/dca/dcr/msnj/index.shtml>.

Under its At Home Downtown program, the New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas. The program could be used to develop the Bayshore's downtowns into vibrant mixed-use neighborhoods.

CASE STUDY: LIVE/WORK SPACE FOR ARTISTS IN PEEKSKILL, NY

The City of Peekskill in Westchester County, New York has been successful in revitalizing its downtown using zoning incentives to create live/work spaces to attract artists. In the 1960's, 70's, and 80's, Peekskill had been losing retail businesses to new suburban malls and manufacturing jobs to locations with cheaper labor, leaving the city economically depressed.



In 1992, Peekskill adopted a special purpose zoning district to create spaces for artists to live and work. The special artist district offers landlords economic incentives including tax breaks, grants, façade improvements, and loans to renovate buildings that can be used as live/work space for artists. The Peekskill Arts Council now has a registry of over 100 artists operating in the city. Local galleries coordinate events such as annual open studio days during which downtown artists open their studios to the public. Galleries and studios work with the local Business Improvement District to put banners and informational kiosks promoting the galleries and art studios downtown.

E. POTENTIAL REVITALIZATION OR REDEVELOPMENT OPPORTUNITIES

ISSUES

There are a number of large vacant or underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment. These include vacant former industrial or commercial sites as well as several sites along the waterfront.

MANAGEMENT STRATEGIES/ALTERNATIVES

Recommendation 1: Redevelopment areas in Keyport (Aeromarine site) and Aberdeen (train station Anchor Glass, Freneau, and South River Metal areas), and Matawan (train station area) should be planned and developed in a manner consistent with the recommendations of this plan. (See Figures 3-6 and 3-7 of Section 3, “Economic Development Profile,” in Part I, *Regional Profiles*, of this report). For example, the Aeromarine site on the waterfront in Keyport offers an opportunity for environmentally sensitive development that provides waterfront views and recreational access. The Aberdeen/Matawan train station area is proposed to be developed with residential and commercial use in a pedestrian-oriented environment. Gateway imagery should be used to make this area a transit gateway to the Bayshore Region.

The Aeromarine site on the waterfront in Keyport offers an opportunity for environmentally sensitive development that provides waterfront views and recreational access. In 2005, Keyport was given the designation as a Brownfield Development Area (BDA) from the Department of Environmental Protection. The BDA designations provide funding opportunities and assistance from NJDEP to address remediation requirements and redevelopment of multiple brownfield sites in the Borough including Aeromarine. However, Keyport will be unable to remediate and

Section 3: Economic Development Issues and Strategies

redevelop this brownfield site with the current state planning area designation of PA-5, which limits impervious coverage to 3% in a CAFRA area. As part of Monmouth County's 2004 Cross-Acceptance Report, Keyport recommended a planning area change to PA-1 for the Aeromarine site. While a change in planning area designation would be necessary, sensitive environmental features on the site should retain a PA-5 designation or be identified as CES (Critical Environmental Site) overlays to protect habitat and natural resources. It is important that the redevelopment of the Aeromarine site include public access to the waterfront along the perimeter of the site.

Recommendation 2: Keansburg and Highlands are reviewing potential redevelopment areas near the waterfront; any redevelopment plans for these areas should be consistent with this plan's recommendations relating to economic development and open space. Keansburg has delineated an area in need of redevelopment along the waterfront west of the amusement park. Highlands' Master Plan identifies three potential redevelopment areas along the waterfront, including the blocks between Willow Street and the border of Atlantic Highlands; a waterfront block north of Shore Drive slightly west of the ferry terminal; and two waterfront blocks north of Fifth Street between Cedar and Miller Streets.

Any redevelopment plans for these areas should be compatible with the maritime character of the Bayshore and should allow for public access to the waterfront for recreational use. Consistent with the strategies that are described in Section 4, "Waterfront and Open Space," development in these areas should adhere to high environmental standards. Design and density regulations should be employed to preserve views and to ensure that development is visually compatible with the waterfront environment.

Recommendation 3: A comprehensive plan for the vacant Bradlees site and adjacent Stone Meadows site in Hazlet should be pursued in a manner that is consistent with the comprehensive vision for Route 36 presented above and with the open space vision described in Section 4, "Waterfront and Open Space." A comprehensive plan should be developed for the vacant Bradlees site and the adjacent undeveloped land so that it can include open space. Under such a plan, new development should be directed to the already disturbed vacant Bradlees site and integrated into an overall plan that includes open space and a mix of other potential uses. Open space should serve as an amenity for the new and existing residents and businesses.

IMPLEMENTATION STRATEGIES

Municipalities should review their redevelopment area planning efforts and make changes to ensure that they are consistent with this plan's regional goals and recommendations relating to economic development, waterfront and open space, and housing. Where appropriate, they should consider pursuing brownfield funding for formerly industrial sites such as Anchor Glass, South River Metal, and Aeromarine. *

Section 4:

Waterfront and Open Space Issues and Strategies

A. INTRODUCTION

As presented in Part I, *Regional Profiles*, three key regional waterfront and open space issues have been identified to be addressed under the plan:

- *Waterfront and Open Space Preservation and Access.* There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. Many upland resources are not protected and are at risk for development.
- *Waterfront Land Use and Design.* The Raritan Bay waterfront and inland riparian corridors are primary elements that define the character of the Bayshore Region. Development should be minimized in these areas; when development is necessary, strict protective measures and design standards should be required.
- *Waterfront Maintenance.* Beachfront maintenance including erosion control, dredging, and clean-up is costly. Regional approaches are needed.

For each of these plan elements, issues, management strategies and implementation strategies are presented.

B. WATERFRONT AND OPEN SPACE PRESERVATION AND ACCESS

ISSUES

Miles of shoreline along Raritan Bay and Sandy Hook Bay form the northern boundary of the Bayshore Region. The beaches of Raritan Bay are generally calm, without the riptides experienced at Atlantic coast beaches, making them friendlier for families and certain recreational activities such as kayaking and sailing. These beaches are mainly known to and frequented by local residents of the Bayshore Region.

In general, access to the Raritan Bay shoreline is limited and disjointed, due in large part to the numerous tributaries that transect the Bayshore Region. No continuous path, boardwalk, or road travels along the shoreline. A mix of uses and land forms also limit access including many residences that line the waterfront, a large naval base, and extensive wetland areas. The Henry Hudson Trail is yet to be completed in Atlantic Highlands and Highlands and requires better linkages between the trail and waterfront.

The Region is densely developed, with few remaining large tracts of natural area. Many of these remaining natural areas contain environmentally sensitive resources including tidal wetland areas, coastal dunes, salt marsh wetlands and mudflats, and riparian corridors. These areas provide significant habitat for waterfowl, shorebirds, amphibians, small mammals, and fish

spawning. Future development pressures may place some of these areas at risk. Because there are limited open space resources in the region particularly in the upland areas, and because these natural areas play a vital function in providing coastal habitat and stormwater management, many of these remaining tracts should be preserved and enhanced as open space.

MANAGEMENT STRATEGIES/ALTERNATIVES

There have been a number of planning initiatives to enhance waterfront and open space preservation and access within the Bayshore Region. The two most notable efforts are the *Bayshore Waterfront Access Plan*, adopted by the Monmouth County Planning Board in December 1987 and the *Bayshore Trail System Design Manual*, adopted by the Monmouth County Planning Board in May 1993 as a component of the *Bayshore Waterfront Access Plan*.

The *Bayshore Waterfront Access Plan* proposed continuous waterfront access, a regional linear park called the Bayshore Trail System, five Regional Park and Preservation areas (Cliffwood Beach/Matawan Creek Wetlands, Conaskonk Point, Natco Lake, Keansburg Beach, and Three Creeks) and several local waterfront parks. The *Bayshore Trail System Design Manual*, proposed the creation of 11 trail segments from Veterans Park in Highlands to Cliffwood Beach in Aberdeen with activity centers that would provide focal points for users of the trails. These studies are further described in Part I, *Regional Profiles*.

Many of the recommendations in the plans are yet to be implemented. The recommendation in this Bayshore Region Strategic Plan are largely based on these previous efforts, with a focus on the elements that remain to be completed and how to facilitate their implementation (see *Implementation Strategies* below).

Recommendation 1: Create better linkages along the waterfront.

As detailed in Part I, *Regional Profiles*, there is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers. The *Bayshore Waterfront Access Plan* and the *Bayshore Trail System Design Manual* proposed the development of a linear regional park called the Bayshore Trail System including a Baywalk (waterfront pedestrian trail) and a Bay Bikeway (waterfront bikeway). These trails, with some modification to account for current conditions, are shown on Figures 4-1 through 4-4. This Bayshore Region Strategic Plan recommends that the many incomplete sections of these trails be completed according to the detailed design specifications enumerated in the 1993 design manual. These trails should be linked, at key locations, to the Henry Hudson Trail, which is typically located further inland.

In addition, efforts are underway to complete the Henry Hudson Trail/Bayshore Trail between Avenue D and Popamora Point in Atlantic Highlands. In Highlands, the trail will ultimately be connected to the new Sandy Hook Bridge, allowing access to Sandy Hook. The Henry Hudson Trail, part of the Monmouth County Park System, is an old railroad right-of-way that roughly parallels Route 36 and provides pedestrian, bicycle, jogging, and other recreation.

The trail extends for ten miles through the Bayshore Region. Beyond the Bayshore Region, an extension from Matawan to Freehold is under development that will link central and western Monmouth to the Bayshore Region and Sandy Hook. The Phase I extension in the Freehold area opened in 2005. However, there are two obstacles that force the trail off the railroad right-of-way that it follows elsewhere and onto streets in the Matawan/Aberdeen area: a bridge crossing at Lake Matawan and a wetland area between the Garden State Parkway and the Aberdeen-Matawan train station. The discontinuity of the trail at these locations makes it less appealing

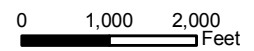
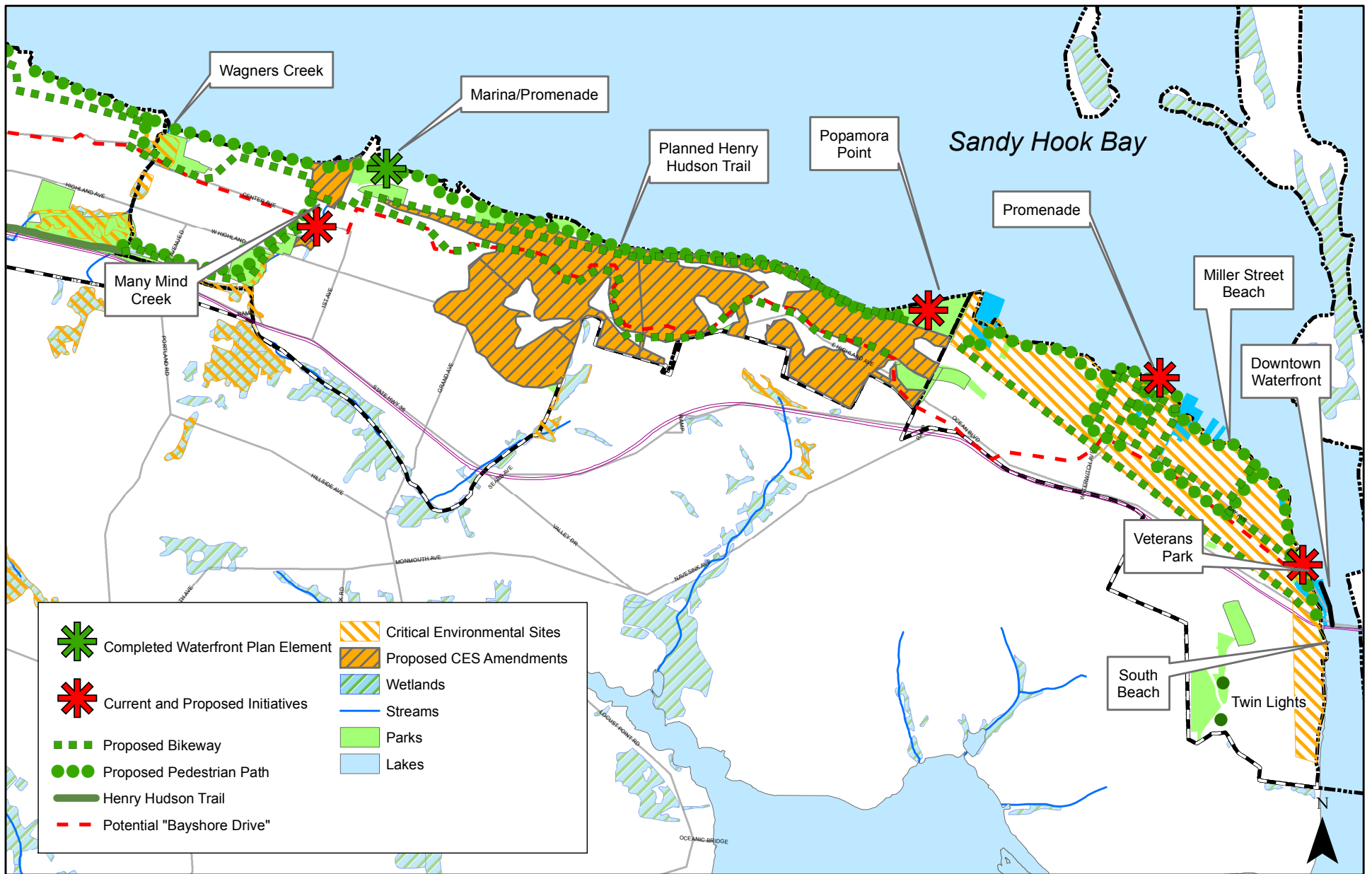


Figure 4-1
Highlands/Atlantic Highlands: Planned Bikeways, Walkways, and Other Initiatives

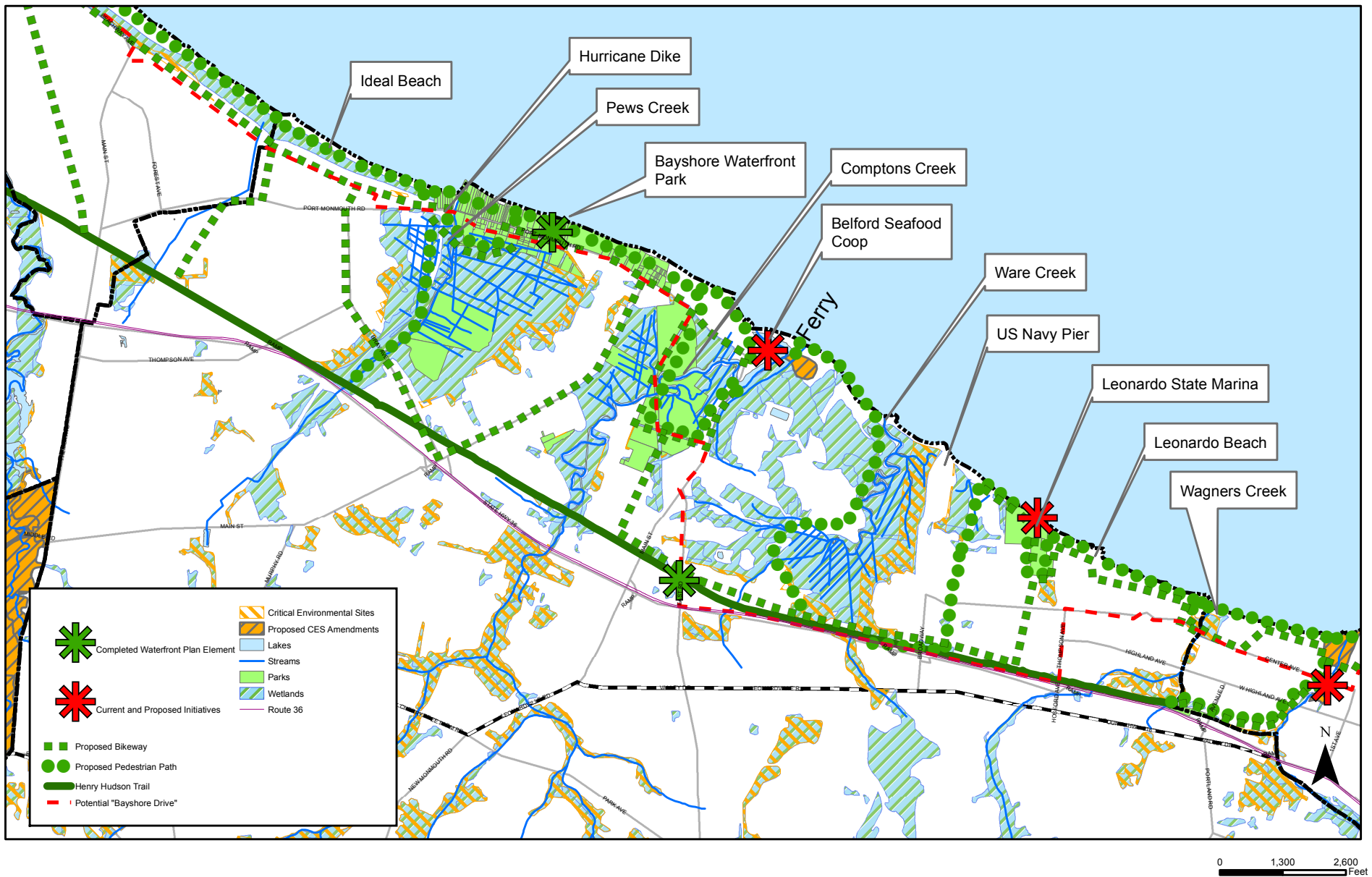


Figure 4-2
Middletown: Planned Bikeways, Walkways, and Activity Centers

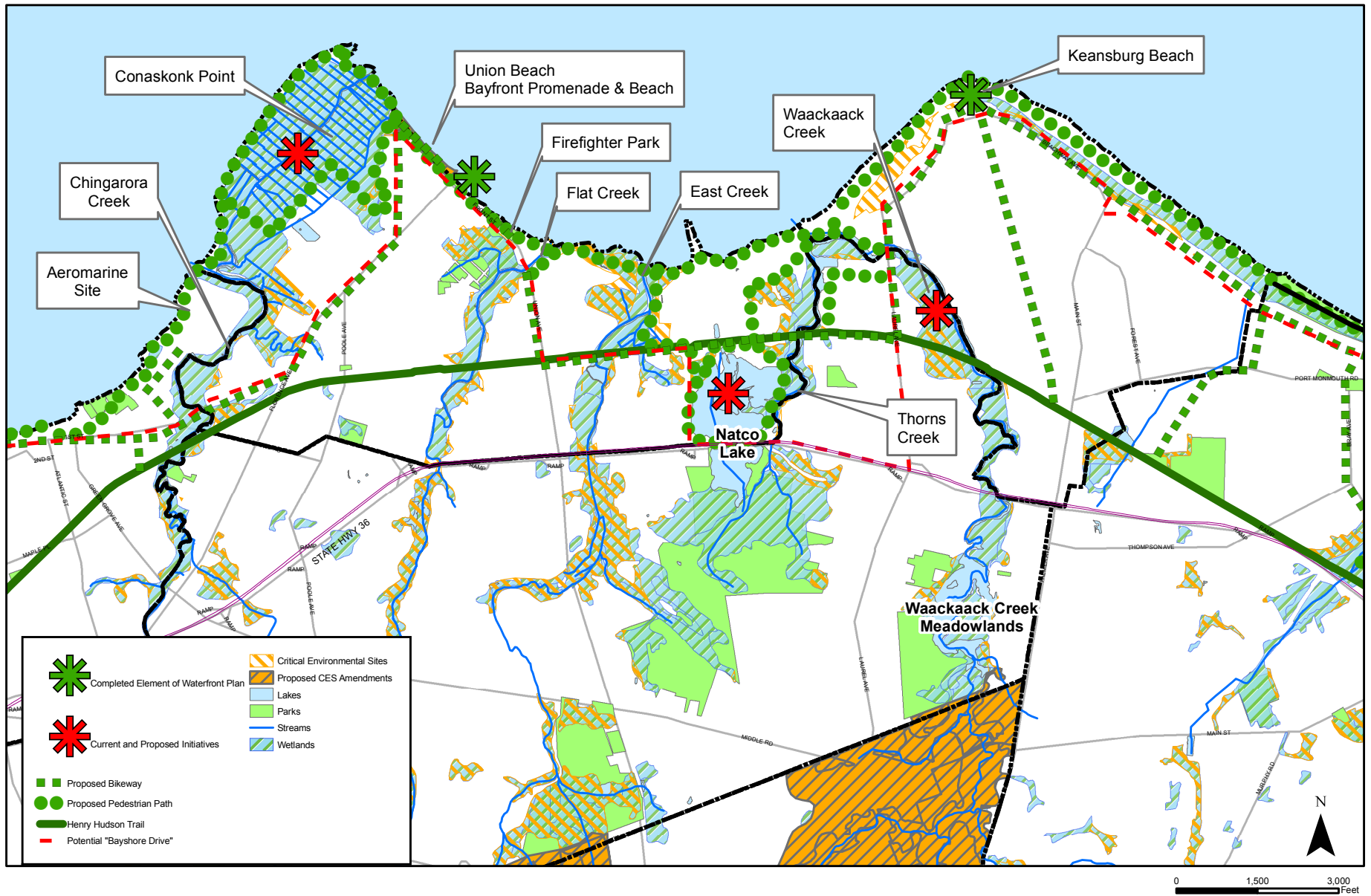


Figure 4-3
Union Beach/Hazlet/Keyport: Planned Bikeways, Walkways, and Other Initiatives

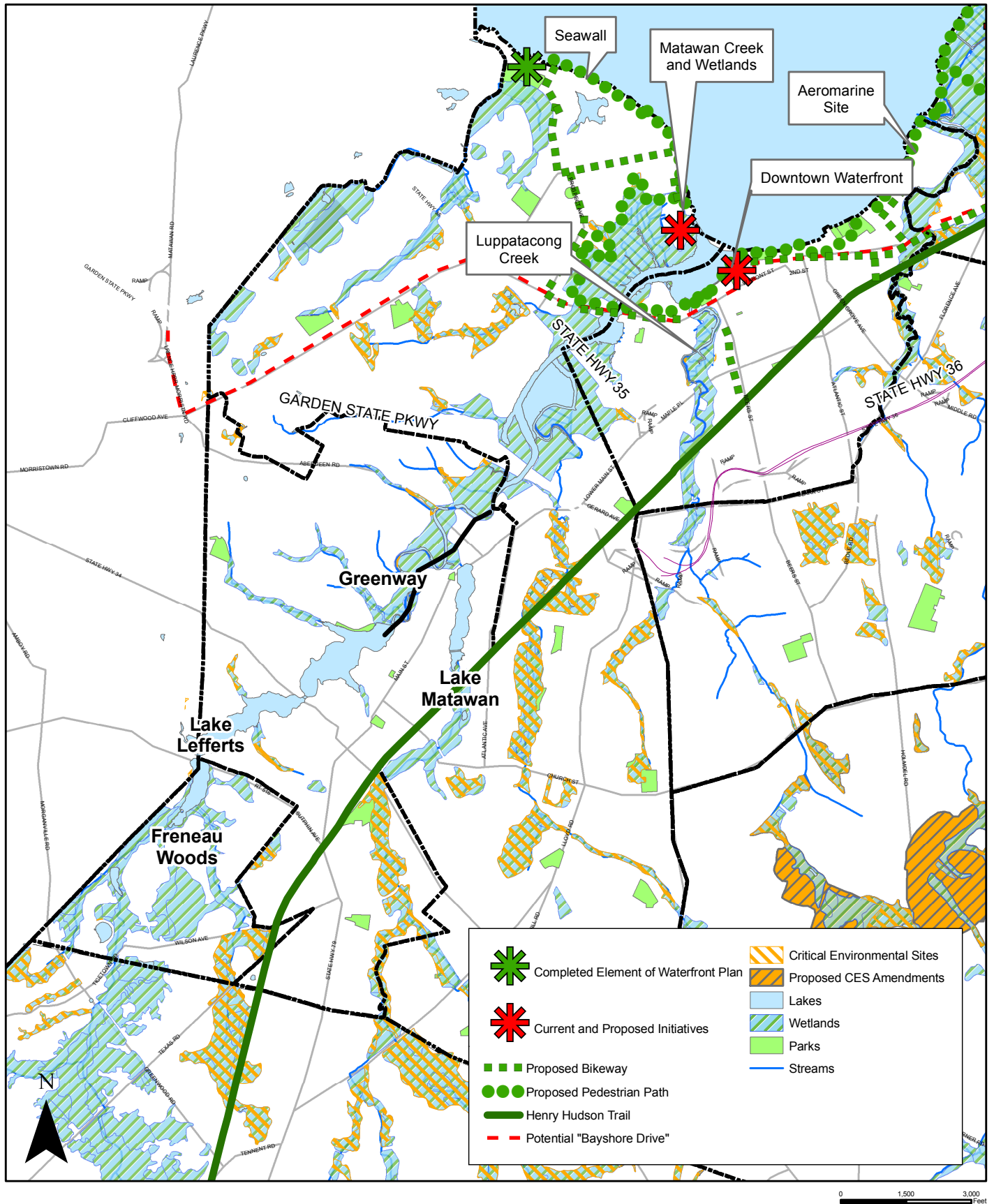
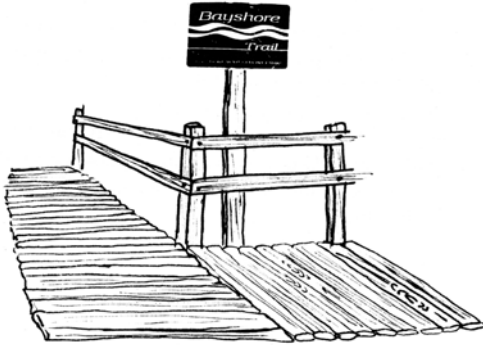


Figure 4-4
Aberdeen/Matawan/Keyport: Planned Bikeways, Walkways, and Other Initiatives

for walkers and bikers traveling to points west. The trail should be extended along the right-of-way through this area rather than being diverted to vehicular streets.



Example of Signage from *Bayshore Trail System Design Manual*

Signage along all three trails (Baywalk, Bay Bikeway and Henry Hudson Trail) that identifies linkages between them and directs users to key Bayshore assets such as historic downtown centers is a critical component of this recommendation. The Henry Hudson Trail is in need of better connections and signage to direct users to the waterfront and other assets in the many communities it travels through.

The trails would supplement the new vehicular Bayshore trail proposed under *Economic Development* above.

Finally, waterfront parks and promenades, including the Gateway National Recreation Area at Sandy Hook, could be connected to each other and to downtown waterfront areas via water taxis. With such linkages in place, visitors who arrive at Sandy Hook via ferry from Manhattan may, for example, take a water taxi to a nearby downtown such as Highlands or Atlantic Highlands to shop or have dinner, or to the Keansburg Amusement Park. Development of waterfront taxi service is currently being planned for by the Highlands Business Partnership.

Recommendation 2: Complete the restoration and acquisition of key regional waterfront and upland open space assets.

The Bayshore Region is densely developed and there are few undeveloped waterfront areas or large tracts of undeveloped natural lands remaining. The following sites (from east to west) are key regional open space and waterfront sites that are in need of enhancement and/or restoration (see also Figures 4-1 through 4-4 for the locations of these sites).

- Veterans Park (Highlands)
- Waterfront Promenade (Highlands)
- Popamora Park (Atlantic Highlands)
- Many Mind Creek Greenway (Atlantic Highlands)
- Areas between Many Mind Creek and Wagner Creek (Atlantic Highlands)
- Waackaack Creek Greenway (Hazlet/Keanburg)
- Natco Lake (Union Beach/Hazlet)
- Conaskonk Point (Union Beach)
- Keyport Downtown Waterfront (Keyport)
- Matawan Creek Wetlands (Matawan/Aberdeen/Keyport)

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This Bayshore Region Strategic Plan recommends that open space access and amenities be provided for all of these sites. Land acquisition for sites not under public ownership should be pursued.

The majority of these sites were recommended many years ago as either Regional Park and Preservation Areas or Major or Minor Activity Centers in the *Bayshore Waterfront Access Plan* (1987) and the *Bayshore Trail System Design Manual* (1993) and remain uncompleted to this day. Fortunately, many of these sites are actively being planned or constructed for open space (see *Implementation Strategies* below). However, a few sites, most notably Conaskonk Point and Matawan Creek Wetlands are not being pursued for open space access. In addition, the Highlands waterfront promenade remains incomplete with no planning initiative currently in the works.

Other areas that should be considered for preservation and/or open space access include:

- Portions of the Aeromarine site in Keyport. This area, which is being planned primarily as a residential area under a redevelopment planning process, should incorporate ample opportunities for open space access to the waterfront.
- Portions of the Freneau Woods area in Aberdeen that includes wetlands areas and a farm. The redevelopment plan should be reviewed to determine if there are any additional areas that can be preserved.
- The Stone Creek Meadows site, which consists of undeveloped land with intermittent farming activity on small portions of the site. The Stone Creek Meadows site is adjacent to the vacant Bradlees site along Route 36 and a comprehensive plan for the two sites could provide opportunities for mixed use development with open space.
- Riparian corridors. In addition to the Waackaack Creek Greenway and Many Mind Creek Greenway proposals, there are many other tributaries throughout the Region that should be reviewed for possible open space preservation and acquisition. See also *Waterfront Land Use and Design* below.

Additionally, the Monmouth County Park System is amending its County Open Space Plan to include two proposed expansions of the park system in the Bayshore Region. The amended plan identifies the Bayshore Waterfront Park in Middletown as a regional park and calls for the transfer of land from municipal ownership to the County to complete park acquisitions. The updated plan recommends the acquisition of contiguous property and the elimination of inholdings such as paper streets. The preservation of wetlands and coastal habitats is included in the plan. The amended plan also calls for additions and enhancements to the Henry Hudson Trail, including improving the entrance to Popamora Point; eliminating discontinuities in the trail and incompatible neighboring uses; permitting trail realignment in difficult areas; and linking with the multi-use path at Sandy Hook via a new Route 36/Highlands Bridge.

IMPLEMENTATION STRATEGIES

Recommendation 1: Municipalities should work with county, state, and federal agencies to advance and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.

Local municipalities should continue to work with county, state, and federal agencies to advance and complete the restoration and acquisition of key regional waterfront and upland open space assets. New initiatives should be started for the Bayshore pedestrian and bike trails, Conaskonk

Point, Matawan Creek Wetlands, the Highlands waterfront promenade, and riparian corridor protection. In order to preserve and enhance open space, municipalities can consider:

- land acquisition,
- forming public-private partnerships,
- proposing Critical Environmental Sites and PA5 designation as amendments to the State Plan, and
- zoning and other regulatory tools (see *Waterfront Land Use and Design* below)

Municipalities, with the assistance of State and County agencies, will need to continue current planning efforts and initiate new ones to facilitate implementation of the plan's management strategies located in their municipalities. However, a great benefit would be derived if the municipalities and other regional stakeholders could work collectively, through the Regional Collaborative, to achieve a number of the management strategies. In fact, several plan elements require such regional collaboration in order to be carried out successfully, including development of the Baywalk, Bay Bikeway and Bayshore vehicular trail that traverse numerous municipalities. Regional cooperation would also be beneficial in advocating with County and State agencies so that regional priorities could be advocated by the region as a whole, rather than each individual municipality advocating their needs separately. Acting as a liaison for the region, the Regional Collaborative could identify and pursue funding and other resources to expedite both current efforts and new projects.

Current Planning Efforts

There are a number of planning initiatives currently underway to enhance and/or acquire the key regional sites identified under *Management Strategies* above. These efforts should continue with additional support provided by state agency funding.

- *Henry Hudson Trail in Atlantic Highlands and Highlands:* These Boroughs should continue to work with the Monmouth County Park System to extend the Henry Hudson Trail. Issues regarding the width of the proposed trail along the shoreline in Atlantic Highlands are being resolved and construction is expected to begin shortly. A key trail node will be Popamora Point which is currently being developed by the Monmouth County Park System on the former waterfront sewer authority site.
- *Veteran's Park:* Highlands and the Highlands Business Partnership (HBP), a business improvement district (BID), should continue efforts to upgrade Veteran Park and develop water taxi service linking the park and Highlands' central business district to the Gateway National Recreation Area at Sandy Hook.
- *Many Mind Creek Greenway:* Atlantic Highlands should continue working with the New Jersey Natural Gas Company to remediate and restore the creek from Route 36 to the Bay. Once this cleanup is completed, a greenway will be established along the creek, providing a critical link between the existing Henry Hudson Trail, which ends at Avenue D, and the proposed continuation of the trail along the Atlantic Highlands waterfront east of the marina.
- *Waterfront Areas between Many Mind Creek and Wagner Creek:* Atlantic Highlands is considering the acquisition of a 10.7 acre parcel of land along Many Mind Creek, just west of the ferry. Green Acres has agreed to provide 50-50 matching funds for open

space acquisition. The NY/NJ Harbor Estuary Program has given priority designation to the Many Mind Creek Greenway including the beachfront/salt marsh property as an acquisition and restoration project. In addition, the Borough is seeking to acquire a waterfront property near Wagner Creek, consisting of a salt marsh and upland areas; part of the area is currently being used for boat storage.

- *Waackaack Creek Greenway*: Hazlet and Keansburg should continue working with the Baykeeper and Green Acres to develop the Waackaack Creek Greenway to create a protected conservation area. The extensive wooded and wetland area along Waackaack Creek extends through Homdel, Hazlet, and Keansburg. Under 2004 Cross Acceptance, Holmdel has included large wetland areas around Waackaack Creek as proposed Critical Environmental Site Amendments. Hazlet and Keansburg should consider designating their portions of the greenway as Critical Environmental Sites or as PA5 to ensure greater future protection of the corridor. Keansburg should consider enhancements to the Church Street area where the Greenway would meet the Henry Hudson Trail (see *Economic Development* above).
- *Natco Lake*: Union Beach should continue working with IFF and OSG on a study that will examine possible enhancements to Natco Lake. The study will evaluate IFF's potential corporate campus, enhancements to Natco Lake, and possibly creating public waterfront access to the north of the site. Natco Lake, a 60 acre natural area owned by Union Beach Borough and Hazlet Township, contains a freshwater lake, woodlands, wetlands, and wildlife habitat and can be used for recreational fishing (striped bass) and boating. The area is not well-used because access to the lake is difficult and there is a lack of amenities and parking. Enhancements to the area are greatly needed including maintained trails, picnic areas, small boat launches, and other amenities.
- *Keyport Downtown Waterfront*: Keyport should complete its waterfront redevelopment study undertaken with an OSG grant and continue working with Green Acres on waterfront pier improvements. Creating better linkages between the downtown and waterfront, preserving the maritime character of the area, and protecting and expanding marina uses on the waterfront are key goals of the plan. A number of capital improvements are being planned including bulkhead replacement, a new promenade, Green Acres pier replacement, harbor dredging, American Legion Drive replacement, downtown and waterfront parking, and a waterfront market.

New Planning Efforts Needed

- *Bayshore Trails*: The municipalities with waterfront frontage—primarily Highlands, Atlantic Highlands, Middletown, Keansburg, Union Beach, Keyport and Aberdeen – ideally working collectively through the Regional Collaborative, should initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail.
- *Conaskonk Point*: Union Beach should facilitate a public/private initiative to provide access to Conaskonk Point. A task force should be created and include: the Borough, Jersey Central Power & Light, Monmouth County Park System, Baykeeper, Army Corps of Engineers, Port Authority of New York and New Jersey, and Bayshore Regional Watershed Council.

- *Matawan Creek Wetlands:* Aberdeen should facilitate an initiative to provide open space access to Matawan Creek Wetlands. A task force should be created and include: Aberdeen, Matawan, Keyport, Monmouth County Park System, Baykeeper, Army Corps of Engineers, Port Authority of New York and New Jersey, and Bayshore Regional Watershed Council.
- *Highlands Waterfront Promenade:* The Highlands Business Partnership (HBP) should work with Highlands, the Army Corps., and possibly State agencies to complete the waterfront promenade.
- *Riparian Corridor Protection:* All municipalities should review their riparian corridors to identify acquisition sites and potential areas to be designated as Critical Environmental Sites and PA5 as amendments to the State Plan where permitted in accordance with State mapping guidelines. (See also *Waterfront Land Uses and Design* below.) Corridors that should be reviewed include: Three Creeks (Ware, Comptons, Pews) area (Middletown), Waackaack Creek (Hazlet/Keansburg), Thorns Creek (Hazlet/Union Beach), East Creek (Union Beach/Hazlet), Flat Creek (Union Beach/Hazlet), Luppatacong Creek (Keyport), and Matawan Creek (Matawan/Aberdeen/Keyport). Clearly, since many of these tributaries define municipal boundaries or traverse multiple municipalities, planning efforts lend themselves to inter-municipal cooperation.
- *Stone Creek Meadows:* Hazlet should work with the owners of the Stone Creek Meadows and Bradlees sites, OSG, and local environment and civic groups to develop a comprehensive plan for the sites that includes mixed-use development incorporating open space.

Recommendation 2: Pursue Potential Funding Sources

The Bayshore municipalities, with the possible support of the Regional Collaborative, should pursue funding to complete the Bayshore trails and enhance/acquire the key waterfront and open space assets discussed above. The following sources should be explored for potential funding:

- *The New Jersey Department of Environmental Protection's (NJDEP) Green Acres program.* Green Acres purchases land to protect environmentally sensitive open space, water resources and other significant natural and historical open space. Land purchased by Green Acres becomes part of the statewide system of parks and forests, wildlife management areas and natural areas. Through the Local Assistance Program, Green Acres provides funding to county and municipal governments, and nonprofit organizations to acquire land for open space and parks. Green Acres also provides assistance to local governments and nonprofit organizations to develop parks and outdoor recreation facilities in their communities.
- *NJ OSG Smart Growth Grants* (e.g., for Natco Lake). Smart Future Grants from OSG provide financial assistance to municipalities, counties and non-profit organizations to support long-range land-use planning. OSG also offers a Community Design and Physical Planning financial assistance program for planning and design efforts related to State Plan implementation and Smart Growth objectives. Assistance can be provided for visioning, design charettes, master planning, redevelopment planning, design guidelines, zoning and land development codes, technical standards for planning and request for proposals for consultant and developer selection.

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- *New Jersey Department of Transportation's (NJDOT) Bikeways Funding program.* This is a funding initiative to create bike lanes and bikeways. The program is funded through the Transportation Trust Fund and administered by the Local Aid and Economic Development program of NJDOT.
- *Voter-imposed purchase of development rights/open space fund.* Many municipalities throughout the country have established open space funds to assist in purchasing property and development rights of ecologically sensitive lands. A referendum is usually the means for issuing a bond to generate money for the purchase of land and development rights. The Bayshore municipalities should prepare Community Preservation Project Plans for they key regional waterfront and open space assets that are in need of restoration or acquisition. These would serve as the master plans for site acquisition and preservation.
- *Monmouth County Municipal Open Space Grant program.* This program is administered by the Park System on behalf of the County. Funds may be used for municipal open space acquisition and development projects.
- *NJ Shore to Grow Transfer of Development Rights (TDR) program.* Similar to the Statewide and Highlands TDR Demonstration Projects, the Department of Community Affairs (DCA) is requesting proposals for a shore region TDR demonstration project. DCA will select two projects that embrace the TDR concept as means to maintain the community's shore character. The Office of Smart Growth will provide technical and financial assistance to these communities for the planning associated with implementing a TDR program.
- *NJDEP Section 319(h) grant program.* This program offers funds to implement programs and projects designed to reduce nonpoint source pollution.
- *NJDEP's Division of Watershed Management (DWM) Water Quality Planning grants.* NJDEP offers grants for Water Quality Planning (WQP) projects pursuant to Section 604(b) of the federal Clean Water Act (Act).
- *NJDEP's Environmental Infrastructure Financing Program.* This program provides low interest loans to municipalities for the construction of a variety of water quality protection measures, including wastewater treatment, stormwater, and other non-point source management facilities. Funding is also available for land acquisition and remedial activities including brownfields. The fund offers 0 percent interest loans for twenty years for half the project cost. The trust also provides loans at the market rate for the remaining allowable project costs, for a net interest rate of approximately half of market rate. However, for land acquisition that protects water quality the proportion is 75:25, for a net interest rate of approximately one-quarter of market rate.
- *Tax increment financing.* Under this mechanism, a municipality could float a bond to finance infrastructure projects or open space acquisition and use the revenue generated by the project as a means of paying back the bonds. For example, the projected revenue generated from increased property values as a result of open space preservation could be used to finance the purchase of development rights or the outright acquisition of critical parcels.

C. WATERFRONT LAND USE AND DESIGN

ISSUES

The Region has managed to preserve many of its maritime heritage assets. Ironically, this has been a benefit of the slower growth in the Region over recent decades. However, increasing development pressures, particularly along the bay waterfront and riparian corridors, have created a number of concerns. New development is often out of scale and style with existing development, threatening the Region's character. This is particularly true along the waterfront where an upswing in residential development has narrowed viewsheds and limited access.

Higher development densities and, at times, irresponsible development practices have compromised the important natural drainage functions of the region's riparian corridors and have led to erosion, flooding and destruction of wetland and other significant habitat areas. Building at higher elevations in these areas, as required by FEMA rules, have adversely affected community character.

For the most part, municipal zoning does not address these concerns. In addition, current zoning allows for a broad range of uses along the waterfront, some of which are not water-dependent. Water-dependent uses, such as access points for small craft such as kayaks and sail boats are limited.

MANAGEMENT STRATEGIES/ALTERNATIVES

Recommendation 1: Review waterfront zoning and make changes to ensure that permitted land uses along the waterfront are appropriate.

As shown in Table 4-1, the wide variety of land uses permitted by the zoning districts mapped along the Raritan Bay waterfront include residential, conservation/recreation, resort and recreation-oriented commercial (e.g., restaurants, hotels, and marinas), general commercial (retail, business services, and personal services), and industrial and research uses. Notable is that only three municipalities – Atlantic Highlands, Keansburg, and Aberdeen – have zoned any of their waterfront lands as conservation/recreation.

Some of these permitted uses could jeopardize the Bayshore's maritime character and natural resources. It is recommended that municipalities conduct a review of allowable uses along the waterfront and remove those uses that are not desired. The following guidelines should be considered in this review process to ensure that zoning regulations in the Bayshore Region are more consistent with regional visions relating to land use and waterfront and open space access:

- Rezone areas adjacent to the beachfront as conservation and recreation, where feasible.
- Limit or prohibit new residential development immediately adjacent to the beach front, as such development often blocks views and limits access to the water. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge.
- Limit commercial uses to specific areas, such as waterfront downtowns, and require that such uses be water-dependent. Uses that are dependent on or enhanced by proximity to the waterfront could include restaurants and bars, inns, fishing and seafood establishments, and marinas, boat yards, and boat repair facilities. Encourage maritime uses, such as the Belford Seafood Co-op and small craft marinas (e.g., sailing), and protect them from encroachment and displacement by residential use.

Table 4-1
Allowable Waterfront Land Uses by Municipality

District	Permitted Principal Uses
Highlands	
WT-C	Art and handicraft studios/galleries; hotels, motels, and inns; commercial recreation; commercial fishing; marinas; wholesale seafood; parking; single and two-family houses. Accessory uses include docks, beaches, fishing, boating, swimming.
WT-R	Single-family houses. Accessory uses include docks; private beaches; fishing; boating; swimming. Conditions uses include bed and breakfast; art and hadicraft studios and galleries; commercial fishing.
WC-1	Restaurants; bars and taverns; marine sales; boat yards; charter and excursion boats; art and handicraft studios/galleries; hotels, motels, and inns; commercial recreation; commercial fishing; marinas; wholesale seafood; parking.
WC-2	Art and handicraft studios/galleries; hotels, motels, and inns; commercial recreation; commercial fishing; marinas; wholesale seafood; pakring. Accessory uses include retail and services; ferry services.
R-1.01, R-1.03	Single family detached dwellings; public uses; schools; religious institutions. Conditional uses include home occupations and bed and breakfasts.
R-2.01, R-2.03	Single family detached dwellings; two-family dwellings; public uses; schools; religious institutions.
MF	Multi-family dwellings and public uses.
MH	Mobile homes.
Atlantic Highlands	
MR	Hotels; commercial indoor athletic facilities; municipal recreation facilities; theaters (except drive-in); restaurants and bars (except drive-through); parking lots; marinas and associated services; marine supplies; swimming facilities; water transportation facilities; marine or yacht club; parks and open space; municipal services; post offices; child care centers.
WB	Hotels; retail sale or rental of goods; personal services; miscellaneous repair services; commercial indoor athletic facilities; parks and open space; municipal recreation facilities; theaters (except drive-in); restaurants and bars (except drive-through). Conditional uses include professional offices and banks.
R-1	Single family dwellings; community residences for the disabled; municipal recreation facilities; parks and open space; municipal services. Conditional uses include home offices; schools; places of worship; child care centers.
Middletown	
MC	Water-oriented uses (including boat charter, boat repair, marinas, commercial fishing, seafood processing and distribution, col storage. ship building, canvas product fabrication, marine research, marine product wholesale and retail); business offices; agriculture; personal services; recreational uses; hotels and motels; multifamily dwellings; libraries; clubs; museum; non-profit institutions; parking lots; retail uses including nightclubs and restaurants. Conditional uses include ferry terminals and mixed-use waterfront developments.
M-1	Wholesale and retail; fabrication; waterhouses; businesses offices; business services (appliance repair, auto repair, auto towing, bike repair, equipment rental, mini storage, printing and copy service, furniture repair, security service, tool repair, locksmith)
R-5, R-15	Single family detached housing; recreational uses; agricultural. Conditional uses include service organizations such as churches.
Keansburg	
B-2	Amusement parks, marinas, water transportation, detached single family dwellings, business and professional offices, financial institutions, retail trade, person services, government offices
CR	Passive or low-intensity recreational uses; municipal and county parks; docks, piers, moorings, marinas, and boat launches; accessways to water's edge; flood prevention structures

Table 4-1 (cont.)	
Allowable Waterfront Land Uses by Municipality	
District	Permitted Principal Uses
<i>Hazlet</i>	
I-M	Boatyards; marinas; marine related sales and services; restaurants.
<i>Union Beach</i>	
B-3	Retail and wholesale stores; personal service establishments; business and professional offices; banks; restaurants and bars; art, dancing, music, and other similar instructional schools; scientific and research laboratories (with no manufacturing); newspaper and periodicals publication; government buildings excluding schools; single- and multi-family residential with commercial use on ground floor. Conditional uses include drive-in restaurants; hotels and motels; shopping centers; quasi-public and private club recreation areas; and commercial recreation activities.
M-2	Research laboratories; manufacturing of light machinery; fabrication of metal, paper, wood, and other products; food manufacturing; truck terminals and warehousing; wholesale building materials; bulk fuel storage; contractor shops; government offices; services; public utilities
R-8	Single family dwellings; schools; parks and playgrounds. Conditional uses include churches; public utilities; marinas; home professional offices; quasi-public and private recreation areas; townhouses; and age-restricted multi-family dwellings.
<i>Keyport</i>	
GC, GMC	Banks; barber shops and beauty parlors; book and stationery stores; drug stores; dry goods and variety stores; dry cleaning; eating and drinking establishments (without live entertainment); florists; food stores; apparel shops; boat yards (including boat building, services and sales, and marinas); clubs (except swimming pools); furniture stores; theatres and bowling alleys; major department stores, newspaper publishing plant; paint and wallpaper stores; professional, technical, and art schools; sporting goods; undertakers and funeral parlors.
RA	Single family detached dwellings; public schools, parks, firehouse, libraries, and municipals buildings; churches; and philanthropic institutions. Conditional uses include private schools; nursery schools and nursing homes; and home offices.
RB	Single family detached dwellings; public schools, parks, firehouse, libraries, and municipals buildings; churches; and philanthropic institutions. Conditional uses include private schools; nursery schools and nursing homes; community buildings; hospitals; two-family dwellings; and home offices.
<i>Aberdeen</i>	
CR	Farms; boatyards and marinas; restaurants, bars, and nightclubs; public parks, playgrounds, and conservation areas.
R-50	Detached dwellings; public parks, playgrounds, and conservation areas; public elementary and high schools; churches.

Recommendation 2: Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.

As shown in Table 4-2, current zoning along the waterfront allows building coverages generally in the range of 25 to 45 percent of a lot, though Keyport’s downtown general commercial district permits 85 percent of the lot to be covered by a building. The percentage of a site permitted to be impervious surface in the zoning districts mapped along the Bayshore waterfront varies widely but is generally in the range of 50 to 75 percent. Commercial districts mapped along Keyport’s waterfront allow up to 90 percent of a lot to be comprised of impervious surface. Buildings in the zoning districts mapped along the waterfront are generally permitted to rise to heights between 30 and 55 feet.

Table 4-2
Existing Density Regulations Along the Waterfront

District	Min. Lot Area	Max. Impervious Surface	Max. Building Coverage	Max. Building Height (feet)
Highlands	3,750 sf - 5 acres	50 - 75%	20 - 45%	30 - 36
Atlantic Highlands	7,500 - 40,000 sf	50 - 75%	25 - 35%	35
Middletown	20,000 sf - 10 acres	25 - 60%	20 - 35%	35 - 40
Keansburg	5,000 sf	80%	50%	35
Hazlet	15,000 - 40,000 sf	N/A	20 - 25%	30
Union Beach	7,500 sf - 5 acres	N/A	35 - 40%*	35 - 55
Keyport	5,000 - 10,000 sf	60 - 90%	35 - 85%	30 - 35
Aberdeen	5,000 – 40,000 sf	N.A	30 - 33%	35 - 55

Notes: * Buildings in Union Beach's R-8 district are governed by yard requirements, but no maximum building coverage as a percentage of the lot applies.

Some of these permitted densities result in adverse visual and environmental effects. It is recommended that municipalities conduct a review of allowable densities along the waterfront. The following design guidelines should be considered in this review process to protect the character and natural resources of the waterfront area:

- Zone areas near the waterfront for lower density development, limiting size, density, and impervious and building coverage. To preserve visual access to the water and limit runoff, it is recommended that the maximum building coverage be restricted to about 25% and the maximum impervious surface to about 40% in areas outside waterfront central business districts such as Keyport’s. Building heights should be restricted to approximately 25 feet.
- Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. The size, density, impervious surface area, and building coverage should be limited to preserve views, consistent with those recommended in the bullet above.
- Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. Performance standards could include, for example, building design and stormwater control.
- Adopt design guidelines to control building materials and color. The design guidelines could also address building scale, local architectural character, landscaping, and other design issues. General design guidelines for residential development are provided in Section 6, “Housing.”

Recommendation 3: Protect/enhance riparian corridors through regulatory and other tools.

Building in areas along the many riparian corridors has exacerbated flooding and erosion problems in the surrounding communities. To protect and help restore these areas, municipalities should consider establishing stream corridor protection overlays within which strict development and preservation guidelines would need to be met. Stream corridor protection overlays could be used to prohibit development in certain areas, particularly for non-Category 1 streams. (Category 1 streams are already protected under the State stormwater management rules that restrict almost all development within 300 feet or 150 feet where previously disturbed.) Overlays should also restrict development to areas outside of wetlands and floodplains. The overlay should require that development be low-impact and meet strict performance standards.

Other tools include designating corridors as Critical Environmental Sites or PA5 as amendments to the State Plan (see “Waterfront and Open Space Preservation and Access” above). As described in Part I, *Regional Profiles*, much of the Bayshore Region is located in the Coastal Area Facility Review Act (CAFRA) planning area. Within the Bayshore Region, the Sandy Hook National Recreation Area and shoreline areas in Union Beach, Keyport and Aberdeen are designated as Coastal Environmentally Sensitive Planning Areas (PA5). CAFRA regulates almost all development activities and provides specific limits on development in the Coastal Environmentally Sensitive Planning Areas including an impervious surface limit of 3 percent, seventy percent of the forested portion of the site must be preserved, and 5 percent of the unforested portion must be preserved and/or planted.

Municipalities can also require vegetated stream buffers of at least 25 feet. A vegetated stream buffer, even a narrow one, provides far greater pollutant removal than a non-vegetated buffer. The key to an effective vegetative stream buffer is ensuring that there is no concentrated point of water flow through the buffer to the stream.

IMPLEMENTATION STRATEGIES

In order to implement the above recommendations, municipalities should conduct reviews of their zoning ordinances and amend them as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area. A number of municipalities are considering rezoning and redeveloping portions of their waterfronts and riparian corridors including Highlands, Keansburg, and Keyport. These municipalities should consider the above management strategies in developing their plans. The municipalities could also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region.

As a means of encouraging good design, the municipalities may wish to give tax-breaks or tax credits or waive site development fees to developments that provide ecologically-sensitive design. This tool would be particularly useful for encouraging costly site improvements that would otherwise be economically unfeasible.

D. WATERFRONT MAINTENANCE

ISSUES

Individual Bayshore municipalities are faced with exorbitant costs for maintaining their beachfronts. These include waterfront maintenance efforts to address beach erosion, beach clean up, dredging, and providing lifeguards.

Beach erosion is an urgent problem in the Bayshore, threatening the viability of beaches and waterfront uses. Addressing beach erosion is critical not only to address environmental concerns, but also to make the area a thriving place to live and visit.

There are a number of other issues that can be addressed in only a limited manner on a municipal or regional level, and require State level or, at times, interstate solutions. These include strategies to address flooding from coastal storms and improving water quality, which is necessary to support marine dependent wildlife, recreation, and businesses.

MANAGEMENT STRATEGIES/ALTERNATIVES

The above issues are of concern to most of the Bayshore municipalities and can be addressed most efficiently through regional coordination. Regional strategies are needed to pool local resources to tackle these issues.

Take, for example, the issue of dredging, which could be more effectively addressed through inter-municipal cooperation. Economies of scale can be realized by addressing the disposal of dredge spoils on a regional level. In addition, individual municipal dredging activities may adversely affect neighboring municipalities. Lastly, advocating to state and federal agencies on an individual municipal basis does not ensure proper prioritization and planning of dredging efforts.

IMPLEMENTATION STRATEGIES

In addition to municipalities continuing to act on an individual basis, the Regional Collaborative can serve an important role in addressing waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance. By pooling local government resources to implement regional initiatives, the region can take advantage of economies of scale in tasks ranging from disposal of dredged materials to beach restoration and clean-up.

In addition, municipalities should work with local marinas to implement a clean marina program. The New Jersey Department of Environmental Protection's New Jersey Clean Marina Program offers information, guidance, and technical assistance to marina operators, local governments, and recreational boaters to promote effective practices to protect water quality and coastal resources. By taking a "clean marina pledge," conducting a self-assessment of the facility, and passing a confirmation visit, an owner can have a marina designated a "NJ Clean Marina." Benefits of clean marina designation to marina owners include recognition for protecting coastal water and air quality, free guidance and technical assistance on clean boating and marina best management practices, reduced costs associated with waste disposal, and eligibility for potential funding to implement best management practices. More information about the program, including the Clean Marina Guidebook, can be found at www.njcleanmarina.org. Leonardo State Marina and the Atlantic Highlands Municipal

Section 4: Waterfront and Open Space

Marina have pledged to pursue certification as NJ Clean Marinas. Middletown should also pursue funding and assistance for the upgrade of Leonardo State Marina from the NJ Division of Parks and Forestry. *

A. INTRODUCTION

As presented in Part I, *Regional Profiles*, four key transportation issues have been identified to be addressed under the plan:

- *Route 36.* Traffic normally flows at acceptable levels of services except during summer peak conditions. During summer weekends, the road is very congested and functions as an arterial to Sandy Hook and the Jersey Shore.
- *Middle Road.* This roadway, also known as County Route 516, runs through Hazlet and serves as an alternative to Routes 35 and 36. As such, traffic congestion is a problem along this roadway.
- *Transportation Hub.* The regional transportation hub consisting of the convergence of the Garden State Parkway, Route 36, and Route 35 near the Aberdeen-Matawan train station is highly congested and very difficult to navigate.

For each of these plan elements, issues, management strategies and implementation strategies are presented.

B. ROUTE 36**ISSUES**

Route 36 is a busy and relatively fast moving roadway with lots of intersections, traffic lights, businesses, residences, and driveways along its roughly 14 mile length in the Bayshore. In particular, summer weekend traffic congestion along Route 36 is a problem as many travelers use this road to reach destinations east and south including Sandy Hook and the Jersey Shore. The Sandy Hook drawbridge exacerbates this problem. This traffic causes congestion on Route 36 but does not contribute to the Bayshore economy because few drivers deviate from the highway to spend time and money in the Bayshore towns.

Very limited new growth along Route 36 is projected within the Bayshore Region, except at the western end (see “Transportation Hub” below). Therefore increased traffic generated along Route 36 from within the Region is not anticipated. Traffic along Route 36 in the summer is largely generated by people from outside the region. Thus the need to address transportation management strategies in a Bayshore regional plan is somewhat limited.

Finally, while Route 36 is served by local and express buses and provides access to NJ Transit rail service, they are not easy to use. Few park and ride locations, poor bus stop access and the need to cross Route 36 in one direction or the other limit access to public transit options.

MANAGEMENT STRATEGIES/ALTERNATIVES

Issues related to transportation present both obstacles and opportunities in the economic development of the Bayshore Region. Improved traffic circulation, aesthetic and functional enhancements to Route 36, and the improvement of water-based and other transit options are key elements in achieving regional goals to enhance the Bayshore's economic potential and capitalize on its maritime heritage and natural resources.

Recommendation 1: Enhance the intermodal potential of the Region.

The Bayshore Region is fortunate in that it has excellent intermodal transportation options. Current intermodal transportation opportunities include ferries between Manhattan and the Bayshore located in Middletown, Atlantic Highlands, and Highlands; NJ Transit train stations; NJ Transit buses; private bus services; and the Henry Hudson Trail for bicycles and pedestrians.

The Region also has a regional traffic management plan in place for summer weekends. This involves National Park Service and State and local agency coordination.

An important project to reduce summer traffic congestion and increase intermodal transportation options is the New Jersey Department of Transportation's (NJDOT) planned replacement of the drawbridge to Sandy Hook with a stationary bridge that will include bike/pedestrian link from Henry Hudson Trail to the Sandy Hook bike trail.

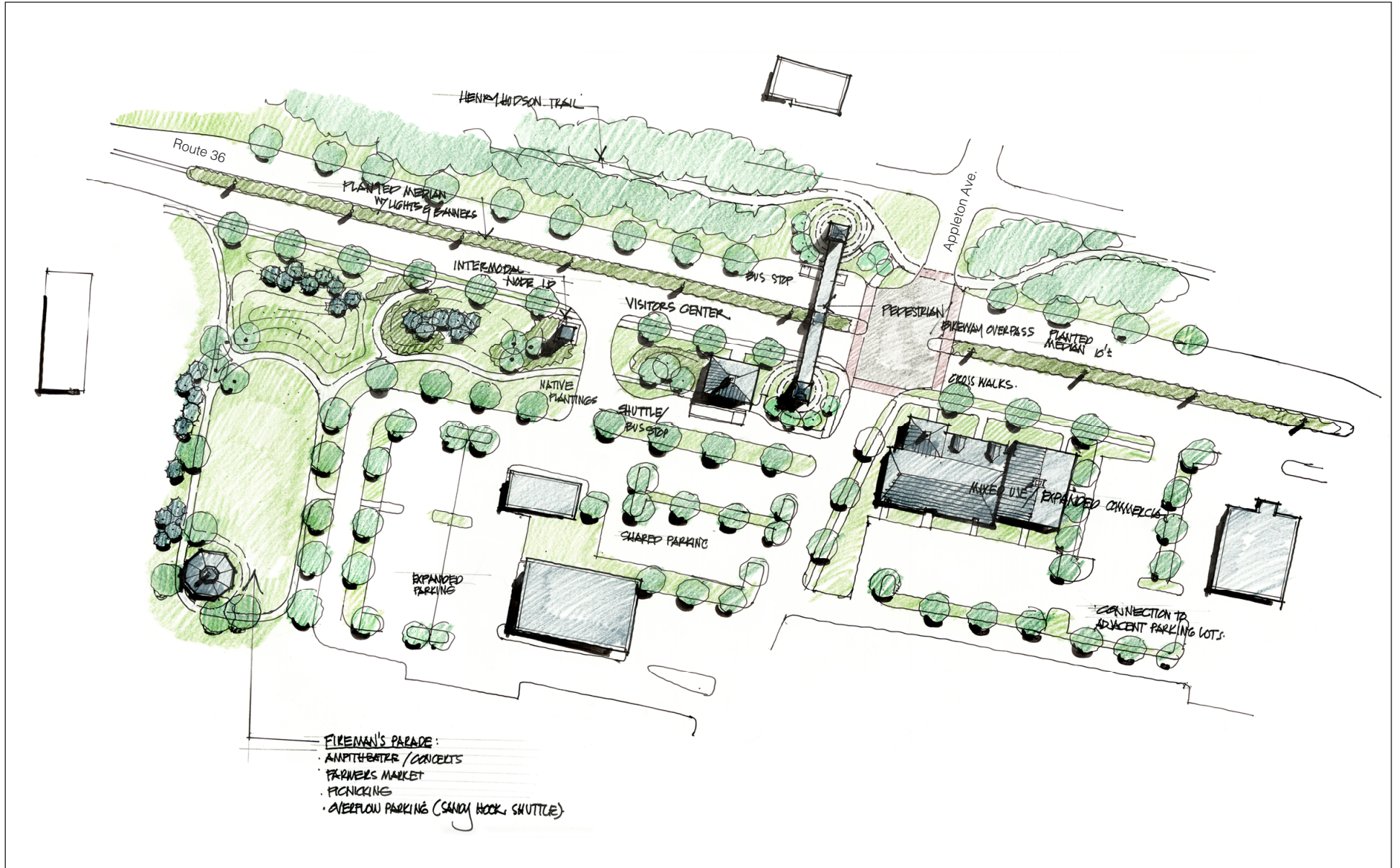
Transit

Bus stops and park and rides, though poorly marked and often lacking in pedestrian safety, are found along the length of Route 36 and in other locations in the Bayshore Region. Opportunities to improve and develop new intermodal transportation linkages should be pursued.

The intersection of Route 36 and Appleton Avenue in Middletown presents an opportunity to create a new transit hub with a bus stop and park and ride at a location where the Henry Hudson Trail intersects with Route 36. The area, which currently has a large parking lot and parade grounds on the south side of the street, could be redesigned with landscaping, a visitors' center, and a pedestrian/bicycle overpass across Route 36 (see Figure 5-1 and Figure 3-4 in Section 3, "Economic Development"). With these amenities and design improvements, this intersection could serve as a gateway to the Bayshore Region and an entry point for users of the Henry Hudson Trail.

Improvements are needed at the Campbell's Junction bus hub and interchange. Campbell's Junction has a long history as a public transportation interchange point. While the site currently serves as a "hub" for two local NJ Transit bus routes extending through the Bayshore between Red Bank, Highlands and Perth Amboy, prior to 1923, this same location served a similar function for two regional trolley lines with similar destinations.

Monmouth County has been working with the Township of Middletown to introduce a new shuttle bus service between the Middletown Train Station, NJ Route 35 employers, and the Belford (Bayshore) Ferry Terminal with a stop in Campbell's Junction. To accommodate the increased frequency of bus service proposed through these plans, a second initiative seeks to improve the physical conditions at Campbell's Junction, a short roadway segment located along and parallel to the north side of County Road 516 (Leonardville Road) just east of Main Street between Clinton and Greene Avenues.



Concept Site Plan for Proposed Appleton Avenue Transit Center

Two phases of physical improvements are proposed for Campbell's Junction. Phase I would seek to strengthen sub-base and resurface the site to support more frequent bus service, as well as provide a "clean slate" for future improvements, relocate the bus staging area away from nearby residences and better delineate vehicle movement through the transit hub to reduce vehicle conflicts and improve site operations. As shown on Figure 5-2, in addition to linking the transit hub area of Campbell's Junction to the adjoining mixed use "village area" and improving the aesthetics of the site through enhancements in landscaping, the first phase would also:

- Create a one-way dedicated bus lane and adjacent travel lane incorporating flush, decorative pavement treatments so as not to limit or hinder necessary on site circulation;
- Use traffic calming techniques to improve pedestrian safety and delineate pedestrian paths and crosswalks; and
- Improve shelter and passenger waiting areas and allow for disabled passenger access.

Phase II would build upon the improvements of Phase I by developing a recognizable "gateway" aesthetic at Campbell's Junction including the construction of a small pavilion that could serve as a public information center as well as a public resting/waiting area (see Figures 5-3 and 5-4).

Existing parking lots for businesses along Route 36 could also be used to create park and rides for bus commuters as has been done at the Airport Plaza shopping center in Hazlet. Many businesses along Route 36 have large parking lots that are not fully utilized by customers, and shared parking for commuters should be considered where feasible as a way of making use of this excess parking capacity. Municipalities could revise their zoning ordinances to grant businesses the ability to allow parking for commuters for a small fee without having to obtain approval from the local zoning board. These park and rides would primarily serve the Region's existing commuter needs, and the same commuter parking lots could also serve weekend tourists visiting Sandy Hook or attending events or festivals in the Region's downtown centers.

Bus trolley service to Sandy Hook and other tourist destinations should be implemented. Service could be based at park and rides such as the one at Appleton Avenue. Bus trolley service should also connect to the Region's ferry landings, including those in Highlands, Atlantic Highlands, and Belford, as well as a potential new ferry terminal in Keyport. Other opportunities to improve transit for workers, including modifications of bus routes to serve major places of employment in the Bayshore, should continue to be pursued in cooperation with NJ Transit and local communities.

Waterways

Raritan Bay provides many opportunities for waterborne transportation in the Bayshore Region. Possibilities for expanding ferry service and improving connections with other transit modes include:

- Provide for dredging along Raritan Bay that supports the continuation of existing ferry service and allow for the expansion of additional ferry service into other areas of the Bayshore (e.g., Keyport);
- Implementing water taxi service from Sandy Hook and along the Bayshore coast;
- Providing water taxi service at Keansburg Point, initially to accommodate and foster special purpose trips (e.g., Amusement Park excursions) but, as demand warrants, consider adding commuter service as well;



Proposed Site Plan
for Cambell's Junction Transit Hub
Figure 5-2



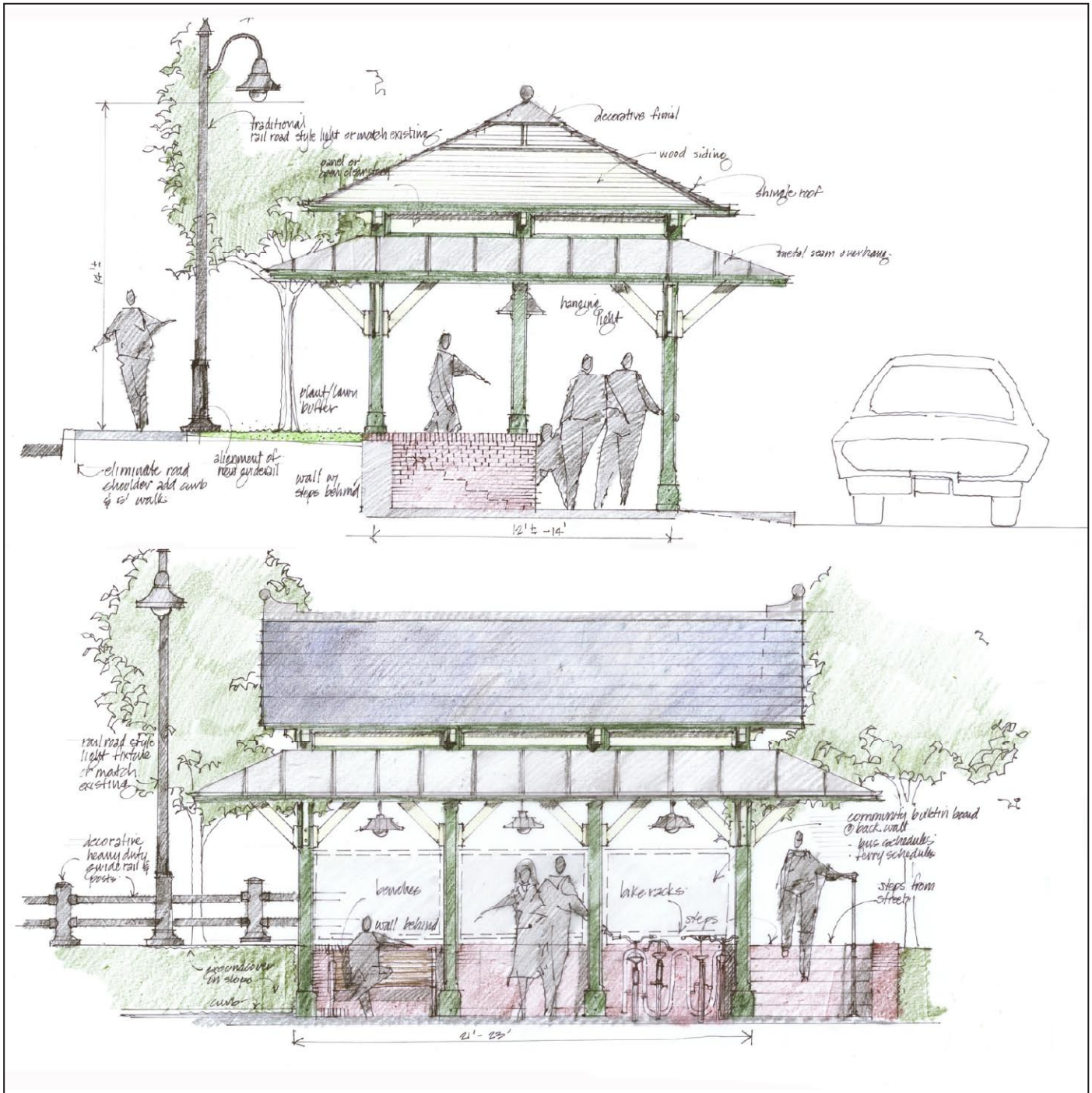
Proposed site conditions along Leonardville Road



View of proposed Depot Pavillion

Proposed Gateway Area and Pavillion at Cambell's Junction Transit Hub

Figure 5-3



Proposed Pavillion at Campbell's Junction
Figure 5-4

Bayshore Region Strategic Plan

- Improving ferry facilities in Atlantic Highlands (Atlantic Highlands has received approval for a \$3 million dollar grant from the North Jersey Transportation Planning Authority);
- Improving traffic circulation in the Atlantic Highlands marina area;
- Implementing the planned replacement of the Sandy Hook drawbridge with a stationary bridge that includes a bike/pedestrian pathway;
- Expanding ferry service to accommodate weekend, tourism, and other special events trips to and from New York City not associated with weekday commuting operations;
- Creating "dock & roll" service between the Belford Ferry Terminal and the Middletown Train station;
- Implementing shuttle bus service from ferries; and
- Creating a NJDOT Transit Village designation in Highlands between Popamora Point in Atlantic Highlands and the Highlands Ferry Terminal (recommendation from Highlands' draft Master Plan). Additionally, any municipality with a ferry or large bus terminal could be eligible for Transit Village designation.

Bicycle and Pedestrians

Bicycle and pedestrian links to the waterfront and to transit hubs such as train stations and park and rides should be created and enhanced. Efforts should include:

- Completing the Henry Hudson Trail, which is intended to extend through Atlantic Highlands, Highlands, and over the new Sandy Hook Bridge;
- Creating the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (see Figures 4-1 through 4-4 in Section 4, "Waterfront and Open Space"); and
- Creating the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see Figures 4-1 through 4-4 in Section 4, "Waterfront and Open Space").

Although the Henry Hudson Trail extends from Freehold Borough to the Bayshore Region, there are two obstacles that force the trail off the railways right-of-way that it follows elsewhere and onto streets in the Matawan/Aberdeen area: a bridge crossing at Lake Matawan and a wetland area between the Garden State Parkway and the Aberdeen-Matawan train station. The discontinuity of the trail at these locations makes it less appealing for walkers and bikers traveling to and from points west. The trail should be extended along the right-of-way through this area rather than being diverted to vehicular streets.

Recommendation 2: Create a parkway feel and awareness of Bayshore character and environment along Route 36. This would not only address aesthetic and land use issues but would also improve traffic circulation, particularly at intersections with jug handles and Jersey barriers. As described above in Section 3, "Economic Development," this can be accomplished through the use parkway treatments and buffers. To increase awareness that Route 36 is a part of the Bayshore Region, the road could be renamed "Bayshore Parkway."

At major intersections or "nodes" along Route 36, as detailed in Section 3, "Economic Development," the following measures should be taken to improve the aesthetic quality and economic development potential while at the same time reducing traffic congestion:

- Create pedestrian access, where feasible.
- Prohibit development in jug handles and on traffic islands.
- Prohibit curb cuts within 100-150 feet of intersections.
- Reduce parking to 3 per 1,000 square feet of retail and commercial floor area. Locate the bulk of parking in the back of businesses.
- Explore use of traffic circles. A traffic circle, or “roundabout,” could be effective at the Linden Avenue gateway to downtown Highlands to control traffic movement on Route 36. The placement of public art or some other iconic structure within the roundabout could help to define Highlands to drivers on Route 36. Prior to implementation, a study should be performed to ensure that a traffic circle would not cause diversion of traffic to local sidestreets. Traffic circles should be approved by municipalities and by NJDOT.
- Encourage mixed use and gateway treatments (see Figures 3-1 and 3-2 in Section 3, “Economic Development”).

In areas between major intersections along Route 36 (see Section 3, “Economic Development”), the following strategies can be used to limit development and create a more natural streetscape:

- Restrict zoning to limit development to small scale uses in character with the region and narrow lots. Or, conversely, to apply careful controls on access and landscape buffers for larger developments that do not have a road frontage orientation (a corporate, cultural/educational, or industrial campus setting, or larger residential project).
- Reduce parking to 3 per 1,000 square feet of retail and commercial floor area. Locate the bulk of parking in the back of businesses.
- Highlight Raritan Bay tributaries and natural features using signage and by protecting views.
- Limit new driveways for individual lots through access management coordination.

IMPLEMENTATION STRATEGIES

For implementation strategies relating to creating a parkway feel along Route 36, see Section 3, “Economic Development.”

Recommendation 1: The Bayshore municipalities should work individually and collectively to improve transit and intermodal transportation opportunities.

Several municipalities are currently pursuing plans to improve their transit facilities. Atlantic Highlands and Highlands Boroughs received Statewide Transportation Improvement Program allocations of \$3 million each for capital improvements to ferry landing areas, including additional parking, new ferry terminal facilities, and dredging. The Highlands Business Partnership is proposing a water taxi that would offer service between Highlands and Sandy Hook National Recreation Area.

Middletown should take the lead in developing the proposed transit hub at Route 36 and Appleton Avenue and the bus depot in Campbell’s Junction. Efforts on the part of NJDOT, the County, and NJ Transit and private bus and ferry operators would be needed to secure funding, acquire property, and coordinate services.

Bayshore Region Strategic Plan

Aberdeen and Matawan should work with Monmouth County to make the Henry Hudson Trail extend with continuity along the railway right-of-way from Aberdeen and Matawan through Marlboro to Freehold. They should develop a plan for the extension of the trail in this area and work to secure funding for its completion. The redevelopment plans for the Aberdeen and Matawan train station areas should accommodate the trail.

Recommendation 2: NJDOT should expedite efforts to replace the Sandy Hook drawbridge with a new stationary bridge.

Recommendation 3: The Bayshore municipalities, with the possible support of the Regional Collaborative, should pursue funding for the transportation enhancements discussed above. The following sources should be explored for potential funding:

- As described in Section 3, “Economic Development,” the NJ OSG’s Community Design and Physical Planning financial assistance program is aimed at promoting physical planning and design efforts related to State Plan implementation and Smart Growth objectives. This program could be used to improve intermodal transit opportunities and to develop plans for transit-oriented mixed use development.
- NJ DOT Municipal Aid grant program: Municipal Aid grants provide direct property tax relief for municipalities that would otherwise devote local tax revenue to these projects. The grant program covers a variety of projects, including road resurfacing, rehabilitation, reconstruction and signalization. The Municipal Aid program is directly funded by the Transportation Trust Fund. NJDOT allots each county a specific funding amount based on its population and road mileage and distributes funds to towns based on field investigations and engineering evaluations of proposed projects. NJDOT provides 75% of the amount of the grant when it awards a contract and the remaining 25% upon completion of the project.
- NJ DOT Safe Streets to Schools grant program: The Safe Streets to Schools grants provide direct property tax relief for municipalities that would otherwise be forced to pay for these improvements using local taxes. NJDOT each spring encourages municipalities to apply for Safe Streets to School funding through its Local Aid Division.
- NJ DOT Centers of Place grant program. Centers of Place grants are awarded for non-traditional transportation projects that advance the development agenda in only those municipalities designated by the State Planning Commission as “urban, regional, town or village centers” under the State Development and Redevelopment Plan. Atlantic Highlands currently qualifies for this program. The Centers of Place program is designed to assist municipalities who have formally participated in implementation of the New Jersey State Development and Redevelopment Plan. Centers of Place grants often fund improvements in downtown business districts, helping to make municipalities improve their profile for attracting business growth.
- NJDOT Transportation Enhancement Grants. Money from SAFETEA-LU that can be administered through the NJDOT for non-traditional transportation improvements. This is funded through a 10 percent set aside of the Surface Transportation Program category of federal funds for projects which are transportation related. Transportation Enhancement (TE) projects are designed to foster more livable communities, preserve

and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction.

- Municipalities with a ferry or a significant bus terminal could be eligible for NJDOT Transit Village designation. This designation makes a municipality eligible for technical assistance by government agencies and results in priority consideration to receive funding.
- Public-private partnerships, Business Improvement Districts (BIDs), and Special Improvement Districts (SIDS). Municipalities and Counties can partner with local and regional businesses to fund improvements to create pedestrian and streetscape improvements, bicycle lanes and recreational areas.
- Tax increment financing. Under this mechanism, a municipality could float a bond to finance infrastructure projects and use the revenue generated by the project as a means of paying back the bonds.

C. MIDDLE ROAD

ISSUES

Traffic congestion is a consistent problem along County Route 516–Middle Road–another regional route that serves as an alternative to Routes 36 and 35.

MANAGEMENT STRATEGIES/ALTERNATIVES

Middle Road has small areas of neighborhood oriented retail which do not induce large amounts of traffic. Most of the traffic on this road is from vehicles circulating among local residential areas, community facilities, and the larger road network. It also clearly serves to pick up through traffic as an alternative to Routes 35 and 36. To address the traffic issues along this road, additional traffic lights and other traffic management measures may be needed. It is recommended that no large-scale capacity changes be implemented because these would only encourage its growth as a regional arterial or by-pass option. Traffic growth should also be minimized by limiting the future commercialization of Middle Road. Additionally, improving traffic conditions on Route 36 and increasing intermodal options may alleviate some traffic on this Route.

IMPLEMENTATION STRATEGIES

Traffic management on Middle Road can be implemented with the following measures:

- The transportation division of Monmouth County Planning Board should review traffic conditions and determine potential mitigation.
- Hazlet should review zoning along Middle Road and implement any necessary changes to limit commercial use.
- The County should explore potential funding opportunities from the NJDOT County Aid grant program, which provides funding for improvements to county roads.

D. TRANSPORTATION HUB – GARDEN STATE PARKWAY, ROUTE 36, ROUTE 35, MATAWAN-ABERDEEN TRAIN STATION

ISSUES

The Bayshore Region is connected to the rest of the state primarily by the remarkably complicated convergence of the Garden State Parkway (GSP), Routes 36 and Route 35. It influences the ability to get to and from the region by car, and to get commuters to and from the Aberdeen-Matawan train station. It also serves to provide local circulation along and near the roadways and to provide connections to downtown business districts.

Traffic in this area is largely generated by people traveling from outside the Bayshore Region. The area is heavily traveled during peak commuter periods by commuters driving from areas to the south and west to the NJ Transit train station at Aberdeen-Matawan. On summer weekends, the area is also heavily trafficked by people from outside the Region.

The combination of the parkway interchange and the confluence of turn restricted arterials is adequate to facilitate the primary traffic movements of GSP to Routes 35 and 36 east/southbound and vice versa but in doing so, creates a very poor system to facilitate local circulation to and from downtown areas in (particularly Keyport to the north of the hub) and non-primary movements such as Route 35 to and from Route 36. Between the Route 35 interchange with Broadway/Maple/County Route 516 to the west through to Main and Broad Streets to the east, the combination of very wide highway and parkway rights-of-way, one way and converging traffic patterns, and land-locked businesses creates a very complicated and discontinuous neighborhood, splitting up through streets and providing no sense of gateway or arrival to and from Keyport, Matawan, or the Bayshore in general (with the one exception of the Keyport watertower visible from the GSP exit). The secondary Matawan/Aberdeen exit from the GSP (117A) provides an additional access point but does not really let that traffic easily navigate points to the north and east. With several nearby areas having been determined in need of redevelopment, this heavily trafficked hub area is the only part of the Bayshore Region where substantial new development is expected to occur.

MANAGEMENT STRATEGIES/ALTERNATIVES

It is clear that a fundamental rethinking of how the hub area works is needed, particularly with an eye for local traffic circulation and land use along the rights-of-way. A comprehensive transportation and land use plan is needed for this hub area including new circulation patterns and realignment of GSP interchanges or the creation of new interchanges to improve movements to and from Routes 35 and 36 and to facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. Potential impact of new development on Routes 34 and 79 should also be taken into consideration.

Current planning initiatives include the following:

- Aberdeen and Matawan have planning initiatives for transit-oriented development in the areas surrounding the NJ Transit train station. Parking studies are also being conducted. Aberdeen's redevelopment plan for the Commerce & Transportation Area encourages mixed use and the creation of a hub for the region. Matawan's redevelopment plan for the train station area seeks to create a mixed-use transit village.

- Matawan Borough is undertaking efforts to provide traffic calming along local roads inundated with heavy traffic.
- Aberdeen is pursuing a new ramp to the GSP extending from south of the parkway. This ramp, however, would obstruct the Henry Hudson Trail.

IMPLEMENTATION STRATEGIES

Because this traffic issue extends far beyond the Bayshore Region, a broad task force consisting of NJDOT, the North Jersey Transportation Planning Authority (NJTPA), NJ Transit, the County, GSP, and the four local municipalities (Aberdeen, Matawan, Hazlet, and Keyport, among others) and others is needed. Monmouth County should take the lead in organizing this task force to focus on strategies to address the broad regional transportation issues at this location. Redevelopment plans for the Aberdeen-Matawan train station area should be consistent with broader regional plans to address traffic issues in this area. Significant funding from State agencies will be needed for traffic studies, design, and construction (see funding sources above under Section B, “Route 36”). *

A. INTRODUCTION

As presented in Part I, Regional Profiles, two key regional housing issues have been identified to be addressed under the plan:

- *Preserving Community Character.* As the region is faced with growing development pressures, preserving community character consistent with the region's maritime heritage has been identified as a key regional issue.
- *Preserving Affordable Housing.* Future development pressures could also create rising property values and jeopardize the current mix of housing types and affordability.

For each of these plan elements, issues, management strategies and implementation strategies are presented below.

B. PRESERVING COMMUNITY CHARACTER**ISSUES**

There are a wide variety of housing types in the Bayshore Region ranging from the largely suburban houses found in parts of Aberdeen, Matawan and Hazlet, to modest housing on small lots found in many central areas, to large Victorian homes found in Atlantic Highlands, Keyport, and a number of the downtown centers. Perhaps most prevalent in the Bayshore Region are small homes that have been converted from what were once summer bungalows.

Rising incomes and housing prices combined with a lack of vacant land have encouraged revitalization of old historic homes throughout the region. At the same time, however, these trends have encouraged construction of large new homes and with them, construction of housing that is out of scale with the existing communities. Small lots have been merged into larger lots to build large homes that overshadow their neighbors. In addition, large-scale housing has been built along the waterfront, blocking views and access to the waterfront.

MANAGEMENT STRATEGIES/ALTERNATIVES

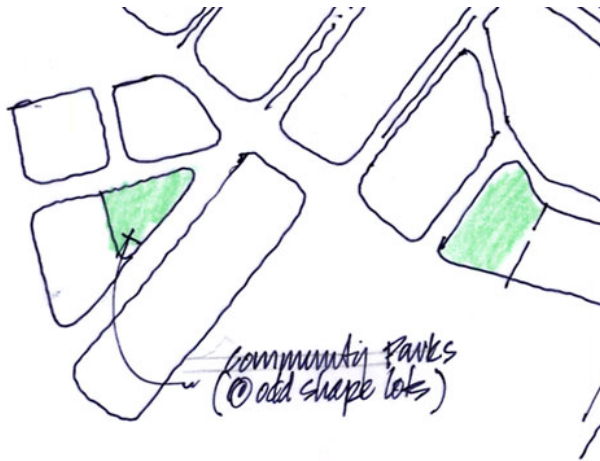
Although housing types vary throughout the region, there are some general regional strategies that should be considered by each municipality to preserve the character of residential communities, and regulate the size and location of new residential development. It is recommended that municipalities create detailed design guidelines and implement zoning changes to guide residential and other development. Design guidelines can cover a wide range of design issues. The following general design guidelines for residential neighborhoods in the Bayshore Region are recommended for consideration by each municipality:

Bayshore Region Strategic Plan

- *Historic preservation.* Preserve the historic homes in the region. In addition, new residential development should be designed to reflect the local architectural and maritime character of the Region.
- *Building scale.* Control the size of new homes in terms of maximum permitted height and lot coverage. In low-density residential neighborhoods, which comprise most of the Region, building scale should be limited with height, floor area, and lot coverage restrictions to prevent the development of oversized houses that disrupt the neighborhood character and block views of the waterfront and other natural resources. In areas outside concentrated centers, consider limiting building coverage to 25%, impervious area to 40% and building height to 35 feet to the roof line. Limit the ability to merge lots to create oversized houses.
- *Preserve waterfront viewsheds.* Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and the water/marsh edge. The size, density, impervious surface area, and building coverage should be limited to preserve views and protect water quality, consistent with those recommended in the bullet above.
- *Pedestrian-friendly mixed use communities.* In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries, train stations, and park and rides. Direct new housing construction at higher densities to appropriate areas, such as redevelopment and revitalization areas and to some degree the proposed nodes along Route 36 while maintaining low-density areas and securing open spaces elsewhere in the municipality to offset overall increases in density.
- *Building materials.* In addition to building design, many building materials in common use in new housing developments may be inappropriate for use in the Bayshore Region. Building materials compatible with each municipality's architectural character and the waterfront context should be encouraged and/or required.
- *Building massing.* The shape, size, arrangement, and proportions of buildings greatly affect how they relate to the surrounding community. On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. Locating smaller buildings on a single site allows for a more topographically sensitive site design, the terracing of buildings and the preservation of large trees. The use of maximum building footprint for any single building is an effective way of breaking up the scale of larger developments.

Detailed design guidelines can also consider architectural design and detailing. Such design elements as roof pitch, window treatment, façade material, color, ornamentation, and fascia greatly influences the appearance of a building. The design guidelines can specify the types and styles preferred.

Community character can also be protected and improved by enhancing the natural features within residential neighborhoods. Municipalities should, for example, explore use of sand or gravel paths in neighborhoods in keeping with the area's maritime character provided that surfaces can be made to conform with applicable codes and the Americans with Disabilities Act (ADA) standards. Additionally, opportunities should be sought to create small parks and open spaces on vacant or underutilized parcels of land.



Small, underutilized parcels of land can be used to create community parks.

On the local level, there are several current initiatives to encourage either new housing or changes to existing housing as discussed below. These efforts should be reviewed to ensure consistency with the goals of this Bayshore Region Strategic Plan and design guidelines discussed above.

Keyport is currently exploring measures to preserve the character of its community, including possible incentives to return converted multifamily buildings to single family use and restore their historic character. Keyport has also prepared a redevelopment plan for housing and

open space at the Aeromarine site. A key plan element will be the need to integrate waterfront open space and residential development.

Keansburg is also reviewing residential neighborhoods near the waterfront through its recent authorization to pursue a redevelopment plan for an area west of the amusement park. The Borough delineated an area in need of redevelopment and held its first public visioning workshop in August 2005. The area in need of redevelopment is located west of the amusement park, north of Beachway, and includes the municipal parking lot and a previously approved site plan application containing 48 condominiums. Issues that will be considered include flooding, dune protection, public access, and CAFRA regulations. This location could be appropriate for some higher density housing with design provisions that protect views of and provide physical access to the waterfront. Although it is near the waterfront, higher density housing could be appropriate for this particular location because it would offer waterfront views and could attract a critical mass of new residents to spur neighborhood revitalization. Water taxi or ferry service could be implemented at the nearby pier to serve new development in this area.

There are also several areas determined in need of redevelopment in Aberdeen and Matawan. In Aberdeen, these include the Freneau area, the formerly industrial Anchor Glass and South River Metal sites, and the area surrounding the Aberdeen-Matawan train station. Additionally, Matawan has designated a redevelopment area at the train station adjacent to Aberdeen's redevelopment area. All of these redevelopment areas are expected to include housing. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements the character of the surrounding neighborhoods.

IMPLEMENTATION STRATEGIES

Although preserving community character must be primarily tackled on a municipal level through zoning, design standards, and local decision-making, it is also a regional issue. Preserving the positive community character elements of the Bayshore Region is a necessary component to meet the economic development and waterfront and open space visions of this plan.

At the local level, municipalities will need to implement zoning changes and design guidelines as described above to protect community character with respect to building form and design.

Municipalities should develop neighborhood plans that strengthen existing community investment with amenities (such as small infill parks and pedestrian and bicycle connections) and that identify local service and retail opportunities for mixed-use development. Municipal plans should identify locations where new housing development is appropriate and should be encouraged.

It would also be beneficial for the Bayshore municipalities to work collectively on a number of these issues to implement a more consistent approach to addressing community character throughout the region. Therefore, there can be a role for the Regional Collaborative to facilitate efforts to preserve community character. The Regional Collaborative could develop model ordinances that could include innovative zoning and land use concepts and detailed model design guidelines specifically applicable to the Bayshore region's residential communities.

Funding sources for efforts to preserve and enhance community character could include:

- NJ Office of Smart Growth Grants. As described in Section 3, "Economic Development," OSG's Community Design and Physical Planning financial assistance program promotes physical planning and design efforts related to State Plan implementation and Smart Growth objectives. OSG's Smart Future Grants provide financial assistance to municipalities, counties and non-profit organizations to support long-range land-use planning.
- Monmouth County Municipal Open Space Grant program, which is administered by the Monmouth County Park System, provides funds that may be used for municipal open space acquisition and development projects and can be used to create small community parks.
- Brownfields funding. Some of the sites in the redevelopment areas may have been prior manufacturing uses or have contaminated soils and may be eligible for brownfield redevelopment funds. Such funds may be available from both State and federal agencies. Former industrial sites such as Aeromarine, Anchor Glass, and South River Metal may be eligible for such funding.
- Local business communities and Local Development Corporations (LDCs) can provide funding or technical assistance for community revitalization efforts.
- NJ Department of Community Affairs (DCA) Economic and Tax Incentives, as applicable.

C. PRESERVING HOUSING AFFORDABILITY

ISSUES

Rising incomes and limited vacant land have also led to rising housing prices in the region, although the region's housing prices fall below those of most of the rest of the county. As revitalization of the Bayshore Region continues, rising housing prices could lead to a lack of affordable housing and possible displacement of either existing residents or limited housing options for prospective residents. At the same time, due to limited available land, there are few options for building new affordable housing that does not infringe on critical waterfront and other natural resources in the region.

MANAGEMENT STRATEGIES/ALTERNATIVES

Due to a lack of vacant land, there is little opportunity to add large amounts of new housing development into the region. Therefore, the municipalities of the Bayshore Region must balance

opportunities for increased homeownership and private investment with protection and enhancement of existing housing stock that offers substantial affordable housing opportunities. Much of the Region's affordable housing comes from the small homes described above, converted from what had been summer bungalows. Municipalities should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate.

Another location for encouraging affordable housing is downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers.

Preliminary COAH 3rd Round growth share values are small, totaling 214 units for the Bayshore municipalities. Furthermore, 104 of these units are projected for Middletown, only a small portion of which is located in the Bayshore Region. Middletown's obligation will largely be met in areas of the Township outside the Bayshore Region. The second highest share, 58 units, is for Aberdeen. Aberdeen is proposing to satisfy a portion of its COAH affordable housing requirement in the Freneau Redevelopment Area. Aberdeen's redevelopment planning efforts for the Anchor Glass and South River Metal sites may also provide new affordable housing opportunities. Other Bayshore municipalities have projected growth shares of 25 or fewer housing units.

The Freneau Redevelopment Area has also been identified as containing important wetland and other natural resources (see Section 4, "Waterfront and open Space"). The natural resource and affordable housing issues at this site create conflicts that could be difficult to resolve. These issues are beyond the scope of this regional plan and will likely need to be resolved at the state level through the permitting and approval processes for implementing the redevelopment plan. However, the redevelopment plan for this area should be reviewed for consistency with this regional plan.

Lastly, as municipalities with COAH requirements continue pursuing locations to fulfill them, they should develop plans that are consistent with regional economic development, waterfront and open space, and transportation visions. Affordable housing should also be consistent with the recommendations for preserving community character (see subsection B above).

IMPLEMENTATION STRATEGIES

The Bayshore municipalities should review their zoning and consider changes to minimize the potential for displacement of affordable housing stock. These could include low-density zoning to discourage redevelopment of existing bungalow communities. The municipalities should also work with housing and community development organizations to create and preserve affordable housing. The Housing and Community Development Network of New Jersey has several member organizations that operate in Monmouth County.

Possible funding sources for the preservation and creation of affordable housing include:

- DCA's Neighborhood Revitalization Tax Credit (NRTC) program. This program offers business entities a fifty percent (50%) tax credit against various New Jersey state taxes. Credits are provided to business entities that invest in the revitalization of low and moderate-income neighborhoods in eligible cities. Keansburg is eligible for this program.
- DCA's Neighborhood Preservation Balanced Housing program. Neighborhood Preservation Balanced Housing grants offer municipalities funding to create housing opportunities for low- and moderate-income households. The funds support a wide range of local initiatives

including housing rehabilitation and site acquisition. Assistance is provided to municipalities that fall into one of the following categories:

- It has received substantive certification from the Council on Affordable Housing;
 - It has entered into a judicially-approved compliance agreement to settle its fair share housing obligation;
 - It is subject to a court-ordered builder's remedy;
 - It has been designated as a receiving municipality under a regional contribution agreement and the project plan has been approved by the Council on Affordable Housing; or
 - It has, at any time since Fiscal Year 1988, been eligible to receive state aid pursuant to P.L. 1978.
- Fannie Mae Foundation Grants. The Fannie Mae Foundation issues periodic Requests for Proposals for targeted grantmaking programs. The foundation invests in organizations and research that help to increase the supply of affordable homes, increase sustainable homeownership, and build individual and community wealth.
 - DCA's Rental Project Preservation Loan. The Rental Project Preservation Loan Program provides construction, permanent and subsidy financing to qualified non-profit and for-profit housing developers. These loans may be used for refinancing, acquisition and moderate rehabilitation of existing, occupied housing units. The housing projects must exist and be at least 40 percent occupied at time of application. *

Section 7:

Infrastructure (Schools, Water, and Sewer)

A. EXISTING CONDITIONS

Infrastructure capacity is adequate in most municipalities as the Bayshore Region approaches build-out. Redevelopment, a priority in many towns, will be adequately served by present infrastructure assuming consistent density and land uses. The majority of public water, sewer, and educational services are provided by municipal facilities.

SCHOOL FACILITIES

As shown in Table 7-1, the Bayshore Region is served by nine school districts. Due to numerous school facilities additions in the past few years, school capacity is not an issue in most districts. Though school capacity estimates are not yet available for this year, most district administrators estimate a significant surplus in capacity.

**Table 7-1
Bayshore Region School Districts and Capacity**

School District	2004-2005 Enrollment	Capacity of Current Facilities
Atlantic Highlands	286	Under Capacity, Recent Additions
Hazlet	3428	Just Under Capacity
Henry Hudson Regional	463	Under Capacity, Recent Additions
Highlands	240	Under Capacity, Recent Additions
Keansburg	2027	Over Capacity, 555 students in trailers
Keyport	1155	Under Capacity
Matawan-Aberdeen Regional	4082	Just Under Capacity, Recent Additions
Middletown	10272	Just under capacity
Union Beach	915	Under Capacity, Recent Additions
Note:	Capacity estimates are based on district interviews. Districts were required to submit updated facilities capacity analyses as part of 2005 Long Range Facilities Plan requirements. These reports have not yet been compiled by the Department of Education.	
Source:	New Jersey Department of Education Enrollment Data, District Estimates	

SEWER SERVICE

Wastewater treatment in the Bayshore Region is supplied by:

- Bayshore Regional Sewerage Authority (BRSA), which serves Keansburg, Hazlet Township, Union Beach, Keyport, Aberdeen Township, and Matawan.
- Township of Middletown Sewerage Authority (TOMSA), which serves Atlantic Highlands, Middletown Township, and Highlands.

Since the region is nearly built out, the wastewater treatment plants have adequate capacity to handle current and projected residential and non-residential development and redevelopment (see Table 7-2). Maintenance, repair, and replacement of aging sewer infrastructure is a concern

in a number of communities. Each municipality has flow quotas that need to be maintained. To allow for growth and development, sewer repair and maintenance to reduce inflow and infiltration are necessary.

**Table 7-2
Annual Wastewater Flows Received by Bayshore Region
Wastewater Treatment Plants (in mgd)**

Wastewater Treatment Plant	2002 Reported Flow	Capacity of Plant
Bayshore Regional Sewerage Authority Area	7.803	16.0
Township of Middletown Sewerage Authority Area	4.14	14.0
Source: Monmouth County Planning Indicators Report, April 14, 2005		

The Freneau section of Aberdeen Township is served by on-site septic systems only. Many of these systems have failed due to the high water table and unsuitable soils. As part of the Freneau redevelopment plan, public sewer service would need to be extended to this area. In Atlantic Highlands, approximately 19% of the housing units depend on septic systems; most of these are homes located in steep slope areas in the eastern portion of the Borough.

WATER SERVICE

Public water service is provided throughout the Bayshore Region by municipal and private water suppliers, as indicated in Table 7-3 below. With the exception of Hazlet and Middletown, all water supply systems are operated by individual municipalities. Water supply sources are groundwater from the Potomac-Raritan-Magothy Aquifer and surface water from the Glendola Reservoir, the Manasquan River and Reservoir, the Swimming River Reservoir and the Shark River. Small sections of Aberdeen, Hazlet, and Middletown Townships are served by private wells only.

**Table 7-3
Bayshore Region Water Suppliers**

Municipality	Primary Water Supplier
Aberdeen	Municipal Service
Atlantic Highlands	Municipal Service
Hazlet	Shorelands Water Company
Highlands	Municipal Service
Keansburg	Municipal Service
Keyport	Municipal Service
Matawan	Municipal Service
Middletown	NJ American Water
Union Beach	Municipal Service
Sources: Monmouth County Water Supply Facilities and Service Area Map, MCPB, June 2004	

Keansburg and Keyport Boroughs rely considerably on well water to serve existing development. NJDEP water regulations limit well-water allocations in both boroughs because of significant over-drawing of supply. These regulations restrict expansions and new development potential. To allow for additional residential development capacity, Keansburg has signed a water supply contract with NJ American Water Company to supply an additional 60 million gallons of water per year until 2015.

Because the region is nearly built-out, public water capacity in most municipalities is adequate to serve the existing and projected development as long as current systems are maintained and redevelopment remains consistent in density and scale. As with sewer infrastructure, replacing aging water supply distribution infrastructure is costly.

B. ISSUES IDENTIFICATION

There are no regional infrastructure issues as capacity is adequate to accommodate future projected growth. Population in the Region declined over the 1990s and future growth projections are moderate. Therefore, future demands on infrastructure capacity are also expected to be moderate. A number of municipal-level concerns include:

- High capital expenditures are required to maintain and replace the aging water and sewer infrastructure.
- Contracting with private water suppliers is being considered by at least one of the municipalities.
- In Keansburg and Keyport Boroughs, well-water allocation is limited by NJDEP limits on drawing from wells, thus limiting development potential to the amount that can be served by supplementary contracts with water suppliers.
- Housing redevelopment in the Freneau area of Aberdeen will require permits to extend sewer service.
- Keansburg school capacity may be an issue. *

Section 7:

Planning Implementation Agendas

This section includes Planning Implementation Agendas (PIAs) for the Bayshore Region as a whole and for each of the individual municipalities. As described in Section 1, “The Bayshore Plan: Introduction and Overview,” the plan is divided into four key plan elements that represent a regional perspective on planning initiatives appropriate for the Bayshore:

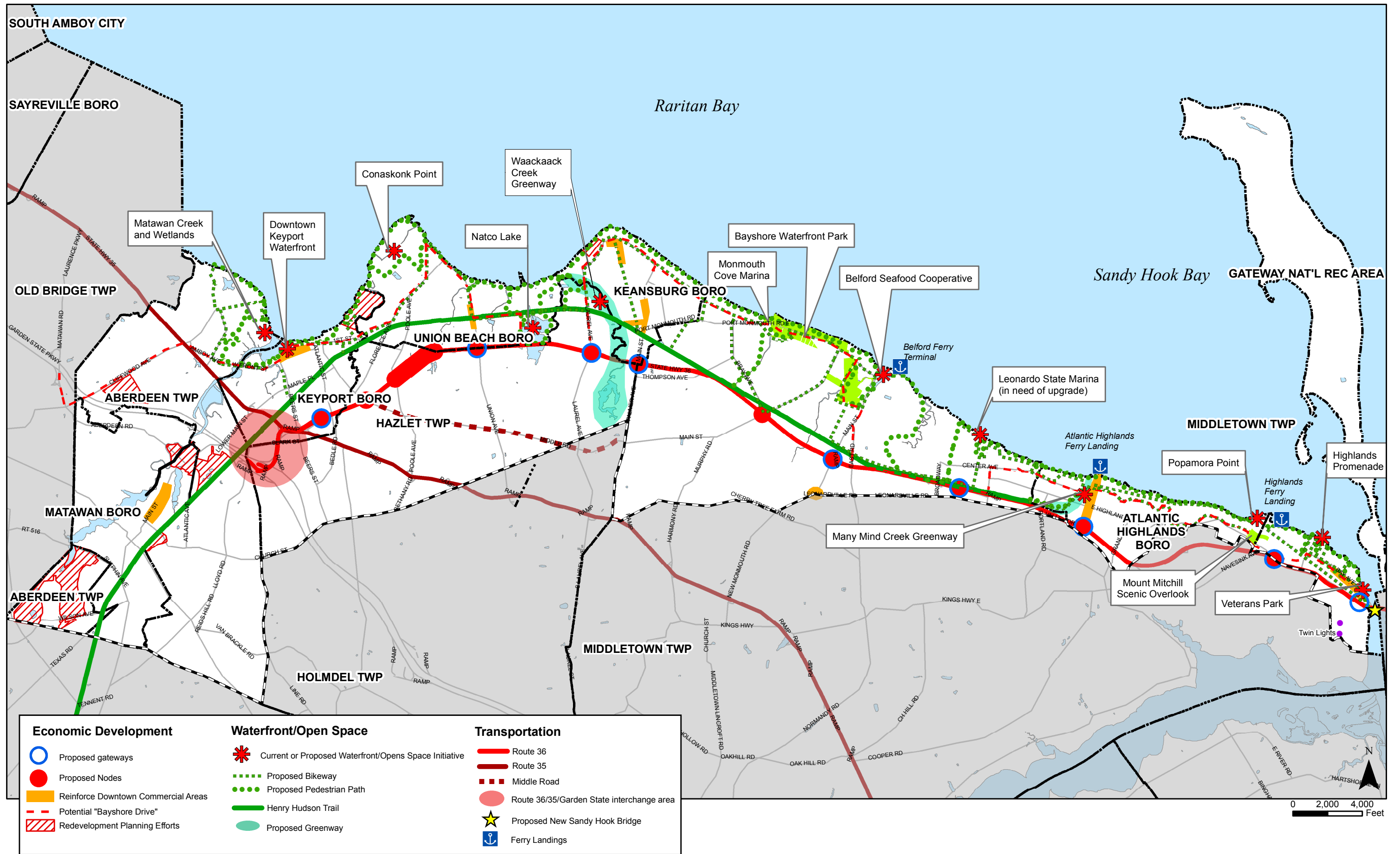
- Economic Development
- Waterfront and Open Space
- Transportation
- Housing

For each of these key elements, the PIAs address visions, issues, and management and implementation strategies. On a regional level, the plan elements are summarized on the map in Figure 7-1 and in the PIA in Table 7-1. Visions, issues, and management and implementation strategies are also identified for each of the nine municipalities and are provided in the PIAs found in Tables 7-2 through 7-10. The municipal PIAs are summarized on the maps provided in Figures 7-2 through 7-10. For each municipality, relevant plan elements are identified as well as responsibilities for plan implementation. The municipal strategies provide the regional framework for each municipality to utilize in developing a municipal plan for State Plan Endorsement.

PLAN ENDORSEMENT

In order for the Bayshore Region Strategic Plan to be implemented, it is critical that each of the nine municipalities pursue plan endorsement for their individual local plans under the State Development and Redevelopment Plan. Plan endorsement at both the county and municipal levels will assist governing agencies in implementing the plan and will give the region and its municipalities priority consideration for funding and technical assistance.

A Petition for Plan Endorsement from the State Planning Commission must address the requirements of the Plan Endorsement Guidelines and the State Planning Rules. Plan Endorsement Guidelines for municipalities and counties can be viewed and downloaded from the Office of Smart Growth website. The State Planning Commission is seeking to establish consistency requirements for county and regional petitions.



Bayshore Region Strategic Plan

Figure 7-1
Summary Map of Recommendations

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
<i>Awareness of the Bayshore Region [Refer to Part II of the Bayshore Region Strategic Plan, pages 3-1 through 3-8]</i>				
<ul style="list-style-type: none"> • Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. • Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. • Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. • The unique maritime heritage of the area is preserved. The Region’s cultural, arts, historic, waterfront, and natural resources are “selling points” that attract visitors to the region and spur economic development. (See “Waterfront and Open Space” matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> • Market and brand the Bayshore as a destination for local and regional tourism. • Develop an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> • Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) • Marketing and branding • Events sponsorship and coordination • Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) • Retention of fishing and maritime industries • Cultural resources and educational outreach • Transportation support (including gateway treatments and improvements to Route 36) • Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) 	<ul style="list-style-type: none"> • The municipalities should work collaboratively to market and promote the Bayshore Region as a tourist destination. The Bayshore Regional Collaborative should continue to bring together a broad representation of government, business, and civic organizations, including the following: <ul style="list-style-type: none"> • Bayshore Municipalities • Monmouth County • Business representatives • Environmental organizations (Baykeeper, Bayshore Regional Watershed Council, Littoral Society) • Cultural and historic preservation organizations • BIDs and Chambers of Commerce • Sandy Hook/National Parks Service • Municipalities to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. • Municipalities to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Parks Department to develop the Bayshore Bikeway and Baywalk. • Municipalities to pursue potential funding sources. <ul style="list-style-type: none"> • Cooperative Marketing Program (NJ Commerce, Economic Growth, and Tourism Commission) • NJ Shore Regional Tourism Council • NJ OSG Smart Growth grants • NJ OSG Community Design and Physical Planning document (http://www.state.nj.us/dca/osg/docs/techassist100605.pdf) • Special Improvement Districts (SIDS), BIDS (Business Improvement Districts) 	<p>NJDOT, OSG, NPS, New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, OSG</p>

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)</p>	<p>Route 36 (cont'd)</p> <p>Use design and zoning to create centers of activity at nodes:</p> <ul style="list-style-type: none"> • Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate • Planted medians should be created along Route 36 within 500 feet in either direction of nodes • Development within “jug handles” and traffic islands along Route 36 should be prohibited • Regulate building setbacks and encourage pedestrian access • Improve parking design and develop an access management strategy • Require landscaping <p>Develop detailed design guidelines</p> <ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • The areas of Route 36 between nodes should be rezoned to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. 	<ul style="list-style-type: none"> • Municipalities to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Municipalities to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) <ul style="list-style-type: none"> • Municipalities to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Municipalities to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	<p>NJDOT, NJDEP, OSG</p> <p>NJDOT, NJDEP</p>

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

	Regional Issues	Management Strategies	Implementation Strategies	Other Agency Involvement
<i>Downtown Centers [Refer to Part II of the Bayshore Region Strategic Plan, pages 3-20 through 3-22]</i>				
	<p>Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.</p>	<ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Create a possible Keansburg center near Church Street with a link to Waackaack Creek and Henry Hudson Trail. • Middletown to create a transit- and pedestrian-oriented village center at Campbell's Junction. • Explore the use of public art to help enhance community image and expand cultural opportunities. 	<ul style="list-style-type: none"> • Municipalities to review zoning in downtown areas • Keansburg to actively join the current efforts in Hazlet to create the Waackaack Creek Greenway. • Middletown to pursue mixed-use zoning in the Campbell's Junction area and carry out landscaping improvements • DCA's Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	<p>DCA, HMFA</p>
<i>Potential Revitalization or Redevelopment Opportunities [Refer to Part II of the Bayshore Region Strategic Plan, pages 3-22 through 3-23]</i>				
	<p>There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.</p>	<ul style="list-style-type: none"> • Redevelopment areas in Keyport (Aeromarine site) and Aberdeen (train station Anchor Glass, Freneau, and South Metal areas), Matawan (train station area) should be planned and developed in a manner consistent with the recommendations of this plan. • Keansburg and Highlands are reviewing potential redevelopment areas near waterfront; any redevelopment plans for these areas should be consistent with this plan's recommendations relating to economic development and open space. • A comprehensive plan for the vacant Bradlees site and adjacent farmland in Hazlet should be pursued in a manner that is consistent with the comprehensive vision for Route 36 presented above and with the open space vision described in Section 4, "Waterfront and Open Space." 	<ul style="list-style-type: none"> • Municipalities to review their redevelopment area planning efforts and make changes to ensure that they are consistent with this plan's regional goals and recommendations relating to economic development, waterfront and open space, and housing. Where appropriate, they should consider pursuing brownfield funding for formerly industrial sites such as Anchor Glass, South River Metal, and Aeromarine. • Pursue brownfields funding where appropriate 	<p>NJDEP</p>

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p>Waterfront and Open Space Preservation and Access [Refer to Part II of the Bayshore Region Strategic Plan, pages 4-1 through 4-8]</p> <ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. The few remaining large upland resources need to be protected and enhanced. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<ul style="list-style-type: none"> Implement the <i>Bayshore Waterfront Access Plan</i> and <i>Bayshore Trail System Design Manual</i> recommendations as identified below. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. Complete the restoration and acquisition of key regional waterfront and upland open space resources. <ul style="list-style-type: none"> Veterans Park (Highlands) Waterfront Promenade (Highlands) Popamora Point (Atlantic Highlands) Many Mind Creek Greenway (Atlantic Highlands) Areas between Many Mind Creek and Wagner Creek (Atlantic Highlands) Waackaack Creek Greenway (Hazlet/Keanburg) Natco Lake (Union Beach/Hazlet) Conaskonk Point (Union Beach) Keyport Downtown Waterfront (Keyport) Matawan Creek Wetlands (Matawan/Aberdeen/Keyport) Other areas that should be considered for preservation and open space access include the waterfront area of the Aeromarine site (Keyport), portions of the Freneau Woods area (Aberdeen), Stone Creek Meadows site (Hazlet), riparian corridors (see also Waterfront Land Use and Design below) 	<p>Municipalities should work with county, state, and federal agencies to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails. Regional cooperation via the Regional Collaborative would also be beneficial to advocate for regional priorities.</p> <ul style="list-style-type: none"> <i>Continue current planning efforts</i> <ul style="list-style-type: none"> <i>Henry Hudson Trail:</i> Atlantic Highlands and Highlands to work with Monmouth County Park System to extend Bayshore Trail segment of the Henry Hudson Trail through these boroughs. Create connection near Garden State Parkway in Aberdeen. <i>Veterans Park:</i> Borough of Highlands and Highlands BID to continue efforts to upgrade Veterans Park and provide water taxi service. <i>Many Mind Creek Greenway:</i> Atlantic Highlands to continue working with NJ Natural Gas Co. on Many Mind Creek Greenway <i>Waterfront Areas between Many Mind Creek and Wagner Creek:</i> Atlantic Highlands should continue to work with green acres and others to acquire waterfront properties. <i>Waackaack Creek Greenway:</i> Hazlet and Keansburg to continue working with Baykeeper and Green Acres to develop Waackaack Creek Greenway <i>Natco Lake:</i> Union Beach to continue working with IFF and OSG on study to enhance Natco Lake <i>Keyport Downtown Waterfront:</i> Keyport to complete its waterfront redevelopment study undertaken by OSG grant and capital improvements to waterfront promenade. <i>Initiate new planning efforts</i> <ul style="list-style-type: none"> <i>Bayshore Trails:</i> The municipalities with waterfront frontage, ideally working collectively through the Regional Collaborative, should initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. <i>Conaskonk Point:</i> Union Beach should facilitate a public/private initiative to provide access to Conaskonk Point. <i>Matawan Creek Wetlands:</i> Aberdeen should facilitate an initiative to provide open space access to Matawan Creek Wetlands. <i>Highlands Waterfront Promenade:</i> The Highlands Business Partnership (HBP) should work with Highlands, the Waterfront and Open Space Task Force and the Army Corps. to complete the waterfront promenade. <i>Riparian Corridor Protection:</i> All municipalities should review their riparian corridors to identify acquisition sites and potential areas to be designated as Critical Environmental Sites and PA5 as amendments to the State Plan. <i>Stone Creek Meadows:</i> Hazlet should work with the owners of the Stone Creek Meadows and Bradlees sites, OSG, and local environment and civic groups to develop a comprehensive plan for the sites that includes mixed use development incorporating open space. <p>Pursue potential funding sources including:</p> <ul style="list-style-type: none"> NJDEP Green Acres program. NJ OSG Smart Growth Grants (e.g., for Natco Lake). New Jersey Department of Transportation's (NJDOT) Bikeways Funding program. Voter-imposed purchase of development rights/open space fund. Monmouth County Municipal Open Space Grant program. 	<ul style="list-style-type: none"> NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
 PLANNING IMPLEMENTATION AGENDA
 WATERFRONT AND OPEN SPACE (cont.)**

Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
<i>Waterfront and Open Space Preservation and Access (continued)</i>			
		<ul style="list-style-type: none"> • NJ Shore to Grow Transfer of Development Rights (TDR) program. • NJDEP Section 319(h) grant program. • NJDEP Division of Watershed Management (DWM) Water Quality Planning grants. • NJDEP Environmental Infrastructure Financing Program. • Tax increment financing. 	
<i>Waterfront Use and Design [Refer to Part II of the Bayshore Region Strategic Plan, pages 4-8 through 4-13]</i>			
<ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<ul style="list-style-type: none"> • Review waterfront zoning and make changes to ensure that allowable land uses along the waterfront are appropriate. <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). • Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals. <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also “Housing” matrix for general guidelines.) 	<ul style="list-style-type: none"> • Municipalities to evaluate their zoning and amend them as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area. • Municipalities should review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan. • Municipalities can also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. 	<ul style="list-style-type: none"> • Monmouth County Planning Board

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont.)**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
	<i>Waterfront Maintenance [Refer to Part II of the Bayshore Region Strategic Plan, pages 4-14 through 4-15]</i>			
	<ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<ul style="list-style-type: none"> • Coordinate these issues on a regional level. Pool regional resources and advocate state and federal agencies to take advantage of economies of scale in tasks ranging from disposal of dredged materials to beach restoration and clean-up. (See also "Transportation" matrix, as dredging is necessary to maintain and expand ferry service.) 	<ul style="list-style-type: none"> • In addition to municipalities continuing to act on an individual basis, the Regional Collaborative can serve an important role in addressing waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance. • Municipalities should work with local marinas to implement a clean marina program. • Middletown should pursue State funding and assistance for the upgrade Leonardo State Marina 	<ul style="list-style-type: none"> • NJDEP • Army Corps. • Monmouth County Planning Board

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion [Refer to Part II of the Bayshore Region Strategic Plan, pages 5-1 through 5-6]</p> <ul style="list-style-type: none"> • Summer weekend traffic congestion along Route 36 is a problem. 	<p>Current Strategies The Region has excellent intermodal transportation options:</p> <ul style="list-style-type: none"> • Intermodal transportation opportunities currently include ferries in Middletown, Atlantic Highlands, and Highlands; NJ Transit trains and buses; private bus services; Henry Hudson Trail for bicycles/ pedestrians). • Regional traffic management plan is in place for summer weekends including National Park Service, state and local agency coordination. <p>NJDOT to replace the drawbridge to Sandy Hook with a stationary bridge that will include bike/pedestrian link from Henry Hudson Trail to the Sandy Hook bike trail.</p> <p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> • The intersection of Route 36 and Appleton Avenue in Middletown presents an opportunity to create a new transit hub with a bus stop and park and ride at a location where the Henry Hudson Trail intersects with Route 36. • Improvements at the Campbell's Junction bus hub and interchange: existing bus stop and existing concentration of commercial activity could, with improved design and traffic circulation, be developed into a mixed-use transit center. • Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> • Provide for dredging along Raritan Bay that supports the continuation of existing ferry service and allow for the expansion of additional ferry service into other areas of the Bayshore (e.g., Keyport); • Implementing water taxi service from Sandy Hook and along Bayshore coast. • Providing water taxi service at Keansburg Point, initially to accommodate and foster special purpose trips (e.g., Amusement Park excursions) but, as demand warrants, consider adding commuter service as well. • Improving ferry facilities in Atlantic Highlands (Atlantic Highlands has received approval for a \$3 million dollar grant from the North Jersey Transportation Planning Authority). • Improving traffic circulation in the Atlantic Highlands marina area. • Implementing the planned replacement of the Sandy Hook drawbridge with a stationary bridge that includes bike/pedestrian. • Creating "dock & roll" service between the Belford Ferry Terminal and the Middletown Train station. • Implementing shuttle bus service from ferries. • Creating a NJDOT transit village designation in Highlands between Popamora Point in Atlantic Highlands and the Highlands Ferry Terminal (recommendation from Highlands' draft Master Plan) 	<p>NJDOT to construct the replacement bridge</p> <p>The Bayshore municipalities should work individually and collectively to improve transit and intermodal transportation opportunities.</p> <ul style="list-style-type: none"> • Municipalities, NJ Transit, and private bus and ferry operators to continue service and explore options for increased service by these transit modes (e.g., possible ferry terminal in Keyport) • Middletown should take the lead in developing the proposed transit hub at Route 36 and Appleton Avenue and the bus depot in Campbell's Junction. Efforts on the part of NJDOT, the County, and NJ Transit and private bus and ferry operators would be needed to secure funding, acquire property, and coordinate services. <p>Pursue potential funding to support regional transportation planning initiatives including:</p> <ul style="list-style-type: none"> • NJ OSG Grants • NJ DOT Municipal Aid grant program • NJ DOT Safe Street to Schools grant program • NJ DOT Centers of Place grant program (Atl Highlands, only) • SAFETEA-LU Opportunities • Public/private partnerships • Tax increment financing 	<p>NJDOT MCPB MC Division of Transportation</p>

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION (cont'd)**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
	<p>Route 36 – Summer Congestion(cont'd)</p>	<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Completing the Henry Hudson Trail, which is intended to extend through Atlantic Highlands and Highlands; • Continuing the Henry Hudson Trail in 2 areas where obstacles force the trail off the railroad right-of-way in the Matawan/Aberdeen area: a bridge crossing at Lake Matawan and a wetland area between the Garden State Parkway and the Aberdeen-Matawan train station. • Creating the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” matrix); and • Creating the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” matrix). <p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. Strategies include:</p> <p><u>At node and gateway intersections along Route 36:</u></p> <ul style="list-style-type: none"> • Create pedestrian access, where feasible. • Prohibit development in jughandles and on traffic islands. • Prohibit curb cuts within 100-150 feet of intersections. • Explore use of traffic circles. A traffic circle, or “roundabout,” could be effective at the Linden Avenue gateway to downtown Highlands to control traffic movement on Route 36. The placement of public art or other iconic structure within the roundabout could help to define Highlands to drivers on Route 36. • Reduce parking to 3 per 1,000 square feet of retail and commercial floor area. Locate the bulk of parking in the back of businesses. • Encourage mixed use and gateway treatments (see Figures 3-1 and 3-2 in Section 3, “Economic Development”). <p><u>Areas between intersections along Route 36:</u></p> <ul style="list-style-type: none"> • Restrict zoning to limit development to small scale uses in character with the region and narrow lots. Or, conversely, to apply careful controls on access and landscape buffers for larger developments that do not have a road frontage orientation (a corporate, cultural/educational, or industrial campus setting, or larger residential project). • Reduce parking to 3 per 1,000 square feet of retail and commercial floor area. Locate the bulk of parking in the back of businesses. • Highlight Raritan Bay tributaries and natural features using signage and by protecting views. • Prohibit new driveways for individual residential lots. 	<ul style="list-style-type: none"> • See “Waterfront and Open Space” for implementation of Henry Hudson Trail, Bay Bikeway, and Bay Walkway. • Aberdeen and Matawan should work with Monmouth County to make the Henry Hudson Trail extend with continuity along the railway right-of-way from Aberdeen and Matawan through Marlboro to Freehold. They should develop a plan for the extension of the trail in this area and work to secure funding for its completion. The redevelopment plans for the Aberdeen and Matawan train station areas should accommodate the trail. • Municipalities to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36- see Economic Development • Municipalities to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access)- see “Economic Development” matrix. 	<ul style="list-style-type: none"> • NJDEP • NJDEP Green Acres • NJDCA – OSG • NJDOT • MC Parks System • MCPB • NJDOT • MCPB

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION (cont'd)**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Agency Involvement
	<p><i>Middle Road [Refer to Part II of the Bayshore Region Strategic Plan, pages 5-6 through 5-7]</i></p> <ul style="list-style-type: none"> Traffic congestion is a consistent problem along County Route 516–Middle Road–another regional route that serves as an alternative for Routes 36 and 35. 	<ul style="list-style-type: none"> This Route has little retail and does not induce large amounts of traffic. Source of traffic: it serves as an alternative to Routes 35 and 36. Additional traffic lights and other traffic management measures may be needed. Improving traffic conditions on Route 36 and increasing intermodal options may alleviate some traffic on this Route. Limit commercialization of Middle Road. 	<ul style="list-style-type: none"> Monmouth County to review traffic conditions and determine potential mitigation Hazlet to review zoning and implement changes to limit commercial use along Middle Road NJDOT County Aid grant program provides funding for improvements to county roads 	<ul style="list-style-type: none"> NJDOT MC Division of Transportation
	<p><i>Route 35/36/GSP Hub [Refer to Part II of the Bayshore Region Strategic Plan, pages 5-7 through 5-8]</i></p> <ul style="list-style-type: none"> Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan. 	<ul style="list-style-type: none"> Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. Aberdeen and Matawan have planning initiatives for transit oriented development in the areas surrounding the NJ Transit train station. Parking studies are also being conducted. Aberdeen’s redevelopment plan for the Commerce & Transportation Area encourages mixed use and the creation of a hub for the region. Matawan’s redevelopment plan for the train station area seeks to create a mixed-use transit village. Matawan Borough is undertaking efforts to provide traffic calming along local roads inundated with heavy traffic. Aberdeen would like to see a new ramp to the GSP extending from south of the parkway. This ramp, however, would obstruct the Henry Hudson Trail. 	<ul style="list-style-type: none"> This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keyport, Hazlet, among others) and others. Monmouth County to take the lead in organizing a separate transportation task force to focus on strategies to address the broad regional transportation issues at this location. Redevelopment plans for the Aberdeen-Matawan train station area should be consistent with broader regional plans to address traffic issues in this area. Significant funding from State agencies will be needed for traffic studies, design, and construction (see funding sources above under “Route 36”) 	<ul style="list-style-type: none"> NJDOT NJTPA MC Division of Transportation MCPB GSP

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
HOUSING**

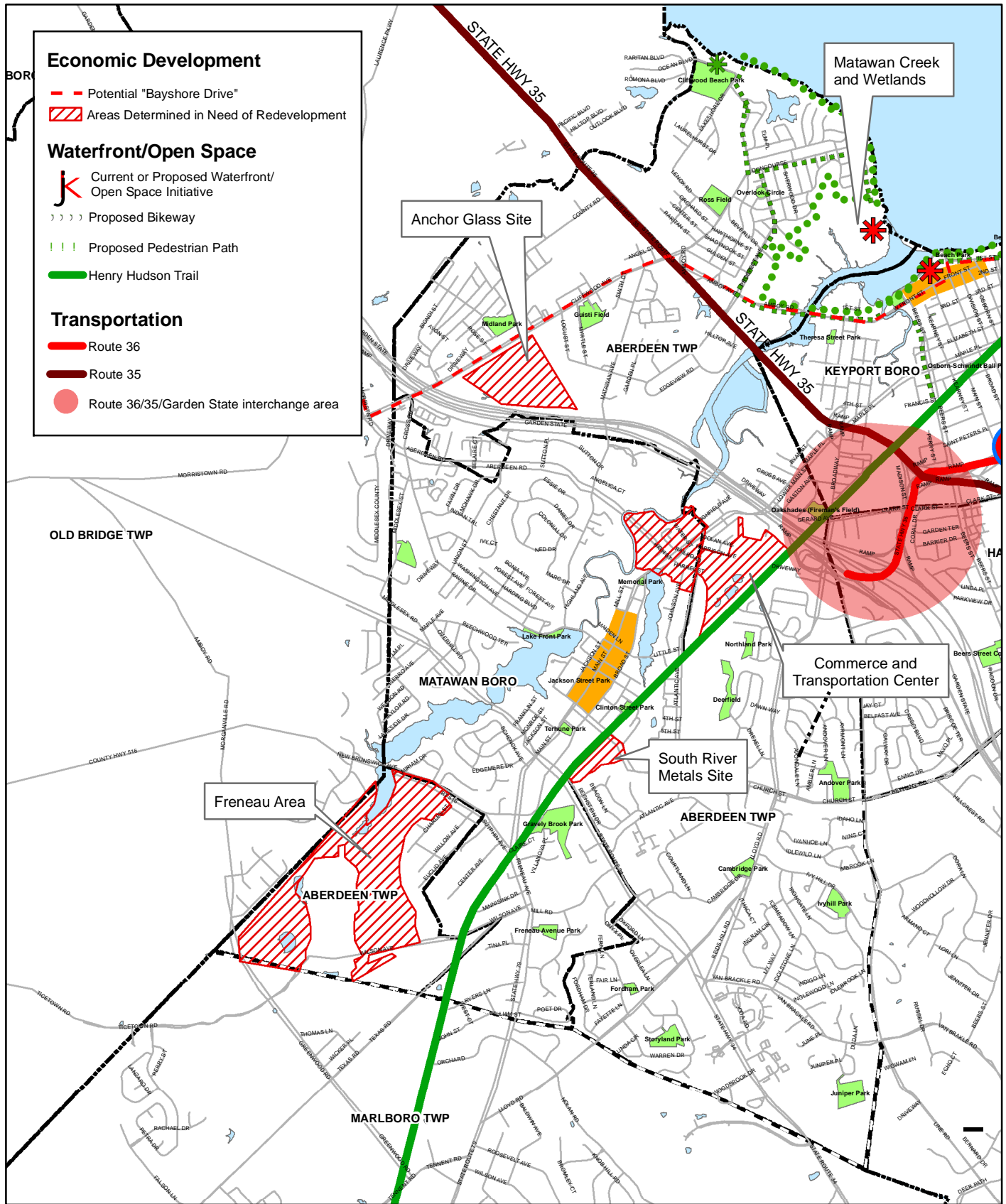
Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Other Agency Involvement
<p>New housing and upgrades to existing housing are in keeping with community character and scale of the area.</p> <p>A mix of housing types and affordability is maintained.</p>	<p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<p>Community Character [Refer to Part II of the Bayshore Region Strategic Plan, pages 6-1 through 6-4]</p> <ul style="list-style-type: none"> Bayshore municipalities should create detailed design guidelines and implement zoning changes to guide residential and other development. The following general design guidelines for residential neighborhoods in the Bayshore Region are recommended for consideration by each municipality: <ul style="list-style-type: none"> <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. <i>Building scale.</i> Control the size of new homes in terms of maximum permitted height and lot coverage. Limit the ability to merge lots to create oversized houses. <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries, train stations, and park and rides. <i>Building materials.</i> Natural building materials compatible with each municipality's architectural character should be encouraged and/or required. <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. 	<ul style="list-style-type: none"> Municipalities to revise zoning or develop design guidelines to protect community character incorporate recommended management strategies, as applicable. Municipalities to identify locations where new housing development is appropriate and should be encouraged. Municipalities can also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. Pursue potential funding sources including: <ul style="list-style-type: none"> NJ OSG Grants including smart growth planning grants and Community Design & Physical Planning financial assistance program Monmouth County Municipal Open Space Grant program, for municipal open space acquisition and development projects. Brownfields funding, where appropriate Local business communities and Local Development Corporations (LDCs) can provide funding or technical assistance for community revitalization efforts. NJDCA Economic and Tax Incentives, as applicable. 	<ul style="list-style-type: none"> NJDCA Monmouth County Planning Board

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Vision	Regional Issues	Management Strategies	Implementation Strategies	Other Agency Involvement
		<i>Community Character(cont'd)</i>		
		<ul style="list-style-type: none"> • Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods on vacant or underutilized parcels of land. • Exploring use of sand or gravel paths in keeping with maritime character. 	<ul style="list-style-type: none"> • Municipalities to create neighborhood plans that strengthen existing community investment with amenities (such as small infill parks and pedestrian and bicycle connections) and that identify local service and retail opportunities for mixed-use development. 	<ul style="list-style-type: none"> • Monmouth County Planning Board • Monmouth County Parks System
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. Local initiatives to promote housing include: <ul style="list-style-type: none"> • Keyport is exploring incentives to return converted multifamily buildings to single family use and restore their historic character. • Keyport has prepared a redevelopment plan for housing and open space at Aeromarine site. A key plan element will be the need to integrate waterfront open space and residential development. • Keansburg is also reviewing residential neighborhoods near the waterfront through its recent authorization to pursue a redevelopment plan for an area west of the amusement park. • In Aberdeen, redevelopment efforts with a potential housing component include Freneau Woods, Anchor Glass , South River Metal, and the Aberdeen-Matawan train station area. • Matawan has designated a redevelopment area at the train station. 	<ul style="list-style-type: none"> • Municipalities to review their ongoing redevelopment planning efforts and pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. • Keyport to continue initiative to restore single family use and historic character and seek funding from sources described above. 	<ul style="list-style-type: none"> • Monmouth County Planning Board

**TABLE 7-1: BAYSHORE REGION STRATEGIC PLAN
PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Issues	Management Strategies	Implementation Strategies	Other Agency Involvement
Affordability [Refer to Part II of the Bayshore Region Strategic Plan, pages 6-4 through 6-6]			
<p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • There is little opportunity for new development in the region due to a lack of vacant land. • Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Municipalities should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Preliminary COAH 3rd Round growth share values are small, totaling 214 units for the Bayshore municipalities. Furthermore, 104 of these units are projected for Middletown, only a small portion of which is located in the Bayshore Region. Middletown's obligation will largely be met in areas of the Township outside the Bayshore Region. The second highest share, 58 units, is for Aberdeen. Aberdeen is proposing to satisfy a portion of its COAH affordable housing requirement in the Freneau Redevelopment Area. Aberdeen's redevelopment planning efforts for the Anchor Glass and South River Metal sites may also provide new affordable housing opportunities. Other Bayshore municipalities have projected growth shares of 25 or fewer housing units. 	<ul style="list-style-type: none"> • Municipalities to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. • Municipalities to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey as members operating in Monmouth County) • Municipalities to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Pursue funding sources including: <ul style="list-style-type: none"> • DCA Neighborhood Revitalization Tax Credit program • DCA Neighborhood Preservation Balanced Housing program • Fannie Mae Foundation Grants • DCA Rental Project Preservation Loan 	<ul style="list-style-type: none"> • NJ COAH • NJDCA • Monmouth County Planning Board



**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 ECONOMIC DEVELOPMENT**

Aberdeen Vision: Underutilized land, including former industrial sites, is redeveloped, and a mixed-use center is created near the train station. Remaining natural areas are preserved and new recreational resources are developed.					
Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Awareness of the Bayshore Region					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Aberdeen to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) <p>Dredging of the Bay is a key element in preserving the Region's maritime character and in providing the transportation infrastructure necessary to support economic growth (see also "Waterfront" and "Transportation" sections of this table)</p> <p>Aberdeen to pursue potential funding for these initiatives (see regional "Economic Development" matrix for a list of potential funding sources).</p>	See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.	New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG	Ongoing

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Aberdeen (cont'd)	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> Downtown areas are revitalized for economic development and job growth, to serve local needs, in keeping with the historic maritime setting, and as places that attract tourists. 	<i>Awareness of the Bayshore Region (cont'd)</i>				
		<ul style="list-style-type: none"> Aberdeen to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Aberdeen to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Parks System to develop Bayshore bikeway 	See Part II, Section 3, page 3-5	NJDOT, Monmouth County <u>Planning Board</u>	1 year
	<i>Potential Revitalization or Redevelopment Opportunities</i>				
There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.	<ul style="list-style-type: none"> Aberdeen to continue redevelopment area designation and planning efforts (at the train station area, the Anchor Glass site, Freneau, and the South River Metal site) in a manner consistent with this plan's regional goals and recommendations relating to economic development, open space, and housing. Aberdeen to pursue brownfields funding where appropriate 	See Part II, Section 3, pages 3-22 through 3-23	NJDEP	2-4 years	

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Waterfront and Open Space Preservation and Access</i>					
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. The few remaining large upland resources need to be protected and enhanced. More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Aberdeen to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Aberdeen to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Aberdeen, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bay Walkway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Create Henry Hudson Trail connection near Garden State Parkway in Aberdeen. Matawan Creek Wetlands: Aberdeen should facilitate an initiative to provide access to Matawan Creek Wetlands. Riparian Corridor Protection: Aberdeen to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. Other areas that should be considered for preservation and open space access include portions of the Freneau Woods area. <p>Aberdeen to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Aberdeen to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area:</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Aberdeen could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Aberdeen to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependant wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<ul style="list-style-type: none"> • In addition to continuing to act on an individual basis, Aberdeen to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance. • Aberdeen to work with local marinas to implement a clean marina program. 	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 TRANSPORTATION**

Regional Vision Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 35/36/GSP Hub</p> <p>Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan.</p>	<ul style="list-style-type: none"> • Aberdeen to participate on task force dedicated to addressing traffic issues related to this transportation hub. This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keyport, Hazlet, among others) and others. Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. • Pursue funding from State agencies for traffic studies, design, and construction of roadway improvements. • Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. • Aberdeen to continue transit-oriented development plans for redevelopment area next to Aberdeen/Matawan train station. Redevelopment plans for the Aberdeen-Matawan train station area should be consistent with broader regional plans to address traffic issues in this area. • Aberdeen and Matawan should work with Monmouth County to make the Bayshore Trail extend with continuity along the railway right-of-way from Aberdeen and Matawan through Marlboro to Freehold. They should develop a plan for the extension of the trail in this area and work to secure funding for its completion. The redevelopment plans for the Aberdeen and Matawan train station areas should accommodate the trail. 	<p>See Part II, Section 5, pages 5-7 through 5-8.</p>	<ul style="list-style-type: none"> • NJDOT • NJTPA • MC Division of Transportation • MCPB • GSP 	<p>Ongoing</p>

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 HOUSING**

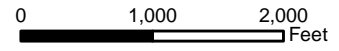
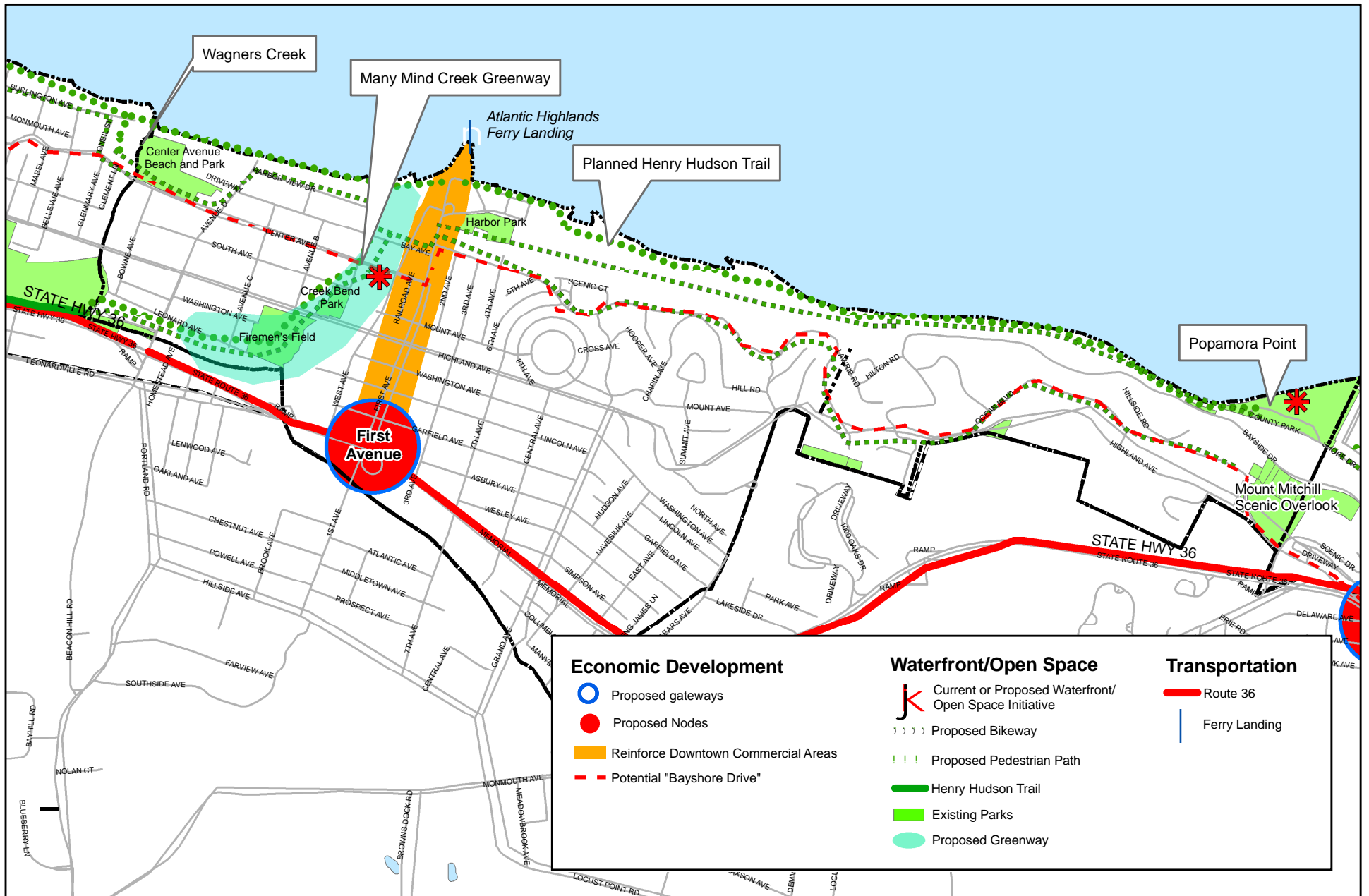
Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<p>New housing and upgrades to existing housing are in keeping with community character and scale of the area.</p> <p>A mix of housing types and affordability is maintained.</p>	<p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<p>Community Character</p> <p>Aberdeen to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable.</p> <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale .</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront and creek. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as train stations and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Aberdeen to identify locations where new housing development is appropriate and should be encouraged. • Aberdeen should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Aberdeen to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>
	<p>Community Character</p>				

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 HOUSING (cont'd)**

Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Aberdeen to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • In Aberdeen, redevelopment efforts with a potential housing component include Freneau Woods, Anchor Glass, South River Metal, and the Aberdeen-Matawan train station area. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p><i>Affordability</i></p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Aberdeen to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Aberdeen should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Aberdeen to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing

**TABLE 7-2: BAYSHORE REGION STRATEGIC PLAN
 ABERDEEN PLANNING IMPLEMENTATION AGENDA
 HOUSING**

Regional Visions Applicable to Aberdeen	Regional Issues Applicable to Aberdeen	Aberdeen Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Aberdeen to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Aberdeen to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 			



**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Atlantic Highlands Vision: Historic and maritime character is preserved, remaining natural lands are preserved and enhanced for recreation, and the historic downtown area continues to evolve as a vibrant center for residents and tourists.					
Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Atlantic Highlands to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) Atlantic Highlands to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Atlantic Highlands to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. <p>Atlantic Highlands to pursue potential funding for these initiatives (see regional “Economic Development” matrix for a list of potential funding sources).</p>	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<i>Awareness of the Bayshore Region (cont'd)</i>				
	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Atlantic Highlands to develop gateway design concept for First Ave. intersection along Route 36. Atlantic Highlands to adopt design guidelines and work with NJDOT to create medians at gateway Atlantic Highlands should pursue funding for gateway design and implementation from the above mentioned sources 	See Part II, Section 3, pages 3-3 through 3-5.	NJDOT, OSG	2 years
		<ul style="list-style-type: none"> Atlantic Highlands to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations; complete Henry Hudson Trail Atlantic Highlands to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	See Part II, Section 3, page 3-5.	NJDOT, Monmouth County Planning Board	1 year
	<i>Route 36</i>				
<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create node at the First Ave. intersection along Route 36. Use design and zoning to create centers of activity at node: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of nodes Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Atlantic Highlands to review zoning and establish site design guidelines and implement changes at nodes and gateways. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Atlantic Highlands to coordinate with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	2-3 years	

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)</p>	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone the areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. <u>Zoning should prohibit billboards.</u> • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Atlantic Highlands to coordinate with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>5+ years</p>
Downtown Centers					
	<p>Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.</p>	<ul style="list-style-type: none"> • Atlantic Highlands to review zoning and design guidelines in downtown areas <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA’s Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	<p>See Part II, Section 3, pages 3-20 through 3-22.</p>	<p>DCA, HMFA</p>	<p>2-3 years</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p align="center"><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. The few remaining large upland resources need to be protected and enhanced. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Atlantic Highlands to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Atlantic Highlands to continue its current planning efforts on:</p> <ul style="list-style-type: none"> Henry Hudson Trail: Atlantic Highlands and Highlands to work with Monmouth County Park System to extend Bayshore Trail segment of the Henry Hudson Trail through these boroughs. Many Mind Creek Greenway: Atlantic Highlands to continue working with NJ Natural Gas Co. on Many Mind Creek Greenway Waterfront Areas between Many Mind Creek and Wagner Creek: Atlantic Highlands should continue to work with green acres and others to acquire waterfront properties. Completion of Popamora Point by the Monmouth County Park System. <p>Atlantic Highlands to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Atlantic Highlands, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. Riparian Corridor Protection: Atlantic Highlands to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. <p>Atlantic Highlands to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Atlantic Highlands to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area. Rezone areas adjacent to the beachfront as conservation/recreation, where feasible.</p> <ul style="list-style-type: none"> • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional "Housing" matrix for general guidelines.) • Atlantic Highlands could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Atlantic Highlands to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
WATERFRONT AND OPEN SPACE: VISIONS-ISSUES-MANAGEMENT STRATEGIES
ATLANTIC HIGHLANDS (cont'd)**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to action an individual basis, Atlantic Highlands to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Atlantic Highlands municipal marina to continue implementing Clean Marina program until it receives designation as a Clean Marina.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

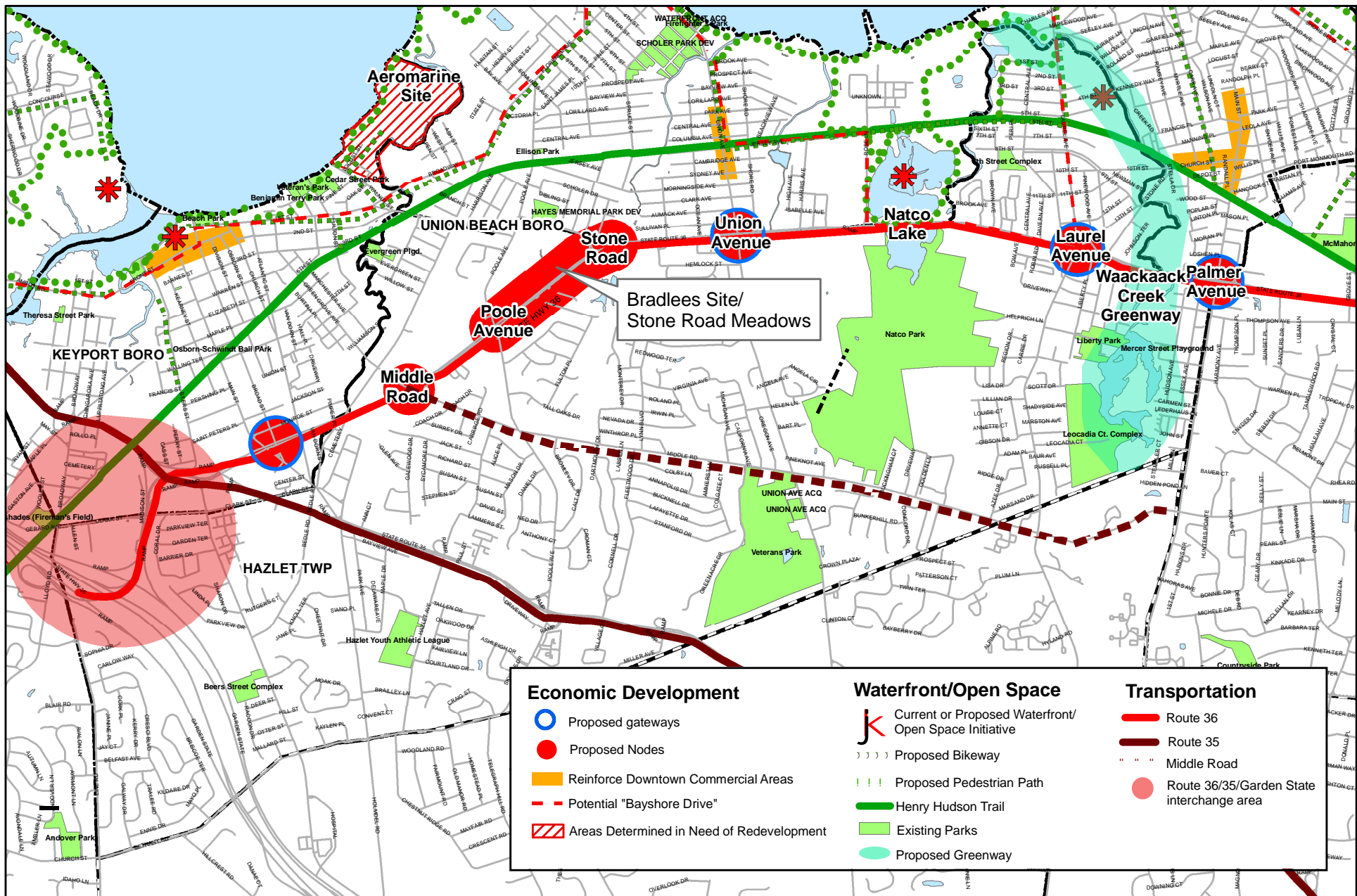
Regional Vision Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p> <p>Summer weekend traffic congestion along Route 36 is a problem.</p>	<p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> Atlantic Highlands to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> Implementing water taxi service from Sandy Hook and along Bayshore coast. Improving ferry facilities in Atlantic Highlands (Atlantic Highlands has received approval for a \$3 million dollar grant from the North Jersey Transportation Planning Authority). Improving traffic circulation in the Atlantic Highlands marina area. Implementing shuttle bus service from ferries. <p>Atlantic Highlands to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>NJDOT MCPB MC Division of Transportation Harbor Commission</p>	<p>1-3 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> Complete the Henry Hudson Trail, which is intended to extend through Atlantic Highlands and Highlands; Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” PIA); and Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” PIA). 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See “Waterfront and Open Space” PIA.</p>	<p>3-5 years</p>
		<p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.</p>	<p>See “Economic Development” PIA.</p>	<p>See “Economic Development” PIA.</p>	<p>2-3 years</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Atlantic Highlands to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Atlantic Highlands to identify locations where new housing development is appropriate and should be encouraged. • Atlantic Highlands should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Atlantic Highlands to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-3: BAYSHORE REGION STRATEGIC PLAN
ATLANTIC HIGHLANDS PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Atlantic Highlands	Regional Issues Applicable to Atlantic Highlands	Atlantic Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Atlantic Highlands to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Atlantic Highlands to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	Affordability				
	Rising housing costs may lead to a lack of affordable housing and possible displacement.	<ul style="list-style-type: none"> • Atlantic Highlands to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Atlantic Highlands should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Pursue affordable housing opportunities in <u>the</u> downtown <u>area</u>. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Atlantic Highlands to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). • Atlantic Highlands to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Atlantic Highlands to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



0 1,000 2,000 Feet

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Hazlet Vision: Land uses and design along Route 36 are upgraded, remaining natural lands are preserved and enhanced for recreation, and traffic along state and county roadways is better managed.					
Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> • Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. • Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. • The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> • Hazlet to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> • Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) • Marketing and branding • Events sponsorship and coordination • Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) • Retention of fishing and maritime industries • Cultural resources and educational outreach • Transportation support (including gateway treatments and improvements to Route 36) • Dredging of the Bay is a key element in preserving the Region's maritime character and in providing the transportation infrastructure necessary to support economic growth (see also "Waterfront" and "Transportation" sections of this table) • Hazlet to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. • Hazlet to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. • Hazlet to pursue potential funding for these initiatives (see regional "Economic Development" matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region (cont'd)</i>					
	The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)	<ul style="list-style-type: none"> • Hazlet to develop gateway design concept for Laurel Ave. intersection along Route 36 and Henry Hudson Trail. In Keyport, Broad Street would serve as the gateway from Route 36 to the waterfront and downtown areas. • Hazlet to adopt design guidelines and work with NJDOT to create medians at gateways • Hazlet should pursue funding for gateway design and implementation from the above mentioned sources 	See Part II, Section 3, pages 3-3 through 3-5.	NJDOT, OSG	2 years
		<ul style="list-style-type: none"> • Hazlet to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. • Hazlet to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop Bayshore bikeway 	See Part II, Section 3, page 3-5.	NJDOT, Monmouth County Planning Board	1 year
<i>Route 36</i>					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.	<ul style="list-style-type: none"> • Create nodes and activity centers at Middle Rd., Poole Ave.-Stone Rd., Laurel Ave., Palmer Ave. intersections along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> • Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate • Planted medians should be created along Route 36 within 500 feet in either direction of node • Development within “jug handles” and traffic islands along Route 36 should be prohibited • Regulate building setbacks and encourage pedestrian access • Improve parking design and develop an access management strategy • Require landscaping • Develop detailed design guidelines • Hazlet to review zoning and establish site design guidelines and implement changes at nodes/gateway. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Hazlet to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	2-3 years

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. Many upland resources are not protected and are at risk for development. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<p>Implement the <i>Bayshore Waterfront Access Plan</i> and <i>Bayshore Trail System Design Manual</i> recommendations as identified below.</p> <p>Hazlet to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Hazlet to continue its current planning efforts on:</p> <ul style="list-style-type: none"> Waackaack Creek Greenway: Hazlet and Keansburg to continue working with Baykeeper and Green Acres to develop Waackaack Creek Greenway Natco Lake: Hazlet to work with Union Beach to develop vision for Natco Lake <p>Hazlet to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Hazlet, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Riparian Corridor Protection: Hazlet to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. Stone Creek Meadows: Hazlet should work with the owners of the Stone Creek Meadows and Bradlees sites, OSG, and local environment and civic groups to develop a comprehensive plan for the sites that includes mixed use development incorporating open space. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. <p>Hazlet to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Hazlet to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Hazlet could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Hazlet to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Hazlet to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Hazlet to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

Regional Vision Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p> <ul style="list-style-type: none"> • Summer weekend traffic congestion along Route 36 is a problem. 	<p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> • Hazlet to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<ul style="list-style-type: none"> • NJDOT • MCPB • MC Division of Transportation 	<p>1-3 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” matrix); and • Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” matrix). <p>Hazlet to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See “Waterfront and Open Space” PIA.</p>	<p>3-5 years</p>
		<p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.</p>	<p>See “Economic Development” PIA.</p>	<p>See “Economic Development” PIA.</p>	<p>2-3 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION (cont'd)**

	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Middle Road</i></p> <ul style="list-style-type: none"> Traffic congestion is a consistent problem along County Route 516–Middle Road–another regional route that serves as an alternative for Routes 36 and 35. 	<ul style="list-style-type: none"> Improving traffic conditions on Route 36 and increasing intermodal options may alleviate some traffic on this Route. Hazlet to review zoning and implement changes to limit commercial use along Middle Road Pursue funding from NJDOT County Aid grant program, which provides funding for improvements to county roads 	<p>See Part II, Section 5, pages 5-6 through 5-7.</p>	<ul style="list-style-type: none"> NJDOT MC Division of Transportation 	<p>1-3 years</p>
	<p><i>Route 35/36/GSP Hub</i></p> <ul style="list-style-type: none"> Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan. 	<ul style="list-style-type: none"> Hazlet to participate on task force dedicated to addressing traffic issues related to this transportation hub. This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keyport, Hazlet, among others) and others. Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. Pursue funding from State agencies for traffic studies, design, and construction of roadway improvements (see funding sources above under "Route 36") Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. 	<p>See Part II, Section 5, pages 5-7 through 5-8.</p>	<ul style="list-style-type: none"> NJDOT NJTPA MC Division of Transportation MCPB GSP 	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

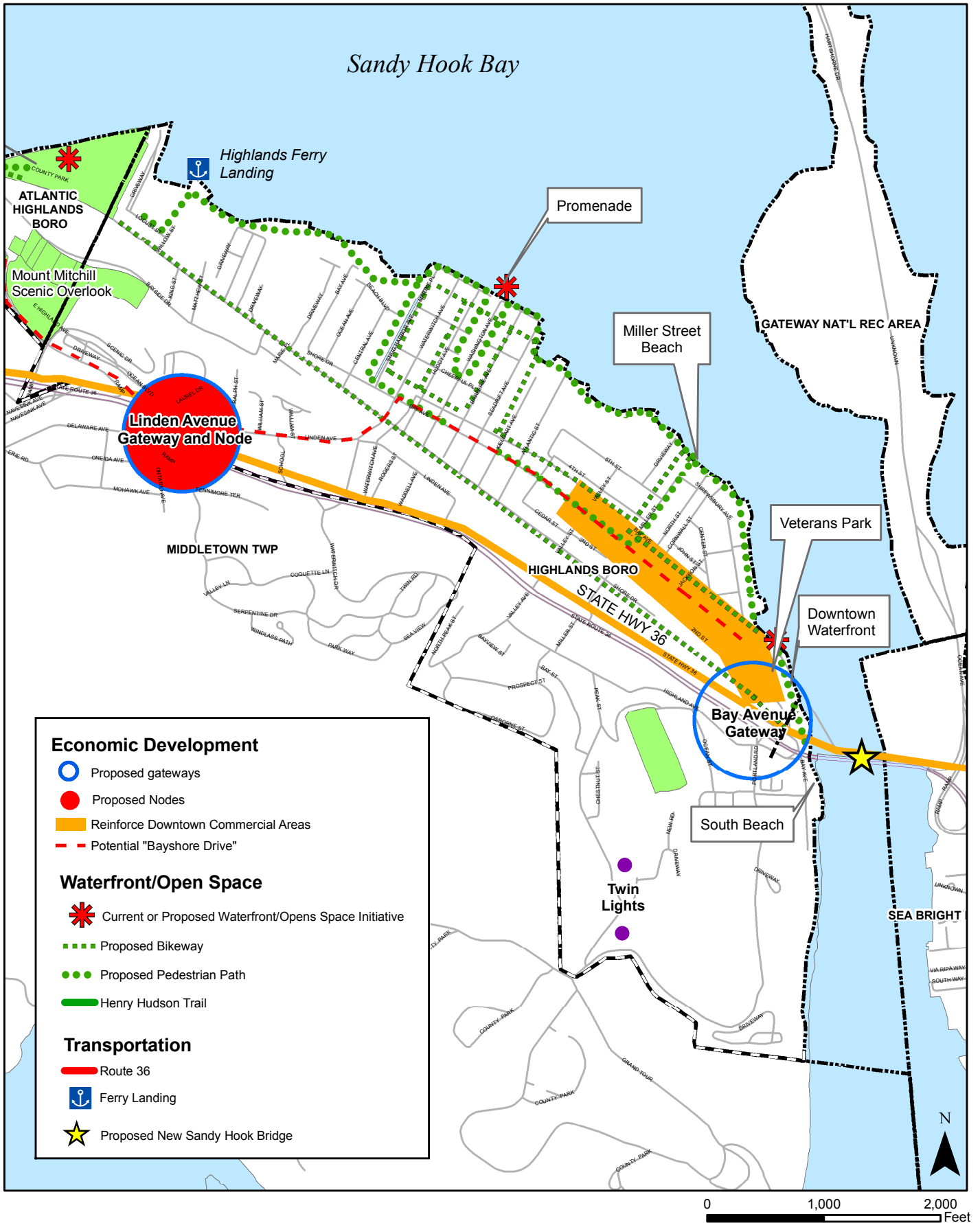
Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Route 36 (cont'd)</i></p> <p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)</p>	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes should be rezoned to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Hazlet to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Hazlet to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>5+ years</p>
	<p><i>Potential Revitalization or Redevelopment Opportunities</i></p> <p>There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.</p>	<ul style="list-style-type: none"> • Hazlet to pursue a comprehensive plan for the vacant Bradlees site and adjacent farmland in Hazlet. Redevelopment of this area should be consistent with this plan’s regional goals and recommendations relating to economic development, waterfront and open space, and housing. 	<p>See Part II, Section 3, pages 3-22 through 3-23.</p>	<p>NJDEP</p>	<p>2-4 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Community Character					
<ul style="list-style-type: none"> New housing and upgrades to existing housing are in keeping with community character and scale of the area. A mix of housing types and affordability is maintained. 	<p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> Hazlet to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to lakes and creeks. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as train stations and park and rides. <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. Hazlet to identify locations where new housing development is appropriate and should be encouraged. Hazlet should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. Hazlet to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Hazlet to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • Hazlet to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Hazlet to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. • Hazlet to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). • Hazlet to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Hazlet to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Highlands Vision: Maritime character is maintained and the remaining natural lands are preserved and enhanced for recreation. The downtown area is revitalized and connected by water taxi to Sandy Hook.					
Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Highlands to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) Highlands to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Highlands to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. Highlands to pursue potential funding for these initiatives (see regional “Economic Development” matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<i>Awareness of the Bayshore Region (cont'd)</i>				
	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Highlands to develop gateway design concepts for Linden Ave. and Bay Ave. intersections along Route 36. Highlands to adopt design guidelines and work with NJDOT to create medians at gateways Highlands should pursue funding for gateway design and implementation from the above mentioned sources 	See Part II, Section 3, pages 3-3 through 3-5.	NJDOT, OSG	2 years
		<ul style="list-style-type: none"> Highlands to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations; complete Henry Hudson Trail Highlands to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	See Part II, Section 3, page 3-5.	NJDOT, Monmouth County Planning Board	1 year
	<i>Route 36</i>				
<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create node at the Linden Ave. intersection along Route 36. Use design and zoning to create centers of activity at node: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of nodes Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Highlands to review zoning and establish site design guidelines and implement changes at nodes and gateways. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Highlands to coordinate with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	2-3 years	

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Highlands to coordinate with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	5+ years
Downtown Centers					
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Atlantic Highlands to review zoning and design guidelines in downtown areas <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA’s Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years
Potential Revitalization or Redevelopment Opportunities					
	There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.	Highlands to create redevelopment plans that are consistent with this plan’s regional goals and recommendations relating to economic development, waterfront and open space, and housing. (Highlands is reviewing potential redevelopment areas near waterfront; any redevelopment plans for these areas should be consistent with this plan’s recommendations relating to economic development and open space.)	See Part II, Section 3, pages 3-22 through 3-23.	NJDEP, Monmouth County Parks System	2-4 years

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • The natural beauty of the waterfront is enhanced and made more accessible. • The unique maritime heritage of the area is preserved. • The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. • The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p align="center"><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> • There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. • The few remaining large upland resources need to be protected and enhanced. • The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. • More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Highlands to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Highlands to continue its current planning efforts on:</p> <ul style="list-style-type: none"> • Henry Hudson Trail: Atlantic Highlands and Highlands to work with Monmouth County Park System to extend Bayshore Trail segment of the Henry Hudson Trail through these boroughs. • Veterans Park: Borough of Highlands and Highlands BID to continue efforts to upgrade Veterans Park and provide water taxi service. • Waterfront Promenade: complete construction <p>Highlands to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> • Bayshore Trails: Highlands, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. • Highlands Waterfront Promenade: The Highlands Business Partnership (HBP) should work with Highlands, the Waterfront and Open Space Task Force and the Army Corps to complete the waterfront promenade. • Riparian Corridor Protection: Highlands to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. <p>Highlands to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Waterfront Use and Design</i>				
<ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Highlands to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area:</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Highlands could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Highlands to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Highlands to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Highlands to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

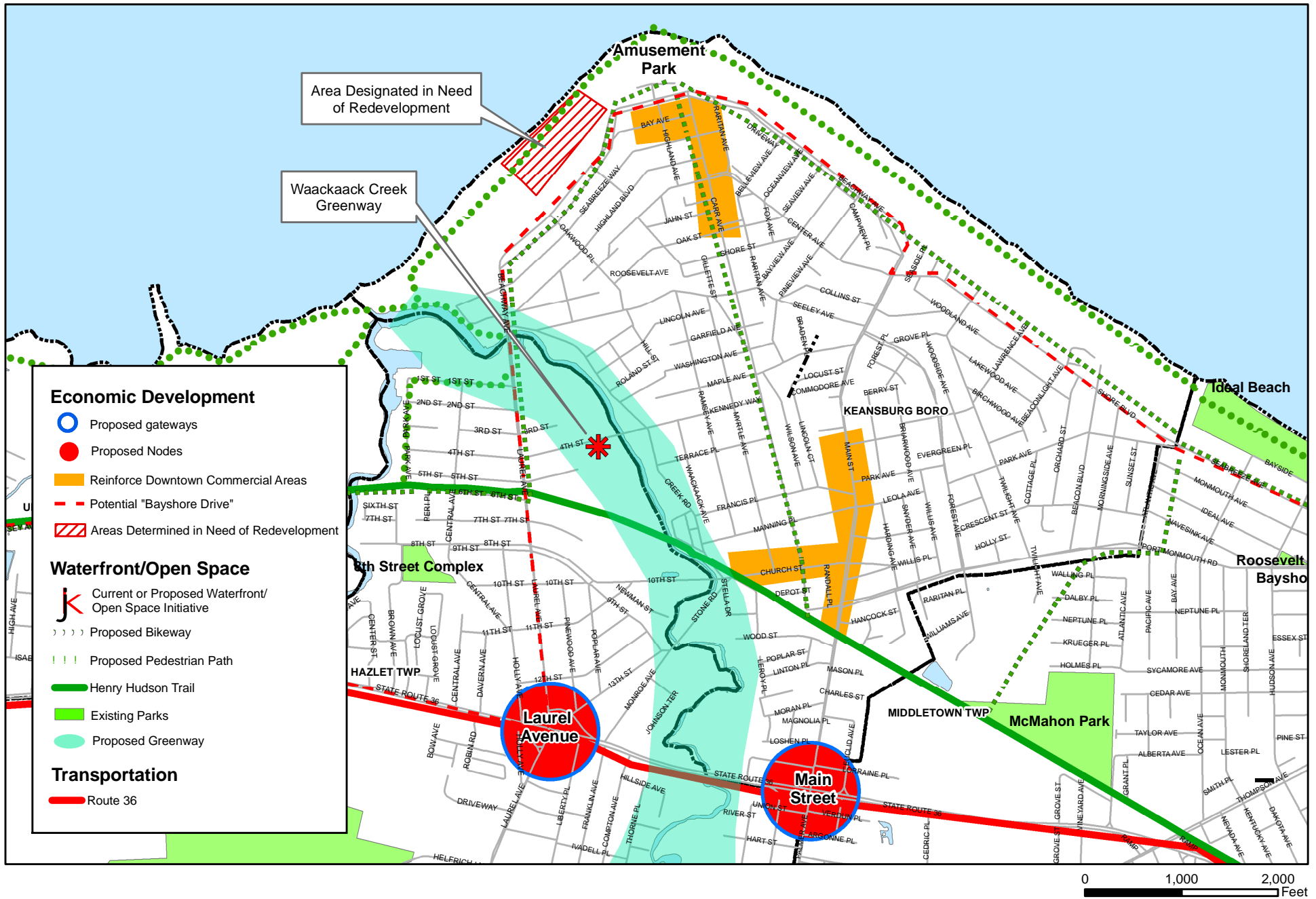
Regional Vision Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p> <ul style="list-style-type: none"> • Summer weekend traffic congestion along Route 36 is a problem. 	<p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> • Highlands to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> • Implement water taxi service from Sandy Hook and along Bayshore coast. • Create a NJDOT transit village designation in Highlands between Popamora Point in Atlantic Highlands and the Highlands Ferry Terminal (recommendation from Highlands’ draft Master Plan) • Continue with plans underway to improve implement water taxi service and explore possibility of NJDOT transit village in the ferry area. 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>NJDOT MCPB MC Division of Transportation</p>	<p>1-3 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Completing the Henry Hudson Trail, which is intended to extend through Atlantic Highlands and Highlands; • Creating the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” matrix); and • Creating the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” matrix). <p>Highlands to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See “Waterfront and Open Space” PIA.</p>	<p>3-5 years</p>
		<p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.</p> <p>Explore use of traffic circles. A traffic circle, or “roundabout,” could be effective at the Linden Avenue gateway to downtown Highlands to control traffic movement on Route 36. The placement of public art or other iconic structure within the roundabout could help to define Highlands to drivers on Route 36.</p>	<p>See “Economic Development” PIA.</p>	<p>See “Economic Development” PIA.</p>	<p>2-3 years</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Highlands to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality’s architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Highlands to identify locations where new housing development is appropriate and should be encouraged. • Highlands should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Highlands to pursue potential funding for these initiatives (see regional “Housing” matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-5: BAYSHORE REGION STRATEGIC PLAN
HIGHLANDS PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Highlands	Regional Issues Applicable to Highlands	Highlands Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Highlands to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. • Highlands to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
			See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Highlands to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Highlands should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Preliminary COAH 3rd Round growth share values are small, totaling 214 units for the Bayshore municipalities. Highlands has a projected growth share of 3 housing units. • Highlands to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). • Highlands to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Highlands to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources).DCA Neighborhood Revitalization Tax Credit program. 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Keansburg Vision: The downtown areas are strengthened and revitalized and underutilized land along the waterfront west of the amusement park is redeveloped.					
Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Keansburg to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) Keansburg to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Keansburg to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. Keansburg to pursue potential funding for these initiatives (see regional “Economic Development” matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Keansburg (cont'd)	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region (cont'd)</i>					
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Develop gateway design concept for Main Street intersection along Route 36 and Henry Hudson Trail. Keansburg to adopt design guidelines and work with NJDOT to create medians at gateways Keansburg should pursue funding for gateway design and implementation from the above mentioned sources 	<p>See Part II, Section 3, pages 3-3 through 3-5.</p>	<p>NJDOT, OSG</p>	<p>2 years</p>
		<ul style="list-style-type: none"> Develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Keansburg to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	<p>See Part II, Section 3, page 3-5.</p>	<p>NJDOT, Monmouth County Planning Board</p>	<p>1 year</p>
	<i>Route 36</i>				
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create node and activity center at Main Street intersection along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of node Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Keansburg to review zoning and establish site design guidelines and implement changes at Main Street node/gateway. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Keansburg to coordinate with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>2-3 years</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Keansburg (cont'd)	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Keansburg to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	5+ years
Downtown Centers					
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Keansburg to review zoning and design guidelines in downtown areas: <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Create a possible Keansburg center near Church Street with a link to Waackaack Creek and Henry Hudson Trail. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA's Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years
Potential Revitalization or Redevelopment Opportunities					
	There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.	<ul style="list-style-type: none"> • Keansburg is reviewing potential redevelopment area near waterfront. • Keansburg to create a redevelopment plan that is consistent with this plan's regional goals and recommendations relating to economic development, waterfront and open space, and housing. 	See Part II, Section 3, pages 3-22 through 3-23.	NJDEP	2-4 years

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Waterfront and Open Space Preservation and Access</i>					
<ul style="list-style-type: none"> • The natural beauty of the waterfront is enhanced and made more accessible. • The unique maritime heritage of the area is preserved. • The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. • The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<ul style="list-style-type: none"> • There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. • The few remaining large upland resources need to be protected and enhanced. • The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. • More open space and recreational resources are needed. 	<p>Implement the <i>Bayshore Waterfront Access Plan</i> and <i>Bayshore Trail System Design Manual</i> recommendations as identified below.</p> <p>Keansburg to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Keansburg to continue its current planning efforts on:</p> <ul style="list-style-type: none"> • Waackaack Creek Greenway: Keansburg to actively work with Hazlet , Baykeeper and Green Acres to develop Waackaack Creek Greenway and potentially link it to a new small center at Church St. <p>Keansburg to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> • Bayshore Trails: Keansburg, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. • Riparian Corridor Protection: Keansburg to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. • Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. <p>Keansburg to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDECA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Keansburg to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional "Housing" matrix for general guidelines.) • Keansburg could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Keansburg to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Keansburg to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Keansburg to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

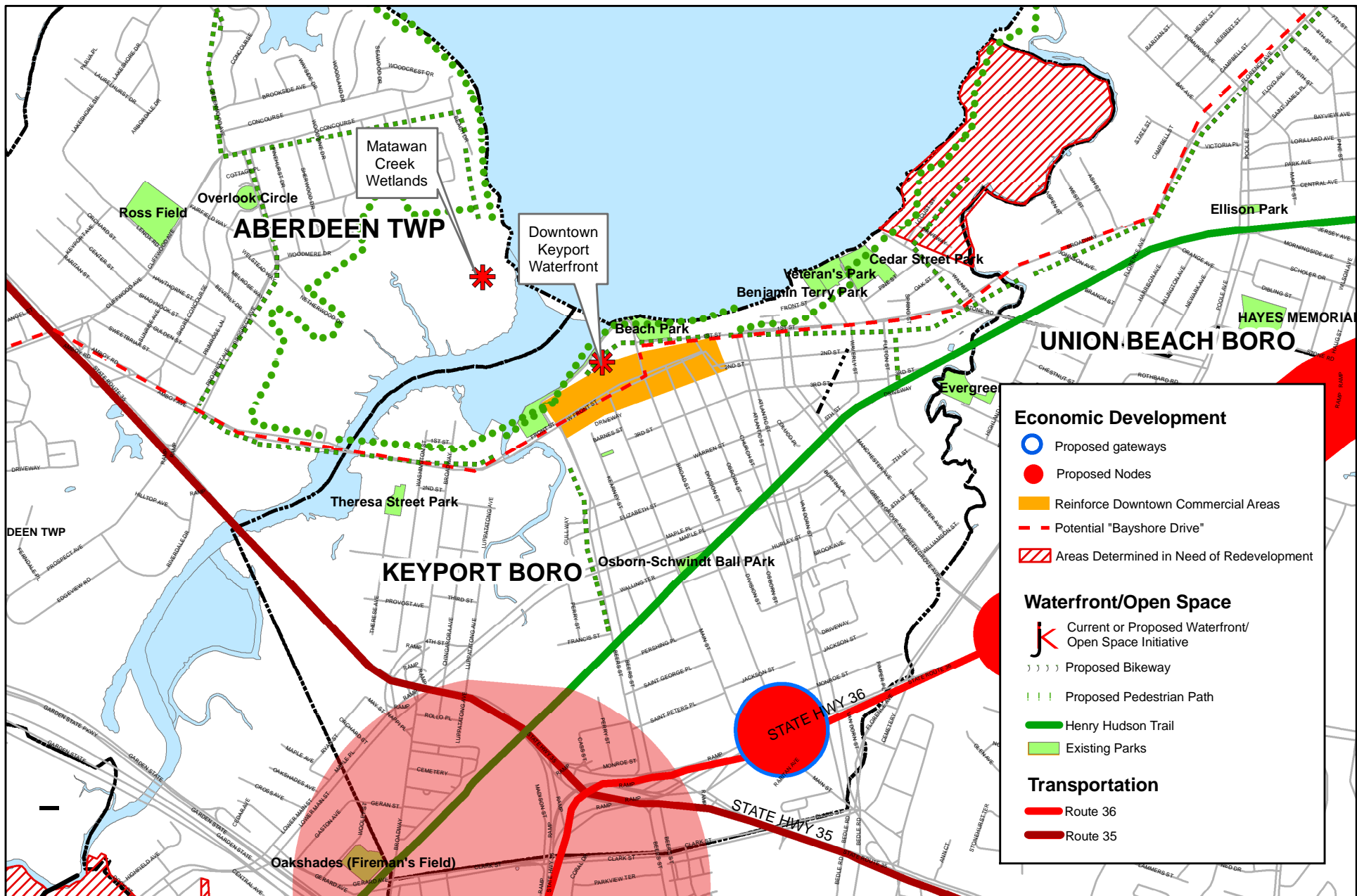
Regional Vision Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	Route 36 – Summer Congestion	Enhance the intermodal potential of the Region			
	<ul style="list-style-type: none"> Summer weekend traffic congestion along Route 36 is a problem. 	<p><u>Transit</u></p> <ul style="list-style-type: none"> Keansburg to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> Implement water taxi service from Sandy Hook and along Bayshore coast. Providing water taxi service at Keansburg Point, initially to accommodate and foster special purpose trips (e.g., Amusement Park excursions) but, as demand warrants, consider adding commuter service as well. 	See Part II, Section 5, pages 5-1 through 5-6.	NJDOT MCPB MC Division of Transportation	1-3 years
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” PIA); and Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” PIA). <p>Keansburg to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>	See Part II, Section 5, pages 5-1 through 5-6.	See “Waterfront and Open Space” PIA.	3-5 years
		Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.	See “Economic Development” PIA.	See “Economic Development” PIA.	2-3 years

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Keansburg to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Keansburg to identify locations where new housing development is appropriate and should be encouraged. • Keansburg should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Keansburg to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-6: BAYSHORE REGION STRATEGIC PLAN
KEANSBURG PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Keansburg	Regional Issues Applicable to Keansburg	Keansburg Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Keansburg to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • Keansburg is reviewing residential neighborhoods near the waterfront through its recent authorization to pursue a redevelopment plan for an area west of the amusement park. Keansburg to review its ongoing redevelopment planning efforts and pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
Affordability					
	Rising housing costs may lead to a lack of affordable housing and possible displacement.	<ul style="list-style-type: none"> • Keansburg to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Keansburg to work with housing and community development organizations to preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). Balance affordable housing with economic development opportunities to increase the value of and incentive for local homeownership. • Keansburg to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Keansburg to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Keyport Vision: The borough's historic and maritime character is preserved and the waterfront downtown area is strengthened. Access to the borough from regional roadways is improved.					
Regional Visions Applicable to Keyport	Regional Issues Applicable to Keyport	Keyport Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Keyport to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region's maritime character and in providing the transportation infrastructure necessary to support economic growth (see also "Waterfront" and "Transportation" sections of this table) Keyport to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Keyport to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. Keyport to pursue potential funding for these initiatives (see regional "Economic Development" matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Keypoint (cont'd)	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Awareness of the Bayshore Region (cont'd)					
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Keypoint to develop gateway design concept for Broad Street intersection along Route 36 and Henry Hudson Trail. Keypoint to adopt design guidelines and work with NJDOT to create medians at gateways. Keypoint should pursue funding for gateway design and implementation from the above mentioned sources. 	<p>See Part II, Section 3, pages 3-3 through 3-5.</p>	<p>NJDOT, OSG</p>	<p>2 years</p>
		<ul style="list-style-type: none"> Keypoint to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Keypoint to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	<p>See Part II, Section 3, page 3-5.</p>	<p>NJDOT, Monmouth County Planning Board</p>	<p>1 year</p>
		Route 36			
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create nodes and activity centers at Broad Street intersection along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of nodes Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Keypoint to review zoning and establish site design guidelines and implement changes at Broad Street node/gateway. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Keypoint to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>2-3 years</p>

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Keypoint (cont'd)	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Keypoint to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Keypoint to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	5+ years
Downtown Centers					
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Keypoint to review zoning and design guidelines in downtown area: <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA’s Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years
Potential Revitalization or Redevelopment Opportunities					
	There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.	<ul style="list-style-type: none"> • Keypoint to recommend changes to the state planning area designation that permit redevelopment of the Aeromarine brownfield site and take into account regional planning goals including the preservation of critical environmental sites and retention of public waterfront accessibility. • Use Borough’s NJDEP BDA status as a mechanism to remediate and redevelop brownfield sites. 	See Part II, Section 3, pages 3-22 through 3-23.	NJDEP	2-4 years

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Keypoint	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Waterfront and Open Space Preservation and Access</i>					
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. The few remaining large upland resources need to be protected and enhanced. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Keypoint to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Keypoint to continue its current planning efforts on:</p> <ul style="list-style-type: none"> Keypoint Downtown Waterfront: Keypoint to complete its waterfront redevelopment study undertaken by OSG grant and capital improvements to waterfront promenade. <p>Keypoint to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Keypoint, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Matawan Creek Wetlands: Keypoint to participate in an inter-municipal effort to provide open space access to Matawan Creek Wetlands. Riparian Corridor Protection: Keypoint to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. . Signage is a critical component. Create more connections via waterfront taxis. <p>Keypoint to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Keypoint	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Keypoint to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Keypoint could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Keypoint to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Keypoint to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Keypoint to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

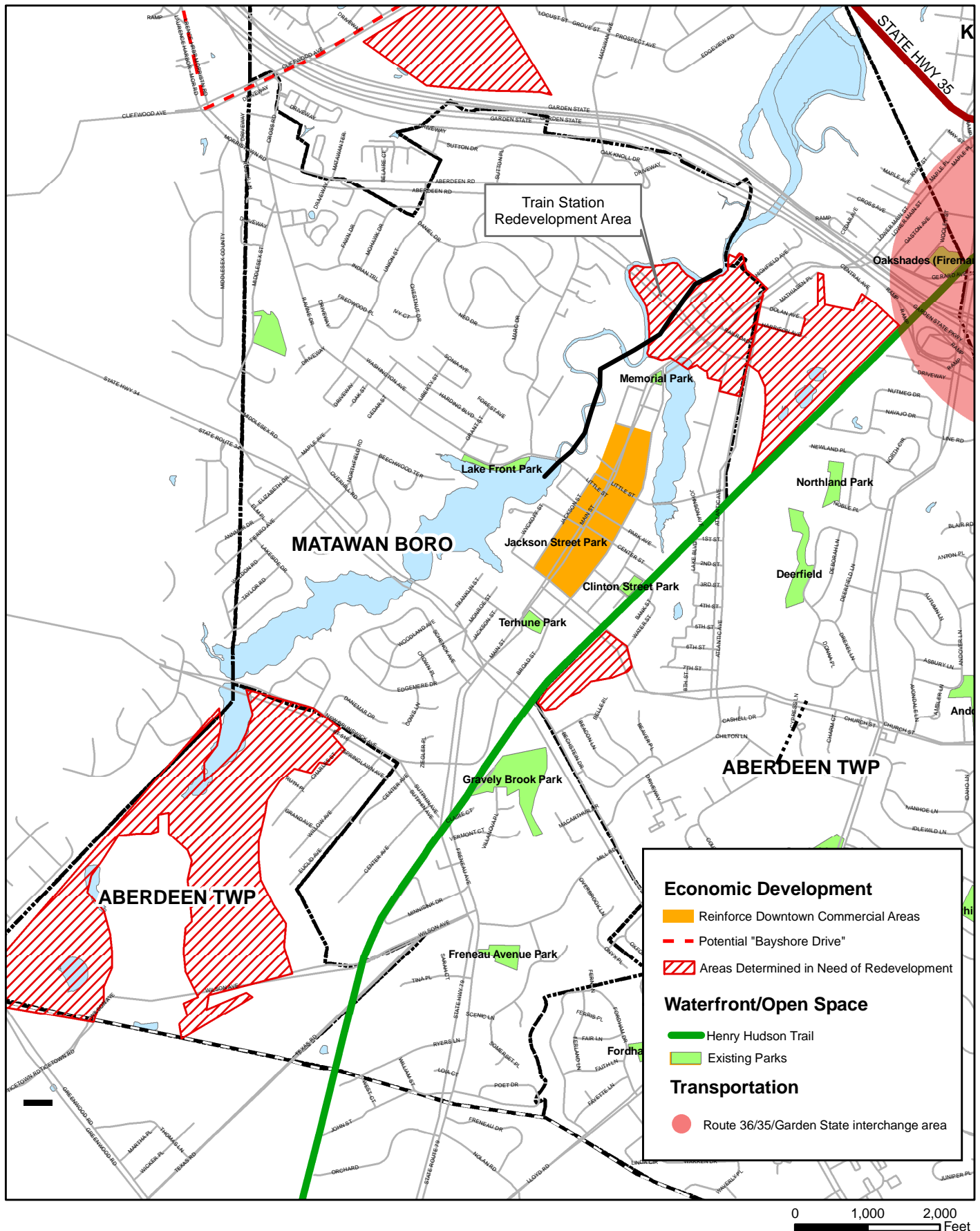
Regional Vision Applicable to Keypoint	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	Route 36 – Summer Congestion	Enhance the intermodal potential of the Region	See Part II, Section 5, pages 5-1 through 5-6.	NJDOT MCPB MC Division of Transportation	1-3 years
	Summer weekend traffic congestion along Route 36 is a problem.	<p><u>Transit</u></p> <ul style="list-style-type: none"> • Keypoint to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> • Restoring ferry service to Keypoint (would require dredging harbor). Keypoint to continue with plans underway to implement ferry facilities. • Implementing water taxi service from Sandy Hook and along Bayshore coast. <p>Keypoint to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>			
	Route 36 – Summer Congestion	<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Creating the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” matrix); and • Creating the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” matrix). 	See Part II, Section 5, pages 5-1 through 5-6.	See “Waterfront and Open Space” PIA.	3-5 years
	Route 36 – Summer Congestion	Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” PIA.	See “Economic Development” PIA.	See “Economic Development” PIA.	2-3 years
	Route 35/36/GSP Hub				
Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan.	<ul style="list-style-type: none"> • Keypoint to participate on task force dedicated to addressing traffic issues related to this transportation hub. This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keypoint, Hazlet, among others) and others. Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. • Pursue funding from State agencies for traffic studies, design, and construction of roadway improvements (see funding sources above under “Route 36”) • Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keypoint, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keypoint, Aberdeen, and Matawan. 	See Part II, Section 5, pages 5-7 through 5-8.	<ul style="list-style-type: none"> • NJDOT • NJTPA • MC Division of Transportation • MCPB • GSP 	On-going	

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Keypoint	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Keypoint to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale</i> . Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries, train stations, and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality’s architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Keypoint to identify locations where new housing development is appropriate and should be encouraged. • Keypoint should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Keypoint to pursue potential funding for these initiatives (see regional “Housing” matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-7: BAYSHORE REGION STRATEGIC PLAN
KEYPORT PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Keypoint	Regional Issues Applicable to Keypoint	Keypoint Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Keypoint to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • Keypoint to continue initiative to restore single family use and historic character and seek funding from sources described above. • Keypoint to review its ongoing redevelopment planning efforts and pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Keypoint to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Keypoint to work with housing and community development organizations to preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). Balance affordable housing with economic development opportunities to increase the value of and incentive for local homeownership. • Keypoint to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Keypoint to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Matawan Vision: The historic downtown area is strengthened and preserved and underutilized land surrounding the train station is redeveloped with a mix of uses. Remaining natural lands are preserved and enhanced for recreation.					
Regional Visions Applicable to Matawan	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs, in keeping with the historic maritime setting, and as places that attract tourists. 	Awareness of the Bayshore Region				
	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Matawan to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay and creeks is a key element in preserving the Region's maritime character and in providing the transportation infrastructure necessary to support economic growth (see also "Waterfront" and "Transportation" sections of this table) Matawan to pursue potential funding for these initiatives (see regional "Economic Development" matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>
		<ul style="list-style-type: none"> Matawan to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Matawan to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 			

**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<i>Downtown Centers</i>				
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Matawan to review zoning and design guidelines in downtown area: <ul style="list-style-type: none"> • Develop design concepts for façade and streetscape improvements. • Examine zoning to encourage uses appropriate for historic downtowns and mixed uses. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA's Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years
	<i>Potential Revitalization or Redevelopment Opportunities</i>				
	There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.	<ul style="list-style-type: none"> • Matawan's train station area on the border with Aberdeen has been designated a redevelopment area. • Matawan to continue redevelopment planning for train station area designation in a manner consistent with this plan's regional goals and recommendations relating to economic development, open space, and housing. 	See Part II, Section 3, pages 3-22 through 3-23.	NJDEP	2-4 years

**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Matawan	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<p>The natural beauty of the waterfront is enhanced and made more accessible.</p> <p>The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection.</p> <p>The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix)</p>	<p>The few remaining large upland resources need to be protected and enhanced.</p> <p>More open space and recreational resources are needed.</p>	<p>Waterfront and Open Space Preservation and Access</p> <p>Matawan to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails proposed in the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual.</p> <p>Matawan to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> • Matawan Creek Wetlands: Matawan to participate in an inter-municipal effort to provide open space access to Matawan Creek Wetlands. • Riparian Corridor Protection: Matawan to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. <p>Matawan to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>
	<p>Waterfront Use and Design</p> <p>Residential development along waterfront blocks views and limits access.</p> <p>There are few access points for small craft such as kayaks and sail boats.</p> <p>Flooding and erosion creates problems in areas surrounding the creeks and waterfront.</p> <p>FEMA rules that require building at higher elevations has adversely affected community character.</p>	<p>Matawan to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area:</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the waterfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the waterfront (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional "Housing" matrix for general guidelines.) Matawan could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Matawan to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

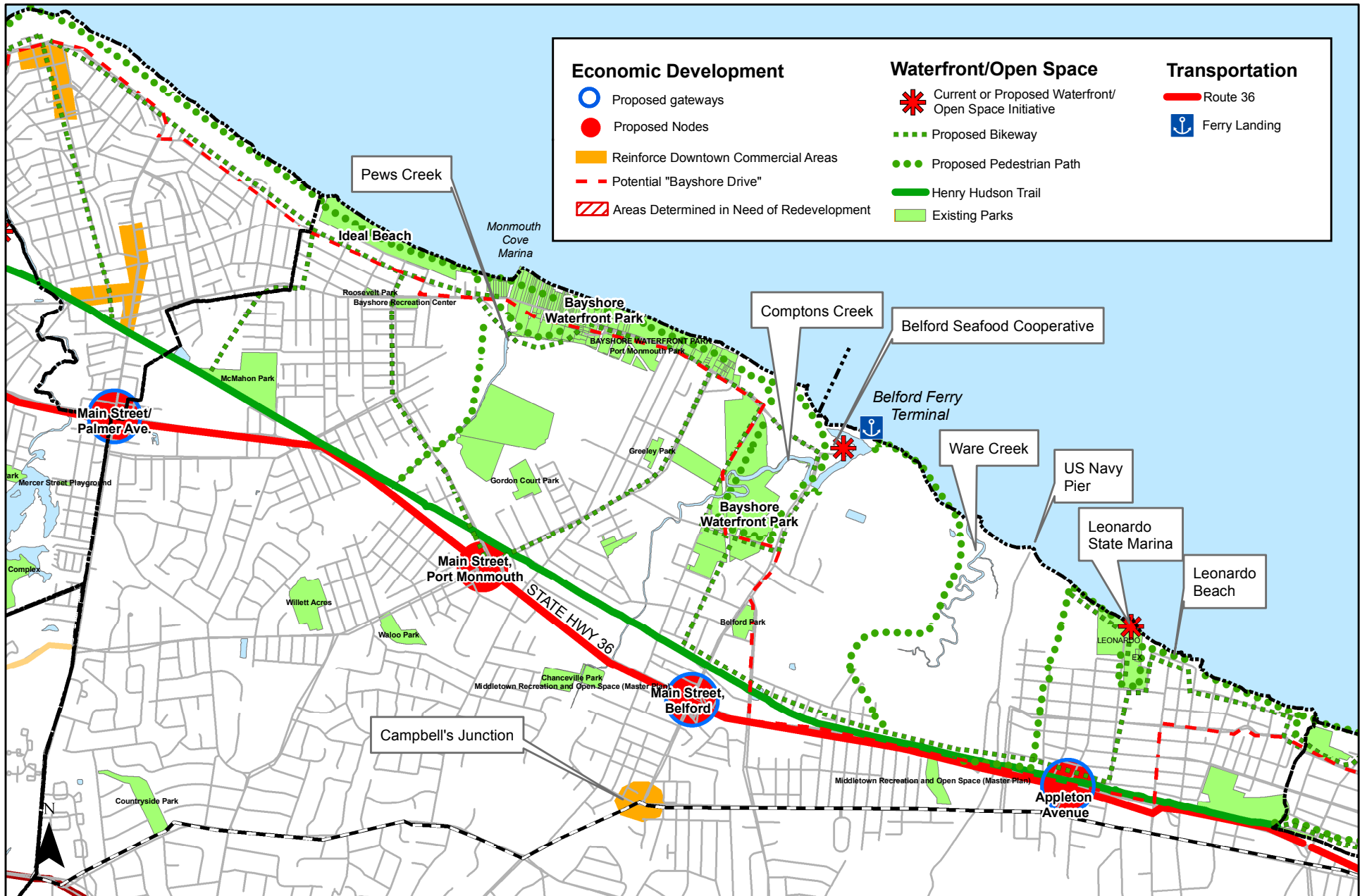
Regional Vision Applicable to Matawan	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p><i>Route 35/36/GSP Hub</i></p> <ul style="list-style-type: none"> • Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan. 	<ul style="list-style-type: none"> • Matawan to participate on task force dedicated to addressing traffic issues related to this transportation hub. This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keyport, Hazlet, among others) and others. Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. • Pursue funding from State agencies for traffic studies, design, and construction of roadway improvements. • Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. • Matawan to continue transit-oriented development plans for redevelopment area next to Aberdeen/Matawan train station. Redevelopment plans for the Aberdeen-Matawan train station area should be consistent with broader regional plans to address traffic issues in this area. • Matawan and Aberdeen should work with Monmouth County to make the Bayshore Trail extend with continuity along the railway right-of-way from Aberdeen and Matawan through Marlboro to Freehold. They should develop a plan for the extension of the trail in this area and work to secure funding for its completion. The redevelopment plans for the Aberdeen and Matawan train station areas should accommodate the trail. 	<p>See Part II, Section 5, pages 5-7 through 5-8.</p>	<ul style="list-style-type: none"> • NJDOT • NJTPA • MC Division of Transportation • MCPB • GSP 	<p>Ongoing</p>

**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Matawan	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Matawan to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale</i> . Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to lakes and creeks. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as train stations and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Matawan to identify locations where new housing development is appropriate and should be encouraged. • Matawan should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Matawan to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-8: BAYSHORE REGION STRATEGIC PLAN
MATAWAN PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Matawan	Regional Issues Applicable to Matawan	Matawan Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Matawan to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. Matawan has designated a redevelopment area at the train station and plans for this area include new housing. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Matawan to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Matawan to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County) • Matawan to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Matawan to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Middletown Vision: Mixed-use downtown centers are created and strengthened and intermodal transportation opportunities are expanded. Land uses and design along Route 36 are upgraded. Natural areas are preserved, recreational opportunities are enhanced, and waterfront industry is strengthened.					
Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Middletown to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) Middletown to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Middletown to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. Middletown to pursue potential funding for these initiatives (see regional “Economic Development” matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Middletown (cont'd)	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	Awareness of the Bayshore Region (cont'd)				
	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Middletown to develop gateway design concept for Appleton Avenue intersection along Route 36 and Henry Hudson Trail. Middletown to adopt design guidelines and work with NJDOT to create medians at gateways Middletown should pursue funding for gateway design and implementation from the above mentioned sources 	<p>See Part II, Section 3, pages 3-3 through 3-5.</p>	<p>NJDOT, OSG</p>	<p>2 years</p>
		<ul style="list-style-type: none"> Middletown to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Middletown to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	<p>See Part II, Section 3, page 3-5.</p>	<p>NJDOT, Monmouth County Planning Board</p>	<p>1 year</p>
Route 36					
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create nodes at the Main Street (Port Monmouth), Main Street (Belford), and Appleton Ave. intersections along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of nodes Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Middletown to review zoning and establish site design guidelines and implement changes at nodes and gateways. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Middletown to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>2-3 years</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Middletown (cont'd)	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Middletown to coordinate with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	5+ years
Downtown Centers					
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Middletown to review zoning and design guidelines in downtown areas: <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Pursue mixed-use zoning in the Campbell's Junction area and carry out landscaping improvements • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Middletown to create a transit- and pedestrian-oriented village center at Campbell's Junction. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA's Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • The natural beauty of the waterfront is enhanced and made more accessible. • The unique maritime heritage of the area is preserved. • The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. • The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p align="center"><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> • There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. • The few remaining large upland resources need to be protected and enhanced. • The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. • More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Middletown to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Middletown to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> • Bayshore Trails: Middletown, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. • Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. • Riparian Corridor Protection: Middletown to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. <p>Middletown to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Middletown to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also “Housing” matrix for general guidelines.) • Middletown could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Middletown to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p> <p>Middletown to work with County and State agencies to develop the Belford Seafood Coop as a key regional economic development initiative (see “Economic Development” matrix).</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Middletown to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Middletown to work with local marinas to implement a clean marina program.</p> <p>Middletown to pursue State funding and assistance for the upgrade Leonardo State Marina</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

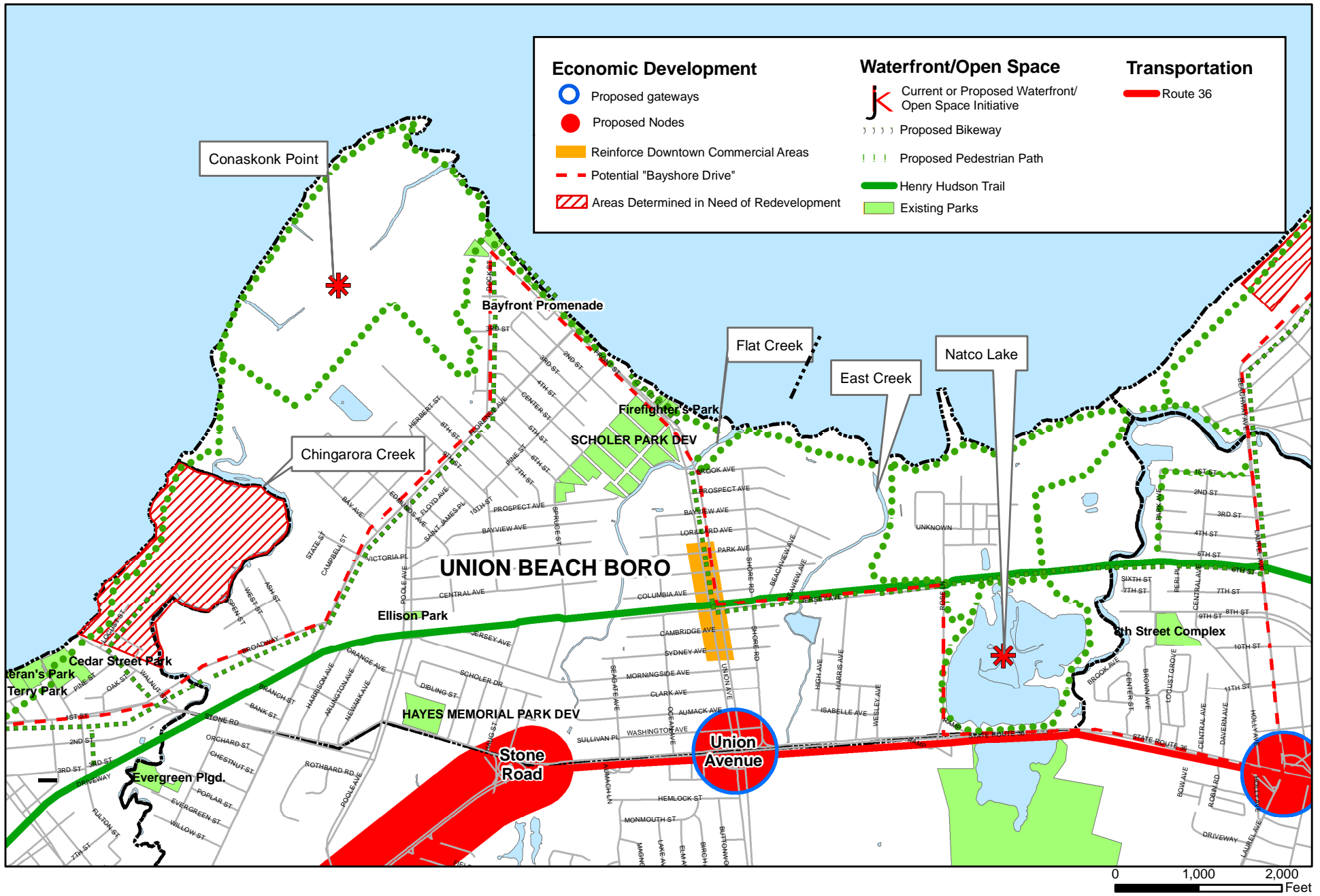
Regional Vision Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p> <p>Summer weekend traffic congestion along Route 36 is a problem.</p>	<p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> • Middletown should take the lead in developing the proposed transit hub at Route 36 and Appleton Avenue and the bus depot in Campbell's Junction. Efforts on the part of NJDOT, the County, and NJ Transit and private bus and ferry operators would be needed to secure funding, acquire property, and coordinate services. • Undertake improvements at the Campbell's Junction bus hub and interchange: existing bus stop and existing concentration of commercial activity could, with improved design and traffic circulation, be developed into a mixed-use transit center. • Middletown to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. <p><u>Waterways</u></p> <p>Possibilities for expanding ferry service and improving connections with other transit modes include:</p> <ul style="list-style-type: none"> • Implement water taxi service from Sandy Hook and along Bayshore coast. • Create "dock & roll" service between the Belford Ferry Terminal and the Middletown Train station. • Implement shuttle bus service from ferries. 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>NJDOT MCPB MC Division of Transportation</p>	<p>1-3 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual ("Waterfront and Open Space" matrix); and • Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, "Waterfront and Open Space" matrix). <p>Middletown to pursue potential funding for these initiatives (see regional "Transportation" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See "Waterfront and Open Space" PIA.</p>	<p>3-5 years</p>
		<p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See "Economic Development" Matrix.</p>	<p>See "Economic Development" PIA.</p>	<p>See "Economic Development" PIA.</p>	<p>2-3 years</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <ul style="list-style-type: none"> • Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character. 	<ul style="list-style-type: none"> • Middletown to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as ferries, train stations, and park and rides as well as transit hubs such as Campbell's Junction. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Middletown to identify locations where new housing development is appropriate and should be encouraged. • Middletown should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Middletown to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-9: BAYSHORE REGION STRATEGIC PLAN
MIDDLETOWN PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Middletown	Regional Issues Applicable to Middletown	Middletown Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Middletown to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. • Middletown to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
			See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <ul style="list-style-type: none"> • Rising housing costs may lead to a lack of affordable housing and possible displacement. 	<ul style="list-style-type: none"> • Middletown to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Middletown should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Middletown to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County) • Middletown to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Middletown to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing



**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Union Beach Vision: Natural areas are preserved and recreational opportunities are enhanced. Uses along Route 36 are upgraded.					
Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Awareness of the Bayshore Region					
<ul style="list-style-type: none"> Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. Downtown areas are revitalized for economic development and job growth, to serve local needs—in keeping with the historic maritime setting—and as places that attract tourists. Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> Union Beach to collaborate in marketing of Region as a tourist destination, including develop an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) Marketing and branding Events sponsorship and coordination Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) Retention of fishing and maritime industries Cultural resources and educational outreach Transportation support (including gateway treatments and improvements to Route 36) Dredging of the Bay is a key element in preserving the Region’s maritime character and in providing the transportation infrastructure necessary to support economic growth (see also “Waterfront” and “Transportation” sections of this table) Union Beach to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. Union Beach to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. Union Beach to pursue potential funding for these initiatives (see regional “Economic Development” matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Union Beach (cont'd)	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<i>Awareness of the Bayshore Region (cont'd)</i>				
	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)</p>	<ul style="list-style-type: none"> Union Beach to develop gateway design concept for Union Avenue intersection along Route 36 and Henry Hudson Trail. Union Beach to adopt design guidelines and work with NJDOT to create medians at gateways Union Beach should pursue funding for gateway design and implementation from the above mentioned sources 	See Part II, Section 3, pages 3-3 through 3-5.	NJDOT, OSG	2 years
		<ul style="list-style-type: none"> Union Beach to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Union Beach to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop Bayshore bikeway 	See Part II, Section 3, page 3-5.	NJDOT, Monmouth County Planning Board	1 year
	<i>Route 36</i>				
	<p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.</p>	<ul style="list-style-type: none"> Create nodes and activity centers at Union Avenue and Stone Road intersections along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of nodes Development within "jug handles" and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Union Beach to review zoning and establish site design guidelines and implement changes at Union Avenue node/gateway. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Union Beach to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	2-3 years

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Union Beach (cont'd)	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Route 36 (cont'd)					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Union Beach to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Union Beach to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	5+ years
Downtown Centers					
	Downtown centers are in need of economic revitalization with a focus on improving design and protecting historic character.	<ul style="list-style-type: none"> • Union Beach to review zoning and design guidelines in downtown area: <ul style="list-style-type: none"> • Zoning overlays should be used to ensure that development respects the historic character within the downtown areas. • Streetscape elements such as shade trees, decorative lighting, and benches should be installed to make the downtowns attractive and welcoming to pedestrians. • Fenestration and continuous street walls should be required in order to create an interesting streetscape. • Explore the use of public art to help enhance community image and expand cultural opportunities. • Explore sources of funding and technical assistance including: <ul style="list-style-type: none"> • DCA’s Main Street New Jersey program offers technical assistance to improve and manage local downtowns • New Jersey Housing and Mortgage Finance Agency (HMFA) offers reduced-rate loans to restore housing units above commercial spaces in downtown areas under its At Home Downtown program. 	See Part II, Section 3, pages 3-20 through 3-22.	DCA, HMFA	2-3 years

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. 	<p align="center"><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. The few remaining large upland resources need to be protected and enhanced. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<p>Implement the Bayshore Waterfront Access Plan and Bayshore Trail System Design Manual recommendations as identified below.</p> <p>Union Beach to work with in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Union Beach to continue its current planning efforts on:</p> <ul style="list-style-type: none"> Natco Lake: Union Beach to continue working with IFF and OSG on study to enhance Natco Lake <p>Union Beach to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Union Beach, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Conaskonk Point: Union Beach should facilitate a public/private initiative to provide access to Conaskonk Point. Riparian Corridor and Other Open Space Protection: Union Beach to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. Signage is a critical component. Create more connections via waterfront taxis. <p>Union Beach to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • Residential development along waterfront blocks views and limits access. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Union Beach to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Union Beach could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Union Beach to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Few beaches along Raritan Bay have lifeguards. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Union Beach to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Union Beach to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

Regional Vision Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p>	<p>Enhance the intermodal potential of the Region</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<ul style="list-style-type: none"> • NJDOT • MCPB • MC Division of Transportation 	<p>1-3 years</p>
	<ul style="list-style-type: none"> • Summer weekend traffic congestion along Route 36 is a problem. 	<p><u>Transit</u></p> <ul style="list-style-type: none"> • Union Beach to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See “Waterfront and Open Space” PIA.</p>	<p>3-5 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” PIA); and • Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” PIA). <p>Union Beach to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources)</p> <p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.</p>	<p>See “Economic Development” PIA.</p>	<p>See “Economic Development” PIA.</p>	<p>2-3 years</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • New housing and upgrades to existing housing are in keeping with community character and scale of the area. • A mix of housing types and affordability is maintained. 	<p>Community Character</p> <p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> • Union Beach to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> • <i>Historic preservation.</i> Preserve the historic homes in the region. New residential development should be designed to reflect of the local architectural and maritime character of the Region. • <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. • <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to the beachfront. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as train stations and park and rides. • <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. • <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. • Union Beach to identify locations where new housing development is appropriate and should be encouraged. • Union Beach should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. • Union Beach to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-10: BAYSHORE REGION STRATEGIC PLAN
UNION BEACH PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Union Beach	Regional Issues Applicable to Union Beach	Union Beach Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Union Beach to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. Enhance natural features in residential neighborhoods by: <ul style="list-style-type: none"> • Creating small parks and open spaces in neighborhoods. These spaces change the feel of neighborhoods and stimulate neighborhood revitalization. • Exploring use of sand or gravel paths in keeping with maritime character. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • Union Beach to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Union Beach to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. Much of the Region's affordable housing comes from small homes converted from what had been summer bungalows. Union Beach should strive to ensure that zoning in these neighborhoods supports the continuation of these homes where appropriate. • Pursue affordable housing opportunities in downtown centers. This will address not only affordable housing, but also downtown revitalization by creating livable mixed-use pedestrian friendly centers. • Union Beach to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County) • Union Beach to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Union Beach to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing

Section 8:

State Development and Redevelopment Plan

The State Plan provides broad-based policy guidance for future development and conservation efforts in the Bayshore Region. The Plan Endorsement process promotes consensus between state agencies, the County, municipalities and community stakeholders in supporting policies and strategies that advance the purpose of smart growth as described in the State Plan. The Bayshore Regional Strategic Plan also provides the necessary foundation to assist municipalities in jointly implementing planning initiatives that have a regional scope or impact. The Bayshore Plan does not seek to replace the degree of planning study that needs to be addressed at the municipal plan endorsement level. However, the plan should be viewed as a broader policy document showing the regional connectivity between municipalities. It is also intended to supplement local planning efforts to help municipalities achieve their own plan endorsement.

A. STATE PLANNING AREAS

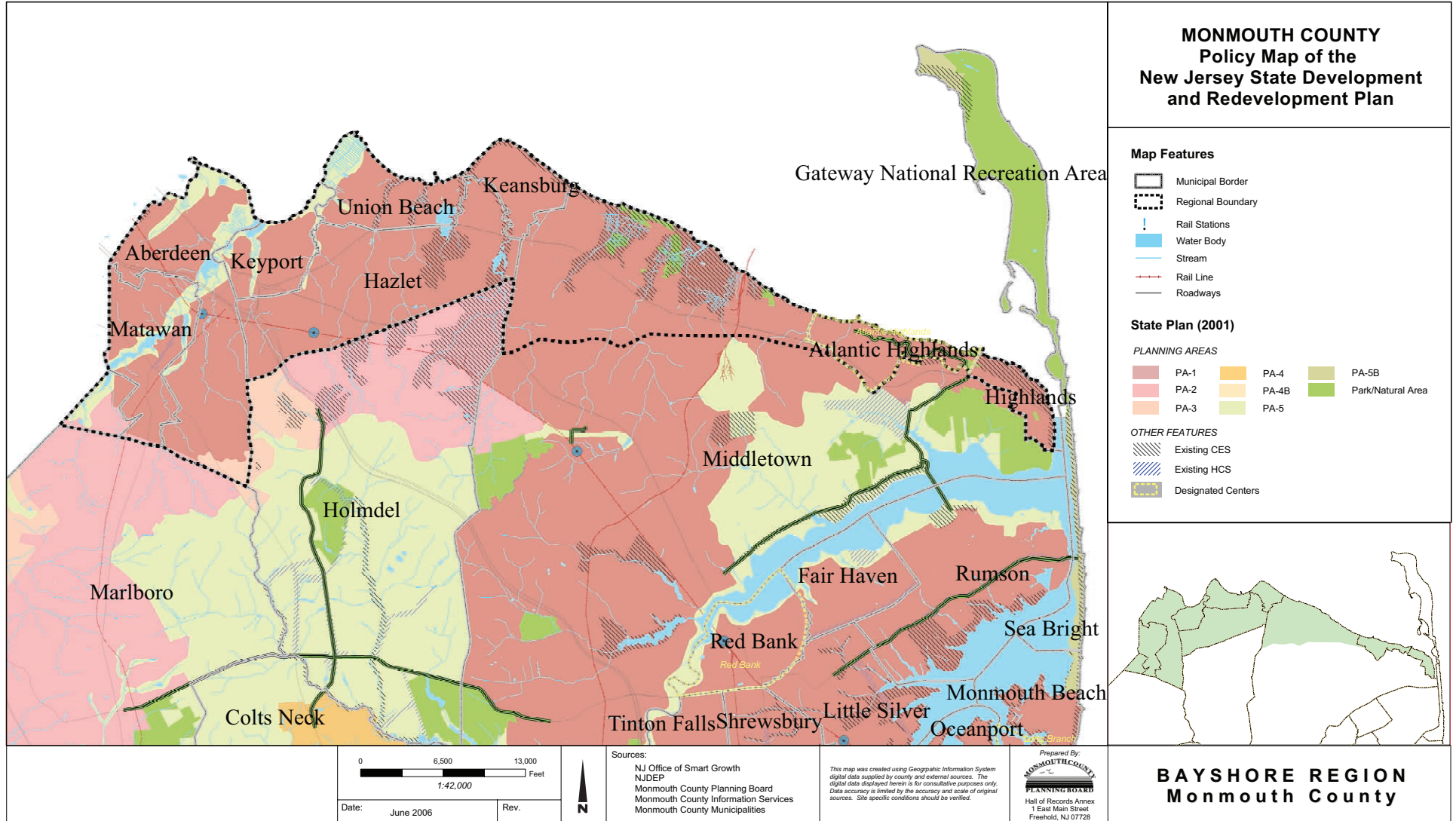
The following summarizes the major objectives of each Planning Area identified in the State Plan:

- Metropolitan Planning Area (PA1) – Provide for State’s future redevelopment.
- Suburban Planning Areas (PA2) – Provide for much of the future development; redesign areas of sprawl; reverse trends towards future sprawl.
- Fringe Planning Area (PA3)- Accommodate growth in Centers; protect environs as open lands; provide buffer to less developed Rural and Environmentally Sensitive Planning Areas.
- Rural Planning Areas (PA4 and PA4B) – Maintain the Environs as large contiguous areas of farmlands and other lands; confine public sewer and water to, and accommodate growth in Centers.
- Environmentally Sensitive (PA5) – Protect environmental resources through the protection of large contiguous areas of lands; accommodate growth in Centers.

B. BAYSHORE REGIONAL STATE PLANNING AREAS AND MAP

Exclusive of parklands, the State Planning Policy Map classifies various parts of the Bayshore Region as either a Metropolitan Planning Area (PA1) or an Environmentally Sensitive Planning Area (PA5). PA5 is found along the region’s western tributaries and wetlands including those associated with Matawan Creek, Whale Creek, Luppamong Creek, and Chingarora Creek. Critical Environmental Site overlays exist along portions of other major tributaries in the region including Compton Creek and Waackaack Creek. Some waterfront areas in the Borough of Highlands are also within CES. The Borough of Atlantic Highlands, in its entirety, has been designated a Town Center.

Figure 8-1 shows the State Plan Policy Map for the Bayshore Region.



C. STATEMENT REGARDING ANY PROPOSED CHANGES

STATE PLAN POLICY MAP

Proposed changes to the State Plan Policy Map are identified in the municipal Planning Implementation Agenda. Furthermore, changes to the State Plan Policy Map identified in Monmouth County's 2004 Cross Acceptance Report for the Bayshore Region (see Appendix E) should be incorporated as recommendations of this report. If changes to the State Plan Policy Map are not permitted through the regional plan endorsement process, then the recommendations proposed within this document should be considered regional planning policies. These policy recommendations are intended to help guide local planning decisions and support municipal plan endorsement petitions.

Specific mapping issues raised during the planning process include re-designation of portions of the Aeromarine site to PA1 to permit redevelopment of the brownfield site; retraction, in part, of Atlantic Highlands' Designated Town Center Boundary to certain districts in the Borough with existing sewer service; and the potential expansion of PA5 in appropriate locations along major tributaries where CES currently exist.

In July 2006, the Office of Smart Growth (OSG) released new map changes to the 2004 Preliminary State Plan Map. Most of the changes to the map include: 1) adjustments to existing Planning Area boundaries which designate additional environmentally sensitive Planning Areas (PA-5 or PA-4B); 2) less significant alterations to Planning Areas 1 through 4 to conform with established State Planning Commission mapping protocols; and 3) the expansion of Critical Environmental Sites (CES). These mapping changes will require the County to perform another round of outreach to those municipalities affected by the map changes.

An informal review of the new mapping data released by OSG indicates that two areas of the Bayshore will be impacted. The first proposes to change portion of the Freneau section of Aberdeen Township from PA-2 (Suburban) to PA-5 (Environmentally Sensitive). This may be unacceptable to the Township since two large affordable housing developments have been approved in the location of these planning area changes. The second change is the expansion of Critical Environmental Sites (CES) along many of the Bayshore stream corridors. Comparison of the newly expanded CES layer to aerial photos, site investigations and discussions with local officials will determine whether these changes are applicable. Mapping amendments or changes to the County's 2004 Cross Acceptance report found in the appendix of this document may be necessary depending on the County's response to the July 2006 mapping changes.

STATE PLAN POLICY

The most significant State Plan policy recommendation that came out of the numerous meetings with stakeholders was that the Metropolitan Planning Area (PA1) should make a policy distinction between large urban centers such as Newark and Elizabeth and established smaller towns like those found in the Bayshore and elsewhere along the Monmouth County coastline. Smart growth policies for highly developed, extremely dense urban areas with large employment centers and regional transit hubs should not be given the same smart growth characterization, delineation criteria or policy approach as smaller, suburban scaled, bedroom communities.

Other State Plan policy issues from Bayshore communities are identified in Monmouth County's 2004 Cross Acceptance Report for the Bayshore Region (see Appendix E).

D. STATEMENT OF PLANNING COORDINATION

COUNTY GROWTH MANAGEMENT GUIDE

The Bayshore Region Strategic Plan is consistent with the goals, objectives and policies of the Monmouth County Growth Management Guide (GMG). Specifically, Goal #3 of the GMG promotes comprehensive planning among all levels of government as well as the private sector by sharing information and developing a continuing dialogue on regulations, plans, policies and issues.

MONMOUTH COUNTY AREA WIDE WATER QUALITY MANAGEMENT PLAN

The Monmouth County Planning Board recently received comments from NJDEP on its proposed Water Quality Management Plan (WQMP). Once the County’s response is compiled, the entire document with amendments will be forwarded to NJDEP for review and approval. The WQMP supports the goals and policies of the SDRP. The plan seeks to establish consistency between existing and planned sewer service areas and state planning areas.

OTHER PLANS

The State Development and Redevelopment Plan, Monmouth County Growth Management Guide (MGM), local master plans, municipal zoning ordinances, municipal master plan elements, reexamination reports, regional transportation plans, local and regional environmental studies, as well as prior studies of the Bayshore are were all taken into consideration in the development of the Bayshore Region Strategic Plan (see Part I, “Regional Profiles”).

OFFICE OF SMART GROWTH GRANTS

Many of the municipalities of the Bayshore Region have been awarded Smart Future Grants from the NJ Office of Smart Growth, which can be used to undertake planning initiatives to study and implement the recommendations of this plan.

**Table 8-1
OSG Grants**

Municipality	Scope and Status
Atlantic Highlands	Land use review and assessment of the downtown and harbor area.
Highlands	Inventory of recreational and open space (study underway).
Keansburg	Downtown revitalization study (not yet underway). (A previous grant from FY 2003 was used to create a redevelopment plan for three waterfront parcels.)
Keyport	Waterfront and Downtown Redevelopment Study (completed).
Matawan	FY 2003 grant to prepare design guidelines for the downtown business district and to conduct a parking study for the downtown/train station area (study not yet underway).

Table 8-1 (cont'd)
OSG Grants

Municipality	Scope and Status
Middletown	Development of an aquaculture and commercial fishing facility with a small business incubator for state of the art, high-tech manufacturing and distribution at the Belford Seafood Co-op.
Union Beach	Evaluate IFF's proposed corporate campus, creating public waterfront access to the north of the site, and enhancements to Natco Lake (study to be completed by the end of 2006).
Notes: See also Section 3, "Economic Development," in Part 1, <i>Regional Profiles</i> .	

STATE AGENCIES

State agencies were involved with the development of the plan from its inception. Agencies such as OSG, DCA, NJDEP, NJDOT, and NJTransit all participated as members of the Regional Collaborative and provided valuable input in guiding this document through completion. *

Appendix D:

List of Data

Following is a list of data and reports used in the preparation of this document.

Documents and Data Used to Prepare Bayshore Region Strategic Plan

The following data were used to prepare the Bayshore Region Strategic Plan:

Municipal Documents

See attached table.

GIS

See attached list.

Land Use and Economic Data

US Census, 2000.

Claritas Inc. Business Inventory Data, 2004.

Waterfront and Open Space

Bayshore Waterfront Access Plan, Monmouth County Planning Board, December 1987.

Bayshore Trail System Design Manual, Monmouth County Planning Board, May 1993.

Transportation

Sandy Hook- Route 36 Corridor Traffic Management Plan, Monmouth County, 2001.

The Monmouth County Scenic Roadway Plan, Monmouth County Planning Board, 2001.

US Census, 2000.

Housing

Projected Growth Share Obligation (www.nj.gov/dca/coah/mpo/mpo.shtml), Monmouth County Planning Board Planning Indicators Report, April 14, 2005,

COAH Prior Obligation Numbers and Rehabilitation Share (www.state.nj.us/dca/coah/594files/appendices/c.shtml)

US Census, 2000.

Infrastructure and Schools

Enrollment Data, New Jersey Department of Education, 2004.

Monmouth County Planning Indicators Report, April 14, 2005.

Monmouth County Water Supply Facilities and Service Area Map, Monmouth County Planning Board, June 2004

Other

Cross Acceptance Report, Monmouth County Planning Board, November 2004.

Bayshore Economic Development Implementation Strategy, March 1996.

**BAYSHORE REGION STRATEGIC PLAN
Municipal Documents Used in Analysis**

	Aberdeen	Atlantic Highlands	Highlands	Hazlet	Keansburg	Keyport	Matawan	Middletown	Union Beach
Master Plan		1990 (as amended in 1991)	2004	1978	1988	1989		2004	2005 proposed
Reexamination Report of Master Plan	1999, 2003	1996, 2002	NA	2002		2001	1989, 1995	NA	1998
Land Use Plan Element			2004				2003	2004	
Housing Plan and Fair Share Plan Element	1999 (updated 2002)	2003	2004	1995			2003	2004	
Circulation/Transportation Element			2004					2004	
Comm Facilities Plan Element			2004					2004	
Open Space, Recreation, Conservation Plan Element	2005		2004					2004	
Utilities Plan Element			2004					2004	
Historic Plan Element			2004					2004	
Recycling Plan Element			2004					2004	
Demographic Plan Element			2004						
Economic Plan Element			2004						
Natural Resource Inventory	2005	2000						Renewing	
	2003								
Redevelopment Plan	(Commerce & Transportation Center); 2002/2003 (Freneau area)				1999 (not adopted)	2004 Steering Comm Recomm. Waterfront Redevel Study	2001 (for train station area)		
Zoning, Land Use & Development Regulations	1987(as amended thru 2002)	1983 (as amended thru 2001)	Chapter 21 1987	1979 (as amended thru 2005)	1989 as amended thru 1992	Chapter 25 1990 (as amended thru 1998) Amendments: 2002	Chapter 304 1979 (as amended thru 1998)	Chapter 16 1994 (as amended thru 1999) Amendments: Various for 1999-	Chapter 13 1999 Amendments: 2001, 2003, 2004
Zoning Map	2003	2003	1997	2003	1989	1990	1996	2005	2004
Other			CBD Design Manual 1995						

NOTE: Master Plan Elements are included only if updated within past 10 years.

GIS Data Used in Preparation of Plan

Name	Description
Bayshore_Zoning	Zoning districts and boundaries
AdditionalParks_OpenSpace	Mapped parks and open spaces
CES_Amendments	Proposed amendments to Critical Environmental Sites
Sites_CriticalEnvironmental	Existing Critical Environmental Sites- State Plan
Sites_CriticalEnvironmentalRemoved	Deleted Critical Environmental Sites Area- State Plan
HCS_Amendments	Historic sites- State Plan- State Plan
Redevelopment_Areas	Areas designated in need of redevelopment on State Plan
Bayshore_Land_Use95_97	Land cover data by use from NJDEP
Boundary_BayshoreRegion	Geographic boundary of Bayshore Region
Boundary_County	Geographic boundary of Monmouth County
Boundary_Municipal	Geographic boundaries of Municipalities
Lakes	Boundaries of lakes
Roads_All	Layer containing streets and names
Roads_Major	Layer containin major roads
Streams_Quality	Streams and tributaries
Wetlands	DEP mapped wetlands
Aberdeen.shp	Tax lot data for Aberdeen
AtlanticHighlands.shp	Tax lot data for Atlantic Highlands
Hazlet.shp	Tax lot data for Hazlet
Keansburg.shp	Tax lot data for Keansburg
Keyport.shp	Tax lot data for Keyport
Matawan.shp	Tax lot data for Matawan
Middletown.shp	Tax lot data for Middletown
UnionBch.shp	Tax lot data for Union Beach

Appendix C:

Public Participation

Following are agendas, presentations, and sign-in sheets from the Bayshore Regional Collaborative and public meetings held during the planning process. The process of public participation is also reflected in the plan timeline presented in Appendix A.

AGENDA

Collaborative Kick-off Meeting Bayshore Regional Strategic Development and Redevelopment Plan

May 5, 2005

1. Welcome and Introductions (Monmouth County Planning) (5 minutes)
2. AKRF Project Team - background and experience on similar projects (AKRF) (5 minutes)
3. State Development & Redevelopment Planning Process for Bayshore Region (Office of Smart Growth) (10 minutes)
4. Overview of project and schedule (AKRF) (10 minutes)
5. Stakeholder interviews (AKRF) (5 minutes)
6. Data needs (AKRF) (5 minutes)
7. BREAK (10 minutes)
8. Breakout sessions (1 hour)
 - a. Municipal Goals
 - b. Bayshore Regional Goals

MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD

PURPOSE: John P. ...
Collaborative

DATE: 5/5/05
TIME: 7pm

ATTENDEES

Name	Affiliation	Mailing Address	Phone	Fax	E-Mail
John Vigneri	Bro of Hylands	14 Bay Ave Hylands NJ 07732	732-872-2224	732-872-8670	
William Caruso	Bro of Hylands	" " " "	" " " "	" " " "	
IRSON GREENSPAN	MONMOUTH TWP.	1 Kings Hwy Monmouth NJ 07748	732-645-2078	732-645-2105	irson@green.com
Joe Requiris	Bayshore Reg. Unincorporated Council	225 E. Highway Ave. AH. NJ 07714	732-872-2314		
Tom Spang	State/Commercial	12 Indian Creek Rd. Hoboken NJ 07030	732-671-9774		
John Blumenthal	Hoboken Township		732-264-8482		
Cliff Taylor	Monmouth Chamber of Commerce	P.O. Box 501 Navesink NJ 07754	732-294-7872		
Allan Deana	Atlantic Highlands	25 Second Ave. Atlantic Highlands, NJ 07716	732-872-2097		
Michelle C. Gable-Breneman	Hylands BTO	110 Bay Ave. Hylands NJ 07732	732-291-4213		
Wendy S. Smith	NJ DOT - DPFD	1055 Parkway Ave. Trenton NJ 08625	609-330-3866		
Glenn Stasse	Mon. Econ. Dev. Forum	65 Stasse Court, Summit, NJ	732-131-7474		
Tony Orsini	Holmdel Twp Council	656 Leure Ave. Holmdel, NJ 07732	732-671-0262		
MIKE VISCIANO	NJ Transit	ONE PAW PLAZA EAST	973-491-7183		

MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD

DATE: _____

TIME: _____

PURPOSE: _____

ATTENDEES					
Name	Affiliation	Mailing Address	Phone	Fax	E-Mail
Bob Deak Howard Jr.	At. High Plains Rd	69 E. Larks Ave Mt. Hope	732-291-3858		ahowe@pill.com
Tom Mercantore	Twp. of Middletown	1 Kings Hwy, Middletown	732-615-2000	732-615-2103	amercant@comcast.net
Willie Hester (son)	Residents	84 Bay Ave. At. Highlands	732-291-5100	732-291-5103	BillHester@comcast.net
GREG (Domen)	with D. W. K. S. P.	52 W. Front St. Kenvil	732-588-1870	732-588-1870	gdomen@comcast.net
MARY SHAW	BOUNCE OF KENYIL	RD BOX 636 Mt. Hope	732-739-0690	732-739-0690	maryshaw@comcast.net
Lois D'Amico	Private Bank Homeowners	32 Paradise Point Highlands	732-705-1880	705-1880	
Chris Cavanaugh	Hazlet	50A Amherst Dr. Hazlet Michic	732-734-6000		cavanaugh@comcast.net
JOHN CILUFU	NS Commerce Commission	20 West State St. Trenton NJ	609-292-2200		john.cilufu@nj.gov
Lois Ansborg	Union Beach Planning Board	11 Dunwoody St. Union Beach NJ	732-251-0800		lois.ansborg@comcast.net

AGENDA

Regional Collaborative Meeting 2 Bayshore Region Strategic Plan

September 29, 2005

1. Welcome and Introductions (County) (5 min)
2. Project Update – what we’ve been doing and where we are in the process (AKRF) (10 min)
3. Regional Profile Reports Overview (AKRF) (10 min)
4. Breakout Session 1: Issues Identification (1/2 hour)
5. Build-out Analysis
 - a. Residential and non-residential build-out overview (County) (10 min)
 - b. Breakout Session 2: Review of Vacant Land (20 minutes)
6. Breakout Session 3: Regional and Municipal Visions (1/2 hour)

MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD

PURPOSE: Bayshore Regional
Collaborative

DATE: 9/29/01
TIME: 7 PM

Name	Affiliation	Mailing Address	Phone	Fax	E-Mail
Joe Baccis	MCCB	1 S. MAIN STREET, FORT LINDA, NJ 07024	732-731-7960		JBACCIS@MCCB.COM
Robert Howe Jr.	Atty. General Penn Pa.	101 E. LINDA AVE. FORT LINDA, NJ 07024	732-731-3050		RHOWE@PENNPA.COM
MIKE VISCARDI	NJ TRANSIT	NEWARK, NJ	973-991-7163		MIKE.VISCARDI@NJTRANSIT.COM
THOMAS ANTONIOCI	Bayshore Reg. Watershed	710 W. FRONT ST. KEYPORT, NJ 07035	732-731-5102		THOMAS.ANTONIOCI@BAYSHOREWATERSHED.COM
Joe Reynolds	Bayshore Reg. Watershed	225 E. ASHLAND AVE. AH, NJ 07716	732-372-2359		JREYNOLDS@BAYSHOREWATERSHED.COM
Sheila Flamm	Bridgewater F. Maitanen	201 Broad St. Bridgewater, NJ 08807	732-566-3808	732-566-7189	SFLAMM@BRIDGEWATERF.MAITANEN.COM
Michael Malone	Bridgewater CC - Bayshore	311 Laurel Ave. W. Kearnsburg, NJ 07024	732-787-0100	732-787-3335	MMALONE@BRIDGEWATERCC.COM
Chuck Strince	Bay of Union Beach	111 Newark Ave.	732-431-1315		CSTRINCE@BOUBACH.COM
Paul Boyd	Atty. Nicholas Env. Comm	17 LAURENCE RD. AH 07716	732-572-7711		PBOYD@ATTY.NICHOLAS.COM
Wendy S. Smith	NJSDOT	1085 PINEWAY AVE. TRENTON, NJ 08625	609-530-3826		WENDY.S.SMITH@NJSDOT.COM
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Chris Cavanagh	Hazlet Twp	50 Kingsport Drive Hazlet, NJ	732-779-6470		CCAVANAGH@HAZLETNJ.COM

**MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD**

DATE: 9/20/05 TIME: 7PM
 PURPOSE: Regional Collection

ATTENDEES					
Name	Affiliation	Mailing Address	Phone	Fax	E-Mail
Scott Adams	Hazlet	8 Annie Drive, Hazlet 07730	732-445-4043		scott@comcast.net
Annie Eng	Bayside Regional Watershed	13 Scott Dr, Hazlet 07730	732-445-7079		annie@baysidewatershed.com

AGENDA

Public Meeting Bayshore Region Strategic Plan

October 27, 2005

1. Welcome and Introductions; Brief overview of project purpose and state planning process (County) (10 min)
2. AKRF project team – background and experience (AKRF) (5 min)
3. Project Update – what we've been doing and where we are in the process (AKRF) (10 min)
4. Break and Breakout Session set up (10 min)
5. Breakout Session 1: Issues Identification (1/2 hour)
6. Break (10 min)
7. Breakout Session 2: Regional and Municipal Visions (1/2 hour)
8. Wrap-up (10 min)

Sign In

NAME
ADDRESS
PHONE & E-mail

Public
VISIONary
10/27/05

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ROBERT HILTZMAN
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732 291 4963
VICE PRESIDENT LEONARD. TAXPAYERS & MEMBER CITIZENS COMM.

TERENCE WALL
BOROUGH OF KEANSBURG
732 787 0215

MARILEEN SHAW
KEYPORT BOROUGH KBA
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Chris Cavanagh
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Stephen Gale
62 Warren Street
Keyport, New Jersey 07735
stepgale@earthlink.net

AGENDA

Bayshore Regional Collaborative Meeting Bayshore Region Strategic Plan

Preliminary Economic Development Strategies and Alternatives

November 17, 2005

1. Introductions (5 min)
2. Bob Elliott, Executive Director, New York Planning Federation: Case study discussion of Historic River Towns of Westchester, a consortium of ten municipalities (45 min)
3. Discussion: What would a Bayshore regional consortium like? (30 min)
4. Discussion of other economic development strategies (45 min)
 - Route 36
 - Downtown revitalization
 - Redevelopment opportunities
5. Wrap-up (10 min)

AGENDA

Bayshore Regional Collaborative Meeting Bayshore Region Strategic Plan

Preliminary Strategies and Alternatives: Economic Development, Waterfront/Open Space, and Transportation

November 30, 2005

1. Introductions (5 min)
2. Economic Development and Transportation:
 - a. Brief recap of November 17 presentation by Bob Elliott, Executive Director, New York Planning Federation: Case study discussion of Historic River Towns of Westchester, a consortium of ten municipalities (10 min)
 - b. Continuation of Route 36 corridor discussion from November 17 presentation on economic development strategies (15 min)
 - c. Downtown Centers (10 min)
3. Waterfront and open space strategies (30 min)
4. Implementation strategies (15 min)
5. Wrap-up (5 min)

**MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD**

DATE: 11/30/2005

PURPOSE: _____

TIME: 7:00 pm

ATTENDEES						
Name	Affiliation	Mailing Address	Phone	Fax	E-Mail	
Elizabeth Deignan	Brookdale Cmty Col.	765 Newman Springs Rd., Lincroft	732-224-2257		edcignar@brookdalecc.edu	
Alexis St. Juliana	NS Community Water Watch	"	732-224-1875		bcce@waterwatchns.org	
Stephen Gabe	Geo Architectural Hsborg	DI Wumen Street Keyport	732-264-0121		stgape@earthlink.net	
Robert E. Dieterich	Matawan	29 Med Drive Matawan, NJ 07747	732-583-5843		redroga@optonline.net	
Fran Donnelly	Hazlet	4 Carriage Rd NJ	732-264-3518		youhe002@aol.com	
Mary Foley	Keansburg	36 Morning Cir.	732-787-2537		FILLY25@aol.com	
Mary E. Fobare	M.C. Arts Council	107 Monmouth St Shrewsbury	732-212-1890		mefobare@shrewsburyarts.org	
Michael Lane	Keyport SpangCom.	51 First St Keyport	732-264-5938		mlane@callnet.com	

AGENDA

Bayshore Region Strategic Plan

Implementation Strategies

January 5, 2006

1. Introductions (5 min)
2. Economic Development and Transportation (10 min)
3. Waterfront and open space strategies (10 min)
4. Implementation strategies (15 min)
5. Breakout Session: Regional and Municipal Implementation (60 min)
6. Wrap-up (5 min)

**MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD**

DATE: 1/5/06
 TIME: 7-9 PM
 PURPOSE: Bylaws Plan

ATTENDEES					
Name	Affiliation	Mailing Address	Phone	Fax	E-Mail
Bob Ludwig	Keyport Env. Commission	50 Beers St., Apt 6 B, Keyport, NJ 07735	732-497-5979		bobli4@keyportnj.net
Rowland Beckinger	Keyport Env. Commission	60 Walnut St. Keyport, N.J. 07735	732-264-0221	MANOR	beckinger@optonline.net
Michael Lane	Keyport Resident	51 First St Keyport 07735	732-264-5488		mlane@att.net
Sheila Flamm	Bohighe Foundation	201 Broad Street	732-566-3882	Sheila.Flamm@imtown.com	
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Scott Agave	HARJET	8 Clark Dr. Harlet NJ 07730	732-620-0387		Sagave@comcast.net
Timothy Hill	Highlands	171 Bay Ave, Highlands 07732	732-872-1959	872-2313	thille@comcast.net
Chuck Steiner	Union Beach	111 Newark Ave UB, NJ 07735	7348		Amma@highlandsnj.com
Mary Ann Spots	Aster Aidan		732-462-8603		
Adeline Rainold	Aberdeen Twp Environmental & Shoreline Board	171 Fordham Dr. Aberdeen 07747	732-386-7310		
ROBERT HELTZMAN	LEVINSON TAX PRACTICE	27 WASINGTON AVE LEONARDON NJ 07732	732-241-4963		
FRANK HUZA	Aberdeen Env. Board	43 Beacon Lane Aberdeen 07747	732-566-2390		frank@verizon.net
Allan Dean	Atlantic Highlands Planning Bd	25 2nd Ave, Atl. Hgts., 07716	732-872-1957		edfor@att.net
JOE Repollos	A.H. Env. Com. / BRWC	70 BOX 54 N.AVES, NJ 07732	732-872-2834		Sas@comcast.net
Chris Conanagh	Holets Play Bd	50 Atlantic h. Holets, NJ 07732	732-734-6420		ca@pc@aol.com

**MONMOUTH COUNTY PLANNING BOARD STAFF
MEETING ATTENDANCE RECORD**

DATE: 4/5/06
 TIME: 7:30 AM
 PURPOSE: Bylaws

ATTENDEES					
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Annie Eng	BRWC	13 Scott Dr. Hazlet 07730	732-445-7079		aceng7@bellsouth.com
Joe Pobega	BRWC / Haz. Env. Com.	10 Scott Dr., Hazlet 07730	732-495-5817		J.Pobega@AHE.net
Donna Kuntz	Leonardo City Com.	10 Leonard Ave. Leonardo 07737	732-872-8221		Donna@580.net
Paul Byrd	AH Env. Comm	100 1st Ave, AB 07716	732-872-7314		paulbyrd@abno.com
Lou Andruszga	UB Planning Board	11 Dowell St. (New Britain) 07105	732-264-6980		l.andruszga@mc.com
Jim Billerow	Highlands Rd.	477 RICKLESS PL Red Bank NJ	732-530-1468		tbl@erimm.com
Antonia Bianchi	Leonardo City Committee	116 Beach Ave. Leonardo 07733	732-991-3913	973-678-1885	fill@ed.com
Carol	BRWC				
Michael Pan	HA Hazlet	10 Fort 636 Hazlet, NJ	732-739-0690	732-739-6316	KSHAW@ha.com
MIKE VISCARDI	NJ TRANSIT	ONE PENN PLAZA EAST NEWARK NJ	973-491-7183	973-491-4142	MV.VISCARDI@NJTRANSIT.COM
Fran Donnelly	BRWC	4 Carriage Rd NJ	732-244-3518		frank@002.com
Rick Brown	NDGP	401 EAST SPARTAN STREET TRENTON NJ	609-292-1143		rick.brown@ndgp.state.nj.us
JOSEPA S. MARTIN	BRWC ENGINEER	4 BAYSPONE RD. 2 CENTRAL AVENUE HUNTSWOOD NJ	732-737-8529	732-380-1701	JOSEPA@RTING.COM
Carol					
Arlene Willner	NJUS Bayk Corp	52 W. Front St, Keyport	732-888-8870	732-888-9873	arlene@njus.com

to my computer

Bayshore Region Strategic Plan

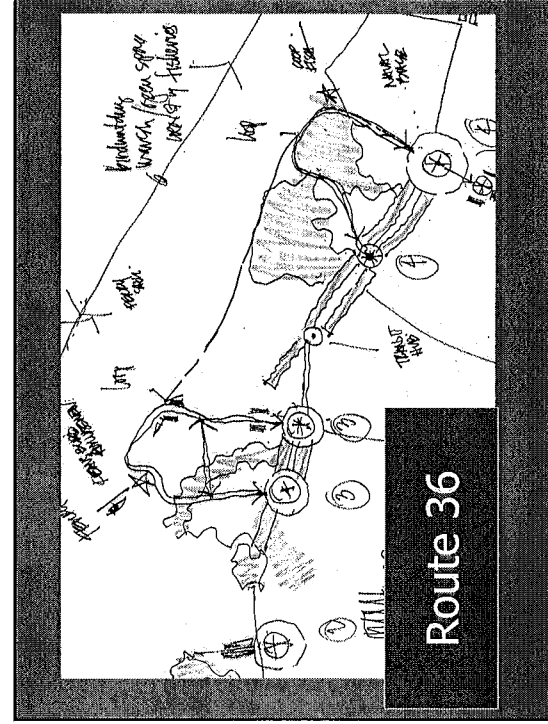
January 5, 2006

Implementing the Plan

Agenda

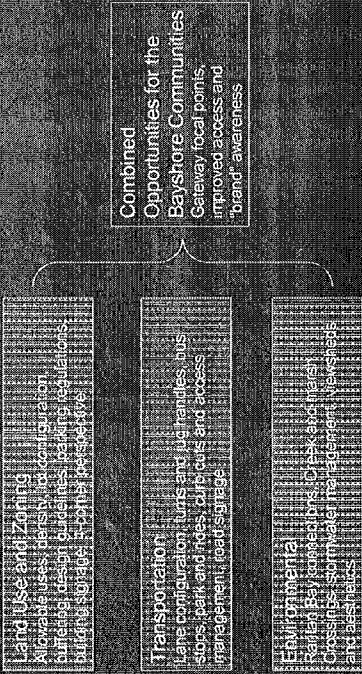
- 1. Introductions
- 2. Economic Development and Transportation
- 3. Waterfront and Open Space Implementation strategies
- 4. Breakout Session: Regional and Municipal Implementation

Recap of Economic Development Strategies



Route 36

Use Route 36 to "Brand" the Bayshore



Use Route 36 to Foster Regional Economic Development

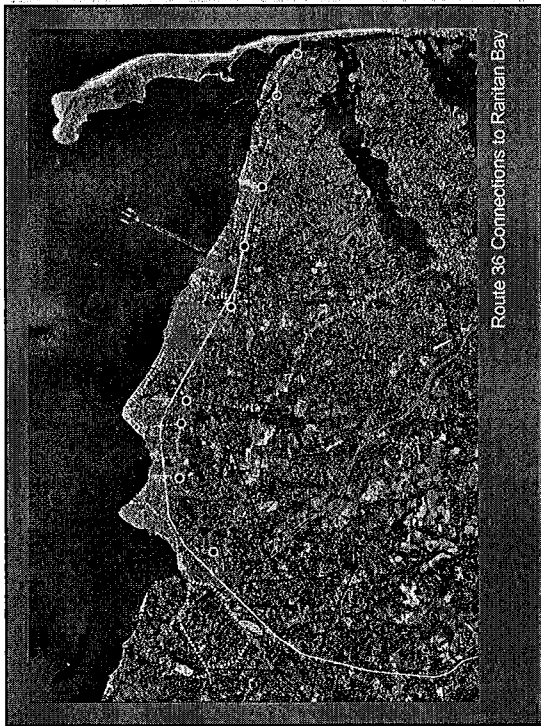
- Gateways to Bayshore communities
- Nodes of activity and development
- Planning for the "In Between Areas"
 - Raritan Bay connections
 - Limited depth road frontage
- Encourage and Enhance Linkages
 - Hudson Bike Trail
 - Creating a local path ("Bayshore Drive")



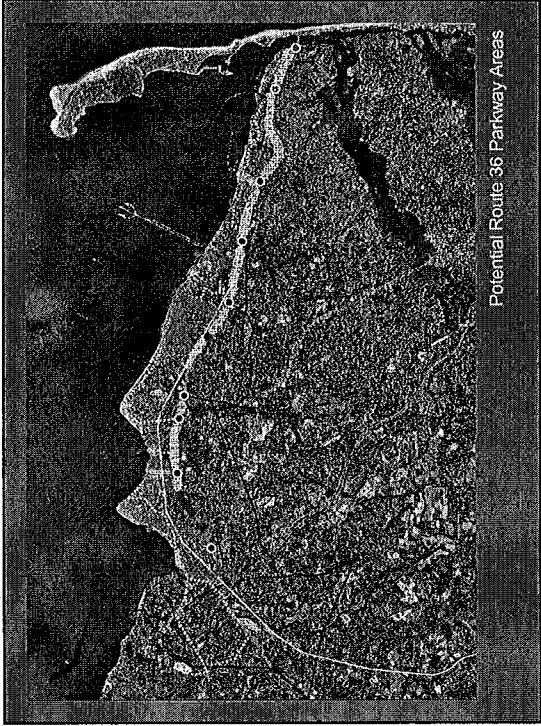
Potential Gateway Treatment Locations



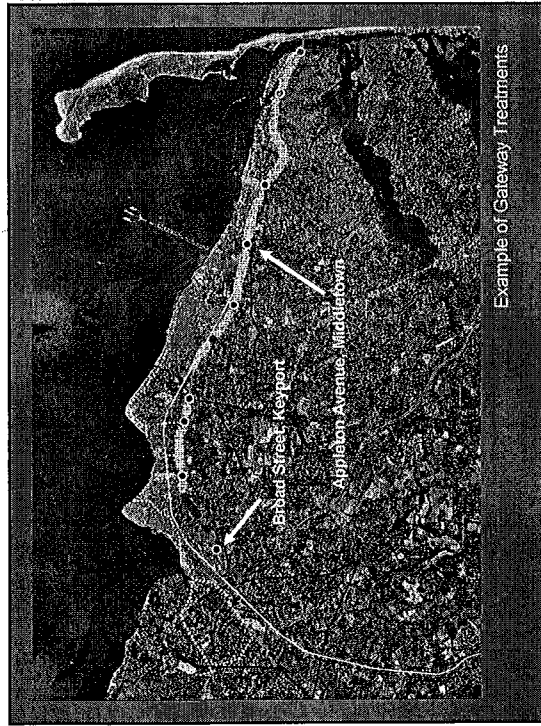
Possible "Bayshore Drive" Linking Municipalities and Waterfront



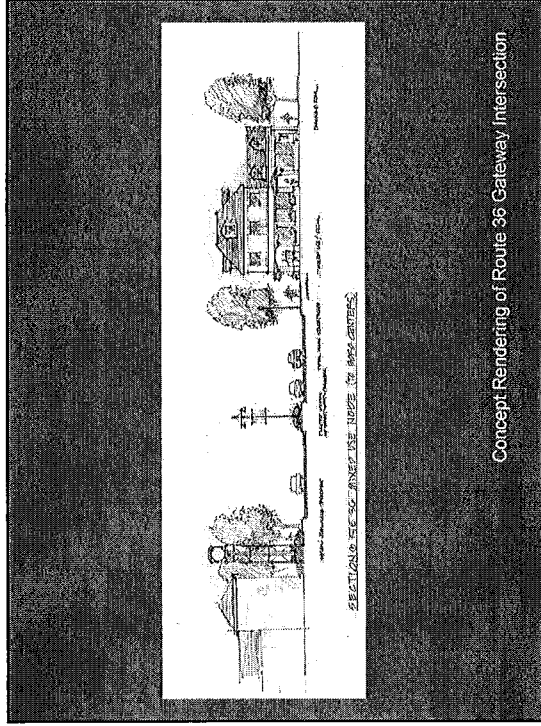
Route 36 Connections to Raritan Bay



Potential Route 36 Parkway Areas



Example of Gateway Treatments



Concept Rendering of Route 36 Gateway Intersection

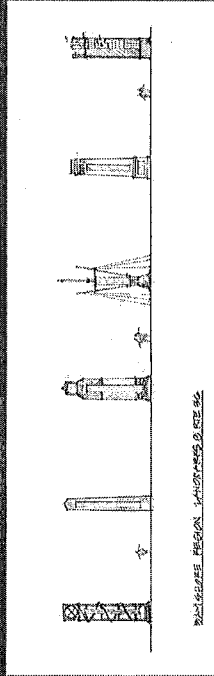
Gateways and Nodes

Do's

- Encourage mixed-use opportunities
- Encourage redevelopment of vacant and underutilized lands
- Up the density where appropriate
- Shared driveways and parking lots
- Seek common, off-r.o.w. or behind building service access
- Implement design guidelines
- Improve highway configuration, signage and lighting
- Evaluate Alternative Traffic Solutions (i.e., Roundabouts)

Don'ts

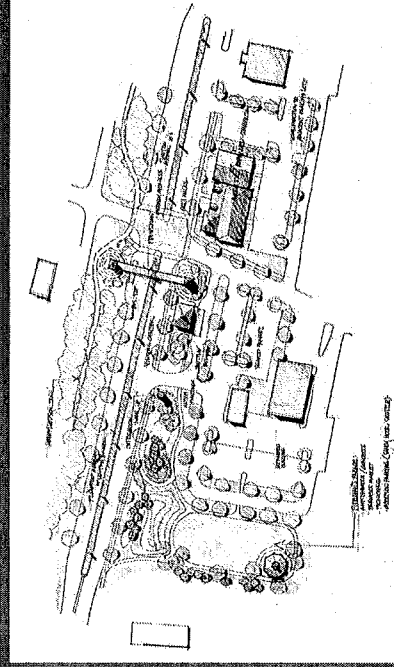
- No uses in jug handles
- No more than 2 gas stations at an intersection (and only on opposite sides of Route 36)
- No curb cuts within 100 to 150 feet of intersection
- No Jersey barriers within 500 feet of the intersection



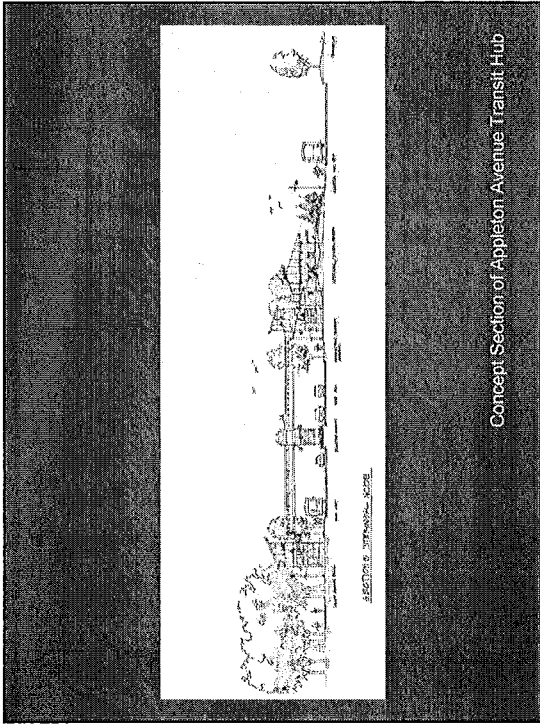
Examples of Gateway Landmarks

Proposed Route 36 Gateways and Nodes

- Broad Street
- Middle Road
- Poole to Stone
- Union Avenue
- Laurel Avenue
- Main Street – Keansburg
- Main Street – Port Monmouth
- Main Street – Port Monmouth
- Main Street – Belford
- Appleton – Proposed transit center
- First Avenue
- Linden Avenue
- Bay Avenue/Bridge



Concept Plan of Appleton Avenue Transit Hub



Concept Section of Appleton Avenue Transit Hub



The "In Between" Areas

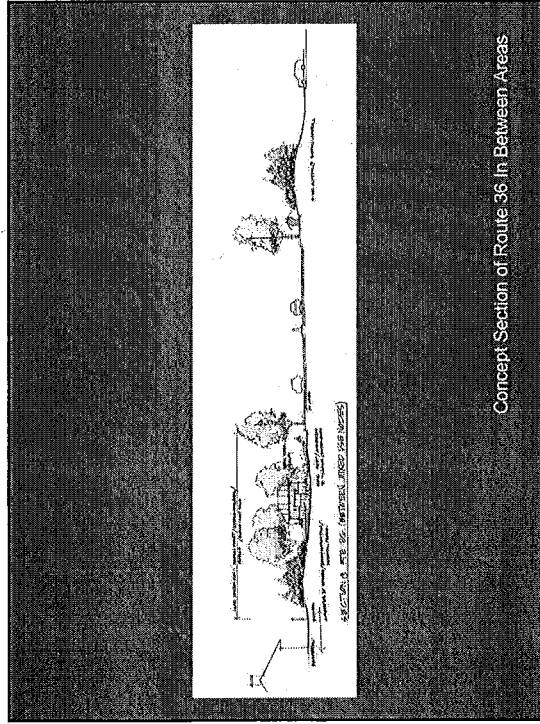
Do's

- Have very restrictive zoning, limit uses and densities on small and shallow lot configurations
- Encourage use of buffers and parkway treatments
- Emphasize green connections
- Emphasize tourism/beach character, perhaps limiting uses to:
 - Fishing shops, surf and bike shops, ice cream stands, etc.

Don'ts

- No convenience stores or gas stations
- No new driveways for individual lots



Concept Section of Route 36 In Between Areas

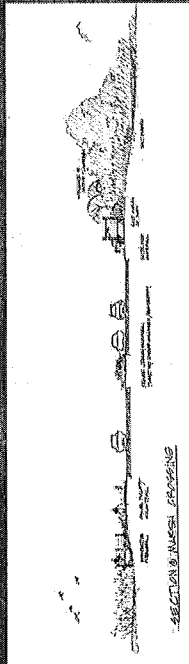
Emphasize the Raritan Connection

- Enhance driver awareness of estuary creek crossings
 - Open viewsheds
 - Highlight green connections
- Use new stormwater treatment concepts in highway improvements

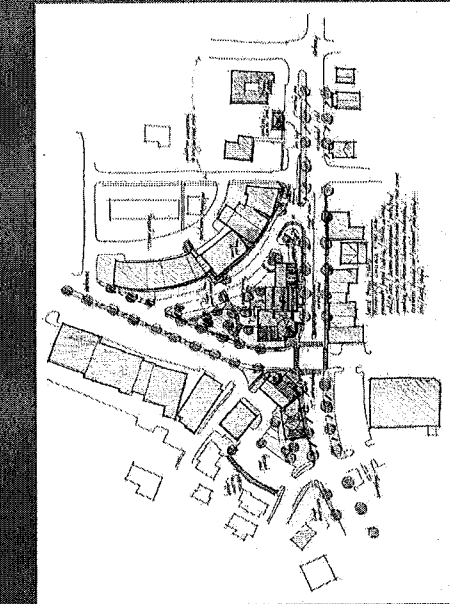
You Are in the Raritan Bay Watershed
 "Support our Local Fishermen"
www.bayside.com

Downtown Centers

- Route 36 should focus towards downtowns
- Using transportation, zoning, and streetscape to enhance centers
 - Campbell's Junction
 - Keansburg



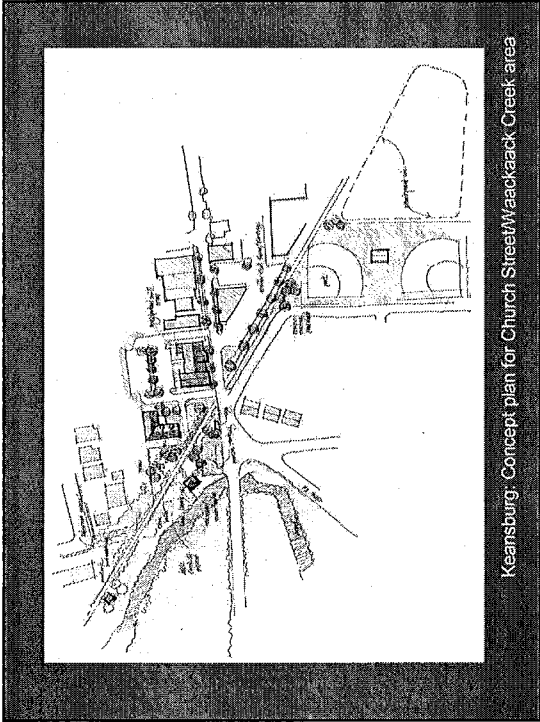
Concept Section of Route 36 Creek Crossing



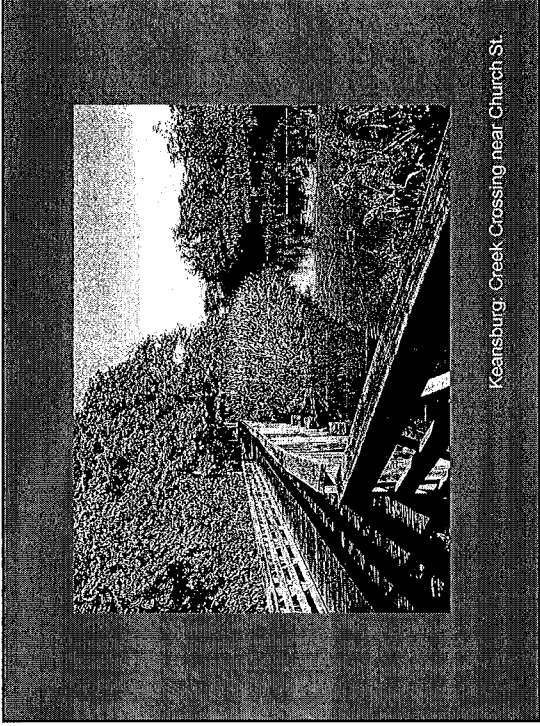
Concept plan for village center at Campbell's Junction



Keansburg: Main St., Church St., Baysshore Trail



Keansburg: Concept plan for Church Street/Waackaack Creek area



Keansburg: Creek Crossing near Church St.

Recap of Waterfront and Upland Open Space/Natural Resources

- ### Prior Waterfront Planning Efforts
- Bayshore Waterfront Access Plan – adopted in 1987 by MCPB
 - Continuous access (pedestrians, bikes)
 - Regional linear park
 - Five regional Park and Preservation areas (Cliffwood Beach/Matawan Creek wetlands, Conaskonk Point, Natco Lake, Keansburg beach, Three Creeks)
 - Bayshore Trail System Design Manual adopted in 1993 by MCPB
 - 11 different trail segments
 - Major & minor activity centers
 - trail landscapes

Waterfront-Open Space Strategies to be Incorporated into Plan

- Pedestrian/bike paths
- Restoration/Acquisition of Key Regional Assets
- Regulatory tools to protect areas along waterfront and streams
- Foster marine-dependent commercial uses in a few waterfront locations
- Beach maintenance (clean-up, flooding, dredging) needs to be addressed on a regional level
- Develop a regional entity to address and prioritize these issues

Areas Yet to be Completed/Acquired/Restored

- HHT/Bayshore Trail in Highlands/Atlantic Highlands
- Veterans' Park, Highlands*
- Promenade — Highlands
- Popamora Park*
- Many Mind Creek Greenway
- Areas between Many Mind and Wagner Creeks
- Waackaack Creek
- Meadowlands Greenway
- Natco Lake*
- Conasikonk Point*
- Keyport Downtown Waterfront*
- Matawan Creek wetlands*

* Major Activity Center Identified in Bayshore Trail System Design Manual

Other Regional Natural Resources

- Riparian Corridors
- Stone Creek Meadows
- Freneau Woods/Lake Lefferts

Current Waterfront Zoning: Permitted Uses

	Commercial			
	Conservation/Recreation	Water-Dependent Uses	Other Uses	Residential
Highlands		X		X
Atlantic Highlands	X	X		X
Middletown		X		X
Keansburg	X	X	X	X
Hazlet		X		
Union Beach			X	X
Keyport		X	X	X
Aberdeen	X			X

Zoning and Other Regulatory Tools

- ▣ Zone areas along the waterfront as conservation/recreation
- ▣ Zone areas across from the waterfront with lower density development: larger lots, lower impervious surface/building coverage
- ▣ Create overlays with more restrictive performance standards in areas across from the waterfront and along tributaries
- ▣ Create design guidelines - use of materials, color, heights/size
- ▣ Require vegetated buffers along tributaries
- ▣ Critical Environmental Sites

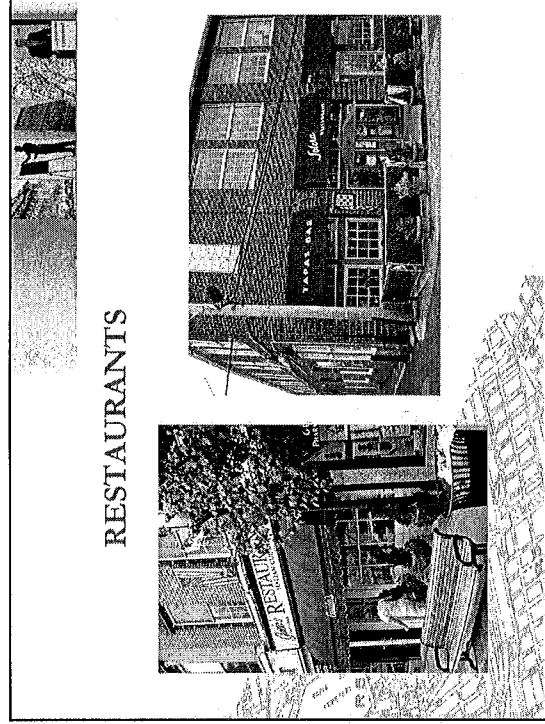
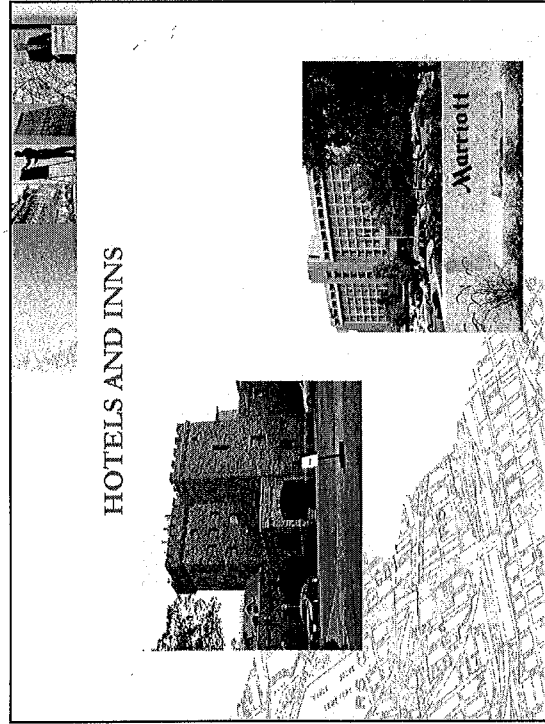
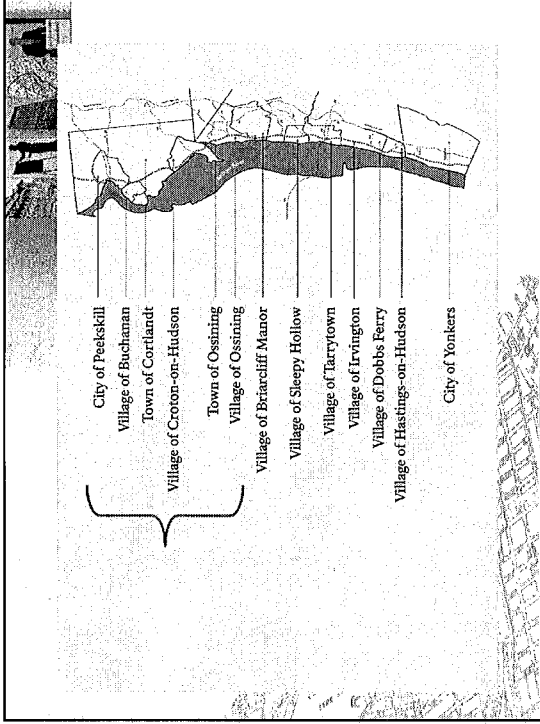
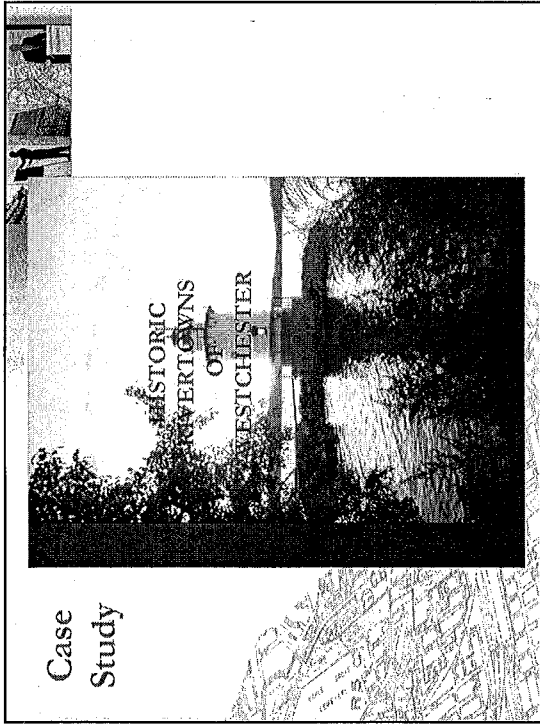
Regional Maintenance Issues and Needs

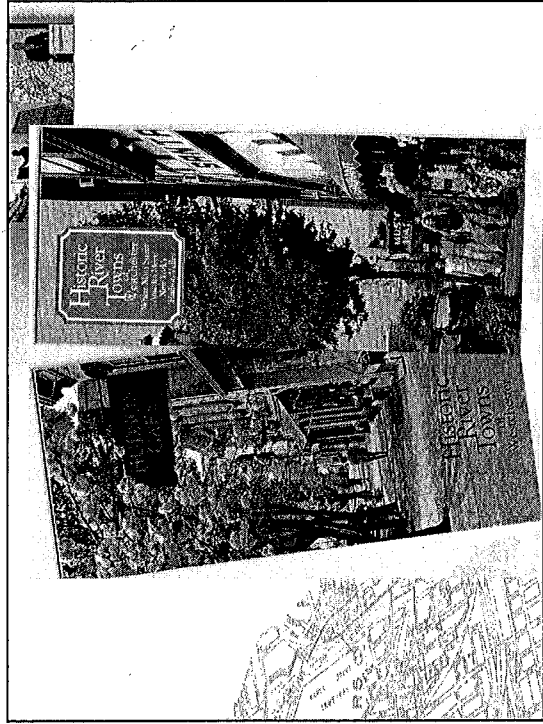
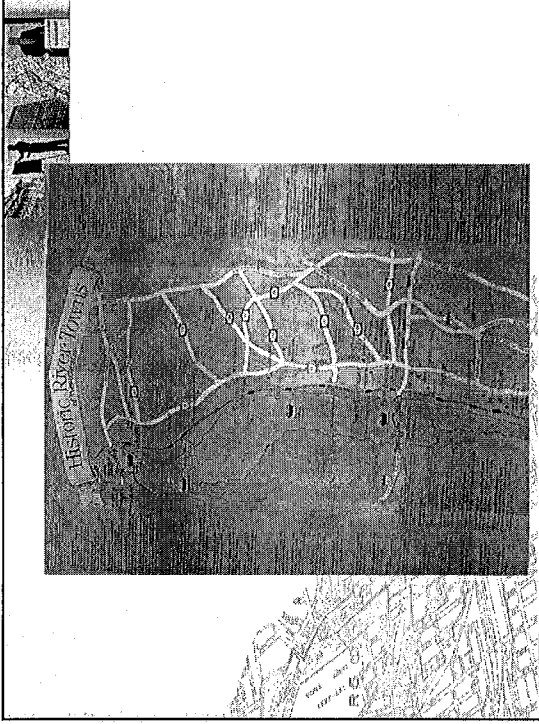
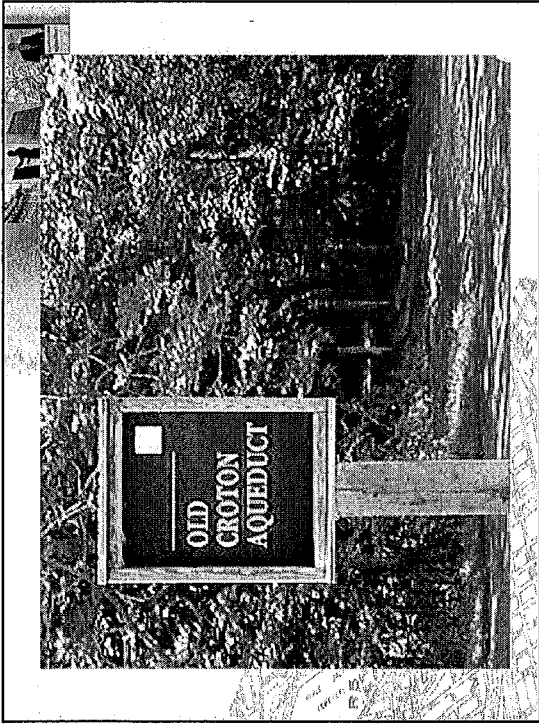
- ▣ Beach maintenance and clean-up
- ▣ Dredging
- ▣ Flooding from coastal storms
- ▣ Streambank erosion and flooding
- ▣ Lifeguards
- ▣ Marina pollution
- ▣ Water quality

Regional Entity Needed

- ▣ Facilitate waterfront plan implementation
- ▣ Support acquisition/restoration efforts
- ▣ Waterfront maintenance (clean-up, flood control, dredging)
- ▣ Advocate/liaison with county, state and federal agencies
- ▣ Fundraising

Implementation: Forming a Bayshore Consortium





What Would a Bayshore Consortium Do?

- Marketing and Branding
- Economic and Local Industry Support
- Waterfront/Open Space Plan Implementation
- Events Sponsorship and Coordination
- Cultural Resources
- Transportation Support
- Federal/State advocacy/coordination
- Fundraising

Bayshore Consortium Functions

Marketing and Branding

- Publicity and Press Exposure
- Maintain Web-site
- Coordination with Government Resources
- Cross-Selling Regional/Assets

Economic and Local Industry Support

- Downtown Business District
- Belford Seafood Cooperative
- Public Fishing/Charter Boats
- Marinas
- Restaurants
- Major employers/Corporate Partners (i.e., IFF)

Events Sponsorship/Coordination

- Concerts/gatherings
- Local fairs
- Clean-up Days
- Civic functions/parades
- School trip coordination

Bayshore Consortium Functions

Waterfront/Open Space

- Waterfront Plan Implementation
- Support acquisition/restoration efforts
- Waterfront Maintenance
- Work with County/State/Federal govts

Cultural Resources

- Historic Sites
 - Lighthouse, Sandy Hook
 - Historic Downtown Districts
- Keyport, Matawan, Atlantic Highlands
- Mt. Mitchell Overlook

Transportation

- Operate Trolley Buses
- Sandy Hook Satellite Parking
- Inter-hamlet/went movements
- Special excursions
- Manage/Mainain Park and Rides
- Water Taxi Coordination
- Coordinate Local Roadway Signage (i.e., a Bayshore Drive)
- Coordinate Regional Wayfinding
- Work with County and State
- Maintain Route 36 Landscaping

What Would a Bayshore Consortium Look Like?

Organization

- County
- Local Municipalities
- Business Organizations (Regional and Local)
- Environmental Organizations
- Historic Preservation Organizations

Structure

- Non-Profit
- Jurisdictional authorities and agreements
- Cost and revenue sharing
- Professional staff
- Specialized Subcommittees

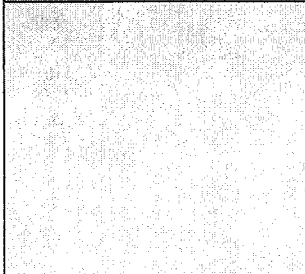


Meetings

Contacts

Links

Bayshore Regional Plan Reports



Welcome to the Bayshore Regional Strategic Plan Website

The Bayshore Regional Strategic Plan is a collaborative effort involving nine north Monmouth County municipalities.

- **Aberdeen**
- **Atlantic Highlands**
- **Hazlet**
- **Highlands**
- **Keansburg**
- **Keyport**
- **Matawan**
- **Middletown**
- **Union Beach**

The project is sponsored by the **Monmouth County Planning Board** and the **Ne Office of Smart Growth. AKRF, Inc.** has been hired by the County as the planning consultant for the effort.

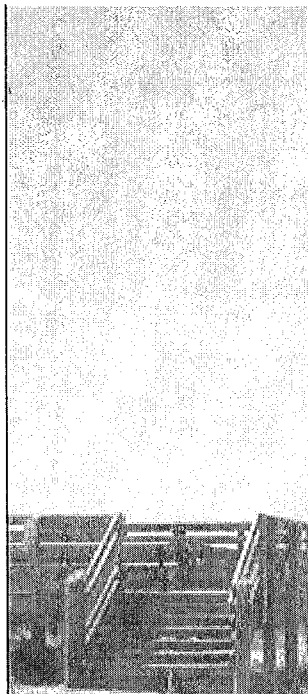
The Monmouth County Bayshore Region is characterized by traditional downtown residential neighborhoods, maritime history, and the natural beauty of the Raritan coastline. Despite its natural beauty and recreational resources, the Region has not experienced the overall economic growth realized by the rest of Monmouth County; remained largely unchanged. The Region's key assets – pedestrian-friendly seaside miles of sandy beaches, and proximity to the populated metropolitan areas of New York – offer unique opportunities to revitalize the area. New strategies are needed to balance the need for growth and economic development but also create more cohesive communities, maintain quality of life and preserve the natural resources of the region.

The Bayshore Regional Strategic Plan will serve two purposes:

- To establish a set of planning alternatives to help Bayshore municipalities realize remaining development potential, explore revitalization opportunities and analyze impacts future growth will have on infrastructure, the natural environment and over-all quality of life; and
- To formulate a Plan that will be submitted to the New Jersey State Planning Commission for Plan Endorsement.

Plan Endorsement will provide benefits to the Region that may include prioritized permit applications and State funding. To satisfy the requirements needed for Plan Endorsement, the Plan will meet the following goals of the State Planning Act and Jersey State Development Plan:

- Revitalize and/or redevelop cities and towns.
- Promote economic growth



- Preserve natural features and open space
- Encourage inter-municipal coordination and cooperation
- Preserve and enhance quality of life

The Plan will be formulated with the guidance and consensus of an established Regional Collaborative consisting of the County and the Region's nine municipalities as well as involved stakeholders having an interest in the preservation, growth and redevelopment of Bayshore. Representatives from State agencies including the NJ Department of Transportation, NJ Department of Environmental Protection and the NJ Office of Statewide Planning and Economic Development will be asked to participate in the Collaborative. The open planning process to be implemented will allow stakeholder participation through regular meetings and strongly encourage public participation.

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Appendix B:**Build-Out Projections**

The Monmouth County Planning Board prepared the following analysis showing the potential build out of developable land in the Bayshore Region by 2025. Projections are shown for each municipality.¹ The following tables do not include the development proposed as part of plans for areas designated in need of redevelopment (e.g., the Aeromarine site in Keyport and the Commerce and Transportation Center in Aberdeen). Estimated buildout of areas designated in need of redevelopment can be found in Table 2-11 on page 2-13 of Part I, Regional Profiles, Section 2, “Land Use, Zoning, and Demographic Profile.”

¹ The build out for Atlantic Highlands does not include the Guilianni tract at or the Hesse pier.

Monmouth County Planning Board Projections Aberdeen - Bayshore Project

Date: Oct. 19, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	0.0	45.4	0.0	0.0	10.4	0.0	0.0	5.9	61.7

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	240	0	0	0	114672	0	0	101930
Entire Municipality at Horizon	0	0	240	0	0	0	114672	0	0	96932

Horizon Year: 2025
 Horizon Period: 22 2003 Data Date
 Person Per Household Ratio: 2.72

Population & Employment Projections

	Base Line	MCPB '03 Estimate	Model Additional	2025 Projection
2000 Population	17454	18362	504	18866
95 Cross Accepted Employment	3619	3961	309	4270
2000 Households	6421	6755	185	6940

2025 Projections
 Population Projection = **18866**
 Employment Projection = **4270**
 Household Projection = **6940**

Monmouth County Planning Board Projections Atlantic Highlands - Bayshore Project

Date: June 8, 2006

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	0.0	16.5	0.0	0.0	0.4	0.0	0.0	0.0	16.9

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	47	0	0	87	0	9042	0
Entire Municipality at Horizon	0	0	8	0	0	87	0	9042	0

Horizon Year: 2025
 Horizon Period: 8
 Person Per Household Ratio: 2.39

2003 Data Date

Population & Employment Projections

	Base Line	MCPB '03 Estimate	Model Additional	2025 Projection
2000 Population	4705	4705	7	4712
95 Cross Accepted Employment	1516	1552	9	1561
2000 Households	1969	1969	3	1972

2025 Projections
 Population Projection = 4712
 Employment Projection = 1561
 Household Projection = 1972

Est June '04

Monmouth County Planning Board Projections Hazlet - Bayshore Project

Date: Oct. 5, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	9.0	23.9	0.0	0.0	8.8	2.6	0.0	3.1	47.4

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	99	0	0	0	87948	40097	0	40380
Entire Municipality at Horizon	0	0	99	0	0	0	87948	40097	0	40380

Horizon Year: 2025 2003 Data data
 Horizon Period: 22
 Person Per Household Ratio: 2.95

Population & Employment Projections

	Base Line	MCPB '03 Est	Model Additional	2025 Projection
2000 Population	21378	21364	226	21590
95 Cross Accepted Employment	5472	6123	289	6412
2000 Households	7244	7281	77	7358

2025 Projections
 Population Projection = **21590**
 Employment Projection = **6412**
 Household Projection = **7358**

Monmouth County Planning Board Projections Highlands - Bayshore Project

Date: Oct. 19, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	0.0	5.0	0.1	0.0	0.7	0.0	0.0	0.0	5.8

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	28	2	0	0	20669	0	0	0
Entire Municipality at Horizon	0	0	28	2	0	0	12914	0	0	0

Horizon Year: 2025
 Horizon Period: 22
 Person Per Household Ratio: 2.08

Population & Employment Projections

	Base Line	MCPB '03 Est	Model Additional	2025 Projection
2000 Population	5097	5120	48	5168
95 Cross Accepted Employment	839	848	13	861
2000 Households	2450	2461	23	2484

2025 Projections
 Population Projection = 5168
 Employment Projection = 861
 Household Projection = 2484

Monmouth County Planning Board Projections Keansburg - Bayshore Project

Date: Oct. 6, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	1.1	3.4	0.0	4.5	1.0	0.0	0.0	1.2	11.2

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	22	0	18	52599	21562	0	0	27007
Entire Municipality at Horizon	0	0	22	0	18	21010	21010	0	0	220

Horizon Year: 2025
 Horizon Period: 22
 Person Per Household Ratio: 2.77

2003 Data Date

Population & Employment Projections

	Base Line	MCPB '03 Est	Model Additional	2025 Projection
2000 Population	10732	10762	86	10848
95 Cross Accepted Employment	926	933	42	975
2000 Households	3872	3883	31	3914

2025 Projections

Population Projection = **10848**
 Employment Projection = **975**
 Household Projection = **3914**

Monmouth County Planning Board Projections Keyport - Bayshore Project

Date: Oct. 18, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	0.0	12.5	2.9	0.0	11.0	0.0	0.0	4.7	31.1

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	65	30	0	0	203055	0	0	92565
Entire Municipality at Horizon	0	0	35	8	0	0	114328	0	0	640

Horizon Year: 2025
 Horizon Period: 8
 Person Per Household Ratio: 2.32

Population & Employment Projections

	Base Line	MCPB '03 Est	Model Additional	2025 Projection
2000 Population	7568	7599	38	7637
95 Cross Accepted Employment	1911	2027	116	2143
2000 Households	3264	3277	16	3293

2025 Projections
 Population Projection = **7637**
 Employment Projection = **2143**
 Household Projection = **3293**

Monmouth County Planning Board Projections Matawan - Bayshore Project

Date: Sept. 21, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
	2003 Acres of Developable Land	0.0	20.3	0.0	0.5	6.6	0.0	0.0	0.0

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
	Entire Municipality at Build-out	0	0	101	0	2	10454	198372	0	0
Entire Municipality at Horizon	0	0	101	0	2	10454	198372	0	0	0

Horizon Year: 2025
 Horizon Period: 22
 Person Per Household Ratio: 2.52

Population & Employment Projections

	Base Line	MCPB '03 Estimate	Model Additional	2025 Projection
2000 Population	8910	8971	201	9172
95 Cross Accepted Employment	1200	1361	209	1570
2000 Households	3531	3555	80	3635

2025 Projections
 Population Projection = **9172**
 Employment Projection = **1570**
 Household Projection = **3635**

Monmouth County Planning Board Projections Union Beach - Bayshore Project

Date: Sept. 29, 2005

Developable Land By Composite Zone

	Conser- vation Recreation	Single Family Residential	Multi-family Residential	Mixed-Use	Commercial	Office Business	Research Office Warehouse Laboratory	Industrial	Total
2003 Acres of Developable Land	0.0	21.9	0.0	2.0	0.4	0.0	0.0	0.0	24.3

Potential Development

	Conser- vation Recreation Residential Units	Conser- vation Recreation Comm. Square Feet	Single Family Residential Units	Multi-family Residential Units	Mixed-Use Multi-family Residential Units	Mixed-Use Comm. Square Feet	Commercial Square Feet	Office Business Square Feet	Research Office Warehouse Laboratory Square Feet	Industrial Square Feet
Entire Municipality at Build-out	0	0	114	0	82	35196	4966	0	0	0
Entire Municipality at Horizon	0	0	114	0	22	220	220	0	0	0

Horizon Year: 2025
 Horizon Period: 22
 Person Per Household Ratio: 3.10

2003 Data date

Population & Employment Projections

	Base Line	MCPB '03 Estimate	Model Additional	2025 Projection
2000 Population	6649	6720	326	7046
95 Cross Accepted Employment	300	304	0	304
2000 Households	2143	2166	105	2271

2025 Projections

Population Projection = **7046**
 Employment Projection = **304**
 Household Projection = **2271**

AUGUST 2004

Monmouth County Planning Board received the remaining Smart Futures Grant from OSG to perform the Bayshore Regional Strategic Plan.

The planning process coincides with Cross Acceptance.

PURPOSE OF THE PLAN

The purpose of this regional smart growth plan is to organize the *Corridor Petition* and the recommendations of the other Bayshore planning studies into a format suitable to achieve Regional Plan Endorsement. The plan is intended to meet the following goals of the State Planning Act and the New Jersey State Development Plan:

- Redevelopment and revitalization of cities and towns.
- Promote economic growth.
- Preserve natural features and open space.
- Encourage inter-municipal coordination and cooperation.
- Preserve and enhance quality of life.
- State Plan Endorsement

The *Bayshore Regional Strategic Plan* will not only create a vision for the Bayshore region, but it will also establish a vision for each municipality within the study area. The intent of the plan will be to propose a policy framework to help achieve these visions. As part of the policy framework, the plan will evaluate a set of planning alternatives to help the Bayshore guide future growth – to encourage development and redevelopment within the region while addressing the impacts that development has on mobility, infrastructure, the natural environment and the overall quality of life. The study will examine the region’s land development pattern and identify the present and future availability of growth to support economic development, transportation and public infrastructure. Using demographic, socioeconomic and land use data, the study will examine local and regional plans and create projections of various build-out scenarios.

Aberdeen	Highlands	Middletown (part of)
Atlantic Highlands	Keansburg	Matawan
Hazlet	Keyport	Union Beach

Bayshore Region Strategic Plan

OCTOBER 25, 2004

Notice in Asbury Park Press and on the Monmouth County Planning Board website requesting responses to the Bayshore Plan RFP.

NOVEMBER 12, 2004 (NOON)

Deadline for responses to RFP.

LATE NOVEMBER-EARLY DECEMBER

RFP Selection Committee formed.

DECEMBER 6, 2004

Selection committee meets to discuss responses to the RFP. AKRF is selected based on the following:

- A well organized RFP response;
- Diversified team of planners and architects;
- Capability to perform the required work;
- Economic development experience;
- Waterfront project experience;
- Regional planning background;
- Proposed website;
- Experience in environmental planning and assessment;
- Zoning and build out capacity and analysis.

JANUARY 27, 2005

Board of Chosen Freeholders approves the selection committee's recommendation of AKRF as the Bayshore Planning Consultants.

JANUARY 28, 2005

Notify all candidates of the final selection.

FEBRUARY 22, 2005

Staff presents to the Planning Board the status of the Bayshore Regional Plan.

MARCH 8, 2005

The Planning Board sends a letter to the Mayor and Governing Body requesting them to designate municipal action committee (MAC) representatives for the Bayshore Regional Collaborative.

MARCH/APRIL 2005

The Planning Board consults with AKRF on the scope of the Bayshore Plan/

- Tour (3/29)
- Scope of services/approach to study
- Information gathering
- Preparing mailing lists
- Establishing stakeholders

APRIL 18, 2005

The Planning Board sends a letter to MAC representatives and stakeholders confirming the first meeting date.

MAY 5, 2005

Regional Collaborative (I): Kickoff meeting of the Regional Collaborative at the Bayshore Economic Development Commission office in Leonardo (Middletown).

JUNE 14, 2005

Meeting at OSG: Pre-petition meeting regarding Western Monmouth Plan and background meeting for the Bayshore Regional Strategic Plan. Meeting attendees included OSG, Planning Board Staff, Maser Consulting and AKRF. The purpose of the meeting is to assist the County and AKRF in defining scope of the Bayshore Plan for the purpose of Regional Plan Endorsement.

JUNE 20, 2005

Stakeholder meetings with MACs: Matawan and Keyport in Keyport.

JUNE 22, 2005

Stakeholder meetings with MACs: Middletown, Union Beach, Hazlet in Hazlet.

JUNE 27, 2005

Stakeholder meetings with MACs: Aberdeen, Keansburg, Economic Development, & Community Outreach stakeholders in Keansburg.

JUNE 29, 2005

Stakeholder meetings with MACs: Highlands, Atlantic Highlands and Environment/Open Space stakeholders in Atlantic Highlands.

JUNE-JULY 2005

Staff from OSG and the Planning Board met with municipalities along the Bayshore to review their OSG grant status. Communities involved include Union Beach, Matawan, Keansburg, Atlantic Highlands and Highlands. Keyport and the Bayshore Economic Development

Bayshore Region Strategic Plan

Commission also have OSG grants, but due to their complexity, staff did not meet with them individually.

JULY-SEPTEMBER 2005

AKRF and Regional Planning Partnership prepare the Bayshore Regional Profile Report (Part I). County Planning Board Staff reviewed the documents in late August and provided comments to AKRF. A copy of the report was sent out with the invite announcement (via e-mail) for the second Regional Collaborative meeting in September. This report (Part I) will be included in the final draft of the report.

SEPTEMBER 29, 2005

Regional Collaborative (II): The second meeting of the Bayshore Regional Collaborative is held at the Middletown Township Public Library (7-9PM). The purpose of the meeting is to review progress since the May 5th meeting, introduce the Regional Profile Report, review the municipal build-out analysis, and begin the process of regional visioning.

OCTOBER 27, 2005

Public Meeting(I)/ Visioning Session. Held at Hazlet's Cullen Center (7-9), the meeting sought public input on municipal and regional visions for the Bayshore Study. The meeting also was used to determine how each municipality fits within the context of the regional vision.

NOVEMBER 3, 2005

Make up meeting for the Bayshore Regional Collaborative for those unable to attend the meeting on 9/29; held at the Highlands Community Center (7-9:30). Highlands and Middletown participated.

NOVEMBER 17, 2005

Roundtable Discussion I, Economic Development Issues: The focus group discussed economic development opportunities at the Bayshore. Guest speakers included Bob Elliot, the Executive Director of the New York Planning Federation: Case study discussion of Historic River Towns of Westchester, a consortium of ten municipalities. From a marketing perspective, similarities can be seen between efforts made in the Hudson River Valley and Bayshore Region. The 49 page presentation given by AKRF is found online (www.bayshoreplan.com). The meeting was held at the Middletown Township Public Library.

NOVEMBER 21, 2005

The Monmouth County Planning Board receives an update on the progress of the study by staff.

NOVEMBER 30, 2005

Roundtable Discussion II. Open Space/Environment/Other Interests. This focus group discussed issues related to economic development opportunities, environment, open space, waterfront access, design and housing. The presentation given by AKRF is online at www.bayshoreplan.com. The meeting included an overview of the 11/17/05 discussion and more design details were presented to the public by John Imbiano, Landscape Architect with IQ Landscape Architects. The meeting was held at the Matawan Borough Recreation Center.

1/5/06 Regional Collaborative (III) and Public Meeting (II): The meeting sought input from regional collaborative members and members of the general public to help identify appropriate planning policies that will provide “the blueprint” for long range development and conservation efforts in the Bayshore region. The meeting was held at the Cullen Recreation Center, 1776 Union Avenue in Hazlet Township.

JANUARY 2006

AKRF submitted draft excerpts of the plan to Monmouth County Planning Board staff for review and comment.

JANUARY 31, 2006

This meeting includes Middletown planning staff, John Imbiano (IQ Landscape Architects) and MCPB staff to discuss transit operations and concept designs for Campbell’s Junction. The design concepts were incorporated into the draft plan.

FEBRUARY 3, 2006

MCPB staff met with AKRF at the Monmouth County Planning Board office to go over the draft plan in detail. MCPB Staff comments were incorporated into the document.

FEBRUARY 27, 2006

MCPB staff receives a revised draft plan for internal review.

MARCH 2, 2006

Additional comments regarding the draft plan are forwarded to AKRF for incorporation into the next revision of the draft plan.

MARCH 7, 2006

A conference call takes place between MCPB staff and AKRF to further clarify proposed changes to the draft plan.

MARCH 17, 2006

Draft plans are distributed to team leaders of the Regional Collaborative. A color version of the plan available online for viewing by other collaborative members. The next meeting of the collaborative is announced for March 29th.

MARCH 29, 2006

Regional Collaborative (VI): The last meeting of the Bayshore Regional Collaborative is held at the Middletown Library @ 7 P.M. Comments and proposed changes to the draft plan are taken from collaborative members. Written comments via mail or e-mail are accepted through April 14th.

Bayshore Region Strategic Plan

APRIL 17, 2006

AKRF provides an overview PowerPoint presentation of the draft Bayshore Regional Strategic Plan to the Monmouth County Planning Board. Comments from the Planning Board are accepted through April 26th.

MAY 10-11 2006

Notices of the next public hearing and copies of the plan are delivered to the mayor, governing body, planning board and administrator of every municipality in the study area. Copies of the plan are also delivered to several public libraries in the Bayshore. A color version of the plan is accessible online via the project website. Notice of the meeting is advertised via an official county press release that was published in the Asbury Park Press. Other notification methods included public announcements on local radio stations, e-mails to Regional Collaborative members and an announcement on the Planning Board website. Municipal governing bodies and planning boards are sent letters with sample resolutions from the Planning Board requesting formal resolutions of support for the regional plan. They are also asked to establish new MACs for a Regional Collaborative that will assist in plan implementation.

MAY 24, 2006

Public Meeting (III): A public meeting is held at the Cullen Center (Hazlet - 7 PM) to garner final public comments before the Planning Board's official public hearing. AKRF provided a brief overview of the plan. The public was asked to provide the Planning Board comments in writing via mail or e-mail no later than June 2nd. A final public hearing will be scheduled before the Monmouth County Planning Board during the summer of 2006.

SUMMER 2006

A final draft of the plan is prepared incorporating public comments. Plans are prepared for distribution in accordance with requirements of the County Planning Act. In addition, a CD version of the plan is sent to every governing body member in the county at the request of the Monmouth County Planning Board. A full version of the plan is available on line on the project website. Adoption of the Bayshore Regional Strategic Plan at the Planning Board's public hearing is anticipated during the summer of 2006. Upon adoption, the Bayshore Plan will become an element of the Monmouth County Growth Management Guide. Following completion of the contract with AKRF, the Planning Board will pursue Regional Plan Endorsement.

SEPTEMBER 18, 2006

Bayshore Region Strategic Plan adopted by the Monmouth County Planning Board.

Appendix E: Cross Acceptance Report for the Bayshore Plan

Following are the Cross Acceptance reports for the Bayshore Region and each of the Bayshore municipalities.

BAYSHORE REGION

DESCRIPTION

Eight municipalities including Aberdeen, Atlantic Highlands, Hazlet, Highlands, Keansburg, Keyport, Matawan, and Union Beach comprise the Monmouth County Bayshore region. The Bayshore region also includes a small northern portion of both Middletown and Holmdel Townships. Although these municipalities face similar planning challenges such as traffic congestion along Route 36, economic development, redevelopment, revitalization and environmental protection, each community holds its own unique character. In general, this region of the County is characterized by traditional downtowns and dense residential neighborhoods with the natural beauty of the Raritan Bay coastline and the Atlantic Highlands. Although the Bayshore has not shared in the overall economic growth experienced by the rest of Monmouth County, there is a renewed interest in improving, enhancing and revitalizing these established communities.

Through the years, numerous planning studies have been conducted in the Bayshore in an attempt to revitalize and redevelop this region. The most recent study was the *Bayshore Economic Development Implementation Strategy* in 1997. This report conducted an analysis of opportunities and constraints for the Bayshore region and was prepared for the New Jersey Department of Commerce and Economic Development by a team of consultants along with the assistance of state, county, and local representatives. The report identified a number of redevelopment strategies that build on the strengths of the region's waterfront, transportation links, history and residential communities.

During the last Cross-Acceptance of the New Jersey State Development and Redevelopment Plan, the Bayshore Development Office prepared a Bayshore Region Development Corridor Petition to have the area designated as a Corridor Center by the State Planning Commission. This petition was included in the Monmouth County Planning Board's Final Cross-Acceptance Report. However, the Bayshore Petition was never acted upon by the State Planning Commission.

The Monmouth County Planning Board applied for and received a grant from the Office of Smart Growth to conduct a *Bayshore Regional Strategic Development /Redevelopment Plan*. The intent of the Plan is to promote "Smart Growth" planning, meet the goals established by the State Development and Redevelopment Plan (SDRP), and secure regional plan endorsement.

The Plan seeks to accomplish the following:

1. Establish a cooperative planning effort to review land use, transportation, redevelopment and public facilities and services in a regional context.

2. Develop strategies, policies and design guidelines that address the collective local concerns of the collaborative.
3. Provide the analytical foundation upon which the Bayshore can receive endorsement by the New Jersey State Planning Commission as a Strategic Region Development and Redevelopment Plan.
4. Support the long term goals and objectives established by the Bayshore Collaborative.

The Plan will address future development, redevelopment, environmental and transportation needs by examining existing land use opportunities, propose alternative land use strategies and develop a "vision" for the region. Ultimately, the *Bayshore Regional Strategic Development /Redevelopment Plan* seeks to consolidate and organize past and current planning efforts into a single study suitable to achieve Plan Endorsement.

MAJOR PLANNING ISSUES

The following table outlines the key planning issues in the Monmouth County Bayshore Region:

Municipality	Planning Issues
Aberdeen Township	<ul style="list-style-type: none"> • Traffic congestion; • Transportation issues as they relate to the train station; • Redevelopment (Freneau, Commerce & Transportation Area, Anchor Glass, South River Metal).
Atlantic Highlands Borough	<ul style="list-style-type: none"> • Environmental protection and recreation. This includes waterfront open space, restoration of the Many Mind Creek corridor, establishment of greenways and trails, regional stormwater management, New Jersey Natural gas site cleanup and Borough Yard; • Downtown revitalization and future plans. This includes revitalization of the business district (including restoration of the two-block Historic Business District), linking it with the harbor-waterfront-greenway, assuring the continuation of the commuter ferries by improving ferry facilities and commuter parking, and improving traffic circulation; • Historic preservation and restoration. Ways are being sought to provide incentives, practical guidance and coherent plans (at district and streetscape level) for historic

	<p>preservation and restoration in the Victorian Hill district, to document and designate additional historic sites there and on the west side of town, and to maintain their value both as vibrant, living communities and as economic assets.</p>
Hazlet Township	<ul style="list-style-type: none"> • Overdevelopment of existing and vacant properties (mitigating their impacts on existing neighborhoods); • Stormwater Management; • Traffic and congestion especially along Middle road.
Highlands Borough	<ul style="list-style-type: none"> • Revitalization of the downtown and the waterfront; • Development in the Floodplain – elevating structures to conform with FEMA regulations and the negative aesthetic impact this creates; • Improving parking in the downtown and along the waterfront.
Keansburg Borough	<ul style="list-style-type: none"> • No expansion of water capacity due to NJDEP regulations on wells; • Limited access into and out of the Borough; • Lack of open space.
Keyport Borough	<ul style="list-style-type: none"> • Waterfront redevelopment; • Downtown revitalization; • Cleaning up and creating a viable use out of the Aeromarine site.
Matawan Borough	<ul style="list-style-type: none"> • Redevelopment of the train station area; • Affordable housing; • Transportation and traffic.
Middletown Township	<ul style="list-style-type: none"> • <i>See Central Region</i>
Union Beach Borough	<ul style="list-style-type: none"> • Revitalization and rehabilitation; • Recreation (more open space acquisition and facility rehabilitation); • Attracting better/higher end ratables along Route 36.

DEMOGRAPHIC TRENDS

POPULATION

Municipality	2000 Census	2000 - 2025 Change in Population	2025 Projection
Aberdeen+	17,454	1,412	18,866
Atlantic Highlands+	4,705	14	4,719
Hazlet+	21,378	212	21,590
Highlands+	5,097	71	5,168
Keansburg+	10,732	116	10,848
Keyport+	7,568	69	7,637
Matawan+	8,910	262	9,172
Union Beach+	6,649	397	7,046
Total	82,493	2,553	85,046

* = Population and employment projections based on municipally prepared analysis

** = Population projections based on municipally prepared analysis

*** = Employment projections based on municipally prepared analysis

+ = Revised after Parcel Analysis by MCPB

EMPLOYMENT

Municipality	1995 Cross Acceptance Estimate	2000 Estimate	2000 - 2025 Change in Employment	2025 Projection
Aberdeen+	3,619	3,824	446	4,270
Atlantic Highlands+	1,516	1,538	50	1,588
Hazlet+	5,472	5,690	722	6,412
Highlands+	839	845	16	861
Keansburg+	926	927	6	933
Keyport+	1,911	1,935	121	2,056
Matawan+	1,200	1,272	298	1,570
Union Beach+	300	303	1	304
Total	15,783	16,334	1,660	17,994

* = Population and employment projections based on municipally prepared analysis

** = Population projections based on municipally prepared analysis

*** = Employment projections based on municipally prepared analysis

+ = Revised after Parcel Analysis by MCPB

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Township of Aberdeen

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- | | | |
|---|----------------|--|
| <input type="checkbox"/> Land Use | Date: 8/17/83 | <input type="checkbox"/> 8/17/83; 5/5/03 _____ |
| <input type="checkbox"/> Housing | Date: | <input type="checkbox"/> 6/9/99; 5/5/03 _____ |
| <input type="checkbox"/> Circulation | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Utility | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Community Facilities | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Recreation | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Conservation | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Econ. Development | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Historic Preservation | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Recycling | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Master Plan Reexam | Date: 10/21/82 | <input type="checkbox"/> 12/2/98; 3/19/03; 5/15/03 _____ |
| <input type="checkbox"/> Cap. Improvement Prog. | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Official Map | Date: | <input type="checkbox"/> _____ |

ZONING

- | | | |
|---|----------------|--|
| <input type="checkbox"/> Zoning Ordinance/
Development Regulations | Date: 10/21/81 | <input type="checkbox"/> 8/4/87, Amd. thru 12/26/02 _____ |
| <input type="checkbox"/> Zone Map | Date: 5/6/86 | <input type="checkbox"/> 6/ /93, Amd. thru 9/2/03 _____ |
| <input type="checkbox"/> Redevelopment Plan | Date: 5/20/03 | <input type="checkbox"/> Freneau Area (Amd. 8/19/03; 03/02/04)
<input type="checkbox"/> Transit Center Area |

MUNICIPAL CROSS-ACCEPTANCE QUESTIONNAIRE

ABERDEEN TOWNSHIP Cross Acceptance Meeting – June 23, 2004

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - A vision statement is not directly identified in the plan. The goals and objectives section of the Master Plan outlines the vision for the community.
2. What are the top three planning issues facing your municipality?
 - Traffic congestion
 - Transportation issues as they relate to the train station
 - Redevelopment (Freneau, Commerce & Transportation Area, Anchor Glass, South River Metal)
3. What planning projects is your municipality currently working on?
 - Since most of the Township is developed, recent efforts have focused on redeveloping sites identified in question #2.
4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - Aberdeen has placed its environmentally sensitive lands into a "CR" Conservation/Recreation zone district. The Township recently prepared a Natural Resource Inventory which identified and evaluated natural features in the Township in order to provide additional information to the Township in its continual efforts to both protect its environmental resources and to promote sound land use.
5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - Aberdeen has taken a proactive approach in planning for its remaining vacant land. Vacant land that is not environmentally sensitive (outside of the CR zone district) has been identified and redevelopment plans have been adopted for several of these sites.
 - Redevelopment efforts have relied on establishing successful public/private partnerships.
 - Redevelopment proposals have required multi-disciplinary planning approaches including transportation, land use and, design.
6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.

- The Township has an established land use pattern that is supported by appropriately designated planning areas. Environmentally sensitive lands are located within the CR zone district (see question #4) which limits intense land development in these areas.
7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
- The Township has enough sewer and water infrastructure capacity, excluding the proposed Freneau redevelopment area, to facilitate existing and planned development.
 - The Township is entirely within an existing or programmed sewer service area.
8. Please explain how you involve the public in your planning process.
- Hearings are held to garner public input on planning issues such as redevelopment plans.
 - The planning board and zoning board meetings are open to the public.
 - Public notice is given in the Asbury Park Press and the Courier News.
9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
- Township is prepared to participate in a Bayshore Regional Strategic Development and Redevelopment Plan.
 - Aberdeen has done extensive planning for the CR zone district. Much of the CR zone is located along the municipal boundary.
 - In the past, has worked with Matawan on planning for the area in and around the Aberdeen-Matawan train station.
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
- TDRs are not being considered for Aberdeen.
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
- The Township has applied for its permit and intends to follow through with developing a stormwater management plan.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
- Conservation zone district
 - Enforcement of litter ordinances
 - Master Plan recycling element
 - Environment and Shade Tree Advisory Committee; advises the Township Manager, Planning Board, Zoning Board and Council
 - NRI recently completed

- Recycling program
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
 - The municipality has established and recently extended the CR (Conservation/Recreation) zone district
 - A comprehensive critical area ordinance regulates development on environmentally sensitive lands including stream corridors and steep slopes, woodlands and wetlands (easements).
 14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
 - Pedestrian design elements are integrated into the Transportation and Commerce redevelopment plan.
 15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
 - Freneau Redevelopment Area will help satisfy COAH affordable housing requirement.
 - Commerce & Transportation Area (Matawan-Aberdeen Train Station) encourages mixed use
 - Anchor Glass
 - South River Metal
 16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
 - The Commerce & Transportation Area Redevelopment
 17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
 - Most of the housing stock is attributed to Levitt Homes. These homes were built during the late 1950's and 60's and remain a source of affordable housing in Monmouth County.
 18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
 - There is not much in the way of design with regards to established areas of the Township.

19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
 - Aberdeen is interested in seeking plan endorsement. There may be an opportunity to designate a center near the train station. However, the benefits of such a center must be evaluated before the Township will commit to designating a center.
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
 - No
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have you carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - No objections
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - Aberdeen can reach a higher of consistency with the county by participating in regional planning efforts.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - Redevelopment areas should be identified as a separate category on the State Plan (Freneau, Commerce & Transportation Area, Anchor Glass, South River Metal)
 - Planning areas within redevelopment areas should not be shown as environmentally sensitive or should revert back to their original designation under the 2001 SDRP.
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - Wetlands identified in and around the Freneau redevelopment area.
26. How can State Agencies better serve your municipality?
 - Have state agencies coordinate regional transit and transportation improvements.

- Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's Draft Planning Indicator Report that will be used to measure and monitor our planning progress in the county?
- N/A

27. How can our county assist you with your planning efforts?
- N/A

Meeting Participants:

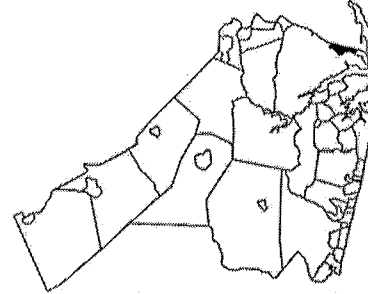
Richard Coppola, Township Planner

Marc Coren, Township Manager

Joseph Barris, MCPB Planner

Atlantic Highlands

The Borough of Atlantic Highlands has a land area of 1.2 square miles (3.1 km²), and is nestled in the steep slopes of the Navesink Highlands, providing commanding views of Sandy Hook Bay. Mount Mitchel, the highest point on the eastern seaboard is part of Atlantic Highland's striking topography. The borough is predominately residential, with a small commercial area on First Avenue that leads to the large, well-maintained municipal marina. Ferry service to New York City and easy access to the Garden State Parkway makes Atlantic Highlands attractive for commuters.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATIONAL ATTAINMENT		
<u>Total Population</u>			<u>Year</u> <u>Total Households</u>					
<u>Year</u>	<u>Number</u>		1980		1,776			
1980	4,950		1990		1,774			
1990	4,629		2000		1,969			
2000	4,705		2004		1,971			
2004 Estimate	4,705							
<u>2000 Racial Composition</u>			HOUSING 2000			<u>Percent</u>		
	<u>Number</u>	<u>Percent</u>	<u>Housing Units</u>					
White	4,440	94.4	<u>Number</u>	<u>Percent</u>				
Black	108	2.3	<u>Total</u>		2,056		100.0	
Asian and Other	157	3.3	Owner-Occupied		1,351		65.7	
Persons of Hispanic Origin	165	3.5	Renter-Occupied		618		30.1	
			Vacant		87		4.2	
			Median Value Owner-Occupied				\$185,900	
			Median Rent				\$739	
			<u>Types of Units</u>					
			<u>Single Units</u>			<u>Number</u>	<u>Percent</u>	
			Total		1,484		100.0	
			Detached:		1,432		96.5	
			Attached:		52		3.5	
			<u>Multiple Units</u>					
			Total		564		100.0	
			2-4 Units		180		31.9	
			5-9 Units		75		13.3	
			10+ Units		309		54.8	
			<u>Mobile Homes and Other</u>		8		100.0	
TAXES 2003						INCOME		
						<u>1989 Income (1990 Census)</u>	<u>1999 Income (2000 Census)</u>	
Net Valuation \$000	300,873					Median Family	\$46,848	\$79,044
General Tax Rate	3.78					Median Household	\$44,705	\$64,955
Equalized Tax Rate Rank	45					Per Capita	\$19,946	\$34,798
			Prepared by the Monmouth County Planning Board December 22, 2004					

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Atlantic Highlands

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- | | | |
|---|---------------|---|
| <input type="checkbox"/> Land Use | Date: 12/2/76 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Housing | Date: 6/30/88 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Circulation | Date: 12/2/76 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Utility | Date: 1/3/91 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Community Facilities | Date: 12/2/76 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Recreation | Date: 1/3/91 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Conservation | Date: 1/3/91 | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Econ. Development | Date: | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Historic Preservation | Date: 1/3/91 | <input type="checkbox"/> 1/3/91 _____ |
| <input type="checkbox"/> Recycling | Date: 6/30/88 | |
| <input type="checkbox"/> Master Plan
Re-examination Report | Date: 7/11/96 | <input type="checkbox"/> 10/10/02 _____ |
| <input type="checkbox"/> Cap. Improvement Prog. | Date: | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Official Map | Date: | <input type="checkbox"/> _____ |
| ZONING | | <input type="checkbox"/> 11/3/93, Amd. thru 4/9/03 _____ |
| <input type="checkbox"/> Zoning Ordinance/
Development Regulations | Date: 5/26/70 | <input type="checkbox"/> 12/ /69, Amd. thru 1/26/03 _____ |
| <input type="checkbox"/> Most recent
zoning map | Date: 12/ /69 | |

MUNICIPAL CROSS-ACCEPTANCE QUESTIONNAIRE

BOROUGH OF ATLANTIC HIGHLANDS Cross Acceptance Meeting – July 23, 2004

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?

- Vision

Retaining its character as a small town, Atlantic Highlands will continue to thrive as an active, livable waterfront community with diverse housing, ample recreation, a healthy environment, adequate infrastructure, quality education, and a positive economic climate.

Housing will still consist mostly of single family housing, plus several multi-family housing districts that now exist around the borough, offering an array of housing opportunities. Over 200 hundred homes older than a century will remain intact, and an increasing number of them will be sensitively restored in period styles. Preservation, physical enhancement, better documentation and public interpretation will be achieved for the historic district on Victorian Hill. Similar historic efforts will be made for the Victorian architectural heritage and streetscapes of the west side of town.

Recreation and open space uses will be expanded and consolidated. Waterfront land will be acquired for improved access to the bay. The Many Mind Creek Greenway and trail will be in construction or in use along the former rail line, providing pedestrian and bicycle connections through town and with neighboring communities. Another rails-to-trails project, the Bayshore Trail, should also be completed or under development in the eastern end of the borough beyond the harbor, providing that current financing and management questions can be resolved. Trails will be extended into recently acquired sections of the Lenape Woods Nature Preserve, its eastern and western sections will be joined by a new trail corridor, and replanting to stabilize unforested areas will be completed. Existing playgrounds and parks will be updated or remade as necessary, in line with emerging sport and leisure time pursuits of residents; the projected new ballfields will be completed for shared use with Middletown along the border.

Environmental health will be maintained and improved. Following federal and state mandates, new stormwater management measures will be put into effect in order to reduce non-point pollution, control erosion and sedimentation, and reduce flooding. Native species will be reintroduced in wetland areas of Many Mind and Wagner Creeks, providing better habitat for fisheries and wildlife and better filtering of water en route to the bay. Adoption and enforcement of "Clean Marina Initiative" guidelines in the harbor will reduce such harmful practices as open sanding and paint-stripping of boats, discarding of cut-up fish remains, inadequate trash and sewage disposal, etc.

Infrastructure will be upgraded. The century-old water supply system is being progressively improved with larger pipes and stronger pumps, while the high quality of drinking water is maintained. By reducing inflow and infiltration of water into sewerage pipelines, the town is reducing its shared use and costs of the regional system for secondary sewage treatment. A rolling plan of borough street repaving ensures that the local road system is satisfactory. Replacement of several outdated bridges is to be worked out with state and county road departments.

Education facilities are being upgraded and expanded. Additional space is being constructed at both the borough's elementary school and the shared inter-town secondary school; this provides not only for an updated physical plant that is more efficient and safe, but also for improved educational opportunities.

Economic climate is, of course, affected by many factors and trends beyond the town, but promotion of the town's unique selling points increasingly helps ensure that it benefits from advantageous opportunities. The town's four main elements sustain and improve its economic climate by working together in connected ways:

- Historic district, with a Victorian architectural and streetscape heritage and a tradition of successful and sensitive restoration, including the core symbol of the Strauss Mansion Museum at the hilltop;
- Business and entertainment district, with basic-needs retailers as well as specialist, cultural and leisure-time enterprises, with revitalization of facades, streetscape and commerce led by owners with borough support, and with pedestrian-scale First Avenue as its main artery.
- Bayshore, with the boat harbor at its core for fishing, recreational, party-boat and ferry commuter uses, and with public parkland and trails along the creeks and the bay edge;
- Scenic, natural and recreational lands that provide wide views over the bay and ocean and towards the Manhattan skyline, peaceful retreats and nature observation in the wooded hills, and swimming and other beach activities.

In a five to ten-year perspective, these four elements are vital mainstays of the borough's tax base, real estate appeal and employment opportunities, but also of its community life, hometown/smalltown feeling, and vision of the local future. That vision calls for protecting and promoting the dynamism of each element, fostering interaction and mutual support among them as economic and geographic factors, and keeping them in proportion and harmonious balance in the economy and the life of townspeople.

- Implementation

Action has been taken, is under way, or is at the planning stage in all six areas covered above. The descriptions given incorporate numerous indications of work being implemented or readied for implementation. Additional implementation steps are discussed below.

- Housing

- Members of the Planning Board and the Historical Society are considering possible historic preservation incentives and guidelines that would

strengthen present ordinances. The Planning Board has recommended creation of an Historic Preservation Commission to carry this work forward

- The borough submitted its Fair Share Housing Plan to the Council on Affordable Housing (COAH) in 2003, as well as its petition for substantive certification.
- The 5-year tax abatement for structural improvement includes residential as well as commercial buildings.
- Recreation and open space
 - A Greenway and trail has been designed along Many Mind Creek. It is expected to be implemented during the restoration stage of the clean-up of coal tar contamination in the creek corridor by New Jersey Natural Gas.
 - The borough has recently acquired four tracts on the environmentally sensitive steep slopes in the eastern part of the borough and adjoining Middletown Township, adding about 12 acres to the preserved woodland open space. One of these acquisitions is part of a contiguous land conservation package now being negotiated that will also save 23 more acres and connect the borough's Lenape Woods with the County's Hartshorne Woods. In particular, some of these actions are protecting the quality of life by restricting development and reducing its intensity on the municipal border.
- Environmental health
 - The Environmental Commission has convened an inter-town group for planning regional stormwater management in the Many Mind Creek watershed; developed detailed restoration and wetland enhancement plans for the creek mouth and estuary; begun promoting "Clean Marina" practices with boaters and the Harbor Commission; and is completing the labeling of stormwater drains to warn against dumping.
- Infrastructure
 - A public/public initiative to improve ferry facilities in town has received approval for a \$3 million dollar grant from the North Jersey Transportation Planning Authority. It includes a small ferry terminal/ticket office, improved passenger access, and increased parking.
 - The Borough Council approved a \$2.5 million bond ordinance to acquire waterfront property, part of which would provide some of the added parking space and part would be public waterfront greenspace for habitat improvement, dune and beach protection, recreation, the end of the Greenway trail, and a link to the Historic Business District.
 - The sanitary sewer system is currently being examined to identify and correct infiltration and inflow problems.
- Education

The elementary school is undergoing expansion and renovation to accommodate current population needs. A demographic study conducted for the school district shows a stable population with no marked increases projected.

- Economic climate
The main business district street, First Avenue, has just completed a streetscape improvement project aimed at enhancing its small-town traditional image, its attractiveness for businesses and its appeal to customers. Two major new commercial buildings have recently been completed and two more are being planned, all four representing redevelopment of existing properties. Significant investments have been made to improve stormwater drainage infrastructure on First Avenue, including stormceptor protection for its discharges into Many Mind Creek and the bay.
- Documentation.
The town's vision is described in several documents, including the following:
 - The 2002 reexamination report on the town's Master Plan describes the community's vision, mainly in the principles, goals and objectives sections.
 - The environmental resource inventory by the borough's Environmental Commission, titled: "Our Town's Environment: Report on Environmental Resources and Issues in Atlantic Highlands."
 - The Open Space and Recreation Plan, adopted by the Planning Board and Borough Council and approved by DEP/Green Acres in 2001.
 - "Guidance and incentives for historical preservation and restoration": section 2 of memo on Master Plan reexamination submitted by the Atlantic Highlands Historical Society, June 14, 2002.
 - Many Mind Creek Greenway & Trail:
 - A Conceptual Plan, Environmental Commission, September 2002
 - Working drawings, Avenue D to Bay Avenue, June 2003
 - Working drawings, Bayfront wetland enhancement, revegetation and trail, August 2004
 - Bayshore Trail, construction drawings, Maser Engineering, 2002

2. What are the top three planning issues facing your municipality?

- Environmental protection and recreation. This includes waterfront open space, restoration of the Many Mind Creek corridor, establishment of greenways and trails, regional stormwater management, New Jersey Natural gas site cleanup and Borough Yard.
- Downtown revitalization and future plans. This includes revitalization of the business district (including restoration of the two-block Historic Business District), linking it with the harbor-waterfront-greenway, assuring the continuation of the commuter ferries by improving ferry facilities and commuter parking, and improving traffic circulation.
- Historic preservation and restoration. Ways are being sought to provide incentives, practical guidance and coherent plans (at district and streetscape level) for historic preservation and restoration in the Victorian Hill district, to document and designate additional historic sites there and on the west side of town, and to maintain their value both as vibrant, living communities and as economic assets.

3. What planning projects is your municipality currently working on?
 - Acquisition of open space along the waterfront
 - Environmental protection and restoration of the estuary.
 - Establishment of a greenway and trail along Many Mind Creek.
 - Financing, management and construction of phase I of the Bayshore Trail, with later extension eastward to neighboring Highlands borough.
 - Restoration and revitalization efforts for downtown, including links to the ferry system.
 - Historical preservation and restoration of the extensive century-old structures in town.

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other planning reports.
 - Upon being designated in March 2000 as a "Town Center" by the Office of State Planning, Borough planning has been driven by the "Planning and Implementation Agenda" set forth at that time. This agenda is consistent with the State Development and Redevelopment Plan and serves as a guiding document (see response to Question 21 below).
 - The 2002 Master Plan Re-examination Report incorporated information from a report by the Atlantic Highlands Environmental Commission: "Our Town's Environment: Report on Environmental Resources and Issues in Atlantic Highlands." The Commission made an important contribution to the Borough by highlighting environmental resources and describing many new policies to protect the environment and to prevent and clean up pollution. This document and its subsequent use link closely to provisions and recommendations of the State Development and Redevelopment Plan.
 - The Environmental Commission also published an Open Space and Recreation Plan which was reviewed by the Planning Board for consistency to the Borough Master Plan and adopted by the Borough Council in 2001. It was accepted by the NJ Department of Environmental Protection under its Green Acres Planning Initiative. The plan describes quality of life initiatives to provide greater access to open space and related recreational opportunities.
 - An ordinance in 2003 created a new R-3 residential single family zone. It doubled the buildable lot size requirements to 30,000 sq. ft. for properties in a large area in the eastern steep slope area of town. The area is without sewers and many septic systems were failing. The measure protects the health and quality of life of residents and protects the fragile steep slope from over-development. There are no plans to sewer the steep sloped areas.

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - The Borough relies on many different commissions/committees for assistance in developing plans. These committees include environmental commission, shade tree commission, historical society (non-profit), chamber of commerce, harbor commission, and a subcommittee comprised of municipal officials

specifically designated for reexamination of the master plan. Two recently formed committees that are contributing to borough planning are the Mayor's waterfront advisory committee and the arts council. Through these means, the planning process takes into account the main geographic, economic, demographic and other realities and needs of the borough. In several current initiatives, the need for the services of professional planners is being seen. See also Question 8 below on public participation methods.

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations, and capital improvement plan.
- According to the State Policy Map, the entire borough (excluding some of its parks and preserved natural areas) has been designated as a Metropolitan Planning Area (PA-1). This places our small town in the same category as major urban centers in the state, though our master plan, development regulations and other plans have nothing of that character – indeed, they head in precisely the opposite direction.
 - The growth assumptions that go with PA-1 are not those on which our planning is based. Current projections for overall population, school enrollments, employment numbers and other population indicators are virtually flat. The density of residential and business neighborhoods is high. Almost no land remains unbuilt and suitable for construction. Present population density in Atlantic Highlands is 3,857 people per square mile, almost four times the New Jersey state average (995). Flat projections apply to all parts of town: (a) The northeasterly section of the Borough is not serviced by sewers and it is not proposed as a future sewer service area. This is consistent with the Borough's intent of preserving (not disturbing) the unstable steep slopes in this area and maintaining lower density in residential areas dependent on septic systems. (b) The historic district is characterized by progressive restoration of older buildings (1880s to early 1900s) as single-family residences, with a few multi-family ones. It is densely built, with no room for additional development. (c) The commercial downtown and the single-family housing zone in the west side of town are also densely built, with virtually no unbuilt land remaining. These areas also are undergoing gradual restoration and upgrading, without enlarging building footprints except in a few exceptional cases. (d) The several multi-family zones are also fully built-out, with no room for expansion.
 - The boundaries for the town center designation of the borough should be redrawn to emphasize the downtown business and entertainment district. It needs restoration and revitalization (not redevelopment), with continuing respect for its present scale and style, historic blocks, small business orientation, and pedestrian friendliness. In the remainder of the borough's territory, it is imperative to maintain the community's historic character, established development patterns and existing residential density.
 - There is an apparent conflict between center designation and the goal of open space preservation. Center designation should not be seen as a mandate to develop all remaining open space, especially when such

development would conflict with the vision, goals, and objectives of the community as embodied in its master plan.

7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
 - Sewer capacity is constrained by the limits on the secondary treatment plant that is shared by three towns and by the borough's treatment quota in that plant. Efforts to lower usage in line with that quota require reducing inflow and infiltration in the collection system. The physical capacity of the sewer collection infrastructure is maintained by replacing segments as they age and become obsolete. The Borough is functioning at near sewer capacity with no plans to increase capacity since very little vacant land is available for new housing and a number of older multi-family homes are being converted back into single family dwellings. Thus, demand does not and will not exist for expanding sewer infrastructure capacity.
 - As for all other elements of infrastructure, there are only occasional temporary strains and basic capacity is adequate to demand. The local road network is at its maximum possible geographic extent and is not experiencing traffic growth that exceeds its capacity. Two bridges over Many Mind Creek are damaged or obsolete and do not accommodate the bankful flows of the creek. Water supply capacity, including groundwater reserves, pumping and treatment, and distribution networks, is adequate for the present population so long as present replacement practices are continued. The reliability of electric generation and distribution has improved, following recent upgrades by the power company to re-route power around breakdown points and/or use temporary mobile switching and distribution facilities.

8. Please explain how you involve the public in your planning process.
 - Commissions and committees made up of citizen volunteers are used extensively in the planning process, as discussed under question 5). Proposals, debates and decisions in the master plan re-examination process are conducted in public meetings. All meetings of public bodies are noticed in local newspapers and other public spaces (electronic notice board, borough hall lobby, website, etc.), and agendas and minutes are publicly posted. Reports of main news from these bodies are carried in the quarterly borough newsletter distributed to all households.
 - The municipal website www.ahnj.com is a reference source.
 - A referendum was held in November 1999 on whether to adopt an Open Space Tax and implement an Open Space Plan (passed by 2.5 to 1). Also, surveys of all households were conducted on environmental issues in March 2000 and on waterfront plans in October 2003, receiving returns of 24 and 19 per cent respectively.

9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.

- The Environmental Commission obtained funding of \$87,000 for regional stormwater management planning in the Many Mind Creek watershed. The source is a non-point source pollution grant (319 h) from the NJ Department of Environmental Protection. Borough representatives lead in the organization of this effort, which is partnered with the Monmouth County Planning Department, Middletown Township Planning/Environmental/Engineer bodies, Rutgers Cooperative Extension Water Resources Program, Brookdale Community College, the Bayshore Regional Watershed Council, Friends of Many Mind Creek, and landowners along the creek.
 - Atlantic Highlands has directly purchased and cooperated in acquisition of open space in Middletown Township in an effort to reduce the impacts of higher density development along the municipal boundary. Open space projects include trail corridors that will link Atlantic Highlands' Lenape Woods Nature Preserve and Hartshorne Woods located in Middletown Township.
 - When the Many Mind Creek Greenway and Bayshore Trail are completed through Atlantic Highlands, their western and eastern ends will link up with a county-wide trail system running from Keyport to Highlands and beyond.
 - The North Jersey Transportation Planning Agency last year announced a major grant for improving ferry facilities in the borough.
 - Representatives of the borough participate in meetings of the Bayshore Regional Watershed Council and the Monmouth County "Greentable."
 - The Borough looks forward to learning about the objectives and scope of work for the County's Bayshore Regional Strategic Development and Redevelopment Plan and expects to participate in this effort.
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
- The Borough is most likely not interested since there are limited development opportunities in town.
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
- The necessary permit from NJDEP has been issued to the Borough and the plan is due in April 2005.
 - The Environmental Commission obtained funding for regional stormwater management planning for the major portion of the Borough that lies within the Many Mind Creek watershed (see first paragraph under question 9 above).
12. Is your municipality involved in any pollution prevention program? If so, please explain.
- The regional stormwater management planning for the Many Mind Creek watershed is principally directed against non-point source pollution (see first paragraph under question 9 above).
 - Warnings that read "No dumping: drains to bay" have been posted on many storm drain inlets, and the balance will be posted in the fall of 2004. The warnings are in the form of disks installed on the inlets or stencils (including a

fish image) painted on the inlet or the adjacent curb or street. Door-hangers with information about preventing non-point source pollution are distributed at the same time. Additional public education about pollution and its prevention is provided each year during the Earth Day Fair organized by the Environmental Commission.

- Significant investments have been made to improve stormwater drainage infrastructure on First Avenue. Anti-pollution stormceptors were installed to protect discharges into Many Mind Creek and the bay from the First Avenue business district and a Highway 36 fast-food restaurant.
- The Environmental Commission has assembled a first draft ordinance for stormwater management, drawing on best practices from other municipalities. It will be refined in coming months. The aim is to adopt it within the timetable required in the new state Rules.
- Ordinances for litter control and the clean-up of animal waste are on the books, and signs regarding curbing of pets have been posted in key locations.
- The Borough's land use ordinance regulates air pollution, light, radiation and noise.
- The Borough's recycling program and, bulk drop-off facility also help to curb litter. Used-oil collectors are available at the boat harbor and the Borough yard. Battery collection is provided for at Borough Hall and the public library.
- Several times each year the Environmental Commission organizes volunteer clean-up days at the waterfront and in the Lenape Woods Nature Preserve.
- Regular street cleaning reduces or eliminates many types of litter and other pollution.
- Air pollution and sediment deposition are reduced by Borough tree replanting programs along streets and in the Lenape Woods Nature Preserve, and by strict limitation and control of tree cutting in the steep slope zone. The Borough has long had a "Tree City USA" designation. The Shade Tree Commission makes trees available for residents to plant each year on their own property.
- Work has begun on a possible "Clean Marinas" initiative that would curb harmful polluting practices by boaters in the harbor.

13. Please explain how your municipality preserves and protects its natural resources such as wetland, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?

- The Borough's steep slope ordinance restricts development on slopes greater than 10 per cent to protect against soil instability and erosion, preserve maximum land cover by trees and other vegetation, and limit impervious cover and the area of disturbance. Tree removal requires a permit in the steep slope region. By reducing sediment movement in this zone, amounting to about two-thirds of the Borough, the ordinance also helps prevent clogging of stream corridors, wetlands and the bay. (More information is in section 2 of our paper on Policy Map changes.)

- The new R-3 zone has lowered permitted density to protect steep slopes and maintain septic capability.
 - The borough development regulations require a 50-foot buffer along natural waterways, under certain conditions.
 - Under the Borough development regulations, the Planning Board can request a "tree save plan" for certain proposed developments.
 - Woodlands, wildlife habitat, and hill slopes are protected in the Borough's Lenape Woods Nature Preserve.
 - Two areas of sandy beach along the bay have public protection. At the western end of the Borough next to the estuary of Wagner Creek, the Borough owns the Center Avenue Park and beach; it includes upland storage for the Sandy Hook Bay Catamaran Club (the largest Hobie Cat fleet in the U.S.). At the eastern end of the Borough, the County park known as Popamora Point has a beach and dunes backed by wetlands and cliffs.
 - Plans for protection and restoration of a third area of beach and dunes and the Many Mind Creek estuary and stream corridor that lead to it were completed in September 2004. Public acquisition is being recommended to the Borough Council by the Mayor's waterfront advisory committee.
14. Please explain how your municipality addresses traffic congestion. Please describe how you provide transit friendly development around bus stops and/or train stations.
- Traffic associated with the reintroduced commuter ferry service is a growing concern. Traffic calming techniques such as bump-outs have been installed in two locations. The one closer to downtown has worked well, the other one has increased traffic queuing on First Avenue near Route 36. Downtown parking as a whole should be addressed, with a circulation plan that takes into account ferry service, downtown business, public parking and neighborhoods in and around the downtown district. A traffic study covering the harbor and ferry landing area was conducted by T&M Associates in 2003 for the Harbor Commission. A State DOT traffic study began in August 2004 to address ferry parking and commuter traffic issues in the Borough.
 - Improved signage to destinations and parking around town, and alternate routes to Highway 36 should be indicated by signs.
 - Tourist traffic is heavy on summer weekends heading to Sandy Hook and the shore along Route 36. This traffic has morning and late afternoon peaks that cannot be avoided.
 - The two main stops on Highway 36 for buses to and from Manhattan are equipped with NJ Transit shelter and benches and are backed by green space and garden planting respectively.
 - There are no train stops in town.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality.
- Downtown has been improved with a streetscape project along two blocks in the Historic Business District. Two sites have been redeveloped with upscale

business buildings, and two additional sites – both victims of recent fires – are also slated for redevelopment. Significant renovations have been made at three restaurant sites in recent years (Harborside Grill, Indigo Moon, Mezzaluna) and a fourth is now underway (former Joey's Tavern/AH National Bank).

- Older Victorian residences are being sensitively restored, especially in the Historic District, including a number that have been converted back into single family homes. (More information is provided in section 1 of our Policy Map paper.)
- Many residents have invested in improving their homes. A large share of the Borough's housing stock is over 100 years old and is in very good condition. Atlantic Highlands has more homes over 100 years old than any other town in Monmouth County, and is second only to Cape May on a statewide basis.

16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed-use communities?

- The main tools are the zoning and development regulations. When reviewing development proposals, the Planning Board often has a dialog about intended uses and proposed architecture, design and finishes by the developer. Both the zoning rules and the Board's reviews encourage a mix of uses in the historic downtown, including accessory apartments.
- No design guidelines or historic preservation guidelines have been adopted. The latest Master Plan re-examination recommended creation of an Historic Preservation Commission. Its first task would be the drafting of guidelines and regulations for possible adoption by the Borough, and it would emphasize provision of consultative assistance to historic property owners.

17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.

- A majority of the housing is single family detached. Older Victorian homes that were once multi family are being converted back into single family dwellings. Apartments exist in garden-style complexes, in mid-rise housing, and in accessory sites above retail and business locations.
- The Portland Point building, built in 1997, has 54 senior affordable housing units situated next to a grocery store, a transit bus line and near downtown amenities.
- Businesses and jobs include those in the downtown (retail, professional, services, restaurants), in the highway commercial zone on Route 36, and in the light industry area on the west side.
- A five-plex cinema, a theatre playhouse, and art-related businesses are located on First Avenue.
- Parks provide a variety of recreational opportunities, including tot lots and playgrounds, tennis, basketball, T-ball, baseball and football. Hiking trails exist in the Lenape Woods Nature Preserve, and pedestrian and bike trails are plans for the Many Mind Creek Greenway corridor and the bayshore

coast. Ballfields for soccer and baseball are slated for development by Middletown at the borough border, for shared use.

- Waterfront recreation includes day-fishing and party boats, recreational boating and public fishing piers at the municipal harbor, Hobie Cat sailing at Center Avenue park, and two public beaches. There are two private boat storage yards, in addition to the one in the municipal marina.
- The Atlantic Highlands Historical Society hosts a monthly speakers program and special events during the years, including Arts and Crafts Festival (August), Flea Market (September), Hallowe'en Lantern Tour (October), holiday concert (December), occasional house tours and guided tours.
- The Borough's Recreation Committee sponsors a number of events, including childrens' summer programs, summer Sunday concerts at the marina gazebo, and excursions.
- The Borough's new Council on the Arts hosts monthly visual, performing and literary arts programs.
- Clubs that are active include the senior citizens club, garden club, Sea Scouts, boys and girls scouting programs, the Lions, Masons, and VFW. Many community events take place in the Senior Citizen Center at the marina.

18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.

- The historic downtown has completed streetscape improvements that make it more pedestrian-friendly. Strong signage for pedestrian crossings has been installed at the dividing line on First Avenue, and the stop signs have been made more visible. Three new buildings on First Avenue have incorporated setbacks from the sidewalks, including two setbacks that permit outdoor dining and one that provides a pedestrian entry plaza and drive-in port cochère. One of those buildings, the Blue Bay Inn, combines 24 guest rooms, a catered event room/conference facility, and a bar and restaurant.
- Design that emphasizes natural values is an important aspect of open space improvements such as the Many Mind Creek Greenway, the Bayshore trail, and a main entrance of Lenape Woods Nature Preserve.
- In addition, the Greenway will serve to strengthen the connection between the east and west sides of town, including pedestrian and bicycle access from western residential streets to playing fields, the business and entertainment district, the harbor and public fishing piers.
- Sidewalked areas of town benefit from a continuous rolling program of repaving walkways and care and replacement of street trees. The fact that this is a "walking town" leads the Planning Board to consider pedestrian walkway improvement or extension when reviewing development proposals.

19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from State agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
- As a designated town center, the Borough already is eligible for enhanced State assistance. It is unclear how the Plan Endorsement process works, how it enhances municipal access to financial and technical assistance, and what that assistance aims to achieve and by what means. These points need to be explored with the County and Office of Smart Growth.
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
- At present, the municipal border is the center boundary. If a "community development boundary" can focus revitalization on the downtown portion of the Borough, that would be desirable. The area to be covered would be defined after the proposed designation of a Borough historical and cultural site and two critical environmental sites has been settled – areas that are not suited for, or in need of, development or redevelopment (see our paper on proposed changes in the Policy Map).
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have carried out the required tasks listed in your Planning Implementation Agenda.
- **Land Use**
 - Board members completed training provided through NJ Planning Officials and Rutgers in 2001, 2002 and 2003.
 - A Greenway along Many Mind Creek from Avenue D and Highway 36 to the Bay has been designed through the efforts of the Environmental Commission and a pedestrian/bike trail was developed in 2001 through the municipal marina, which will connect to the Greenway. The trail will continue along the Bayshore to the Highlands border.
 - Additional open space was purchased in Middletown to protect the steep slope
 - The Atlantic Highlands Environmental Commission conducted a review of Critical Environmental Sites (CES's) reported in: "Our Town's Environment: Report on Environmental Resources and Issues in Atlantic Highlands"- 2001
 - The 2002 re-examination report reviews vacant and undeveloped parcels. A zoning capacity analysis for non-residential districts has not been completed.
 - A 2003 town survey asked residents to comment on potential redevelopment of the western edge of the Harbor area. There was approximately a 19 percent response rate. Public control of the waterfront was favored by 84 percent of respondents.
 - The Mayor's Harbor Development Advisory Committee, comprised of citizens, reviewed information from the survey and liaised with community

organizations. They will present their recommendations to the Mayor in the fall of 2004. Acquisition of waterfront property will be one of its recommendations.

- **Housing**

- The Master Plan was re-examined in 2002. Housing data from the 2000 census needs to be included.
- The Housing Element and Fair Share plan was submitted to COAH in 2003, as well as a petition for certification.

- **Economic Development**

- A streetscape project for the Historic Business District (HBD) was completed in 2004
- Traffic-calming bump-outs with bench seating installed in 2002 to make HBD and Central Business district more visitor friendly. Traffic and parking studies are being conducted.
- Storm drain infrastructure was replaced along part of First Avenue in 2001
- Summer weekly concerts at the Harbor, Arts and Crafts Festival, Annual Fireman's Fair, and other events promote year-round arts and entertainment activities

- **Circulation**

- A section of the Bayshore Trail / Henry Hudson Trail through the harbor has been completed with a link to a public fishing pier. Connections will be made to the proposed Greenway along Many Mind Creek and eastward along the Bayshore to Popamora Point county park at the border with Highlands.

- **Historic Preservation**

- The Master plan re-examination report incorporates recommendations from a paper by the Atlantic Highlands Historical Society, which examines the historic preservation and landmarks element of the Master Plan, including an inventory of significant historic structures and sites in the borough. The reexamination report recommends creation of an Historic Preservation Commission.

- **Recreation and Open Space**

- Open Space and Recreation Plan, adopted by the Planning Board and Borough Council and approved by DEP/ Green Acres in 2001
- An environmental resources inventory report was prepared and published in 2000 by the Environmental Commission, "Our Town's Environment: Report on Environmental Resources and Issues in Atlantic Highlands."
- The Borough Council passed a bond ordinance for \$2.5 million dollars for the Harbor Commission in 2003, for use in acquiring waterfront property to increase access to the bay. Possible action along these lines is under consideration.
- The borough added two open space tracts at our borders in Middletown Township and two within the borough in 2002-2003 . The properties total about 12 acres and adjoin previous borough open space purchases at the Lenape Woods Nature Preserve.

22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
- The Borough actively seeks to preserve land for open space and recreation as it becomes available for acquisition. The effort obviously focuses on very scarce remaining natural land and on essential goals of environmental protection, as much as available financing allows. However, the State Plan emphasizes growth and development in the red areas of its Policy Map and places Atlantic Highlands in that Metropolitan Planning Area 1 (PA-1), despite its very small area of unbuilt lands. There is an apparent contradiction that needs to be clarified as between these respective priorities of the municipality and the State. The Borough's concern over this is heightened by the new law for fast-track State permitting in the PA-1 zone, which seems to reduce the environmental oversight and public participation in State permit processes.
 - The Borough also needs clarification as to whether the State assistance available through its town center designation can be used to revitalize rather than redevelop an area, and without increasing density as seems to be assumed in the fast-growth scenarios of the State Plan.?
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
- Working with the County and neighboring towns as part of the Bayshore Regional Strategic Development and Redevelopment Plan, the Borough hopes that this process will identify ways to achieve revitalization, redevelopment, or at least aesthetic improvements along the Highway 36 corridor between Keyport and Atlantic Highlands. Previous Bayshore-wide plans described the Atlantic Highlands portion of the corridor as well planned, attractive and integrated with its locality (known as "Memorial Parkway" within town). The Borough would like to see such a positive image extended westward from the town.
 - As noted above, the Borough faces very practical, down-to-earth difficulties in approaching a vision of faster, concentrated and higher-density growth that arises from the PA-1 designation. That vision is, in fact, contrary to the Borough's own vision. The difficulties are scarce unbuilt land, an existing high density, the unsuitability of the historic district for other than restoration initiatives, and the critical environmental sites of its steep slope zone and Many Mind Creek corridor.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
- See the attached map and our separate paper (attached) which is titled "Proposed Changes in the State Plan Policy Map."
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.

- Please see attachment, "Proposed Changes to the State Plan Policy Map."

26. How can State Agencies better serve your municipality?

- The process of obtaining the Green Acres share of open space acquisitions by the Borough as a reimbursement of Borough outlays seems still long and complicated. This is so despite the fast-track treatment promised under the Green Acres "Planning initiative" program for which the Borough qualified several years ago. The fact that Green Acres funding is still subject to delayed, cumbersome and unpredictable legislative approval is also disappointing, not only to municipalities but also to DEP/Green Acres. Given the indisputable high priority that open space preservation has been given by several State administrations and in numerous state, county and local referenda, these problems are overdue for a solution.
- The Borough will look for active DEP support and efficient permit approval for its plans to protect the Many Mind Creek corridor, estuary, and bay edge and its watershed.
- Following the recent landmark State Supreme Court decision, the Borough will look for increased recognition of the serious environmental constraints and protection requirements of the town's steep slopes by OSG, NJDEP and other State agencies that have planning and permitting roles.
- The Borough wants to explore possible sources of State financial assistance for planning the revitalization of the downtown area, including design guidelines for commercial buildings, the land side of the harbor, town gateways, signage conceived on a "through-town" basis, historic preservation, and similar factors.

27. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's Draft Planning Indicator Report that will be used to measure and monitor our planning progress in the county.

- None at this time

28. How can our county assist you with your planning efforts?

- Several bridges over Many Mind Creek are in very poor physical condition and cause problems of sedimentation and flooding because of their inappropriate design. The county can assist by making a thorough assessment of these bridges and including them in the county's annual bridge replacement program and funding.
- Technical and financial assistance with downtown revitalization planning, or support for the Borough in seeking financial aid from state or other agencies (see last paragraph of question 26 above).
- The county should help preserve the County scenic roadway that runs for over 2 miles through the Borough, with extensive vistas over the bay and ocean and toward Manhattan (Ocean Boulevard). In particular, County road department engineers should follow the design guidelines in the County

Scenic Roadway Plan, and have not done so in recent Ocean Boulevard work.

- GIS training and support would be helpful in regaining built-in Borough GIS capacity following the departure of the Borough's one qualified staff member.

Meeting Participants:

Benson Chiles, Planning Board

Allan Dean, Planning Board

Joseph Barris, MCPB Planner

Michael Toto, MCPB Planning Intern

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Township of Hazlet

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- Land Use Date: / /57
- Housing Date: 6/15/95
- Circulation Date: / /57
- Utility Date:
- Community Facilities Date: 7/ /60
- Recreation Date: 7/ /60
- Conservation Date:
- Econ. Development Date: 7/ /60
- Historic Preservation Date:
- Recycling Date: 11/25/86
- Master Plan
 Re-examination Report Date: 6/15/95
- Cap.Improvement Prog. Date:
- Official Map Date: 11/14/72

- 12/7/78 _____
- 6/15/95 _____
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- 12/21/89 _____
- 10/15/02 _____
- _____
- 3/ /94 _____

ZONING

- Zoning Ordinance/
 Development Regulations Date: 9/7/77
- Most recent
 zoning map Date: 12/19/89

- 3/20/79, Amd. thru 9/4/01 5/20/03
- 9/16/97, Amd. thru 4/ /03 _____

**MUNICIPAL CROSS-ACCEPTANCE
QUESTIONNAIRE**

**TOWNSHIP OF HAZLET
Cross Acceptance Meeting - August 25, 2004**

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - To keep the suburban quality of the community, retain remaining open space parcels and maintain existing density levels
 - Reduce flooding in residential areas
 - Update the master plan and apply smart growth principals to development and redevelopment along the Route 36 corridor
 - Increase ratables
 - Maintain or increase the quality of the public school system.
 - A vision statement is not identified in the master plan

2. What are the top three planning issues facing your municipality?
 - Overdevelopment of existing and vacant properties (mitigating their impacts on existing neighborhoods)
 - Stormwater Management
 - Traffic and congestion especially along Middle road

3. What planning projects is your municipality currently working on?
 - Updating the stormwater component of the master plan and to meet NJDEP stormwater management plan rules.
 - Review zoning (lot size) in specific areas of the Township.

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - Work with green acres to conserve remaining open space.
 - Reinvest in existing infrastructure and replace it as needed.
 - Zoning supports maintaining current density

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - Professionals provide a comprehensive analysis and make recommendations to the Planning Board. These recommendations are considered and incorporated into the reexamination report.
 - Subcommittees are formed on an as needed basis to participate in reexamination reports and master plan amendments or updates
 - Public hearings are held to discuss the findings of planning reports
 - Adoption is done at meetings open to the public

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
 - Although Hazlet meets many of the delineation criteria for a Metropolitan Planning Area, a Suburban Planning Area change should be considered for the following reasons:
 1. Lack of a high intensity center
 2. Traditional suburban development pattern
 3. Commercial development along state highway corridors
 4. Although small, there are still vacant, developable parcels of land remaining in the Township.
 5. Environmentally sensitive lands need to be acquired for open space
 6. The Township's position of maintaining current density levels (not to increase or focus development in the Township)
 7. Train station is not a large or regional transit hub
 8. Lack of connection between residential and commercial areas
 - The township feels that its development pattern is more similar to adjacent "Suburban Planning Areas" than Metropolitan Planning Areas along the Bayshore.
7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
 - Infrastructure is largely outsourced.
 - Water is provided by Shoreland. The Township is still under "drought condition" water restrictions
 - Sanitary sewer service is provided by the Bayshore Sewerage Authority and the Hazlet Township Sewerage Authority.
 - The capacity of the existing system is unknown because services are provided by regional entities.
 - Old infrastructure is replaced as needed.
 - Stormwater is managed by the Township through the development process.
 - The cost for public utility services has gone up tremendously over the past few years.
8. Please explain how you involve the public in your planning process.
 - Public hearing notifications are published in local newspapers
 - The Township is democratic in its scope of public participation by receiving advice from numerous organizations including:
 1. Environmental Commission
 2. Recreation Commission
 3. Rent Control Board
 4. Board of Education and PTA
 5. Hazlet Area Quality of Life Alliance
 6. Bayshore Watershed

9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
 - Appoints representatives to the Bayshore Watershed Commission
 - Will participate in Monmouth County's Bayshore Regional Strategic Development and Redevelopment Plan
 - The Henry Hudson Regional Trail goes through a portion of Hazlet
 - No association with the Bayshore Development Commission

10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
 - No

11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
 - Hazlet has received its NJDEP Permit
 - The Township is in the process of putting the project (Stormwater Management Plan and ordinances) out to bid

12. Is your municipality involved in any pollution prevention program? If so, please explain.
 - Use of the clean communities program
 - Provide for recycling
 - Environmental Commission makes comments to the Planning Board and discusses other relevant environmental issues in the Township.
 - Regularly scheduled clean-ups of major creeks and Natco Conservation Area
 - Sponsors of storm drainage labeling efforts
 - MC provides for household hazardous waste drop off

13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
 - Wetland regulations, as well as stream corridor encroachment, are regulated by the state
 - Regular clean ups (volunteer) of streams
 - Zoning has buffer requirements
 - Work with Green Acres to preserve open space
 - Strict tree removal requirements

14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
 - Traffic issues are addressed through the development review ordinance
 - Most of the major traffic problems exist along County and State Roadways

- The Township has very little jurisdiction over its main thoroughfare, Middle Road, because it is under County jurisdiction
 - Transit facilities include one (1) commuter train station and four (4) commuter bus routes including Academy Bus and NJTransit.
 - Bus service needs to be higher for residents
 - Commercial development is not encouraged around bus/train stations.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
- The township would like to look into ways to encourage redevelopment along the State Highway 39 Corridor (Florence Avenue to Palmer Avenue)
16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- Hazlet, is not, in the traditional sense, a mixed use community. Mixed uses could be considered in conjunction with redevelopment initiatives along Route 36
 - Hazlet is viewed as typical “bedroom community”
17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
- Housing types include apartments, mobile homes, and single family residential.
 - Commercial development is dominated by highway commercial uses and services.
 - Recreational opportunities are abundant. The Township’s recreational commission provides for scouts, day care, summer camp, athletics, concerts, fairs, etc.
 - Hazlet Youth Athletic League
 - Hazlet United Soccer Association
 - Hazlet Swim & Tennis Club (managed by the Red Bank YMCA). The swim club has the only Olympic sized swimming pool in the area.
18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
- Township requires sidewalk installed for all new developments
 - Efforts are underway to revitalized the park
 - Henry Hudson Trail provides local and regional connectivity for commercial and residential areas along the Bayshore

19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
 - Yes, The Middle Road area may be considered for a core, node or center designation depending on the impacts this designation will have on exiting and future development in this area
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
 - N/A
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - See Question #6
 - Hazlet has issue with its "Metropolitan" planning area designation and with it, the inference of the State objective to focusing growth and development into these planning areas. The Township is quite satisfied with its existing development patterns and is not looking to increase density in any area of the township. There needs to be a clearer distinction in the PA-1 planning area between those communities that wish to redevelop at higher densities and those that wish to enhance what already exists.
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - State planning area redesignation to PA-2 needs to be considered.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - See #23 & #6
 - Major parks need to be shown including Veterans Memorial Park and the Hazlet United Soccer Association Fields
 - Show NATCO Conservation Area
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - Natco Conservation Area
 - West Keansburg Marian area (I-M Zone) is environmentally sensitive.

25. How can State Agencies better serve your municipality?
- Better communication
 1. Predictability of DEP LOI's (size and scope of buffers)
 2. Predictability of DOT highway standards (retail entrances)
 3. Clarification of cell-tower issues
 - Remove uncertainty in COAH
 - Audit the Bayshore Sewerage Authority
 - BPU to review adequacy of Shorelands Water Company infrastructure programs
 - Provide funding for smart growth and planning projects
 - State and NJTransit did a great job on the new train station
26. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's *Draft Planning Indicator Report* that will be used to measure and monitor our planning progress in the county?
- None
27. How can our county assist you with your planning efforts?
- Assist with the cost of professional services
 - Consistency with polity (share the responsibility for curtailing development)
 - County funding for open space in Hazlet
 - Notify town before development approval is given along a County roadway
 - Reevaluate population projections
 - Support local smart growth initiatives for state funding.

Meeting Participants:

Scott Aagre, Township Committee

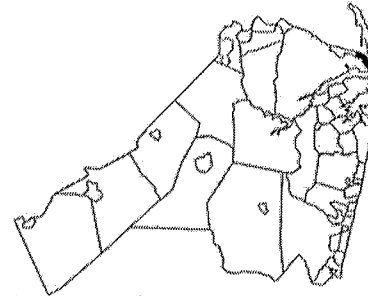
Christopher Cavanagh, Planning Board Vice Chair

Frank Vignola, Planning Board

Joseph Barris, MCPB Planner

Highlands

The Borough of Highlands has a land area of 0.64 square miles (1.6 km²) and is located on Sandy Hook Bay. Highlands most prominent landmark is the Twin Lights, constructed in 1866 to guide commercial and Navy vessels into Sandy Hook Bay. Today, the borough is still known for its fishing industry and marinas. A well run ferry operation provides commuters with daily ferry service to New York City. It is no surprise that Highlands is home to many of the shore's best seafood restaurants, many of which are located on Bay Avenue, the town's local commercial district, which has benefited from local redevelopment efforts.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATIONAL ATTAINMENT		
Total Population			Year	Total Households				
Year	Number		1980	2,216		Percent		
1980	5,187		1990	2,275		Population 25+ Years Old 100.0		
1990	4,849		2000	2,450		8th grade or less 1.0		
2000	5,097		2004	2,490		9th to 12th grade, no diploma 11.1		
2004 Estimate	5,172					High school diploma 34.8		
2000 Racial Composition			HOUSING 2000			Some college, no degree 22.5		
	Number	Percent	Housing Units			Associate degree 4.1		
White	4,847	95.1	Total	2,820	100.0	Bachelor's degree 17.2		
Black	81	1.6	Owner-Occupied	1,344	47.7	Graduate or professional degree 9.2		
Asian and Other	169	3.3	Renter-Occupied	1,106	39.2			
Persons of Hispanic Origin	207	4.1	Vacant	370	13.1			
2000 Age Composition			Median Value Owner-Occupied	\$127,200				
	Number	Percent	Median Rent	\$654				
Pre-School (0-4 years)	259	5.1	Types of Units			INCOME		
School Age (5-19 years)	792	15.5	Single Units	Number	Percent	1989 Income (1990 Census)	1999 Income (2000 Census)	
Working Age (20-64 years)	3,470	68.1	Total	1,470	100.0	Median Family	\$34,643	\$50,985
Seniors (65+)	576	11.3	Detached:	1,205	82.0	Median Household	\$32,364	\$45,692
			Attached:	265	18.0	Per Capita	\$19,065	\$29,369
			Multiple Units					
			Total	1,188	100.0			
			2-4 Units	409	34.4			
			5-9 Units	176	14.8			
			10+ Units	603	50.8			
			Mobile Homes and Other	162	100.0			
TAXES 2003								
Net Valuation \$000	230,158							
General Tax Rate	5.18							
Equalized Tax Rate Rank	53							
Prepared by the Monmouth County Planning Board December 22, 2004								

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Highlands

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- Land Use Date: 7/24/80
- Housing Date: 1/12/89
- Circulation Date: 4/ /72
- Utility Date: 12/10/92
- Community Facilities Date: 12/10/92
- Recreation Date:
- Conservation Date: 12/10/92
- Econ. Development Date:
- Historic Preservation Date: 12/10/92
- Recycling Date: 1/12/89
- Master Plan Date: 1/12/89
 Re-examination Report
- Cap.Improvement Prog. Date:
- Official Map Date:

- 12/10/92;10/14/04 _____
- 12/10/92;10/14/04 _____
- 12/10/92; 10/14/04 _____
- 12/10/92; 10/14/04 _____
- 12/10/92; 10/14/04 _____
- _____
- 12/10/92 _____
- 10/14/04; _____
- 12/10/92;10/14/04 _____
- 12/10/92; 10/14/04 _____
- 6/13/96 _____
- _____
- _____

ZONING

- Zoning Ordinance/ Date: 12/31/84
 Development Regulations
- Most recent Date: 6/ /76
 zoning map

- 12/31/87, Amd. thru 10/24/90 _____
- 10/17/97 _____

MUNICIPAL CROSS-ACCEPTANCE QUESTIONNAIRE

BOROUGH OF HIGHLANDS Cross Acceptance Meeting – July 29, 2004

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - As a result of current efforts, Highlands in 2020 will be a thriving village with a more diversified economy, significant employment, modern infrastructure and an expanding tax base. The Bay Avenue Business District (CBD) will be revitalized as the Borough's retail, service and entertainment hub with a low vacancy rate, an enhanced streetscape and lively street activity. The waterfront continues to attract a variety of restaurants; a new municipal marina and a partnership with a ferry operator to create new mixed use development.
 - As a result of The Borough's economic revitalization will result in a significant employment increase by 2020 fueled by the redevelopment of the waterfront and the Bay Avenue Corridor. The Borough continues to work with infrastructure providers to increase the Borough's attractiveness to service businesses that rely upon modern communications and data transmission infrastructure. As a result of the Borough's growth, the tax base has expanded and the tax burden on residential property owners has reduced. The result is an improved local quality of life by enhancing residential stability for existing and new residents.
 - Elements of this vision are a Borough that is/has:
 - Unique;
 - Provides an alternative to suburban shopping;
 - A neighborhood serving shopping district combined with a tourism commercial destination center;
 - Clean and safe;
 - Friendly/personable;
 - A place where people linger because they like to spend time;
 - Ample parking in a pedestrian friendly environment;
 - A place where the business community proactively works together for mutual benefit and is involved.
 - The Master Plan contains an Action Plan or planning implementation agenda to implement Highlands' vision.

2. What are the top three planning issues facing your municipality?
 - Revitalization of the downtown and the waterfront;
 - Development in the Floodplain – elevating structures to conform with FEMA regulations and the negative aesthetic impact this creates;
 - Improving parking in the downtown and along the waterfront.

3. What planning projects is your municipality currently working on?
 - Master Plan;
 - Grant application for Gertrude Ederle Park

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - Highlands' existing development and future vision is consistent with the objectives of the SDRP. The Master Plan encourages:
 - Redevelopment in the form of pedestrian friendly mixed use development (village form);
 - Increasing public access to the waterfront;
 - Built-out community that encourages new infill development that is consistent with the character of the area;
 - Contains a policy statement for limited uses, i.e. townhouses that would block the public view of the waterfront;
 - Encourages mixed use development along the waterfront and the downtown;
 - Is pedestrian friendly.

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - The Master Plan provides a long-term guide for the Borough's future and stresses positive and pro-active cooperation among residents, business owners, and the Borough to achieve the objectives of the Plan. The Plan serves as a policy statement and provides a framework for Borough's implementation ordinances.
 - The Master Plan is the result of a consensus-based process and included interviews with major stakeholders in the community. This process included the creation of a community survey and interviews with several Borough Council members, municipal boards, and groups and officials.
 - The intention was to prepare a plan based upon participation from community stakeholders. As a result, this Plan is more likely to inspire a sense of ownership and is more likely to be implemented. As implementation efforts move forward, it was critical that this project employ as many outreach strategies as possible to ensure a maximum level of understanding and participation by the residents and business owners.
 - The following strategies were employed to pursue a broad-based representation throughout the planning process:
 - Public meetings
Public visioning meeting was held on July 10, 2003 and in June 2004. The public meetings were the most active forums for individuals to become a part of the planning process. Every effort was made to notify interested parties of the upcoming meeting. Resident participation was encouraged during all meetings. Approximately 60 participants attended the visioning sessions.

➤ Questionnaire

A Master Plan questionnaire was created and distributed during the planning process. In the early part of the planning process, the questionnaire was delivered to all stakeholders and passed out at the public meeting;

➤ Posters

Posters announcing the meeting time was displayed at commercial establishments throughout the Borough, at the municipal building, and at several other locations.

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
- Highlands is located entirely in the Metropolitan (PA-1) Planning Area. With the exception of the recent designation of the Shrewsbury River as a C-I designation, the state plan encourages development and redevelopment rather than new sprawling development in the State's environs. As indicated in Highlands' vision, existing development patterns and Draft Master Plan Goals and objectives, Highlands' is consistent with the metropolitan planning designation.
7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
- Sanitary wastewater generated in Highlands Borough is transported through the Borough's local sequential backed reaction system of gravity sewers, pumping stations and force mains to facilities owned and operated by TOMSA. Effluent is discharged under the authority of the Bayshore Regional Outfall Authority. The entire Borough is located within a sewer service area.
 - In 1995, the residential sanitary sewer flow was 0.161 million gallons per day (MGD and 0.035 MGD for commercial, thus totaling 0.198 MGD. According to the Draft Monmouth County Wastewater Management Plan that is proposed for adoption in early 2004, Highlands flow estimates to the year 2022 are:
 - Residential - 0.2000 MGD
 - Commercial - 0.03 MGD
 - Infiltration/flow - 0.0043 MGD2022 estimates were based upon current zoning and population projections to 2022.
 - Flow and capacity for the entire TOMSA system are as follows:
 - 2002: Reported - 7.14 MGD
 - 2022: Estimate - 10.413 MGD
 - Final buildout based upon current zoning - 11.29 MGD
 - Design Capacity - 14 MGD
 - According to the draft Monmouth County Wastewater Management Plan, based upon projected wastewater flow, there is sufficient capacity for the system based upon current zoning.
 - Currently, the Borough is in the process of refurbishing the South Bay Avenue lift station. A contract for the work has been let and the job is partially completed.

8. Please explain how you involve the public in your planning process.
 - See Point 5 and Attached Questionnaire.
9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
 - Highlands is a member of the Bayshore Business Council and Regional District Management Corporation. Highlands also participates in TOMSA meetings.
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
 - No. There is limited developable land in Highlands.
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
 - By preparing a stormwater management plan, implementation ordinances and fulfilling the other DEP requirements, i.e., education, inlet labeling, etc.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
 - Highlands currently does not have a pollution prevention program. The main pollution concerns in Highlands' are contaminants which enter the aqueous environment from multiple non-point sources stemming from urban storm water runoff. It is anticipated, by complying with the State's new stormwater regulations and by preparing a stormwater management plan, Highlands will "in essence" create a pollution prevention program. Otherwise, the Borough participates in a recycling program.
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
 - The Borough of Highlands was built-out prior to the enactment of federal and state environmental regulations. However, as the Borough redevelops over time, opportunities exist to improve out-dated development practices. An example includes creating vegetated buffer or filter strips for all new waterfront development. Otherwise, environmental regulations are implemented by NJ DEP and FEMA regulations.
14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
 - Bus – The Bus stops in Highlands along Bay Avenue and Water Witch Avenue, both mixed use (village center) areas of the Borough. Highlands' draft Master Plan recommends that the Borough seek NJ DOT transit village designation adjacent to the County Park in Atlantic Highlands and the Ferry Terminals.

16. Please describe any commercial or residential revitalization efforts taking place in your municipality?

- The Borough has made the revitalization of Bay Avenue a priority. A substantial effort to revitalize Highlands' commercial areas is being coordinated by a public/private partnership between the Borough and the Business Improvement District (BID), which is formally the Highlands Business Partnership (HBP). HBP consists of a seventeen (17) voting members and four non-voting members, which include a mayors designee, a planning board member, a council member, seven commercial property owners and seven business operators in the Borough.
- HBP has undertaken numerous activities, which include but are not limited to the marketing of Highlands as a destination, sponsoring events to attract visitors to the Borough, the creation of a parking lease facilitator, maintenance improvements, and beautification efforts. One significant accomplishment is HBP's recommended concept of acting as a broker to facilitate lease parking options between private sector business operators. For instance, restaurants parking demand increases during the evening hours while the commuter ferry parking lots highest demand is from 7 a.m. to 6 p.m. Accordingly, an opportunity exists to share parking during off-peak hours. HBP would serve as a logical facilitator of such a program.
- The Borough has also created a parking improvement fund to generate fees from individuals who impact or create the need for additional parking.
- How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- The following narrative describes the draft Master Plans intentions for the Borough's downtown.

"The intention of the Central Business District is to provide for a mix of commercial uses that act as a focal point for the community. The B-2 district should accommodate a higher density concentration of retail, service, office and entertainment uses than other commercial districts in the Borough. The District is currently characterized by a variety of low-rise structures containing ground level retail and services with some multi-family residential apartments on the upper floors. A limited number of public and quasi-public uses including the U.S. Post Office are located within the District and Highlands Borough Hall is located at the intersection of Bay Avenue and Miller Street. Issues that have been identified along Bay Avenue include the mix of retail stores, hours of operation, signage, and aesthetic appearance.

A further expansion of the Borough's revitalization efforts is planned and should be supported. The BID has previously retained a marketing/retail expert to assist in preparing a strategic plan for the Bay Avenue corridor. The intention is to facilitate the District's development as a shopping and entertainment destination. The marketing efforts are designed for Highlands to compete more effectively with shopping malls and create an attractive and inviting downtown environment.

It is recommended that the marketing efforts be coordinated with all other revitalization and planning efforts of the Borough. Furthermore, the needs of businesses should be evaluated in light of comprehensive Borough goals and objectives. Unimproved land in Highlands is scarce, yet there are vacant storefronts and existing buildings in need of renovation or redevelopment. An opportunity exists to transform the CBD by creating a new identity and reorienting it from general retail to niche retail, specialty services and entertainment. This process is already underway through the public-private partnership between the Borough, the BID and local merchants. Coordinated planning is necessary to guarantee identify suitable locations for redevelopment, provide attractive streetscape amenities and address parking constraints. In redevelopment efforts, the Borough should consider targeting the CBD to attract an anchor use. Assembling land necessary to achieve this objective may only be achieved through formal redevelopment. It is anticipated that a Bay Avenue Redevelopment Plan will identify the type and scale of proposed uses, the interrelationship between retail users and their associated parking needs.

It is recommended that the redevelopment process as outlined under State statute be considered for portions of the CBD district.

Parking is an issue in the Central Business District, as it is in most waterfront locations throughout Highlands. New development in the District should provide off-street parking or a fee in lieu to the Borough's parking fund."

17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.

- HOUSING

The following table indicates Highlands' range of housing types. As indicated in the table, Highlands provides for a variety of housing types.

HOUSING DATA IN 2000
HIGHLANDS BOROUGH

Characteristics	Number	Percent
Total housing units	2,820	100
Occupied housing units	2,450	86.9
Vacant housing units	370	13.1
Tenure of occupied units		
Owner occupied	1,349	55.1
Renter occupied	1,101	44.9
Year Structure Built		
1999 to March 2000	9	0.3
1995-1998	53	1.9
1990-1994	95	3.4
1980-1989	516	18.3
1970-1979	509	18.0
1960-1969	292	10.4
1940-1959	686	24.3
1939 or earlier	660	23.4
Units in structure		
1 unit detached	1,205	42.7
1 unit attached	265	9.4
2 units	236	8.4
3 or 4 units	173	6.1
5 to 9 units	176	6.2
10 to 19 units	349	12.4
20 or more units	254	9.0
Mobile home	162	5.7
Number of rooms		
1 room	25	0.9
2 rooms	144	5.1
3 rooms	650	23.0
4 rooms	684	24.3
5 rooms	498	17.7
6 rooms	506	17.9
7 rooms	139	4.9
8 rooms	118	4.2
9 or more rooms	56	2.0

SOURCE: US Bureau of Census 2000.
COMPILED BY: T&M ASSOCIATES

- Recreation Opportunities
The Borough maintains a strong recreation program headed by the Borough's Recreation Director. The community center is located on Sandy Hook Bay, which provides for both indoor and outdoor active and passive recreation. The facility also contains a skate park, one of only a few in the area. The Borough is also considering applying for a Planning Incentive Grant to develop new recreation and open space lands/programs.
- Cultural Opportunities
Cultural opportunities are provided mainly in the form of the Borough's historic structures, most notably the Twin Lights.
 - The Historical Society of Highlands promotes and preserves historical information, artifacts, sites, and structures pertaining to Highlands' history. The Historical Society meets monthly at the Robert Wilson Community Center, and has produced several books and other publications on the history of the Borough.
 - The Society consists of four Board members (President, Vice-President, Secretary, and Treasurer). An annual membership can be acquired for a fee of five dollars. In addition to meeting about once a month, the Society sponsors annual events such as the Highlands House Tour each June.
 - The Society has reproduced a historical booklet of Highlands' history that is available to the public. The Society has not officially designated any historic districts or areas of Highlands, although it does maintain a list of historic buildings, some of which may be eligible for designation as state and national historic buildings.
 - The Twin Lights Historical Society was formed in 1956 by a group of citizens concerned about the decaying condition of the famous lighthouse. After the New Jersey Division of Parks and Forestry took over the lighthouse as a National Historic Site in 1962, the Society assisted with the preservation and restoration of the buildings. A maritime museum was established in the North Tower of the lighthouse, and today one of the Society's major responsibilities is the collecting and maintaining of historic objects displayed in the museum. The museum and gift shop are open year-round with varying hours.
 - Twin Lights and the Route 36 Bridge over Shrewsbury River are the two official historical sites within the Borough.
 1. Twin Lights (Navesink Lighthouse) is on both the State and National Historic Registers.
 2. Route 36 Bridge over Shrewsbury River is under State Historic Preservation Office (SHPO) opinion.
 - With its long history of development, Highlands Borough has several other buildings and sites that should be preserved to protect the historic value they produce to the community. Some of these buildings are structurally sound and have a rich history and community significance dating back nearly three centuries. The following is a list of sites that the Historical Society has identified as having historical significance. Once the sites are investigated, it

may be determined that some of them are eligible for listing on the State and National registers of historic places¹.

- Further studies many need to be commissioned in Highlands to determine other buildings that are eligible for registration as well as techniques for preservation and rehabilitation
- The Historical Society of Highlands Borough in conjunction with the Borough Planner should work to determine eligibility and to seek available funding to document sites and preservation techniques. Properties potentially having historical significance include:
 - The building currently occupied by the Clam Shanty located on Shrewsbury Avenue.
 - Sears Building located at the corner of Bay Avenue and Atlantic Avenue
 - Sea Scape Manor Bed & Breakfast located on Grand Tour
 - Water Witch House Bed & Breakfast
 - Grand Lady by the Sea Bed & Breakfast located on Navesink Avenue.
 - Stone stairs extending up cliff from Shore Drive
- Jobs

Total Private Sector Employment

The total number of private sector jobs² located in Highlands ranged from 513 in 1994 to 541 in 1997. Total covered employment is private sector or non-government jobs located in Highlands. As indicated in Table ED-1, the number of jobs increased by 5.5 percent or 28 jobs from 1994 to 1999. In comparison, Monmouth County created 16,039 jobs from 1994 to 1999. This represents an average annual growth rate ranging from 1.5 percent in 1996 to 2.2 percent in 1998 with an average of 1.76 percent. However, the minimal loss of jobs in 1999 (-2.5%) is an indication that the job market has stabilized. Retail jobs accounted for between 55 percent and 59 percent of all jobs from 1993 to 1997. As with many New Jersey shore communities many retail jobs are seasonal. Several factors including the local weather affect seasonal jobs along the New Jersey Shore. For example, a summer with numerous rainy weekends can distinguish between a profitable and less profitable season and this relationship directly affects the number of seasonal jobs.

18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to

¹ For a property to be designated as a state or national historic place it must be at least 50 years of age and demonstrate a high degree of physical integrity and significance in history or architecture.

² Covered employment is a monthly count of full and part-time employees who earned wages during the pay period as reported quarterly by employers covered by the New Jersey Unemployment Compensation Law. Basically, any employer paying at least \$1,000 in wages in the current or preceding calendar year is covered. Jobs not covered by the law include self-employed and unpaid family workers or certain agricultural and in-home domestic workers.

residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.

- The Draft Master Plan recommends the following:

A principal issue throughout the Borough is the desire to preserve the integrity of the existing single-family neighborhood by reducing the potential for encroaching commercial and multi-family uses and to provide flexibility to allow residential dwellings to be raised outside of the floodplain in accordance with FEMA regulations. Under current FEMA regulations the following improvements are required for new construction projects or substantial improvement projects (within the 100 year floodplain) to existing structures (when the value of the improvements' exceeds 50% of the market value of the structure):

 1. All structural components must be adequately connected and anchored to prevent flotation, collapse, or permanent lateral movement of the building during floods.
 2. Building materials and utility equipment must be resistant to flood damage. All machinery and equipment servicing the building must be elevated one foot above the Base Flood Elevation (BFE).
 3. All utilities must be flood proofed to at least two foot above the BFE including: furnaces, heat pumps, hot water heaters, air-conditioners, washers, dryers, refrigerators and similar appliances, elevator lift machinery, and electrical junction and circuit breakers boxes.
 4. Any space designed for human habitation must be elevated to one foot above or above the BFE, including bedroom, bathroom, kitchen, dining living, family and recreation room.
 5. Uses permitted in spaced below the BFE are vehicular parking, limited storage, and building access (stairs, stair-wells, and elevator shafts only, subject to design requirements described below for walls).
- An issue that is threatening the existing character of the Borough is the result of raising one or a few structures on a block above the BFE, while the remaining structures continue at their existing elevation. The following example, further elaborates this concept.
 - A resident intends to reconstruct a portion of their house estimated at costing more than 50% of its market value. Accordingly, the applicant/owner is required to meet the above reference FEMA standards. The lowest grade elevation where a foundation wall lies is 5 feet above mean sea level (MSL). The base flood elevation in the 100-year flood plain portion of the Borough is 10 feet above MSL. For this instance, the applicant is required to construct habitation areas at a minimum of 11 feet and 12 feet for utilities. This results in elevating some houses higher than other houses on the same block or district. The potential aesthetic results of only a percentage of properties complying with FEMA regulations can be devastating to the Borough.
- This Plan specifically recommends the creation of a user-friendly manual with illustrations indicating the necessary steps to build in the floodplain. The manual should indicate the approximate time-frame to complete the permitting process and recommend design solutions to minimize the effect of having houses situated adjacent to one another with distinct elevation changes.

- The Borough has also adopted design guidelines to regulate uses in the central business district.
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
 - Yes. The entire Borough should be designated as a village center. The Borough also wishes to be considered as a transit friendly village (ferry). The draft master plan contains an Action Plan which could serve as the Borough's Planning Implementation Agenda.
 20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
 - Possibly. In the draft Master Plan, the Borough has identified locations to be investigated for redevelopment.
 21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
 22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - N/A
 23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - To implement the zoning recommendations identified in the master plan.
 24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - No Changes are proposed
 25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - The NJDOT Highlands Bridge project should be indicated as an active DOT project with a corresponding project number;
 - The active rail line should be removed (Bay Ave. corridor);
 - The existing and proposed Heritage Trail should be indicated (through the region); and
 - Generally, local recreation and open space parcels are missing. We could provide this information to the State from the newly created GIS.

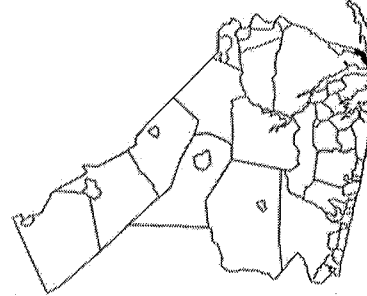
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- NJ DOT
 - By facilitating the Context Sensitive Design process during the replacement of the Route 36 bridge. Important considerations include pedestrian walkways over the bridge. Additionally, consideration should be given to design of the replacement Bridge, which is one of Highlands' two historic structures.
 - Assistance in designating Highlands as a transit village.
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 - Provide the community with Smart Growth funding to implement the Action Plan located within the Borough's Master Plan.
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 - Could the County update the Borough on the current efforts to construct the Heritage Trail. Also, what is the status of the multi-use trail which is planned to join the Heritage Trail near the Highlands Bridge.
 - The County could support Highlands' efforts to revitalize the downtown and the desire to improve connections to the waterfront and endorse the Borough's wishes to be designated as a transit friendly village.

Meeting Participants:

Paul Ricci, Borough Planner
Don Mandrodt
Bill Duncan
Chris Francy
Joseph Barris, MCPB PLANNER

Highlands

The Borough of Highlands has a land area of 0.64 square miles (1.6 km²) and is located on Sandy Hook Bay. Highlands most prominent landmark is the Twin Lights, constructed in 1866 to guide commercial and Navy vessels into Sandy Hook Bay. Today, the borough is still known for its fishing industry and marinas. A well run ferry operation provides commuters with daily ferry service to New York City. It is no surprise that Highlands is home to many of the shore's best seafood restaurants, many of which are located on Bay Avenue, the town's local commercial district, which has benefited from local redevelopment efforts.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,187	
1990	4,849	
2000	5,097	
2004 Estimate	5,172	
2000 Racial Composition		
	Number	Percent
White	4,847	95.1
Black	81	1.6
Asian and Other	169	3.3
Persons of Hispanic Origin	207	4.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	259	5.1
School Age (5-19 years)	792	15.5
Working Age (20-64 years)	3,470	68.1
Seniors (65+)	576	11.3

TAXES 2003	
Net Valuation \$000	230,158
General Tax Rate	5.18
Equalized Tax Rate Rank	53

HOUSEHOLDS	
Year	Total Households
1980	2,216
1990	2,275
2000	2,450
2004	2,490

HOUSING 2000		
Housing Units		
	Number	Percent
Total	2,820	100.0
Owner-Occupied	1,344	47.7
Renter-Occupied	1,106	39.2
Vacant	370	13.1
Median Value Owner-Occupied	\$127,200	
Median Rent	\$654	

Types of Units		
Single Units		
	Number	Percent
Total	1,470	100.0
Detached:	1,205	82.0
Attached:	265	18.0
Multiple Units		
Total	1,188	100.0
2-4 Units	409	34.4
5-9 Units	176	14.8
10+ Units	603	50.8
Mobile Homes and Other	162	100.0

EDUCATIONAL ATTAINMENT	
	Percent
Population 25+ Years Old	100.0
8th grade or less	1.0
9th to 12th grade, no diploma	11.1
High school diploma	34.8
Some college, no degree	22.5
Associate degree	4.1
Bachelor's degree	17.2
Graduate or professional degree	9.2

INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$34,643	\$50,985
Median Household	\$32,364	\$45,692
Per Capita	\$19,065	\$29,369

Prepared by the Monmouth County Planning Board
December 22, 2004

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Highlands

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- Land Use Date: 7/24/80
- Housing Date: 1/12/89
- Circulation Date: 4/ /72
- Utility Date: 12/10/92
- Community Facilities Date: 12/10/92
- Recreation Date:
- Conservation Date: 12/10/92
- Econ. Development Date:
- Historic Preservation Date: 12/10/92
- Recycling Date: 1/12/89
- Master Plan Date: 1/12/89
 Re-examination Report
- Cap.Improvement Prog. Date:
- Official Map Date:

- 12/10/92;10/14/04 _____
- 12/10/92;10/14/04 _____
- 12/10/92; 10/14/04 _____
- 12/10/92; 10/14/04 _____
- 12/10/92; 10/14/04 _____
- _____
- 12/10/92 _____
- 10/14/04; _____
- 12/10/92;10/14/04 _____
- 12/10/92; 10/14/04 _____
- 6/13/96 _____
- _____
- _____

ZONING

- Zoning Ordinance/ Date: 12/31/84
 Development Regulations
- Most recent Date: 6/ /76
 zoning map

- 12/31/87, Amd. thru 10/24/90 _____
- 10/17/97 _____

MUNICIPAL CROSS-ACCEPTANCE QUESTIONNAIRE

BOROUGH OF HIGHLANDS Cross Acceptance Meeting – July 29, 2004

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - As a result of current efforts, Highlands in 2020 will be a thriving village with a more diversified economy, significant employment, modern infrastructure and an expanding tax base. The Bay Avenue Business District (CBD) will be revitalized as the Borough's retail, service and entertainment hub with a low vacancy rate, an enhanced streetscape and lively street activity. The waterfront continues to attract a variety of restaurants; a new municipal marina and a partnership with a ferry operator to create new mixed use development.
 - As a result of The Borough's economic revitalization will result in a significant employment increase by 2020 fueled by the redevelopment of the waterfront and the Bay Avenue Corridor. The Borough continues to work with infrastructure providers to increase the Borough's attractiveness to service businesses that rely upon modern communications and data transmission infrastructure. As a result of the Borough's growth, the tax base has expanded and the tax burden on residential property owners has reduced. The result is an improved local quality of life by enhancing residential stability for existing and new residents.
 - Elements of this vision are a Borough that is/has:
 - Unique;
 - Provides an alternative to suburban shopping;
 - A neighborhood serving shopping district combined with a tourism commercial destination center;
 - Clean and safe;
 - Friendly/personable;
 - A place where people linger because they like to spend time;
 - Ample parking in a pedestrian friendly environment;
 - A place where the business community proactively works together for mutual benefit and is involved.
 - The Master Plan contains an Action Plan or planning implementation agenda to implement Highlands' vision.

2. What are the top three planning issues facing your municipality?
 - Revitalization of the downtown and the waterfront;
 - Development in the Floodplain – elevating structures to conform with FEMA regulations and the negative aesthetic impact this creates;
 - Improving parking in the downtown and along the waterfront.

3. What planning projects is your municipality currently working on?
 - Master Plan;
 - Grant application for Gertrude Ederle Park

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - Highlands' existing development and future vision is consistent with the objectives of the SDRP. The Master Plan encourages:
 - Redevelopment in the form of pedestrian friendly mixed use development (village form);
 - Increasing public access to the waterfront;
 - Built-out community that encourages new infill development that is consistent with the character of the area;
 - Contains a policy statement for limited uses, i.e. townhouses that would block the public view of the waterfront;
 - Encourages mixed use development along the waterfront and the downtown;
 - Is pedestrian friendly.

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - The Master Plan provides a long-term guide for the Borough's future and stresses positive and pro-active cooperation among residents, business owners, and the Borough to achieve the objectives of the Plan. The Plan serves as a policy statement and provides a framework for Borough's implementation ordinances.
 - The Master Plan is the result of a consensus-based process and included interviews with major stakeholders in the community. This process included the creation of a community survey and interviews with several Borough Council members, municipal boards, and groups and officials.
 - The intention was to prepare a plan based upon participation from community stakeholders. As a result, this Plan is more likely to inspire a sense of ownership and is more likely to be implemented. As implementation efforts move forward, it was critical that this project employ as many outreach strategies as possible to ensure a maximum level of understanding and participation by the residents and business owners.
 - The following strategies were employed to pursue a broad-based representation throughout the planning process:
 - Public meetings
Public visioning meeting was held on July 10, 2003 and in June 2004. The public meetings were the most active forums for individuals to become a part of the planning process. Every effort was made to notify interested parties of the upcoming meeting. Resident participation was encouraged during all meetings. Approximately 60 participants attended the visioning sessions.

➤ Questionnaire

A Master Plan questionnaire was created and distributed during the planning process. In the early part of the planning process, the questionnaire was delivered to all stakeholders and passed out at the public meeting;

➤ Posters

Posters announcing the meeting time was displayed at commercial establishments throughout the Borough, at the municipal building, and at several other locations.

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
- Highlands is located entirely in the Metropolitan (PA-1) Planning Area. With the exception of the recent designation of the Shrewsbury River as a C-I designation, the state plan encourages development and redevelopment rather than new sprawling development in the State's environs. As indicated in Highlands' vision, existing development patterns and Draft Master Plan Goals and objectives, Highlands' is consistent with the metropolitan planning designation.
7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
- Sanitary wastewater generated in Highlands Borough is transported through the Borough's local sequential backed reaction system of gravity sewers, pumping stations and force mains to facilities owned and operated by TOMSA. Effluent is discharged under the authority of the Bayshore Regional Outfall Authority. The entire Borough is located within a sewer service area.
 - In 1995, the residential sanitary sewer flow was 0.161 million gallons per day (MGD and 0.035 MGD for commercial, thus totaling 0.198 MGD. According to the Draft Monmouth County Wastewater Management Plan that is proposed for adoption in early 2004, Highlands flow estimates to the year 2022 are:
Residential - 0.2000 MGD
Commercial - 0.03 MGD
Infiltration/flow - 0.0043 MGD
2022 estimates were based upon current zoning and population projections to 2022.
 - Flow and capacity for the entire TOMSA system are as follows:
2002: Reported - 7.14 MGD
2022: Estimate - 10.413 MGD
Final buildout based upon current zoning - 11.29 MGD
Design Capacity - 14 MGD
 - According to the draft Monmouth County Wastewater Management Plan, based upon projected wastewater flow, there is sufficient capacity for the system based upon current zoning.
 - Currently, the Borough is in the process of refurbishing the South Bay Avenue lift station. A contract for the work has been let and the job is partially completed.

8. Please explain how you involve the public in your planning process.
 - See Point 5 and Attached Questionnaire.
9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
 - Highlands is a member of the Bayshore Business Council and Regional District Management Corporation. Highlands also participates in TOMSA meetings.
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
 - No. There is limited developable land in Highlands.
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
 - By preparing a stormwater management plan, implementation ordinances and fulfilling the other DEP requirements, i.e., education, inlet labeling, etc.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
 - Highlands currently does not have a pollution prevention program. The main pollution concerns in Highlands' are contaminants which enter the aqueous environment from multiple non-point sources stemming from urban storm water runoff. It is anticipated, by complying with the State's new stormwater regulations and by preparing a stormwater management plan, Highlands will "in essence" create a pollution prevention program. Otherwise, the Borough participates in a recycling program.
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
 - The Borough of Highlands was built-out prior to the enactment of federal and state environmental regulations. However, as the Borough redevelops over time, opportunities exist to improve out-dated development practices. An example includes creating vegetated buffer or filter strips for all new waterfront development. Otherwise, environmental regulations are implemented by NJ DEP and FEMA regulations.
14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
 - Bus – The Bus stops in Highlands along Bay Avenue and Water Witch Avenue, both mixed use (village center) areas of the Borough. Highlands' draft Master Plan recommends that the Borough seek NJ DOT transit village designation adjacent to the County Park in Atlantic Highlands and the Ferry Terminals.

16. Please describe any commercial or residential revitalization efforts taking place in your municipality?

- The Borough has made the revitalization of Bay Avenue a priority. A substantial effort to revitalize Highlands' commercial areas is being coordinated by a public/private partnership between the Borough and the Business Improvement District (BID), which is formally the Highlands Business Partnership (HBP). HBP consists of a seventeen (17) voting members and four non-voting members, which include a mayors designee, a planning board member, a council member, seven commercial property owners and seven business operators in the Borough.
- HBP has undertaken numerous activities, which include but are not limited to the marketing of Highlands as a destination, sponsoring events to attract visitors to the Borough, the creation of a parking lease facilitator, maintenance improvements, and beautification efforts. One significant accomplishment is HBP's recommended concept of acting as a broker to facilitate lease parking options between private sector business operators. For instance, restaurants parking demand increases during the evening hours while the commuter ferry parking lots highest demand is from 7 a.m. to 6 p.m. Accordingly, an opportunity exists to share parking during off-peak hours. HBP would serve as a logical facilitator of such a program.
- The Borough has also created a parking improvement fund to generate fees from individuals who impact or create the need for additional parking.
- How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- The following narrative describes the draft Master Plans intentions for the Borough's downtown.

"The intention of the Central Business District is to provide for a mix of commercial uses that act as a focal point for the community. The B-2 district should accommodate a higher density concentration of retail, service, office and entertainment uses than other commercial districts in the Borough. The District is currently characterized by a variety of low-rise structures containing ground level retail and services with some multi-family residential apartments on the upper floors. A limited number of public and quasi-public uses including the U.S. Post Office are located within the District and Highlands Borough Hall is located at the intersection of Bay Avenue and Miller Street. Issues that have been identified along Bay Avenue include the mix of retail stores, hours of operation, signage, and aesthetic appearance.

A further expansion of the Borough's revitalization efforts is planned and should be supported. The BID has previously retained a marketing/retail expert to assist in preparing a strategic plan for the Bay Avenue corridor. The intention is to facilitate the District's development as a shopping and entertainment destination. The marketing efforts are designed for Highlands to compete more effectively with shopping malls and create an attractive and inviting downtown environment.

It is recommended that the marketing efforts be coordinated with all other revitalization and planning efforts of the Borough. Furthermore, the needs of businesses should be evaluated in light of comprehensive Borough goals and objectives. Unimproved land in Highlands is scarce, yet there are vacant storefronts and existing buildings in need of renovation or redevelopment. An opportunity exists to transform the CBD by creating a new identity and reorienting it from general retail to niche retail, specialty services and entertainment. This process is already underway through the public-private partnership between the Borough, the BID and local merchants. Coordinated planning is necessary to guarantee identify suitable locations for redevelopment, provide attractive streetscape amenities and address parking constraints. In redevelopment efforts, the Borough should consider targeting the CBD to attract an anchor use. Assembling land necessary to achieve this objective may only be achieved through formal redevelopment. It is anticipated that a Bay Avenue Redevelopment Plan will identify the type and scale of proposed uses, the interrelationship between retail users and their associated parking needs.

It is recommended that the redevelopment process as outlined under State statute be considered for portions of the CBD district.

Parking is an issue in the Central Business District, as it is in most waterfront locations throughout Highlands. New development in the District should provide off-street parking or a fee in lieu to the Borough's parking fund."

17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
 - HOUSING
The following table indicates Highlands' range of housing types. As indicated in the table, Highlands provides for a variety of housing types.

HOUSING DATA IN 2000
HIGHLANDS BOROUGH

Characteristics	Number	Percent
Total housing units	2,820	100
Occupied housing units	2,450	86.9
Vacant housing units	370	13.1
Tenure of occupied units		
Owner occupied	1,349	55.1
Renter occupied	1,101	44.9
Year Structure Built		
1999 to March 2000	9	0.3
1995-1998	53	1.9
1990-1994	95	3.4
1980-1989	516	18.3
1970-1979	509	18.0
1960-1969	292	10.4
1940-1959	686	24.3
1939 or earlier	660	23.4
Units in structure		
1 unit detached	1,205	42.7
1 unit attached	265	9.4
2 units	236	8.4
3 or 4 units	173	6.1
5 to 9 units	176	6.2
10 to 19 units	349	12.4
20 or more units	254	9.0
Mobile home	162	5.7
Number of rooms		
1 room	25	0.9
2 rooms	144	5.1
3 rooms	650	23.0
4 rooms	684	24.3
5 rooms	498	17.7
6 rooms	506	17.9
7 rooms	139	4.9
8 rooms	118	4.2
9 or more rooms	56	2.0

SOURCE: US Bureau of Census 2000.
COMPILED BY: T&M ASSOCIATES

- Recreation Opportunities

The Borough maintains a strong recreation program headed by the Borough's Recreation Director. The community center is located on Sandy Hook Bay, which provides for both indoor and outdoor active and passive recreation. The facility also contains a skate park, one of only a few in the area. The Borough is also considering applying for a Planning Incentive Grant to develop new recreation and open space lands/programs.

- Cultural Opportunities

Cultural opportunities are provided mainly in the form of the Borough's historic structures, most notably the Twin Lights.

- The Historical Society of Highlands promotes and preserves historical information, artifacts, sites, and structures pertaining to Highlands' history. The Historical Society meets monthly at the Robert Wilson Community Center, and has produced several books and other publications on the history of the Borough.
- The Society consists of four Board members (President, Vice-President, Secretary, and Treasurer). An annual membership can be acquired for a fee of five dollars. In addition to meeting about once a month, the Society sponsors annual events such as the Highlands House Tour each June.
- The Society has reproduced a historical booklet of Highlands' history that is available to the public. The Society has not officially designated any historic districts or areas of Highlands, although it does maintain a list of historic buildings, some of which may be eligible for designation as state and national historic buildings.
- The Twin Lights Historical Society was formed in 1956 by a group of citizens concerned about the decaying condition of the famous lighthouse. After the New Jersey Division of Parks and Forestry took over the lighthouse as a National Historic Site in 1962, the Society assisted with the preservation and restoration of the buildings. A maritime museum was established in the North Tower of the lighthouse, and today one of the Society's major responsibilities is the collecting and maintaining of historic objects displayed in the museum. The museum and gift shop are open year-round with varying hours.
- Twin Lights and the Route 36 Bridge over Shrewsbury River are the two official historical sites within the Borough.
 1. Twin Lights (Navesink Lighthouse) is on both the State and National Historic Registers.
 2. Route 36 Bridge over Shrewsbury River is under State Historic Preservation Office (SHPO) opinion.
- With its long history of development, Highlands Borough has several other buildings and sites that should be preserved to protect the historic value they produce to the community. Some of these buildings are structurally sound and have a rich history and community significance dating back nearly three centuries. The following is a list of sites that the Historical Society has identified as having historical significance. Once the sites are investigated, it

may be determined that some of them are eligible for listing on the State and National registers of historic places¹.

- Further studies many need to be commissioned in Highlands to determine other buildings that are eligible for registration as well as techniques for preservation and rehabilitation
- The Historical Society of Highlands Borough in conjunction with the Borough Planner should work to determine eligibility and to seek available funding to document sites and preservation techniques. Properties potentially having historical significance include:
 - The building currently occupied by the Clam Shanty located on Shrewsbury Avenue.
 - Sears Building located at the corner of Bay Avenue and Atlantic Avenue
 - Sea Scape Manor Bed & Breakfast located on Grand Tour
 - Water Witch House Bed & Breakfast
 - Grand Lady by the Sea Bed & Breakfast located on Navesink Avenue.
 - Stone stairs extending up cliff from Shore Drive
- Jobs

Total Private Sector Employment

The total number of private sector jobs² located in Highlands ranged from 513 in 1994 to 541 in 1997. Total covered employment is private sector or non-government jobs located in Highlands. As indicated in Table ED-1, the number of jobs increased by 5.5 percent or 28 jobs from 1994 to 1999. In comparison, Monmouth County created 16,039 jobs from 1994 to 1999. This represents an average annual growth rate ranging from 1.5 percent in 1996 to 2.2 percent in 1998 with an average of 1.76 percent. However, the minimal loss of jobs in 1999 (-2.5%) is an indication that the job market has stabilized. Retail jobs accounted for between 55 percent and 59 percent of all jobs from 1993 to 1997. As with many New Jersey shore communities many retail jobs are seasonal. Several factors including the local weather affect seasonal jobs along the New Jersey Shore. For example, a summer with numerous rainy weekends can distinguish between a profitable and less profitable season and this relationship directly affects the number of seasonal jobs.

18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to

¹ For a property to be designated as a state or national historic place it must be at least 50 years of age and demonstrate a high degree of physical integrity and significance in history or architecture.

² Covered employment is a monthly count of full and part-time employees who earned wages during the pay period as reported quarterly by employers covered by the New Jersey Unemployment Compensation Law. Basically, any employer paying at least \$1,000 in wages in the current or preceding calendar year is covered. Jobs not covered by the law include self-employed and unpaid family workers or certain agricultural and in-home domestic workers.

residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.

- The Draft Master Plan recommends the following:

A principal issue throughout the Borough is the desire to preserve the integrity of the existing single-family neighborhood by reducing the potential for encroaching commercial and multi-family uses and to provide flexibility to allow residential dwellings to be raised outside of the floodplain in accordance with FEMA regulations. Under current FEMA regulations the following improvements are required for new construction projects or substantial improvement projects (within the 100 year floodplain) to existing structures (when the value of the improvements' exceeds 50% of the market value of the structure):

 1. All structural components must be adequately connected and anchored to prevent flotation, collapse, or permanent lateral movement of the building during floods.
 2. Building materials and utility equipment must be resistant to flood damage. All machinery and equipment servicing the building must be elevated one foot above the Base Flood Elevation (BFE).
 3. All utilities must be flood proofed to at least two foot above the BFE including: furnaces, heat pumps, hot water heaters, air-conditioners, washers, dryers, refrigerators and similar appliances, elevator lift machinery, and electrical junction and circuit breakers boxes.
 4. Any space designed for human habitation must be elevated to one foot above or above the BFE, including bedroom, bathroom, kitchen, dining living, family and recreation room.
 5. Uses permitted in spaced below the BFE are vehicular parking, limited storage, and building access (stairs, stair-wells, and elevator shafts only, subject to design requirements described below for walls).
- An issue that is threatening the existing character of the Borough is the result of raising one or a few structures on a block above the BFE, while the remaining structures continue at their existing elevation. The following example, further elaborates this concept.
 - A resident intends to reconstruct a portion of their house estimated at costing more than 50% of its market value. Accordingly, the applicant/owner is required to meet the above reference FEMA standards. The lowest grade elevation where a foundation wall lies is 5 feet above mean sea level (MSL). The base flood elevation in the 100-year flood plain portion of the Borough is 10 feet above MSL. For this instance, the applicant is required to construct habitation areas at a minimum of 11 feet and 12 feet for utilities. This results in elevating some houses higher than other houses on the same block or district. The potential aesthetic results of only a percentage of properties complying with FEMA regulations can be devastating to the Borough.
- This Plan specifically recommends the creation of a user-friendly manual with illustrations indicating the necessary steps to build in the floodplain. The manual should indicate the approximate time-frame to complete the permitting process and recommend design solutions to minimize the effect of having houses situated adjacent to one another with distinct elevation changes.

- The Borough has also adopted design guidelines to regulate uses in the central business district.
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
- Yes. The entire Borough should be designated as a village center. The Borough also wishes to be considered as a transit friendly village (ferry). The draft master plan contains an Action Plan which could serve as the Borough's Planning Implementation Agenda.
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
- Possibly. In the draft Master Plan, the Borough has identified locations to be investigated for redevelopment.
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have carried out the required tasks listed in your Planning Implementation Agenda?
- N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
- N/A
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
- To implement the zoning recommendations identified in the master plan.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
- No Changes are proposed
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
- The NJDOT Highlands Bridge project should be indicated as an active DOT project with a corresponding project number;
 - The active rail line should be removed (Bay Ave. corridor);
 - The existing and proposed Heritage Trail should be indicated (through the region); and
 - Generally, local recreation and open space parcels are missing. We could provide this information to the State from the newly created GIS.

26. How can State Agencies better serve your municipality?
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Meeting Participants:

Paul Ricci, Borough Planner

Don Mandrodt

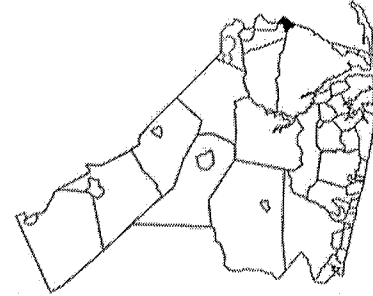
Bill Duncan

Chris Francy

Joseph Barris, MCPB PLANNER

Keansburg

The Borough of Keansburg consists of 0.95 square miles (2.5 km²) and is located on the Raritan Bay. The area was originally developed as a summer resort, complete with steamboat service to and from New York City. The classic bungalow dominates Keansburg's residential architecture as these summer homes have been converted to year round residences. The Keansburg amusement park and boardwalk come alive in the summer time, and attract families from all over northern Monmouth County.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	10,613	
1990	11,069	
2000	10,732	
2004 Estimate	10,761	
2000 Racial Composition		
	Number	Percent
White	10,014	93.3
Black	229	2.1
Asian and Other	489	4.6
Persons of Hispanic Origin	853	7.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	755	7.0
School Age (5-19 years)	2,431	22.7
Working Age (20-64 years)	6,339	59.1
Seniors (65+)	1,207	11.2

TAXES 2003		
Net Valuation \$000	270,965	
General Tax Rate	4.33	
Equalized Tax Rate Rank	51	

HOUSEHOLDS		
Year	Total Households	
1980	3,431	
1990	3,794	
2000	3,872	
2004	3,886	

HOUSING 2000			
Housing Units			
	Number	Percent	
Total	4,269	100.0	
Owner-Occupied	2,074	48.6	
Renter-Occupied	1,798	42.1	
Vacant	397	9.3	
Median Value Owner-Occupied	\$101,300		
Median Rent	\$639		

Types of Units			
Single Units			
	Number	Percent	
Total	2,773	100.0	
Detached:	2,634	95.0	
Attached:	139	5.0	
Multiple Units			
Total	1,496	100.0	
2-4 Units	719	48.1	
5-9 Units	174	11.6	
10+ Units	603	40.3	
Mobile Homes and Other	0	100.0	

EDUCATIONAL ATTAINMENT		
	Percent	
Population 25+ Years Old	100.0	
8th grade or less	6.7	
9th to 12th grade, no diploma	23.5	
High school diploma	39.2	
Some college, no degree	18.4	
Associate degree	2.8	
Bachelor's degree	6.7	
Graduate or professional degree	2.8	

INCOME			
	1989 Income (1990 Census)	1999 Income (2000 Census)	
Median Family	\$36,958	\$45,438	
Median Household	\$31,769	\$36,383	
Per Capita	\$12,279	\$17,417	

Prepared by the Monmouth County Planning Board
December 22, 2004

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Keansburg

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- Land Use Date: 8/ /62
- Housing Date: 11/29/88
- Circulation Date: 8/ /62
- Utility Date: 8/ /62
- Community Facilities Date: 11/29/88
- Recreation Date: 11/29/88
- Conservation Date: 11/29/88
- Econ. Development Date: 11/29/88
- Historic Preservation Date: 11/29/88
- Recycling Date: 11/29/88
- Master Plan Date: 8/1/88
 Re-examination Report
- Cap.Improvement Prog. Date:
- Official Map Date:

- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 11/29/88 _____
- 8/1/88 _____
- _____
- _____

ZONING

- Zoning Ordinance/
 Development Regulations Date: 7/24/72
- Most recent zoning map Date: 7/24/72

- 8/15/89, Amd. thru 5/19/92 _____
- 8/15/89 _____

**MUNICIPAL CROSS-ACCEPTANCE
QUESTIONNAIRE**

**BOROUGH OF KEANSBURG
Cross Acceptance Meeting – October 1, 2004**

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - The Borough Master Plan was adopted in 1988 and reexamined in 2000
 - There is no definitive vision statement in the current document
 - The vision of the community is to rehabilitate and revitalize the existing residential, commercial and beach areas

2. What are the top three planning issues facing your municipality?
 - No expansion of water capacity due to NJDEP regulations on wells
 - Limited access into and out of the Borough
 - Lack of open space

3. What planning projects is your municipality currently working on?
 - Maintaining and/or improving existing infrastructure
 - Roadway improvements including resurfacing, drainage and sidewalk replacement

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - The master plan supports the goals and principals of the MLUL

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - The master plan review process is conducted by the Planning Board Engineer.
 - Amendments to existing land use ordinances receive public input.

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
 - The Borough is an established suburban community located in a PA-1
 - Emphasis has been placed on maintaining, replacing and improving existing infrastructure.

7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
 - Water capacity is limited due to NJDEP regulations. However, water could be brought in from another water service provider.

- No capacity issues with sewer
 - Some roadways are narrow by today's standards.
 - There are very few roads that access directly with Route 36
8. Please explain how you involve the public in your planning process.
- Public hearings are held for adoption of reexamination reports or master plan updates
 - Planning Board hearings are open to the public for comment
9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
- The Borough will participate in the Bayshore Regional Development and Redevelopment Plan with Monmouth County
 - Bayshore Economic Development Commission
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
- No
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
- The Borough is in receipt of its grant and the Borough Engineer is currently working on developing the plan.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
- Participate in Clean Communities program
 - Conducts "clean sweeps" in the spring and fall
 - The Borough cleans the beachfront
 - Maintains the trash cans in the business and beachfront areas
 - Litter control ordinances
 - Beginning to mark up storm drains
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
- Beaches are our greatest natural resource.
 - Public works is in charge of cleaning and maintaining the beach area.
 - The Borough has purchased equipment to help clean beaches
 - The Borough is also responsible from securing an annual permit from NJDEP to clean up the beach area.

14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
 - There are several bus stops in the community, including bus shelters.
 - The police existing roadway regulations.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
 - Housing rehabilitation program (Keansburg is a COAH receiving community).
 - Commercial abatement ordinance
16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
 - The town is almost fully developed
 - Traditional mixed use (residential/business) in commercial districts
17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
 - Single family housing
 - Multi family housing (most apartments are in existing homes)
 - Garden apartments (federally subsidized)
 - Three senior complexes
 - Several multi families have been converted back into single families
 - Mostly small business/personal services are provided by the commercial areas
 - Schools and nursing home are the largest employers
 - The recreation department coordinates sports/recreation for children
 - Summer concert series
 - Holiday events
18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
 - A beautification committee has been formed and has been working on improving the beaches and downtown district.
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
 - The first step is to work with the County on the Bayshore Regional Development/Redevelopment Plan.

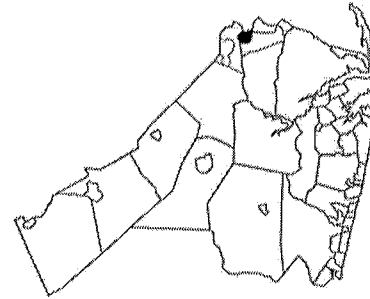
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
 - N/A
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have you carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - Not aware of any
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - Participate in the County's Bayshore Regional Development/Redevelopment Plan
 - No zoning changes have taken place in about 15 years.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - None
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - None
26. How can State Agencies better serve your municipality?
 - The Borough shouldn't have to secure a "beach clean up" permit from NJDEP on an annual basis.
 - CAFRA permit turn around time
27. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's *Draft Planning Indicator Report* that will be used to measure and monitor our planning progress in the county?
 - N/A
28. How can our county assist you with your planning efforts?
 - Most of our work with the county involves community development and other types of services.

Meeting Participants:

Tom Cusick, Municipal Clerk
Joseph Barris, MCPB Planner

Keyport

The Borough of Keyport has a land area of 1.4 square miles (3.6 km²) and is located on the Bayshore at the mouth of Matawan Creek, earning the nickname, Gateway to the Bayshore. Keyport's downtown business district, part of Keyport's historic district, has been central to the Bayshore area for many years, and is being strengthened through revitalization efforts. Keyport's geographic location has fostered many harbor facilities and a strong charter boat industry.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATIONAL ATTAINMENT		
Total Population			<u>Year</u>	<u>Total Households</u>				
<u>Year</u>	<u>Number</u>		1980	2,957		<u>Percent</u>		
1980	7,413		1990	3,161		Population 25+ Years Old 100.0		
1990	7,586		2000	3,264		8th grade or less 5.9		
2000	7,568		2004	3,283		9th to 12th grade, no diploma 11.2		
2004 Estimate	7,593					High school diploma 35.8		
2000 Racial Composition			HOUSING 2000			Some college, no degree 24.9		
	<u>Number</u>	<u>Percent</u>	<u>Housing Units</u>			Associate degree 6.3		
White	6,447	85.2	<u>Number</u>	<u>Percent</u>		Bachelor's degree 9.3		
Black	531	7.0	<u>Total</u>	3,400 100.0		Graduate or professional degree 6.6		
Asian and Other	590	7.8	Owner-Occupied	1,645 48.4				
Persons of Hispanic Origin	839	11.1	Renter-Occupied	1,619 47.6				
2000 Age Composition			Vacant	136 4.0				
	<u>Number</u>	<u>Percent</u>	Median Value Owner-Occupied	\$140,800				
Pre-School (0-4 years)	443	5.9	Median Rent	\$629				
School Age (5-19 years)	1,370	18.1	<u>Types of Units</u>			INCOME		
Working Age (20-64 years)	4,536	59.9	<u>Single Units</u>	<u>Number</u>	<u>Percent</u>	<u>1989 Income (1990 Census)</u> <u>1999 Income (2000 Census)</u>		
Seniors (65+)	1,219	16.1	Total	1,792	100.0	Median Family	\$41,267	\$58,176
			Detached:	1,581	88.2	Median Household	\$31,606	\$43,869
			Attached:	211	11.8	Per Capita	\$15,050	\$23,288
			<u>Multiple Units</u>					
			Total	1,578	100.0			
			2-4 Units	489	31.0			
			5-9 Units	122	7.7			
			10+ Units	967	61.3			
			<u>Mobile Homes and Other</u>	30	100.0			
TAXES 2003								
Net Valuation \$000	326,385							
General Tax Rate	3.62							
Equalized Tax Rate Rank	42							
Prepared by the Monmouth County Planning Board December 22, 2004								

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Keyport

MASTER PLAN ELEMENTS

- Land Use Date: / /65
- Housing Date: / /65
- Circulation Date: / /65
- Utility Date: / /65
- Community Facilities Date: / /65
- Recreation Date: / /65
- Conservation Date:
- Econ. Development Date:
- Historic Preservation Date:
- Recycling Date: / /65
- Master Plan
 Re-examination Report Date: 12/3/90
- Cap.Improvement Prog. Date: / /65
- Official Map Date: / /65

UPDATES & CHANGES

- 9/28/89 _____
- 9/28/89 _____
- / /65 _____
- / /65 _____
- / /65 _____
- _____
- 9/28/89 _____
- _____
- _____
- 9/28/89 _____
- 12/3/90; 12/3/01 _____
- 1996-1998 _____
- / /65 _____
- 1/29/79, Amd. thru 10/20/98 _____
- 7/10/90 _____

ZONING

- Zoning Ordinance/
 Development Regulations Date: 2/1/77
- Most recent
 zoning map Date: 7/22/75

MUNICIPAL CROSS-ACCEPTANCE QUESTIONNAIRE

BOROUGH OF KEYPORT Cross Acceptance Meeting – August 4, 2004

Note: Keyport Smart Growth process is available through the web site www.keyportonline.com (articles, reports, photos, surveys, power point presentations, concept maps)

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - The Borough is developing a vision through the Keyport Smart Growth Waterfront and Downtown Redevelopment Study/Plan. The Keyport received a grant from the Office of Smart Growth and financial assistance from the Keyport Business Alliance to conduct a smart growth study and develop a plan for the area in and around the downtown waterfront.
 - As part of the plan/study, Project for Public Spaces facilitated a “place making” or visioning workshop in June of 2004. During the workshop, residents worked with members of the Plan’s Steering Committee and Topical Committees, city staff and other stakeholders to create a vision for the future of Keyport’s waterfront and downtown. Approximately 45 participants worked in small teams to evaluate four sites in the area to discuss short and long term improvements.
 - The plan will provide: (1) detailed redevelopment plans for designated redevelopment and revitalization areas; (2) modifications to downtown/waterfront zoning districts; (3) design standards for the downtown; (4) recommendations for park and open space improvements; (5) recommendations for parking and circulation improvements in the downtown; (6) recommended improvements for circulation in the neighborhoods including traffic calming; (7) a market study for downtown real estate, focusing on retail, but including office and housing (8) new land use regulations. Working with the OSP the process will include plan endorsement by the state.

2. What are the top three planning issues facing your municipality?
 - Waterfront redevelopment
 - Downtown revitalization
 - Cleaning up and creating a viable use out of the Aeromarine site.

3. What planning projects is your municipality currently working on?
 - Keyport Smart Growth Waterfront & Downtown Redevelopment Study/Plan
 - Capital improvements including bulkhead replacement, green acres pier replacement, approvals to dredge the harbor, American Legion Drive replacement, downtown and waterfront parking

- Brownfield application w/ Monmouth County
 - Façade improvement program,
 - Bed and Breakfast Use
 - Ferry service
 - Multi family conversions to single family dwellings
 - Creating links with commercial and waterfront recreational passive/active uses
4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
- The study/plan is funded in part by the Office of Smart Growth. The final plan resulting from this process will incorporate many smart growth goals, objectives and policies as outlined in the State Development and Redevelopment Plan. Examples of this include revitalizing residential areas, supporting mixed uses in the downtown, cleaning up and redeveloping brownfield sites and strengthening pedestrian circulation between residential, commercial and recreational areas.
5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
- See #8
6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
- Areas of Keyport that are not in the Metropolitan Area are in an Environmentally Sensitive Planning Area (PA-5). PA-5 areas correspond to areas that frequently flood along stream corridors.
7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
- Impact studies for infrastructure are required for larger scaled developments
 - Bayshore Sewerage Authority requires upgrades as part of a development application
 - Most of the infrastructure is old and needs to be replaced. There isn't a plan to expand capacity. Bonding was recently done to evaluate all existing sewer and water lines to determine which ones need to be replaced.
 - Water is drawn from wells for three months of the year. Water is supplied from the Manasquan Reservoir for the other nine months. Because of the restrictions on wells, water costs are quite high.
 - Roads have been improved throughout the town
 - Drainage (runoff) is an issue as the town is trying to stop sump pumps draining into sewer lines.

8. Please explain how you involve the public in your planning process.
Not only has the planning process for the smart growth study been open to the public, it has relied heavily on public involvement and participation.
- Topical committees have been formed to address waterfront, transportation, business, and residential issues. The chairperson of each topical committee serves of the study's steering committee.
 - The steering committee is comprised of 30 members (residents, business leaders and officials), who interface with the Unified Board, planning professionals and other officials
 - Charettes were held to discuss findings from the placemaking workshop (see #1).
 - At the kick off meeting for the study, over seventy members of the community volunteered to participate on committees.
 - Public notification includes advertising in local papers, school announcements, written and e-mail notices, and a web site.
9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
- There is no regional entity to plan for the Bayshore area. There is, however, a Bayshore Development Office.
 - The Borough will participate in the County's Bayshore Regional Plan
 - BEDIS (Bayshore Economic Development Implementation Strategy) provides a regional plan for the nine town Bayshore Region in Monmouth County. The plan was completed in 1997. Keyport participated in the planning process along with the Bayshore Development Office.
10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
- TDR is being considered.
11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
- Keyport has received its NJDEP permit and has hired an engineering consulting firm to draft a Stormwater Management Plan for the Borough.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
- Integrated Pesticide Program (Resolution from Environmental Commission)
 - Stormwater grates have been marked with fish as part of a public awareness campaign for water pollution.
 - Recycling and recycling center (2 centers in town) Web access to regulations
 - Stormwater management design standards
 - Water testing of streams by local scout troops
 - Sponsor a community beach clean up day

- Keyport Business Alliance supplements cleaning for curbs and sidewalks in the downtown business district
 - General ordinance require gutter cleaning into the street line.
 - Street cleaning as part of routine roadway maintenance
 - Bulk pickups are performed
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
- NJDEP regulates development in stream corridors and in wetland areas. CAFRA areas require larger stream setbacks.
 - New zoning recommendations will be part of the smart growth plan. This may include measures to protect the environment and natural resources.
14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
- A traffic circulation study will be performed as part of the smart growth plan.
 - There is no rail service in town. The nearest rail service is Aberdeen/Matawan and Hazlet stations.
 - Bus service is available in town but there are no noticeable bus stops.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
- The Borough is considering through the smart growth planning process the uses incentive programs for the conversion of multi family homes back into single family homes.
 - The smart growth plan is going to recommend design standards/guidelines for both residential and commercial areas in the redevelopment and revitalization area.
16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- Mixed uses, including residential, are currently not permitted in the downtown business district but will be addressed through the planning process.
 - The smart growth plan is going to recommend design standards/guidelines for both residential and commercial areas in the redevelopment and revitalization areas.
 - A market analysis will be done as part of the smart growth plan to identify new uses for the downtown.
 - A business survey was completed by the topical business smart growth committee and is available on www.keyportonline.com (Resident/Smart Growth)

17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
- Over 500 businesses are located in the Borough. This includes downtown business, office/professional in converted homes, and highway commercial business along Routes 35 & 36.
 - Housing sizes and styles include apartments over commercial uses, apartments, senior apartments, single family homes, multi-family dwellings, and historic Victorian homes.
 - Senior center provides activities and is located in a historic school.
 - Two museums (fireman and steamboat dock)
 - Holiday home tours of Victorian homes.
 - Waterfront recreational activities during summer months
 - Festivals
 - Recreation departments coordinates trips to cultural and sporting events, concerts.
18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
- Drafting design standards is part of the scope of work for the redevelopment plan. Design standards will be recommended for the residential revitalization area as well as the downtown/business redevelopment area.
 - Recommendations for motor vehicle, bicycle and pedestrian circulation will be addressed in the smart growth plan
 - Mixed use exists in the downtown. Expanding the types of uses in the downtown area will be discussed once the market analysis is completed.
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
- Yes, either by itself through the Smart Growth Planning Grant as an endorsed plan, and as part of a regionally endorsed plan with assistance from Monmouth County.
 - A transit village designation was applied for and not awarded in 2003. It may be considered at a future date.
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
- N/A

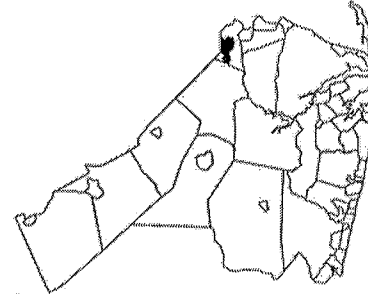
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have you carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - Keep working on the public relations end of what the State Development and Redevelopment Plan is all about.
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - Participate in the County's Bayshore Regional Development/Redevelopment Plan
 - Incorporate smart growth principals into our downtown/waterfront smart growth plan.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - Pending (*may include planning area change for aeromarine site from PA-5 to PA-1 and adding a park layer*)
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - Defer to County findings of discrepancies with the data.
26. How can State Agencies better serve your municipality?
 - Support our efforts to dredge the harbor to maximize our waterfront revitalization objectives.
 - Keyport is most appreciative of the help and effort provided by the Office of Smart Growth
27. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's *Draft Planning Indicator Report* that will be used to measure and monitor our planning progress in the county?
 - No comment
28. How can our county assist you with your planning efforts?
 - Support smart growth efforts taking place in Keyport and assist in coordinating local, county and state initiatives.

Meeting Participants:

John Doyle, Borough Council
Kathy Shaw, Keyport Business Alliance
Joseph Barris, MCPB Planner

Matawan

The Borough of Matawan has a land area of 2.26 square miles (5.9 km²) and is located within the Bayshore region of northwest Monmouth County. Situated at the head of the Matawan Creek, the borough has a rich history as a shipping center. Today, Matawan is a fully developed suburban community with a wide range of housing types, and commercial uses concentrated along Main Street. The town is very popular with commuters to New York City, since Matawan's train station is the northernmost stop within the county.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATIONAL ATTAINMENT		
Total Population			Year	Total Households				
Year	Number		1980	3,086		Percent		
1980	8,837		1990	3,523		Population 25+ Years Old 100.0		
1990	9,270		2000	3,531		8th grade or less 3.9		
2000	8,910		2004	3,554		9th to 12th grade, no diploma 7.8		
2004 Estimate	8,979					High school diploma 28.8		
2000 Racial Composition			HOUSING 2000			Some college, no degree 20.4		
	Number	Percent	Housing Units			Associate degree 8.8		
			Number	Percent		Bachelor's degree 18.9		
White	7,337	82.3	Total	3,656	100.0	Graduate or professional degree 11.5		
Black	582	6.5	Owner-Occupied	2,099	57.4			
Asian and Other	991	11.1	Renter-Occupied	1,451	39.7			
Persons of Hispanic Origin	575	6.5	Vacant	106	2.9			
2000 Age Composition			Median Value Owner-Occupied	\$177,200				
	Number	Percent	Median Rent	\$740				
Pre-School (0-4 years)	562	6.3	Types of Units			INCOME		
School Age (5-19 years)	1,631	18.3	Single Units	Number	Percent	1989 Income (1990 Census)	1999 Income (2000 Census)	
Working Age (20-64 years)	5,782	64.9	Total	2,214	100.0	Median Family	\$55,187	\$72,183
Seniors (65+)	935	10.5	Detached:	2,123	95.9	Median Household	\$46,148	\$63,594
			Attached:	91	4.1	Per Capita	\$20,345	\$30,320
			Multiple Units					
			Total	1,442	100.0			
			2-4 Units	451	31.3			
			5-9 Units	305	21.2			
			10+ Units	686	47.6			
			Mobile Homes and Other	0	100.0			
TAXES 2003			Prepared by the Monmouth County Planning Board					
Net Valuation \$000	427,305		December 22, 2004					
General Tax Rate	4.20							
Equalized Tax Rate Rank	48							

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Matawan

MASTER PLAN ELEMENTS

UPDATES & CHANGES

- Land Use Date: 12/15/65
- Housing Date: 12/15/65
- Circulation Date: 12/15/65
- Utility Date:
- Community Facilities Date: 12/15/65
- Recreation Date: 12/15/65
- Conservation Date:
- Econ. Development Date:
- Historic Preservation Date:
- Recycling Date:
- Master Plan Date: 7/13/82
 Re-examination Report
- Cap.Improvement Prog. Date:
- Official Map Date: 6/25/96

- 12/15/65; 6/12/03 _____
- 1/ /89; 6/12/03 _____
- 12/15/65 _____
- _____
- 12/15/65 _____
- 12/15/65 _____
- _____
- _____
- _____
- _____
- 1/ /89; 6/12/03 _____
- _____
- 6/25/96 _____

ZONING

- Zoning Ordinance/ Date: 4/ /79
 Development Regulations
- Most recent Date: 5/ /94
 zoning map

- 12/31/87, Amd. thru 12/19/95 _____
- 6/25/96 _____

**MUNICIPAL CROSS-ACCEPTANCE
QUESTIONNAIRE**

**BOROUGH OF MATAWAN
Cross Acceptance Meeting - September 14, 2004**

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - The vision of the Borough is expressed through the recent redevelopment plan. The plan seeks to maintain the appearance and residential character of the community by implementing a transit village in and around the train station.

2. What are the top three planning issues facing your municipality?
 - Redevelopment of the train station area
 - Affordable housing
 - Transportation and traffic

3. What planning projects is your municipality currently working on?
 - Downtown streetscape program
 - Five year infrastructure capital improvement program including roads, water, sewer, and parks.
 - Implementation of the redevelopment plan for the train station.
 - Park renovation with assistance from Green Acres.
 - Lakefront restoration and reconstruction through affordable living grants
 - Roadway and traffic improvements

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - The state policies regarding PA-1 and transit village development are incorporated into the Borough's new master plan.
 - a. Neighborhood preservation
 - b. Open space/recreation acquisition and development
 - c. Traffic congestion mitigation and safety improvements
 - d. Transit village approach

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - Matawan has looked at planning from both a local and regional perspective.
 - The Borough updates or reexamines the master plan at least every six years in conformance with the requirements of the MLUL.
 - Redevelopment efforts have relied on establishing successful public/private partnerships.

- Comprehensive infrastructure plan
 - Public involvement with the redevelopment plan process
6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
 - Since Matawan is an established suburban community, most of the efforts are focused on typical PA-1 planning issues such as replacement of aging infrastructure, improving roadways (signalization and traffic calming) and sidewalks, new infill development and redevelopment around transit nodes.
 7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
 - Community infrastructure (traffic, water, sewer) was reviewed during the redevelopment planning process.
 - The Borough is currently at capacity with regards to sewer and water
 8. Please explain how you involve the public in your planning process.
 - For the redevelopment plan, the Borough ensured public involvement by forming focus groups and holding many public hearings.
 - Regularly scheduled public hearings are noticed in the local paper
 - Planning board meetings allow for public comment
 - Master plan updates and reexaminations require public hearings
 9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
 - The Borough has worked closely with NJDEP Green Acres to restore and rehabilitate open space in the community.
 - In the past, Matawan has worked with Aberdeen on planning for the area in and around the Aberdeen-Matawan train station.
 - The Borough is prepared to participate in a Bayshore Regional Strategic Development and Redevelopment Plan.
 10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
 - No
 11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
 - Matawan has formed a stormwater plan committee to address the NJDEP rules
 - The plan will be completed by April 2005 as required by NJDEP
 - A proposal outlining implementation of the stormwater management rules will be completed by the end of September 2005

12. Is your municipality involved in any pollution prevention program? If so, please explain.
- Recycling
 - Pest control
 - Treatment of lakes to manage unwanted vegetation
 - Garbage pickup is accomplished through a private hauler
 - Bulk pickup is available, so are white goods for a cost
 - Street cleaning is done by public works
 - Leaf and brush pickup is also done by public works
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
- Steep slope ordinance
 - The master plan recommends a buffer be placed around sensitive lands; this has been incorporated into the design standards
 - All wetlands in the Borough have been delineated and recorded by book and page
 - A conservation easement is placed over all wetlands and critical environmental sites on a property being developed
14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
- A traffic study was conducted as part of the redevelopment plan to address impacts on the local and regional circulation/transportation system.
 - Efforts are underway to provide traffic calming along roads inundated with heavy truck traffic
 - The redevelopment plan addresses transit friendly development around the train station.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
- Expansion of the streetscape program taking place in downtown
 - Preservation of historic character using a historic overlay zoning district
16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- Land use and zoning regulations foster a mixed used historic downtown district

17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
- Matawan hosts a wide range of housing types (historic Victorian, contemporary single family, multi family). Approximately 50% of the housing are rental units.
 - Downtown is a mix of small sized businesses and apartments
 - Other commercial ratables includes highway commercial development along Route 34
 - A strong local recreation program is coordinated by the Borough
 - The senior citizen program is extensive and very active in the community
18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
- DPD-Downtown Preservation District (Historic Overlay Zone)
 - Transit village redevelopment around the train station.
 - Streetscape program
 - Sidewalks are located throughout the Borough; a complete sidewalk network is in place for pedestrian circulation. Sidewalk replacement is underway as part of the streetscape program.
 - Signage regulations for downtown
 - Decorative street light standards
 - The Borough is seeking funding for more bikeway and pedestrian access (trails/routes/etc.)
 - Matawan will be the central transition point of the Henry Hudson Trail. Points east will lead to the Raritan Bayshore while points south will lead to Central Monmouth (Freehold Borough)
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
- Matawan would like to seek regional endorsement first under the Bayshore Regional Strategic Plan with local endorsement to follow.
20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
- No; however the State Plan Map should identify approved redevelopment areas

21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have you carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A; however approved transit villages should be considered a type of center and noted accordingly.
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - None
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - Matawan's planning is already consistent with the State and County Plan. Consistency will strengthen with the Borough's participation in the Bayshore Regional plan.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.
 - Redevelopment areas should be shown
 - Historic district boundaries
 - Add local parks
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - None. We agree with the proposed planning area changes shown on the map.
26. How can State Agencies better serve your municipality?
 - Green acres has been very helpful and supportive.
 - NJDOT has been responsive with state aid
27. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's *Draft Planning Indicator Report* that will be used to measure and monitor our planning progress in the county?
 - No comments
28. How can our county assist you with your planning efforts?
 - Provide a regional traffic study.
 - County employment and projections are acceptable.

Meeting Participants:

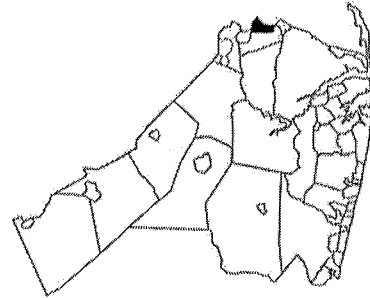
Robert Bucco, Engineer

Lester J. Nebenzahl, Planner

Joseph Barris, MCPB Planner

Union Beach

The Borough of Union Beach has a land area of 1.8 square miles (4.7 km²) and is located on the Raritan Bay in the northern Bayshore area of Monmouth County. Originally known as Union City, the area was developed as a trade center for agricultural goods. Many people visit Union Beach's waterfront restaurants to enjoy the lovely view of the bay. Today, Union Beach is a predominately residential area with modest homes and good transportation access to points north.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATIONAL ATTAINMENT		
<u>Total Population</u>			<u>Year</u>	<u>Total Households</u>				
<u>Year</u>	<u>Number</u>		1980	1,967		<u>Percent</u>		
1980	6,354		1990	1,978		Population 25+ Years Old	100.0	
1990	6,156		2000	2,143		8th grade or less	4.8	
2000	6,649		2004	2,189		9th to 12th grade, no diploma	16.2	
2004 Estimate	6,782					High school diploma	46.1	
<u>2000 Racial Composition</u>			HOUSING 2000			Some college, no degree	19.5	
	<u>Number</u>	<u>Percent</u>	<u>Housing Units</u>			Associate degree	4.9	
White	6,280	94.5	<u>Number</u>	<u>Percent</u>		Bachelor's degree	6.5	
Black	58	0.9	<u>Total</u>	2,229 100.0		Graduate or professional degree	2.0	
Asian and Other	311	4.7	Owner-Occupied	1,800 80.8				
Persons of Hispanic Origin	538	8.1	Renter-Occupied	343 15.4				
<u>2000 Age Composition</u>			Vacant	86 3.9				
	<u>Number</u>	<u>Percent</u>	Median Value Owner- Occupied	\$132,800				
Pre-School (0-4 years)	483	7.3	Median Rent	\$780				
School Age (5-19 years)	1,626	24.5	<u>Types of Units</u>			INCOME		
Working Age (20-64 years)	4,042	60.8	<u>Single Units</u>	<u>Number</u>	<u>Percent</u>	<u>1989 Income</u>	<u>1999 Income</u>	
Seniors (65+)	498	7.5	Total	2,111	100.0	(1990 Census)	(2000 Census)	
			Detached:	2,066	97.9	Median Family	\$40,977	\$65,179
			Attached:	45	2.1	Median Household	\$38,926	\$59,946
			<u>Multiple Units</u>			Per Capita	\$12,633	\$20,973
			Total	118	100.0			
			2-4 Units	108	91.5			
			5-9 Units	10	8.5			
			10+ Units	0	0.0			
			<u>Mobile Homes and Other</u>	0	100.0			
TAXES 2003								
Net Valuation \$000	439,187							
General Tax Rate	2.37							
Equalized Tax Rate Rank	17							
Prepared by the Monmouth County Planning Board December 22, 2004								

MASTER PLAN AND ZONING ORDINANCE INVENTORY

If the document found in our files is the most recently adopted, please check the box. If an updated document has been prepared, please indicate the date of adoption on the form and send us a copy of the document via certified mail. If your master plan or zoning ordinance is currently being revised, please indicate the anticipated date of completion.

Municipality: Borough of Union Beach

MASTER PLAN ELEMENTS

- Land Use Date: 5/3/79
- Housing Date: 5/3/79
- Circulation Date: 5/3/79
- Utility Date: 5/3/79
- Community Facilities Date: 5/3/79
- Recreation Date: 5/3/79
- Conservation Date: 5/3/79
- Econ. Development Date:
- Historic Preservation Date: 5/3/79
- Recycling Date: 5/17/89
- Master Plan
Re-examination Report Date: 7/ /89
- Cap.Improvement Prog. Date:
- Official Map Date:

UPDATES & CHANGES

- 1985 _____
- 5/3/79 _____
- 5/3/79 _____
- 1985 _____
- 1985 _____
- 1985 _____
- 1985 _____
- _____
- 1985 _____
- 5/17/89 (Draft) _____
- 2/17/98 _____
- _____
- _____

ZONING

- Zoning Ordinance/
Development Regulations Date: 3/27/86
- Most recent
zoning map Date: 5/24/79

- Amd. thru 6/20/02 _____
- 9/13/84, Amd. thru 2/2/01 _____

**MUNICIPAL CROSS-ACCEPTANCE
QUESTIONNAIRE**

**BOROUGH OF UNION BEACH
Cross Acceptance Meeting – July 13, 2004**

1. What is your vision for your municipality in the next five to ten years? What steps are you taking to implement your vision? Is your vision described in any planning documents?
 - Union Beach will develop a community/planning vision during the next update of the community's master plan. Any vision statement will speak to issues such as historic preservation, revitalization initiatives, shore line preservation/reconstruction, and new infill development in established neighborhoods.

2. What are the top three planning issues facing your municipality?
 - Revitalization and rehabilitation
 - Recreation (more open space acquisition and facility rehabilitation)
 - Attracting better/higher end ratables along Route 36.

3. What planning projects is your municipality currently working on?
 - Union Beach is preparing to update the entire municipal master plan.
 - Implementing the capital improvement program for roadway reconstruction.
 - Stormwater management planning in accordance with NJDEP rules.

4. Please give examples of how your municipality incorporated any goals, objectives and policies of the adopted State Development and Redevelopment Plan into your master plan, zoning ordinance or any other Planning reports.
 - Since the planning goals of the state and municipality are quite similar, the Borough will incorporate the goals and objectives of the State Development and Redevelopment Plan into the next Union Beach master plan.
 - Although the Borough hasn't done a complete update of the master plan in quite some time, it has maintained conformance with the M.L.U.L. by reexamining the master plan within the given six year time period. Each master plan reexamination report includes a list of Borough objectives and principals which are consistent with the M.L.U.L.

5. Please explain how your municipality takes a comprehensive approach to preparing your Master Plan and other plans.
 - Union Beach takes a comprehensive approach to preparing and periodically reviewing its mater plan. The new master plan will address issues such as land use, housing, circulation, revitalization, parks, open space and the environment..

6. Please explain how your designated municipal planning areas relate to your master plan, your land development regulations and capital improvement plan.
 - The Master Plan and Land Development Regulations are reviewed periodically and amended for consistency with each other.
 - The Borough has a very successful capital improvement plan which budgets funds for infrastructure improvement.

7. Please explain how your municipality's planning efforts take into account current and planned infrastructure capacity.
 - For the past ten years the capital improvement plan has addressed infrastructure condition and capacity. Most of the improvements have been focused on replacing aging infrastructure including roads, water and sewer. The capacity of the sewer and water system is adequate to serve existing residents and businesses. Any new development under a redevelopment plan will have to address infrastructure capacity and provide for system improvements as necessary.

8. Please explain how you involve the public in your planning process.
 - The public participates at regular and special meetings of the Planning Board and Borough Council.
 - Citizen advisory committee is involved with Community Development issues (appointed by Mayor and approved by Council)

9. Please explain how your municipality participates in regional planning efforts such as Smart Growth Regional Development Plans, regional environmental planning, transportation planning or economic development.
 - Union Beach participates in regional planning efforts including flood protection planning through FEMA.
 - Other regional planning initiatives include the pending Bayshore Regional Development/Redevelopment Plan, environmental health, regional sanitary sewerage service and transportation.

10. Is your municipality considering a transfer of development rights program? If so, where and for what purpose?
 - It would depend on how inter and/or intra municipal TDRs can help implement revitalization initiatives in Union Beach.

11. How does your municipality intend to implement the requirements of the new Stormwater Management Rules?
 - Union Beach has applied for and received the stormwater permit required by NJDEP. The Borough is awaiting grant money from the State to draft a stormwater management plan and associated ordinances.
 - The Borough recently purchased a new street sweeper and is developing a program for street cleaning.

- Union Beach is in the process of replacing old drainage heads with new water quality heads. This has been done for some time in conjunction with road improvements (capital improvement plan).
 - A stormwater management plan is already in place for FEMA. The Borough will build off of this plan for NJDEP purposes.
12. Is your municipality involved in any pollution prevention program? If so, please explain.
- Recycling program
 - Haz-mat is part of the Borough's emergency management response team
 - Litter ordinances
 - Public works makes dumpsters available to the public for garbage/recycling drop off.
 - Bulk pick-ups and special pick-ups are available for large items such as appliances.
13. Please explain how your municipality preserves and protects its natural resources such as wetlands, woodlands, prime farmland, beaches, steep slopes and stream corridors? What preservation measures are found in your zoning ordinance?
- NJDEP is responsible for wetlands regulations.
 - FEMA requires new structures to be constructed above the 100 year flood plain.
 - Any fill of a site is regulated by NJDEP.
 - The Borough ordinance protects flood hazard and coastal high hazard areas.
 - The Borough acquires and accepts environmentally sensitive lands including wetlands, stream corridors and flood plains. These areas are designated as conservation areas in the Master Plan.
14. Please explain how your municipality addresses traffic congestion? Please describe how your municipality provides transit friendly development around bus stops and/or train stations.
- The Borough has applied to NJDOT to replace existing bus shelters with ones that are more aesthetically pleasing and fit better into downtown and residential neighborhoods.
 - Most of the traffic in town occurs during the summer weekends. Many people come from the surrounding area to enjoy the bay front in Union Beach.
 - NJTransit busses serve the community along Union/Florence/Front Streets and along Route 36.
15. Please describe any commercial or residential revitalization efforts taking place in your municipality?
- The Union Beach Beachfront redevelopment project restored the beachfront area, enhanced public access to the beach, and helped to upgrade adjacent commercial and residential areas.
 - Union Beach participates in the county's Housing Improvement Program.

- Most revitalization has taken place through the private market. Many people are improving homes with additions and upgrades. Some of the vacant parcels have become residential infill.
16. How does your municipality encourage development and redevelopment that contributes to well designed, mixed use communities?
- The Borough has adopted zoning ordinances that permit mixed use development in some business zones.
 - The Borough intends to address more specific design initiatives through a comprehensive program for revitalization and rehabilitation.
17. Please explain how your municipality provides a range of housing types, services, jobs and recreational and cultural opportunities for your residents.
- There already exists in Union Beach a variety of housing styles and types. Most of the small bungalow housing reminiscent of the 1920's Bayshore tourism economy has been converted, expanded and improved into year round housing. Other housing includes the traditional post WWII suburban types of development. New infill can be seen in towns as older homes are being replaced by new ones.
 - The Borough has zoning that allows for mixed use developments.
 - The Borough is home to some small businesses including personal services and restaurants.
18. Please explain how your municipality has introduced new design concepts to improve the appearance and functioning of existing residential and non-residential developments. Some of these concepts include creating innovative design standards for major corridors, providing pedestrian and bicycle connections to residential and commercial areas, linking adjacent shopping centers and allowing a mix of uses to reduce vehicular trips.
- This is the fourth year that the Borough has participated in the County program for curb and sidewalk reconstruction. ADA access, drainage improvements, sidewalk infill and expansion as well as curb replacement and installation are all part of the county program. There is enough of a sidewalk network now to provide for continuous pedestrian movement from Borough Hall to the shoreline.
19. Is your municipality interested in going through the Plan Endorsement process in order to receive priority funding and technical assistance from state agencies? Is your municipality interested in designating any centers, cores or nodes during Plan Endorsement? Please explain.
- Plan endorsement would have to be sought in a regional context due to financial and time constraints.

20. Is your municipality interested in identifying a community development boundary around a center that indicates where development and redevelopment should be concentrated?
 - N/A
21. For those municipalities that have been designated centers by the State Planning Commission, please explain how you have carried out the required tasks listed in your Planning Implementation Agenda?
 - N/A
22. Please describe any specific objections to the goals, strategies, and policies in the State Plan.
 - The Borough does not have a specific objection to the State Development and Redevelopment Plan.
23. Please explain what your municipality can do to reach a higher degree of consistency with County and State Plans? Please describe any zoning or Master Plan changes you are contemplating to be more consistent with your municipal Planning Area designations.
 - The Borough is considering adding senior housing as part of the zone plan. This would provide housing for seniors in a location near recreation, transportation and personal services.
 - Plan endorsement would advance consistency between the County, State and Municipal plans.
24. Please indicate any map amendments to the State Plan Map that your municipality would like to initiate on the attached map.

See Map

 - CES along beachfront. This is consistent with other Monmouth County beaches and supports the states efforts to enhance and preserve environmental sites within metropolitan planning areas.
 - Relocate part of the newly proposed "park" layer along Front Street so it does not overlay existing homes in the PA-1.
25. Please list any conflicts or inaccuracies that you found with the State Information Layers.
 - None
26. How can State Agencies better serve your municipality?
 - The Borough has submitted a Smart Growth Grant proposal and is awaiting a reply. The grant was submitted in September 2003.

27. Please list any comments that your municipality has with the planning indicators described in the Monmouth County Planning Board's Draft Planning Indicator Report that will be used to measure and monitor our planning progress in the county?
- No comments
28. How can our county assist you with your planning efforts?
- Stormwater Management
 - Regional planning initiatives such as the Bayshore Regional Strategic Plan to help Coordinate the State and County.
 - Technical assistance from the County.
 - Community Development assistance
 - Continue the program for sidewalk/curb/road improvements

Meeting Participants:

Stan Slachetka, Planner

Dennis Dayback, Engineer

Joseph Barris, MCPB Planner