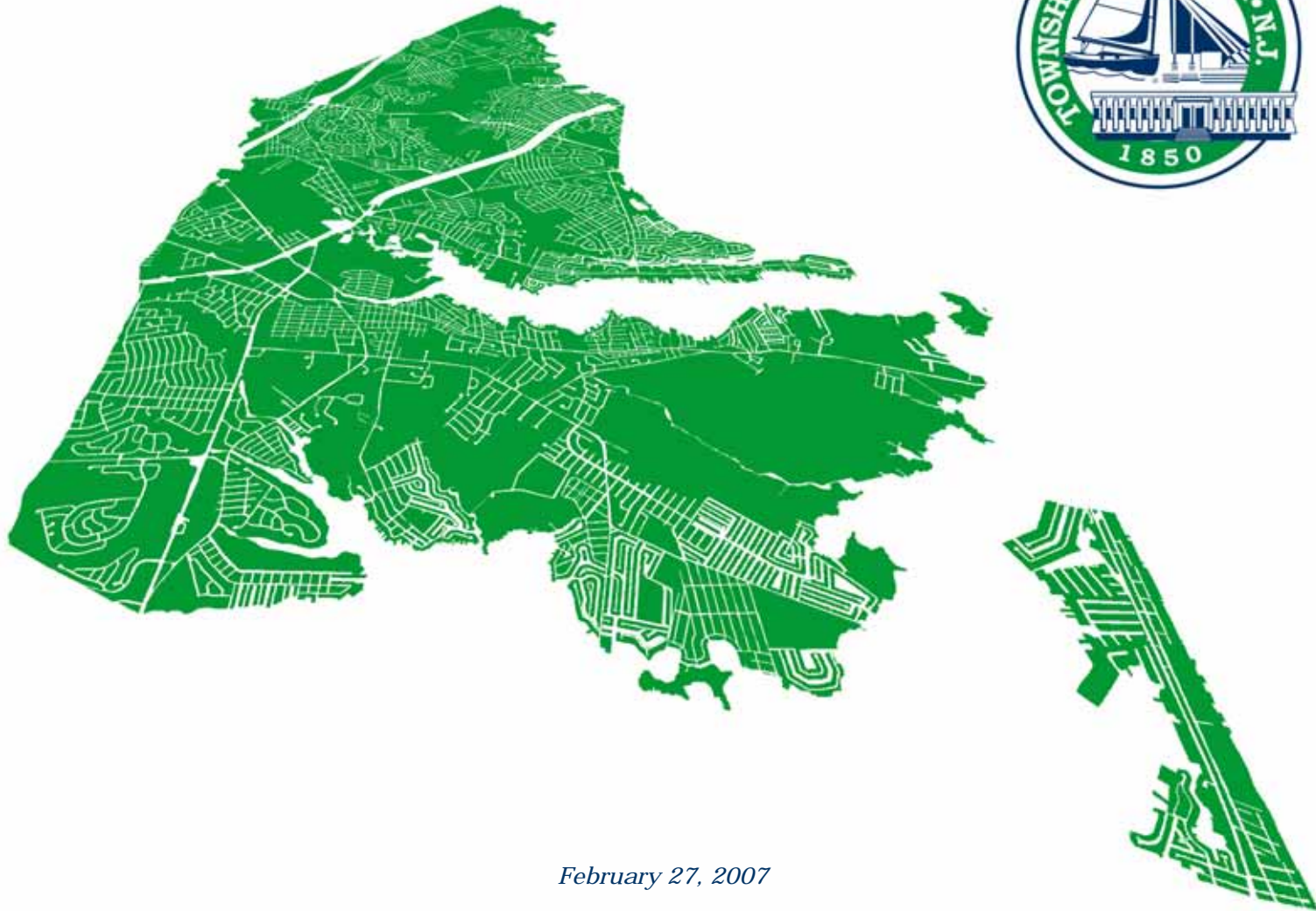


PLAN ENDORSEMENT REPORT FOR
Township of Brick, Ocean County



February 27, 2007

This report was prepared for the Township of Brick Initial Plan Endorsement
February 27, 2007

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INTRODUCTION

In accordance with N.J.A.C. 5:85-7 et seq., the Township of Brick has requested Initial Plan Endorsement from the State Planning Commission. This report contains findings and conclusions concerning consistency of the Township's plans and Planning & Implementation Agreement (PIA) with the State Development and Redevelopment Plan (SDRP). The review of the petition is based on information submitted by the petitioner and information otherwise available to the Office of Smart Growth (OSG).

The Township has requested that the Brick Town Center designation be approved as it consists of the area previously identified as the formerly approved CAFRA Coastal Center in addition to an expanded area located in a developed portion of the Town which has potential for redevelopment. The Brick Town Center is located in an area of the Township which is commonly thought of as the "center" of old Bricktown. While the Brick Town Center does encircle an environmentally sensitive area known as Forge Pond, this area is protected by the NJDEP Category One (C1) Surface Water Quality Standards of which the Township sought protection through the NJDEP in 2003. The C1 requires a 300 foot buffer to Forge Pond, which serves as the potable water supply source for the community. The Township has also proposed a Riparian Buffer Ordinance which will protect those areas not protected under the C-1 Designation and other outside agency rules governing waterfront development. These initiatives solidify the Township's commitment to protecting its natural resources while planning for appropriate growth and redevelopment.

The Township is seeking to identify The Bicktown Center to receive a majority of the expected new growth and redevelopment so as to protect the natural resources of the remaining outlying areas and concentrate development and redevelopment in an orderly fashion while utilizing existing infrastructure and systems. The Township expects to establish relationships with the various State agencies to create opportunities for better coordination to improve transportation, housing and economic development strategies within Brick Township.

BACKGROUND

Center Designation Process

When the revised CAFRA regulations were implemented in 2000, towns within their jurisdiction were permitted to designate centers where a larger percentage of impervious coverage than was permitted under the rule. At that time, the Township negotiated with NJDEP to designate a CAFRA COASTAL CENTER. The current Brick Town Center boundary is identical to the center that the Township proposed to NJDEP in 2000; however, it does contain a portion, east of Brick Boulevard that was not included in the CAFRA COASTAL CENTER. Since the CAFRA COASTAL CENTER was designated, the Township has been working with the Ocean County Planning Board and the surrounding communities to prepare for Plan Endorsement, at such time, the Township anticipated that we would request the Center Designation of this area to permanently identify it as a Town Center.

In 2003, the Township was a part of a regional study conducted through the Ocean County Planning Department which was named the Northern Barnegat Bay Regional Corridor Study. This was a grant project between the Office of Smart Growth, Ocean County Planning Department, and 12 Ocean County municipalities including Brick Township. The main purpose of this study was to prepare these municipalities to enter into the Plan Endorsement Process through data collection analysis and study. At the completion of this grant process in early 2006, the Township was well poised to begin the process of identifying its center and began to apply the principles of the State Development and Redevelopment Plan into its draft master plan elements for consistency with the State Plan. The information presented to the Office of Smart Growth during the Plan Endorsement Process is as a result of this lengthy grant project.

Plan Endorsement Process

As stated above, the Township has been working towards Plan Endorsement since early 2003 through participation in the Northern Barnegat Bay Regional Corridor Study. Through this study, the Township has compiled and prepared the necessary information to achieve Plan Endorsement. Multiple meetings with the Planning Board's Master Plan Committee have also been held to review proposed changes to the Master Plan so as to be consistent with the State Plan.

Mapping Planning Area Changes

In review of the mapping, we have some concerns relative to the PA5 designation to areas that are currently developed, particularly in the area east of the Garden State Parkway. A review of the State Mapping clearly shows fully developed areas designated as PA5. Perhaps this is due to mapping inaccuracies. We have provided proposed mapping changes to proposed corrections to these inconsistencies.

Many of the preserved areas and parklands that the Township has acquired within the past five to ten years are not reflected on the map and need to be added and designated as such.

In addition, we would like to see consistency with areas mapped as Freshwater Wetlands on the NJ Freshwater Wetlands Map as either PA5 or Critical Environmental Sites and areas that are now subject to the C1 Surface Water Quality Standards, shown as such. Another proposed Planning area change is located in an existing PA5, where the township and county have a connector road planned and permitted, connecting Cherry Quay Road and Old Hooper Ave.

Public Participation

The Township has met the Public Participation requirement for Plan Endorsement. The Township's Master Plan Committee has been working towards updating the Master Plan to be consistent with the State Plan and with the township's own future plans and land uses. A number of Committee meetings have been held as working meetings to review each plan in addition, the Plan Endorsement Petition has been discussed at a number of Planning Board Public Hearings.

A public hearing was held on February 28, 2006 for the application for Initial Plan Endorsement and the process of Plan Endorsement was discussed at a number of public meetings including the following; Planning Board meetings: August 6, 2006, January 17, 2007, February 26, 2007,; Township Council Meetings on July 11, 2006, February 6, 2007 and the final meeting which was held on February 20, 2007 for the adoption of the Resolution by Council to authorize submission of the Petition for Plan Endorsement to the State Planning Commission.

LOCATION AND REGIONAL CONTEXT

The Township of Brick is situated in Northern Ocean County, bound to the East by Point Pleasant Borough and the Atlantic Ocean, to the West by Lakewood Township, and Howell Township, to the North by the Manasquan River, Wall Township and Brielle Borough and to the South by the Barnegat Bay and Toms River Township. The Township is approximately 26 square miles traversing two major watersheds including the Manasquan and Metedeconk River Watersheds. Three major highways traverse the Township including NJSR 70, 88 and 35. Approximately 390 miles of municipal roadways occupy the township in addition to twelve County Highways. The Township is entirely within the Coastal Areas Facilities Review Act (CAFRA) jurisdiction for all regulated developments. The Township has the most privately owned waterfront property of any other municipality in the State of New Jersey as a result of bullheaded single family residential properties located on the many lagoons and natural tributaries to the Barnegat Bay. The Township boasts nearly 3,000 permanently preserved environmentally sensitive reserves, parks and wildlife management areas. It is home to the Manasquan River Wildlife Management Area, the Saw Mill Tract, Airport Tract and the northernmost reach of the Edwin B. Forsythe National Wildlife Refuge – Reedy Creek Unit.



DEMOGRAPHICS

The Township of Brick fares well in comparison to the rest of Ocean County municipalities in every category. The Township has recently made a significant improvement in homeownership and is in line with Ocean County. The Township's vacancy rate demonstrates a significant difference between the County, this is due in large part to large numbers of seasonal residents choosing to make the Township their full-time residence over the past ten years. Brick Township still serves an increased seasonal population; however,

more and more vacation homes are being converted to year-round residences. The average household size is reflective of the aging population in the Township. Perhaps the most significant difference between the demographic data of Ocean County and the Township is the Median Household Income. As reported in the Census 2005 American Community Survey estimates, the Median Household Income for Brick Township was \$61,317 where the County Median Household Income was \$52,065. Making Brick Township fall between the County and the State of New Jersey in that regard. The poverty rate was also significantly lower for the Township than the County and the State of New Jersey.

	Municipality	County	New Jersey
Land area (sq mi)	26	915	7,417
Population	73,110	550,477	8,521,427
Households	29,338	200,402	3,141,956
Average Household Size	2.49	2.49	2.71
Housing Units	32,043	268,843	3,310,275
Home Ownership Rate	84%	83%	66%
Vacancy Rate	8%	17 %	7.6%
Median Household Income	\$61,317	\$52,065	\$61,672
Per Capita Income	\$28,860	\$26,719	\$31,471
Poverty Rate	4.5%	7.4%	8.7%
Unemployment Rate	2.0 %	4.9%	4.1%

2000 Census

The age distribution of the population of the Township of Brick, Ocean County and the State of New Jersey demonstrates that the senior citizen population is growing, however, the residents of the Township are generally younger than the population of the County and generally older than the population of the State of New Jersey based on the comparison of median age.

The population of the Township of Brick has been aging. A closer look at the growing senior citizen demonstrates the upward trend of the 62+ age group over the past twenty years. This increase is most probably due to the new senior citizen developments, the increased life expectancy and the overall aging population.

The increase in population occurred in nearly all age group categories except the under 5, 20-24, 25-34 and 65-74 age groups. These age groups experienced minor reductions in population, where the remaining age groups experienced significant increases. The largest numerical population growth occurred in the 45-54, “baby boomer” age group. This group saw an increase of 3,912 persons with a percent change of 37.04 %. The largest percent increase occurred in the 85+ age group. This age group almost doubled with an increase of 821 individuals and a 49.13% increase.

The 2000 Census Data indicates that the population cohort, under the age of 5, has shown a decrease in growth from that indicated in the 1990 Census Data and a substantial decrease in the same cohort’s growth rate from 1980 to 1990. In 1980, the population cohort under 5 years of age totaled 3,901. In 1990, the under 5 cohort increased to 4,734. A significant shift in the growth trend occurred from 1990 to 2000, as the under 5 age cohort actually decreased from 4,734 to 4,721.

What makes the above numbers significant is that the Baby-Boom generation (generally considered to be those individuals born from 1946 to 1964) was at ages 26 to 44 in 1990. That age span would place the Baby-Boomers at primary child bearing age. Even though the Baby-Boom Generation was at primary child bearing age during the decade of the 90’s, Brick’s population under age 5 decreased in number from the prior decade.

Also curtailing additional growth in the Township is the fact that the Baby-Bust Generation (a period of a low number of births following the Baby-Boom generally considered to include those individuals born between 1965 and 1979) will be at primary child bearing age from 2000 to 2015. A lower number of couples at child bearing age equal lower birth rates.

The rate of population growth within the Township of Brick has been decreasing significantly due to the lack of developable land and increasing environmental regulations affecting the density of new developments. Therefore, the projected population growth between 2000 and 2015 should reflect a similar, if not more significant, decline in growth due to the lack of available land for development and factors associated with the Baby Boom/ Bust age groups.

The addition of the proposed mixed-use zone in the Brick Town Center may offset some of the slowed rate of growth in the Township, however, it is still anticipated that the rate of growth will still continue to decline.

Community and Public Participation

The development of public facilities is at the cornerstone of the municipality's commitment to providing unparalleled services to its residents. Services and recreational amenities are one of the driving factors that bring homeowners to the Township of Brick along with a stable and efficient school system. The Township is embarking on the development of a community center in the Brick Town Center to provide recreational amenities and services to the young and old in addition to developing a state-of-the-art waterfront park and marina at the mouth of the Barnegat Bay. This type of commitment to the citizens of the Township of Brick will continue and expand upon as the municipality approaches 2025. Intergovernmental coordination is pursued on all levels of the development of public facilities from the utilization of public funds through the Green Acres Program at NJDEP, for park development and open space preservation to the expansion of the Ocean County Public Library at Brick. We have a record of coordination for a variety of projects; however, coordination needs to be improved upon when the issue of traffic and roadway improvements is at hand. The public has had opportunity to participate at three levels during this process; 1) Public Hearings, 2) Planning Board Public Hearings at council meetings and 3) on-line website access to all documents. To date, we have only received positive comments regarding the petition and its content

RELEVANT PLANNING ACTIVITIES

The Township's Division of Land Use & Planning is a very active department, involved in multifaceted planning projects at the local, county, regional and statewide levels. The Township has been actively working on the updating of its Master Plan, beginning with the adoption of the Open Space & Recreation Plan, the Municipal Stormwater Management Plan, Housing Element and Fair Share Plan and the drafting and review of the Recreation Plan, Utility Plan, Historic Plan, and Population & Projection Plan.

Housing

The Township of Brick has been a leader in compliance with providing affordable housing opportunities since the first round of Council on Affordable Housing regulations were promulgated in the early 1990's. The Township has received sustentative certification through each round of COAH rule adoptions and continues to pursue creative opportunities for providing a variety of housing types for a continually changing demographic population. In 2005, the Township adopted a Housing Element and Fair Share Plan and is working with a court appointed master to comply with the new round three requirements. The plan outlines

opportunities for housing through three main areas including; scattered site affordable housing, construction of new residential multi-family units that are age restricted and unrestricted developments.



The Township is currently made up of a blend of single family housing, ranging from small lots of 5,000 square feet to our largest lot zoning of one acre. Senior housing is provided in gated communities as well as large apartment and town house complexes. Multi-family housing is in the form of town house, condominium and apartment complexes. We also have a mix of alternative housing sites including group homes, multi-unit residential housing for victims of domestic violence, individuals with brain injuries and developmental disabilities and scattered site single family residential housing.

Through the Plan Endorsement process, the Township has recognized the need to provide for a bridge between the traditionally single use zoning that only permits residential zoning to be built without adjacent or near-by services to support those new housing units. To this end, the municipality has drafted an ordinance to allow for



a mixed-use development zone. This new zoning scenario in the Township will allow for a mix of residential units and commercial uses to be constructed in one project. It is hoped that this new mixed use zoning alternative will provide incentives to developers to build residential units in the Brick Town Center while allowing for amenities to those units within walking distance. It is hoped that this new ordinance will be utilized to begin creating sustainable, urbanist developments which allow for a variety of multi-family housing types including flats, condominiums, apartments and townhouse units within one project. This variety of housing types will augment the already diverse housing stock in the Township.

Transportation

The Township has drafted a new circulation plan element and has embarked on an innovative planning study for the improvement of the “missing mile.” The “missing mile” is the area along Rt. 70 from the Lakewood border to the site of the former Laurelton Circle. The “Missing Mile” study proposes short term and long term solutions to current traffic inadequacies and future impacts from development. The Township has also begun working with the NJDOT on developing an “Integrated Land Use and Transportation Study” for the Rt. 70 corridor. It is anticipated that once the Township achieves Plan Endorsement, the NJDOT will expedite the permitting process for the short term improvements along this roadway.



Infrastructure

Wastewater

The Township has worked in conjunction with the Ocean County Planning Department and the Ocean County Engineering Office relative to the Ocean County Water Management Plan (WQMP). The County is currently working with the NJDEP to update the WQMP, relative to the new rules and regulations. When the plan is revised, the Township will be reviewing any changes to the Township's service and will coordinate with the County.

Drinking Water

The Brick Township Municipal Utility Authority (BTMUA) is charged with providing potable water to the Township's residents and surrounding communities. This has been achieved through diverse and innovative technologies at the BTMUA. The BTMUA has



improved its treatment plant and expanded into constructing a manmade reservoir to store raw water during times of drought. In addition, it has been working with surrounding communities to protect the water supply source at the headwaters of the Metedeconk River through outreach, education and encouragement of open space preservation to lessen the impacts of development on water quality. The BTMUA has also been successful in obtaining a new water allocation permit to provide ample quantities of water to the population of Brick Township and the surrounding communities to provide approximately 100,000 persons with a stable water supply source.

Roads

The Township has also been actively working with Ocean County Engineering Department to improve the hundreds of miles of county roadways within the



Township. The Township currently coordinates County Roadway improvements with the County Engineer to augment municipal projects. The Township has its own Roads Division within the Department of Public Works and conducts road paving and drainage projects on municipal roadways. These projects are part of the Capitol Improvement Program each year. The Township Engineer coordinates and consults with the County Engineer during the design and planning phases of all roadway projects. The Township has also embarked on a short and long term study of Route 70 to correct and improve current inadequacies of this roadway. The “Missing Mile” study suggest short and long term solutions to improve turning movements, queuing times, and congestion along a one mile stretch of Route 70 in the heart of the Brick Town Center. Coordination with the NJDOT is on-going and is dependant on the Township obtaining Plan Endorsement.



Recent and Upcoming Development Activities

The Township is currently in the planning stages of two large projects in the Brick Town Center. The Township purchased a ten acre tract of land with an abandoned commercial building in 2003, known as the Foodtown Property. This parcel is located in the geographic center of the Brick Town Center, fronting along Rt. 70 and adjacent to Forge Pond. The governing body and administration are currently looking into the potential redevelopment of this site, possibly utilizing the Mixed Use Overlay Zone criteria. The goal of this project will be to ultimately sell the property to a private party to redevelop the site and return it to the commercial tax rolls.

The second project is the much anticipated Township of Brick Recreation Center. In 2001, the Township had an agreement to develop a parcel of land behind the current post office location as a recreation center which would have housed swimming pools, basketball courts and a hockey rink for the residents of the Township to utilize. After the attack on the World Trade Center on September 11, 2001, the funding for the project was lost and the project was stalled. Since this unfortunate event, the Township has been struggling to regain the momentum for the project. In 2005, the Township sold the property the proposed recreation center would have occupied and has been looking for an alternate location. At the present time, the Township has a property in mind and is negotiating for the purchase. If at such time, the Township is successful, this new Recreation Center site will be

developed utilizing the Streetscaping Ordinance to begin the redevelopment process in the Brick Town Center.

Two age restricted multi-family developments have been approved by the Township, totaling approximately 425 units. One of which is located in the Brick Town Center behind the post office. This site was approved for 300 units for age restricted and affordable housing. The other site is located on Brick Boulevard, outside of the Brick Town Center for 125 units, however, is planned to appear before the Zoning Board of Adjustment to revise the plan for less units. These two sites will provide a bulk of the planned residential growth in the Township over the next few years.

Statement of Planning Coordination

The Township of Brick has been involved in coordinated planning efforts with adjoining municipalities, counties and organizations to provide consistency with land use, open space and recreation planning and the protection of potable water supply sources. These initiatives serve to span the greater regional areas that include the borders of the municipality including the Manasquan River Watershed, the Metedeconk River Watershed and the Barnegat Bay. Included herein is a summary of the coordinated planning efforts completed or currently underway:

1. Northern Bay Corridor Regional Study, currently being conducted by the Ocean County Planning Board. Ocean County received a Smart Future Grant from the NJDCA, OSG, to study 12 municipalities in northern Ocean County. The main objective of the study was in preparation for Plan Endorsement. This study is being prepared in an effort to assist the study area municipalities in their Plan Endorsement efforts, this study serves as a resource to study area municipalities in that it will provide much of the regional background material, mapping and analyses that are required as part of the Plan Endorsement process. As a participant in this study, the Township of Brick completed a build-out analysis, evaluated current zoning and is in the process of updating master plan elements including the Housing Element and Fair Share Plan and the Stormwater Management Plan.

2. The Township of Brick participated as a team leader in the Source Water Stewardship Project being conducted by the Trust for Public Land and funded by a grant from the U.S. Environmental Protection Agency. Other project partners included the University of Massachusetts and the U.S. Department of Agriculture Forest Service. The purpose of the project

was to demonstrate the use of land conservation and forest management practices to protect drinking water supplies. The Township of Brick coordinated efforts with Ocean and Monmouth Counties and served as the main outreach coordinator with the municipalities within the watershed. A description of the watershed project is included herein:

The Metedeconk River Watershed was one of four pilot watersheds along the eastern seaboard chosen to participate in the project. The project is locally led and driven by a steering committee comprised of representatives from the Brick Township Municipal Utilities Authority, Brick Township, Freehold Soil Conservation District, and Monmouth and Ocean Counties.

The Source Water Stewardship Project was conducted in three phases: analysis and assessment, stewardship exchange, and implementation. The released report is the basis of this implementation phase. For more information or to download a copy of the report, visit www.tpl.org/landandwater.

The report urges the watershed community to act immediately to manage its water resources and to establish a forum to coordinate water resource planning and protection efforts among jurisdictions and stakeholders.

The Metedeconk River and its tributaries flow through Freehold, Howell, Millstone, and Wall townships in Monmouth County, and Brick, Lakewood, and Jackson townships in Ocean County. It is the primary source of water for the Brick Township Municipal Utilities Authority (MUA), which provides drinking water to the residents of Brick Township, Point Pleasant Borough, and Point Pleasant Beach Borough. In an effort to increase its storage capacity and plan for future water supply needs, the Brick MUA has completed a one billion-gallon reservoir. The reservoir's water will also be drawn from the Metedeconk River.

Upstream communities in the watershed rely on groundwater for their water supply, but groundwater and surface water are closely linked in this region due to the underlying geology and soil characteristics. The report makes clear the interconnectedness of groundwater and surface water supplies.

The report's recommendations included:

- Act immediately to manage water resources;
- Establish coordinated leadership to manage the watershed as a shared resource;
- Understand the watershed-create a shared understanding of watershed functioning and threats in order to inform and support sound land protection and management strategies;
- Educate-create an informed, involved and influential public;
- Protect and restore critical natural land;
- Manage growth-direct growth to minimize impact on the environment; and
- Fund conservation and restoration strategies-create and sustain dedicated funding.

A central theme in the report is the need to manage sprawl and channel growth away from environmentally sensitive areas. It also addresses the potential benefits of Low Impact Development (LID) design strategies.

The release of the Source Water Stewardship Exchange Team Report comes when water resource protection is getting significant attention at the state and local levels. Designation of the Metedeconk River and its tributaries as Category One (C1) waterways, the highest level of protection afforded to waterways in the state has been implemented. While the C1 designation will control impacts to water quality, it does not to address water quantity issues.

3. In addition, the Township of Brick has coordinated efforts with the Board of Education to provide for a more efficient use of recreational lands to provide facilities for sporting activities, including the multi-purpose fields at the Drum Point Sports Complex, Veterans Memorial Middle School and Lake Riviera Middle School where Board of Education property will be used to develop municipal amenities including fields and buildings for baseball, soccer, football and multi-purpose facilities.

The Township has also been working with the Office of Smart Growth to develop sustainable planning techniques such as the center designation process and new ordinances to encourage mixed use developments within the center. It is anticipated that once the Plan Endorsement Process is complete, the Township will be poised to adopt a whole new Master Plan reflective of these planning initiatives that will serve to be consistent with the State Plan.

Internal Consistency in Local Planning

The Township fully recognizes that the Vision for the community cannot become a reality unless the plans are implemented and regulation through zoning and land use are realized. To this end, the Township has drafted a number of new ordinances to facilitate the transition from Vision to Plan to Ordinance.

Vision for the Brick Town Center is based upon the assumption that the existing “hub” of activity within the Township will continue to act as such into the next 25 years. What the assumption does not account for is the current ability of the center to adequately support the land uses that currently exist, much less, the proposed increases in density and redevelopment that the Center designation will bring. To address the current status of the infrastructure to support these changes, the Township has proposed four new ordinances which will serve to further the Vision of creating a walkable, workable and livable center, without significantly impacting the current infrastructure limits, and in some cases, improving other infrastructure shortcomings.

Mixed Use Zone

- Permits areas of mixed land uses including housing, retail, service, office, restaurants and supportive services
- Incorporates provisions and standards for the development of Housing, Commercial Development/Redevelopment, Traffic & Circulation, &
- Pedestrian Connectivity



Streetscape Ordinance

- Creates standards by which all commercial developments are developed or redeveloped within the center to increase pedestrian access, requires cross-access
- Between commercial sites, promotes improved landscaping and street side amenities including street trees, street furniture and sidewalks.



Riparian Buffer Ordinance

- Protects all areas adjacent to waterways within the Township which are not already protected by NJDEP Surface Water Quality Standards Category One
- Waterways, CAFRA, Freshwater Wetland Act and Coastal Wetlands



Habitat Protection Ordinance

- Designed to incorporate habitat analysis at the development and review phase.
- Requires applicants to identify if property has Threatened and Endangered species habitats mapped on-site.

The inclusion of these draft ordinances through the Plan Endorsement Process creates consistency with the Center Designation in that it serves to adequately address future changes in these areas from the current land uses to the future possible land uses created by the Mixed Use (MU) Zone. The Township's Community Vision will be realized through regulation of these sites as well as provide consistency with the proposed draft Land Use Element of the Master Plan.



CONSISTENCY WITH STATE PLAN

Goals, Policies & Indicators

GOAL	POLICIES	INDICATORS
<p>Goal 1: Revitalize the State's Cities and Towns</p> <p>STRATEGY: Protect, preserve and develop the valuable human and economic assets in cities, towns and other urban areas. Plan to improve their livability and sustainability by investing public resources in accordance with current plans which are consistent with the provisions of the State Plan. Leverage private investments in jobs and housing; provide comprehensive public services at lower costs and higher quality; and improve the natural and built environment. Incorporate ecological design through mechanisms such as solar access for heating and power generation. Level the playing field in such areas as financing services, infrastructure and regulation. Reduce the barriers which limit mobility and access of city residents, particularly the poor and minorities, to jobs, housing, services and open space within the region. Build on the assets of cities and towns such as their labor force, available land and buildings, strategic location and diverse populations.</p>	<p>Policy on Urban Revitalization -</p> <p>Prepare strategic revitalization plans, neighborhood empowerment plans and urban complex strategic revitalization plans that promote revitalization, economic development and infrastructure investments, coordinate revitalization planning among organizations and governments, support housing programs and adaptive reuse, improve access to waterfront areas, public open space and parks, and develop human resources with investments in public health, education, work force readiness and public safety in cities and towns.</p>	<p>Key Indicator 5. Progress in socioeconomic revitalization for the 68 municipalities eligible for Urban Coordinating Council assistance</p> <p>Indicator 6. Percent of jobs located in Urban Coordinating Council municipalities</p> <p>Indicator 22. Percent of building permits issued in Urban Coordinating Council municipalities</p> <p>Indicator 27. Number of Neighborhood Empowerment Plans approved by the Urban Coordinating Council</p>

Analysis

Over the past twenty years, the Township of Brick has strived to provide for realistic opportunities for growth, redevelopment and maintenance of housing and business stock through a variety of public investment programs. Through the fast paced development of the 1980's and into the economic boons and busts of the 1990's the Township has gone through cyclic changes regarding, growth, development, redevelopment, land use and preservation and economic investments.

Social Programs

The Township of Brick has developed into the most densely populated municipality in Ocean County and has taken the opportunities provided through incentive packages provided by the State of New Jersey including the development and implementation of a Neighborhood Preservation Program for the Birchwood Park neighborhood, located in the Brick Town Center. This ongoing program has been successful in providing opportunities for residents to improve their homes, businesses and overall revitalization of this suburban 'downtown' neighborhood. This program began in 2001 and has successfully built upon the assets of the Township by providing residents with the ability to upgrade and improve their properties regardless of income. In addition the Township has recently received approval for a second Neighborhood Preservation Program Grant called "Down the Shore", which includes the neighborhood of Brenton Woods and development located along Mantoloking Road. This program focuses on restoring and upgrading the neighborhoods of the seashore developments which put the Township of Brick on the map as a seashore resort community in the first part of the last century. Residences and businesses have the opportunity to revitalize their buildings in order to upgrade the housing stock and improve building facades of businesses to provide for a cohesive architectural and aesthetic sense of place while traveling along Mantoloking Road to the beaches of Ocean County.



The Township also takes advantage of the Community Development Block Grants to provide opportunities for housing rehabilitation. This program is annually funded and provides funding to eligible individuals to upgrade their homes in order to revitalize housing stock so that it is not lost to deterioration or neglect. These empowerment programs serve to meet the first goal of the State Plan to revitalize Towns.

Economic Programs

The Township also has been aggressive through the Economic Development Committee in promoting revitalization, economic development and infrastructure investments by encouraging the redevelopment of a number of outdated and antiquated shopping centers. The Economic Development Council, established as an advisory entity to the Mayor and Council has successfully worked to bring major investments in the community through the redevelopment of Brick Plaza and the Hospital Support Zone, located in the Brick Town Center. These two major redevelopment and development projects have provided for a major portion of job growth and economic stability to the Township.



The Township has also been a leader in supported housing programs including the requirements under the Council On Affordable Housing through compliance with the Round One and Round Two Regulations, providing for in excess of 1,000 affordable units through Round Three. The Township has also been innovative in adaptive reuse projects including an extremely successful program to reuse a strip center as a Pre-K and Kindergarten school. This project was and continues to be successful.

Waterfront Access and Open Space

Considering the Township has more privately owned waterfront property in the State of New Jersey, boasting 53 miles of river, lagoon, bay and ocean front property, it has been successful in providing ample access to waterfront areas through the acquisition, development and maintenance of approximately four riverfront beaches, three ocean beaches and two bay front beaches where residents can fish, crab or just enjoy the view. In addition, the Township is proud of approximately 3,000 acres of public open space and parks.

GOAL	POLICIES	INDICATORS
<p>Goal 2: Conserve the State's Natural Resources and Systems</p> <p>STRATEGY: Conserve the state's natural resources and systems as capital assets of the public by promoting ecologically sound development and redevelopment in the Metropolitan and Suburban Planning Areas, accommodating environmentally designed development and redevelopment in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, and by restoring the integrity of natural systems in areas where they have been degraded or damaged. Plan, design, invest in and manage the development and redevelopment of Centers and the use of land, water, soil, plant and animal resources to maintain biodiversity and the viability of ecological systems. Maximize the ability of natural systems to control runoff and flooding, and to improve air and water quality and supply.</p>	<p>Policy on Water Resources - Protect and enhance water resources through coordinated planning efforts aimed at reducing sources of pollution and other adverse effects of development, encouraging designs in hazard-free areas that will protect the natural function of stream and wetland systems, and optimizing sustainable resource use.</p> <p>Policy on Open Lands and Natural Systems - Protect biological diversity through preservation and restoration of contiguous open spaces and connecting corridors; manage public land and provide incentives for private land management to protect scenic qualities, forests and water resources; and manage the character and nature of development for the protection of wildlife habitat, critical slope areas, water resources, and for the provision of adequate public access to a variety of recreational opportunities.</p> <p>Policy on Coastal Resources - Acknowledge the statutory treatment of the coastal area under federal and state legislation, coordinate efforts to establish a comprehensive coastal management program with local planning efforts, undertake a regional capacity analysis, protect vital ecological areas and promote recreational opportunities.</p> <p>Policy on Special Resource Areas - Recognize an area or region with unique characteristics or resources of statewide importance and establish a receptive environment for regional planning efforts. The Highlands region has been recognized as the first Special Resource Area in New Jersey.</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Key Indicator 3. Percent of New Jersey's streams that support aquatic life</p> <p>Indicator 11. Conversion of wetlands for development</p> <p>Indicator 26. Percent of land in New Jersey covered by adopted watershed management plans</p>

Analysis

The Township of Brick has strived to conserve natural resources through acquisition of sensitive lands, ensure protection of its waterways through actively lobbying for Category One (C-1) protection of the Metedeconk River, adoption of the Municipal Stormwater Management Ordinance for future developments and proposing the adoption of the Riparian Buffer and Habitat Protection Ordinances.



The Township has been actively preserving land through the NJDEP Green Acre Program and through successful partnerships with Save Barnegat Bay, Ocean County Natural Lands Trust and the New Jersey Environmental Infrastructure Trust. To date, approximately 3,000 acres of undeveloped, environmentally sensitive land has been permanently preserved. There are a variety of goals that are met as a result of land preservation, however, the cumulative effect serves to meet the intent of the Policy on Open Lands and Natural Systems and Water Resources as the majority of lands the Township has preserved are interconnected uplands, wetlands and waterways that drain to the Barnegat Bay which has been nationally recognized as a priority wetland.

The designation of the Brick Town Center will serve to concentrate the higher density developments where the infrastructure exists along State and County Highways, reducing the need for more municipal roadway development and added impervious coverage. The Brick Town Center will be the site of redevelopment of commercial areas that already exceed 70% impervious coverage as there are a number of antiquated shopping centers that will be redeveloped utilizing updated technologies and regulatory controls which will improve environmental conditions such as uncontrolled runoff and pre-treatment of stormwater. In addition, the proposed Brick

Town Center Multi-Use Overlay Zone requires sustainable technologies including rooftop rainwater gardens, gray water reuse and encouragement of solar technologies for energy.

Coastal Resources will continue to be protected through the Township's proposed Planning Area Changes to include a more comprehensive area of preserved lands as Environmentally Sensitive (PA5) as well as concentrating new density in the Brick Town Center.



GOAL	POLICIES	INDICATORS
<p>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</p> <p>STRATEGY: Promote socially and ecologically beneficial economic growth, development and renewal and improve both the quality of life and the standard of living of New Jersey residents, particularly the poor and minorities, through partnerships and collaborative planning with the private sector. Capitalize on the state's strengths—its entrepreneurship, skilled labor, cultural diversity, diversified economy and environment, strategic location and logistical excellence—and make the state more competitive through infrastructure and public services cost savings and regulatory streamlining resulting from comprehensive and coordinated planning. Retain and expand businesses, and encourage new, environmentally sustainable businesses in Centers and areas with infrastructure. Encourage economic growth in locations and ways that are both fiscally and environmentally sound. Promote the food and agricultural industry throughout New Jersey through coordinated planning, regulations, investments and incentive programs—both in Centers to retain and encourage new businesses and in the Environs to preserve large contiguous areas of farmland.</p>	<p>Policy on Economic Development - Promote beneficial economic growth and improve the quality of life and standard of living for New Jersey residents by building upon strategic economic and geographic positions, targeting areas of critical capital spending to retain and expand existing businesses, fostering modern techniques to enhance the existing economic base, encouraging the development of new enterprises, advancing the growth of green businesses, elevating work force skills, and encouraging sustainable economic growth in locations and ways that are fiscally and ecologically sound.</p> <p>Policy on Equity - It is the position of the State Planning Commission that the State Plan should neither be used in a manner that places an inequitable burden on any one group of citizens nor should it be used as a justification for public actions that have the effect of diminishing equity. It is also the position of the Commission that the achievement, protection and maintenance of equity be a major objective in public policy decisions as public and private sector agencies at all levels adopt plans and policies aimed at becoming consistent with the State Plan.</p>	<p>Key Indicator 1. New development, population and employment located in the Metropolitan and Suburban Planning Areas or within Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas</p> <p>Indicator 1. Average annual disposable income among New Jerseyans</p> <p>Indicator 2. Unemployment</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 21. Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p>Indicator 22. Number of census tracts with more than 40% of the population living under the poverty level</p>

Analysis

The Township has been very aggressive in pursuing economic growth and development through its efforts to encourage commercial growth and redevelopment in the Brick Town Center. The Township's administration and staff embarked on an aggressive campaign in the 1990's to encourage large national retailers to locate new developments and redevelopments in the Township. As a result, the Township was successful in redeveloping a number of existing strip centers and retail malls, some of which were considered "brownfields," which spurred an economic boom in the Township by providing jobs and increasing the Township's commercial tax base.



In addition, during this time, the Township developed new housing which included affordable housing units and market rate units to meet the demands of the new workforce brought in through the development and redevelopment of these businesses. The redevelopment of the commercial sites served to protect environmentally sensitive properties from landscape shifts and promoted best management practices for stormwater management to modern technological standards. These economic and environmental investments in the infrastructure of the Township, has provided opportunities for the residents of the municipality to benefit from these advancements.

GOAL	POLICIES	INDICATORS
<p>Goal 4: Protect the Environment, Prevent and Clean Up Pollution</p> <p>STRATEGY: Develop standards of performance and create incentives to prevent and reduce pollution and toxic emissions at the source, in order to conserve resources and protect public health. Promote the development of businesses that provide goods and services that eliminate pollution and toxic emissions or reduce resource depletion. Actively pursue public/private partnerships, the latest technology and strict enforcement to prevent toxic emissions and clean up polluted air, land and water without shifting pollutants from one medium to another; from one geographic location to another; or from one generation to another. Promote ecologically designed development and redevelopment in the Metropolitan and Suburban Planning Areas and accommodate ecologically designed development in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, to reduce automobile usage; land, water and energy consumption; and to minimize impacts on public health and biological systems, water and air quality. Plant and maintain trees and native vegetation. Reduce waste and reuse and recycle materials through demanufacturing and remanufacturing</p>	<p>Policy on Air Resources - Reduce air pollution by promoting development patterns that reduce both mobile and stationary sources of pollution, promoting the use of alternative modes of transportation, and supporting clean, renewable fuels and efficient transportation systems.</p> <p>Policy on Energy Resources - Ensure adequate energy resources through conservation, facility modernization, renewable energy and cogeneration; to continue economic growth while protecting the environment; and to modify energy consumption patterns to capitalize on renewable, domestic energy supplies rather than virgin extraction and imports.</p> <p>Policy Waste Management, Recycling and Brownfields- Promote recycling and source reduction through product design and materials management and by coordinating and supporting legislative, planning and facility development efforts regarding solid and hazardous waste treatment, storage and disposal. Capitalize on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of these sites.</p>	<p>Indicator 4. Percent of brownfield sites redeveloped</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 8. The generation of solid waste on a per capita and per job basis</p> <p>Indicator 9. Number of unhealthful days annually caused by ground-level ozone, particulate matter and carbon monoxide</p> <p>Indicator 10. Greenhouse gas emissions</p> <p>Indicator 13. Changes in toxic chemical use and waste generation (non-product output or NPO) by New Jersey's manufacturing sector</p> <p>Indicator 15. Vehicle miles traveled per capita</p>

Analysis

Although the fast paced growth during the latter part of the last century increased the population and vehicular traffic in the Township of Brick, advances were made in the redevelopment of a number of sites including properties that were considered “brownfields.” The Township approved development plans for the “Town Hall Shoppes,” a project that included the redevelopment of the former municipal landfill. This project redeveloped an unutilized property with environmental impacts into a viable, commercial center that included such improvements as pedestrian and vehicular connections between buildings, public areas, new stormwater infrastructure utilizing best management practices and attractive, low maintenance landscape designs.



GOAL	POLICIES	INDICATORS
<p>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</p> <p>STRATEGY: Provide infrastructure and related services more efficiently by supporting investments based on comprehensive planning and by providing financial incentives for jurisdictions that cooperate in supplying public infrastructure and shared services. Encourage the use of infrastructure needs assessments and life-cycle costing. Reduce demands for infrastructure investment by using public and private markets to manage peak demands, applying alternative management and financing approaches, using resource conserving technologies and information systems to provide and manage public facilities and services, and purchasing land and easements to prevent development, protect flood plains and sustain agriculture where appropriate.</p>	<p>Policy on Infrastructure Investments - Provide infrastructure and related services more efficiently by investing in infrastructure to guide growth, managing demand and supply, restoring systems in distressed areas, maintaining existing infrastructure investments, designing multi-use school facilities to serve as centers of community, creating more compact settlement patterns in appropriate locations in suburban and rural areas, and timing and sequencing the maintenance of capital facilities service levels with development throughout the state.</p> <p>Policy on Transportation - Improve transportation systems by coordinating transportation and land-use planning; integrating transportation systems; developing and enhancing alternative modes of transportation; improving management structures and techniques; and utilizing transportation as an economic development tool.</p>	<p>Key Indicator 4. Meet present and prospective needs for public infrastructure systems</p> <p>Indicator 14. The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p> <p>Indicator 16. Number of pedestrian fatalities in vehicular accidents on state roads</p> <p>Indicator 17. Increase in transit ridership</p> <p>Indicator 18. Percent of potable water supplies that meet all standards</p> <p>Indicator 19. Percent of development on individual septic systems</p>

Analysis

Roads

The Township has embarked upon a short and long term program to improve traffic circulation and capacity at a number of sites within the Brick Town Center and throughout the Township. Through the draft Circulation Plan Element and the Route 70 – Missing Mile Study, the Township has identified a variety of issues relative to improving the infrastructure for vehicular traffic throughout the Township. The main policies and plans include:

Better coordination with the NJDOT and Ocean County for future roadway improvements to:

- Redesign the intersection of Brick Boulevard and Rt. 70
- Change ingress and egress points along Rt 70 to provide for a third turning lane onto Chambers Bridge Road
- Allow for short term solutions including:
 - “Block the Box” at the intersection of Rt. 70 and Brick Boulevard to better define the intersection to prevent gridlock
 - Lane restriping along Rt. 70 approach to Brick Boulevard turning lanes



Planning and Implementation of Connector Road with Ocean County

- The Township has acquired property for Right-of-Way to connect Cherry Quay Road to Old Hooper Avenue to alleviate congestion
 - Through State Planning Area Mapping Changes, coordination with NJDEP and Ocean County for CAFRA permitting

Alternative Modes of Transportation

- The Township has completed a number of phased projects to encourage Bicycle and Pedestrian infrastructure through the utilization of ISTEA Grant funding through the NJDOT and acquisition of lands funded through the Ocean County Natural Lands Trust, NJDEP, Green Acres Program and through partnerships with non-profit entities such as Save Barnegat Bay, these include:
 - The Airport Tract Bicycle Trail, phases I and II have been completed and a third phase is planned to make travel from Brick Boulevard at the Drum Point Sports Complex to the Barrier Island possible without vehicular dependence
 - This provides access and connections between a large residential population and Drum Point School, Emma Havens School, Edmund Hibbard Park and the Drum Point Sports Complex
 - The Township has completed Phase I and II of the Sawmill Tract Bicycle Trail to provide Bicycle and Pedestrian infrastructure from Burnt Tavern Road to the Manasquan River at the Cultural Arts Center located on Herbertsville Road possible without vehicular dependence
 - This provides access and connections between a large residential population, Brick Memorial High School, Lanes Mill School, Colorado Park, Havens Homestead and Historical Museum, Dealman Farm and Cultural Arts Center



Water

The Brick Township Municipal Utilities Authority has completed two major projects for the future to ensure adequate supplies of water to its residents and surrounding communities. The BTMUA redeveloped an unused sand and gravel pit into the largest construction project in the history of Brick Township. The Brick Reservoir is a 120 acre site supporting a one billion gallon water storage reservoir that will ensure an uninterrupted supply of water to our customers for generations to come. To complement this successful project, the BTMUA has also just been granted an upgraded Water Allocation Permit from the NJDOT increasing their allowed surface water intake to 16 MGD, ensuring the future of water supply for years to come.

Located beside the Forge Pond section of the Metedeconk River in Brick Township is the MUA's modern water treatment plant. The plant, which has been expanded and upgraded, is now capable of processing up to 16 million gallons of water a day. To monitor the quality of water and ensure the public's safety, the MUA operates an on-site, state certified, water quality testing laboratory, which has been operating continuously since 1975. As part of the water delivery sewage disposal operations, the authority controls and maintains more than 700 miles of pipe, five water storage tanks and 27 sewage stations.

Sewer

The Township will also be coordinating with the Ocean County Planning Department and the NJDEP in the revision of the Northern Ocean County Wastewater Management Plan to ensure capacity and infrastructure will be provided to meet the needs of the future of Brick Township.

GOAL	POLICIES	INDICATORS
<p>GOAL 6: Provide Adequate Housing at a Reasonable Cost</p> <p>Strategy: Provide adequate housing at a reasonable cost through public/private partnerships that create and maintain a broad choice of attractive, affordable, ecologically designed housing, particularly for those most in need. Create and maintain housing in the Metropolitan and Suburban Planning Areas and in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, at densities which support transit and reduce commuting time and costs, and at locations easily accessible, preferably on foot, to employment, retail, services, cultural, civic and recreational opportunities. Support regional and community-based housing initiatives and remove unnecessary regulatory and financial barriers to the delivery of housing at appropriate locations.</p>	<p>Policy on Housing - Preserve and expand the supply of safe, decent and reasonably priced housing by balancing land uses, housing types and housing costs and by improving access between jobs and housing. Promote low- and moderate-income and affordable housing through code enforcement, housing subsidies, community-wide housing approaches and coordinated efforts with the New Jersey Council on Affordable Housing.</p> <p>Policy on Design - Mix uses and activities as closely and as thoroughly as possible; develop, adopt and implement design guidelines; create spatially defined, visually appealing and functionally efficient places in ways that establish an identity; design circulation systems to promote connectivity; maintain an appropriate scale in the built environment; and redesign areas of sprawl.</p>	<p>Indicator 20. Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p>Indicator 24. Annual production of affordable housing units</p>

Analysis

Since the early 1990's the Township of Brick has been recognized by the Council on Affordable Housing as a leader in innovative housing opportunities. The Township has continued this tradition of providing a mix of housing opportunities through partnerships with a number of non-profit organizations including Homes Now, Inc. an Ocean County organization who is a developer of affordable housing for the general public, housing for the developmentally disabled and for victims of domestic violence. The Township has also partnered with Northern Ocean Habitat for Humanity to provide single-family residential homes in Brick Township. In addition, the Township has worked with other developers of alternative living residences such as Bancroft Neurohealth, which provides housing, counseling and job training to persons with developmental disabilities and head injuries, ARC of Ocean which provides alternative living arrangements for persons with developmental disabilities and with other non-profit organizations who provide housing in group home situations.

The Township received substantive certification for Round One and Round Two of the Council on Affordable Housing Regulations and is currently before a Court Master for review of the Round Three plan which proposes another 199 units by the year 2015. In combination, since the Round One certification, the Township has provided in excess of 1,000 residential units for qualifying affordable housing individuals. The make up of these units include; scattered site single-family, multi-family age restricted condominiums and apartments, non-age restricted multi-family condominiums and apartments, group homes, independent living multi-family units for victims of domestic violence and persons with developmental disabilities and subsidized housing for a variety of clients.



The future of affordable housing in the Township of Brick includes a number of projects to provide alternative living arrangements in duplex, triplex and quadraplex units throughout the Township and amend our current Affordable Housing Scattered Site Ordinance to allow for these uses. In addition, the Township is currently implementing the Growth Share Ordinance to require developers to build one unit for every eight approved in the Township. It is anticipated that the combination of the Growth Share Ordinance and the Mixed Use Overlay Zone will provide incentives to developers to obtain additional density so that it is more economically feasible to provide on-site affordable housing units. In addition, providing for affordable housing within the Mixed Use Overlay Zones in the Brick Town Center will further the desired design criteria for providing placed based development for pedestrian amenities and proximity to services and jobs.

GOAL	POLICIES	INDICATORS
<p>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</p> <p>STRATEGY: Enhance, preserve and use historic, cultural, scenic, open space and recreational assets by collaborative planning, design, investment and management techniques. Locate and design development and redevelopment and supporting infrastructure to improve access to and protect these sites. Support the important role of the arts in contributing to community life and civic beauty.</p>	<p>Policy on Historic, Cultural and Scenic Resources - Protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Indicator 12. Conversion of land per person</p>

The Township of Brick has a long standing tradition of preserving open space and areas of cultural significance. The Township is proud to boast more than 3,000 acres of permanently preserved open space within the Township. The Township has been able to accomplish preserving twenty percent (20%) of its land area through partnerships with the U.S. Department of the Interior, State of New Jersey, Green Acres Program and Division of Parks and Forestry, New Jersey Environmental Infrastructure Trust, Ocean County Natural Lands Trust, and Save Barnegat Bay.

The Township has funded most of the land preservation through the passing of a referendum in 2000, levying a one cent tax per \$100 assessed value of each home in the Township. This provides the Township with approximately four hundred forty thousand dollars annually to preserve open spaces. In addition, the Township has received approval of a Planning Incentive Grant through the NJDEP, Green Acres Program which provides grants and low interest loans for acquisition and development projects. The Township has also purchased land through the utilization of municipal bonds and low interest loans through the New Jersey Environmental Infrastructure Trust.

The Township has also drafted a Historic Element to be incorporated in the Master Plan which identifies all of the sites of historic interest in the Township. The Historic Element was drafted through the cooperation of the Township's Historical Commission and Historical Society which also operates the Township's Historical Museum at the Haven's Homestead. This is also the site of the Cultural Arts Center where concerts, art shows, festivals and gardening classes take place throughout the year. The Township also holds a concert series known as "Summerfest." The "Summerfest" concert series is held at Windward Beach Park and attracts thousands of visitors each year to the Township for music, food, fireworks and cultural enrichment.



Through the draft Streetscape Ordinance, the Township envisions the Brick Town Center to enhance the cultural importance of architecture of the seashore. It is hoped that this ordinance will begin a tradition of providing a cohesive architectural design that is fitting of the many seashore communities that dot the New Jersey coast.

GOAL	POLICIES	INDICATORS
<p>Goal 8: Ensure Sound, Integrated Planning and Implementation Statewide</p> <p>STRATEGY: Use the State Plan and the Plan Endorsement process as a guide to achieve comprehensive, coordinated, long-term planning based on capacity analysis and citizen participation; and to integrate planning with investment, program and regulatory land-use decisions at all levels of government and the private sector, in an efficient, effective and equitable manner. Ensure that all development, redevelopment, revitalization or conservation efforts support State Planning Goals and are consistent with the Statewide Policies and State Plan Policy Map of the State Plan.</p>	<p>Policy on Comprehensive Planning - Promote planning for the public's benefit, and with strong public participation, by enhancing planning capacity at all levels of government, using capacity-based planning and Plan Endorsement to guide the location and pattern of growth and promoting cooperation and coordination among counties, municipalities, state, interstate and federal agencies.</p> <p>Policy on Public Investment Priorities - It is the intent of the State Plan that the full amount of growth projected for the state should be accommodated. Plan Strategies recommend guiding this growth to Centers and other areas identified within Endorsed Plans where infrastructure exists or is planned and where it can be provided efficiently, either with private or public dollars. (Designated Centers are included in the category of communities with Endorsed Plans.) Public investment priorities guide the investment of public dollars to support and carry out these Plan Strategies.</p>	<p>Key Indicator 6. The degree to which local plans and state agency plans are consistent with the State Plan</p> <p>Indicator 25. Municipalities participating in comprehensive, multijurisdictional regional planning processes consistent with the State Plan</p>

Analysis

The Township has made every effort to cooperate with the Office of Smart Growth to achieve Plan Endorsement. It is the desire of the Township to become consistent with the State Plan Goals and Policies and provide as much opportunity for public comment as possible. To this end, the Township has held a number of public hearings, has made presentations to the Planning Board many times and has worked with the Office of Smart Growth and the NJDEP on revising and drafting a number of ordinances to further the goals of the State Plan. As a result, the Township proposes to implement and adopt the Mixed Use Overlay Zone Ordinance, the Streetscaping Ordinance, the Riparian Buffer Ordinance and the Habitat Protection Ordinance. In addition, the Township will be adopting an entirely new and revised Master Plan including all of the elements referenced throughout this document.

Policies for Centers

The Brick Town Center

The Township of Brick is seeking to re-establish a Town Center within the boundaries of the recently expired CAFRA Coastal Town Center and expand the center boundaries to encompass more of a mix of uses in the Township's "downtown" area. It was determined that a Town Center was the most appropriate Center designation for the area in question as it is consistent with the Township's zoning relative to impervious coverage and land use requirements and complies with most of the State Plan criteria for a Town Center. In addition, the new Brick Town Center will comply with most of the policies for Centers as outlined by the State Planning Commission. The Township is proposing to expand the center to incorporate more of the commercial district surrounding and including businesses and residential areas along Brick Boulevard, Chamber's Bridge Road and Cedar Bridge Avenue.

The goal of the Brick Town Center is to encourage redevelopment in the new Town Center that will redesign and improve the historic core of linear commercial development along our arterial roadways and highways. The Brick Town Center will encourage development of a mix of housing opportunities, variety of retail and service business and improve a sense of place through the design of public spaces, and improve circulation through design solutions to the existing highway infrastructure, pedestrian linkages and connectivity between exiting developments.

The Brick Town Center Boundary

The Center will be referred to as the “Brick Town Center”. The Center encompasses an area of approximately 1.12 square miles beginning at the northerly extent of Chambers Bridge Road, abutting the Garden State Parkway. The Center area travels south and east on Chambers Bridge Road covering the land area on both sides of the road from the Cedar Bridge Branch to the Forge Pond area to a point at the Route 70 intersection. The Center continues across Route 70 to the intersection of Mantoloking Road/Cedar Bridge Avenue and continues west down Cedar Bridge Avenue including all of the land between Cedar Bridge Avenue and Chamber’s Bridge Road until it meets with the beginning of The Center at Route 70 and the Cedar Bridge Branch of the Metedeconk River. The Center then moves east on the north side of Route 70 to the intersection of Route 88. The Center area then travels northwest on Route 88 to the intersection of Jack Martin Boulevard and includes the land area between West Princeton Avenue, Jack Martin Boulevard and Route 70.

The Center’s boundaries are defined by natural and man-made features. In the Chambers Bridge Road section of the Center the northern Boundary is the Garden State Parkway, the western boundary is the Cedar Bridge Branch of the Metedeconk River, the eastern boundary is the intersection of Mantoloking Road/Cedar Bridge Avenue and Chamber’s Bridge Road the southern boundary is Route 70. The Route 88 section of the Center is bound by Jack Martin Boulevard to the north and east, West Princeton Avenue to the west and Route 70 to the south. The two areas are joined by a small section of Route 70.

The Brick Town Center Land Uses

The Brick Town Center is a fairly compact mix of uses. Along Chambers Road the Center contains the Brick Municipal Building (including the police and municipal court), the Civic Plaza, the County Library, Municipal Tennis Courts, Brick High School, Ocean County Vocational School, the Primary Learning Center, the Post Office, the Housing Authority (including 450 affordable age restricted units and an approved multi-rise senior housing complex with 300 units) ,an ice rink, Fitness Center, Forge Pond County Golf Course, a number of regional shopping centers including Brick Plaza, Kennedy Shopping Mall and Town Hall Shoppes, a mix of out-dated office and retail uses and four residential neighborhoods consisting of a total of 834 Single family dwellings and 1540 multi-family dwellings including apartments, townhouses and senior assisted living residences totaling 2374 residential units. The Route 70 section includes a Church and Parochial School, a 10 acre site acquired by the Township that contains an abandoned 90,000 sq. ft. retail building that abuts Forge Pond and several mid-sized retail buildings. The Route 88 section of the Center

contains the Township's Hospital Support Zone. The Hospital Support Zone has been a corner stone of economic growth over the past 15 years. The Hospital support Zone contains the Ocean Medical Center, the VA Hospital, two nursing homes, three assisted living facilities and several large Medical/Office complexes. In addition to the Hospital Support Zone is a Costco Wholesale Warehouse, the Jersey Paddler (Canoe and Kayak sales and rentals), small to mid-sized office and retail uses and three small residential neighborhoods totaling 227 single family dwellings on lots of less than a ¼ of an acre plus two small garden apartment buildings. The Center area reflects a high level of public investment and services.



Although the Chambers Bridge/Route 88 section is only serviced by limited mass transit, in the form of pass through NJ Transit bus service, it is traversed by four arterial roadways, two of which are State Highways. In addition, many of the Township's senior developments provide bus service to shopping areas, the Medical Center and various municipal services within the Center. Also, the Chambers Bridge Road and Cedar Bridge Avenue sections of the Center are pedestrian friendly as they have continuous sidewalks along the full length. The majorities of the Center's resident population resides in the Chambers Bridge Road section and make regular use of the sidewalk areas for access to the High School, other public services and retail areas. In all, the Center area is easily accessible and surrounded by a mix of housing types capable of providing adequate housing to support the commercial and office uses in the center.

The jobs-housing ratio is approximately 3-1. The Center supports a population of approximately 6362 persons in a 1.12 square mile area, exceeding the State Plan Center requirement of a center supporting 5,000 persons per square mile with a gross population density of 5680 persons per square mile and has a gross housing density of 3.31 dwelling units per acre. The Center area as well as the whole of the Township of Brick is serviced by the Ocean County Waste Water Treatment Facility and has more than adequate infrastructure to support new infill development. The entire Center area is also serviced by the Brick Township Municipal Utility Authority for potable drinking water. The Center area is subject to the Township of Brick's Municipal Stormwater Control Ordinance and will be able to support the infill of new commercial development relative to stormwater controls.

The Center also comprises a major employment center within the Township. The Township's three largest employers are located within the Center. Over three hundred and fifty people are employed at the municipal building, three hundred and five people are employed at Brick High School and the Primary Learning Center and one thousand three hundred people are employed at Ocean Medical Center. The large commercial areas also contribute significantly to the area's employment as two of the Township's super food stores are located within the Center, employing approximately 400 people. In addition, these retail centers employ approximately 800 additional people.

Opportunities for Development & Redevelopment

There are six vacant or under-developed parcels within the Center. These properties account for approximately fifty-six acres. Of those fifty-six acres approximately thirty acres involving two of the six sites have received recent development approvals. However, there are a number of outdated uses, sites and systems in the Center that the Township anticipates to be candidates for planned redevelopment involving public participation with potential for mixed use design employing smart growth principles.

Through the Township's present Master Plan update and the Township's concurrent participation in Ocean County's Northern Barnegat Bay Regional Corridor Study and the State's Plan Endorsement process a strategic planning effort is in place that will focus on the redevelopment of the designated Center area and identify public and private sources to facilitate the fulfillment of policy objectives for the planning area.

The History of the Brick Town Center

If you ask anyone who is familiar with the Brick Township area, where the "Center" of Brick Township is located, the majority of people will say between the intersections of Brick Boulevard and Route 70 along, Chambers Bridge Road. The history of industry and commerce in Brick Township dates back to the arrival of the saw mill industry, when between 1742 and 1757 settlers were attracted to the virgin woodlands of southern Monmouth County. The saw mill industry was the first of a number of economies that would depend upon the natural resources of this area. Other economies were the pinewood (charcoal), turpentine and bog iron

industries. Each of these industries was dependent on the Metedeconk River and the currently named Forge Pond, around which the Township developed and bi-sects the proposed Brick Town Center.

There were two forges located in what was later to become Brick Township. In 1808, an iron forge was built on the upper Metedeconk River, called Butcher's Forge, then Burr's Forge, now known as Forge Pond. The area around the forge was called Burrsville and then Laurelton. In 1848, Forge Pond was considered to be the largest in the state. The second forge, Bergen Iron Works, further up the south branch of the Metedeconk River in present day Lakewood was run by Joseph W. Brick from whom the town was named.

By the late 1800's, a new business had arrived, the cranberry industry. There were cranberry bogs in most sections of town. At the turn of the century, Brick Township led Ocean County in the production of cranberries. The cranberry industry was devastated when the Point Pleasant Canal opened, introducing salt water into the upper Barnegat Bay and the Metedeconk River.

The 1900's brought new economies to the area. The poultry industry started by the Park and Tilford Poultry Company peaked in the 1950's when refugees from World War II entered the business. The summer tourism industry began when land developers arrived promoting the area as a resort for swimming, boating, salt-water bathing, crabbing, fishing and just getting away. Newspapers purchased tracts of land and promoted its sale by allowing weekly payments with your newspaper subscription. The area became popular with Philadelphia gunning and fishing clubs who built lodges on the banks of the Metedeconk River and named them for streets in Philadelphia.

Brick Township continued to be a quiet rural-resort area into the 1950's, when the Garden State Parkway opened. Travelers exiting the Garden state Parkway were soon to discover this was an area where property was inexpensive, taxes were low, and they were about an hour drive from their jobs. Land development again dominated the economy. Due to the rapid building of homes in the area, residents needed areas to shop and work close to home. This spurred the commercial building and development of the Township.

Between the years 1960-1990, major residential and commercial development continued, along with the services needed for a growing population. Brick Township's population grew from 4,319 in 1950 to over 75,000 in 2000, making Brick Township the 13th largest community in New Jersey today.

The Brick Town Center area had historically been the location of many of the early 1950's and 1960's strip shopping malls and retail buildings. At one time, the Town Hall was located just one block south of this area, now known as a redeveloped commercial center named "Town Hall Shoppes." As the area grew, many of these strip malls became vacant and occupied depending on the fluctuations of the economy. Over the past twenty years, there has been resurgence in these developments and they have been re-designed and re-developed to current suburban development standards. Commercial in-fill developments from big box retailers such as Target and Lowe's have developed around them, creating a stress on the transportation infrastructure.



Criteria	State Plan Criteria: Town Center	Proposed Town Center Baseline	Proposed Town Center 2025
Land Use			
Function	Mixed-use core and diverse housing.	No opportunities for Mixed Use Developments, all land uses are single use commercial or residential	Mixed Use integrated into Brick Town Center through adoption of overlay zones with diverse housing
Land area	< 2 sq mi	1.12 sq mi	1.12 sq mi
Housing units	500 to 4,000	2,373	3,000
Housing	> 3 du / ac	3.31 du/ac	4.18 du/ac
Population			
Number of people	1,000-10,000	6,362	6,989
Density	> 5,000 per sq mi	5,680	6,240
Economy			
Employment	500 to 10,000	7,118	7,518
Jobs-housing ratio	1:1 to 4:1	3:1	3:1
Infrastructure			
Capacity (general)	Sufficient existing or planned infrastructure.	Sufficient infrastructure to support target growth	Water Supply and Sewer Infrastructure are Sufficient
Transportation	Arterial highway or public transit.	2 Major State Highways & 4 Arterial County Highways	Traffic improvements are needed to support the increased growth

Future Development of the Brick Town Center

As a result of limited system capacity by way of available land for development, locational limits by way of the location of the two state highways and the Metedeconk River that bisect the Brick Town Center and the current stress on local infrastructure, the future development of the Brick Town Center will focus on four areas of mixed use design for residential and commercial growth as well as redevelopment of the Brick Town Center's commercial base. The Brick Town Center has been tightly delineated around existing places that fit into the criteria for center designation and have potential to redevelop utilizing smart growth principles including mixed uses, connectivity and innovative design criteria. The Brick Town Center will be a place where redevelopment and reutilization of existing infrastructure will be emphasized while striving to improve pedestrian linkages, increase housing diversity, provide a mix of residential and commercial uses, upgrade commercial areas for new businesses and coordinate state, county and municipal agencies for better transportation amenities.



The Township of Brick is an older developed suburban community, where opportunities for “New Urbanist” designs are limited; however, to encourage a diverse mix of residential and commercial growth we have identified four areas within the center to receive additional residential and commercial opportunities in mixed use overlay zones. In these mixed use overlay zones, we are encouraging careful planning of denser forms of village-like developments that will be linked to other single-use nodes in the center that will focus on commercial redevelopment. The design criteria in each area of the Brick Town Center will utilize smart growth principles such as connectivity, public spaces, shared infrastructure, redevelopment of single use sites as mixed use developments and natural resource protection strategies.

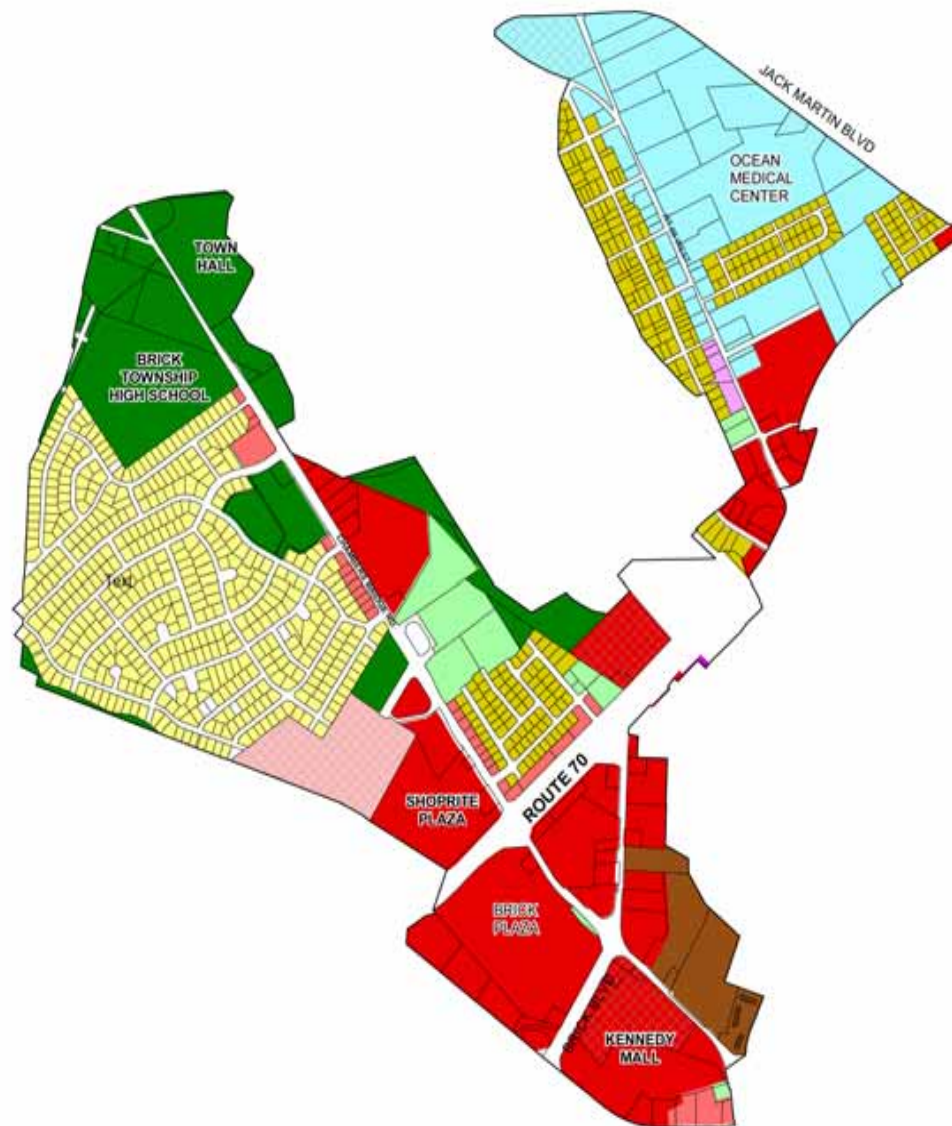
The Township of Brick has the most waterfront mileage of any municipality in New Jersey; therefore, protection of this resource is a paramount priority. The current trend of land use decisions within the Township have focused on decreasing the amount of impervious cover on older, antiquated, developed commercial areas in order to improve water quality and decrease non-point source pollution to our receiving waterways. A number of commercial projects have come before the land use boards for redevelopment and upgrade. As a result of this review opportunity, the Township revised its land use ordinances to require a larger amount of landscaping, a smaller amount of impervious coverage and improved and innovative stormwater controls. These techniques have served to aesthetically improve the commercial areas within the township while also improving the environmental quality of the runoff that enters our streams and rivers through regulation at the local level. A number of high density residential communities have also been planned for through use variances and re-zoning in the center area which will increase density. However, these planned communities were approved in order to meet the Council On Affordable Housing obligation.

Preliminary Concepts for the Town Center

Redevelopment:

Recent commercial redevelopment projects have incorporated more aesthetically pleasing architectural designs, landscaping improvements and improved stormwater controls at the major commercial sites within the Brick Town Center. The Township of Brick envisions the Brick Town Center to continue to be the hub of activity in the coming years and will continue to encourage innovative commercial, multipurpose recreational, cultural and residential redesign of antiquated areas in need of improvements through the planning and review process. Four areas of the center will be identified to allow for re-development and development allowing mixed uses employing smart growth principles in order to encourage growth into areas that currently contain supportive infrastructure.

**TOWNSHIP OF BRICK
CENTER LAND USE**



Parcel Data circa 11/28/2006

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Mixed Use Overlay Zone:

The challenge of the mixed use overlay zones will be to develop a design criteria that permits most uses including residential, retail, office and service uses while taking care to provide an authentic village-like setting that is able to interact with the surrounding suburban setting. Bulk development standards will provide for more liberal setbacks and parking standards. An increase in the height restriction and story limitations in this zone will allow for multi-story developments while maximizing developable floor areas. Landscaping and architectural design will be carefully scrutinized for maximum creation of public spaces and inviting places for pedestrian traffic and interaction. Environmental standards must be adhered to in order to remain respectful of the water quality and habitat protection principles the Township is committed to preserving.

Development Incentives

While new to the Township leadership, exploration of incentives for developer's to concentrate density and development in the Brick Town Center will be entertained. These may include land swaps from outlying undeveloped parcels proposed for conservation on the Township's Open Space & Recreation Inventory or density bonuses for providing affordable housing in excess of the Council on Affordable Housing obligation.

Linkage Improvements:

Linkages between road networks and pedestrian interfaces can be improved through coordination between State and County Transportation Agencies. The Brick Town Center is the location at which two state highways and three County roadways intersect. These roadways can be improved through intersection redesign, light timing evaluation and sidewalk connections. In addition, opportunities for connectivity between sites will be implemented to reduce entrances and exits onto roadway networks to gain access from adjacent sites. These connections will be encouraged during development review and through roadway and parking area design guidelines.



**TOWNSHIP OF BRICK
PROPOSED CENTER
IMPROVEMENT**

- ✕ Proposed Pedestrian Linkage Improvement
- Existing Sidewalks
- Proposed Streetscape Areas



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Pedestrian Movement:

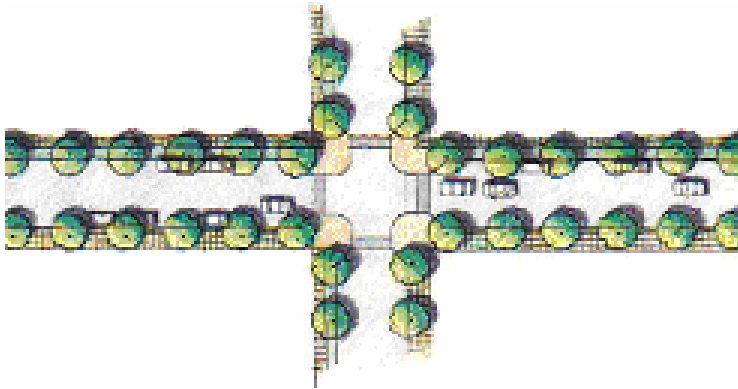
The Brick Town Center will benefit significantly from improved pedestrian and vehicular connections. Currently, this area has problems relating to level of service at several intersections and the pedestrian infrastructure is in need of improvement. Sidewalks exist in most of the center; however, gaps need to be filled where sidewalks end. In addition, timing at lighted intersections needs to be improved to accommodate pedestrians from the high density residential developments crossing roadways to reach commercial areas. Traffic calming devices will be considered to aid pedestrians in areas where increased pedestrian activity will not result in further traffic congestion. The areas that are planned to be re-developed or developed as mixed use areas will serve as 'hubs' of connectivity. These areas will enable pedestrians to access various uses on foot without having to travel by vehicles throughout the Township for services.

Roadway Improvement:

The Township has embarked upon a long-term study of the Route 70 corridor between the intersection of Route 88 and Princeton Avenue westerly to Cedar Bridge Road. This area, also known as the "Missing Mile," has been identified as an area in need of significant vehicular improvements. The Township has developed a long-term and short-term improvement plan and is in the early phases of negotiation with NJDOT to begin the short-term projects. The "Missing Mile" plan will improve connectivity between the Hospital Support section the Chambers Bridge Road Section of the Brick Town Center. The improved connectivity between these two areas will provide for linkages to areas of multi-use residential and commercial clusters that will advance the development of the center design.

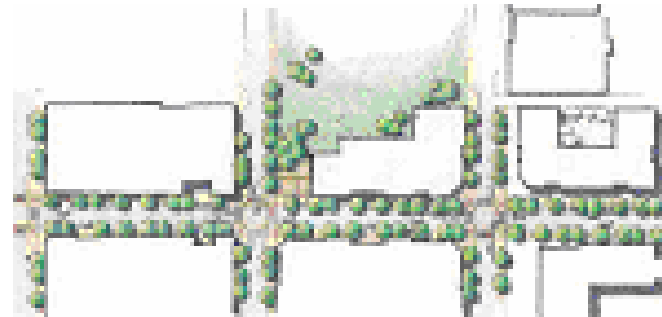
Transit Improvement:

Currently, NJ Transit services the Brick Town Center at many "un-official" bus stops along Route 70 and Route 88. An increase in the frequency of service in the vicinity of our Hospital Support Area along Rt. 88 and Jack Martin Boulevard would benefit many of the employees in this area. Additional services would be advantageous along Chambers Bridge Road and Brick Boulevard and would provide for a more comprehensive rider-ship in the Center. The Township will work with NJ Transit to accomplish more accessible and convenient transit services to the Center area in addition to exploring the incorporation of bus stop shelters at the existing stops and future locations to provide riders with proper amenities.



Center Street Scaping:

The Brick Town Center has also been the focus of recent redevelopment projects wherein major investments to the aesthetics of the area have been improved through Street Scaping and landscaping of commercial developments. The Township would like to expand upon these improvements and implement a “street scaping” project in the center area to provide for a cohesive visual built environment that incorporates green spaces, public spaces, street trees, landscaped gardens, buffers and berms and shade trees along the arterial roads and highways that transect the center.



CONCLUSION

The Township of Brick’s request for Plan Endorsement and the planning efforts that have been completed during the year since the Initial Petition for Plan Endorsement have brought the Township’s planning documents and future land use to evolve into plans that are consistent with the State Plan. We believe that the Township’s Vision and Plan is consistent with the State Plan and will serve to direct new growth towards the Brick Town Center and other appropriate areas, while preserving natural resources and open space.

The Township will continue to pursue a partnership with the Office of Smart Growth to further refine planning efforts at the local and regional level as well as look to the Office of Smart Growth for support towards improvement programs and grant opportunities available through all State of New Jersey departments.