

# STAFF RECOMMENDATION REPORT FOR TOWNSHIP OF BRICK'S (OCEAN COUNTY) PETITION FOR PLAN ENDORSEMENT



DEPARTMENT OF COMMUNITY AFFAIRS  
OFFICE OF SMART GROWTH

Adopted by the State Planning Commission on June 20, 2007

### Photograph Sources

Brick Township Reservoir (cover), Asbury Park Press  
Metedeconk River (p.9), The Trust for Public Land  
Forge Pond (p.12), <http://home.comcast.net/~wwrivrrat/padzone.htm>  
Brick Boulevard (p.15), Asbury Park Press  
Summerfest (p.19), Asbury Park Press  
Foodtown Property (p.20), Brick Township Plan Endorsement Report

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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 (SPC). 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 (State Plan). 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 the designation of Brick Town Center as a focal point for the bulk of the Township's future growth and development. Accompanying the Center is a number of minor Planning Area changes from Suburban Planning Area (PA2) to Environmentally Sensitive Planning (PA5) or vice versa. The mapping for Parks is also proposed for amendment based on the existence of local publicly owned open space and recreation facilities. New Critical Environmental Sites (CES) are proposed along sensitive water bodies and in areas where a potential PA5 does not meet the Planning Area size threshold.

## BACKGROUND

### **Process Timeline**

Brick Township initiated the Plan Endorsement process with a pre-petition meeting on September 27, 2005. The petition submitted by the Township on February 15, 2006 was deemed incomplete by the Office of Smart Growth (OSG) on March 10, 2006. Subsequently, the Township provided additional materials sufficient for OSG to deem the petition complete on March 14, 2006. This action allowed for the existing coastal

center to be extended temporarily until March 15, 2007 pursuant to the Coastal Zone Management (CZM) rules (N.J.A.C. 7:7E) of the Department of Environmental Protection (DEP).

Even though the Township had a complete petition, significant consistency issues remained, a situation similar to several other coastal municipalities that had their petitions deemed complete prior to March 15, 2006. To take full advantage of the one-year period between petition completeness and coastal center expiration outlined in the CZM rules, the State Planning Commission (SPC) approved a policy directive on April 19, 2006 allowing an extended timeframe for the consistency review of petitions.

On this basis, Brick Township entered a Memorandum of Understanding (MOU) with OSG. The agreement included an Action Plan to address issues outlined in the Consistency Review letter dated May 23, 2006 so that the Township's petition could be endorsed by the SPC, with its Town Center recognized thereafter by DEP's Coastal Zone Management rules. The Action Plan covered 6 months from May 23 to November 23, 2006. During this period, on October 13, the Township participated in a regional Plan Endorsement meeting, which also included key stakeholders from Lakewood and Toms River, to discuss issues such as infrastructure, development and natural resources.

Towards the end of the Action Plan timetable, the Township requested an extension to February 28, 2007. OSG granted this extension as the Township's overall work was in line with the requirements and intent of the Action Plan. In addition to submitting Action Plan materials on February 28, the Township also conducted a presentation to the Plan Implementation Committee (PIC) regarding its Plan Endorsement petition.

This OSG staff recommendation report was initially produced for consideration by the PIC in its meeting on April 25, 2007. During the public comment period of this meeting, there were requests that the PIC require the master plan and various ordinances for design and environmental protection (mixed-use overlay, streetscape, riparian buffers, habitat) to be locally adopted prior to endorsement. PIC members agreed that the SPC should consider the Township's petition in June 2007 rather than May, allowing for further progress with the above documents. As of the date of this report, the Township has adopted the master plan and has conducted a first reading of the ordinances.

### **Public Participation**

Throughout 2006 and 2007, the Township has involved the public on Plan Endorsement and related planning issues via a number of Township Council and Planning Board meetings. Many of these meetings occurred during the Action Plan period as the Township revised or created various planning documents to achieve consistency with the State Plan. This includes Township Council meetings on July 11, 2006, February 6, 2007 and February 20, 2007, and Planning Board meetings on August 6, 2006, January 17, 2007 and February 26, 2007. The public has had the opportunity to provide input on the overall petition and the current master plan update, as well as draft ordinances for a mixed-use overlay zoning, streetscape, riparian buffers and habitat protection (see p.8). The Township's Master Plan Committee will help guide the plan's update towards its adoption.

## **STAFF RECOMMENDATION**

The Township of Brick's planning vision is consistent with the State Plan as defined in the State Planning Rules. Therefore, staff recommends Initial Plan Endorsement for the Township, including the designation of the aforementioned Town Center and other mapping changes. The recommendation in the previous version of this report included the following caveats:

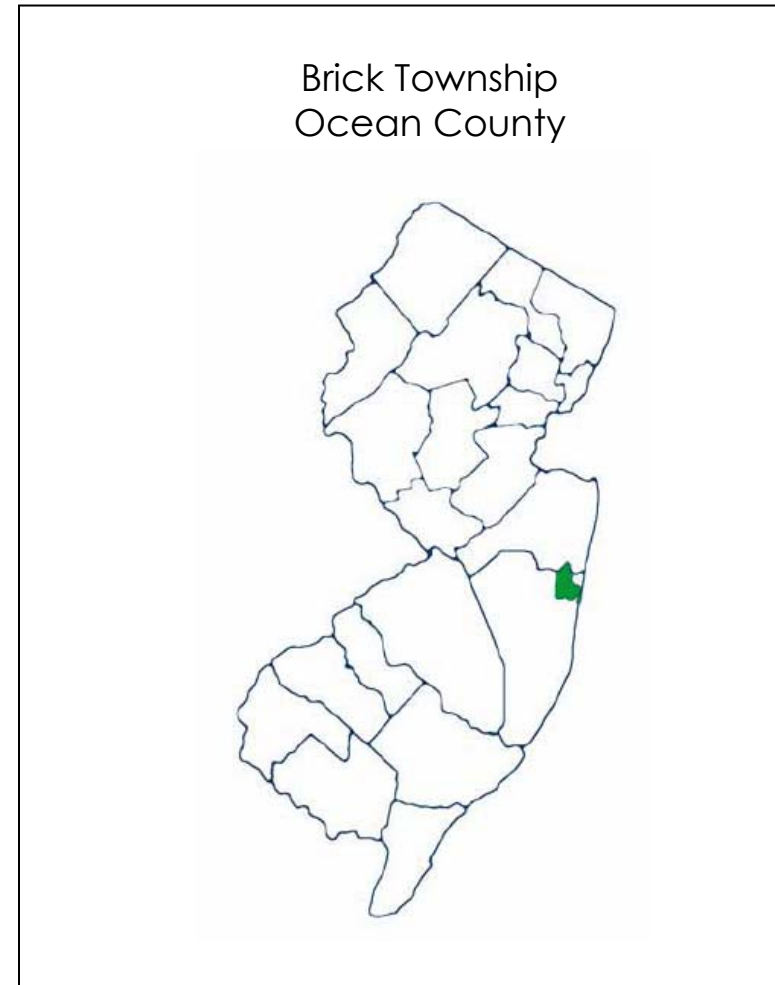
- The Township, OSG and state agencies will work together to finalize the PIA prior to SPC endorsement.
- The Township and OSG will finalize technical mapping issues, namely the proper identification of local parks.

These caveats have since been resolved. In addition, staff believes that the Township has addressed public concerns expressed in the April PIC meeting by adopting its master plan and having a first reading for the ordinances, which are scheduled for a second reading on July 10, 2007. The Township has demonstrated significant commitment and leadership towards improving its plans, through the fulfillment of the Action Plan phase. We look forward to working with the Township to further its plans via refinement and implementation.

## LOCATION AND REGIONAL CONTEXT

The Township of Brick is located in the northeast section of Ocean County, bound to the east by Point Pleasant Borough and the Atlantic Ocean, to the west by Lakewood and Howell Townships, 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.

The Township is entirely within the Coastal Areas Facilities Review Act (CAFRA) jurisdiction for all regulated developments. Routes 70 and 88 are state highways that traverse the mainland portion of the Township. Route 35 runs north-south along the Township's barrier island section.



## DEMOGRAPHICS

The data on age distribution and average household size show that Brick Township is very similar to the New Jersey average, with a proportionally lower population of seniors compared to Ocean County. Median household and per capita incomes are also on par with the state. The Township's workforce is oriented towards retail and professional services, in part reflecting the commercial base that exists from a land use perspective.

	Brick Twp	Ocean County	New Jersey
Land area (sq mi)	26	636	7,417
Population	73,110	550,477	8,521,427
Households	29,338	221,085	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%	8%
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%

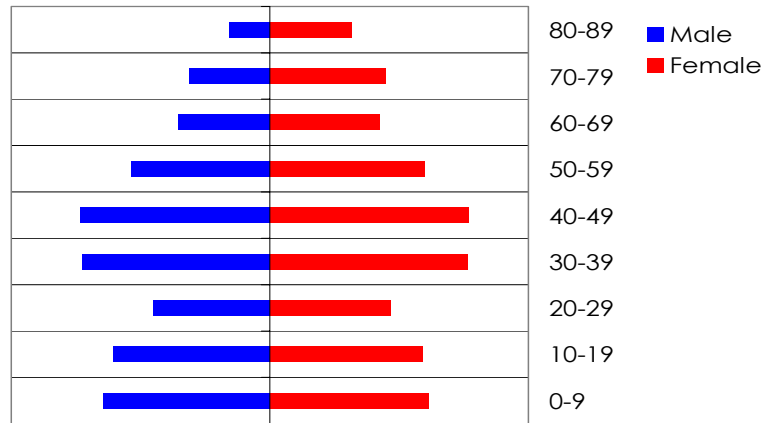
Source: US Census American Community Survey 2005

As with much of the coastal region, Brick Township has grown dramatically since 1950, with the introduction of the Garden State Parkway. From a population of 4,319 in 1950, the Township grew to 35,057 by 1970 and 63,629 by 1980. Growth leveled off during the 1980s but accelerated somewhat in the 1990s. The Census 2005 American Community Survey estimates the Township's population to be 73,110, although the Census also has a 2005 estimate of 78,155 people in Brick.

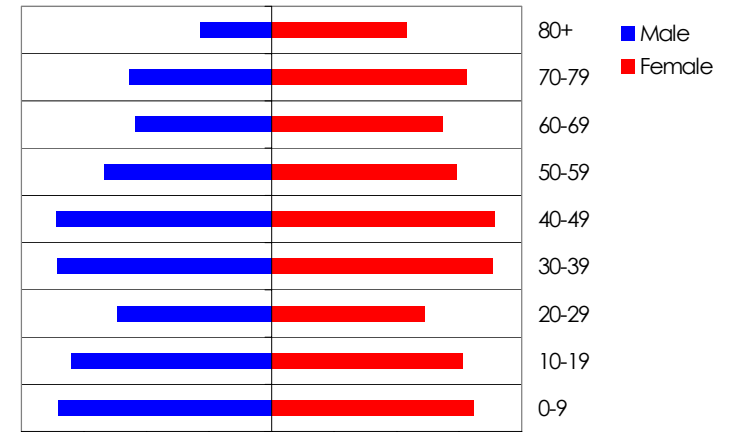
Due to the limited amount of developable land, the Township projects lower population and employment figures than the North Jersey Transportation Planning Authority. The Township noted this discrepancy in the Ocean County Cross-acceptance Report. The numbers used in the projections chart on page 7 relies on the methodology used in the Township's Housing Element & Fair Share Plan, which is under review by the courts. Based on the built-out nature of Brick, OSG agrees that the Township's projections are more appropriate. However, as redevelopment opportunities and accompanying infrastructure improvements occur, these projections may change.



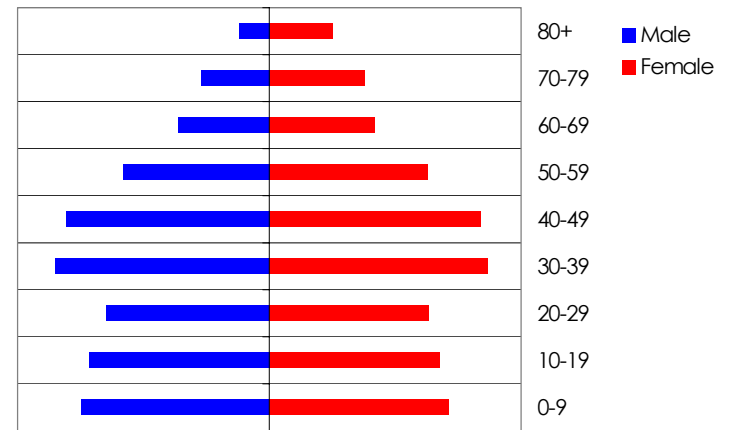
### Brick Township Age Distribution



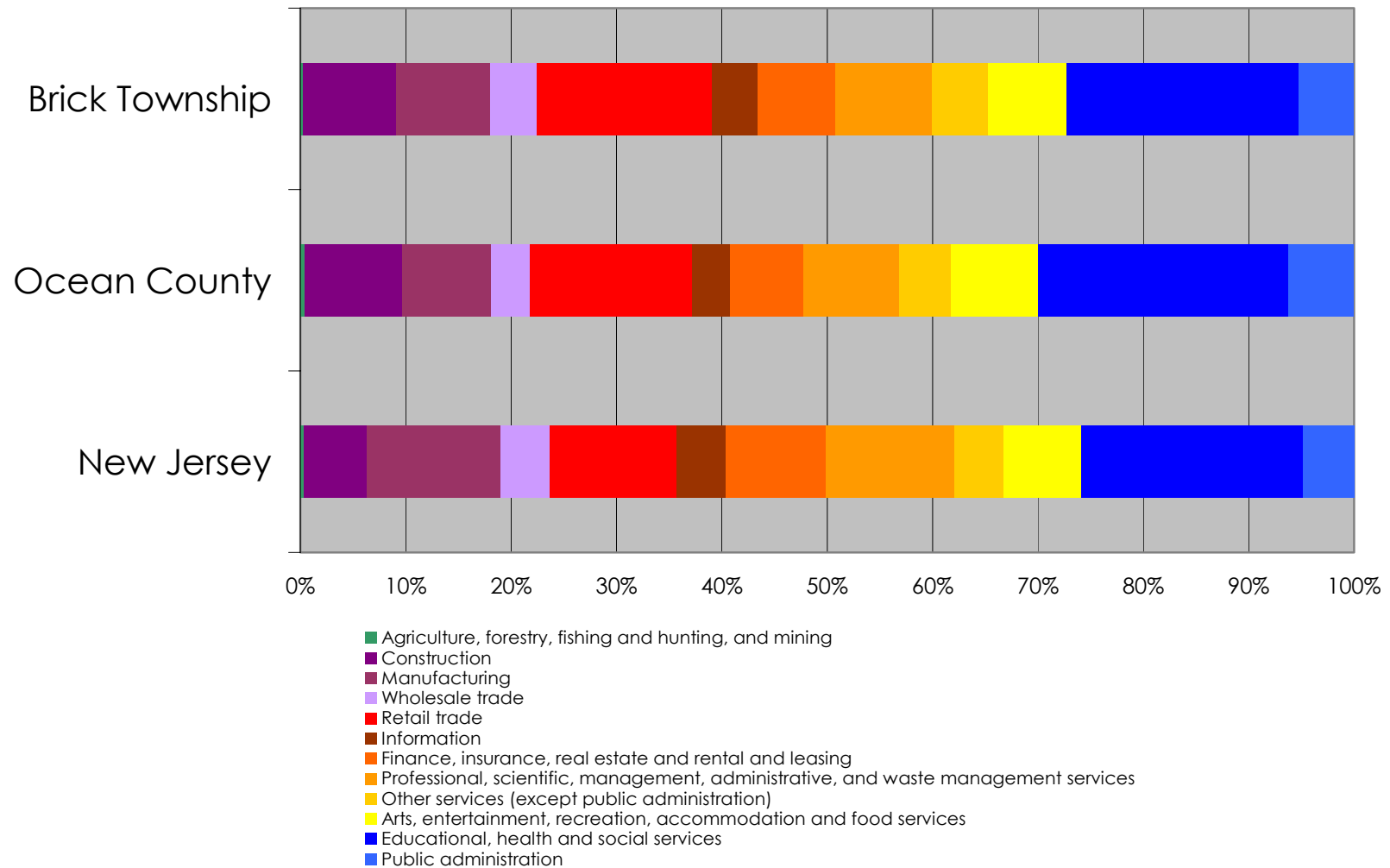
### Ocean County Age Distribution



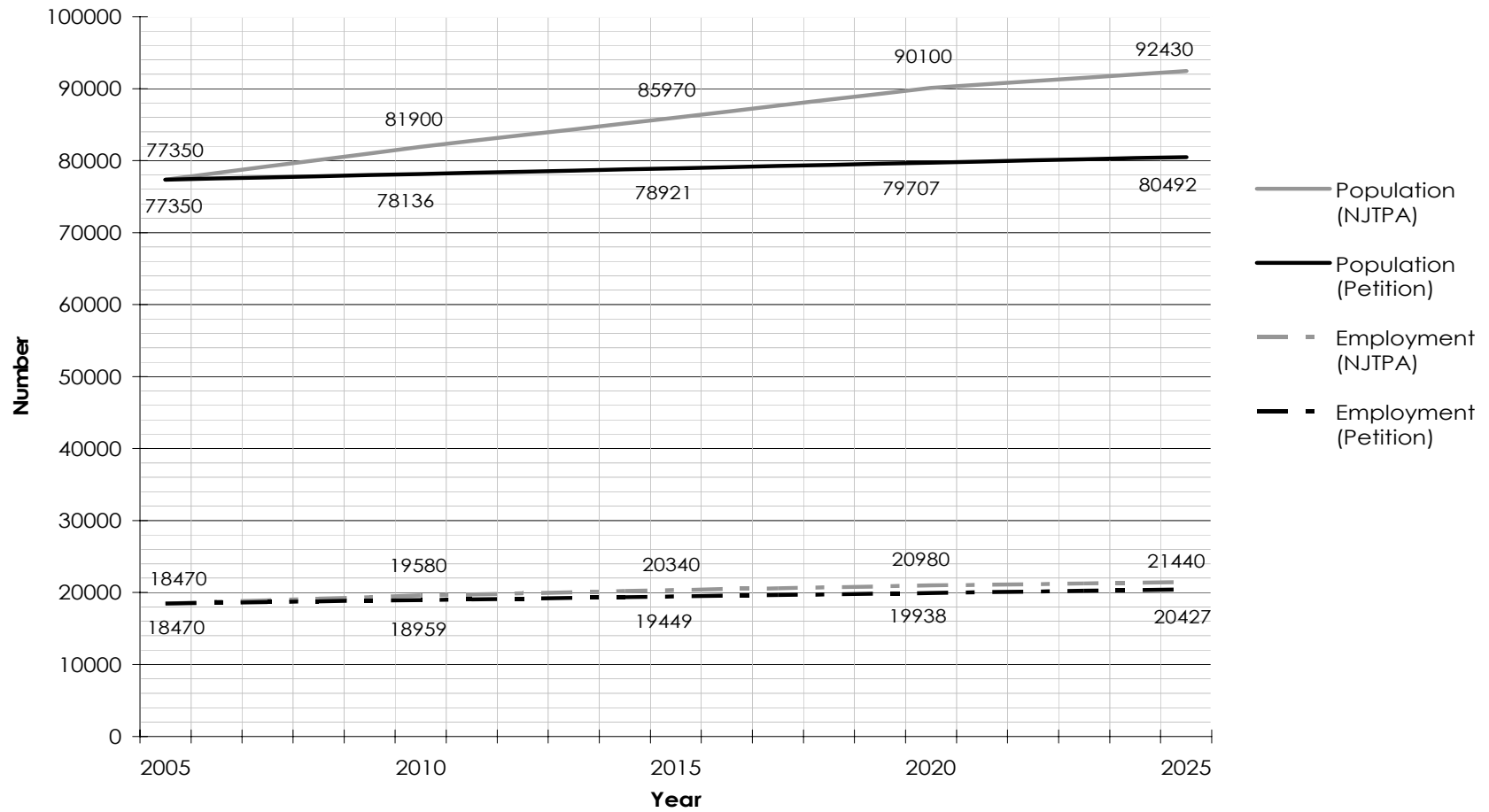
### New Jersey Age Distribution



## Workers by Industry



## Brick Township Petition vs NJTPA Projections



## RELEVANT PLANNING ACTIVITIES

### Purpose of Plan Endorsement

The purpose of the Plan Endorsement process is to achieve consistency among municipal, county, regional and State agency plans and with the State Plan, and to facilitate the implementation of these plans (N.J.A.C. 5:85-7.1(b)). Plans shall be endorsed only if they are internally consistent and demonstrate consistency with the State Development and Redevelopment Plan (N.J.A.C. 5:85-7.2(h)). Consistency means that the State Planning Commission determined that a municipal plan is the same as or has the same effect as the provisions in the State Plan. In evaluating consistency, the Commission should consider all provisions of the State Plan with particular emphasis on:

- 1) Statewide goals and policies;
- 2) Planning Area policies and boundaries;
- 3) Critical Environmental Sites criteria and intent; and
- 4) Delineation criteria and intent for a Center designation. (N.J.A.C. 5:85-1.4)

The analysis that follows is predicated on the recognition that an investment in good planning will produce a desirable outcome.

### Local Plans and Regulations

In recent years, the Township has been actively working on updating its Master Plan, including the adoption of the Open Space & Recreation Plan, Municipal Stormwater Management Plan, Housing Element and Fair Share Plan, and the drafting and review of various other elements. The Township recently adopted its Master Plan on June 6, 2007.

In connection with the Plan Endorsement process, the Township is in the process of amending its Master Plan to set the foundation for a range of ordinances. A mixed use overlay

zone will provide an incentivized option for center development, allowing for additional residential units. A streetscape ordinance creates standards for enhanced pedestrian access, cross-access between commercial sites, landscaping and amenities such as trees, street furniture and sidewalks. These ordinances will be applied in the Town Center. The Township is also considering using these ordinances in other parts of the Township, such as Mantoloking Road. While the Township is not proposing additional Centers, the existing impervious surface coverage in such areas will allow opportunity for more compact, mixed-use development, even within the CAFRA context.

While planning for greater center-based development, the Township has also drafted ordinances for the protection of waterways and habitat, to be consistent with state regulations and to be considered in the development review process. In a built-out municipality like Brick, these two ordinances overlap greatly in their geographic applicability.

### Affordable Housing

Since the first round of Council on Affordable Housing (COAH) regulations, Brick Township has been proactive in planning for affordable housing. In 2005, the Township adopted a Housing Element and Fair Share Plan and has been working with a court-appointed master to comply with the 3<sup>rd</sup> round requirements. As with other municipalities, this effort is impacted by the Appellate Court decision on the COAH rules. Item C1 of the PIA recognizes that some revisions to the housing plan may be necessary.

In its current state, the plan contains a sufficient framework for affordable housing provision to proceed with Plan Endorsement. The plan outlines multi-family housing opportunities for the general population and age-restricted developments. The Township also has a mix of alternative housing sites dealing with special needs, including group

homes, victims of domestic violence, and individuals with developmental disabilities. The mixed-use ordinance discussed above will add diversity to the local housing types by providing units directly accessible to a range of services and potential employment.

### **Transportation**

The Township has begun working with the NJ Department of Transportation (DOT) on developing an "Integrated Land Use and Transportation Study" for the Route 70 corridor.

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 Route 70 from the border with Lakewood 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.

### **Cross-Acceptance**

Brick Township has participated in the Cross-Acceptance process, working in coordination with Ocean County. The mapping issues related to Brick from County's Cross-acceptance Report have been incorporated into this Plan Endorsement process.

### **Northern Bay Corridor Regional Study**

At a regional planning level, the Township has worked with other municipalities and Ocean County on a Smart Future grant study covering twelve municipalities in northern Ocean County. This study serves as a resource for the several municipalities in the study area involved in Plan Endorsement, providing regional background material, mapping and analyses. As a participant in this study, the Township

completed a build-out analysis, evaluated current zoning and is in the process of updating master plan elements.

### **Source Water Stewardship Project**

Funded by a grant from the U.S. Environmental Protection Agency and conducted by the Trust for Public Land, the Source Water Stewardship Project covers the Metedeconk River Watershed, which is one of four pilot watersheds along the eastern seaboard chosen to participate. This 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.



*Metedeconk River*

The resulting 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. While the C1 designation for the Metedeconk River will help, the report recognizes the need for broader, more holistic land use solutions, including channeling growth towards areas with minimal environmental impact and using Low Impact Development (LID) design strategies to further mitigate remaining impacts.

## CONSISTENCY WITH STATE PLAN - GOALS, POLICIES & INDICATORS

The State Plan is made up of 8 Goals and Strategies and 19 Statewide Policies that are complemented by a State Plan Policy Map. This section discusses consistency with regard to goals relevant to the Township's Petition, along with related policies and indicators.

GOAL	POLICIES	INDICATORS
<p><b>Goal 1: Revitalize the State's Cities and Towns</b></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><b>Policy on Urban Revitalization</b> - 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>	

### Analysis

In spite of the apparent suburban character of Brick, its earlier wave of development compared to most of Ocean County has created a need for revitalization in some areas. The Township has been a participant in DCA's Neighborhood Preservation Program, which has focused on improving homes and businesses in Birchwood Park and more recently in Brenton Woods.

The Township also takes advantage of 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.

GOAL	POLICIES	INDICATORS
<p><b>Goal 2: Conserve the State's Natural Resources and Systems</b></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><b>Policy on Water Resources</b> - 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><b>Policy on Open Lands and Natural Systems</b> - 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><b>Policy on Coastal Resources</b> - 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><b>Key Indicator 3.</b> Percent of New Jersey's streams that support aquatic life - 50% of stream miles assessed fully supporting aquatic life by 2005. 95% of stream miles assessed fully supporting aquatic life by 2020.</p> <p><b>Indicator 11. Conversion of wetlands for development</b> - Reduce conversion of wetlands to not exceed 50 acres per year statewide by 2005 and to no net loss of acres by 2020.</p> <p>Indicator 26. Percent of land in New Jersey covered by adopted watershed management plans - All of the 20 watersheds will have approved plans by 2005 (DEP National Environmental Performance Partnership System) and will have them updated by 2020.</p>





## Analysis

Brick Township has strived to conserve natural resources through acquisition of sensitive lands, ensure protection of its waterways through actively lobbying for Category One (C1) 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.



*Forge Pond*

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 higher density development where the infrastructure exists along state and county highways. The Center comprises a number of antiquated shopping centers where redevelopment may provide a net environmental benefit by utilizing updated technologies and regulatory controls for handling stormwater runoff and treatment. In addition, the proposed Mixed Use Overlay Zone requires sustainable technologies including rooftop rainwater gardens, grey water reuse and encouragement of solar technologies for energy.

The Center and other areas such as Mantoloking Road will alleviate development pressures on more environmentally sensitive areas. 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 PA5, CES and Parks.

GOAL	POLICIES	INDICATORS
<p><b>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</b></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><b>Policy on Economic Development -</b> 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><b>Key Indicator 1.</b> New development, population and employment located in PA1, PA2 or within Centers</p> <p><b>Indicator 1.</b> Average annual disposable income among New Jerseyans</p> <p><b>Indicator 2.</b> Unemployment</p> <p><b>Indicator 7.</b> Economic output per unit of energy consumed</p> <p><b>Indicator 21.</b> Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p><b>Indicator 22.</b> 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 Town Center. The Township administration and staff embarked on an aggressive campaign in the 1990s 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, to help spur economic growth by providing jobs and increasing the local tax base. Also during this time, the Township developed new

market-rate affordable housing to meet the demands of the increased workforce.

In the Plan Endorsement process, the state has encouraged the Township to look into the possibility of less auto-dependent mixed-use development, particular in response to the existing road capacity issues. The Township will look to utilize the Mixed Use Overlay Zone to various sites in the Center and possibly in other locations. The Foodtown Property is a key parcel located in the geographic center of the Town Center, fronting along Route 70 and adjacent to Forge Pond. The Township purchased this 10-acre tract with an abandoned commercial building in 2003. The governing body and administration are currently looking into its redevelopment potential.

GOAL	POLICIES	INDICATORS
<p><b>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</b></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><b>Policy on Public Investment Priorities</b> - 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><b>Policy on Infrastructure Investments</b> - 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><b>Policy on Transportation</b> - 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><b>Key Indicator 4.</b> Meet present and prospective needs for public infrastructure systems</p> <p><b>Indicator 14.</b> The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p> <p><b>Indicator 16.</b> Number of pedestrian fatalities in vehicular accidents on state roads</p> <p><b>Indicator 17.</b> Increase in transit ridership</p> <p><b>Indicator 18.</b> Percent of potable water supplies that meet all standards</p> <p><b>Indicator 19.</b> Percent of development on individual septic systems</p>

## Analysis

### *Transportation*

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. Improvements to key intersections, such as turn lanes and re-striping, will provide significant short-term relief and value for money. However, long-term solutions will require coordinated planning between

land use and transportation. The Township's exploration of mixed-use zoning and streetscaping may be the initial seeds of a broader set of solutions to be developed through the Route 70 Corridor Study.



*Brick Boulevard  
near Cedar  
Bridge Avenue*

In addition to vehicular transportation, the Township is also looking to alternative modes to enhance local choice. The Township has completed a number of phased projects to encourage bicycle and pedestrian infrastructure through partnerships with federal and state governments and non-profit agencies. The Township has completed early phases of the Airport Tract and Sawmill Tract Bicycle Trails, link schools, parks and recreation, cultural facilities, and residential areas. The third phase of the Airport Tract trail will lead out to the barrier islands. These trails allow residents to access various amenities without relying on the car.

#### *Sewer*

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, in accordance with new rules and regulations.

#### *Water*

The Brick Township Municipal Utility Authority (BTMUA) is charged with providing potable water to the Township's residents and surrounding communities. The BTMUA has been successful in obtaining a new water allocation permit, which increases the allowed surface water intake to 16 million gallons per day. Recent improvements to the treatment plant will accommodate the additional water supply, ensuring sufficient water supply for years to come.

The BTMUA has also constructed a manmade 120-acre reservoir to store one billion gallons of water for uninterrupted water supply during times of drought. Furthermore, the BTMUA 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.

#### *Recreation*

In addition to the Township provision of recreation facilities and investments in open space, Brick has coordinated efforts with the Board of Education for more efficient use of recreational lands. This includes shared development and/or usage of multi-purpose facilities at the Drum Point Sports Complex, Veterans Memorial Middle School and Lake Riviera Middle School.

The Township is also in negotiations for the purchase of land to develop a new recreation center.

GOAL	POLICIES	INDICATORS
<p><b>Goal 6: Provide Adequate Housing at a Reasonable Cost</b></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><b>Policy on Housing</b> - 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><b>Policy on Design</b> - 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><b>Indicator 20.</b> Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p><b>Indicator 24.</b> Annual production of affordable housing units</p>

## Analysis

The Township received substantive certification for COAH Rounds One and Two and is currently before a Court Master for review of the Round Three housing plan, which proposes another 199 affordable units by the year 2015. Since the Round One certification, the Township has provided in excess of 1,000 affordable housing units for qualifying individuals. There is significant diversity among these units, including scattered-site single-family, multi-family condominiums and rental apartments (both age-restricted and non-age restricted), independent living units for victims of domestic violence and persons with developmental disabilities, and subsidized housing for a variety of clients.

To assure future affordable housing, the Township will amend its current Affordable Housing Scattered Site Ordinance to allow for duplexes, triplexes and quadriplexes. In addition, the Township is implementing the Growth Share Ordinance to require developers to build one unit for every eight approved market-rate units. The combination of the Growth Share Ordinance and the Mixed Use Overlay Zone will provide developers the incentive of additional density so that it is more economically feasible to provide on-site affordable housing units. Furthermore, the provision of affordable housing in a mixed-use setting will further quality of life for residents through greater pedestrian access and proximity to services and jobs.

To implement these plans and ordinances, the Township will continue partnering with a number of non-profit developers such as Homes Now Inc. and Habitat for Humanity, as well as organizations like Bancroft Neurohealth and ARC of Ocean for alternative living residences. The Township has also recently

approved two major age-restricted multi-family developments, totaling approximately 425 units.

GOAL	POLICIES	INDICATORS
<p><b>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</b></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><b>Policy on Historic, Cultural and Scenic Resources</b> - 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><b>Key Indicator 2.</b> The amount of land permanently dedicated to open space and farmland preservation</p> <p><b>Indicator 12.</b> Conversion of land per person</p>

## Analysis

The petition contains a number of components that support Goal 7 of the State Plan and the related Policy on Historic, Cultural and Scenic Resources. Open space preservation is discussed extensively in the Goal 2 section (pp.12-13) from a natural resources perspective and in relation to the Policy on Open Lands and Natural Systems. In terms of the amount of land, the Township's planning and purchasing of open space support the State Plan's Key Indicator 2 and Indicator 12.

### *Waterfront Access*

The Township has more waterfront than any other municipality in New Jersey, boasting 53 miles of river, lagoon, bay and ocean front property. While much of this is privately owned, the Township has been successful in providing public access to waterfront areas through the acquisition, development and maintenance of four riverfront beaches, three ocean beaches and two bay front beaches for recreational uses.

### *Open Space*

Having seen the possibility of build-out three decades ago, Brick has a long-standing tradition of preserving open space. The Township has more than 3,000 acres of permanently preserved open space, in part by working with federal, state and county governments as well as non-profit organizations. These programs include a Planning Incentive Grant through the DEP's Green Acres Program and low interest loans through the New Jersey Environmental Infrastructure Trust. In 2000, the Township passed a referendum levying a one-cent tax per \$100 assessed value of each home, yielding approximately \$440,000 annually to preserve open space. The Township has also used municipal bonds for open space purchases.

### *Historic and Cultural Resources*

With the cooperation of the local Historic Commission and Historical Society, the Township has drafted a Historic Element to be incorporated in the Master Plan, which identifies all of the local sites of historic interest. The Historical Society operates

the Historical Museum at the Haven's Homestead, which is 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" at Windward Beach Park, attracting thousands of visitors each year for music, food, fireworks and cultural enrichment.

Through the aforementioned Streetscape Ordinance, the Township envisions the Town Center to enhance the cultural importance of architecture of the seashore. This ordinance may serve as a model for cohesive architectural design that is appropriate for many communities on the New Jersey coast.



*Summerfest*



## CONSISTENCY WITH STATE PLAN - CENTER AND PLANNING AREA CRITERIA

### Proposed Town Center

The Township of Brick has requested designation of a Town Center of 1.12 square miles. This proposed boundary contains major civic institutions, employers and the retail base that local residents consider the “center” of the Township. Another important consideration for the proposed Center has been the identification of key potential redevelopment sites, where smart growth principles can be applied. As the opportunities arise, these projects will move Brick towards mixed-use development and design supported by enhanced connectivity. While there are currently a handful of redevelopment opportunities, they will serve as models for future planning and development.

### Application of Center Criteria

The State Plan outlines both the hierarchy of centers and the designation criteria, which establish certain basic thresholds of land area, population, employment and densities for the various center categories. According to the Plan, these thresholds are intended to serve as a flexible guideline for consideration of proposed centers, especially in terms of their projections out 20 years into the future.

Such flexibility is important in this case, as the proposed Town Center is affected by a number of constraints and opportunities. The proposed Center is by no means a blank slate upon which we can build a new community in a wholesale manner. Even in the 1970s, the Township was approaching build-out in a suburban pattern, so there is limited land available for development. However, the reason for

staff's recommendation of this Center is not to approve the existing development pattern but rather to support the vision for the future, which has been demonstrated to be consistent with the State Plan.



*The Foodtown Property represents a key opportunity to change sprawl patterns towards center-based mixed use development.*

### Consistency of Brick Town Center

On a pure numbers basis, the proposed Town Center fulfills the criteria outlined in the State Plan, including population and employment densities. The qualitative standards reveal a different picture, as the Center in its current state consists of sprawl development and separated land uses on the ground. These contrasting results illustrate the need for the thorough and discretionary review in Plan Endorsement. Justification for the Center here is based most heavily on the aforementioned local efforts, including the various ordinances, to set a new foundation for better planning and change the development pattern over time.

## Brick Town Center

Criteria	State Plan Criteria: Town Center	Proposed Town Center Baseline	Proposed Town Center 2025
<i>Land Use</i>			
Function	Mixed-use core and diverse housing.	No opportunities for mixed use Developments. All land uses are single use commercial or residential.	Mixed use and diverse housing integrated into Brick Town Center through adoption of incentivized overlay zones.
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
<i>Population</i>			
Number of people	1,000-10,000	6,362	6,989
Density	> 5,000 per sq mi	5,680	6,240
<i>Economy</i>			
Employment	500 to 10,000	7,118	7,518
Jobs-housing ratio	1:1 to 4:1	3.0:1.0	2.5:1.0
<i>Infrastructure</i>			
Capacity (general)	Sufficient existing or planned infrastructure.	Sufficient water and sewer to support targeted growth.	Sufficient water and sewer to support targeted growth.
Transportation	Arterial highway or public transit.	State highways (Routes 35, 70, 88).	Traffic improvements are needed to support growth.

## Planning Area Changes

As demonstrated by the map and below table, several Planning Area changes are proposed, on the basis of current status as well as plans for future development or preservation. A significant amount of the changes are in recognition of existing parks, with 389 acres of PA2, 764 acres of PA5 and 20 acres of PA5B becoming Park. Between Planning Areas, 168 acres is changing from PA2 to PA5 and 1,145 acres from PA5 to PA2. Also proposed are 612 acres of CES.

*Proposed PA Changes Matrix by Land Area (Acres)*

		Plan Endorsement Proposal (TO)								TOTAL (FROM)
		PA1	PA2	PA3	PA4	PA4B	PA5	PA5B	Park	
Current State Plan (FROM)	PA1									0
	PA2		11086				168		389	11643
	PA3									0
	PA4									0
	PA4B									0
	PA5		1145				2194		764	4103
	PA5B							443	20	463
	Park								715	715
TOTAL (TO)		0	12231	0	0	0	2362	443	1888	16924
NET CHG		0	588	0	0	0	-1741	-20	1173	

## Consistency with State Plan Criteria for Planning Areas

The below list summarizes the Township's consistency according to the standard set of 11 Policy Objectives outlined in the State Plan for each Planning Area. Most of these issues are discussed in greater detail throughout other sections of this report.

1. Land Use: As it is approaching buildout, the Township will concentrate infill and redevelopment in the Town Center and possibly other suitable areas, applying ordinances for mixed uses and

streetscape design. The Township continues to acquire open space and apply various regulations to protect the environs.

2. Housing: The Housing Element & Fair Share Plan proposes to provide the bulk of the Township's affordable housing in the Center, supported by the Growth Share Ordinance and the density bonus of the Mixed Use Overlay Zone.

3. Economic Development: The Center has been a focal point for economic development, with greyfields and brownfields redevelopment reusing underutilized sites for new retail and services. Future development will more likely incorporate mixed use, green building, and other features.

4. Transportation: The Township is served by three state highways and a number of county roads. Traffic congestion is a significant issue locally. The Route 70 Corridor Study will provide both short-term solutions and long-term recommendations for the integration of land use and transportation. The Township's efforts on the "Missing Mile" will also help mitigate congestion. The Township will also continue its significant work on alternative modes.

5. Natural Resource Conservation: The Township has been an important stakeholder in the protection of the Metedeconk River. The drafted Riparian Buffer and Habitat Protection ordinances will further conservation efforts. Through Plan Endorsement, a number of changes to PA5, Parks and CES are proposed.

6. Agriculture and Farmland Preservation: N/A. The Township does not have significant agricultural lands.

7. Recreation: The Township is continually investing in recreation facilities, including the current search for a recreation center site. The provision of parks and recreation facilities has been complemented by access enhancements such as bicycle and pedestrian trails.

8. Redevelopment: The Foodtown Property represents a key redevelopment opportunity in the Center. Other sites will be identified and may apply the mixed use and streetscape ordinances.

9. Historic Preservation: The Township has an active Historic Commission as well as a Historical Society, which helped produce a Historic Plan Element. This plan's implementation will help preserve historic resources.

10. Public Facilities and Services: The Township has sufficient water and sewer to support growth. The Township is looking to enhance provision of recreation facilities by working with the school district as well as constructing a new recreation center.

11. Intergovernmental Coordination: The PIA provides a framework for coordination between Brick Township, Ocean County and the state.

## CONCLUSION

Recognizing the Township of Brick's significant planning efforts, the Office of Smart Growth recommends that the State Planning Commission endorse the Township's vision and plans as consistent with the State Plan, with the caveats noted on page 2.

Plan Endorsement provides a framework for inter-governmental cooperation on current and potential future redevelopment opportunities and supporting infrastructure needs. Additional planning and design work will still be required on the part of the Township, and these efforts need to be carefully monitored by the Commission and the state agencies.

## PLANNING & IMPLEMENTATION AGREEMENT

A draft PIA is attached for review by the SPC. In light of the current review of the overall Plan Endorsement process, this PIA is structured to accommodate the future version of the process, with its additional requirements and benefits. PIA activities will be aligned with new Plan Endorsement requirements, so that at a certain point the Township can automatically be folded into a streamlined endorsement review and garner further benefits from the state. The PIA will be finalized upon adoption by the State Planning Commission.