

Western Monmouth Development Plan

DESIGN FRAMEWORK & GUIDELINES

Prepared for:

Monmouth County Planning Board

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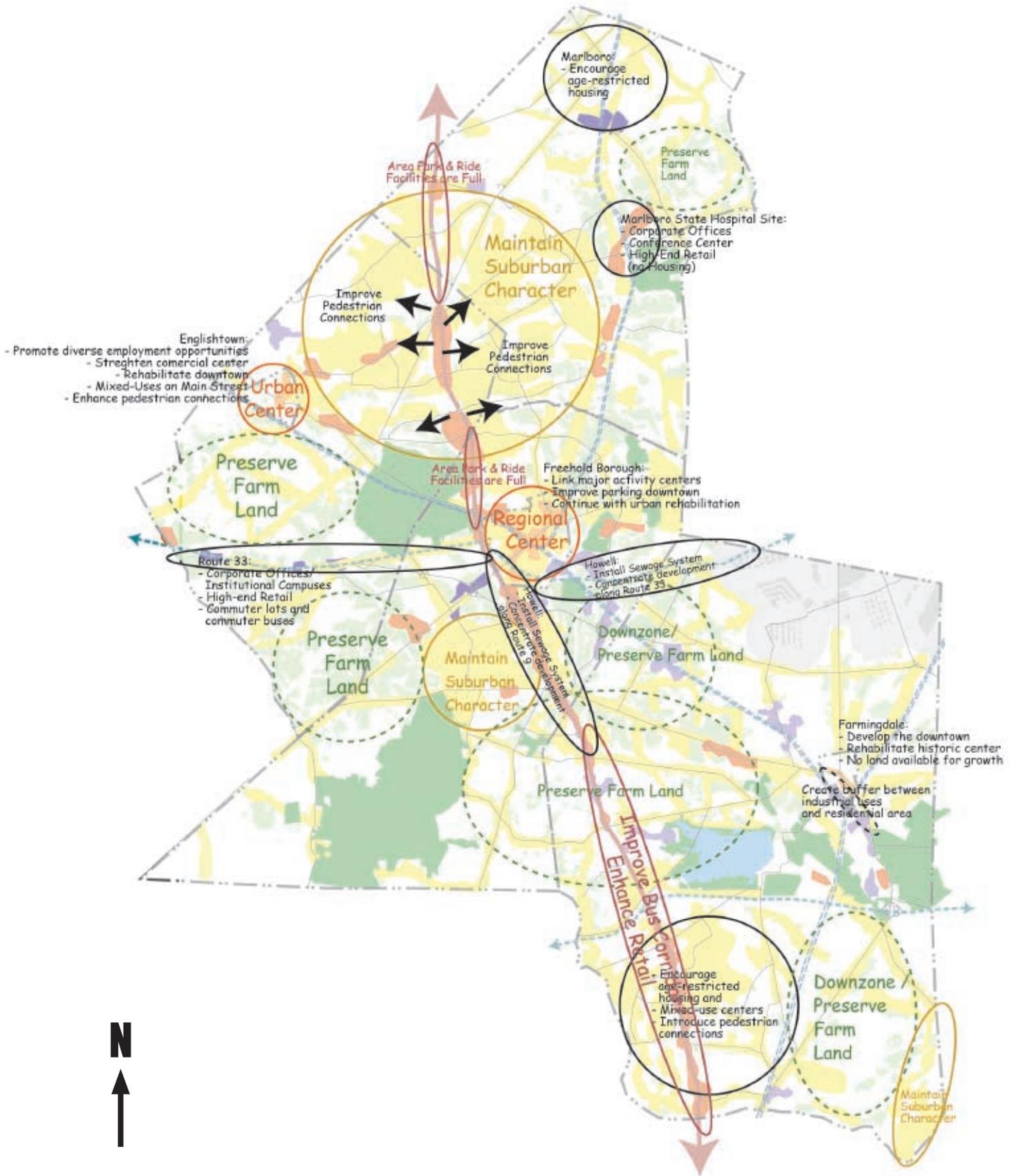
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1.0 Regional Issues

1.1 Regional Analysis

This section presents findings from the analysis of the baseline conditions for the study area, summarized in the diagram on the following page. The diagram highlights distinct types of places with different colors. Green indicates rural areas where the issue of preserving farms and farming activities is a concern. Red represents major Route 9 corridor opportunities that have similar regional issues but may also have township specific questions. Nodes could be adopted in a linear form along transit or highway corridors. Development could be intensified within or adjacent to existing centers such as the boroughs of Farmingdale and Englishtown or potential centers such as Marlboro Village and Ramtown. New centers or nodes may also be established in redevelopment areas such as the former Marlboro Hospital site. The diagram also indicates potential areas for Non-Contiguous Parcel Clusters (NCPC) to protect farmland.

Opportunities & Constraints



1.2 Regional Vision:

Four Regional Vision Statements guide the final Western Monmouth Development Plan:

- Vision Statement 1: Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.
- Vision Statement 2: Protect and enhance the County's important natural and historical resources.
- Vision Statement 3: Promote excellence in the design of the transportation network as a way of improving the image of the County and strengthening community life.
- Vision Statement 4: Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.

These Statements were defined in light of all previous analyses and decisions made by the TAC (Technical Advisory Committee) and the Collaborative during the discussions concerning the regional issues and the opportunities presented in the region.

1.3 Regional Matrix

The Regional Vision Matrix consolidates these Needs and Issues with possible alternatives for resolving the issues at the regional level. The alternatives are followed by a column that indicates the level of government on which the alternative will most likely depend to be initiated - local (L), by the county (C) or by the state (S). The example column lists relevant smart growth precedents from around the country that pertain to the corresponding alternative. The implementation column describes the actions that are needed to carry out the Palette of Alternatives.

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Examples	Implementation
<p>Vision Statement 1 Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.</p>	Regional	Utilize planning as a process to promote the implementation of a regional vision for Western Monmouth	1	Encourage redevelopment over new developments where possible	L	Paseo Colorado, CA	Redevelopment areas have been identified for the Townships, particularly along Route 9. Redevelopment plans are integral to all three Boroughs.
			2	Encourage concentrated development over low-density development	L	Washington Township, NJ	Townships have elected to retain low-density development away from major highway corridors.
			3	Identify areas that are more suitable and less suitable for development	L/C		Municipalities should continue to coordinate with County on State Plan designations, and revise Master Plans as needed.
			4	Develop a vision for each municipality, based on each municipalities' long-term goals	L		See Municipal Matrix.
			5	Achieve endorsement by the New Jersey State Planning Commission as a Regional Strategic Plan	L/C/S	Route 130 - Burlington County Corridor Plan, NJ / Washington Township, NJ / Chesterfield, NJ	Adopt Western Monmouth Development Plan by municipalities and County. Submit Plan to State Planning Commission.
	Auto-Oriented Residential Places	Change current development trend to avoid sprawl	6	Promote transportation connections between residential and commercial developments	L	Orengo Station, OR / Broomfield, CO / Village at Overlake, WA	Subdivision and land development ordinances should incorporate and/or strengthen requirements for connections.
			7	Promote higher densities for new residential developments through zoning incentives and other mechanisms	L	Phillips Place, NC / Minnetonka, MN	Municipalities have elected not to promote higher residential densities.
	Auto-Oriented Commercial Places	Change current development pattern to reduce traffic	8	Coordinate future development with transportation capacity	L/C/S	Orengo Station, OR / Village at Overlake, WA	Focus on mixed use development to reduce traffic trips. Promote concentrations at nodes with transit/pedestrian connections.
			9	Concentrate new development and redevelopment efforts around existing nodes/corridors	L	Minnetonka, MN / Austin, TX	Nodes have been identified for each of the Townships. (Nodes are important for transit center expansion, commuter parking, mixed uses and transportation linkages.) These should be reflected in township master plans and zoning ordinances.
	Mixed-Use Places	Encourage mixed-use developments to enhance life style and prevent sprawl	10	Locate TOD's around future M.O.M. line stations	L/C/S	Orengo Station, OR / Metropolitan Place, WA	Municipalities and County should coordinate with NJ Transit Office of Project Development to plan desired development around potential M.O.M. stations.
			11	Create new town centers/mixed-use places	L	Orengo Station, OR / Metropolitan Place, WA	Townships will not create new town centers, but will encourage mixed uses through incorporation of some retail in office areas, and through locating retail areas proximate to residential areas. See Municipal Matrix.
		Re-establish the downtown as the traditional center of commerce, culture, and civic activity.	12	Revitalize existing urban centers	L	Orengo Station, OR / Metropolitan Place, WA	All three Boroughs should continue revitalization efforts, as indicated in Municipal Matrix.
			13	Control growth of auto-oriented places within urban centers	L	Orengo Station, OR / Metropolitan Place, WA	Control through zoning ordinances.
			14	Re-invigorate the public realm by providing lively, pedestrian oriented streets and spaces	L	Orengo Station, OR / Metropolitan Place, WA	Design guidelines recommend mixed uses, streetscape amenities and downtown cores.
			15	Promote transportation connections between residential and commercial developments	L	Orengo Station, OR / Metropolitan Place, WA	Subdivision and land development ordinances should incorporate and/or strengthen requirements for connections.

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Examples	Implementation
Vision Statement 2 Protect and enhance the County's important natural and historical resources	Open Spaces	Preserve parks and historic areas	1	Promote redevelopment or revitalization of historic centers	L	Paseo Colorado, CA	Certain historic areas have been, or will be, identified as centers. Local ordinances incorporating design guidelines will be used to preserve the character of these areas. Municipalities will seek funding to revitalize these areas.
			2	Establish linkages/connections between parks/open spaces and residential areas and urban centers	L/C		Municipalities should coordinate with County on the development of regional greenway systems. Boroughs should prepare Open Space Plans to facilitate funding; Townships should revise Open Space Plans as needed.
			3	Seek local historic protection by districts	L		Municipalities will prepare or update Historic Preservation Plans, and prepare local historic preservation ordinances where desirable.
Vision Statement 3 Promote excellence in the design and operation of the transportation network as a way of improving accessibility and the image of the County and strengthen community life	Transportation	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	1	Improve and expand transit operations to draw increased ridership	C/S		New Jersey Transit should consider strategies for improving transit service along the Route 9 corridor, such as use of shoulders as bus lanes, and preferential signalization.
			2	Implement the M.O.M. rail line	S	Maplewood, NJ / Orenco Station, OR	New Jersey Transit will be conducting an Environmental Impact Study on the proposed M.O.M. rail line.
			3	Provide roadway improvements to reduce congestion on Route 9	S		The Western Monmouth Development Plan will identify priority locations for spot roadway improvements on Route 9. The Plan will not endorse widening Route 9 to six lanes.
			4	Provide service roads and driveway interconnections to reduce Route 9 short-trips	L		Municipalities will incorporate language in their ordinance encouraging commercial uses along Route 9 to link driveways/parking areas.
			5	Enhance pedestrian connections between commercial and residential uses	L	Metropolitan Place, WA / Broomfield, CO	Municipalities will incorporate language in their ordinance encouraging pedestrian connections between commercial uses along Route 9, and residential areas to the rear.
			6	Implement access management controls	L/C/S		The Western Monmouth Development Plan will recommend that municipalities along Route 9 coordinate with the County and with NJDOT to implement a regional access management plan.
			7	Implement design standards to support transit	L		Update local ordinances; incorporate strategies in County guide, "Bus Stops Here." Extend transit connections along major roads and centers. Increase linkages to high- and medium-density residential and commercial areas.
			8	Promote alternative modes of transportation, including train stations' shuttle	L	Maplewood, NJ	Municipalities should implement shuttle services as recommended in the Western Monmouth Development Plan.
			9	Improve pedestrian environment and bike facilities for all centers	L/C/S	Washington Township, NJ / Red Bank, NJ	Municipalities will continue to focus on improving pedestrian and bike facilities in centers. The Western Monmouth Development Plan recommends coordinating with NJDOT on technical assistance for pedestrian/bike planning.
			10	Expand commuter parking	L/S	Metropolitan Place, WA / Broomfield, CO	Municipalities along Route 9 will expand commuter parking based upon demand.
		11	Improve image of transportation corridors	L		Western Monmouth Development Plan provides design guidelines for each municipality.	
13	Improve road aesthetics and signage system	L/C/S	Austin, TX	Municipalities should develop design standards for gateways, signing and lighting along Route 9.			

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Examples	Implementation
Vision Statement 4 Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.	Rural Places	Preserve farming and maintain farmer equity	1	Expand farming preservation efforts	L/C/S	Cranbury, NJ / Chesterfield, NJ	Municipalities will continue their support for farming preservation programs, and for acquiring matching funds from the County and State.
			2	Adopt the concept of new centers/places of development in rural areas, instead of spread out development	L	Cranbury, NJ / Chesterfield, NJ / Washington, NJ	Municipalities have elected not to adopt new centers/places of development.
			3	Adopt right to farm regulations	L		A recommendation for Right to Farm regulations will be incorporated in Western Monmouth Development Plan.
			4	Adopt zoning to support acquisition and preservation efforts	L		Certain municipalities will consider use of cluster and non-contiguous parcel clustering to preserve farmland and open space.
		5	Preserve rural image	Promote designation and protection of scenic roads	L/C	Freehold Township, NJ	Freehold Township has adopted design standards; other municipalities will consider design standards for scenic roads, and adopt and implement as feasible.
	Infrastructure	Utilize infrastructure to control growth	6	Plan schools in conjunction with town centers	L		Townships will consider locating schools to be within walking distance of existing or planned residential developments where feasible.
			8	Utilize sewer service areas to control growth	L		Sewer service areas will continue to be reviewed to ensure consistency with State Plan planning area designations.

2.0 Municipal Issues

2.1 Municipal Overview

The diagrams on the following pages give an overall view of growth initiatives and transportation improvements recommended for the Western Monmouth Region. These recommendations are shown in more detail on the maps for each municipality in the Design Framework section.

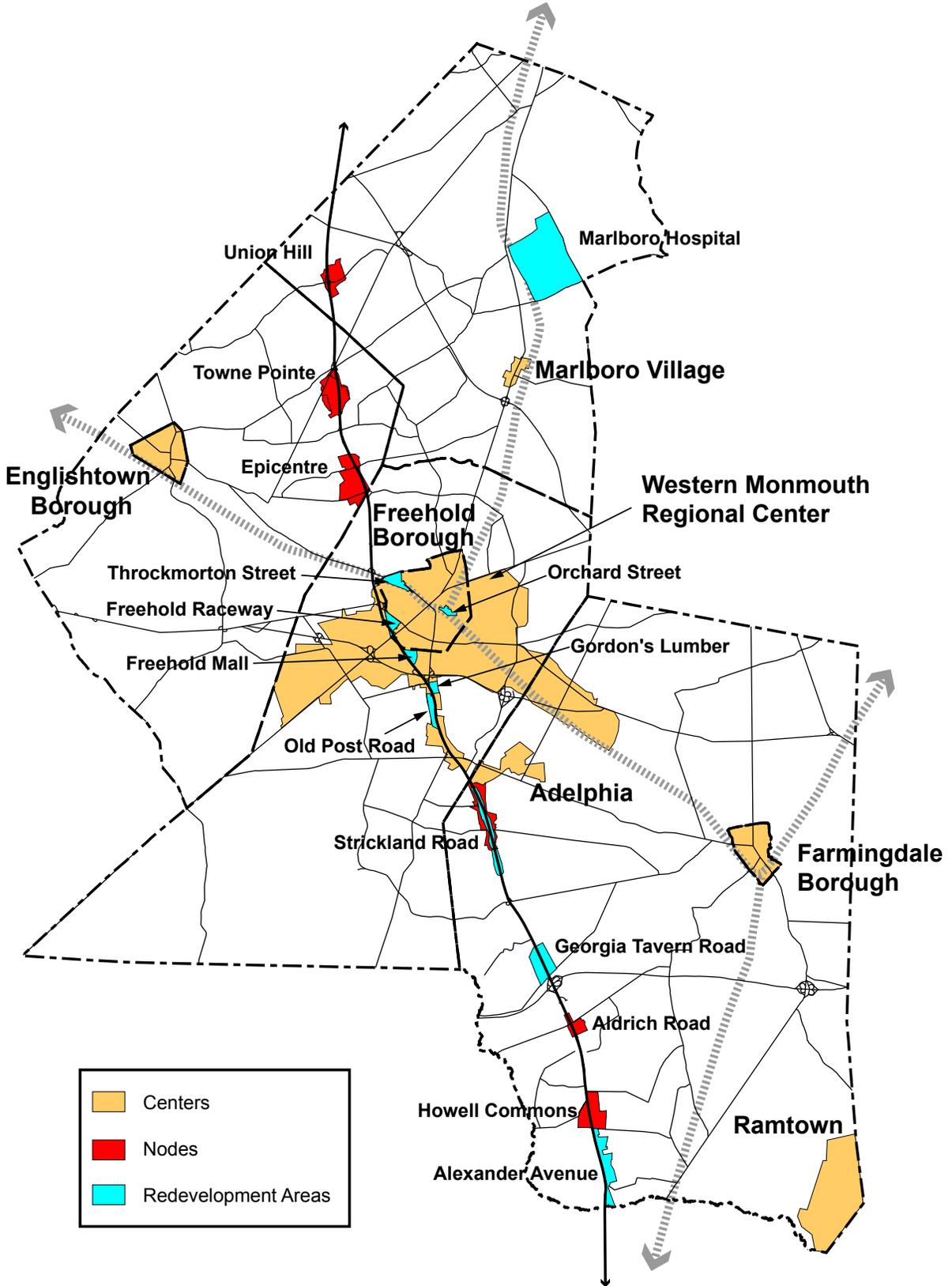
The first map summarizes growth initiatives as recommended by the Western Monmouth Development Plan. These initiatives may consist of centers, nodes, or redevelopment areas. The first two initiatives are derived from State Planning Commission guidelines. Centers are “a compact form of development with one or more cores (pedestrian-oriented areas of civic or commercial uses) and residential neighborhoods.” A node is “an existing concentration of commercial or manufacturing uses that are encouraged to be retrofitted over time to reduce automobile dependency, diversify land uses and enhance linkages to communities.”

Nodes are prominent in the study area, because so much of the Western Monmouth Region has developed post World War II. The existing land use patterns in the four townships are not compact, which leads to the greater automobile dependency cited by the State Planning Commission. However, these nodes serve as major activity centers for the Region, and they can be redeveloped to better accommodate alternative transportation modes.

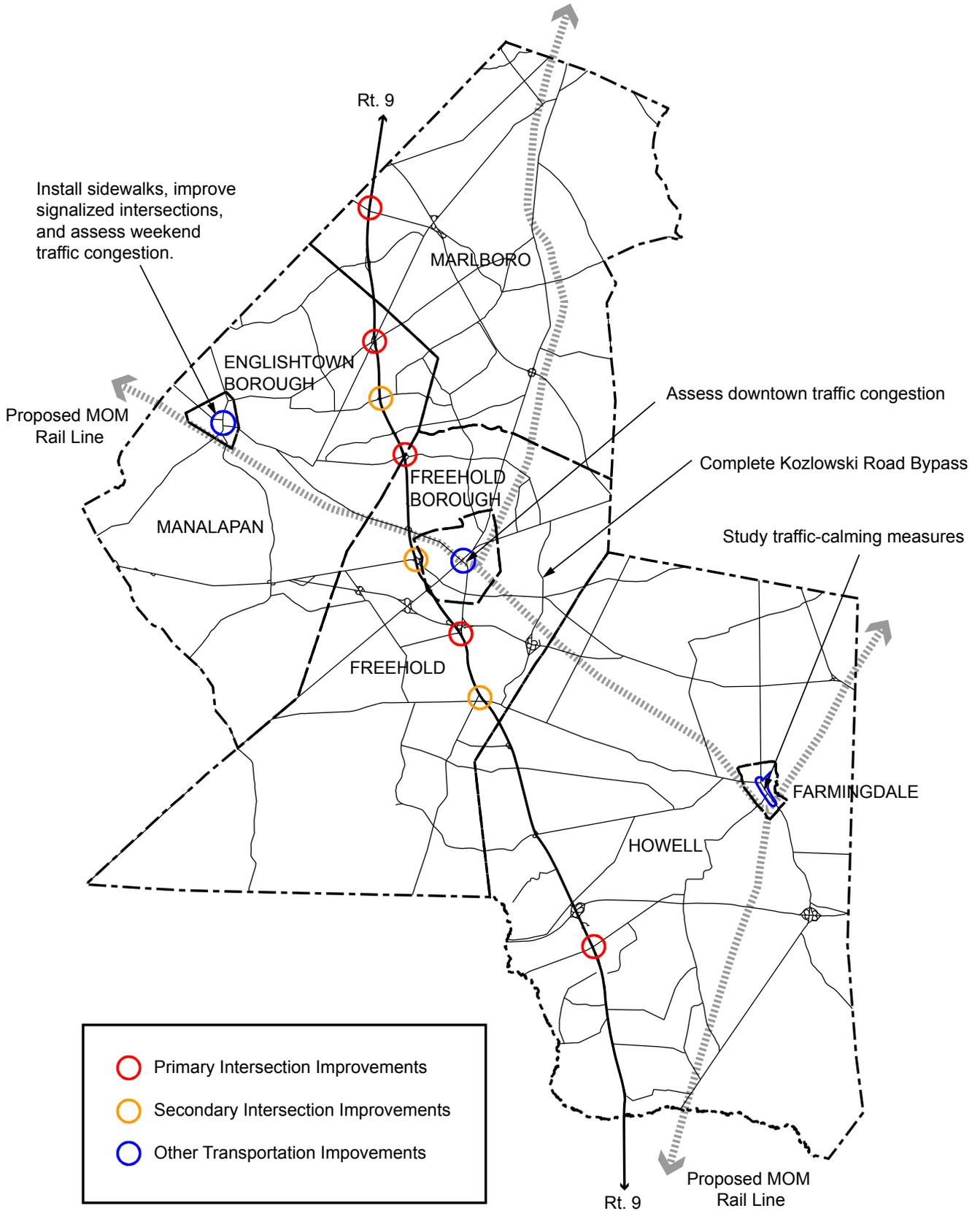
The third type of growth initiative - redevelopment area - is not defined by the New Jersey State Plan, although the State Plan strongly encourages redevelopment. For the purpose of the Western Monmouth Development Plan, these are areas that have been identified by the study team as not currently developed at their “highest and best use.” They possess significant potential due to their location vis-à-vis major roadways, high-density residential areas, or other locational advantages. Like nodes, these should be a major focus of planning policy in the study area municipalities in the future.

The second map identifies transportation improvements. These needed improvements were identified by Collaborative members or by the study team. While many intersections and interchanges along Route 9 would benefit from roadway improvements, the areas identified on the map indicate key locations where traffic levels of service are particularly poor.

Proposed Growth Initiatives



Transportation Improvements



2.2 Municipal Visions

Each municipality has defined its own vision statement that expands the regional vision to the local level. The municipal visions are as follow:

- Englishtown Borough – *To be determined at TAC meeting*
- Farmingdale Borough – *To be determined at TAC meeting*
- Freehold Borough – *To be determined at TAC meeting*
- Freehold Township – Manage growth, particularly along highways
- Howell Township – Maintain open space feeling in Howell.
- Manalapan Township – Provide citizens of Manalapan with a community that benefits from well planned growth and development that is in harmony with and balanced by the conservation and protection of farmland and open space to protect the natural environment and cultural resources.
- Marlboro Township – *To be determined at next TAC meeting*

These statements were defined in light of previous analyses and decisions made by the TAC and the Collaborative during discussions concerning municipal issues and opportunities presented in each municipality.

2.3 Municipal Matrices:

The following Municipal Vision Matrices describe in detail the issues highlighted in the Community Needs & Issue diagram and relates them to a Palette of Alternatives. The Palette of Alternatives for each municipality are particularly important. These options form the basis of the strategies that each municipality will use to realize both the municipal and regional visions. These alternatives were created and shaped with the input of TAC and Collaborative members. The column following RV indicates the regional vision statement (VS1, VS2, VS3, VS4) to which the palette alternative relates. The last column, Implementation, describes the actions that are needed to follow through on the Palette of Alternatives.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Englishtown Borough		Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of Main Street	VS1		Use Main Street program to coordinate recruitment of new businesses. Apply for TEA-21 funds for streetscape enhancements. Consider redevelopment of School District properties. Permit R-MD uses in C-1 district.
			2	Adopt design guidelines for residential and commercial areas	VS1	Adopt colonial theme which is compatible with Village Inn. Provide design guidelines specially for County roads.	Prepare design guidelines as part of subdivision and land development ordinance.
			3	Evaluate development of potential M.O.M. station to support economic development	VS1	The borough believes that there is limited space for a station. In case there is one, it should be developed as a mixed-use type of development, integrated with a shuttle service.	Coordinate with New Jersey Transit Office of Project Development to determine potential economic development benefits of rail station. Retail space should be incorporated in station with high-end housing nearby.
			4	Evaluate water capacity for future development	VS1		Update Utility Plan in Master Plan.
			5	Obtain designation as Village Center	VS1	Designation received.	Designation received May 2002.
			6	Include an Historic Preservation element in the Master Plan	VS2		Incorporate Historic Preservation element in Master Plan. Adopt historic preservation ordinance.
		Revitalize/ redevelop underutilized properties	7	Examine redevelopment opportunities along Park Avenue / Station Street	VS1	Hair Systems is an example of reuse of site.	Seek financial assistance from NJ EDA and NJ DCA for redevelopment plan.
			8	Examine parkland acquisition to provide passive recreation facilities	VS2	Conservation zones provide opportunities for park facilities on landfill site and trails.	Prepare Open Space Plan. Seek funding to implement acquisition, design and construction through Green Acres, NJ DCA.
		Improve circulation system	9	Improve signalized intersections	VS3		Request study of signalized intersections from County Engineer.
			10	Install sidewalk and bike facilities.	VS3	Install bike facilities in conservation zones; Install sidewalks on Water Street, Wood Avenue, La Satta Avenue and Park Avenue.	Develop bike/sidewalk plan. Apply for funding from NJ DOT Local Aid Program. Bike path is also eligible for funding from Green Acres.
			11	Review levels of service for increased traffic volumes on weekends	VS3		Request study of signalized intersections from County Engineer.
			12	Increase access to regional transit services	VS3		Coordinate with Manalapan shuttle system.
			13	Provide off-street parking	VS1	Application for a grant for parking lot behind Village Inn has been submitted. Consider parking at antique store on Main Street.	Prepare parking study to identify potential sites and parking yield to support commercial revitalization efforts. Seek funding to implement plan.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Farmingdale Borough		Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of town center	VS1	Retain character of town.	Request technical assistance from NJ DCA and NJ EDA. Apply for ISTEA funds for streetscape enhancements. Permit apartments as use on second floor.
			2	Develop potential M.O.M. station while addressing traffic and parking issues / coordinate efforts with Howell	VS1	Limited space for a station; would be in association with Howell.	Coordinate with New Jersey Transit Office of Project Development on study of feasible sites in association with Howell.
			3	Consider potential redevelopment opportunities along railroad right-of-way / coordinate efforts with Howell	VS1		Request technical assistance from NJ DCA and NJ EDA for redevelopment study.
			4	Provide design standards to support revitalization efforts	VS1		Prepare design guidelines as part of subdivision and land development ordinance. Should be consistent with historic character.
			5	Obtain designation as a Village Center	VS1		Receive endorsement as center as part of Western Monmouth Development Plan.
			6	Promote historic preservation	VS2		Incorporate Historic Preservation element in Master Plan; adopt historic preservation ordinance.
			7	Create buffer zone between industrial and residential uses	VS1		Incorporate provision for buffer in zoning ordinance.
		8	Provide adequate services for all business and residents of the municipality	VS1		Coordinate with state and regional authority to increase water supply.	
		Improve circulation system	9	Provide a comprehensive pedestrian and bicycle system	VS3	Design system and build new trail to regional destinations.	Apply for grant for study from NJ DOT Local Pedestrian and Bicycle Planning Assistance
			10	Reduce through traffic and speeding	VS3	Borough has studied parking for many years, and construction of a parking garage is among Borough's primary goals.	Apply for grant for traffic study from NJ DOT Local Planning Assistance, in coordination with County Engineer. Study should recommend traffic-calming measures.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Freehold Borough		Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of Downtown	VS1		Update Economic Development Plan in Master Plan.
			2	Consider zoning changes as part of redevelopment in Borough	VS1		Modify zoning on West Main Street in area of Freehold Raceway. Consider more intensive commercial zone on Throckmorton Street, rather than existing Commercial Manufacturing.
			3	Develop M.O.M. line station downtown while addressing traffic and parking issues	VS1		Coordinate with NJ Transit Office of Project Development on fitting station into existing urban fabric. Request study from NJ DOT Local Planning Assistance to evaluate current and future traffic conditions.
			4	Pursue redevelopment opportunities of vacant industrial sites	VS1		Prepare Needs Determination and Redevelopment Plan. Issue RFP for developers on proposals for redeveloping vacant industrial sites in conformance with Redevelopment Plan.
			5	Coordinate on Freehold Regional Center with appropriate municipalities and county	VS1		Coordinate with Freehold Township, Howell Township and Monmouth County.
			6	Establish historic preservation ordinance	VS2		Prepare Historic Preservation element for Master Plan; adopt historic preservation ordinance.
		Improve circulation system	7	Complete Route 33 and Kozlowski Road bypasses	VS3		Continue to coordinate with NJDOT and County.
			8	Increase access to regional transit services	VS3		Coordinate with Manalapan shuttle system.
			9	Address traffic congestion	VS3		Request study from NJ DOT Local Planning Assistance to evaluate current and future traffic conditions. Evaluate traffic signalization as part of study.
			10	Study feasibility for parking garage	VS3		Perform feasibility study for parking garage, and identify funding sources. Consider incorporating into potential MOM station development.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Freehold Township	Manage growth, particularly along highways	Redevelop existing nodes to promote vitality and economic development of the township	1	Integrate development of public facilities with residential facilities	VS1		Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods.
			2	Revitalize existing Route 9 commercial nodes	VS1	Upgrade existing nodes.	Incorporate nodes in Land Use Plan. Create new overlay zoning district to promote pedestrian and vehicular connections, and mixed use opportunities.
			3	Promote mixed-use centers along existing transportation corridors	VS1		Locate commercial districts, especially retail, proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines. Permit up to 10% retail uses as part of office developments in CMX zones.
			4	Adopt design guidelines to protect the historical context of identified areas	VS2	New architectural ordinance guidelines have been passed.	New ordinance is in effect.
			5	Locate M.O.M. station at the intersection of Route 33 with Kozlowski Road	VS3	Station should be a park and ride, not a transit village. Limited retail acceptable.	Coordinate with NJ Transit Office of Project Development. Station should include retail space.
			6	Establish Regional Center in coordination with Borough and Howell Township	VS1		Request State Planning Commission to approve new Center boundary through Western Monmouth Development Plan endorsement process. Set up organization to cooperate on regional issues.
			7	Preserve historic resources	VS2		Prepare Historic Preservation Plan for Master Plan.
	Manage growth, particularly along highways	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	8	Expand Route 9 park & ride facilities	VS3		Annually monitor parking lots to determine occupancy rate. Increase over-subscription if occupancy rate falls below 75%; seek new facilities on arterial or major collector roadways, or expand existing facilities if rate is above 90%. Provide density bonus for developments with park and ride facilities.
			9	Provide pedestrian and vehicular connections to residential and commercial developments	VS3		Strengthen language for pedestrian and vehicular connections in subdivision and land development ordinance. Develop access management plan for Route 9, Route 33, CR 537 in coordination with NJ DOT and County.
			10	Coordinate shuttle/transit opportunities with Freehold Borough	VS3		Coordinate with Freehold Borough in the development of new transit services.
			11	Address traffic and safety issues along Route 9, Route 33 and Route 537	VS3	Promote installation of more sidewalks.	Coordinate with NJ DOT and County on priority improvements identified in Western Monmouth Development Plan. Identify priority areas for new sidewalks along roadways; request Local Aid funding from NJ DOT.
		Protect and enhance important natural and historic resources	12	Participate in regional planning initiatives on greenways	VS1		Coordinate with State and County on regional planning projects.
		Manage and protect productive farmlands	13	Focus future development to reduce sprawl and preserve farmland and open space	VS4	Little farmland remains.	In RE and RR districts in zoning ordinance, mandate or permit as-of-right cluster design to preserve farmland. Permit noncontiguous parcel clustering (NCPC) in zoning ordinance. Provide development bonus to encourage NCPC in appropriate locations. Purchase the development rights of priority farmland.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Howell Township	Keep open space feeling in Howell	Redevelop existing centers/nodes/ transportation corridors to promote vitality and economic development of the township	1	Designate Adelphia as Center	VS1		Designate Adelphia as Village Center through Western Monmouth Development Plan. Identify infill development opportunities. Assess revitalization of village main street. Address traffic problems on Rt. 524 through village. Recognize village in master plan and zoning. Pursue Local Aid funding from NJ DOT, TEA-21 to support village revitalization.
			2	Designate Ramtown as a Center	VS1		Designate Ramtown as a Center through Western Monmouth Development Plan. Assess center expansion opportunities to include new grammar school, and middle school. Finalize definition of boundaries for Ramtown Center after completing rezoning study.
			3	Consider potential redevelopment opportunities along railroad right-of-way or at possible M.O.M station.	VS1	Coordinate efforts with Farmingdale.	Coordinate revitalization efforts with Farmingdale. Coordinate with New Jersey Transit Office of Project Development.
			4	Redevelop/revitalize old Route 9 commercial sites	VS1		Request technical assistance from NJ DCA and NJ EDA. Identify commercial nodes in WMDP and Howell Land Use Plan. Create new overlay zoning district to encourage redevelopment /revitalization as integrated center with pedestrian and vehicular connections and mixed use opportunities.
			5	Expand Regional Center boundaries between Route 33 and Business 33	VS1	This would be in conjunction with industrial uses. Fairfield and Route 33 is a good location with the railroad forming the southern boundary.	Expand Freehold Regional Center to include area bounded by railroad, Route 33 and Fairfield Road. Set up organization to cooperate on regional issues.
			6	Promote mixed-use centers along existing transportation corridors	VS1		Locate commercial districts, especially retail, proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines.
			7	Integrate development of public facilities with residential facilities	VS1	Board of Education decides on this matter. However, development of new public facilities should respect scenic aspects of Route 524 and other County roads.	Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods.
		Enhance the transportation system to promote efficient connections and protect the historic and natural environments	8	Provide pedestrian and vehicular connections to residential and commercial developments	VS3		Incorporate language for pedestrian and vehicular connections in subdivision and land development ordinance. Develop access management plan for Route 9, Route 33 in coordination with NJ DOT and County.
			9	Provide sidewalks along major roadways	VS3		Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 33. Identify priority areas for new sidewalks along county and local roads, such as in the centers of Adelphia and Ramtown. Apply for funding from NJ DOT Local Aid.
			10	Plan for the future M.O.M. line station	VS3	Station could be located with a park & ride lot on Vanderveer Road, or near southern boundary, or at I-195 crossing. Farmingdale location is less desirable.	Consider all options for possible M.O.M. station. Coordinate with New Jersey Transit Office of Project Development.
		Protect and enhance important natural and historic resources	11	Adopt historic preservation ordinance	VS2		Update historic preservation plan; adopt historic preservation ordinance and design guidelines to protect the character of historic areas.
			12	Adopt scenic road overlay ordinance	VS1		Identify and designate all scenic roads, such as Adelphia Road (CR 524) in master plan. Adopt scenic road overlay zoning ordinance.
		Manage and protect productive farmlands	13	Prioritize farmlands and open space to preserve	VS4		Protect farmlands through purchase of development rights; consider innovative zoning regulations to protect farmland. Seek State/County funding.
			14	Coordinate wastewater management plan to control growth	VS4	New wastewater management plan has been adopted.	Coordinate State Plan area designations and zoning districts to be consistent, and reflect public sewer areas. Focus growth in new sewered areas around existing expanded centers such as Farmingdale, Ramtown, and Adelphia.

MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Manalapan Township	Provide citizens of Manalapan with a community that benefits from well-planned growth and development in harmony with conserved farmland and open space. This balance is critical to protect the natural environment and sustain cultural resources.	Concentrate new development and redevelopment around nodes to promote vitality and economic development of the township	1	Integrate development of public facilities with residential facilities	VS1	Not a primary focus right now. In case of new developments, require donation of land for new facilities to be built in the future.	Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods.
			2	Concentrate new development around planned development nodes	VS1	Little opportunity for newly planned nodes after Mount Laurel units are built.	Encourage non-contiguous parcel clustering to protect farmland, and transfer density to nodal areas.
			3	Revitalize existing Route 9 commercial nodes	VS1	Upgrade existing nodes.	Incorporate nodes in Land Use Plan. Create new overlay zoning district to promote pedestrian and vehicular connections, and mixed use opportunities.
			4	Promote mixed use centers along existing transportation corridors	VS1	Some revitalization along Route 9 and potential for mixed-use center at Route 33 and Millhurst Road.	Locate commercial districts, especially retail, proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines. Permit up to 10% retail uses as part of office developments in OP zones.
		Enhance the transportation system to reduce congestion	5	Increase park & ride facilities; provide new facilities along Route 33.	VS3	Route 33 at Knob Hill and Millhurst Road. There is still some space available on Route 9.	Coordinate with developer of Crystal Village. Depending upon spaces provided there, also coordinate with developers of land in SED district. Develop new spaces on Route 9 when occupancy consistently exceeds 90%. Provide density bonus to developments with needed park and ride facilities.
			6	Coordinate with Englishtown location and needs for the future M.O.M. line station	VS3	Definite interest in working with Englishtown to find location for train station.	Coordinate with New Jersey Transit Office of Project Development and Englishtown.
			7	Implement shuttle bus services to Matawan train station	VS3	Looked into shuttle, but cost is prohibitive. Maybe an opportunity for a NJT route to future Matawan/Aberdeen expanded station.	Coordinate with Englishtown Borough on shuttle route.
			8	Provide sidewalks along major roadways	VS3		Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 33. Identify priority areas for new sidewalks along county and local roads, such as in the centers of Adelphia and Ramtown. Apply for funding from NJ DOT Local Aid.
			9	Provide pedestrian and vehicular connections to residential and commercial developments	VS3	Already implemented at Epicenter, Best Buy and old Bradlees. Under implementation at Four Seasons and Meadows.	Incorporate language on pedestrian and vehicular connections in subdivision and land development ordinance. Adopt access management plan for Route 9 and Route 33 in coordination with NJDOT and County.
		Protect and enhance important natural and historic resources	10	Adopt scenic road overlay ordinance	VS2		Preserve Iron Ore Road, Englishtown to Millstone, Daum Road and McCaffery as scenic roadways. Adopt scenic road overlay ordinance.
		Manage and protect productive farmlands	11	Reclassify area PA3 south of Route 33 to PA4A due to environmental constraints	VS4		Reclassify area south of Route 33 on State Plan map from suburban fringe to rural planning consistent with zoning.
			12	Focus development to reduce sprawl and preserve farmland and open space	VS4		Township has recently adopted lot averaging and farmland subdivision regulations. Consider providing bonus for cluster, and for non-contiguous parcel clustering. Continue to pursue funding for farmland acquisition efforts.

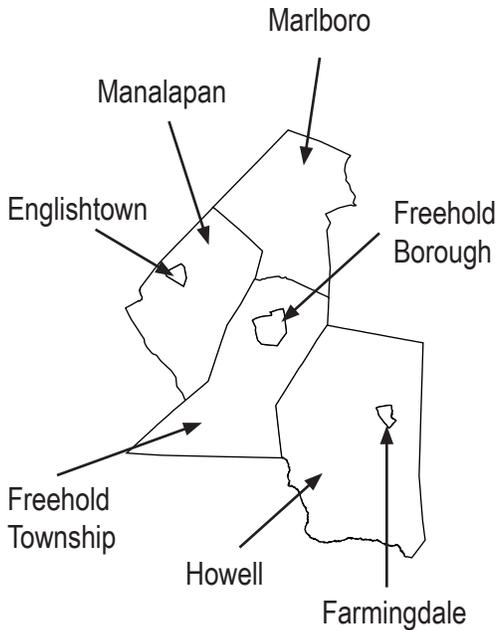
MUNICIPAL VISIONS

Municipality	Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Implementation
Marlboro Township		Redevelop existing nodes to promote vitality and economic development of the township	1	Encourage revitalization of Marlboro Center and designate as a Village Center	VS1		Designate Marlboro Village as a Village Center as part of the Western Monmouth Development Plan. Revise boundaries of village center zoning district to conform to Marlboro Village boundary. Maintain current Village scale.
			2	Integrate development of public facilities with residential facilities	VS1		Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods.
			3	Revitalize existing Route 9 commercial nodes	VS1	Upgrade existing nodes.	Incorporate nodes in Land Use Plan. Create new overlay zoning district to promote pedestrian and vehicular connections, and mixed use opportunities.
			4	Promote mixed-use centers along existing transportation corridors	VS1		Locate retail districts proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines.
		Revitalize/redevelop abandoned properties	5	Redevelop Marlboro State Hospital	VS1		Incorporate retail uses into planned office development; consider high-end or age-restricted housing on-site.
			6	Clean up and redevelop brownfields	VS1		Prepare study of brownfield sites.
		Enhance transportation system to reduce congestion	7	Implement shuttle bus service to Matawan train station	VS3		Prepare study to maximize transit ridership on new shuttle route.
			8	Expand commuter parking facilities	VS3		Annually monitor parking lots to determine occupancy rate. Increase over-subscription if occupancy rate falls below 75%; seek new facilities on arterial or major collector roadways, or expand existing facilities if rate is above 90%.
			9	Provide sidewalks along major roadways	VS3		Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 79. Identify priority areas for new sidewalks along county and local roads, apply for funding from NJ DOT Local Aid.
			10	Provide pedestrian and road connections to residential and commercial developments	VS3		Incorporate language on pedestrian and vehicular connections in subdivision and land development ordinance. Adopt access management plan for Route 9 and Route 79.
		Manage and protect productive farmlands	11	Establish scenic roadway overlay	VS2		Establish scenic roadway overlay district.
			12	Focus development to reduce sprawl and preserve farmland and open space	VS4		Permit noncontiguous parcel clustering (NCPC) in zoning ordinance. Provide development bonus to encourage NCPC in appropriate locations. Purchase development rights of priority farmland.

3.0 Design Framework

3.1 Framework Overview

Based on the municipal matrices, a Design Framework diagram has been prepared for each municipality. These diagrams illustrate the actions decided upon by the TAC and Collaborative members to implement the vision for their respective municipality and serve as the conceptual basis for the design guidelines. The Design Framework maps, shown on the following pages, classify the actions into three proposed categories - growth initiatives, enhancements and generalized land use. Some implementation items could not be illustrated on the maps and need to be referenced from the matrices.

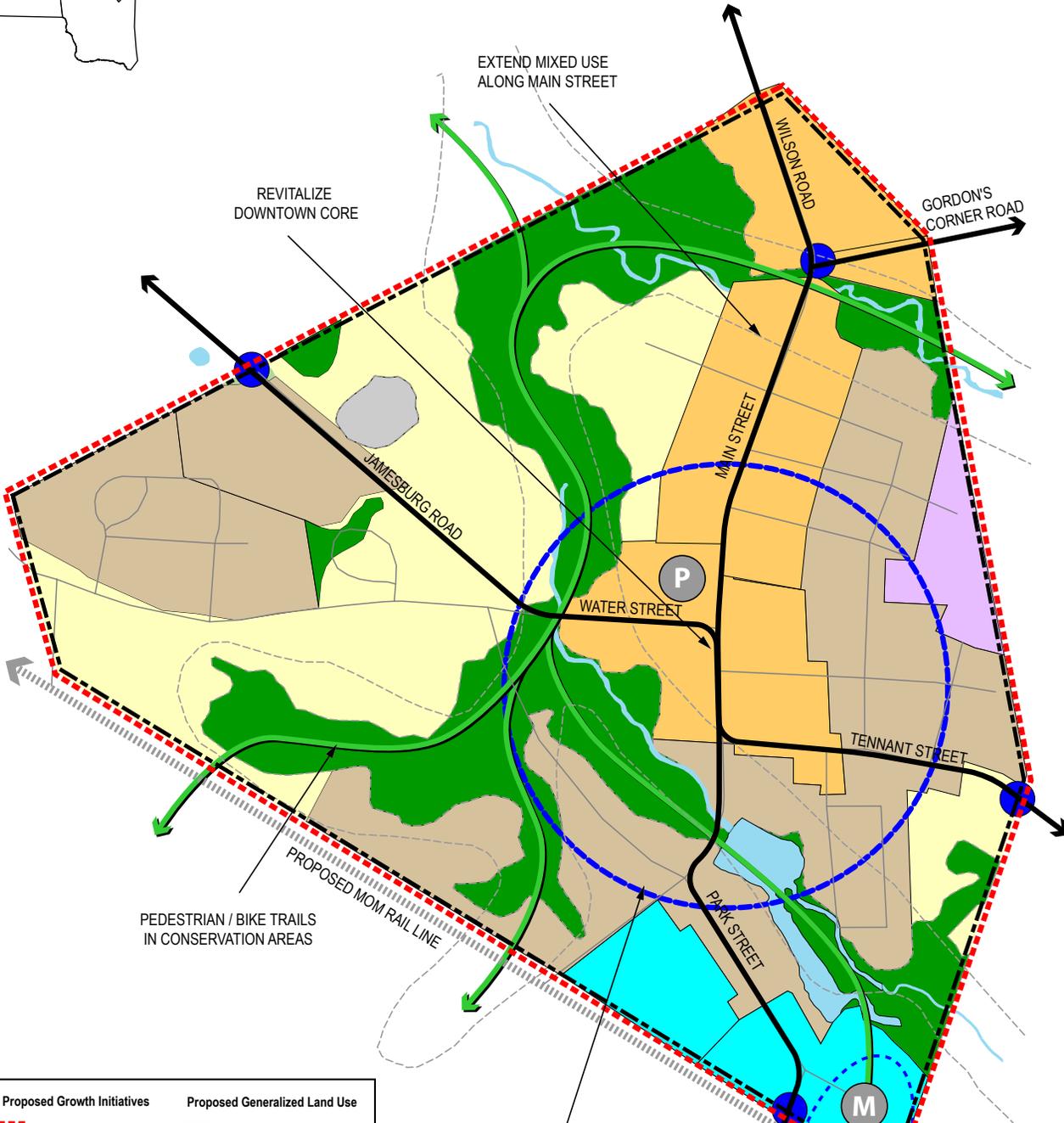


The proposed growth initiatives shown on the maps are centers, commercial nodes, redevelopment opportunities, Monmouth Ocean Middlesex (MOM) stations, and parking facilities. Centers are compact forms of development with one or more cores and residential neighborhoods. Commercial nodes are areas of concentrated commercial activity but not part of a center. Redevelopment opportunities are sites that may need re-use, conversion or redevelopment. MOM stations are part of the proposed rail service that will run through Monmouth, Middlesex and Ocean counties. The MOM station locations shown on the maps represent possible locations that were identified in collaboration with municipalities. Multiple station symbols indicate different potential locations, not multiple stations. Parking facilities indicated may be park & ride lots, structured parking or surface parking lots. Connections symbols indicate general areas where pedestrian and vehicular circulation between commercial and residential areas should be improved.

The proposed enhancements shown on the maps are gateways, scenic roads, bike/pedestrian paths, and buffers. Gateways are markers that indicate entry points into the municipality on major roads. Scenic roads are public rights of way that have expansive views of farmland or other notable landscape. Bike and pedestrian paths are recreational trails or pathways that exclude automobile traffic as opposed to bike lanes that run along vehicular roads. Buffers are landscaped areas between different uses to provide visual separation (i.e. industrial and residential.)

The proposed generalized land use comprises seven categories - commercial, mixed use, industrial, residential, high density residential, rural residential and public open space. The classification of areas into these categories is based on the municipality's existing zoning, and has been modified to reflect the municipality's vision. The maps also show critical environmental areas and transportation improvements.

Englishtown Borough



REVITALIZE DOWNTOWN CORE

EXTEND MIXED USE ALONG MAIN STREET

PEDESTRIAN / BIKE TRAILS IN CONSERVATION AREAS

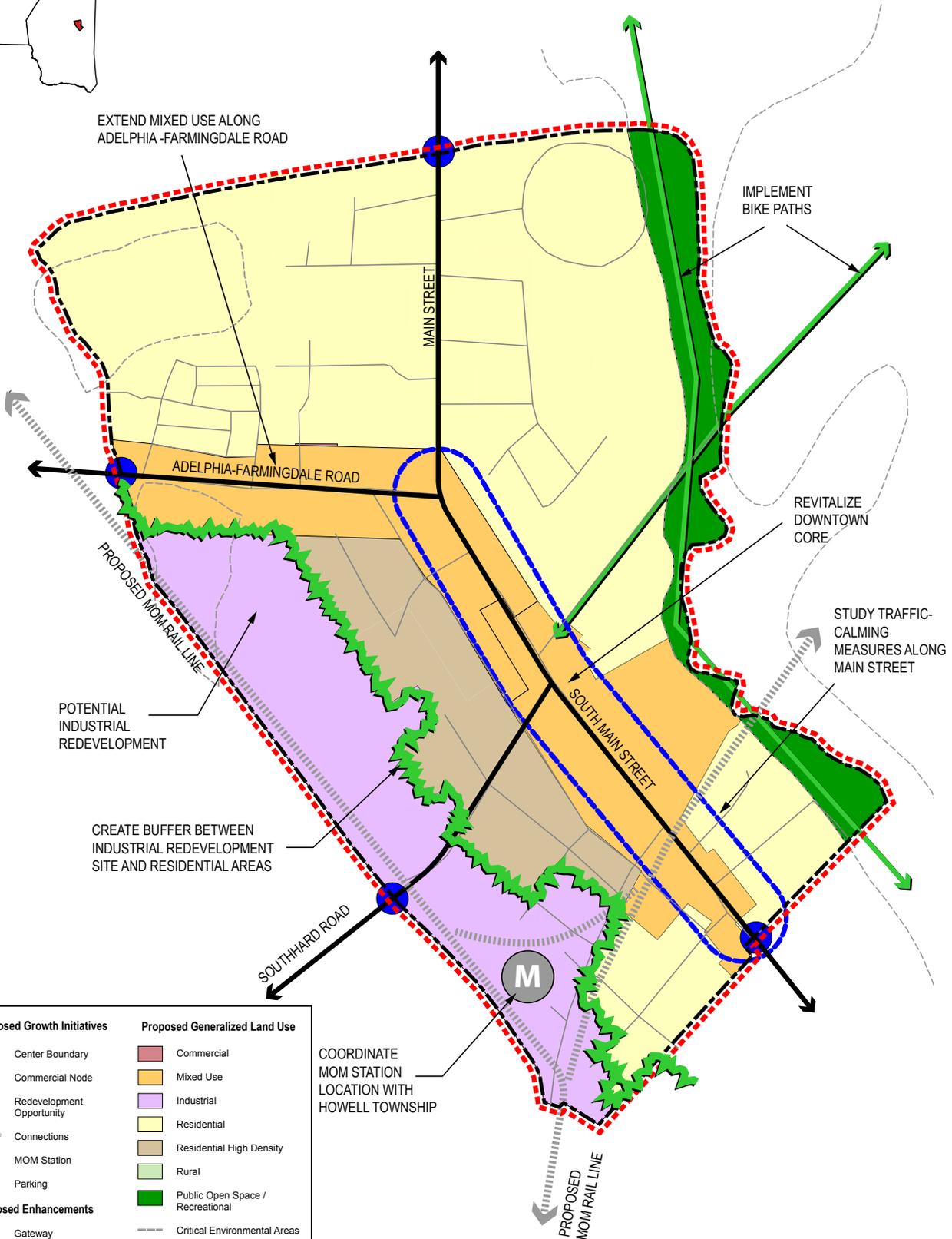
INSTALL SIDEWALKS, IMPROVE INTERSECTIONS, AND STUDY WEEKEND TRAFFIC CONGESTION

JOINT STATION AREA WITH MANALAPAN TOWNSHIP

Proposed Growth Initiatives	Proposed Generalized Land Use
Center Boundary	Commercial
Commercial Node	Mixed Use
Redevelopment Opportunity	Industrial
Connections	Residential
MOM Station	Residential High Density
Parking	Rural
Proposed Enhancements	Public Open Space / Recreational
Gateway	Critical Environmental Areas
Scenic Road	Municipal Boundary
Bike / Pedestrian Path	Proposed Traffic Improvements
Buffer	Priority Improvements



Farmingdale Borough

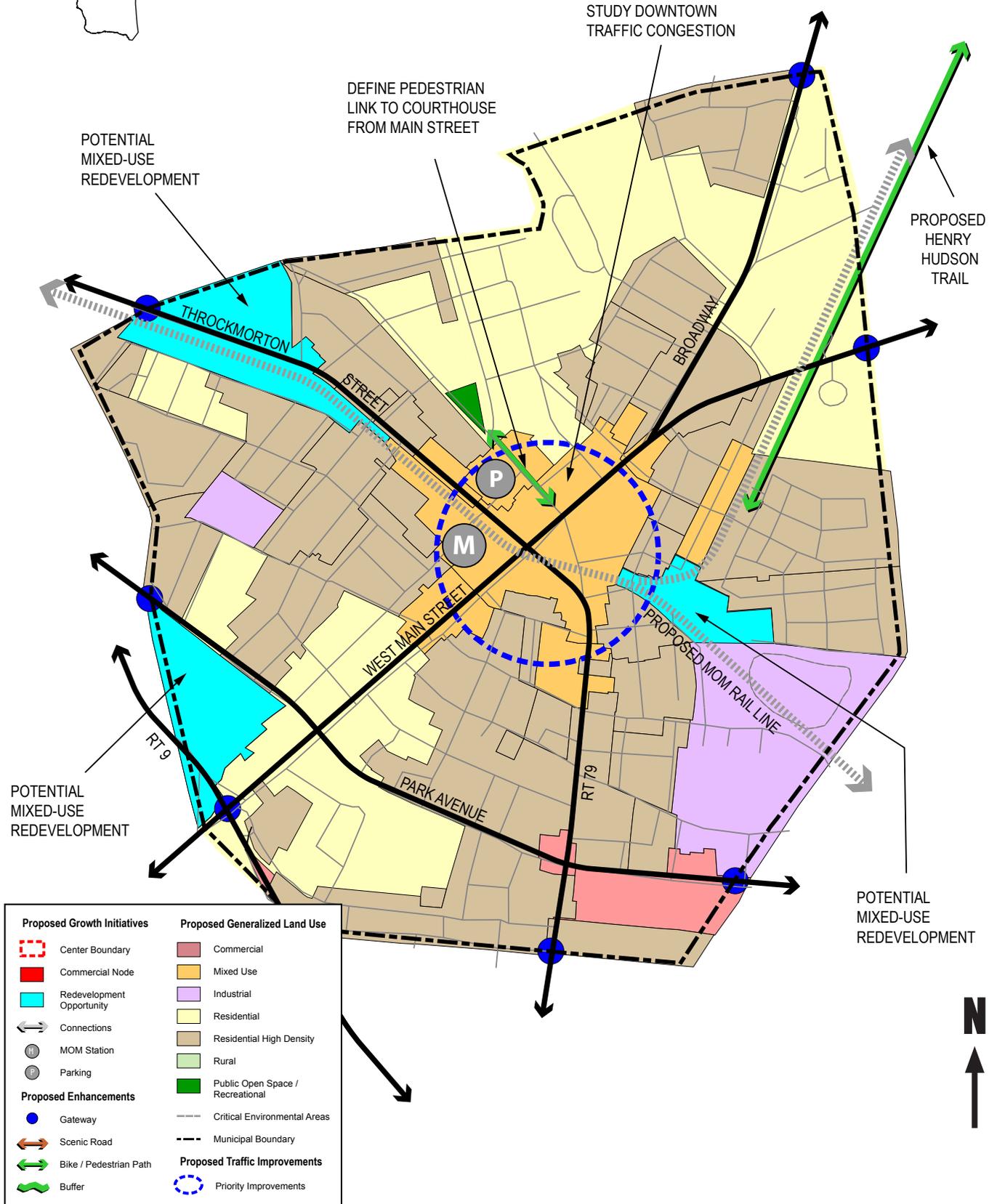


Proposed Growth Initiatives	Proposed Generalized Land Use
Center Boundary	Commercial
Commercial Node	Mixed Use
Redevelopment Opportunity	Industrial
Connections	Residential
MOM Station	Residential High Density
Parking	Rural
Proposed Enhancements	Public Open Space / Recreational
Gateway	Critical Environmental Areas
Scenic Road	Municipal Boundary
Bike / Pedestrian Path	Proposed Traffic Improvements
Buffer	Priority Improvements

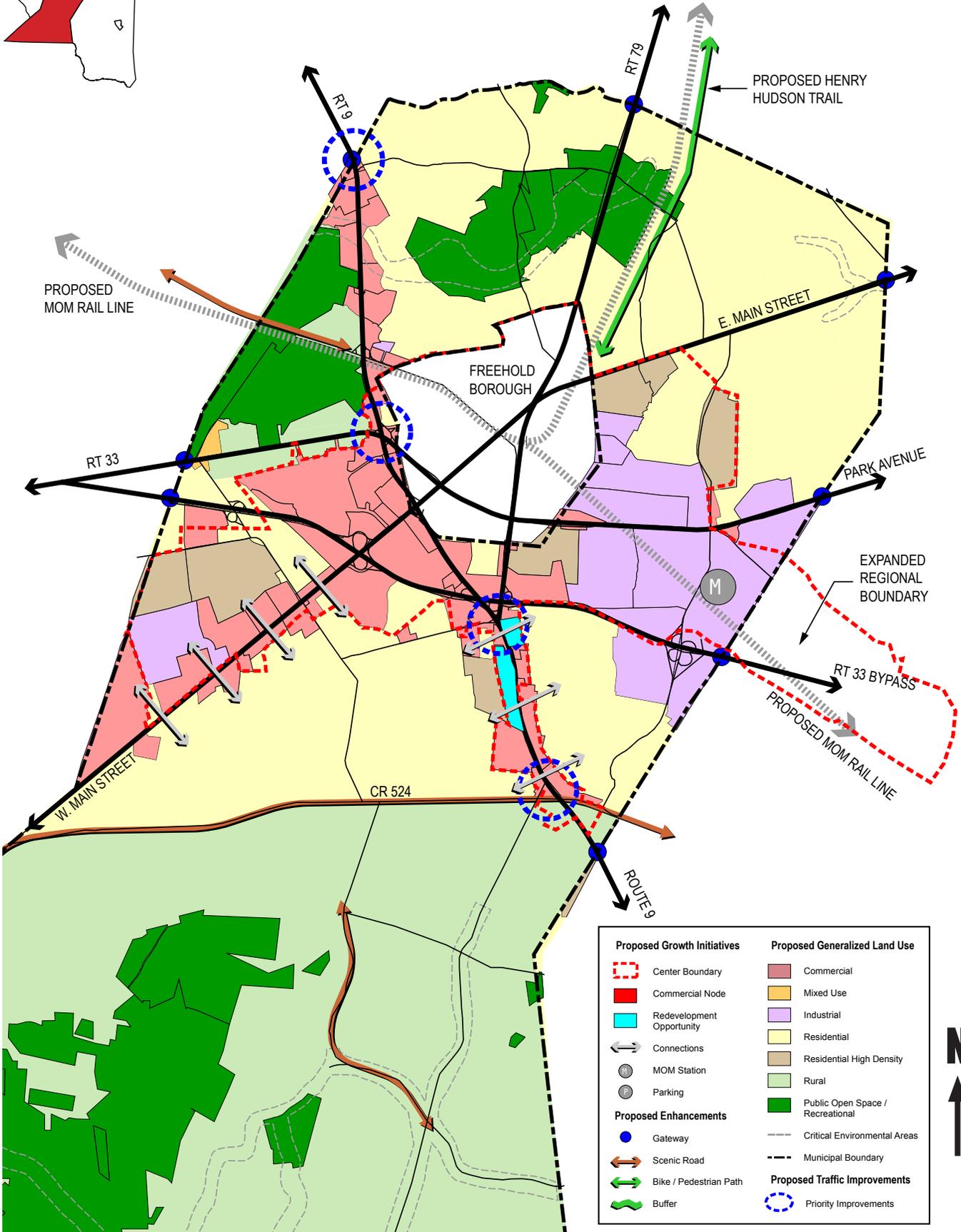
COORDINATE MOM STATION LOCATION WITH HOWELL TOWNSHIP



Freehold Borough

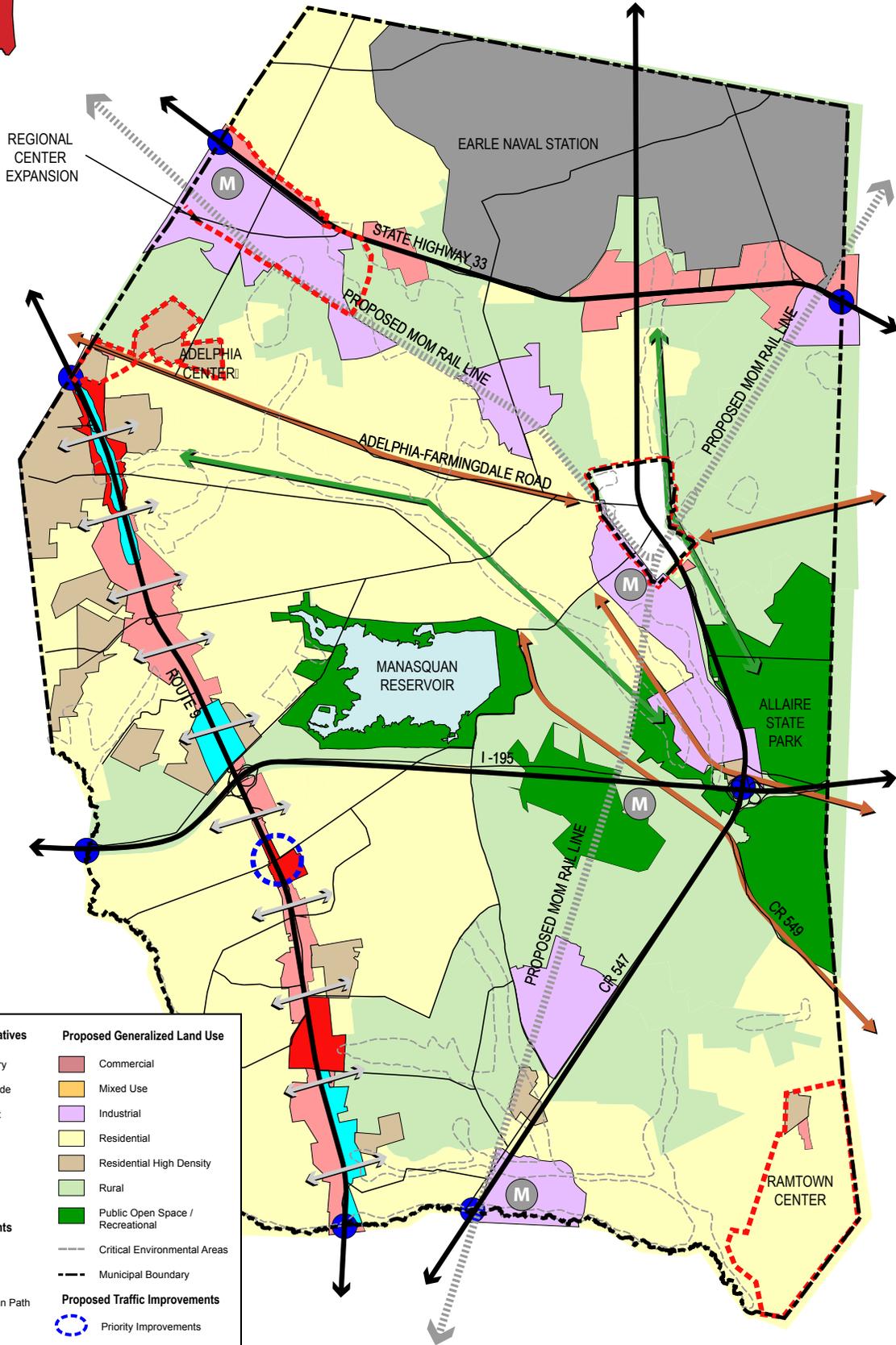
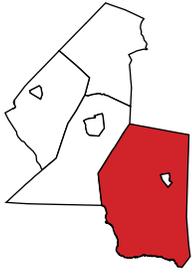


Freehold Township



Proposed Growth Initiatives	Proposed Generalized Land Use
Center Boundary	Commercial
Commercial Node	Mixed Use
Redevelopment Opportunity	Industrial
Connections	Residential
MOM Station	Residential High Density
Parking	Rural
Gateway	Public Open Space / Recreational
Scenic Road	Critical Environmental Areas
Bike / Pedestrian Path	Municipal Boundary
Buffer	Proposed Traffic Improvements
	Priority Improvements

Howell Township



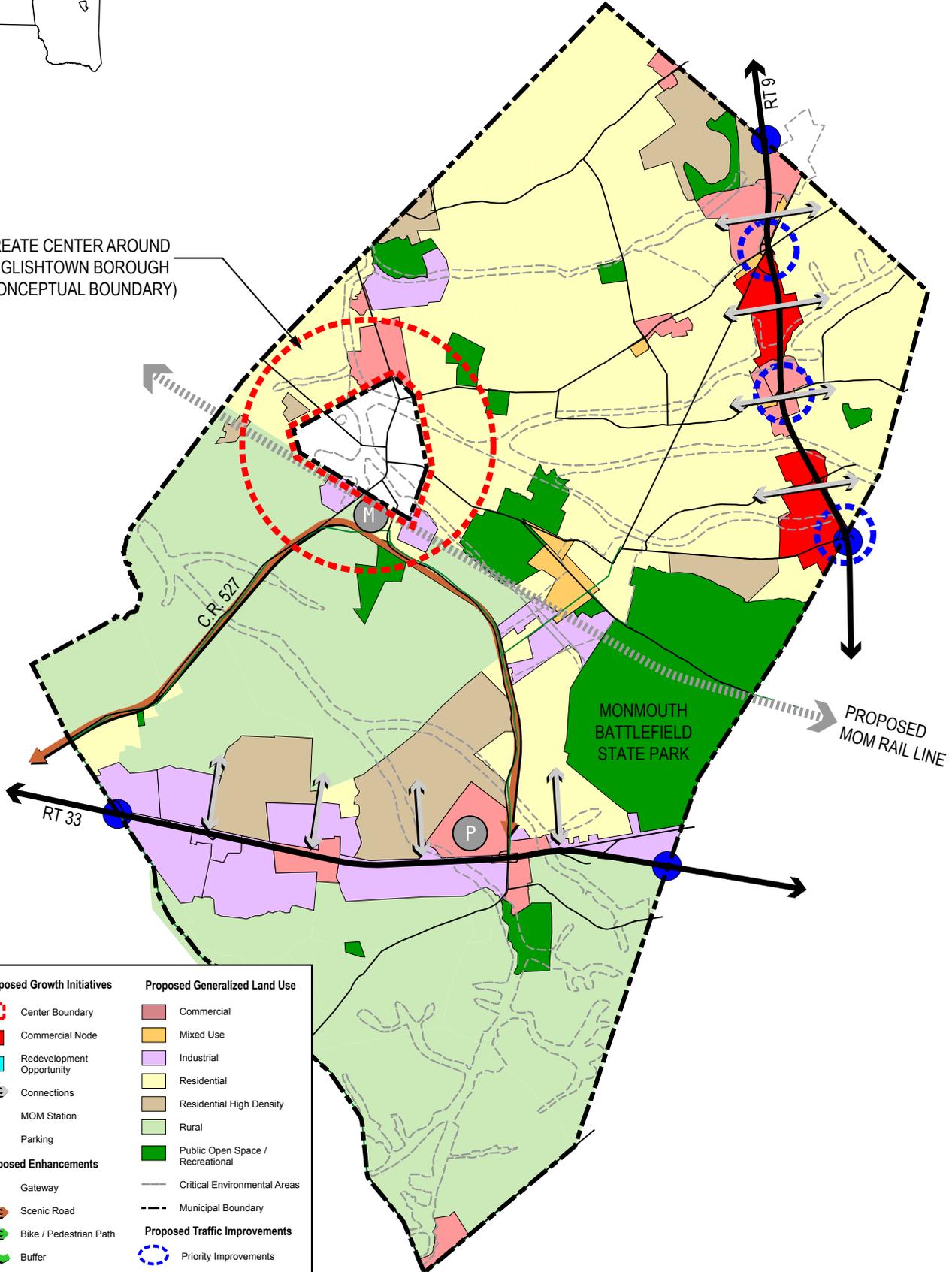
Proposed Growth Initiatives		Proposed Generalized Land Use	
	Center Boundary		Commercial
	Commercial Node		Mixed Use
	Redevelopment Opportunity		Industrial
	Connections		Residential
	MOM Station		Residential High Density
	Parking		Rural
	Gateway		Public Open Space / Recreational
	Scenic Road		Critical Environmental Areas
	Bike / Pedestrian Path		Municipal Boundary
	Buffer		Proposed Traffic Improvements
			Priority Improvements



Manalapan Township



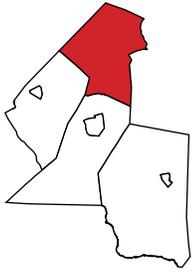
CREATE CENTER AROUND ENGLISHTOWN BOROUGH (CONCEPTUAL BOUNDARY)



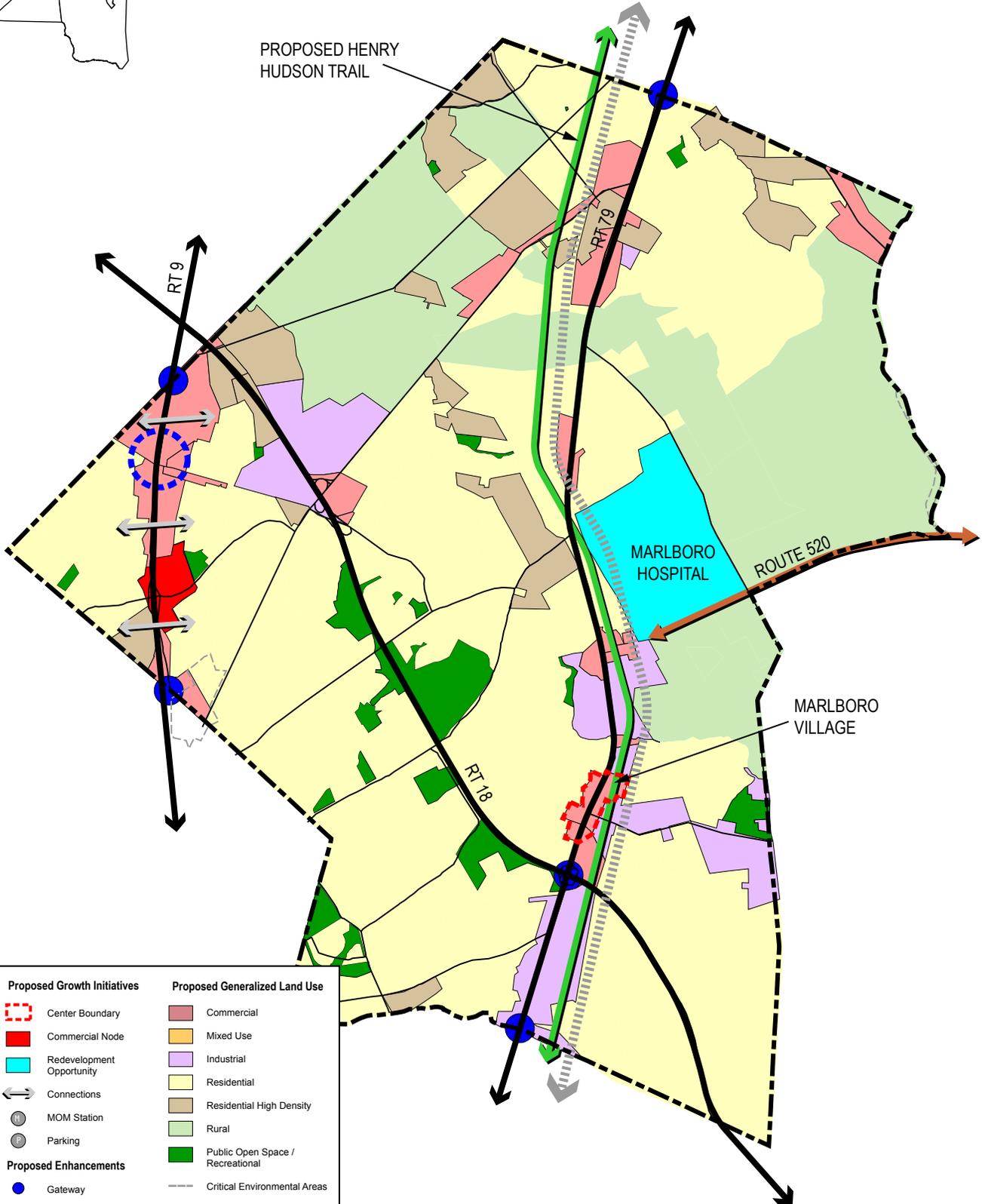
Proposed Growth Initiatives		Proposed Generalized Land Use	
	Center Boundary		Commercial
	Commercial Node		Mixed Use
	Redevelopment Opportunity		Industrial
	Connections		Residential
	MOM Station		Residential High Density
	Parking		Rural
	Gateway		Public Open Space / Recreational
	Scenic Road		Critical Environmental Areas
	Bike / Pedestrian Path		Municipal Boundary
	Buffer		Proposed Traffic Improvements
			Priority Improvements



Marlboro Township



PROPOSED HENRY HUDSON TRAIL



Proposed Growth Initiatives	Proposed Generalized Land Use
Center Boundary	Commercial
Commercial Node	Mixed Use
Redevelopment Opportunity	Industrial
Connections	Residential
MOM Station	Residential High Density
Parking	Rural
Proposed Enhancements	Public Open Space / Recreational
Gateway	Critical Environmental Areas
Scenic Road	Municipal Boundary
Bike / Pedestrian Path	Proposed Traffic Improvements
Buffer	Priority Improvements



4.0 Design Guidelines

4.1 GUIDELINE OVERVIEW

The Design Guidelines offer general principles to help realize the regional and municipal visions for the Western Monmouth Region. The guidelines have been organized by type of place. These place categories derive primarily from the previous analysis of the seven municipalities that comprise the Western Monmouth Region and are as follows:

- Commercial Places
- Residential Places
- Industrial Places
- Rural Places
- Mixed Use Places
- Route 9 Corridor

The guidelines are intended to assist municipalities, developers, and design professionals in evaluating and designing proposed developments according to smart growth principles. These recommendations may also serve as a reference in preparation of the municipalities' future master plans or zoning ordinance revisions.

4.2 COMMERCIAL PLACES

These places are commercial areas that are located along and accessed from highways and other major roads. Single-use developments with large tracts of parking such as strip malls, shopping centers and speculative office buildings characterize this type of place. These places are found in abundance along Route 9 in all four of the townships through which the corridor runs. These developments do not efficiently use the land and lack a unique sense of place, being perceived as large, nondescript buildings in a sea of parking.



Phillips Place, NC

This development is 35-acre development with retail, restaurants, cinema, hotel, and residential components. The buildings are laid out in a compact form to create a pedestrian environment. This new type of development provides communities with an option to cities and suburbia in which residents can live, shop, and play.

Growth Objectives:

- Change current development pattern to optimize site utilization by intensifying development.
- Enhance the transportation system to promote efficient connections and reduce congestion.
- Concentrate new development and redevelopment around nodes.
- Create a sense of place within commercial developments.

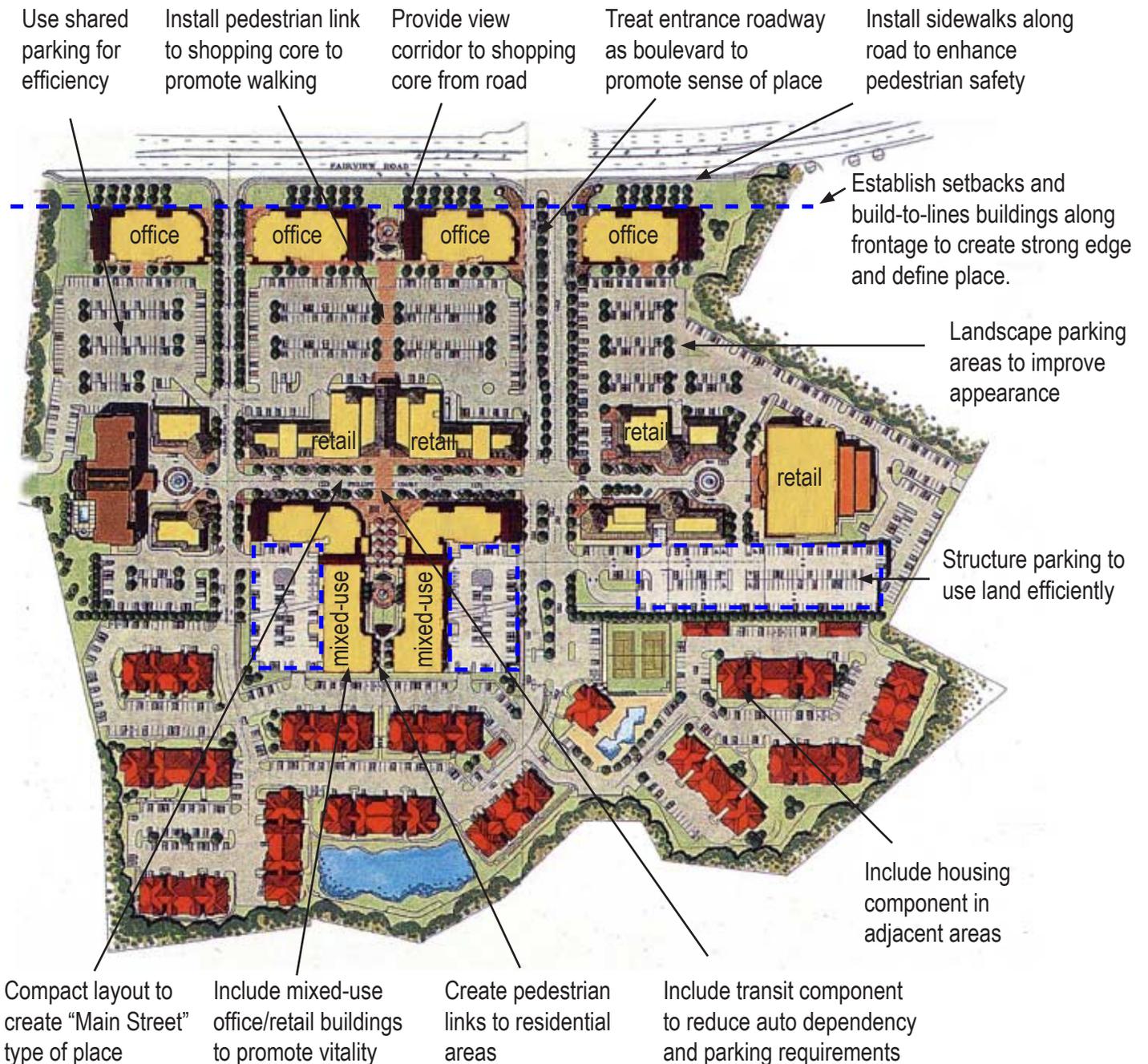
Design Guidelines:

- Promote mix of different uses within developments to reduce vehicular trips especially during lunch time hours.
- Provide linked internal driveways and cut-through passages between adjacent commercial developments to reduce short in-out trips on main road.
- Install sidewalks within developments to encourage walking trips and enhance pedestrian safety.
- Create pedestrian links to adjacent residential areas to promote alternative modes of transportation.
- Include mass transit component in parking design to reduce automobile trips and parking requirements.
- Redevelop over-sized parking lots serving commercial developments with complementary uses such as transit stations, office buildings, and restaurants to better utilize land.
- Implement shared parking arrangements to reduce area required for parking and make more efficient use of land.
- Require setback from main road that includes pedestrian sidewalks to improve visual quality of corridor and enhance pedestrian safety.
- Establish build-to-lines to limit the amount of parking between the right of way and buildings to promote a consistent edge along road and reduce the prominence of parking areas from the road.
- Include housing in new developments when possible.

Mixed-use Commercial Places:

Mixed use commercial places incorporate retail and offices in developments directly off arterial roadways. Higher-density uses are located toward the rear and have pedestrian linkages to adjacent residential areas. Towne Pointe in Manalapan and Raintree in Freehold Township are examples of this type of place, although these developments include very little office.

- Balance a variety of different uses within walking distance to reduce dependency on automobile travel.
- Utilize land efficiently by providing complementary uses to increase density and reduce parking area required for parking.
- Create a sense of place through building arrangement and landscaping.





Washington Township, NJ

400-acre field developed as pedestrian-friendly residential and business community in this largely rural area. Strategy of concentrating development emerged from community's desire to preserve historic beauty, rural surroundings, and sense of community.



Orenco Station, OR

A village with 2,000 units of housing, a neighborhood shopping center, and office space. Condominiums, townhouses, and single-family residences attract families, singles, and childless couples. Homes here command as much as a 25 percent premium over other area suburban homes, even though the latter have larger yards.

4.3 RESIDENTIAL PLACES

Single use-subdivisions of single-family homes currently characterize this type of place. There are many attractive places in the four townships with yards for family recreational use. However, residents in these areas generally rely on the automobile for most daily activities due to the low densities of these developments, distances from commercial uses and community facilities, and poor connections to other neighborhoods and uses. These developments typically lack public open spaces where residents may interact and socialize.

Growth Objectives:

- Change current development trend of subdivisions with one to two-acre lots to avoid sprawl.
- Concentrate new development and redevelopment around nodes.

Design Guidelines:

- Promote Pedestrian Oriented Design (POD) in new residential developments.
- Promote Transit Oriented Design (TOD) developments around potential M.O.M rail stations.
- Diversify land use pattern with complementary uses (i.e. day care, post office, convenience store) to reduce dependency on automobile.
- Increase connectivity in the circulation system by creating connections at mid-block or cul-de-sac locations within developments and establishing pedestrian connections to adjacent commercial areas to lessen dependency on automobile.
- Increase density through lowering minimum lot size or permitting further subdivision of land to limit sprawl, while simultaneously increasing lot sizes in agricultural districts.
- Consider appropriate bicycle facilities to promote alternative modes of transportation.
- Increase connectivity in circulation system to promote a sense of community.
- Enhance pedestrian and bicycle safety to promote alternative modes of transportation.
- Include amenities within walking distance (5 minute walk).

Pedestrian-Oriented Design:

- Design neighborhoods for pedestrians rather than cars.
- Provide diverse housing types and styles with a range of lot sizes to achieve density and variety that fosters community and lessens dependency on the automobile.
- Utilize shade-providing trees along streets and public spaces to enhance visual character of neighborhood.
- Include easily accessible common green spaces to promote social interaction and sense of community.
- Require sidewalks and limit block sizes to encourage walking as an alternative to automobile travel.
- Integrate neighborhood streets within the existing grid of the area to provide connections to surrounding attractions and services.
- Use alleyways to access parking areas and trash pickup, which reduces curb cuts and enhances the pedestrian character of the street.
- Allow on-street parking as a traffic-calming measure and for a perceived sense of vitality.



Transit-Oriented Design:

Transit-Oriented Development (TOD) consists of commercial and residential uses concentrated around a mass-transit station. In their classic form, TOD's have a diameter of one-quarter mile, with the mass transit station and high-density uses (particularly commercial uses) at the core surrounded by housing at a decreasing density. The municipalities within the Western Monmouth Region should prepare design guidelines for "transit-oriented design" areas once the potential M.O.M line undergoes planning.

- The new development should seek to achieve the vitality of a mixed-use "main street" and "town square" environment.
- Redevelopment projects should be seen as an extension of existing assets and not a pattern of adjacent isolated developments.
- Mixed-use development and open spaces should vary in program intensity.
- While a compact form of development has many advantages, the plan must also integrate open space and environmental features, and provide for a diversity of programmatic opportunities.
- Open spaces should play a variety of roles - social (in terms of meeting places, and areas for entertainment, recreation and relaxation), amenity (contribution to quality of life) and ecological.
- Buildings and public spaces must be designed and/or reused in a manner that ensures an integrated, pedestrian friendly transit-oriented commercial district.



4.4 INDUSTRIAL PLACES

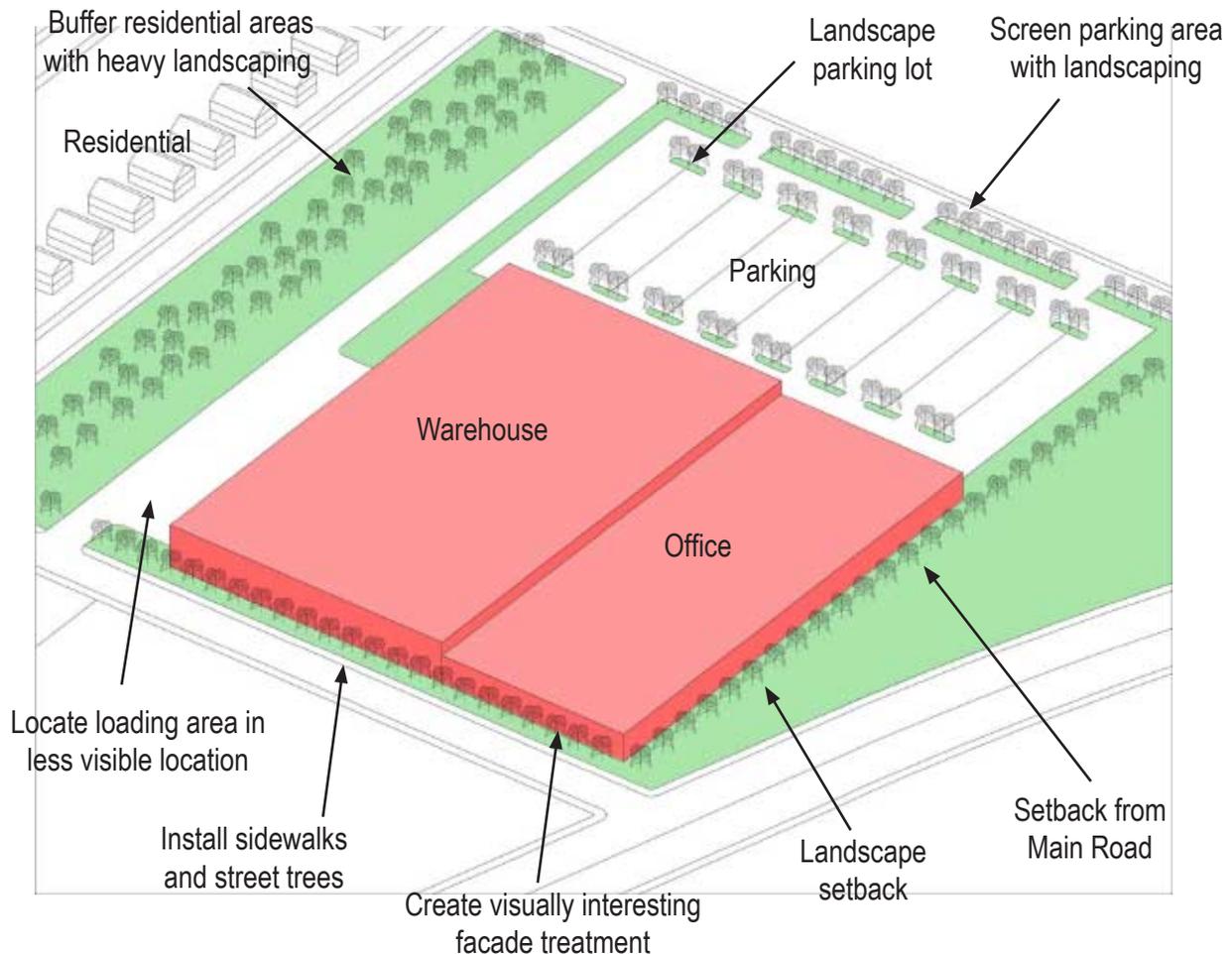
The existing industrial places generally contain light manufacturing or warehousing uses on large tracts of land that are located along former rail lines or near major arterial roads. The buildings in these places often have long, monotonous facades, unattractive loading areas and large parking areas. Some examples of these places in the study area can be found off Route 33 in Howell and Freehold townships and south of Farmingdale Borough.

Growth Objectives:

- Improve the visual character of industrial areas.

Design Guidelines:

- Require landscape buffer between adjacent residential areas and industrial areas to provide visual separation.
- Locate loading docks in new development to minimize visibility from street.
- Screen parking lots to make them more visually attractive.
- Screen facades with landscaping to hide monotonous facades.
- Create visually interesting facades on side-facing streets.
- Require fences along street frontages to be visually attractive (i.e. no chain link fences)





Cranbury Township, NJ

Uses clustering with a minimum lot size of 6 acres and offers the option of reducing min. lot size to approximately one acre, provided that at least 70 percent of the tract is preserved for open space. Preservation of both farmland and rural road character is maximized through deep setbacks and a high percentage of required open space.



4.5 RURAL PLACES

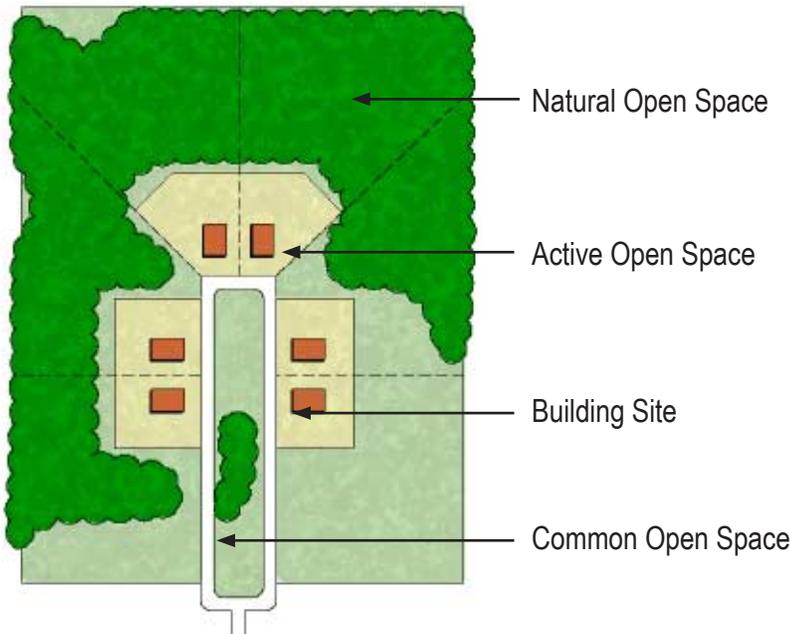
These places are composed of open spaces and farmland in a continuous landscape. The continuity of these areas in the region is being broken down, due to developmental pressures which include new roadways, billboards, residential subdivisions and commercial developments. There are many rural places in Western Monmouth, such as southern Manalpan Township and northwestern Howell Township.

Growth Objectives:

- Preserve rural image
- Preserve parks and open space

Design Guidelines:

- Permit Non-Contiguous Parcel Clustering (NCPC).
- Promote cluster or open space developments as alternative to large-lot sprawl (Clustering preserves from 50 to 70 percent of land in natural farmland state).
- Offer density bonus to promote clustering or non-contiguous parcel clustering.
- Change zoning to require cluster developments in rural areas.
- Require setbacks from road to maintain visual character of area.
- Connect nearby clusters with pedestrian trails to promote alternative means of transportation and also serve as an amenity.



PROTOTYPICAL CLUSTER DEVELOPMENT

4.6 MIXED USE PLACES

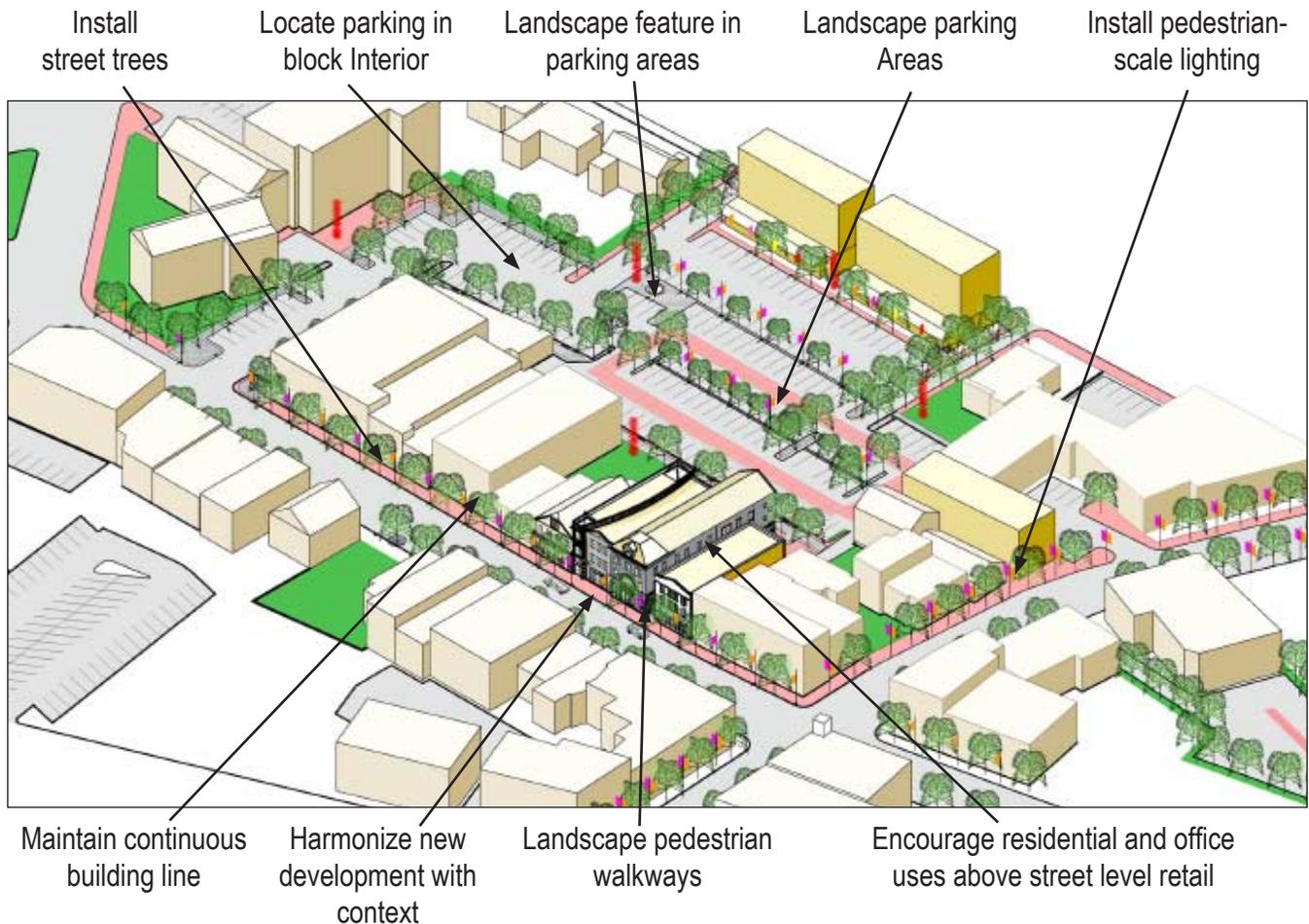
These are environments where live, work, shop and play activities are interrelated creating a pedestrian-friendly environment that encourages social interaction. Mixed-use places provide the full range of services within a 5-10 minute walk of every residence. These services may be a bank, post office, grocery store, personal services, or recreational park. Typically, these environments also offer a range of different modes of transportation such as bicycle, bus, or train to substitute automobile dependence for commuting. Boroughs, Village Centers and Main Streets characterize this type of place.

Growth Objectives:

- Encourage mixed-use places to enhance lifestyle and prevent sprawl.
- Re-establish the downtown as the traditional center of commerce, culture and civic activity.
- Preserve historic character and resources.

Design Guidelines:

- Maintain continuous street wall or uniform setback to enhance visual character and continuity.
- Encourage streetscape improvement (sidewalks, trees, curb extensions) to enhance visual character.
- Encourage office and residential uses above ground floor retail to increase vitality.
- Locate parking lots in block interior with landscape passages from interior block to streets.
- Require new development to respect context and preserve character of town.
- Improve signage to provide better wayfinding for visitors.





Route 9

4.7 ROUTE 9 CORRIDOR

As the main commercial corridor in the region, Route 9 runs through 4 of the 7 municipalities in Western Monmouth. In addition to the recommendations below, the 4 municipalities should prepare an access management plan in conjunction with NJDOT and Monmouth County to regulate the frequency and locations of driveways along Route 9.

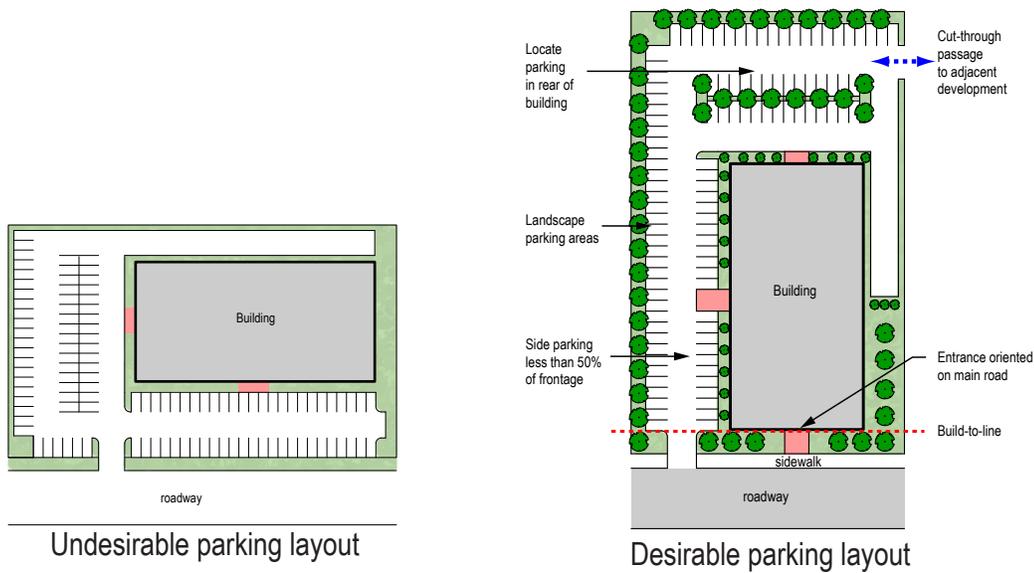
Design Objectives:

- Improve visual quality along Route 9 corridor
- Enhance pedestrian safety

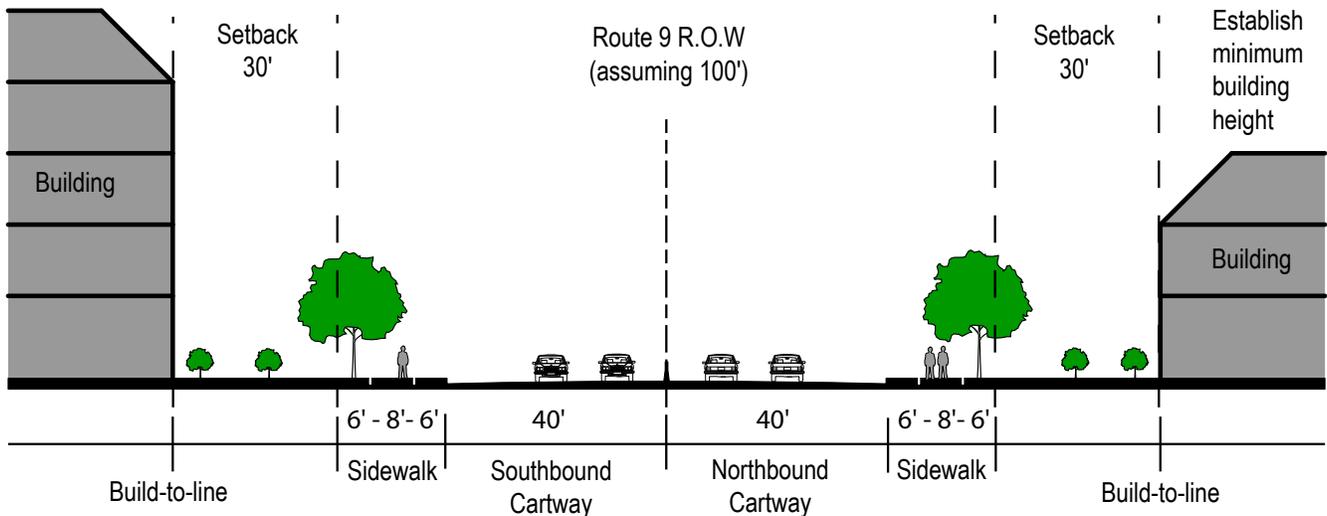
Design Guidelines:

- Prepare architectural design guideline to ensure new developments are compatible with municipal setting.
- Establish regulations for commercial signs to maintain visual character along corridor.
- Install pedestrian sidewalks, signals and crosswalks along corridor to enhance pedestrian safety and promote alternative modes of transportation.
- Locate transit stops strategically to improve rider safety and encourage use of mass transit.
- Install bus pull-outs to facilitate loading and improve both vehicular and rider safety.
- Require pedestrian and vehicular connections to adjacent uses to reduce short vehicular trips on Route 9.

- Locate parking in rear of building and restrict parking on sides to be less than 50% of lot frontage to improve visual character along Route 9.
- Orient building with main entrance on road and secondary entrance to parking areas.
- Landscape parking areas and screen service areas to improve visual character of development.
- Establish build-to-lines and setbacks to create strong and consistent edge along corridor.
- Recommend establishing minimum and maximum building height for buildings fronting Route 9.
- Landscape grass medians with mixed low shrubs and ground cover that are low maintenance and drought tolerant to improve visual character of corridor.



Establish maximum building height



4.8 GATEWAYS

Defining entry points into the municipality helps establish a recognizable identity and boundary for the municipality. It is similar to defining entrances for a neighborhood or district but at a larger scale. From a design point of view, the municipality's entrances should be addressed to:

- Establish the perceived boundaries of the municipalities for residents, visitors, and users of the regional access system.
- Enhance the image of the municipalities by creating attractive entrances.
- Visually indicate the municipalities' key entrances to travelers.

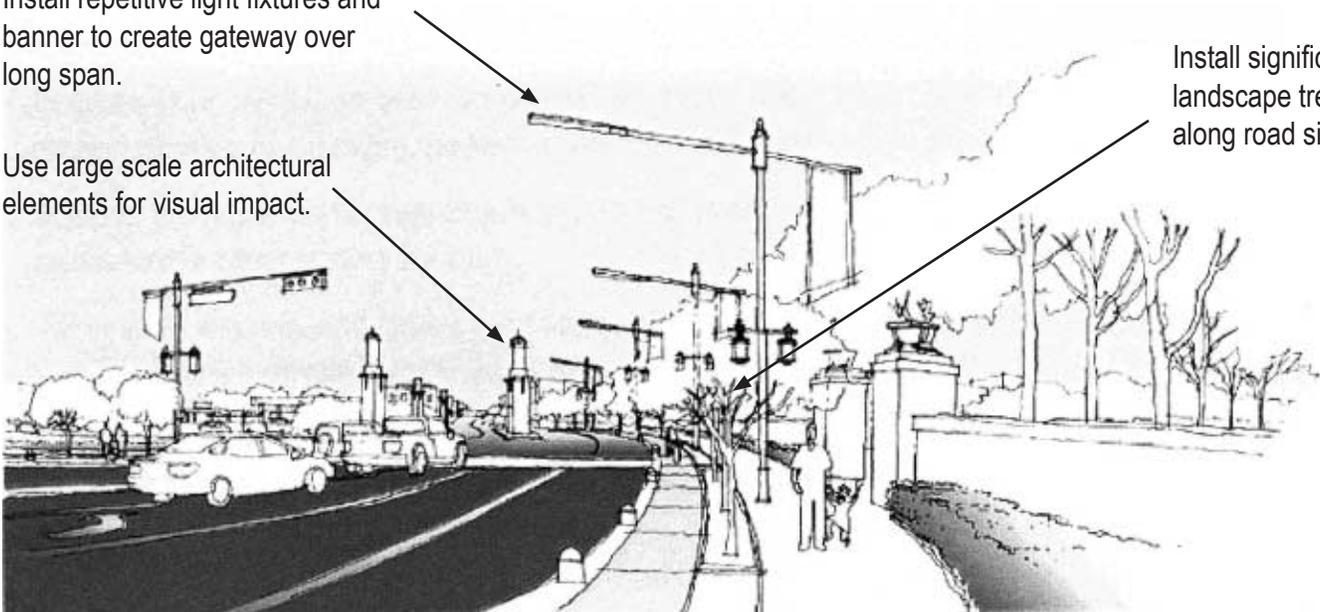
The design framework in the previous section preliminarily identified the major entrances into the municipalities. It is recommended that this analysis be used to prepare a comprehensive plan for the gateways into the municipalities. The following guidelines are proposed to assist in the designing of gateways:

- Classify the different types of existing gateway conditions that present opportunities for enhancement. Types of gateways could include major entrances at interchanges leading from limited access highways such as I-195 in Howell and Route 18 in Marlboro and at municipal boundaries along open access highways such as Route 9 and Route 33. Secondary entrances could be located at municipality boundaries on minor, arterials such as Adelphia-Farmingdale Road or major collector roads such as CR 547 in Howell.
- Major entrances should be designed to create a significant visual impact on motorists arriving in or leaving the municipalities at relatively high speeds. This can be achieved by the use of large-scale repetitive elements over a long distance. The elements may incorporate public art, lighting, significant landscaping, and signage.
- Secondary entrances should be designed to create an attractive entry experience for visitors using the local roadways that have been classified as major roads but not highways.

Install repetitive light fixtures and banner to create gateway over long span.

Use large scale architectural elements for visual impact.

Install significant landscape treatment along road side





Example of scenic road with undesirable billboard

4.9 SCENIC ROADS

Scenic roads are public rights-of-way that have expansive view of farmland or other notable landscape. They are a community resource that needs to be protected from developmental pressures. The Monmouth County Planning Board has prepared a comprehensive set of guidelines for preservation of scenic roads in the Monmouth County Scenic Roadway Plan (June 2001).