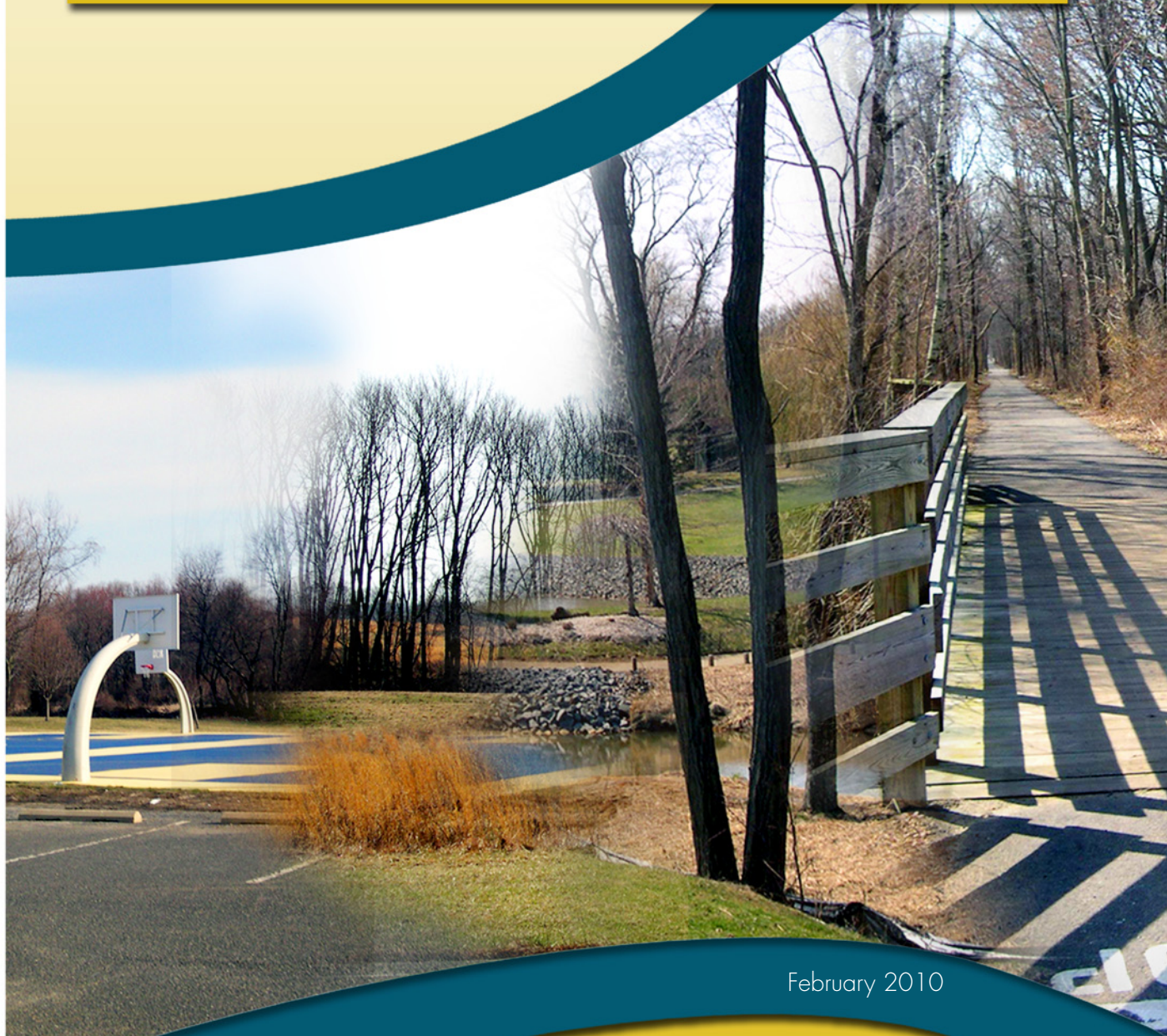


Township of  
**Marlboro**

Community  
Vision Plan



February 2010

Prepared by Heyer, Gruel & Associates



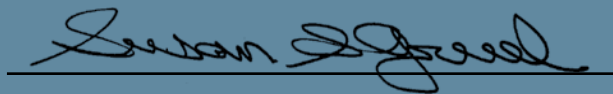
# Marlboro Township Community Vision Plan

Marlboro Township  
Monmouth County, New Jersey

Prepared by

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The original of this report was signed and  
Sealed in accordance with N.J.S.A. 45:14A-12.



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# Acknowledgements

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# INTRODUCTION





## Introduction

### Future Vision

“Create a sustainable, livable and healthy community where social, economic, and environmental interests are balanced, active lifestyles are promoted, and a diverse culture and local heritage are celebrated.”

### Purpose of Community Vision Plan

The purpose of this Community Vision Plan is to provide a framework for the coordination of key planning initiatives, to coordinate the Town’s planning efforts with regional planning entities and State agencies, and to provide recommendations for enhancing existing connections and creating new connections. The Community Vision Plan provides a unified, long-term Township-wide strategic vision that reinforces the continued implementation of Smart Growth principles in the Township. The Community Vision Plan will be adopted as a key component of the Master Plan.

### Smart Growth

This Community Vision Plan has been prepared consistent with Smart Growth principles. Smart Growth is a planning concept that seeks to alter the sprawling pattern of suburban development that has been occurring in New Jersey for the better part of this century. This sprawling pattern has spread development into previously undeveloped areas of the State, eating up farmland and environmentally sensitive areas, changing the character of previously rural areas and doing so at significant public cost through the expansion of infrastructure and public services. In contrast, Smart Growth emphasizes the improvement of existing, developed communities.



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Smart Growth can be defined as:

“A proposed development pattern that makes efficient use of limited land, utilizes existing services and infrastructure, promotes a wide variety of transportation and housing options, absorbs and effectively serves a significant portion of the future population growth in centers, protects and enhances the architectural and environmental character of the community through compatible, high quality, and environmentally-sensitive development practices. Inherent to this definition is the need to implement Smart Growth through comprehensive, consistent and effective policies, regulations, capital projects and incentives.”

A Smart Growth community is one that exhibits the key principles of Smart Growth, which are:

- Compact, mixed use development
- Walkable town center and neighborhoods
- Predictable, fair and cost-effective development decisions
- Distinctive, attractive communities offering a “sense of place”
- Range of housing choice and opportunities
- Community and stakeholder collaboration in development decision-making
- Emphasis on open space, scenic resource preservation, parks and recreation
- Variety of transportation options, including access to transit
- Future development strengthened and directed to existing communities using existing infrastructure

### The Process

A Smart Growth Vision Plan grant was awarded to the Township by the Department of Community Affairs in 2008. A Vision Plan Committee was created, consisting of members of the Township Council, Zoning and Planning Board members, and residents. This committee met periodically throughout the entire visioning process and offered insight on the outcomes from public meetings and the overall approach to the Plan. An extensive public outreach/visioning process has also been undertaken to ensure a broad-based representation throughout the planning process. This process included a series of well advertised community meetings where issues and opportunities were identified. Ultimately, the Plan will serve as a policy document and framework for Township implementation ordinances.

- Smart Growth Vision Plan Committee
  - The Smart Growth Vision Plan Committee met on June 10, 2008, July 9, 2008, September 24, 2008, October 14, 2008 and July 2009 to discuss various topics that aided in creating the structure of the community outreach process and overall vision plan.
- The Public Outreach Program
  - Stakeholder Meetings – A series of meetings occurred from July – August 2008, during which stakeholders and community groups were interviewed and invited to give input regarding what they perceived as strengths, weaknesses, and needs of the Township.
  - Community Meetings – Community meetings were held on June 24, 2008, August 12, 2008, and November 11, 2008 in order to elicit input, ideas, concerns, and suggestions from Marlboro residents. Over the course of these meetings, the public offered input specifically to identifying and addressing the strengths, weaknesses, and opportunities Marlboro has to offer.
  - Public Hearing - It is anticipated that the Planning Board will adopt the Plan as an amendment to the Master Plan.

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## The Plan

This Community Vision Plan consists of the following components:

Evaluation of Existing Conditions – A summary of the existing conditions in Marlboro, including population, housing, transportation, circulation, parks and recreation, school enrollment, infrastructure, and environmental conditions.

Planning Context and History – A summary of Marlboro's past and current planning efforts and zoning regulations, including past reexamination reports, redevelopment plans, housing plan, and existing zoning.

Planning Coordination – A summary and discussion of the planning efforts of the State and County and how they relate to planning efforts in Marlboro.

Identified Issues – A summary of planning issues that were identified through the public outreach process.

Analyzing the Trends – An analysis of “where is the Township going” if the identified issues and/ or trends continue.

Goals and Objectives – A revised listing of the goals and objectives of the Plan from the community outreach conducted throughout the planning process.

Vision Plan – A discussion and analysis of current and future planning issues facing the Township and recommendations regarding a variety of issues identified during the visioning process.



# Aerial Map

Marlboro Township, Monmouth County



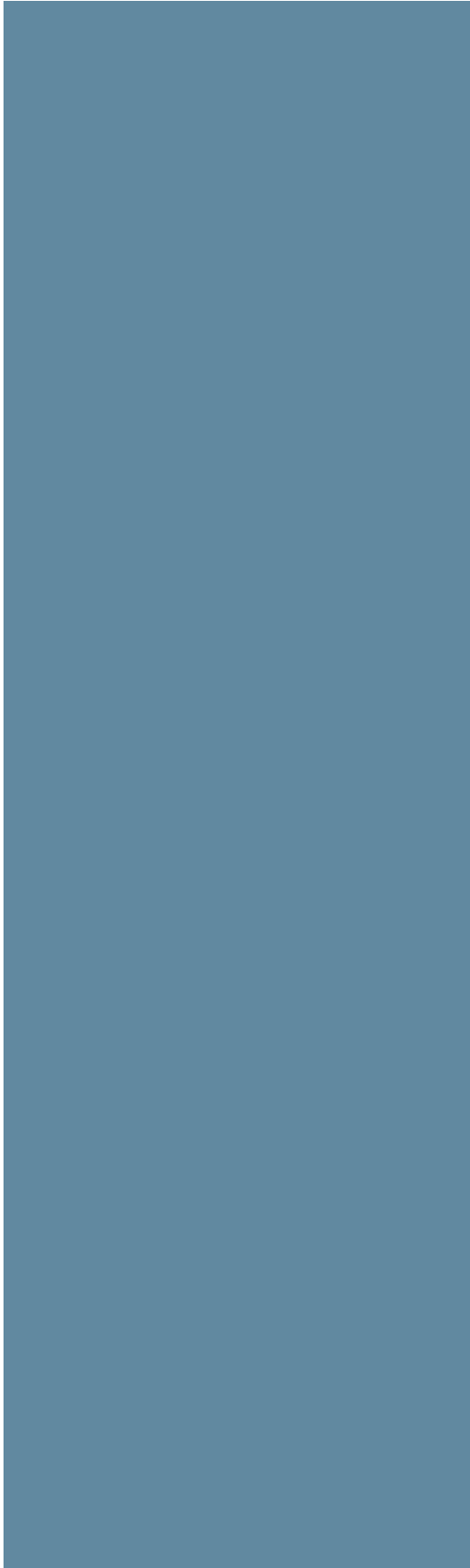
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Data Source: NJDEP, NJDOT

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Implementation Plan – a summary of the recommendations to be implemented, a timeline of implementation, and funding sources to aid in implementation of the recommendations.

The Community Vision Plan will serve as a long-range guide for the Township as a whole. It is a policy document detailing the official vision for the Township’s future. However, it is not a mere statement of general goals or policies. This Plan also contains a detailed “strategic implementation plan” element consisting of time schedules and responsibilities for implementation, as well as funding strategies (including identification of potential public and private funding sources to assist in implementing the Plan).





# EVALUATION OF EXISTING CONDITIONS





## Evaluation of Existing Conditions

### General Township Characteristics

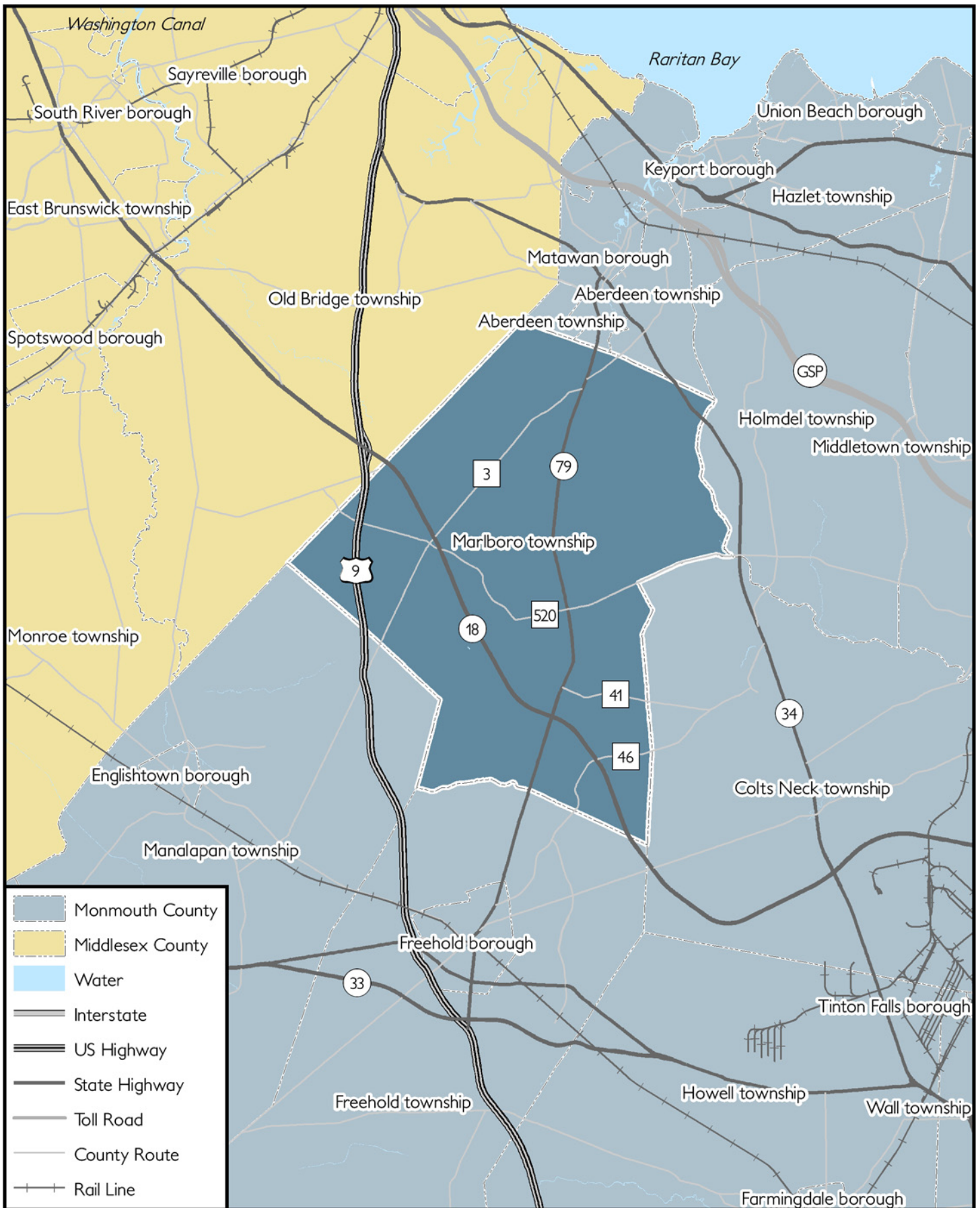
Marlboro Township can be characterized as a suburban bedroom community, which is 30.6 square miles in area and is located in the northern part of Monmouth County, bordering on Middlesex County. Its neighboring municipalities are Old Bridge Township, Matawan Brough, Aberdeen Township, Holmdel Township, Colts Neck Township, Freehold Township, and Manalapan Township. The main highways servicing the Township are State Route 18, which bisects the Township, US Highway Route 9 in the western portion of the Township, and State Highway Route 79 in the eastern part of the Township. The Township is located in State Planning Areas 2, 3, and 5. Marlboro does not contain any designated centers (see Regional Context map).

### Current, Historic and Projected Population Growth

The 2000 population of Marlboro Township was 36,398, which was an increase of 8,424 people from the 1990 population. The population trends experienced in Marlboro Township, Monmouth County and the State of New Jersey from 1930 through 2000 are shown below. Marlboro has experienced steady growth since 1940, with a noticeable increase of 10,414 people from 1980-1990. Monmouth County and the State of New Jersey have both seen steady growth since the 1930's, with large population swells occurring during the sixties and seventies.

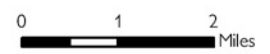
Populations Trends, 1930 to 2000									
Year	Marlboro Township			Monmouth County			New Jersey		
	Population	Change		Population	Change		Population	Change	
		Number	Percent		Number	Percent		Number	Percent
1930	NA	-	-	147,209	-	-	4,041,334	-	-
1940	5,015	-	-	161,238	14,209	9.50%	4,160,165	118,831	2.86%
1950	6,359	1,344	26.8%	225,327	64,089	39.70%	4,835,329	675,164	13.96%
1960	8,038	1,679	26.4%	334,401	109,074	48.40%	6,066,782	1,231,453	20.30%
1970	12,273	4,235	57.7%	461,849	127,448	38.10%	7,171,112	1,104,330	15.40%
1980	17,560	5,287	43.0%	503,173	41,324	8.90%	7,365,011	463,899	6.30%
1990	27,974	10,414	59.3%	553,124	49,951	9.90%	7,730,188	365,177	4.72%
2000	36,398	8,424	30.1%	615,331	62,207	11.24%	8,414,350	684,162	8.13%

Source: US Census 2000



## Regional Context Map

Marlboro Township, Monmouth County

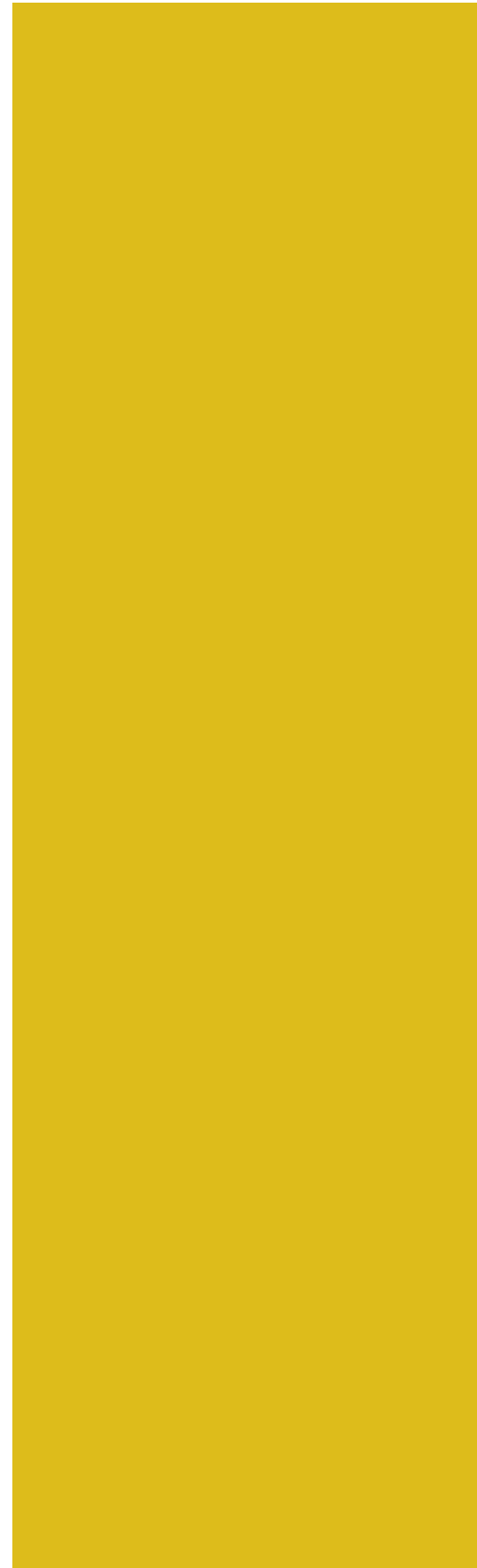


Data Source: NJDEP, NJDOT

The North Jersey Transportation Planning Authority (NJTPA) has published population projections which indicate that Marlboro will continue to experience gradual population growth over the next several decades. However, as shown in the table below, the rate of population growth is expected to increase much less than previous decades.

Populations Trends, Historic & Future			
	Population	Change	
		Number	Percent
1940	5,015	-	-
1950	6,359	1,344	26.8%
1960	8,038	1,679	26.4%
1970	12,273	4,235	57.7%
1980	17,560	5,287	43.0%
1990	27,974	10,414	59.3%
2000	36,398	8,424	30.1%
2010	39,810	2,692	7.3%
2020	41,270	2,180	5.4%
2030	41,990	720	1.7%

Source: US Census 2000 and NJTPA



### Existing Land Use

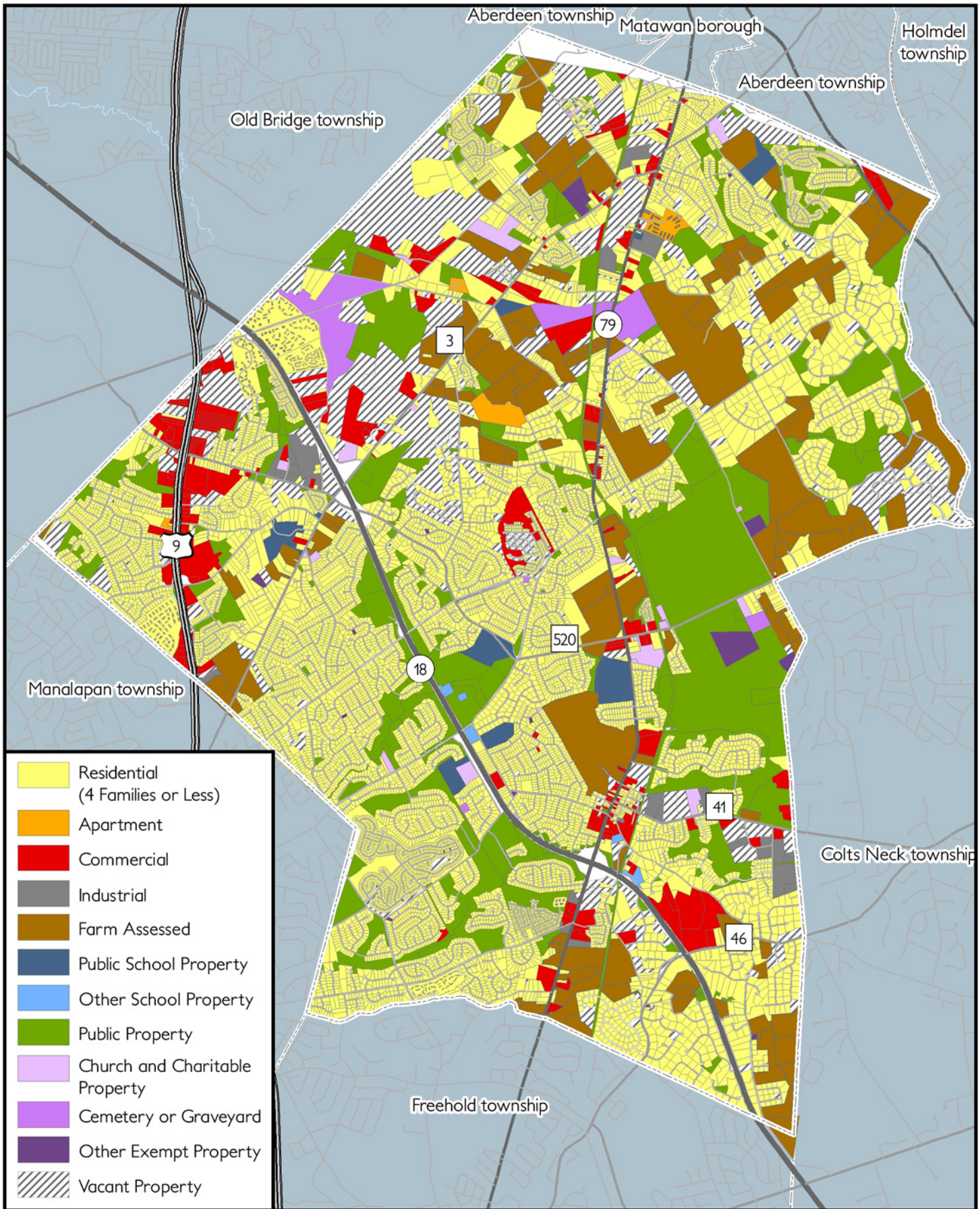
An analysis of existing land use and development is a key step in any community-wide planning process. In order to ensure that future growth occurs in a manner that enhances the visual, physical, environmental, and economic health of the community, it is necessary to have an understanding of Marlboro's existing land uses as well as an awareness of areas in need of specific attention.

The Existing Land Use map depicts the current land use patterns of the Township. The percentage breakdown of land uses in Marlboro is seen in the following table.

Existing Land Use, 2008*		
Land Use**	Acres	Percent
Vacant	1,970.9	11.1
Residential (four families or less)	8,308.8	46.8
Commercial	899.5	5.0
Industrial	193.9	1.0
Apartments	48.1	0.2
Farm (regular)	76.8	0.4
Farm (qualified)	2,422.8	13.6
Public School Property	216.7	1.2
Other school property	19.2	0.1
Public Property	3,129.9	17.6
Church and Charitable Property	124.2	0.7
Cemeteries and Graveyards	237.7	1.3
Other Exempt Properties	83.2	0.4
Total	17,732.3	100.0

\*Excluding public rights of way.

\*\*Based on Township 2008 MODIV Data.



## Existing Land Use Map

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP, NJDOT

As indicated in the table above, and as reflected on the Existing Land Use map, the vast majority of the Township is developed. Over the past 20 year period the amount of vacant land and farmland has declined by over 50%. Approximately 14% (2,499 acres) of the Township's land area is categorized as either a farm or a qualified farm, while 11.1% of the Township consists of vacant land. Residential land uses (families of 4 or less & apartments) occupy a total of 8,357 acres or 47% of the Township's land area. Commercial development occupies 899 acres within Marlboro or approximately 5% of the land area with the majority of such development located along Routes, 9, 79, and 520. Public and quasi-public uses (consisting of schools, public uses, parks and recreation, places of worship and quasi-public institutions) occupy, all together, 3,490 acres within the Township, or about 19.6%. Industrial uses only occupy 193 acres or 1.0%.

### Population and Household Composition

Census data indicates several noteworthy shifts in the age composition of Marlboro. Analysis of age group characteristics provides insight in the actual changes in population. The age composition of Marlboro has shifted somewhat since 1990, with the largest increases in the Township occurring in the under 5 and 45 and over age cohorts. These comparisons are helpful in determining impacts these changes may have on housing needs, as well as community facilities and services for the municipality. The median age of Marlboro residents in 2000 was 37.6 years.

Population by Age 1990 and 2000, Marlboro Township						
Population	1990		2000		Change, 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Under 5	1,919	6.8%	2,723	7.4%	804	41.9%
5 to 14	4,673	16.7%	6,509	17.8%	1,836	39.2%
15 to 24	3,768	13.4%	3,781	10.3%	13	0.3%
25 to 34	3,278	11.7%	3,450	9.4%	172	5.2%
35 to 44	6,152	21.9%	7,041	19.3%	889	14.4%
45 to 54	4,063	14.5%	6,384	17.5%	2,321	57.1%
55 to 64	2,061	7.3%	3,303	9%	1,242	60.2%
65 and over	2,060	7.3%	3,207	8.8%	1,147	55.6%
Total	27,974	100%	36,398	100%	8,424	30.1%

Source: US Census



Population, Household, and Income/Employment Characteristics Marlboro Township, 1990 and 2000				
	1990		2000	
	Number	Percent	Number	Percent
Population	27,974	-	36,398	-
Race				
White	25,206	90.1%	30,487	83.8%
Black or African American	1,013	3.6%	752	2.1%
Asian	1,634	5.8%	4,612	12.7%
Hispanic or Latino (of any race)	593	2.1%	1,051	2.9%
Households				
Total Households	8,149	-	11,478	-
Married Couple Households	6,800	83.4%	9,326	81.2%
Female Householder, no husband present	423	5.1%	646	5.6%
Single-person Household	262	3.2%	1,110	1.7%
Income/Employment				
Median Household Income	\$70,039	-	\$101,322	-
Per Capita Income	\$25,349		\$38,635	
Population in Poverty	753		1,256	3.4%

Source: US Census

Married couple units made up approximately 81.2% of households in 2000, while single female householders made up 5.6%. Approximately 1.7% of households consisted of persons living alone.

Per Capita and Household Income 1999 Marlboro Township, Monmouth County, New Jersey		
	1999 Per Capita (\$)	1999 Median Household (\$)
Marlboro Township	\$38,635	\$101,322
Monmouth County	\$20,565	\$45,912
New Jersey	\$27,006	\$55,146

Source: US Census

The median household income for 1999 in Marlboro was \$101,322, over \$55,000 more than the County and over \$46,000 more than the State's median household income. Eighty-six percent of the households within the Township had a household income greater than \$35,000; over half of households had incomes greater than \$100,000. Of the 36,398 persons in Marlboro in 1999, 1,256 or 3.4% lived in poverty with the highest percentage being in the 18 to 65 age group (2.3% or 848 persons). According to the New Jersey Department of Labor Workforce and Development, the unemployment rate in Marlboro was 3.6% in 2008.

### Housing Characteristics

As shown in the table below, the total number of housing units in Marlboro increased from 8,493 units in 1990 to 11,895 units in 2000, an increase of 3,402 units (or about 28% - very close to the rate of population growth). In 2000, the vast majority of units (96.5%) were occupied, with an overwhelming amount of these units (96.6%) being owner-occupied. While the number of owner-occupied units increased slightly between 1990 and 2000, the number of renter-occupied units decreased slightly from 443 units in 1990 (4.2% of occupied units) down to 386 units (3.4% of occupied units) in 2000.

Housing Characteristics Marlboro Township, 1990 and 2000				
	1990		2000	
	Number	Percent	Number	Percent
Total Housing Units	8,493		11,895	
Occupied housing units	8,149	95.9%	11,478	96.5%
Owner occupied	7,706	94.6%	11,092	96.6%
Renter occupied	443	5.4%	386	3.4%
Vacant	344	4.2%	418	3.5%
Built between 1990 and 2000	-	-	3,852	32.4%

Source: US Census

In direct correlation with the significant growth the Township had experienced, the housing stock within Marlboro is relatively new. The highest percentage of structures (3,961 structures or 33.3%) were built between 1980-1989. Similarly, from 1990-2000, a steady rate of construction continued at 32.4% or 3,852 structures. The median age of the housing structures in Marlboro is 1985.

Housing Data Marlboro Township		
	Total	Percent
Total Housing Units	11,896	100
Total Occupied Housing Units	11,478	100
Tenure		
Owner occupied	11,092	96.6%
Renter occupied	386	3.4%
Year Structure Built		
Built 1999 to March 2000	843	7.1%
Built 1995 to 1998	1,409	11.8%
Built 1990 to 1994	1,600	13.5%
Built 1980 to 1989	3,961	33.3%
Built 1970 to 1979	1,952	16.4%
Built 1960 to 1969	1,420	11.9%
Built 1940 to 1959	399	3.4%
Built 1939 or earlier	311	2.6%
Median year built	1985	

Source: US Census

Marlboro Township's housing stock includes a high percentage of single-family detached housing. In 2000, there were 9,821 one-family structures representing 82.6% of the housing stock. The second largest type was single-family attached with 11%. Multi-family housing (3 or more units) represented a total of 4.7% of the housing stock within the Town.



Housing Type and Size Marlboro Township 2000		
Units in Structure	Total	Percent
Total	11,895	
1, detached	9,821	82.6%
1, attached	1,303	11%
2	32	.3%
3 or 4	120	1%
5 to 9	287	2.4%
10 to 19	111	.9%
20 or more	7	.1%
Mobile home	214	1.8%
Boat, RV, van, etc.	0	0

Source: US Census

### Public Transportation

Throughout the Visioning Process, the Township was often referred to as a “bedroom community” or a “commuter town.” Individuals using public transportation to commute to work in New York City or to other areas north of the Township must travel to the Matawan Train Station, via the northern portion of the Township - Route 79 to Route 34 for train accessibility or take the bus. In years past, a train depot was located on Vanderburg Road. However, this depot is no longer in service and presently there are no commuter rail train stations or service located within the Township boundaries.

According to the 2000 Census, the mean travel time to work for those who lived in Marlboro was approximately 47.8 minutes, significantly greater than Monmouth County (32.9 minutes) and the State (29.4 minutes). Thirty-six percent traveled less than thirty minutes to get to work, while 37% traveled an hour or more. The largest proportion of workers commuted by automobile (77.8%) and of those that traveled by private automobile, approximately 68.9 percent of them drove alone while, 8.9 percent carpooled. Approximately 17.3 percent of the workers took public transportation.



Travel Time to Work, 2000						
Marlboro Township, Monmouth County and New Jersey						
	Marlboro		Monmouth County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Workers who did not work at home	16,474	100	282,434	100	3,769,877	100
Less than 5 minutes	284	1.7%	7,937	2.8%	99,241	2.6
5 to 9 minutes	1,045	6.3%	28,351	10.0%	347,598	9.2
10 to 14 minutes	1,539	9.3%	37,856	13.4%	482,988	12.8
15 to 19 minutes	1,269	7.7%	34,317	12.1%	510,571	13.5
20 to 24 minutes	1,083	6.5%	30,392	10.7%	497,467	13.2
25 to 29 minutes	712	4.3%	12,965	4.6%	210,226	5.6
30 to 34 minutes	274	1.6%	28,225	10.0%	492,539	13.1
35 to 39 minutes	1,535	9.3%	6,815	2.4%	109,571	2.9
40 to 44 minutes	833	5.0%	9,876	3.5%	156,148	4.1
45 to 59 minutes	1,738	10.5%	25,179	8.9%	352,609	9.4
60 to 89 minutes	2,890	17.5%	33,411	11.8%	335,777	8.9
90 or more minutes	3,272	19.8%	27,110	9.6%	175,142	4.6
Mean travel time to work (minutes)	47.8		32.9		29.4	

Source: US Census

Means of Commute, 2000						
Marlboro Township, Monmouth County and New Jersey						
	Marlboro		Monmouth County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Total Population Working	17,185		291,938		3,876,433	
Car, truck, or van	13,375	77.8	248,029	85.0	3,240,602	83.7
Drove alone	11,845	68.9	221,097	89.1	2,828,303	87.3
Carpooled	1,530	8.9	26,932	10.9	412,299	12.7
Public transportation	2,971	17.3	25,866	8.9	371,514	9.6
Motorcycle	7	0.0	199	0.0	1,830	0.0
Bicycle	1	0.0	875	0.0	9,142	0.2
Walked	68	0.4	5,886	2.0	121,305	2.9
Other means	52	0.3	1,579	0.5	25,484	0.6
Worked at home	711	4.1	9,504	3.3	106,556	2.7

Source: US Census

The most common work destination was North Jersey followed by New York City. Approximately one quarter of the resident workers commuted to New York City. Not surprising, approximately 9 percent of the workers commute by bus.

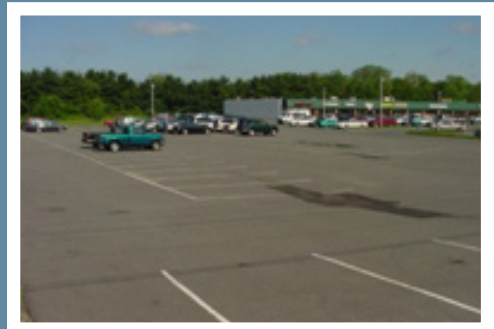
NJ Transit provides bus routes along Routes 9 and 79 to Marlboro residents on weekdays and weekends. There are currently four park and ride lots in Marlboro mostly concentrated along Route 9 (See Park and Ride Facilities Map). The following chart details the existing lots:

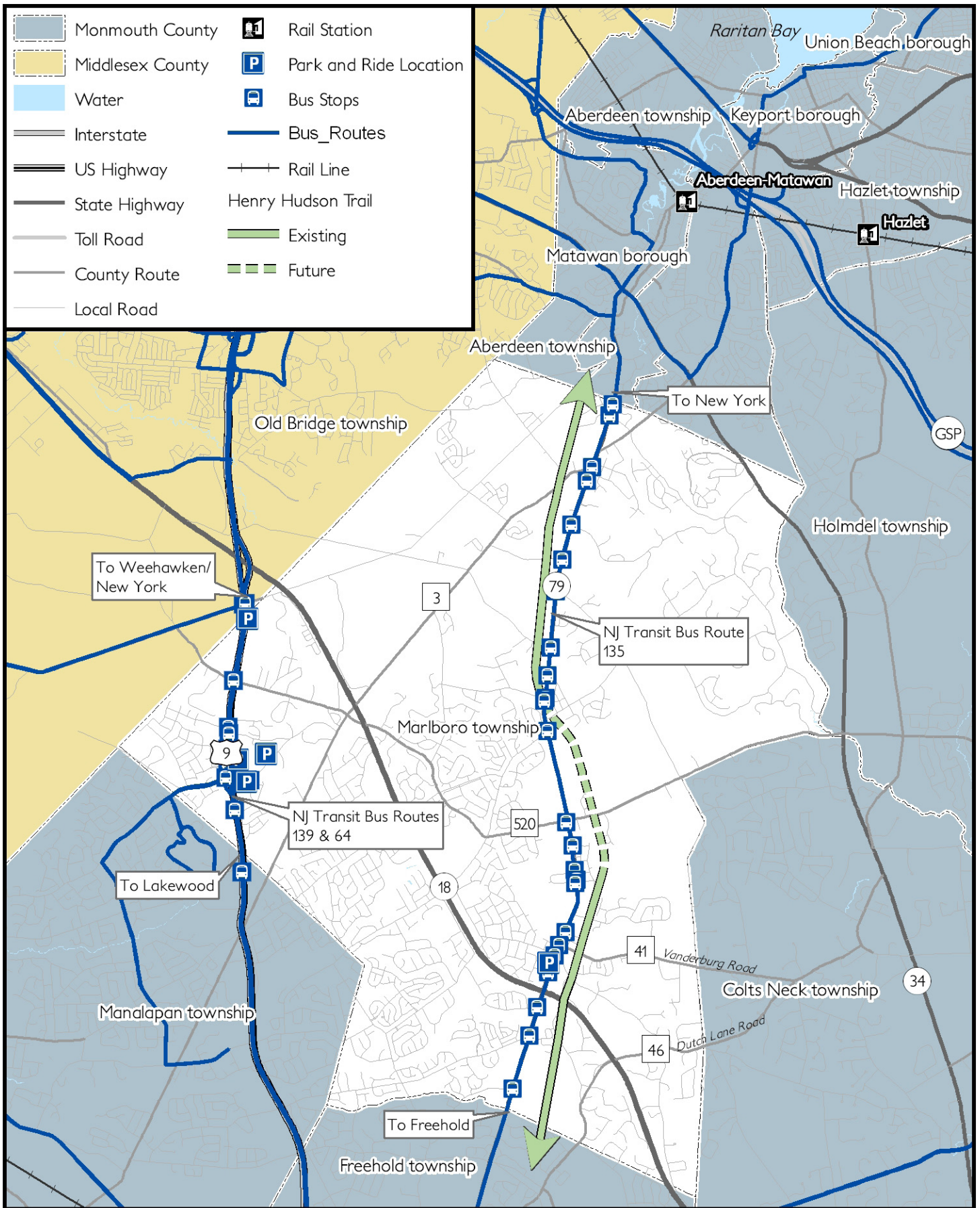
Parking Availability		
Lot	No. of Spaces	No. of Permits
Union Hill	339	555
Union Hill/Manalapan Residents	100	100
Total	439	655
Cambridge Square	150	220
Total	150	220
Recreation Park	42	45
Recreation Park (\$2.00)	100	100
Total	142	145
Movies @ Marlboro Near Rt. 9	140	498
Movies @ Marlboro Rear of Lot	218	
		75
Total	358	573
Grand Total	1089	1593
Handicap @ Union Hill	8	
Handicap @ Recreation Lot	6	
Movies @ Marlboro Rear of Lot	2	

### Vehicular Circulation

The Circulation Map shows the Township's existing roadway network. According to NJDOT, the following are the major roadways in Marlboro.

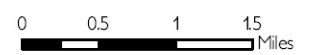
- U.S. Route 9: Urban Principal Arterial, located on the western portion of the Township, connecting Old Bridge Township to Manalapan Township. As of 2001, PM peak hour traffic volumes along Route 9 in Marlboro were approximately 4,200 vehicles which are projected to increase to over 6,000 vehicle trips by 2020.





## Circulation Map

Marlboro Township, Monmouth County



Data Source: NJDEP, NJDOT

- State Route 18: Urban Freeway/Expressway, runs west to east throughout the Township connecting Old Bridge Township to Freehold Township and Colts Neck Township.
- State Route 34: Urban Principal Arterial, small portion located at the extreme northeastern section of the Township, connecting Aberdeen Township to Holmdel Township.
- State Route 79: Urban Principal Arterial, runs north to south, bisecting the Township, connecting Matawan Borough to Freehold Township. According to 2006 NJTPA data, peak traffic volumes range from 1,000 vehicles to over 3,000 vehicles.
- County Route 520: (Newman Springs Road): Urban Minor Arterial, runs west to east, bisecting the Township, connecting Old Bridge Township to Holmdel Township.
- County Route 3: (Tennent Road): Urban Minor Arterial, located on the western side of the Township, connecting Aberdeen Township to Manalapan Township.
- All other roads are classified as local roads.

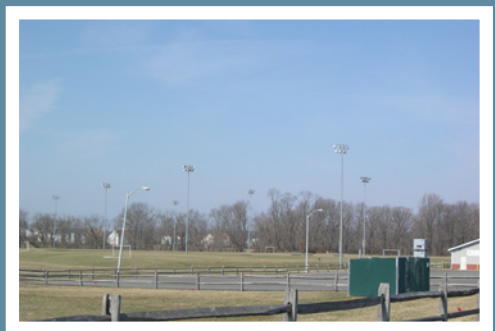
#### Open Space/Parks and Recreation

According to the NJDEP's Green Acres Recreation and Open Space Inventory (ROSI) for the Township, dated September 9, 2008, there are 1,402 acres of land used for Recreation and Conservation Purposes.

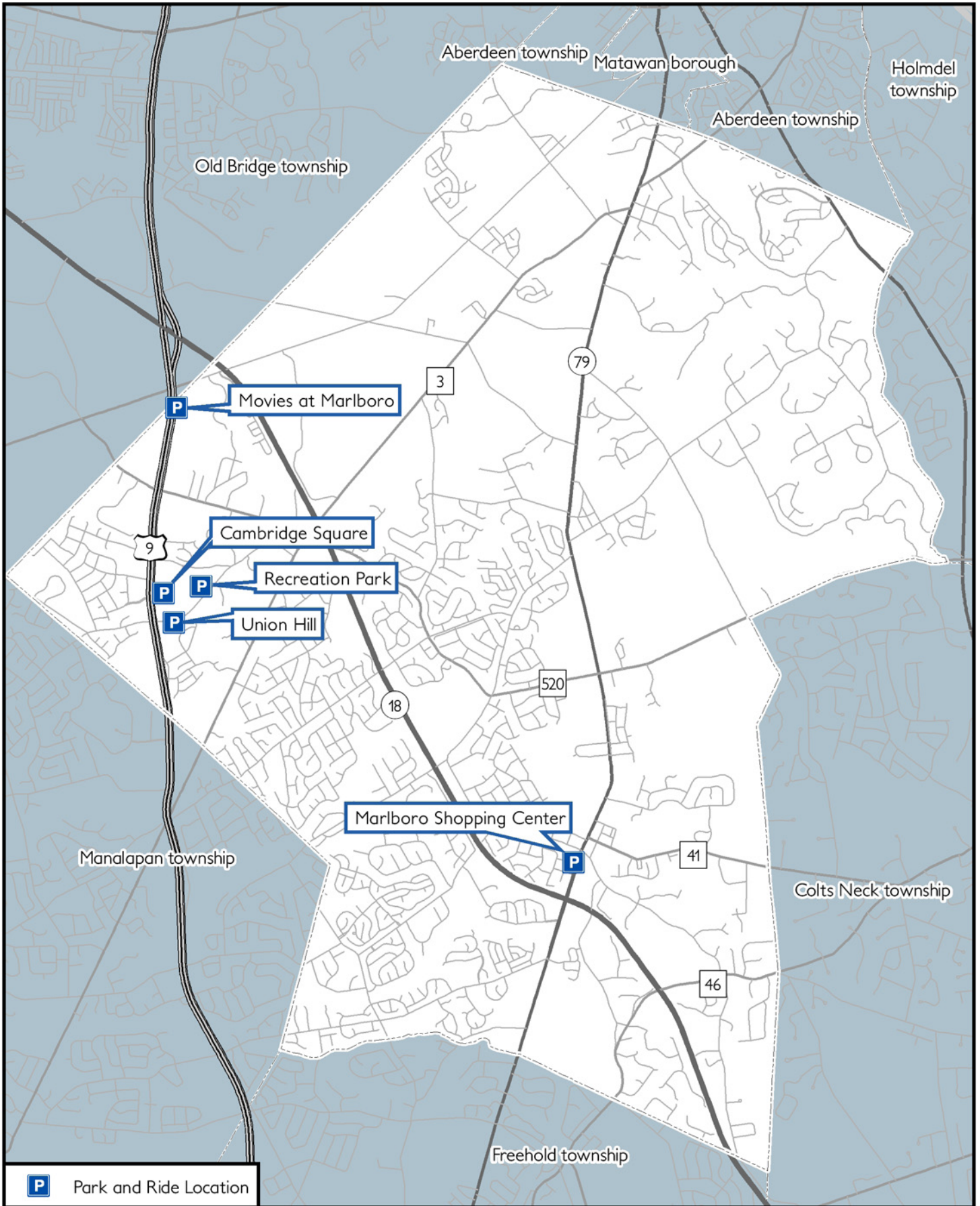
The Parks and Open Space Map details the locations of Parks and Recreation facilities throughout the Township. The mapped parks include County parkland as well as ball fields, tot lots, tennis courts, Existing facilities are as follows:

#### Township Parklands and Recreational Complexes

- Falson Park is located on Falson Lane. The park contains a tennis court and tot lot facilities.
- Hawkins Road Park is located on Hawkins Road off Union Hill Road. The park contains basketball and tennis courts, tot lots, and sitting area.
- Marlboro Country Park is located on Gordon's Corner Road and contains the Municipal Swim Club, eight lighted tennis courts, two handball walls, basketball courts, and two ball fields.







## Park & Ride Facilities

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP

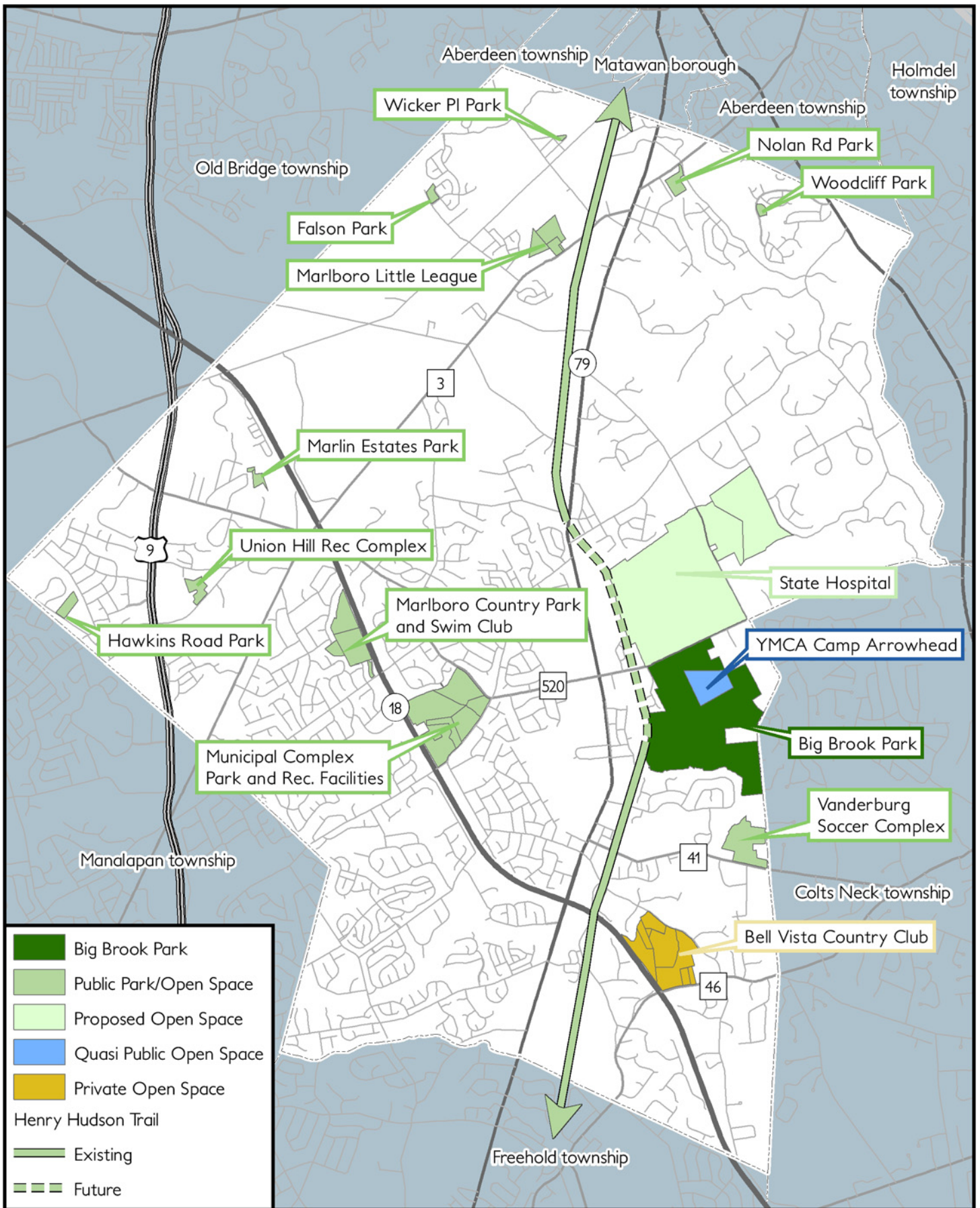
- Marlin Estate Park is located on East Francis Avenue. The park contains a basketball court, two tennis courts, softball field, and tot lot.
- Municipal Complex is located on Wyncrest Road. The complex contains athletic fields, tot lot, shuffle board courts, walking path, shelter building and a dog park.
- Nolan Road Park is located on the corner of Lloyd and Nolan Roads. The park contains basketball courts, two tennis courts, softball field, and tot lot.
- Recreation Way Park is located on Wyncrest Road. The park contains a community center, hockey rink, lighted basketball courts, and tot lot.
- Union Hill Recreation Complex is located on Union Hill Road. The park contains two lighted softball fields, tot lot, and walking paths.
- Vanderburg Soccer Complex/Aquatic Center is located on Vanderburg/Boundary Roads. The complex contains soccer fields, pool facility, with shelters and restrooms.

#### County Parklands

- Big Brook Park is located south of Route 520 and east of the Henry Hudson Trail. This 379 acre County park was once part of the Marlboro State Hospital facility. The Park is adjacent to Camp Arrowhead Reserve. Plans have yet to be developed to provide public access to the Park.
- Henry Hudson Trail. The Township includes a unique and valuable asset to the community, a portion of the Monmouth County Park System, the Henry Hudson Trail. The 10 foot wide, 22 mile long Henry Hudson Trail is built on the abandoned railroad bed of the Central New Jersey Railroad. The regional trail extends from Atlantic Highlands to Freehold Borough (see Henry Hudson Trail map). The Trail loosely follows the same north to south path as Route 79. Presently, this trail serves as a walking/running and/or biking path. This attractive pathway is paved and is a popular means of exercise and even an alternate transportation route in the Township.

The Trail however is not fully connected or complete between Stevenson Road and Station Road. As a result, users must deal with high traffic roadways to traverse as a means to access the other portions of the trail.





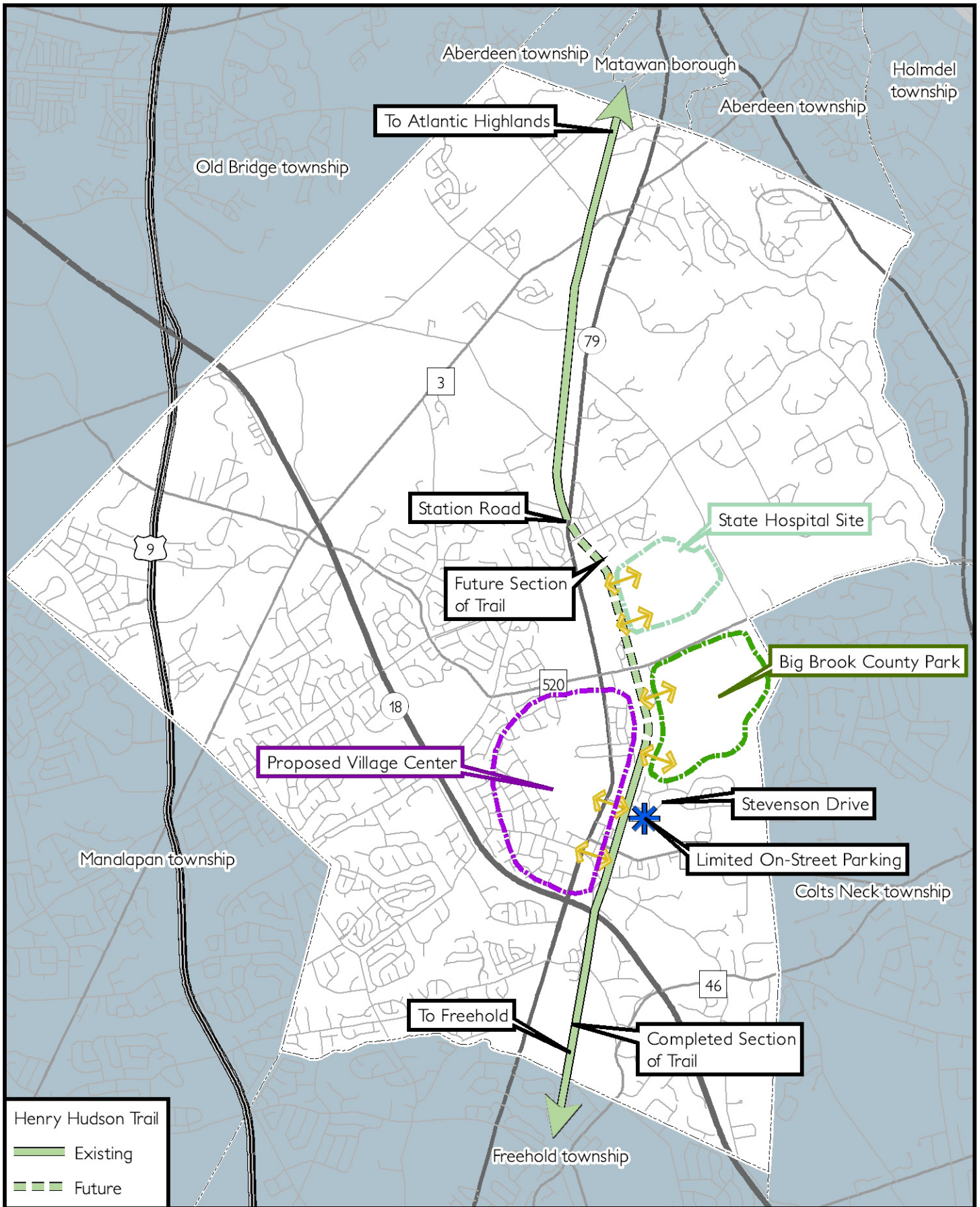
## Parks & Open Space

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Township of Marlboro



# Henry Hudson Trail Map

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Township of Marlboro

### Public School District Enrollment

The Marlboro Township Public School District is comprised of eight public schools:

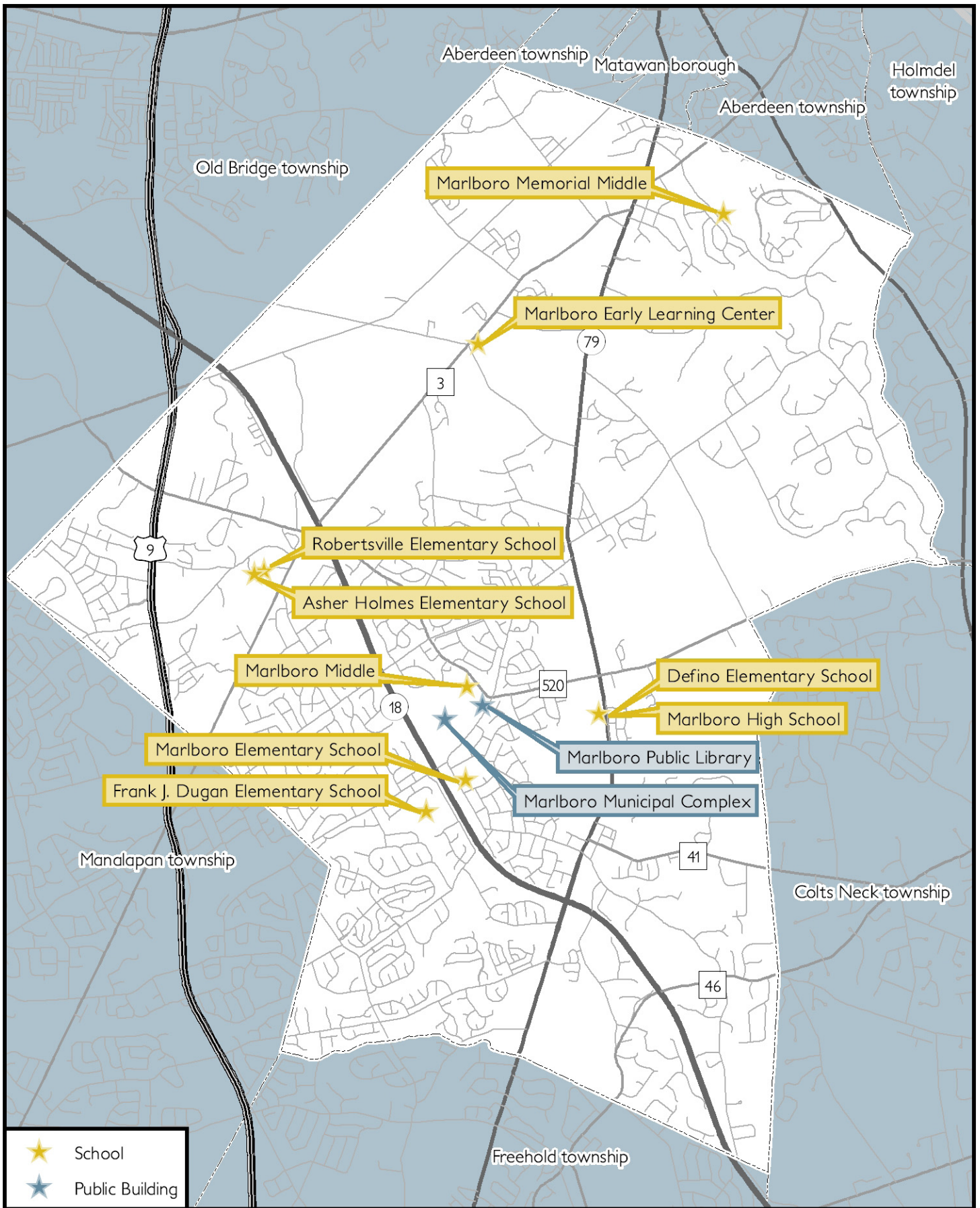
- Marlboro Early Learning Center (kindergarten age with a special needs component)
- Five elementary schools (1st-5th grades: Asher Holmes, Defino Central, Frank J. Dugan, Marlboro, and Robertsville) and,
- Two middle schools (6<sup>th</sup>-8<sup>th</sup> grades: Marlboro Middle and Marlboro Memorial). Students in grades 9-12 attend either Marlboro High School or Colts Neck High School. Both of these schools are part of the Freehold Regional High School District.

Students in grades 9-12 attend either Marlboro High School or Colts Neck High School. Both of these schools are part of the Freehold Regional High School District.

Three private schools are also located in the Township. The High Point Schools, which are private special education elementary and adolescent schools providing services for students ages 5-21 who have emotional, behavioral, and learning disabilities, the Solomon Schechter Day School, which is a Pre-K-Grade 8 Jewish Day School. In addition, the Coastal Learning Center which offers classes for students who require special education.

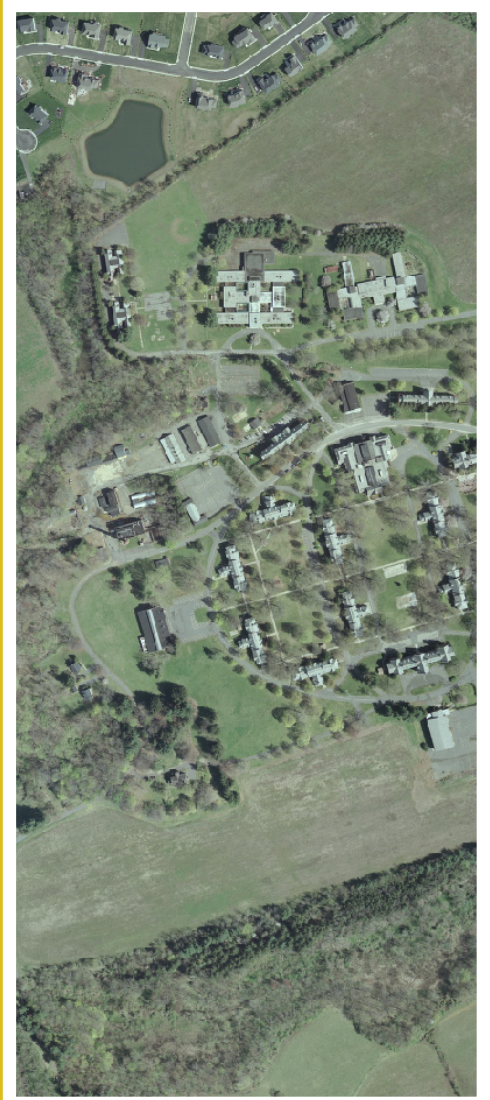
The Marlboro Township School District had a total enrollment of 6,043 students in grades K-8 in the 2008-2009 school year. The Board of Education has indicated that no significant changes in enrollment are anticipated over the next five years.





Marlboro Township Public School District Enrollment			
School Year	Enrollment	Change	Percent Change
1998-99	4,944	-	-
1999-00	5,233	269	+5.1%
2000-01	5,450	217	+3.9%
2001-02	5,681	231	+4.0%
2002-03	5,825	145	+2.4%
2003-04	5,941	116	+1.9%
2004-05	6,012	71	+1.1%
2005-06	6,143	131	+2.1%
2006-07	6,129	-14	-0.2%
2007-08	6,072	-57	-0.9%
2008-09	6,043	-29	-0.4%

Source: NJ Dept. of Education



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## Infrastructure

### Sewer

Marlboro Township is located within the sanitary sewer service areas of the Western Monmouth Utilities Authority (WMUA) and the Bayshore Regional Sewerage Authority (BRSA). The WMUA serves the southern portion of the Township, while Bayshore services the northern portion. The central section of Marlboro is not located within any sewer service areas. The sewer service area map graphically shows the areas of the Township located in sewer service areas.

The WMUA Wastewater Management Plan (WMP) was completed in 1998 and since then, various amendments to the Plan have been adopted by the DEP. Several of the amendments include properties within Marlboro. The Monmouth County Planning Board is the designated agency for updating the WMP. According to the WMUA engineer, the 2002 Approved Wastewater Management Plan shows 11.3 million gallons per day (MGD) at build out from the sewer service area in Manalapan, Marlboro, Englishtown, and Freehold Township. The Draft 2008 WMP submitted to DEP shows a reduction in flow at total build out from 11.3 MGD to 8.3 MGD. Presently, Monmouth County, the DEP, and the Township are collaborating on potential revisions to the WMUA service area.

The Bayshore Regional Sewerage Authority has a contractual agreement with the WMUA to service Marlboro. This agreement permits the WMUA to manage the sewer system, while directing flows into BRSA's service area. Bayshore has a wastewater management plan that was also completed in the late 1990's. Presently, BRSA has sufficient capacity for limited additional development.





### Water

The majority of the Township is serviced with potable water. Approximately 60% of the Township is served by the Marlboro Township Water Utility (MTWU) while the remaining portion of the Township is served by Gordon's Corner Water Company.

The township recently dissolved the Marlboro Township Municipal Utilities Authority and Created a separate water utility division within the Township. the water itility is self liquidating. These actions have been approved by the Township and the Local Finance Board.

The Township's potable water is supplied by ground water and surface water. Ground water service is supplied by a series of wells, while surface water is supplied by the Delaware/Raritan Canal and Matchaponix Brook. Each well has associated treatment facilities and a pumping station which pumps water into storage tanks that then supplies the water to customers.

The Gordon's Corner Water Company and the Marlboro Township Water Utility report they have adequate capacity (14.26 million gallons (MG) total) and storage capacity (6.6 MG total) to service Marlboro, at the current zoning. According to the Vice President and General Manager of Gordon's Corner Water Company, it services 4,600 customers in Marlboro and 10,300 in Mandalapan with five separate treatment plants. The company buys its surface water from Middlesex County, via the Marlboro Township Water Utility. The Marlboro Township Water Utility also contracts with Middlesex County for surface water supply, while it receives ground water through a lease with East Brunswick. The Water Utility has approximately 15 MG of ground water storage, with plans to build two additional treatment plants (satellite pump station on Tennent Road and at the Water Utility).



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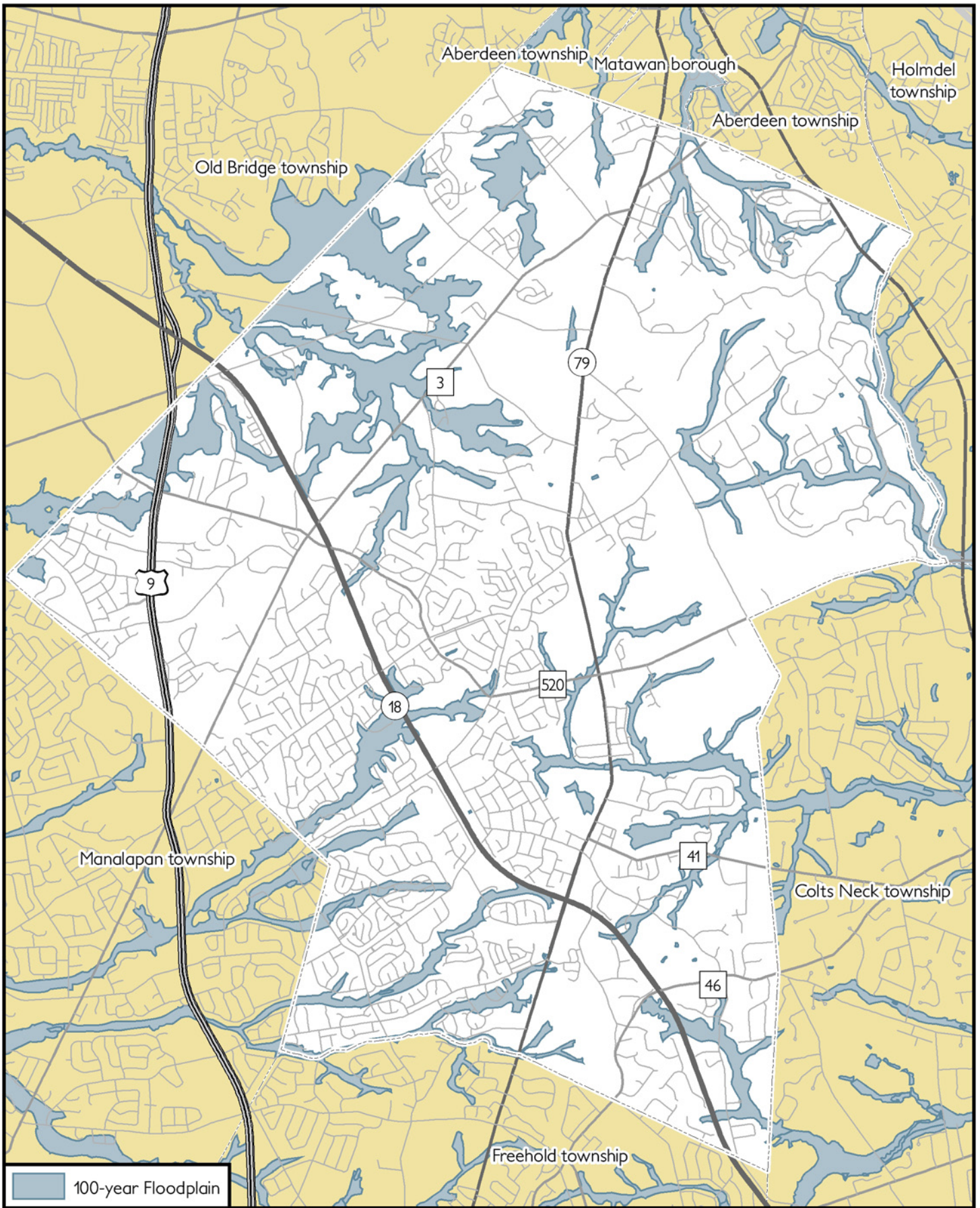
## Environmental Conditions

### Floodplains

Floodplains are areas adjacent to streams, rivers, ponds and lakes. Floodplains are a vital part of any river ecosystem, acting as water filters and wildlife nurseries. They are important for the maintenance of water quality, providing fresh water to wetlands and backwaters while diluting salts and nutrients. Floodplains are major centers of biological life in the river ecosystem and improve the overall health of the habitat used by many species of birds, fish, and plants. In order to avoid destruction of property and habitat, development within the floodplains is restricted. Development is prohibited within the channel and floodway. Marlboro's floodplains lie adjacent to the major streams, notably Big Brook. Big Brook's headwaters are located in east central Marlboro including and surrounding the former Marlboro State Hospital lands. Various floodplains throughout the Township are illustrated on the Floodplains Map.

A "C1" or "Category One" stream designation is defined as being "designated for purposes of implementing the anti-degradation policies set forth at N.J.A.C. 7:9B-1.5(d), for protection from measurable changes in water quality characteristics because of their clarity, color, scenic setting, other characteristics of aesthetic value, exceptional ecological significance, exceptional recreation significance, exceptional water supply significance, or exceptional fisheries resource(s)". The C-1 classification is due to the water's importance as a drinking water source. This designation requires 300 foot buffers from major development, classified as one acre or more of disturbance of  $\frac{1}{4}$  acre or more of new impervious surface.





# Floodplains

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP

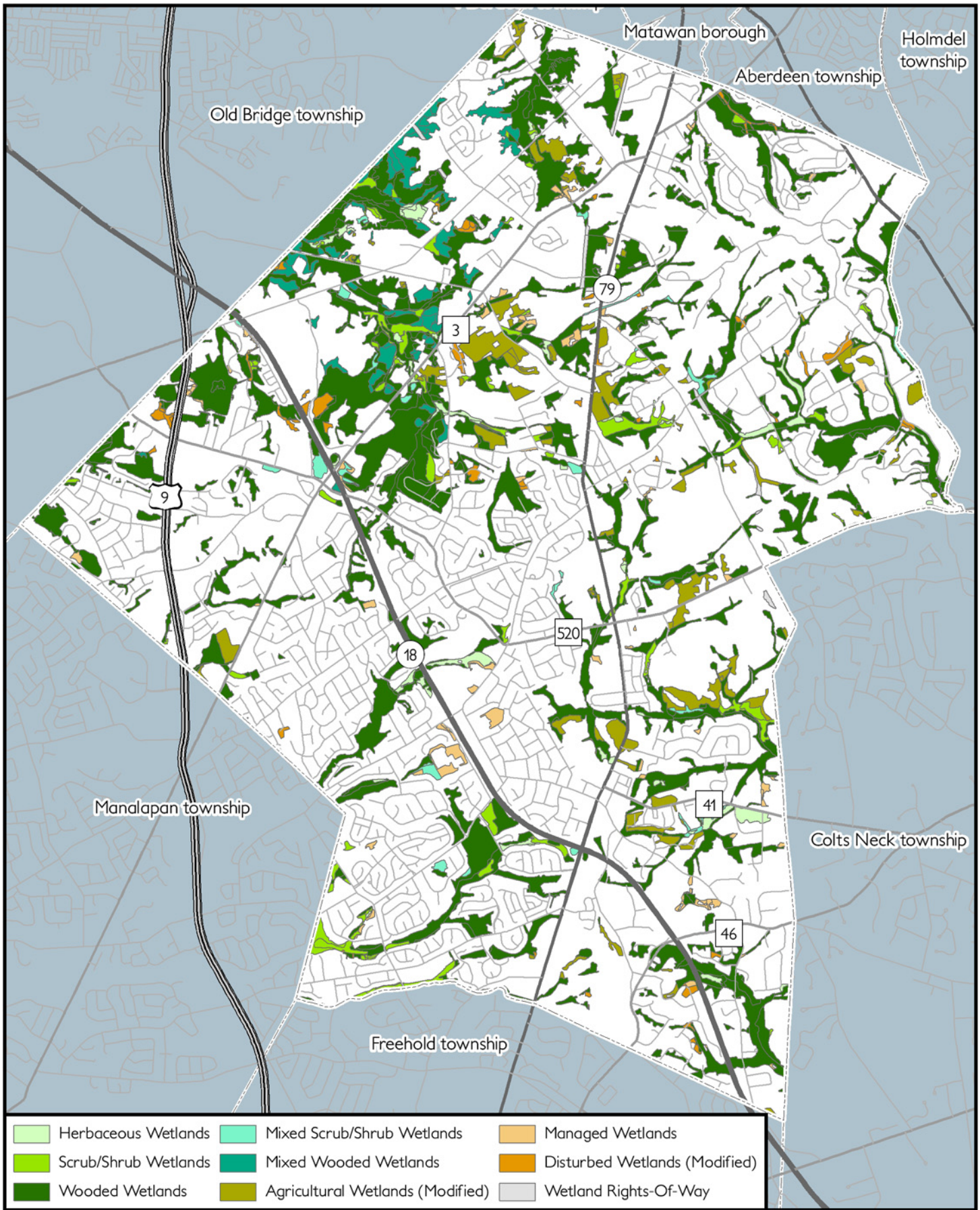
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## Wetlands

Wetlands are areas that are characterized by the fact that their soil is, for at least some of the time, saturated with water. They are characterized by the presence of hydric soils and hydrophytic vegetation. Development around wetlands is severely limited.

Marlboro has wetlands scattered throughout the entire Township, with the largest wetlands located in the northwestern and eastern portions of the Township. Wetlands provide natural flood control by storing excess water and slowly releasing it to surface waters. Wetlands also serve as groundwater recharge areas and as filtration systems, removing pollutants from the water table and storing them in biomass. As the total area of wetlands and their natural functions decrease, the overall quality and quantity of surface water is altered. Wetlands and their required transition areas are the most significant regulatory constraint to development. The presence of wetlands in Marlboro is depicted on the Wetlands Map.





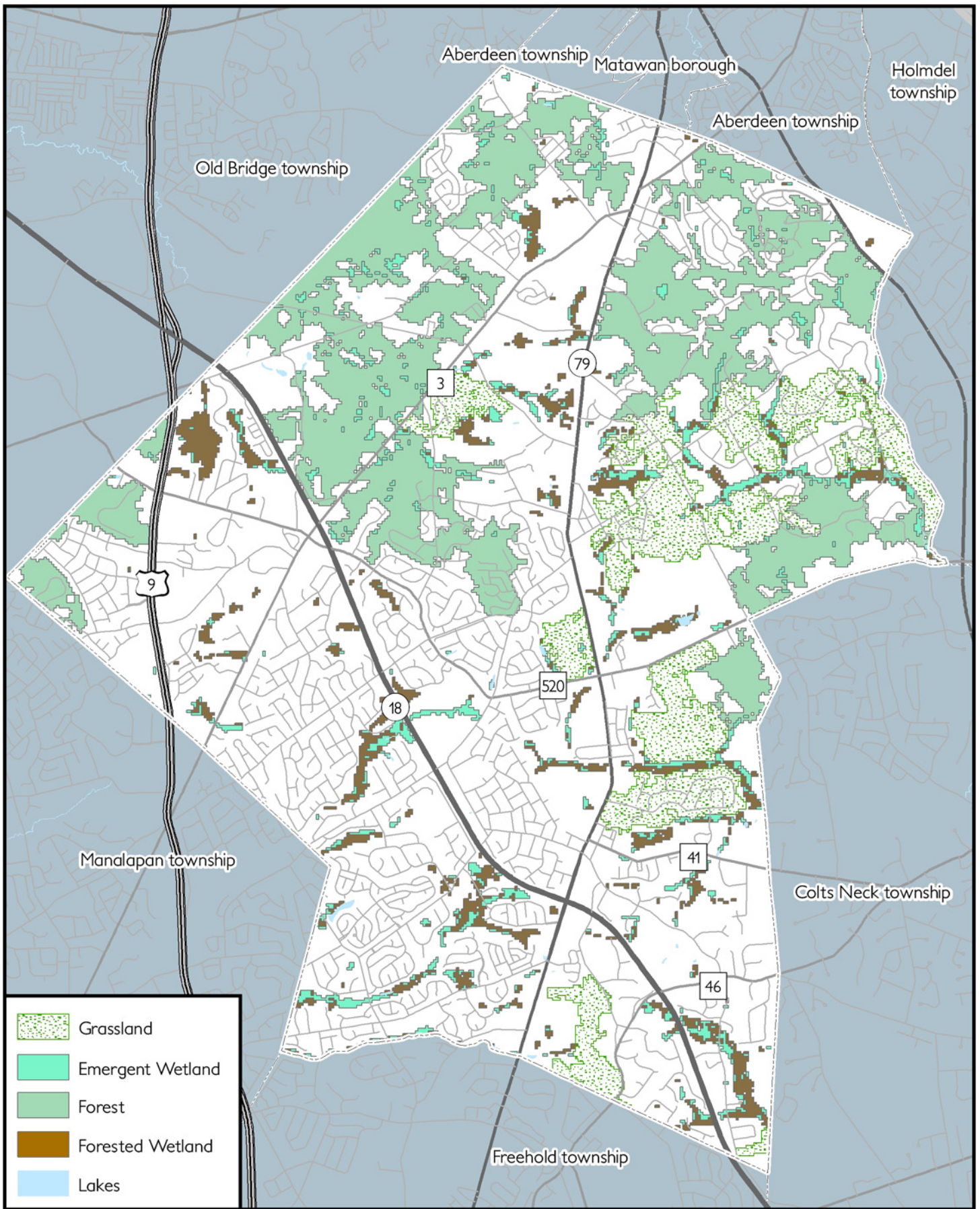
## Wetlands

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP



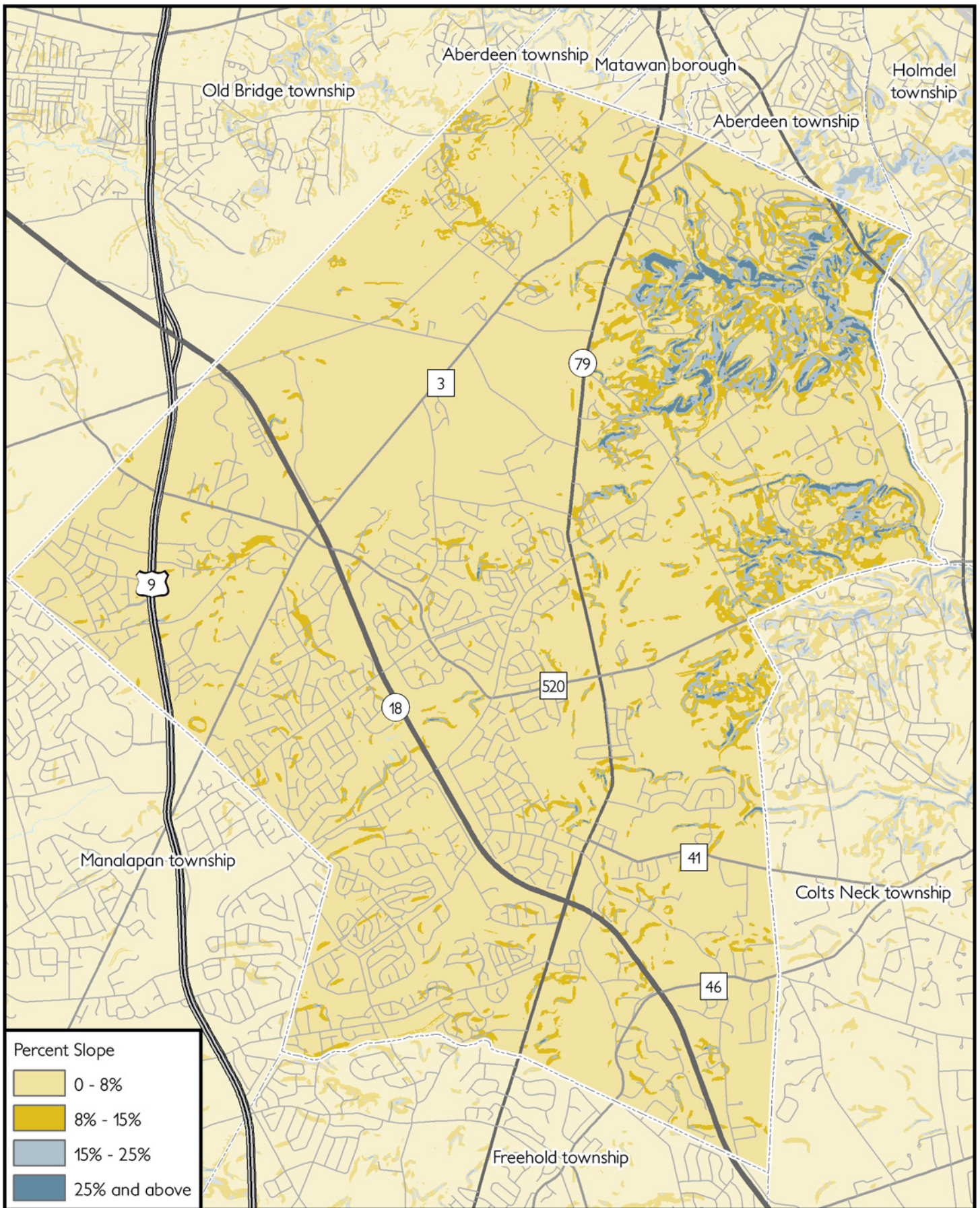
## Critical Habitats

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP



## Steep Slopes

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP

### Known Contaminated Sites

The Township of Marlboro has a total of 62 known active contaminated sites. These sites are under the oversight of the NJDEP Site Remediation Program and have or had contamination present at levels greater than the applicable clean up criteria for soil, and/or ground water standards. The active status means these cases are assigned to a remedial program and measures such as preliminary assessment, remedial investigation or cleanup work is underway. The Township also has 4 pending cases and a considerable number of closed cases.

Known Active Contaminated Sites			
181 Route 9	2 Main Street	48 Orchard Place	Route 79 & Newman Springs Road
469 Route 79	546 Newman Springs Road	418 Route 79	450 Union Hill Road
88 Conover Road	217 Newman Springs Road	Route 79	1 Lotta Burke Way
Route 79 & Newman Springs Road	740 Newman Springs Road	8 S. Main Street	Morganville Tennent Road
Tylers Lane & Texas Road	29 Vanderburg Road	354 Amboy Road	Texas Road
Route 79	20 Orchard Pkwy	Newman Springs Road & Wyncrest Road	4 Elkins Road
15 Green Briar Lane	9 Birch Court	3 Darby Road	1 Truman Drive
10 Hill Circle	133 Conover Road	399 403 Tennent Road	4 Laurel Lane
45 Route 9 S	43 Lloyd Road	19 Carter Drive	5 Farrell Lane
29 Marlboro Street	471 Newman Springs Road	8 McDonald Road	Tennent Road
8 Truman Drive	60 Commonwealth Avenue	10 Lawton Road	

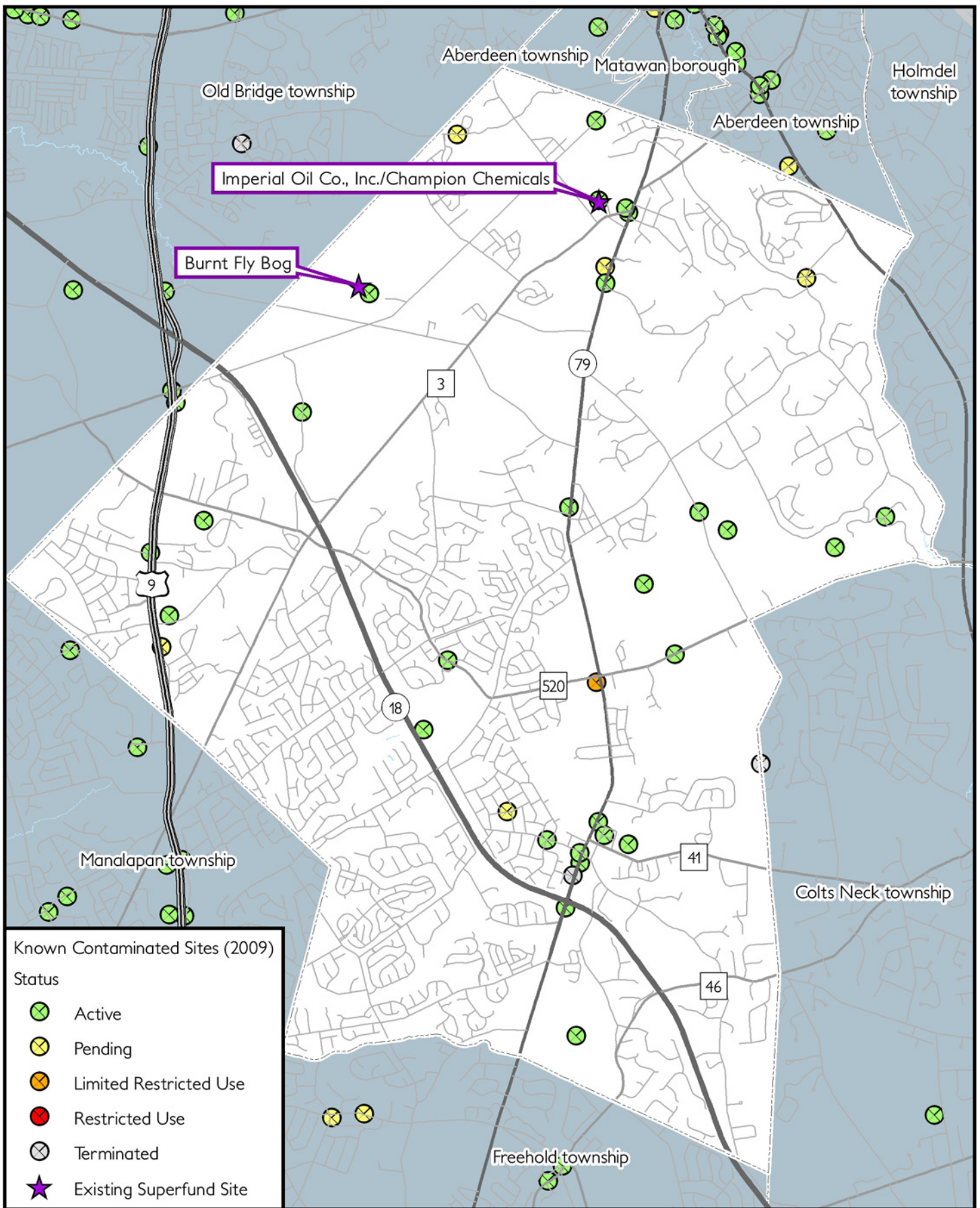
Source: NJDEP Site Remediation Program

There are also two sites in Marlboro that are listed on the Superfund National Properties List. These sites are Imperial Oil Company, Inc./Champion Chemicals and Burnt Fly Bog.

The Burnt Fly Bog site is located near the intersection of Texas and Spring Valley Roads. The 60 acre Superfund site is part of a larger 1,700 acre area containing mostly wetlands which extends into Old Bridge Township. Remediation has been completed.

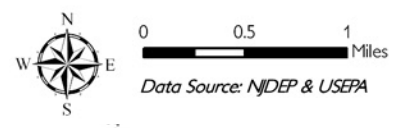
The 15 acre Imperial Oil Company, Inc./Champion Chemicals site has had remedial cleanup actions since the early 1990's. During 2008, demolition of on site buildings was completed and groundwater sampling occurred. According to USEPA, the operation of the surface runoff treatment system and floating product collection system will continue on a regular basis.





## Contaminated Sites

Marlboro Township, Monmouth County



### Historic Resources

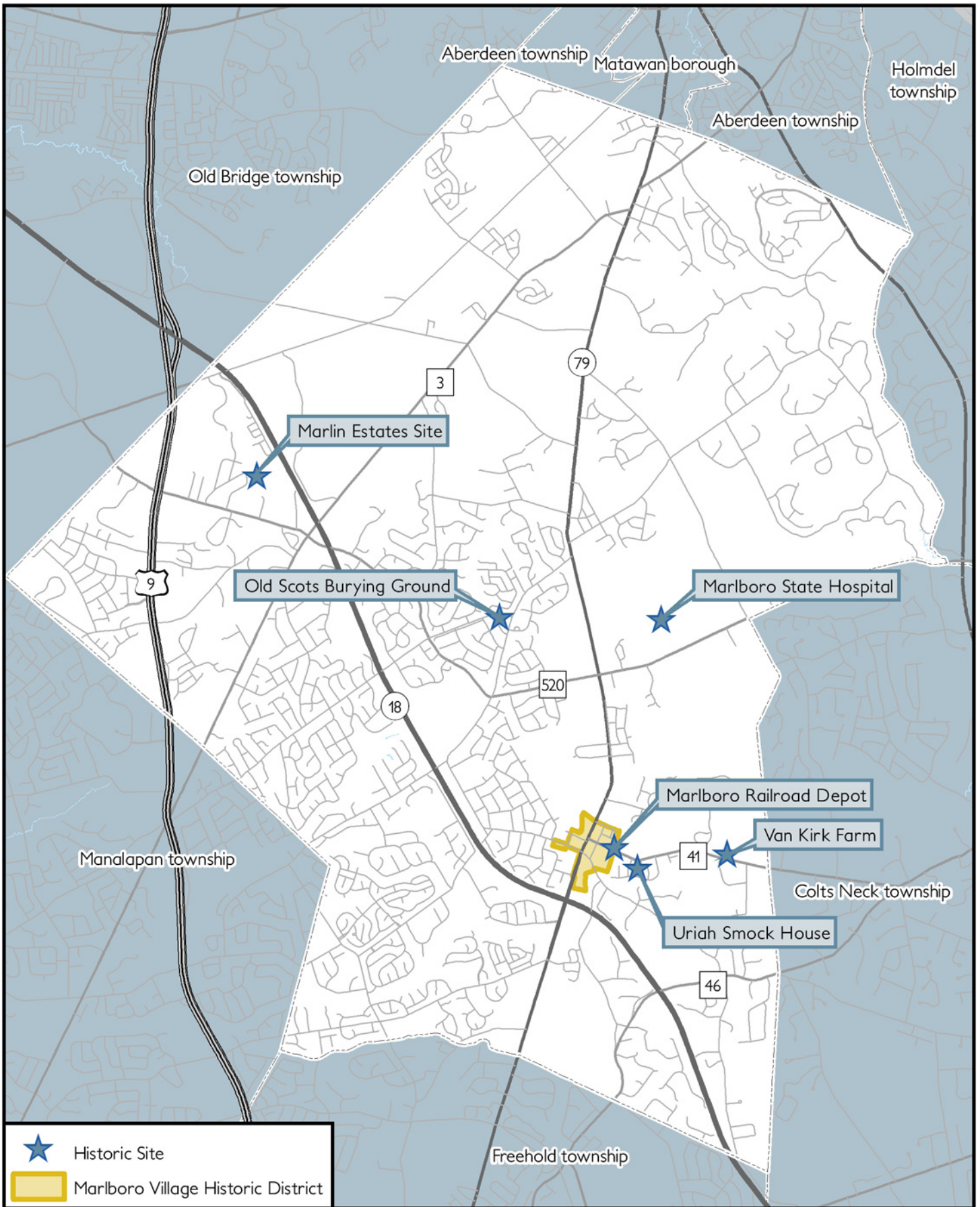
In 1848, after previously being a part of Freehold Township, Marlboro Township became a rural independent community. In the early years, the Township consisted of various small hamlets, which centered on the Village area, known today as the Main Street area or Marlboro Village at the intersection of Route 79 and School Road. An early export from the Township was “marl” (remains of prehistoric marine life), thus the name “Marlboro” came to be and adopted as the name of the Township. Historically, Marlboro is also known as the site for Revolutionary War skirmishes between the Americans and the British, along with serving as a pass through for British troops in the Battle of Monmouth as they traveled toward Sandy Hook.

Over the years, especially after roadways were repaired and built after World War II, Marlboro Township increased in population and changed from a rural to suburban community. Today, the Township is faced with the affects of these population increases and the strain that has been placed on the roadways, infrastructure, school systems, and environmental resources.

The Township includes seven historic sites that are listed or eligible to be placed on the New Jersey Register of Historic Places or the National Register of Historic Places. In addition to the State and National designations and eligibility, the Township’s Historic Preservation Commission maintains an inventory of historic buildings within Marlboro that have historic significance, but might not necessarily be eligible for State or National designation.

Marlboro Township Historic Resources NJ Register and National Register of Historic Places		
Resource	Location	Status
Marlboro State Hospital	Newman Springs Road	Determination of Eligibility: 9/20/95
Marlboro Railroad Depot	Vanderburg Road	SHPO Opinion: 2/23/01
Marlin Estates Site	Route 520	Determination of Eligibility: 3/28/84 SHPO Opinion: 1/23/84
Old Kentuck	Pleasant Valley Road	Nat'l Reg.: 11/6/73 State Reg.: 9/14/73
Old Scots Burying Ground	Gordon's Corner Road	Nat'l Reg.: 8/15/01 State Reg.: 6/19/01
Uriah Smock House	42 Vanderburg Road	SHPO Opinion: 2/23/01
Van Kirk Farm	107 Vanderburg Rd.	SHPO Opinion: 2/23/01

The Township includes one local historic district, the Marlboro Village District, which includes the historic village center of the Township at the intersection of Route 79/School Road (see the Historic Resources map).



## Historic Resources

Marlboro Township, Monmouth County



0 0.5 1 Miles

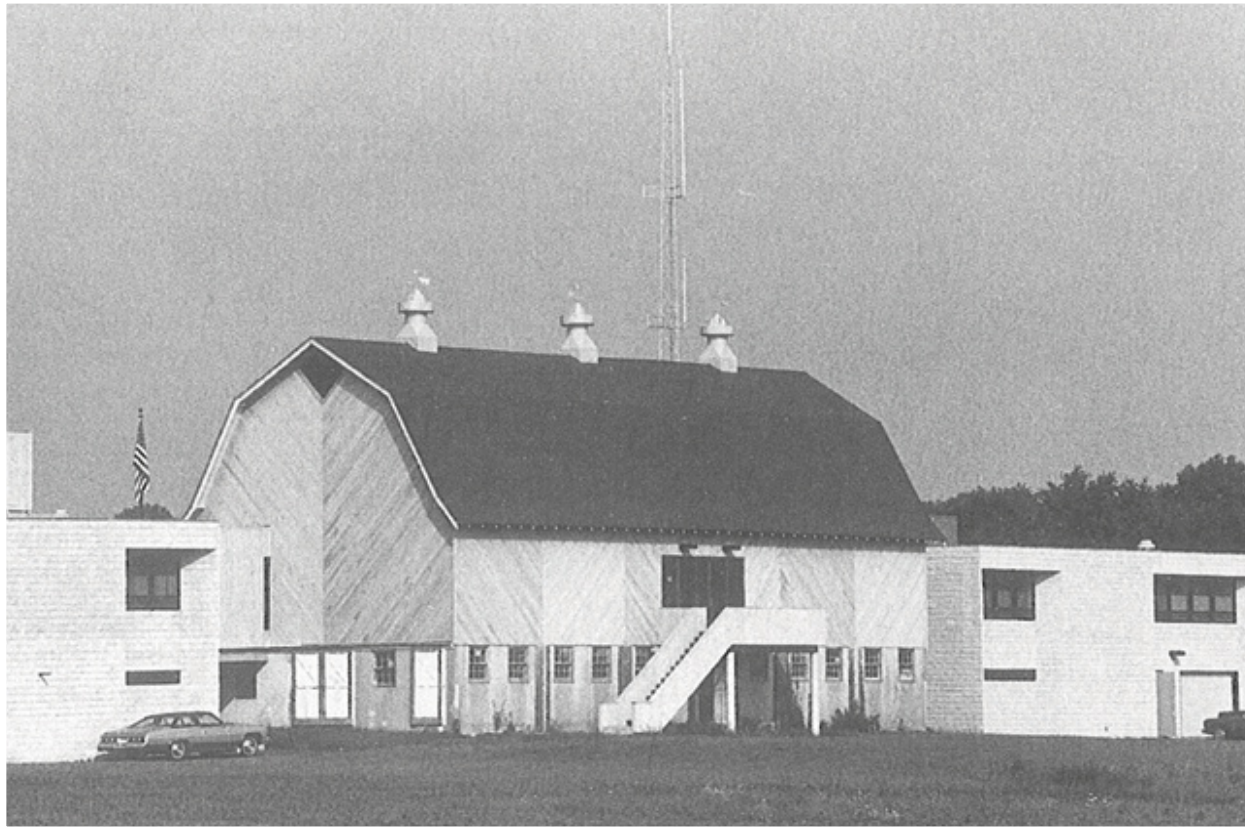
Data Source: NJDEP - Historic Preservation Office

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### Emergency Services

The Township includes the Police Department, the Office of Emergency Management, Fire Prevention, volunteer fire companies, and a Fire, First Aid, and Rescue Squad. The Police Department includes three major bureaus: Operations, Criminal Investigations, and Administrative Services, with specific areas of responsibilities for each. The Police Department is located in the municipal complex along Township Drive. The Office of Emergency Management prepares and manages large scale emergencies which occur throughout the Township. This office also has an Emergency Operation Plan (EOP) on file, which addresses possible emergencies and how to prepare/act upon them, if they occur in the Township.

Under the supervision and direction of the Fire Official, the Fire Prevention Bureau provides for local enforcement of the New Jersey Uniform Fire Code (N.J.A.C. 5:70-1, et seq.) and enforcement of established rules and standards as enacted within Chapter 66 of the Township Ordinances. In addition, the Fire, First Aid, and Rescue Squads include: Marlboro Fire Company #1, Robertsville Fire Company #2, Morganville Independent #3, Morganville Volunteer, Marlboro First Aid, and Morganville First Aid.





# PLANNING CONTEXT AND HISTORY



## Planning Context and History

### Township 2007 Land Use Plan Element

Marlboro amended its goals and objectives and land use plan element of the Township Master Plan in March 2007. The Plan recognized the rapid growth that has occurred in the Township and the significant decline in vacant land and farmland. Existing environmental conditions were also noted as a significant constraint. The key objective of the 2007 Land Use Plan was to maintain the Township suburban population density and suburban/rural character.

### Existing Zoning

According to the Township Zoning map, the Township has 49 existing zoning districts, consisting of the following: a Land Conservation district, 25 Residential districts, 6 Commercial districts, a Senior Citizen district, an Agriculture/Land Conservation District, 2 Industrial districts, 5 Multi-Family districts, 2 Mobile Home districts, 2 Municipal districts, an Airport Hazard Area district and 3 Office/Transitional districts. There are 3 designated Redevelopment Areas.

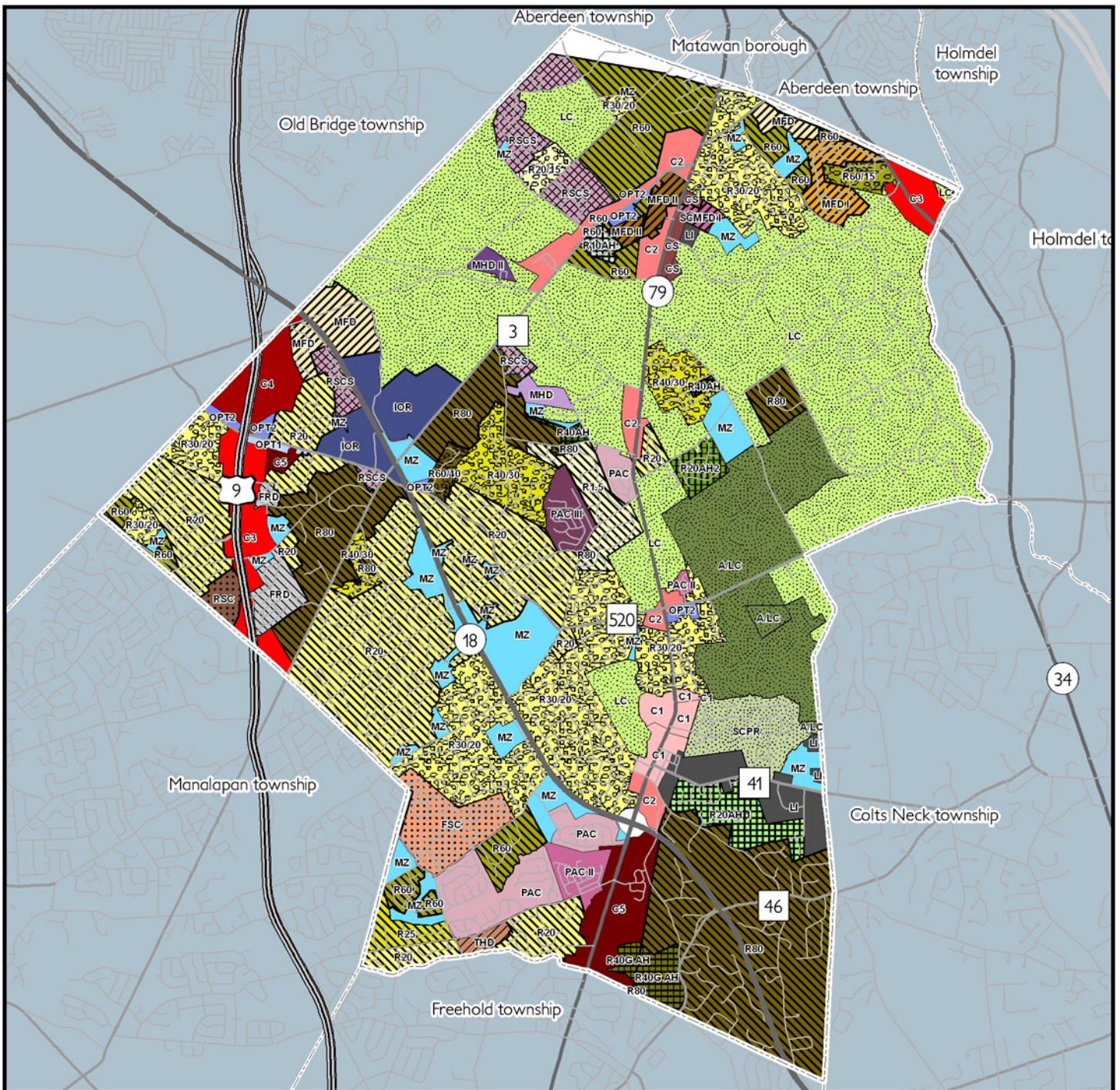
The following is a summary of the existing zoning within Marlboro Township. The existing zoning is graphically shown on the Existing Zoning map.

### Residential

Residentially zoned parcels constitute the majority in the Township. According to the 2000 Census, over 82% of the housing in the Township is single-family detached. In addition, approximately 11% of the remaining housing stock is single-family attached housing (townhouses). Marlboro has twenty-five (25) different residential zones. These zones are spread throughout the Township and permit various forms of residential development from low density single-family housing on 80,000 square foot lots, medium density single-family housing on 40,000-60,000 square foot lots, to higher density single-family homes on 10,000 square foot lots. In addition, multi-family development, townhouse developments and mobile home parks are permitted in certain zones.







C1 - Village Commercial District	SCPR - Stream Corridor Preserv. Res. District	PAC - Planned Adult Community District	R20/15 - Residential District
C2 - Neighborhood Commercial District	LC - Land Conservation District	PAC II - Planned Adult Community District II	R30/20 - Residential District
C3 - Community Commercial District	A/LC - Agriculture/Land Conservation District	PAC III - Planned Adult Community District III	R40/30 - Residential District
C4 - Regional Commercial District	MFD - Multifamily District	SCMF D I - Senior Citizen Multifamily District - I	R60/15 - Residential District
C5 - Community Commercial District II	MFD I - Multifamily District I	FRD - Flexible Residential District	R60/40 - Residential District
CS - Commercial Service District	MFD II - Multifamily District II	R15 - Residential District	R10AH - Residential District
OPT1 - Office-Professional-Transitional District - I	THD - Townhouse District	R20 - Residential District	R20AH 1 - Residential District
OPT2 - Office-Professional-Transitional District - II	MHD - Mobile Home Park District	R25 - Residential District	R20AH2 - Residential District
IOR - Industrial - Office - Research	MHD II - Mobile Home Park District II	R60 - Residential District	R40AH - Residential District
LI - Light Industrial Zone District	FSC - Flexible Senior Citizen District	R80 - Residential District	R40G AH - Residential District
MZ - Municipal Zone District	RSC - Senior Citizen Residential District		

# Existing Zoning

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Marlboro Township

### Commercial

Marlboro Township has 6 commercial zones. Presently, commercial strip highway development is the predominant land use along the major traffic routes within the Township. The Village Commercial (C-1) is located along Route 79, while the Neighborhood Commercial (C-2) is designed to provide services for the daily needs of the community and is located along Routes 18, 79, and Tennent Road. The Community Commercial Zone (C-3) is located along parts of Routes 9 and 34, which includes the most concentrated commercial development, due to population growth over the past 10 years.

The Regional Commercial (C-4) Zone is located north of Route 520, along Route 9. This area includes a large number of wetlands and environmental constraints. The Community Commercial District (C5) is located along Route 79, south of Route 18. This zone permits light industrial and commercial uses. Finally, the Community Service (CS) District is located on the eastern side of Route 79, permitting office buildings, along with service facilities which do not require retail uses as part of the business. Overall, many parcels located within these zones are environmentally constrained, which preclude additional development.

### Office/Transitional

The Township has three Office Transitional zones. These zones permit professional and business office buildings as the primary uses. The zones are located along portions of Route 9, along Route 18, northern portions of Route 79, and at the intersection of Routes 520 and 79.

### Industrial

There are two industrial zones, a Light Industrial Zone (LI) and an Industrial Office Research Zone (IOR). The LI Zone is located along Vanderburg Road, east of Marlboro Village, while the IOR Zone is located west of Route 18 and Tennent Road. Minimal development has occurred in these areas and will likely remain limited, due to the presence of wetlands.



### Agriculture/Conservation

The Township includes two zones which primarily permit low density residential, agricultural uses, open space, and conservation. The Agriculture/Land Conservation Zone is located on the eastern portion of the Township, east of Route 79. The Land Conservation (LC) Zone includes environmentally sensitive areas, such as wetlands, steep slopes, and Category-1 streams and is located mainly in the northern sections of the Township, in addition to parcels located along and in close proximity to Route 79.

### Other

Institutional uses including schools, parks, open space, municipal properties are zoned Municipal (MZ) or Township District (THD) and are scattered throughout the Township, with the majority of parcels located along Route 18 in the central part of Marlboro.

### Housing Element/Fair Share Plan

The Township adopted a Housing Element/Fair Share Plan on December 17, 2008 and filed a petition under protest with COAH for substantive certification on December 18, 2008. Based upon the Third Round COAH regulations, the Township has a fair share obligation of 1,673 units before exclusions.

One of the key goals identified through the visioning process was to limit new residential development. As a result, the affordable housing strategy is to focus on existing disturbed sites with respect to affordable housing. Minimizing the use of "Greenfield" sites was reinforced through the visioning process as well as limiting the number of "new roofs" in the Township. The township is currently evaluating the impact of proposed legislation on the Township's affordable housing obligation.



One of the key goals identified through the visioning process was to limit new residential development. As a result, the affordable housing strategy is to focus on existing disturbed sites with respect to affordable housing. Minimizing the use of “Greenfield” sites was reinforced through the visioning process as well as limiting the number of “new roofs” in the Township.

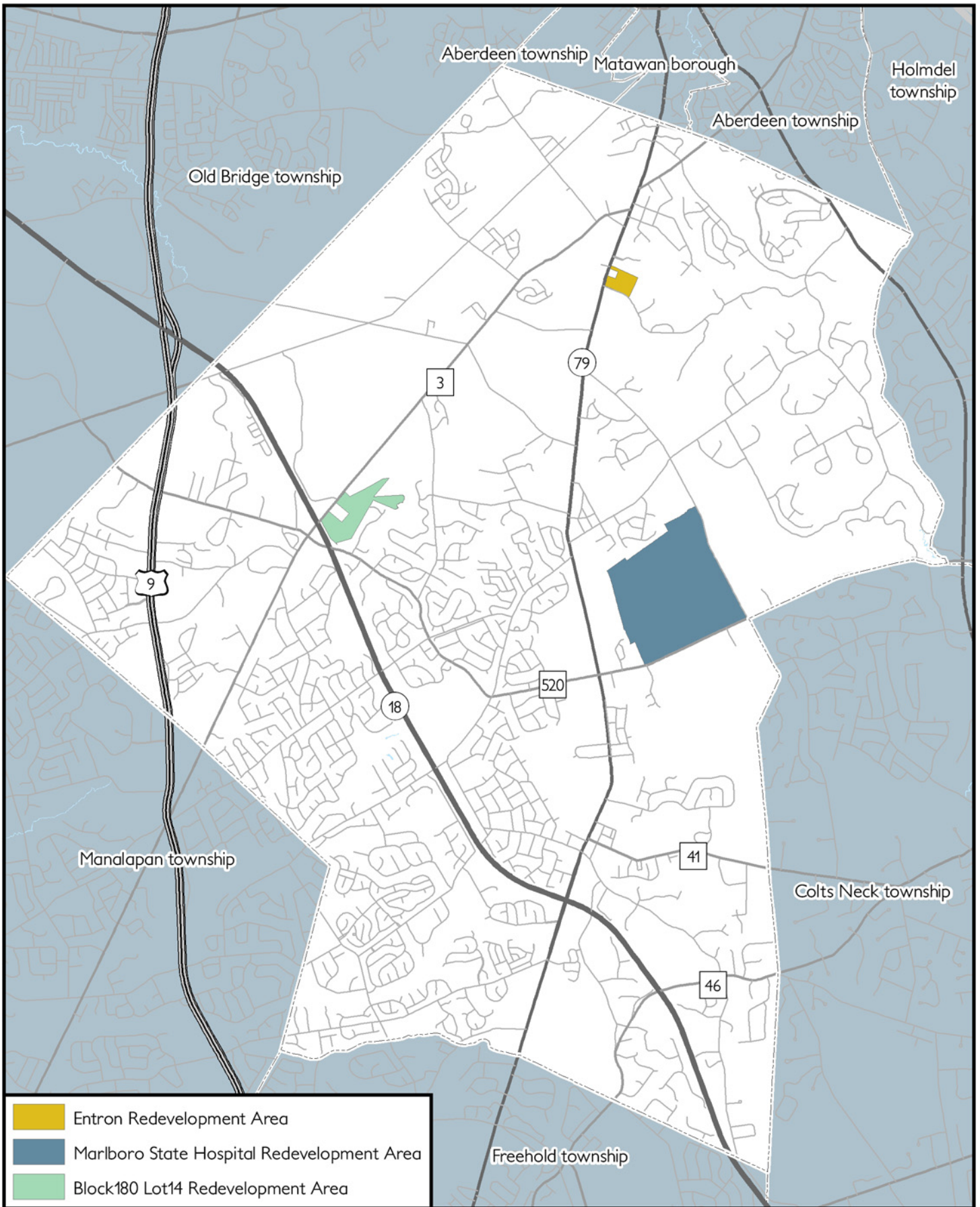
### Redevelopment Areas

#### Marlboro Hospital Redevelopment Area

The Marlboro Hospital Redevelopment Area was once the former Marlboro Psychiatric Hospital that operated from 1931 to 1998. The former hospital site is a 411-acre tract located in the eastern part of the Township. The Plan supersedes existing zoning and proposes a new Open Space/Government Use Zone, which allows for various uses including:

- Health clubs, fitness centers, spas, wellness center operated by nonprofit entities.
- Parks, recreation, and open space.
- Indoor recreation facilities such as swim centers, court sports, and ice rinks.
- Child care facilities.
- Adult daycare.
- Municipal and public use buildings including community centers, community theatres, municipal offices, police station, fire station, other public purpose uses of similar character and which are deemed compatible with permissible uses such as parks and schools, emergency ambulance stations and libraries.





## Redevelopment Areas

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Township of Marlboro

It is anticipated that Monmouth County will be acquiring at least 200 acres in the southern and southwestern portion of the area. The County proposes walking and biking paths to be used to connect different portions of the site and would provide a linkage to the Henry Hudson Trail that currently exists adjacent to the western boundary of the area. Monmouth County also expects to conserve areas along Route 520 to preserve the viewshed and road frontage and to link the proposed open space to the existing open space owned by Monmouth County, across Route 520, which is known as Big Brook Park. In addition, the area includes extensive wetlands and tributaries to Big Brook (a C-1 stream), requiring a 300 foot buffer.

#### Block 180, Lot 14 Redevelopment Area

The Redevelopment Area is municipally-owned land located along Tennent Road/Monmouth County Route 3, with frontage on both Tennent Road and Nikki Court. The property is currently vacant and wooded. Adjacent uses include the Marlboro Township Municipal Utility Authority's (MTMUA) Tennent Road Water Treatment Plant, along Tennent Road in the central portion of the property and residential uses along Tennent Road and Nikki Court.

The area was designated as a redevelopment area. Although no redevelopment plan has yet been prepared for the area, any development will be limited, due to environmental constraints and the deed restriction limiting uses to open space conservation, and recreation-purposes.

#### Entron Redevelopment Area

The Entron Redevelopment Area is located in the northern portion of the Township at the intersection of State Route 79 and Beacon Hill Road. The site is approximately 18.3 acres in size and has historically been utilized industrial uses. Currently, there are ten remaining buildings on the property, only four of which are currently utilized. The site was designated a redevelopment area in September 2009. A Redevelopment Plan is currently being prepared.

The property has been identified as an inclusionary site in the Township's Housing Element and Fair Share Plan. The property is proposed to be developed for retail uses and 250 residential units of which 50 will be family rental affordable units.



### Open Space and Recreation Plan

The Township adopted its Open Space and Recreation Plan on August 2001. The Plan concluded that the amount of land in the Township dedicated to open space and recreation falls short in comparison to the population growth and associated development. Therefore, the Plan concluded that acquiring lands for use as open space and passive/active recreation, through the NJDEP Green Acres Program, was the most effective tool to aid in lessening the impact of future development, while also increasing and diversifying the Township's recreational opportunities and open space resources.

As noted in the 2001 Plan, the population of the Township was growing resulting in an increase in youth and adult enrollment in recreation leagues. Therefore, the Plan recommended acquiring additional land for open space and recreational and park facilities. Any residential development was to include small local parks (103 acres), which would consist of tot lots, play areas, and have pedestrian access.

The 2001 Plan targeted privately-owned vacant land, qualified farms, commercial recreation lands, and underdeveloped lands for potential acquisition. Through this acquisition process, it was anticipated the Township would better be able to preserve the environment and associated natural resources and provide additional recreation facilities. In regards to recreation, the adequacy of these facilities and increased attendance still remains a vital issue to the Township's recreation facilities.

### Farmland and Preservation Plan

The Township Planning Board adopted a Farmland Preservation Plan as an element of the Master Plan in 2006. The purpose of this plan was to inventory and preserve farm properties in Marlboro, but also address issues regarding the preservation of agriculture as an industry and active land use. Key goals identified in the Plan include:

- To utilize farmland preservation to further the overall Marlboro Township Master Plan Goal of retaining and augmenting the low-density policy in the east, north, and west central portions of the Township consistent with the State Development and Redevelopment Plan Planning Area 5 designation.



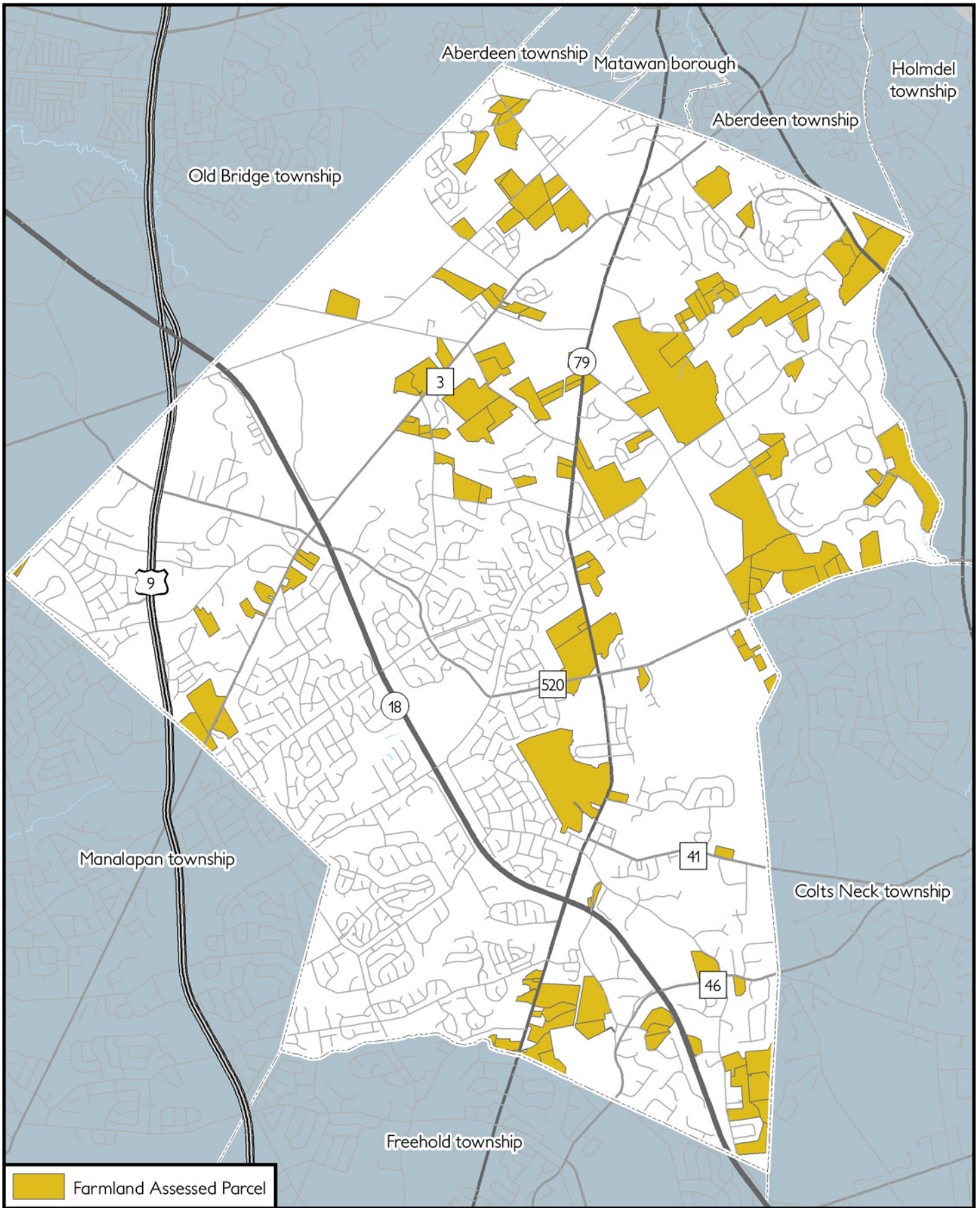
- To utilize farmland preservation to protect environmentally sensitive areas of the Township including wetlands, floodplains, and steep slopes.
- To facilitate the rezoning of preserved farm properties that are not already zoned as A/LC or LC to A/LC or LC in order to decrease the permitted residential density in currently undeveloped areas of the Township.

Based on these goals, the Plan intended to provide strategies for preserving farmland, “within the existing frameworks of zoning, the available funding sources, and the goals of the Master Plan.” Based on the criteria of location, type of operation, and percentage of prime agricultural soils and tillable acreage, farmland-assessed parcels in the Township were divided into Target A (first preservation priority) and Target B farms (second preservation priority). (See Farmland Preservation maps). Preservation programs were based on the amount of available State and County funding available. Environmental resources present on these lands were also identified. It is recommended that the Township reevaluate and update the 2006 Farmland Preservation Plan in order to ensure consistency with current Township goals and policies.

As an effort to implement these anticipated preservation and acquisition practices, the Township participates in the Monmouth County Farmland Preservation Program and on February 16, 2006, adopted a Right To Farm Ordinance, which established policies to protect agricultural operations on farms, especially from unreasonable regulations and nuisance actions. A Municipal Open Space, Recreation, and Farmland and Historic Preservation Trust Fund was adopted in 1997, which is used for the acquisition of land and/or purchase of development rights for farmland preservation, open space, passive recreation and conservation or for historic preservation purposes. In addition, the Township Code has established a Farmland, Historic, and Open Space Committee to offer recommendations for parcels the Township acquires for preservation. This Committee aids in implementing the recommendations from the Plan.







## Existing Farmland

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Township of Marlboro



# PLANNING COORDINATION





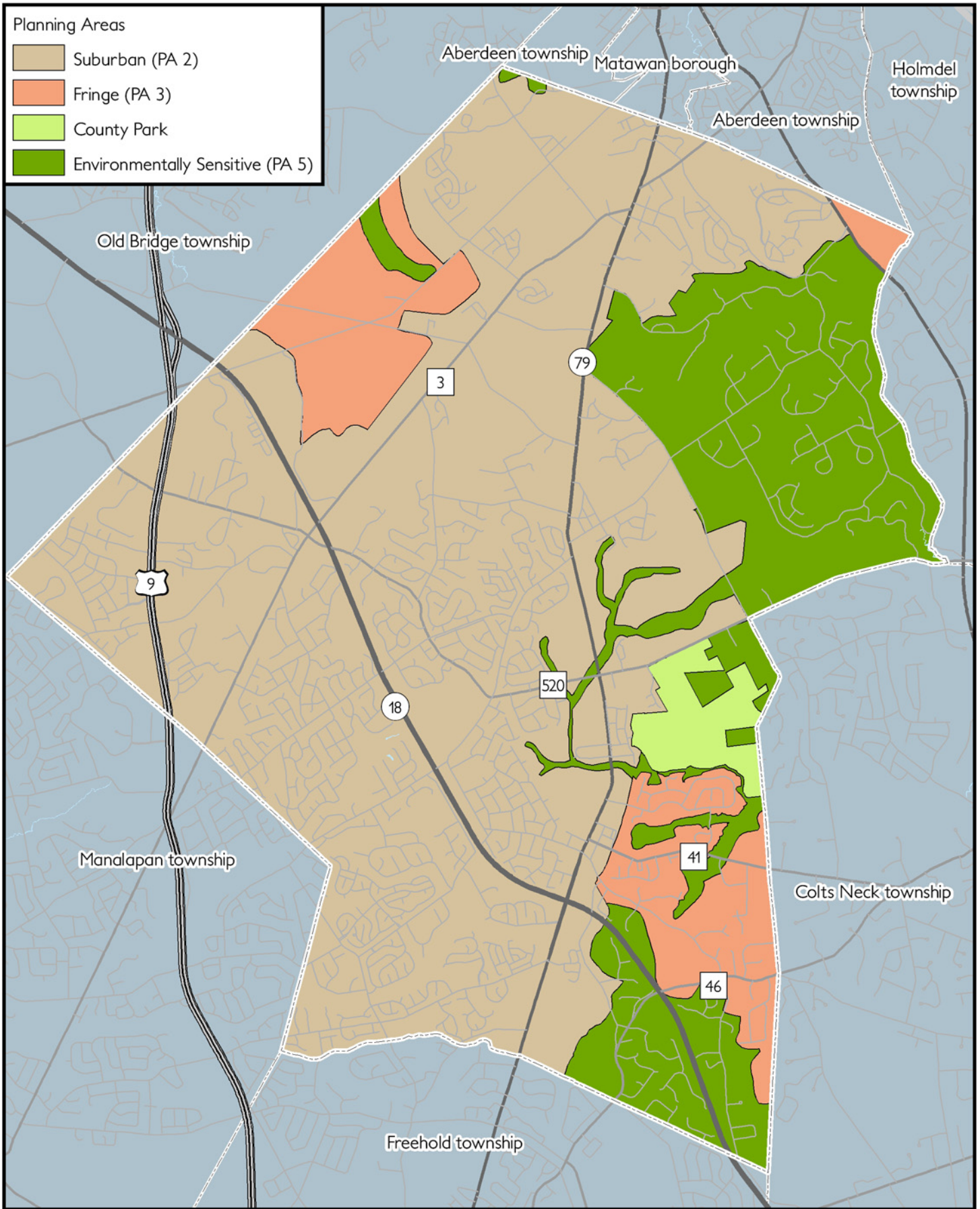
## Planning Coordination

### State Development and Redevelopment Plan (SDRP)

The State Planning Commission adopted the State Development and Redevelopment Plan (SDRP) on March 1, 2001. The SDRP also undergoes a periodic cross acceptance process with State, County, and local officials, thereby reconciling the State Plan with local conditions and zoning. The SDRP contains a number of goals and objectives regarding the future development and redevelopment of New Jersey. The primary objective of the SDRP is to guide development to areas where infrastructure is available. New growth and development should be located in 'centers,' which are compact forms of development, rather than in sprawl development. The overall goal of the SDRP is to promote development and redevelopment that will consume less land, deplete fewer natural resources, and use the State's infrastructure more efficiently. According to the SDRP, Township of Marlboro lies in 3 planning areas.

- Planning Area 2, Suburban Planning Area comprises approximately 60% of the Township (mainly the central and western parts).
- Planning Area 3, Fringe Planning Area, located in the northwestern and southeastern portions of the Township.
- Planning Area 5, Environmentally Sensitive Planning Area, located mainly in the eastern portion of the Township and a small area in the northwestern part of the Township.





## State Planning Areas Map

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP

The State Plan map graphically identifies the Planning Area boundaries. Although the State Plan is meant to be used as a guide, consideration of these designations is taken into account especially in terms of development when State agency approval is necessary. Marlboro has participated in the current round of cross acceptance. The Township is planning on petitioning for plan endorsement and has begun this effort with the drafting of this Community Visioning Plan.

### Marlboro Township Cross Acceptance Summary Report

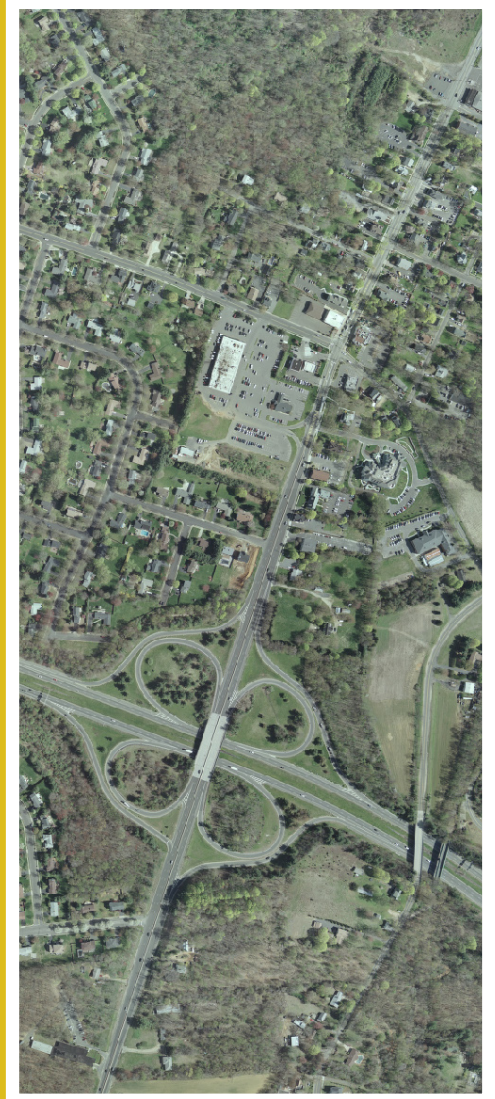
Prepared in September 2004, the Cross Acceptance Report summarized Marlboro's participation in the State's Cross Acceptance process. According to the Office of Smart Growth, "Through Cross-acceptance, negotiating entities work with local governments and residents to compare their local master plans with the State Plan and to identify potential changes that could be made to achieve a greater level of consistency with statewide planning policy." The goal of this process is to create "a meaningful, up-to-date, and viable State Plan."

This Summary Report outlined the proposed changes the State Planning Commission (SPC) proposed, which affect Marlboro Township. Specifically:

- Re-designation of portions of existing PA2 (eastern, northern, & western portions of Township) to become PA5.
- The redesignation of existing PA3 parcels in the southeastern and northwestern portions of the Township to become PA5. Other PA3 lands in the southeastern portion of the Township would become PA2.
- New park designation in northern part of Marlboro.

Based on these proposed changes, the report offered the following recommendations:

- Re-designation from PA2 to PA5 did not include all eligible environmentally sensitive lands to PA5.
- Remaining existing PA2 lands within the C-1 watershed area be designated as PA5.
- ALL LC Zone Districts within the PA2 areas (northwestern portion of Township) be re-designated as PA5.
- PA3 areas (western portion of Township) be redesignated for PA5, based on presence of environmentally sensitive lands.



- All sites in the northwestern part of Marlboro whose land area is 75% or more comprised of wetlands, should be re-designated as PA5.
- Portions of the Airport Hazard Area Overlay Zone should be re-designated as PA5.
- Stream corridors and wetlands should be designated as Critical Environmental Sensitive (CES) areas.

Since the completion of this report, it does not appear these recommendations have been implemented. These recommendations should be reevaluated and revised, where appropriate.

#### Monmouth County Growth Management Guide (1995)

In December 1995, Monmouth County adopted its Master Plan, titled a “Growth Management Guide”, which includes goals, objectives, and policies for the future of the County. Land use proposals in Marlboro Township’s Master Plan are consistent with the County’s plan, specifically encouraging the designation of agricultural zoning districts, low density development to protect environmental resources, and the creation of greenways and stream buffers along stream corridors. These practices particularly within the Swimming River Reservoir watershed area, promote the goals of the County Plan.

#### Western Monmouth Development Plan (2004)

According to the Monmouth County Planning Department, the Western Monmouth Development Plan is Monmouth County’s first regional study aimed at managing growth and development in the seven Route 9 corridor municipalities of Englishtown, Farmingdale, Freehold Borough, Freehold Township, Howell, Manalapan and Marlboro. Population growth and residential/commercial development activity in these areas have significantly increased over recent years. From this Plan, the vision for Marlboro was to “maintain suburban/rural character with improved levels of service and circulation along Routes 9, 79, and other major roadways.” Needs and issues that arose from this Plan were:

- Redevelop existing activity areas to promote vitality and economic development of the Township.
- Revitalize and redevelop abandoned properties.
- Enhance the transportation system to reduce congestion.
- Improve image of transportation corridors.
- Manage and protect productive farmlands.





Based on these issues, the Plan presented various tasks for the Township to implement to aid in addressing these concerns. Tasks ranged from promoting pedestrian and vehicular connections, mixed-use opportunities, identifying redevelopment areas through brownfield clean-up, maximizing transit-ridership, monitoring the occupancy of parking lots, to preserving farmland and open space as a means to control development.

### Route 79 Transportation Study (2007)

Monmouth County adopted its Route 79 Transportation Study in 2007, which focused on analyzing the existing land use in the Route 79 corridor and its impact on the surrounding transportation network. From this study, it was found that safety considerations and operational shortcomings exist along Route 79. At the municipal level, it was concluded that under current municipal ordinances, there is potential for increased levels of traffic volume (requiring expansion of the roadway), consensus for non-residential growth, and the preservation of the existing design and character of Route 79.

The greatest amount of growth projected to occur on Route 79 is within Marlboro Township. Therefore, the Township's role in this study was key. Through this study, it was concluded that as a mechanism to alleviate the transportation-related problems that occur along this corridor, to implement the growth management concepts, and preserve the character of the surrounding land uses, the following solutions were offered to Marlboro, specifically:

### Land Use Concerns and Goals

- Update the Master Plan including the Circulation Element to include a unified corridor vision, character of the roadway, intersection/roadway improvements and appropriate Desired Typical Section (DTS).
- Encourage State Plan Center-based development strategies, and alternate transportation facilities.
- Encourage consistency with the NJ State Plan.

### Zoning and Subdivision Regulations

- Include connectivity of uses, mixed-use development, placemaking strategies, impact fees for new development, provisions for alternate transportation facilities, access management, and analysis of commercial zoning goals.



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### Center-Based Developments

- Examine concepts/locations, increase walkability on connecting roadways, provide access to infrastructure, concentrate growth in Center Development, and increase access to alternate forms of transportation at Center Developments.

### Pedestrian & Bicycle Facility Expansions

- Provide sidewalk extension areas, crossing improvements along certain portions of Route 79, Henry Hudson Trail expansion, trail-roadway study, alternate bicycle area, and increased bicycle signage.

### Increase Transit service and Connection with Corridor

- Provide potential park/ride and bus locations, train station shuttle service, and accommodate Henry Hudson Trail as a commuter outlet along certain portions of Route 79.







# IDENTIFIED ISSUES



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## Identified Issues

A key component of the Community Vision Plan was an extensive public outreach process undertaken to solicit input from residents, stakeholders, and Township representatives. Community meetings focused on the public defining issues they felt were important, affected their lives, and the Township, as a whole. The Mayor and representatives of the Council and Planning Board along with the Vision Plan Committee attended these meetings and offered input, guidance, and support of the entire planning process.

The goal of these meetings was to profile the community and obtain a firm understanding of the existing conditions of the Township, but also the issues residents were facing and felt were significant to address in this Vision process. In addition to residents commenting at public meetings, the following stakeholders were also consulted for their comments.

- Township Department Heads:
  - Engineering
  - Planning
  - Zoning
  - Fire
  - Police
  - Public Works,
  - Recreation
- Senior Advisory Committee
- Economic Development Committee
- Open Space, Farmland, and Historic Preservation Committee
- Monmouth-Ocean-Middlesex (M.O.M.) Committee
- Recreational Improvement Committee
- Board of Education
- Planning and Zoning Boards
- Township Council

Representatives in these various groups provided wide-ranging views of the issues at hand. Individuals commented not only on the topic their committee represented, but also on issues they identified as residents (or families) of the Township.

At subsequent meetings, the issues identified during the initial meetings were summarized, analyzed, prioritized, and recommendations offered for public comment. Any additional commentary from these meetings was taken into consideration and included in the Vision Plan. Altogether, the attendance and participation at the public meetings and stakeholders meetings demonstrated how the staff and residents of Marlboro Township are truly concerned about their community and are willing to be active in the planning of its future.

The following issues were identified as part of the Visioning Process. Issues were prioritized, to the extent possible. It is important to note that all of the issues which arose during this process are significant. However, as discussions progressed, there were commonly recurring issues.

### Issue #1: Limit Residential Development

A concern frequently expressed during the public outreach process was the increasing amount of residential development throughout the Township over the past ten to fifteen years. Much of this growth can be attributed to the number of people who either worked or lived in New York and decided to relocate to Marlboro. It was the Township's rural character and quality of life that attracted families and individuals looking to live a somewhat slower paced lifestyle, as opposed to living in Northern New Jersey/New York City. As a direct result of this trend, Marlboro developed into a primarily suburban bedroom community.

This increased growth can have many impacts including:

- Altering the very character that drew people to Marlboro in the first place.
- Overburdening school facilities and resources
- Overloading the infrastructure and utility systems
- Increasing air, light, and noise pollution
- Overburdening recreational/sports facilities
- Roadway congestion
- Loss of agriculture and open space



Residents take pride in the quiet, serene, and clean setting of the Township. Therefore, the community was very concerned about the impacts of additional residential development.

In addition, the provision of affordable housing in the Township was a topic of concern for the community. Limiting residential development while also providing for affordable housing is a delicate balance. Marlboro adopted a Housing Element and Fair Share Plan at the end of 2008 and submitted the Plan under protest to COAH for substantive certification. As a response to the goal to limit residential development throughout the Township, the Fair Share Plan addressed its affordable housing obligation by minimizing the number of “new roofs” in the Township and by seeking sites that are disturbed, and/or contaminated. Greenfield sites were avoided.

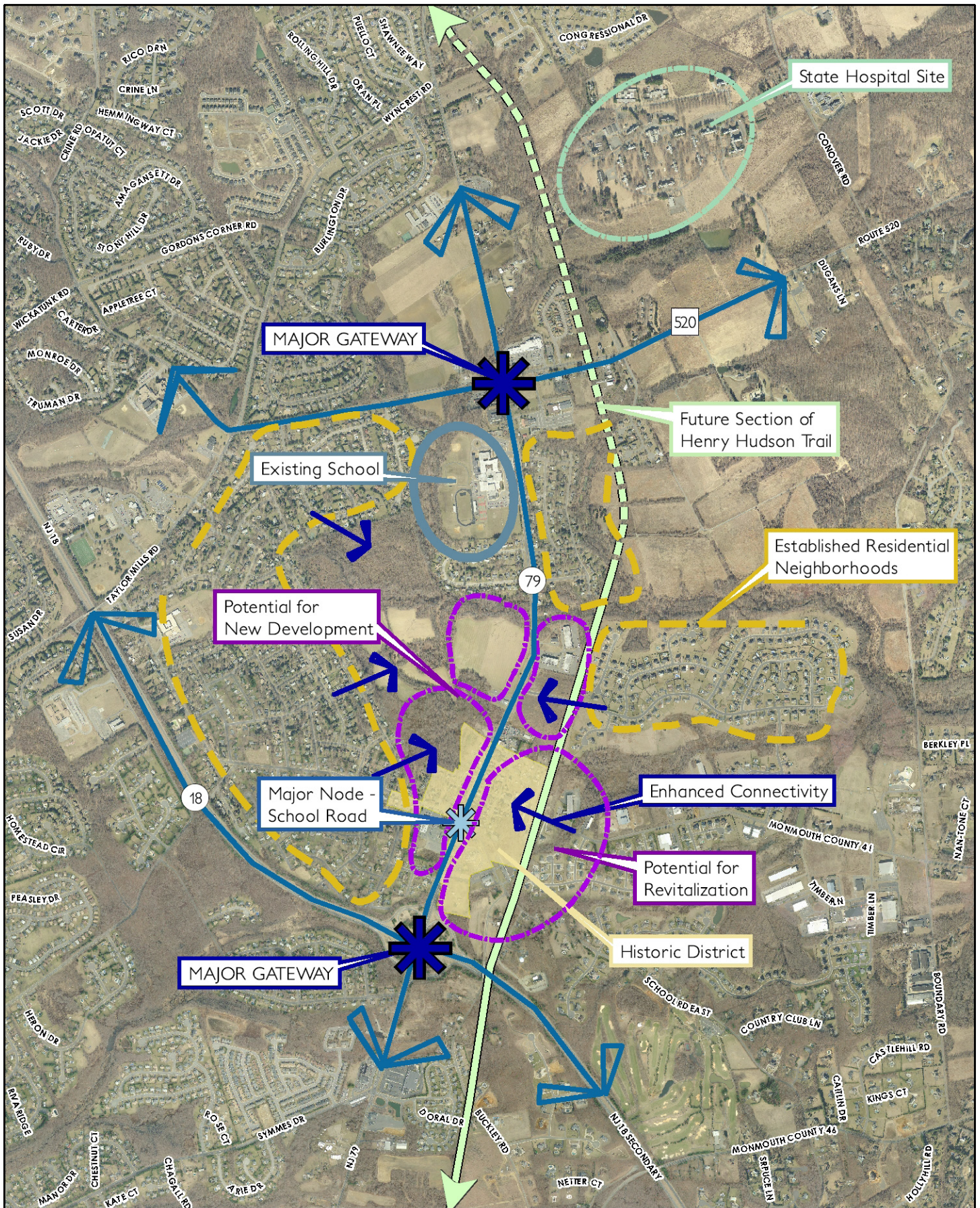
#### Issue #2: Mixed-Use Village Center

One of the key land use issues facing the Town has been the lack of an “identified center,” which includes pedestrian-friendly mixed-uses including restaurants/shops. Historically, the traditional “Village Center” of the Township is located at the intersection of School Road and Route 79. While this area was once a thriving Village Center offering Main Street appeal, it has now developed into a suburban non-pedestrian friendly area with single family homes on small lots, professional offices, a few restaurants, a strip mall retail and Sunrise Assisted Living complex. While still known as the “Village Center” of the Township, it appears this reference identifies this area as a location, not necessarily a recognized place of commerce and community.

The Marlboro “Village Center” has experienced many of the same challenges that other town centers have faced across the county in the last several decades. A reclaimed pedestrian friendly Village Center would incorporate a mixture of residential and retail options along with distinctive restaurants, coffee shops, antique and specialty shops.







## Village Center Opportunities and Constraints

Marlboro Township, Monmouth County

0      1,000      2,000  
Feet

*Data Source: NJDEP, NJDOT & Township of Marlboro*

Many residents voiced their opinions that this proposed invigorated “Center” should be located in a centralized area of the Township, include mixed commercial/residential uses and be a walkable and attractive meeting/gathering area, with public transportation options. It was anticipated that the Village Center should create an identity and an arrival point for the Township. It was noted that this Center would be aesthetically pleasing, include pedestrian scale street lighting, and creatively designed walkways, which would connect mixed-uses to surrounding areas, including the Henry Hudson Trail.

### Issue #3: Economic/Commercial

Promoting, expanding, and diversifying the existing businesses and the overall economic development of Marlboro was a key issue expressed throughout the Visioning Process. The Route 9 Corridor which stretches from Old Bridge, through Marlboro, into Manalapan, is a major commercial corridor for the Township. It was generally agreed that the existing development located along Route 9 generates an uncoordinated atmosphere, creates traffic congestion, lacks a variety of non-chain restaurants and requires better pedestrian connections. Due to the somewhat deteriorating aspect of portions of this corridor, citizens stressed that sites along Route 9 should be redeveloped into places people would want to patronize.

In addition, advancing the general economic development throughout the rest of the Township was also vital to the attractiveness of Marlboro. It was stressed there is a need for additional grocery stores (e.g. Trader Joe’s or Whole Foods) in the Township. These stores should be more evenly distributed throughout the Township to provide better access to residents who do not live close to Route 9 or Route 79. In addition, it was noted there is no hotel in Marlboro to support additional visitors patronizing restaurants and businesses, along with families who use Township sports complexes. Careful planning must be done when choosing the appropriate place to locate a hotel or additional businesses as requested by the residents. If not carefully planned, continued sprawl and strip development will occur and negatively affect the existing image of the Township.



The Township has already started to address these issues by reactivating the Economic Development Committee (EDC). The EDC is comprised of business professionals who are familiar with the obstacles that many local businesses are facing. They offer their expertise to attract commerce and aid in attracting ratables for the Township. The EDC provides current business listings, broker/commercial and retail properties, business outreach services and overall business development.

#### Issue #4: Circulation

Circulation throughout the Township encompasses a wide variety of issues that range from a lack of pedestrian-friendly sidewalks to a lack of commuter parking. All identified issues are relevant to the functionality of the Township and should be explored.

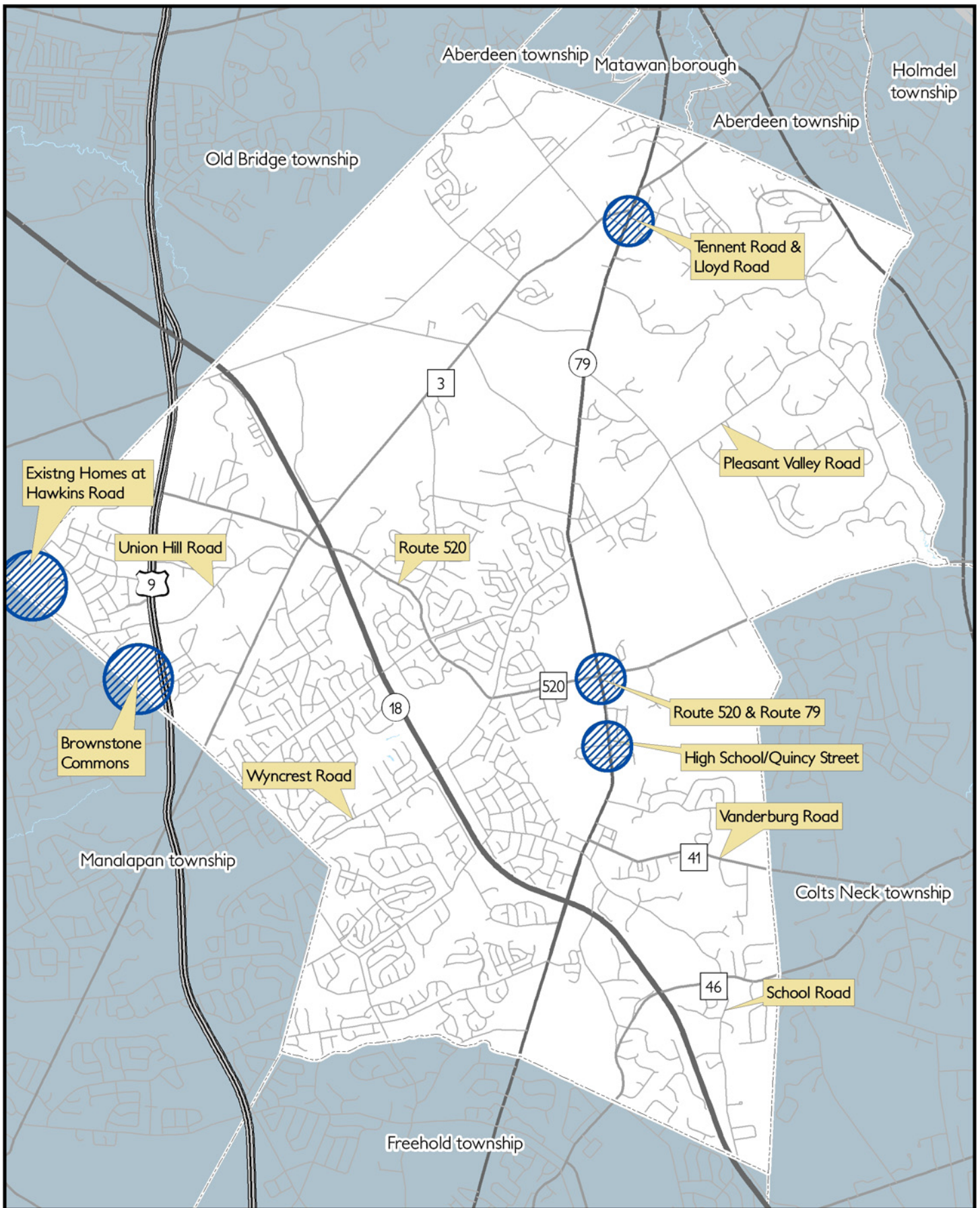
#### Traffic Congestion

The main issue mentioned regarding circulation throughout the Township was traffic congestion at major Township intersections. The following “hot spots” were specifically identified.

- Route 79 and Route 520,
- Union Hill Road/Pleasant Valley Road, and Tennant Road were often discussed by the public as roads to consider for traffic signals. Portions of these roads are heavily travelled and congested. These conditions can be attributed to the increased traffic using Township roads, along with roadways, such as Route 9 and Route 79 which serve as a connection to adjacent municipalities.
- Realignment of the Robertsville/Greenbriar intersection
- Access to Brownstone Commons, via Route 9
- Additional emergency access road needed to serve existing homes at Hawkins Road.

The public suggested that in residential areas the number of curb cuts should be reduced and more shared driveways should be constructed.





## Traffic Congestion "Hot Spots" Map

Marlboro Township, Monmouth County



0 0.5 1 Miles

Data Source: NJDEP & Township of Marlboro

### Public Transit

Both bus and train service is available to residents of the Township. The closest train station is in Matawan. According to the public, the service from the Matawan Train Station is mainly used by commuters and day trippers to New York City. Providing more accessible routes for public transit could also encourage the expanded use of these services. The general public felt the location of available transit was not widely accessible.

Shuttle services were also favored during the Visioning process. There is currently a shuttle service in place in the Township; however, it is not widely used. It is possible that shuttles could provide additional services along major routes throughout the Township that also have access to rail lines. Shuttles could be scheduled to accommodate rail schedules.

### Parking Availability

The community has expressed concern over insufficient commuter parking and park and ride lots. Individuals stated they would be more willing to use public transportation for commuting, shopping and other daily trips if parking was available. Many citizens favored bus stop parking at establishments such as CVS, Regal Cinemas, Lowe's, Township Hall, Library, or at Union Hill Road. The idea of shared shuttle services with Matawan was also discussed.

### Sidewalks

Citizens noted a lack of safe sidewalks, specifically along major routes. Residents felt that Marlboro's roadways could become more walkable and pedestrian-friendly with the introduction of sidewalks. Overall, it was agreed that sidewalks were needed, if the Township continues with its goal of becoming a more walkable community.

During the Visioning Process, it was also recommended that sidewalks should be constructed to create connections between existing residential developments and recreational facilities, community facilities, and commercial establishments. These linkages would benefit both pedestrians and bicyclists.



## Issue #5: Parks and Recreation

Generally, it was established that the current condition and number of parks in the Township is adequate using generally accepted service standards. However, it was observed that better linkages from the parks to community facilities, schools, residential developments, and commerce was necessary.

### Fields and Facilities

The presence and use of Marlboro's recreation facilities, and sports fields is a significant asset to the community. The Township has an impressive recreation program and organized sports leagues, which appeal to many age groups. However, due to this popularity, the Township's recreation facilities have become overcrowded and are reaching the limits of what the facilities and/or fields can manage and accommodate. In addition, a majority of the sports programs are now becoming more year-round than seasonal. As a result, an added strain is being placed on obtaining practice and game times, given the number of sports competing to use these multi-functional fields/facilities.

Therefore, the general consensus was that a new multi-purpose facility or expanded facility and additional fields are necessary to address these problems. This multi-purpose facility could also house specialized Senior Citizen recreational programs. The Senior Citizen population had requested that specialized space for their activities be provided in this facility. Possible locations identified by the community were:

- The Tennant Road/Amboy Road Corridor
- The airport site
- The old prison site (near the existing New Hope and Discovery facility)

### Maintenance

Parking and maintenance were also mentioned as issues associated with the Township's recreation facilities and playing fields. The heavy use and expense of maintaining these amenities is beginning to take a toll and requires assistance. The idea of creating a better working relationship with the public school system to help ease the problem of field maintenance and other issues could be a possible solution.



### Henry Hudson Trail

In addition to Marlboro's traditional recreation facilities and playing fields, the Henry Hudson Trail was recognized by the public as a unique recreational amenity that should be completed. It was recommended that accessibility to the trail needs to be improved.

The lack of parking to access the trail is also an identified problem. Providing accessible parking lots and completing the trail would encourage more residents to use the trail. Potential parking locations suggestions were near the cemetery, airport, and Stevenson Drive.

### Issue #6: Environmental/Sustainability

The preservation of natural resources and the environment was a widely acknowledged goal of Township residents. In particular, degradation of environmental resources due to over development was of considerable concern.

### Over Development

The preservation of wetlands, streams and stream buffers, were expressed as vital issues the Township must face when considering development. Noticeable flooding has been observed at Crine Road, Big Brook, Deep Run, and Lake Topanemus.

Marlboro has wetlands scattered throughout the entire Township, with the greatest concentration of wetlands located in the northwestern and eastern portions. As the total area of wetlands and their natural functions decrease, the overall quality and quantity of surface water is altered. Often, expensive man-made utilities are required to make up for the loss of wetlands. Wetlands and their required transition areas are the most significant regulatory constraint to development.

### "Green" Development

"Green" development is a term which refers to design and construction strategies which reduce the environmental impacts that buildings have on their surroundings. Green buildings have numerous benefits including better energy efficiency, healthier living/working environments, reduced operational costs, reduced stormwater and air pollution impacts, and reduced waste generated by construction projects. As green buildings, cars, and lifestyles are becoming more prevalent throughout the nation, communities are becoming more sustainable by adopting these principles.



The public wanted to see more green practices implemented at the municipal level with additional education materials offered. Through the Visioning process, it was suggested there is a general lack of awareness and the public would like seminars offered on this topic. It was suggested that renewable resources should be encouraged, the tree preservation ordinance be enforced, rainwater recycled through rain gardens or rain barrels, solar lighting be used for street lighting, wind farms constructed, solar panels installed on the municipal and school buildings, geo thermal energy produced, and the creation of renewable energy farms should be explored.

Through these efforts, the Township can become more sustainable to meet human needs, while preserving the environment at the same time. These actions are especially important as air quality of life and overall environmental concerns become more prominent issues.

#### Issue #7: Open Space/Farmland Preservation

It was noted from the meetings conducted with the Open Space/Farmland Preservation Committee that within the last decade, there has been a substantial loss in open space, due to additional development in Marlboro. Committee members felt traffic issues have increased and the quality of life has eroded in the community. Therefore, the Committee and residents agreed the continued preservation and expansion of open space and farmland should occur within the Township. The preservation of Stattel Farm, located along Route 79, as open space was cited as an example for future preservation efforts. Residents also commented that Brookrest Farm is an asset to the Township's culture, provides a service to the community, and should be preserved.

The Committee suggested the Township continue to encourage participating in the DEP's Green Acres Program to acquire additional sites, use brownfield remediation to redevelop certain disturbed lands, and promote uses appropriate for open space, such as boy scout camping activities or non-motorized recreation. The former hospital property is an appropriate location for these passive recreation uses and the preservation of open space.





### Issue #8: Historic Resources

The Township's Historic Preservation Commission has created an inventory of historic resources throughout the Township, which includes listings on the State/National Registers, along with other historically/architecturally significant resources not listed on the Registers. These resources range from structures dating back to the 1700's to the early-mid 20<sup>th</sup> century. Presently, the Commission offers recommendations for the protection of these resources. The Commission also offers comments on development applications, if applicable, for additional consideration by both the Planning and Zoning Boards.

The greatest concentration of historic resources is within the existing Village Center. Many historically and architecturally significant homes and homes converted into businesses line both sides of Route 79, near the School Road and Route 79 intersection. Unfortunately, portions of these buildings have lost their historic character through conversions into businesses and apartments. Often when attempting to modernize these buildings, historically significant architectural elements or the general construction of the buildings are compromised. The Historic Preservation Commission stressed the preservation of these buildings is relevant to the revitalization of the Village Center and the historic and architectural integrity of the remaining historic resources in the Township. If preserved, these buildings help maintain the historic fabric of the traditional Village Center, while generating opportunities for commerce and tourism.

The Commission noted there is a general lack of awareness by the public of the location of historic resources throughout Marlboro. Due to the significant amount of suburbanization in recent years, these resources have either been lost or gone unnoticed. As a result, the public has a tendency to overlook historic resources. It is these historically significant locations or buildings, which established Marlboro's heritage and identity as residents know it today.



### Issue #9: Education

The general community agreed that the public and private school systems in Marlboro offer excellent education programs and should continue to be promoted and maintained. Many residents noted these school systems are the reason they chose to live in Marlboro. The key obstacles the school systems face are the repercussions from additional residential development in the Township.

The parents of school-aged students noted that as the number of Special Needs children rises, separate programs for these students in schools and/or facilities are needed. Others expressed the need for full day kindergarten and the introduction of a Pre-K component into the public school system. The Board of Education would be the appropriate agency to consider these modifications.

### Issue #10: Industrial Uses

Light industrial uses within the Township are primarily located within the LI – Light Industrial Zone along Vanderburg Road. Various light industrial uses ranging from warehousing and distribution to construction are found in these areas, along with a mix of indoor commercial and recreation activity uses, such as ballet studios and cheerleading gyms. The Township and residents have expressed concerns regarding the effects of these recreation/commercial uses have in close proximity to light industrial uses. During the Visioning Process, it was noted that parking standards for these different uses can create problems in circulation within the shared developments and the overall safety of the children using these services. The operational times of the day for the dance studio and gymnasium uses are primarily after school and during the weekends. These potential conflicts include parking, loading, circulation, and timing.

There was also concern over the narrow turning radii for large scale trucks to maneuver at the intersection of Vanderburg Road and Route 79 (Village Center). This location is the main access to the industrial uses located along Vanderburg Road. Residents expressed concern regarding the traffic congestion created from this truck traffic, along with safety. While the location of the industrial uses might be appropriate due to proximity to Route 79 and Route 18 and the availability of land in that portion of the Township, the extent of future industrial development in the area should be considered.



### Issue #11: Emergency Services

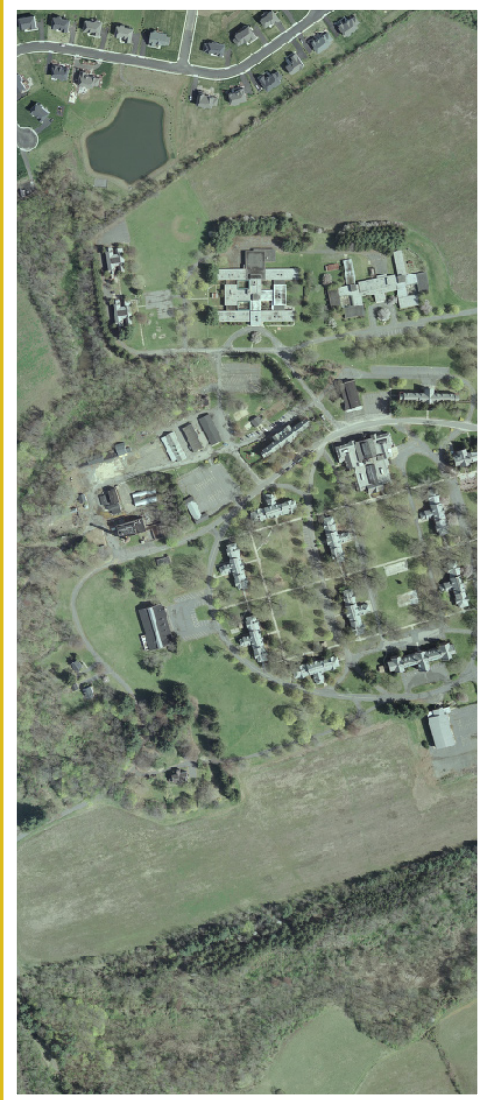
It was agreed among most during the Visioning Process that the types and amount of emergency services are adequate throughout Marlboro. The Township relies on these dedicated individuals to ensure the health, safety, and welfare of the community.

The key difficulty that all of the volunteer emergency services (fire and first aid) face are recruiting additional volunteers for the First Responders program and other emergency services. The continued excellent level of services available to the public requires volunteers. However, the problem in bedroom communities such as Marlboro is providing on call responders during the work day when most of Marlboro's residents have significant work commutes.

### Issue #12: Utilities

Presently, the capacities for both potable water and sanitary sewer are sufficient. The Township has been actively working with Monmouth County, the Western Monmouth Utility Authority, and the Bayshore Regional Sewer Authority in updating their sewer service areas.

The general wastewater policy of the Township is that sites not presently serviced by existing in-ground sewers and zoned Land Conservation (LC)/ALC (Agriculture Land Conservation) should not be in the Sewer Service Area, either WMUA or BRSA. The exceptions being certain affordable housing sites. Additionally, portions of lots not currently serviced by sewer and located within the Stream Corridor Preservation Residential zone should not be in the Sewer Service Area.





# ANALYZING THE TRENDS - FUTURE IMPACT





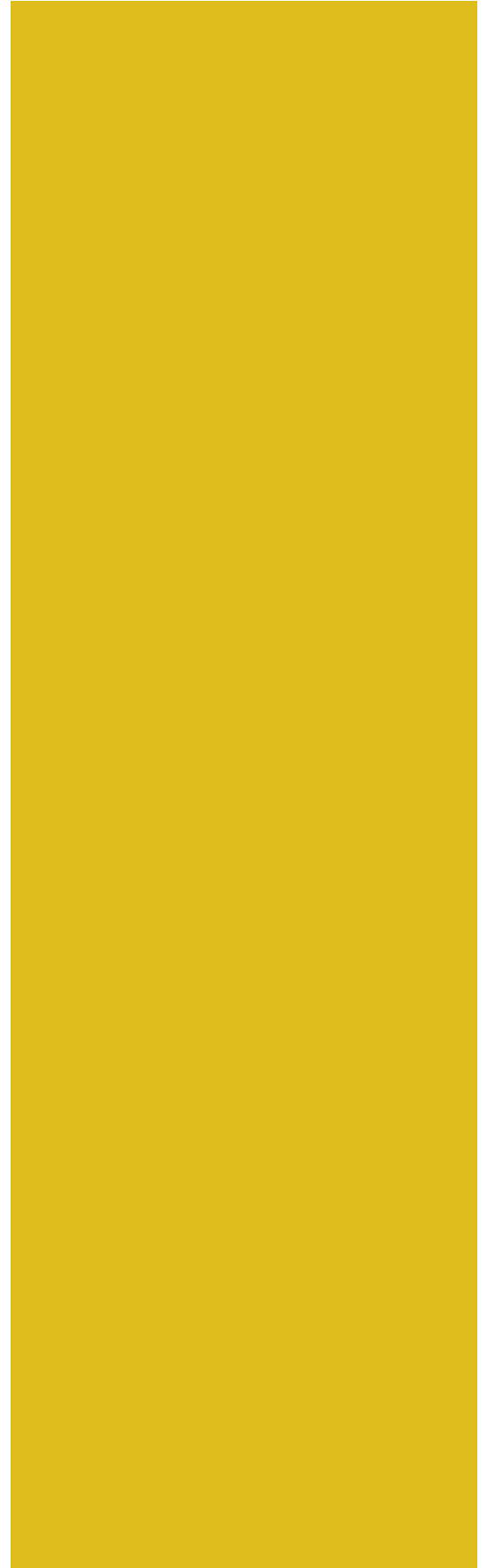
## Analyzing the Trends – Future Impact

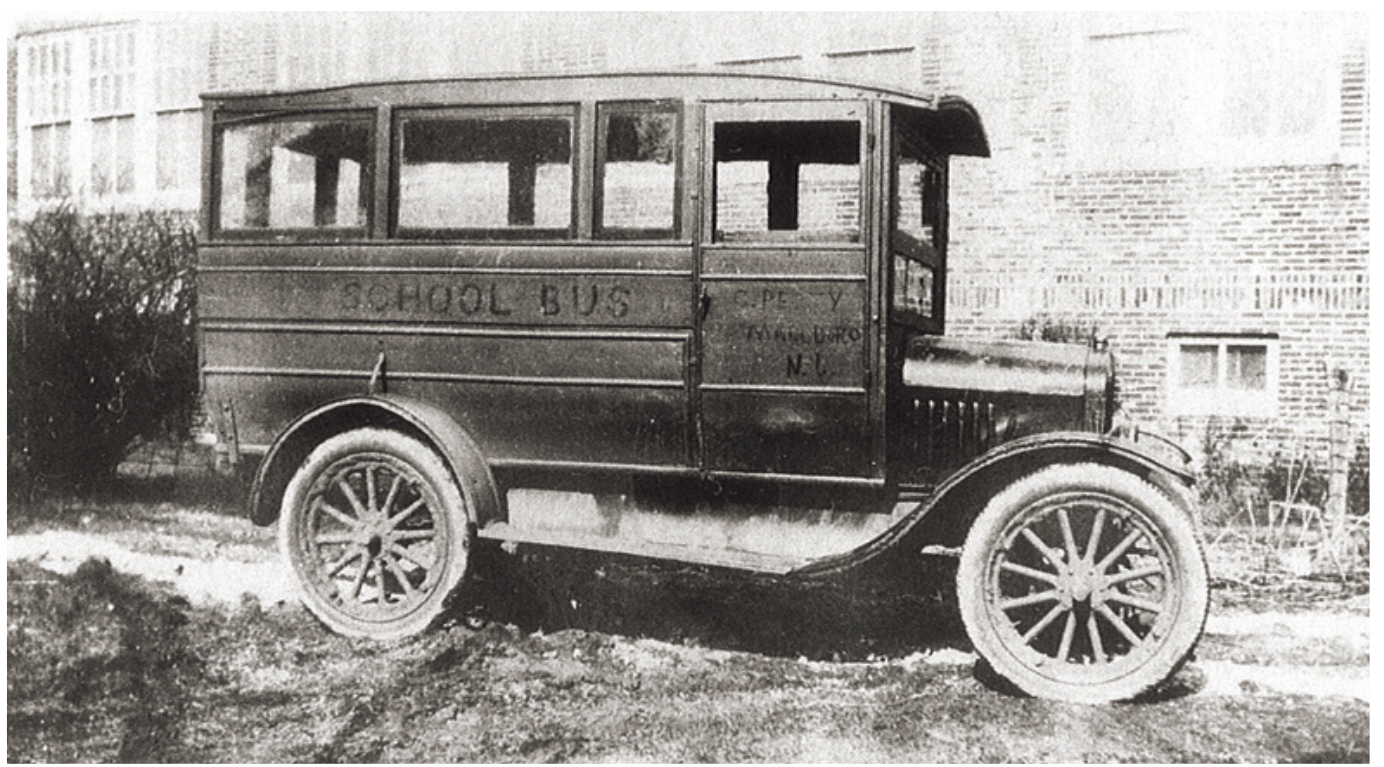
### Where Are We Going?

Based upon the findings and issues identified in the “Profiling the Community” section of the Plan, the next step in the Visioning Process is to analyze the trends occurring in Marlboro and begin to determine where the Township is headed if current trends continue. The goal of this phase is to determine the potential impacts of these trends, if they continue in the Township. Therefore, the question for this part of the process is “Where are we going?”

As identified in the Visioning Process, the key issues are the extent of residential development, a vanishing Village Center, a lack of unique and attractive local commerce, and traffic congestion throughout the Township. If these trends continue, the Township will become a fully built-out suburban bedroom community.

Based on these probable scenarios, it becomes quite clear the need for a sustainable community vision. The community agrees it is not pleased with the direction the Township is currently heading. Therefore, through the recommendations in the following section, a “preferred scenario” for Marlboro has been developed which will aid in creating a sustainable Township.







# GOALS AND OBJECTIVES





## Goals and Objectives

The following goals and objectives were based upon the results of the visioning process and review of relevant planning documents.

1. Promote a land use policy designed to create a “sense of place” in designated centers of activity, particularly in the Village Center.
2. Balance development opportunities with the established pattern of development and existing infrastructure, where appropriate.
3. Coordinate land use and transportation planning.
4. Create pedestrian and bike connections within the Township between and among residential neighborhoods, community resources, and commercial areas.
5. Create attractive gateways at entrances to identify the Township through upgraded land uses, streetscape improvements and signage.
6. Simplify the Township land use regulations.
7. Balance economic development with conservation/open space.
8. Use infrastructure (sewer service areas/water service areas) as a growth management tool.
9. Develop a comprehensive strategy for balanced development in the Township for affordable housing.

### Land Use

1. Maintain, preserve, and enhance the existing established residential character of Marlboro.
2. Avoid strip commercial development along Route 79 and other major streets.
3. Prevent continued residential sprawl.
4. Limit future residential growth.
5. Encourage properly designed commercial and industrial development.
6. Retain, and where appropriate, expand the low-density policy in the east, north and west central portions of the Township consistent with the State Development and Redevelopment Plan Planning Area 5 designation.
7. Reevaluate the boundaries, uses and standards in the industrial zones.



### Circulation

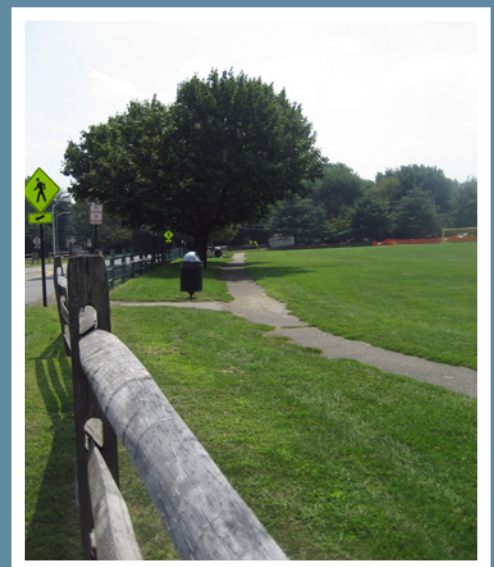
1. Take necessary measures to mitigate the effects of increased regional traffic.
2. Employ traffic calming measures to retain the character of the Township.
3. Ensure that the needs of bicyclists and pedestrians are met.
4. Provide wayfinding signage on major roads and at gateway locations to facilitate circulation and identify the route to key activity centers and destinations in the Township.
5. Monitor the effects of continued development on Township roadways.
6. Prepare a Township wide traffic study which should identify opportunities to implement context sensitive improvements.
7. Maintain the character of Route 79 as a two lane roadway.

### Community Facilities

1. Maintain and enhance the existing high level of community facilities consistent with the character and development of the Township.
2. Explore the possibility of creating a multipurpose community center.
3. Coordinate with the Board of Education to jointly use schools as community centers wherever feasible.
4. Explore shared services opportunities.

### Parks and Recreation

1. Maintain and expand the City's parks and recreation system to meet the recreation needs of Marlboro residents.
2. Preserve and enhance existing park and recreation facilities.
3. Complete the "missing link" in the Henry Hudson Trail in order to create a continuous accessible trail.
4. Identify locations for possible acquisition and/or development in order to address identified needs.
5. Encourage the creation of pedestrian and bicycle trails for recreation purposes as well as well as to provide linkages throughout the Township.
6. Continue to encourage the preservation of open space.
7. Explore the need for additional active recreation facilities.



8. Coordinate park and recreation plans with existing and planned Board of Education facilities.
9. Protect the most viable farm properties from development.
10. Investigate the use of Transfer of Development right for farmland preservation.
11. Promote agri-tourism and farm markets.

#### Conservation

1. Identify, protect and preserve environmentally sensitive natural features through sound planning and land use regulations.
2. Encourage the use of conservation easements on environmentally sensitive lands in private ownership to protect future disturbance.
3. Encourage the remediation of contaminated sites to enhance the local environment, protect residents and return vacant sites to productive use.
4. Promote energy conservation programs at the residential and Township level through the use of efficient energy consuming devices.
5. Promote and develop active and passive energy conservation approaches to reduce energy usage by the Township and new developments.
6. Create Green Building Standards and a Green Development Ordinance.

#### Historic Preservation

1. Encourage awareness and protection of Marlboro's cultural, social, and historic heritage.
2. Respect the Marlboro Village Historic District when making land use policies and decisions.
3. Recognize and preserve the historic character of the Township and continue to support the Historic Preservation Commission.
4. Encourage historic programming to educate residents and visitors about the Township's history.



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### Economic

1. Promote continued growth and development of the Township's economic base.
2. Plan for continued economic viability by strengthening the tax base through the encouragement of continued private investment and tax producing uses, which are consistent with community needs, desires, and existing development.
3. Encourage future commercial businesses and economic opportunities to locate along Route 9, within the proposed Village Center and at identified areas on Route 79.
4. Ensure that transportation, business and economic development retain a healthy relationship with the residential character of the Township.







# CREATING THE VISION- RECOMMENDATIONS



## Creating the Vision - Recommendations

### Issue #1: Limit Residential Development

In response to the Township's number one concern identified through the Visioning Process, several growth management techniques are recommended in order to address additional residential development.

#### 1. Manage Growth by Carefully Defining Sewer Service Areas

If a parcel does not have access to adequate public sewer service, the possibility for more intense development is limited. Therefore, it is recommended that the Township continue to work with the County, the Western Monmouth Utilities Authority (WMUA), and the Bayshore Regional Sewerage Authority (BRSA) and NJDEP to redefine the sewer service boundaries which furthers the Township objectives. As a general policy, parcels located in the LC and LC/AL zones should not be serviced or located in a sewer service area. These zones permit residential development on minimum lots of 5 acres and 10 acres respectively, which aids in curbing the amount of growth that can occur in these areas. The primary focus of these zones is conservation, not development.

#### 2. Comprehensively Revise the Land Development Ordinance

As the Visioning Process unfolded, it was apparent the Township's Zoning Ordinance is outdated, confusing and does not implement the Township development policies. Currently, the ordinance includes 44 different zoning districts. Many of these zones appear to have been created for certain developments. It is recommended that the Township comprehensively revise the Zoning Ordinance. The goal of these revisions will be to make the zoning ordinance more user friendly, serve as a growth management tool and more accurately reflect the land use/development policies of the Township.



3. **Create More Comprehensive Design Guidelines for Commercial and Residential Development**

During the Visioning Process, it had been mentioned that commercial and, to a certain extent, residential development lacks variety and creative detail. Especially with commercial development, many stressed the design of commercial developments were standard, repetitive, and dull. Design standards are recommended to be part of a comprehensive revision of the Township's land development ordinance. These standards will also help to ensure that new infill development is compatible in character with surrounding homes.

It is recommended that the Township establish a set of general design standards through a form based code/illustrated zoning that would apply throughout Marlboro and a set of more specific standards that would be applied in commercial districts.

**Issues #2 & #3: Mixed-Use Village Center and Economic/Commercial**

The residents stressed that the Township already has a Village Center; however, this area has challenges, which could preclude it from becoming a pedestrian-friendly and mixed-use environment. Conversely, this area also has positive aspects which can aid in making this area become an attractive "Village" center. The following recommendations focus on methods to enhance the existing Marlboro Village, while additionally spurring positive outcomes for other areas of the Township.

1. **Expand the existing Marlboro Village north on Route 79 and south to Route 18.**

It is proposed that the existing Marlboro Village boundaries be expanded along Route 79 towards the high school and south towards Route 18. (See the Proposed Village Center Opportunities Map).

The existing Marlboro Village serves as the core of this recommendation. The existing Marlboro Village should be revitalized with the introduction of a diversified series of specialty stores, entertainment uses, varied and unique restaurants, coffee



shops, professional businesses, and residential uses. Specific niche activities that serve the immediate population, as well as destination shoppers, would be created. Existing homes and businesses within Marlboro Village are encouraged to become part of this revitalization and can serve as a catalyst. Bus stops and public transportation opportunities would also be expanded throughout this area.

The introduction of mixed-use development and pedestrian-oriented design is also proposed for the expanded Village Center. These areas offer the opportunity to introduce new mixed-use development. Development would further enhance an attractive/functional physical environment conducive to shopping and public spaces programmed for special events.

Connections should be strengthened and created from the Village Center. It is anticipated that the existing residential neighborhoods and the high school would benefit from the revitalized services in Marlboro Village and the creation of new businesses, by providing pedestrian and/or bike connections to these developments.

Any existing brownfield and greyfield sites along Route 79 should also be analyzed for redevelopment. Brownfield/greyfield redevelopment presents a unique opportunity for the Township to reclaim and reuse potentially valuable land. A number of brownfield properties within the Township are either contaminated or suspected of contamination and continue to lie underutilized. There are also underutilized strip mall centers that may be appropriate for redevelopment and revitalization. This community Vision Plan recommends that the Township continue to aggressively pursue brownfield/greyfield redevelopment opportunities.

2. Prepare and adopt a form based zoning code for the Village Center.

Marlboro Township is a classic “sprawl” suburb that experienced rapid development with no comprehensive plan to guide it properly.



It is recommended that the new Village Center should be created using a Form Based Code which provides a mixture of uses and regulates both the horizontal and vertical attributes of development. Unlike traditional zoning which focuses on land uses, form based codes emphasize building types, dimensions, facades, and parking regulations. By rigidly separating land uses, zoning codes have often increased the auto dependency of communities while reducing their pedestrian friendliness. Improving accessible routes for public transportation is a crucial component of economic revitalization and quality of life for a wide range of ages within Marlboro. Limited transit connections not only inhibits access throughout the Township, but results in a higher reliance on the automobile. The Village Center and the form based code will promote use of the existing bus route on Route 79, provide opportunities for greyfield and brownfield redevelopment, and create linkages to the Henry Hudson Trail which extends from Freehold north to Keyport and then east to Atlantic Highlands. The proposed code will also preserve the historic character of the Township and offer a market for small local businesses located within walking distance of residential neighborhoods.

3. [Complete the Henry Hudson Trail and connect it to the Village Center.](#)

It is also recommended that the revitalized Marlboro Village should be connected to the Henry Hudson Trail, which is an ideal resource to promote pedestrian-oriented development and an alternate transportation/recreation route. The trail is being used for recreation purposes, is not fully complete in sections, and lacks sufficient parking. It is recommended options be explored to fully connect the trail and construct parking lots possibly near the airport and Stevenson Drive.

Further, connections from the former Hospital site and Big Brook County park to the Henry Hudson Trail are recommended. Creating these linkages will then provide the opportunity to link into the Village Center, truly making the Center a walkable, cyclist-friendly environment. Once completed, the Henry Hudson Trail will serve as a major recreational amenity, and the primary north-south “green” link in Marlboro.



These planned linkages to the Village Center, Henry Hudson Trail, and the former hospital property could function best as a network of integrated spaces linked together by other parks or trails. The Township should continue to move forward in implementing the Hospital Redevelopment Plan, along with its passive recreation uses and trails, which could tie into the Village Center and the Henry Hudson Trail. In addition, the Township should also identify and pursue other potential open space linkages.

4. [Work closely with the Economic Development Committee \(EDC\) to identify specific types of businesses and develop strategies to attract commerce.](#)

Although, this recommendation is targeted to attracting and promoting business in Marlboro Village, it also is appropriate throughout the entire Township.

The Economic Development Committee should develop a Marlboro Village Business Development Plan for different sectors of the Township, which identifies core businesses to build around, and targets clusters of complementary businesses to attract or grow. The Committee could team up with the Greater Monmouth Chamber of Commerce, business programs at local colleges, and possibly the New Jersey Small Business Development Center to aid in creating this plan. For Marlboro Village specifically, the Township could establish a Marlboro Village Center Coordinator, whose responsibility would be to coordinate business development in the Area. Other sectors of the Township, such as the Route 9 Corridor, could also benefit from this type of approach.

The Township should also focus on retaining and strengthening the existing businesses. It is recommended that the EDC establish or coordinate job training business development workshops and seek start-up grants to assist local residents in creating businesses for specific types of trades. A partnership with Brookdale Community College or Monmouth University for these training opportunities could be explored.



**Issue #4: Circulation**

Based upon the issues the residents have raised regarding circulation throughout the Township, the following recommendations are proposed:

1. Reevaluate the effectiveness of current bussing, shuttles, park and rides, and commuter parking.

Residents noted through the Visioning Process that shuttles, park and rides, and commuter parking are available; however, many mentioned the bussing/shuttle services are not adequately used or promoted. According to the public, while Marlboro has regular bus service, areas of the Township are not effectively served. It is recommended that the Township work with NJ Transit to identify underserved areas of the Township, so that bus routes and stops could be adjusted accordingly. In addition, it is recommended that Marlboro work with NJT to identify and develop a plan that provides accessible shuttle service and expanded bus service. A connection between the bus route along Route 79 and the Matawan train station should be considered.

It is also important for the Township to conduct a study for the need for additional park and ride/commuter lots and shared services with adjacent towns. A mix of responses was generated from the Visioning process regarding the issues associated with these services. The public noted the park and ride/commuter parking lots are heavily used and there is a need for additional spaces.

2. Conduct a comprehensive review of the Township's road network and identify opportunities to implement contextual sensitive improvements.

It is recommended that the Township conduct a comprehensive review of the Township's road systems and offer potential solutions to these problems.



During the Visioning Process, traffic issues and roadway improvement suggestions were identified. The comprehensive traffic study would include:

- Identification and description (qualitative and quantitative) of traffic problems
- Identification of potential solutions
- Actions to be taken to address problems
- Responsible entities

Transportation recommendations will seek to use a “Context Sensitive Solution” approach and include a strategy for traffic calming and coordination with land use plans.

Both the County’s Route 79 Transportation Study and its Western Monmouth Management Plan emphasize the revitalization of the Route 9 and Route 79 corridors. The Route 79 Corridor Study has already identified the following congestion hot spots and intersection problems along Route 79.

- School Road:
- Newman Springs Road (CR 520):
- Ryan Road:
- Vanderburg Road:
- Wyncrest Road:
- Tennant Road and Lloyd Road:
- High School/Quincy Street:

It is recommended the Township work closely with the County on implementing its goals and objectives as they relate to the Marlboro portions of the Route 9 and 79 corridors.

### 3. [Create a Township-wide Bike/Pedestrian Plan](#)

It is recommended that a bike/pedestrian plan be created for the Township. As the Town begins these efforts, it is crucial to improve existing pedestrian connections and to establish new pedestrian connections between recreational facilities, community facilities, residential areas, and commercial areas. With this in mind, this Community Vision Plan proposes a formal Township bike and





pedestrian plan be created to identify specific sites where sidewalks, connections, and gateways are needed. Proposed pedestrian connections can potentially serve as bicycle connections as well.

It is recommended that pedestrian connections between adjacent commercial uses on Route 9 and residential developments located to the rear of these uses be established. High priority pedestrian connections were identified in the Western Monmouth Development Plan as south of the intersection of Union Hill Road and Route 9 and along Route 79 from Route 520 to Route 18.

**Issue #5: Parks/Recreation**

The parks and recreation programs are widely used and popular throughout Marlboro. However, because of the success of these programs, the various facilities and parks are experiencing growing pains. Existing fields and facilities are at capacity, adequate and available parking is an issue, and the Henry Hudson Trail is incomplete and lacks sufficient parking.

**1. Continue to support the Recreation Improvement Committee**

The Recreation Improvement Committee is active in inventorying the Township facilities and fields to identify maintenance needs and scheduling concerns, while planning for the future of the various programs and facilities. The Township should continue to evaluate the need and possible location for a new facility, and evaluate the condition of existing parks/facilities/fields. The last Recreation Inventory was completed in 2004 and offered recommendations up to 2009. Presently, the Township is in the process of revising and updating the plan.

**2. Encourage the construction of a Multi-purpose Facility**

Various options have been identified as potential locations for a new multi-purpose facility in the Township. It is recommended the Township consider the construction of this facility within the redevelopment of the former hospital site. This site has been planned for passive and recreational uses, which offers an appropriate place for a new facility. The facility would include recreational programs, Senior services, and community programs/services. This is also an



appropriate location for the facility, due to its proximity to Big Brook Park. Open space linkages and trails could be created to link these two areas, which would create a unique recreational opportunity for the Township.

This idea is in compliance with the County's Growth Management Guide's Policy which encourages "the provision of public "greenways" along stream corridors for natural resource and wildlife habitat protection and for limited recreation." Similarly, one of the Hospital Redevelopment Plan's goals is "To work with the Monmouth County Parks System and other open space/conservation groups in order to maximize the preservation of open space, and environmentally sensitive areas."

3. **Promote the Henry Hudson Trail through improved access and parking**

The Henry Hudson Trail is a recreational asset to Marlboro. To further promote its use, improved access to the trail and parking availability is necessary. Therefore, it is recommended the Township support the M.O.M. Committee which is an advocate for improving access and identifying suitable areas for parking. The Township should work with the County to evaluate and implement short/ long term strategies to complete the Henry Hudson Trail from Allen Road to Station Road.

**Issue #6: Environmental/Sustainability**

As expressed during the Visioning Process, the environment is an increasingly hot topic. The first step in addressing this issue is to prepare the Township and educate the public on how to become a sustainable community. It was suggested the creation of a Green Development Ordinance, with green building standards be completed, while educating the public on renewable resources and associated programs.



1. Become certified with the “Sustainable Jersey” program.

“Sustainable Jersey is an initiative of the New Jersey State League of Municipalities’ Mayors’ Committee for a Green Future, the Municipal Land Use Center at the College of New Jersey, The New Jersey Sustainable State Institute at Rutgers University, the NJ Department of Environmental Protection, the Rutgers Center for Green Building, the New Jersey Board of Public Utilities, and a coalition of NJ non-profits, state agencies, and experts in the field.”

The “Sustainable Jersey” initiative is “a certification and incentive program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.” This certification requires municipalities to implement certain “actions,” which “address issues such as global warming, pollution, biodiversity, buying locally, community outreach, green building, and sustainable agriculture.” Presently, the Township has registered for this certification program. The Township will be fully certified after completing at least 100 action points. Grants, financial incentives, and training sessions are available through the program to aid in obtaining certification. The actions that the Township has applied for points towards certification are:

- Create a Green Team (10 points)
- Community Education and Outreach (10 points)
- School Programs and Partnerships (10 points)
- Anti-Idling Education and Enforcement Program (10 points)

2. Create a Green Building and Environmental Sustainability Element for the Master Plan.

The Township is proposing an amendment to the Master Plan to include a Green Building and Environmental Sustainability Element per recent amendment to MLUL authorizing inclusion of this element (see PL2008, c.54 (A1559 1R)). While the existing Elements of the Master Plan contain goals, policies, and implementation programs that promote environmental sustainability, the Green Building Element will provide a targeted proactive comprehensive policy framework to guide the Township’s green efforts and provide a foundation upon which to build future programs and practices.



Specifically, the plan will incorporate greenhouse gas reduction policies, targets and actions.

3. **Educate the Public.**

The “green” movement is becoming a household topic over the past years, which aids in the Township promoting this interest. However, it is crucial to clarify and explain the meaning and benefits of the “green” movement to the general public. A possible solution is to partner with “green” organizations to promote and provide educational programs on renewable resources that can be implemented at home, the workplace or school. If these ideas are presented in a realistic and practical manner, the public will be able to put these methods easily into practice.

A reasonable approach to educate the public is to enact the “Community Education and Outreach” action of the Community Partnership and Outreach category in the Sustainable Jersey initiative. Components of this action include a toolkit aimed to educate “municipal staff, residents, and the business and non-profit sectors of the community about the need for sustainable choices and behaviors. In addition, the municipality itself can model and share sustainable practices, such as conserving energy, green purchasing, recycling, etc.” A successful public outreach effort will aid in providing Township residents with sustainable practices to not only be conducted throughout the community, but also in their own home.

3. **Collaboration with the Environmental Commission and the Sustainable Jersey “Green Team.”**

The Township’s Environmental Commission is already active in seeking methods to protect and enhance the environment. It is recommended the Township support the Environmental Commission and the newly established “Green Team” in obtaining certification in the Sustainable Jersey program.



**Issue #7: Open Space/Farmland Preservation**

It is recommended that the Township continue its preservation efforts both through open space and farmland preservation.

1. Review and update the Township 2001 Open Space and 2006 Farmland Preservation Plans.

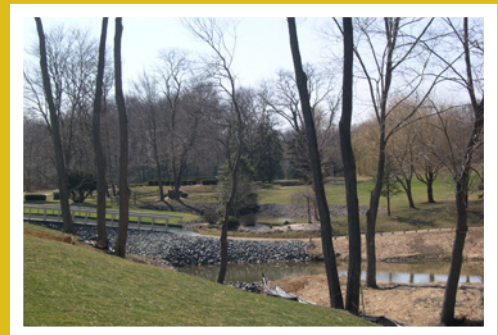
These types of plans are important to the success of preserving the remaining open space and farmland in the Township. The plans should be continually updated, as necessary. Presently, Marlboro has instituted a program for preserving lots for the future, identified by signage placed on the property.

The County's Municipal Open Space Program is also available for cooperative projects with Monmouth County municipalities. The Open Space/Farmland Committee should continue seeking funding for both land acquisition and development for park, recreation, and open space purposes from all relevant programs.

2. Promote existing farmland as both an economically beneficial use and an attractive amenity

Preserving farmland can economically benefit the community as a whole. The preservation of existing farmlands and agriculture provides the opportunity for viable local farm markets to benefit the local economy, while conserving resources. These markets can also offer a healthier and less expensive alternative to conventional grocery store produce. Often known as "agri-tourism," this form of commerce promotes a wide variety of options including the sale of locally grown produce at traditional roadside stands, along with a variety of other family-based activities such as corn maze festivals, berry picking, cut-your-own flower farms, feed/pet farm animals, and educational tours for local schools. It is recommended the Open Space and Farmland Preservation Committee coordinate with local farms when considering these options.

Where possible, it is recommended the Township preserve farmland and open space in the largest contiguous blocks possible.



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### Issue #8: Historic Resources

Marlboro Township has a rich history. Historic resources range from historic farmsteads and a train station to architecturally significant homes, businesses, schools, cemeteries, and places of worship.

1. [Continue to support the Historic Preservation Commission](#)

The Historic Preservation Commission is comprised of nine members, appointed by the Mayor for three year terms, which have an interest in local history, a background in historic preservation, and are dedicated to preserving the Township's history. Members provide expertise and assistance in development application reviews, along with the management and preservation of historic resources. It is recommended the Township continue to support this Commission through establishment of appropriate historic architectural design standards, which guide the design of new development and buildings additions/alterations. Further, the commission should continue to sponsor educational programs and activities.

2. [Update the Historic Preservation Plan Element](#)

The Township adopted its Historic Preservation Ordinance in 2005. This ordinance established the Historic Preservation Commission, preservation-based regulations, and the power to designate local historically significant resources and historic districts. In addition to this ordinance, it is recommended the Township create and adopt a Historic Preservation Plan for the Township. As mentioned by many Commission members, the creation of the plan will aid in organizing their efforts for the immediate timeframe, but also for the future.



3. Create programs for better awareness of historic resources present in the Township and their importance to the community.

In collaboration with the Historic Preservation Commission, it is recommended the Township continue to encourage local stewardship of its historic resources. During the Visioning Process, it was determined better public outreach was needed to promote these initiatives.

The introduction of historic preservation can begin in the classroom. The National Park Service offers lesson plans on historic resources throughout the Nation. Teachers could adapt these plans to teach about local historic resources. Archaeology could also be incorporated into these plans, since the presence of fossils and related material has already been found throughout the Township. For adults, the development of tours, workshops, and preservation-related events featuring local historic resources can be planned. It is recommended the Historic Preservation Commission lead these programs and coordinate with Township schools, citizen groups, and local historians.

**Issue #9: Education**

As identified through the Visioning process, the education system in the Township has an excellent reputation and should be encouraged and sustained.

1. Promote a continuing strong working relationship between the Board of Education and the Township.

A close partnership consists of the sharing of resources and services between the Board of Education and the Township. It is important that the Board of Education's Facilities Master Plan be coordinated with the Township Master Plan and Land Use ordinance.



The Township and school system should also coordinate maintenance and use of playing fields shared between the schools and the Township recreation programs. This coordination could aid in addressing the issues of scheduling and the overall condition of the fields.

2. Promote the educational opportunities that the Township's schools currently offer.

Marlboro's school system has a respected and highly regarded reputation for excellence. The Township should support and encourage the various educational activities, curriculums, and PTA programs endorsed and sponsored by the Township's schools.

#### Issue #10: Industrial Uses/Brownfields

It was noted during the visioning process that indoor commercial recreation uses are locating in the industrial zones. This can create conflicts particularly with respect to parking.

The presence of possible contamination within existing industrial zones was an area of concern that was generated from the Visioning Process. The cleanup of these areas was considered important if in the future these sites are slated for redevelopment.

1. Reevaluate the suitability of permitting indoor commercial recreation activity in the industrial zones.

There have been a number of development applications to permit indoor commercial recreation uses in the Industrial Districts. It appears these uses within these Districts have potentially created conflicts (e.g. parking, circulation) with the industrial uses. It is recommended that the Industrial District standards including permitted uses and parking be reviewed. While the need for space for indoor commercial recreation activities may be appropriate to address these issues should be evaluated in light of the current industrial district.





2 Continue to promote the remediation of brownfields in industrial areas.

According to the Environmental Protection Agency (EPA), the term “brownfield site” means “real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” Adhering to the Township’s policy of focusing future development on previously disturbed sites, the continual cleanup of existing brownfields is essential, especially in industrial areas. Unattended, idle brownfield sites create environmental concerns and potential lawsuits. As a result, new development is often led to choose underdeveloped lands (greenfield sites) for construction, which ultimately encourages sprawl. Revitalized and cleaned brownfields not only within existing industrial areas, but outside of these zones, can bring new life to surrounding neighborhoods and businesses. Most importantly, reinvesting into these areas takes the development pressure off the Township’s open space lands and environmentally sensitive areas.

A possible step to begin remediating brownfield sites throughout the Township is to coordinate with Monmouth County’s Brownfield Redevelopment Program. The program includes procedures to develop an inventory of sites, site investigation, remediation activities, and citizen participation. In addition the associated laws governing brownfields redevelopment and financial incentives to encourage this form of redevelopment are also offered. In addition, the Environmental Protection Agency (EPA) offers a wide variety of grants including: assessment, revolving loan funds, job training, and clean up. The agency also provides technical assistance for remediation activities, sustainable management approaches, land use regulations, and background legal principles.



**Issue #11: Emergency Services**

Generally, it was felt the emergency services provided throughout the Township were adequate, but should always be monitored, since these types of services are vital to the Township. It is recommended the Township adhere to the following recommendations to ensure these services are satisfactory to the needs of the community.

1. Continue to promote all emergency and policing services in the Township, while striving to enhance their programs, to ensure the safety and welfare of the Township.

The Township is encouraged to support the emergency services in Marlboro through the promotion of the established Emergency Operations Plan and emergency management ordinances.

2. Promote the need for volunteers for 1<sup>st</sup> Response and any other emergency service.

Volunteer-staffed organizations are always in need of extra participants to carry out their services, especially the First Response team. It had been expressed through the Visioning Process that this particular emergency service was in particular need of volunteers. It is recommended the Township coordinate with the First Response Team to attract new participants, along with extending this coordination with the Township's other vital emergency services.



Issue #12: Utilities

It was strongly stressed, during the Visioning process, that additional development will impact the capacity of utilities within Marlboro. Therefore, as a growth management tool, it was proposed to restrict residential development in Marlboro by limiting utility services to undeveloped areas.

1. Use infrastructure (sewer service areas/water service areas) as growth management tools.

The general wastewater policy of the Township is that sites not presently serviced by existing in-ground sewers and zoned Land Conservation (LC)/ Agricultural/Land Conservation (A/LC) should not be located in either the WMUA or BRSA Sewer Service Areas. Additionally, portions of lots not currently serviced by sewer and located within the Stream Corridor Preservation Residential (SCPR) zone should not be located in the Sewer Service Area.

2. Collaborate with the County and utility companies on compatible sewer service areas and water supply.

Presently, the Township is coordinating with the County, the WMUA, the BRSA, and NJDEP to manage sewer service areas throughout Marlboro. Results from this collaboration will be reflected in a revised County Wastewater Management Plan. Through these efforts, the Township's concern over unintended growth and the associated consequences will hopefully be sufficiently addressed.





# IMPLEMENTATION





## Implementation Plan

The Implementation Plan is broken down into two parts – Implementation Strategies/Timetable and a Funding Plan. The Implementation Strategies/Timetable establishes the implementation agent as well as the general timeline for action on the following action strategies. These strategies are taken from the objectives outlined in this Plan.

The implementation agent identifies the general level of responsibility for implementing the strategy. The timetable is broken down into three levels: Short-term (within 6 months); Medium-term (from 6 months to 18 months); Long-term (from 18 months to a strategy that should continue on an ongoing basis).

### Implementation Strategies/Timetable

#### Land Use, Zoning and Planning

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>• Manage growth by limiting water and sewer availability.</li> </ul>	Mayor, Council, Planning Board, County, NJDEP, WMUA, BRSA, and Township Engineer	Short Term
<ul style="list-style-type: none"> <li>• Comprehensive revision of Land Development Ordinance.</li> </ul>	Mayor, Council, Planning Board	Medium Term
<ul style="list-style-type: none"> <li>• Design a form based code/illustrated standards.</li> </ul>	Mayor, Council, Planning Board	Medium Term
<ul style="list-style-type: none"> <li>• Expand upon existing Marlboro Village north on Route 79 &amp; south to Route 18 to introduce a Mixed-Use Village Center.</li> </ul>	Mayor, Council, Planning Board, Econ. Dev. Comm.	Medium Term
<ul style="list-style-type: none"> <li>• Continue to coordinate with County's Route 79 Corridor Plan.</li> </ul>	Mayor, Council, County, Planning Board	Long Term

Economic/Commercial

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>• Work closely with the Economic Development Committee (EDC) to identify specific types of businesses &amp; develop specific strategies to attract commerce.</li> </ul>	Mayor, Council, Econ. Dev. Comm.	Short Term
<ul style="list-style-type: none"> <li>• Develop a Marlboro Business Development Plan for different sectors of the Township, which identifies core businesses to build around, and targets clusters of complementary businesses to attract or grow.</li> </ul>	Mayor, Council, Econ. Dev. Comm.	Long Term
<ul style="list-style-type: none"> <li>• Coordinate with the Greater Monmouth Chamber of Commerce, business programs at local colleges, and the NJ Small Business Development Center.</li> </ul>	Econ. Dev. Comm.	Short Term
<ul style="list-style-type: none"> <li>• Establish a Marlboro Village Center Coordinator, who is either a member of the EDC or outside of the Committee, whose responsibility is to coordinate business development in the area.</li> </ul>	Mayor, Econ. Dev. Comm., V.C. Coordinator	Medium Term
<ul style="list-style-type: none"> <li>• Establish or coordinate job training business development skill workshops and seek start-up grants to assist local residents in creating businesses for specific types of trades. Partnership with Brookdale Community College or Monmouth University for these training opportunities.</li> </ul>	Econ. Dev. Comm. and local colleges	Medium Term



Circulation

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>• Work with NJ Transit to identify underserved areas of the Township, so that bus routes could be adjusted accordingly.</li> </ul>	NJ Transit, Township Engineer	Short Term
<ul style="list-style-type: none"> <li>• Partner with NJ Transit and the County to identify and develop a plan that provides shuttle services and expanded bus service.</li> </ul>	NJ Transit, County, Township Engineer	Short Term
<ul style="list-style-type: none"> <li>• Conduct a comprehensive review of the Township's road network &amp; identification of opportunities to implement contextually sensitive improvements.</li> </ul>	Town Council, County and State	Long Term
<ul style="list-style-type: none"> <li>• Coordinate with the County to implement Route 79 Plan improvements.</li> </ul>	NJDOT, County, Township Engineer	Long Term

Parking

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>• Conduct a study for the need for additional park and ride or commuter lots and shared services with adjacent towns.</li> </ul>	Mayor, Council, Adjacent Towns	Short Term
<ul style="list-style-type: none"> <li>• Develop a parking strategy that balances employee, merchant, and commuter parking (shared services).</li> </ul>	Mayor, Council, Planning Board	Long Term
<ul style="list-style-type: none"> <li>• Consider establishing a Parking Committee to develop and manage Town parking resources.</li> </ul>	Mayor and Council	Long Term
<ul style="list-style-type: none"> <li>• Collaborate with the County in implementing their Regional Vision (Western Monmouth Development Plan) for expanding commuter parking.</li> </ul>	Mayor and Council, Parking Committee, County	Long Term

## Parks and Recreation

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>Continue to support the Recreation Improvement Committee by identifying the need for a new facility, appropriate location, facilities inventory, &amp; evaluation of condition of existing parks/facilities/fields.</li> </ul>	Mayor, Council, and Recreation Improvement Comm.	Short Term
<ul style="list-style-type: none"> <li>Complete the “missing link” of the Henry Hudson Trail and coordinate with the county and other participating municipalities to complete the entire network.</li> </ul>	Mayor, Council, Planning Board, M.O.M. Comm.	Medium Term
<ul style="list-style-type: none"> <li>Create a Township-wide Bike/Pedestrian Plan.</li> </ul>	Mayor, Council, Planning Board	Short Term
<ul style="list-style-type: none"> <li>Reevaluate the Township Recreation and Open Space Inventory (ROSI) to assure consistency with Township objectives.</li> </ul>	Recreation Improvement Comm.	Short Term
<ul style="list-style-type: none"> <li>Add Township-owned Block 159, Lot 1 and other lots participating in the Township’s conservation program onto the ROSI.</li> </ul>	Recreation Improvement Comm.	
<ul style="list-style-type: none"> <li>Encourage the construction of a multi-purpose facility within the redevelopment of the former hospital site.</li> </ul>	Mayor, Council, and Recreation Improvement Comm.	Long Term

## Environmental

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>Obtain certification under the “Sustainable Jersey” program.</li> </ul>	Mayor, Council, and Environmental Comm.	Medium Term
<ul style="list-style-type: none"> <li>Prepare and adopt a Sustainability Element as part of the Township Master Plan.</li> </ul>	Planning Board	Short Term
<ul style="list-style-type: none"> <li>Create and adopt Green Building Standards and a Green Development Ordinance.</li> </ul>	Mayor, Council, Environmental Comm., Planning Board	Short Term
<ul style="list-style-type: none"> <li>Educate the public through “Sustainable Jersey” and partnering with other “green” organizations in the area, which provide educational programs.</li> </ul>	Environmental Comm.	Short, Medium, Long Terms
<ul style="list-style-type: none"> <li>Support the works of the Environmental Commission and the “Green Team,” established through participation in “Sustainable Jersey.”</li> </ul>	Mayor, Council, Planning Board	Short, Medium, Long Term

Open Space, Farmland, and Historic Preservation

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>Continue to implement and update the Open Space/Farmland Preservation Plans.</li> </ul>	Mayor, Council, and Open Space/Farmland Preservation Comm., Planning Board	Medium Term
<ul style="list-style-type: none"> <li>Support limited utilities in conservation-zoned areas throughout the Township.</li> </ul>	Mayor, Council, Open Space/Farmland Preservation Comm., Township Engineer, County, WMUA, and BRSA	Short Term
<ul style="list-style-type: none"> <li>Collaborate with and seek funding through the County's Open Space Program and any other County, State-affiliated programs.</li> </ul>	Mayor, Council, and Open Space/Farmland Preservation Comm., County, State	Short Term
<ul style="list-style-type: none"> <li>Promote existing farmland as both an economically beneficial use and an attractive amenity ("agri-tourism")</li> </ul>	Open Space/Farmland Preservation Comm., and local Township farms	Short Term
<ul style="list-style-type: none"> <li>Continue to support the Historic Preservation Commission.</li> </ul>	Mayor, Council, Planning Board	Long Term
<ul style="list-style-type: none"> <li>Create a Historic Preservation Plan.</li> </ul>	Mayor, Council, Planning Board, and Historic Pres. Comm.	Short Term
<ul style="list-style-type: none"> <li>Create programs for better awareness of historic resources present in the Township and their importance to the community. Support school-based programs.</li> </ul>	Mayor, Council, Planning Board, and Historic Pres. Comm.	Short Term

Education

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>Partner with the Board of Education both in terms of facility use and maintenance and long term planning.</li> </ul>	Mayor, Council, and Board of Education	Long Term

Industry

Action Strategy	Implementation Agent	Timeline
<ul style="list-style-type: none"> <li>Reevaluate use, bulk and parking standards in the industrial zones.</li> </ul>		Short Term
<ul style="list-style-type: none"> <li>Continue to remediate contaminated sites.</li> </ul>	Mayor, Council, County	Long Term



# POTENTIAL FUNDING SOURCES





## Potential Funding Sources

Program Name	Description
Entrepreneurial Training Institute	An eight-week program offered by the New Jersey Economic Development Authority (EDA) to help new and aspiring entrepreneurs learn the basics of operating a business. Business plans critiqued by professionals in the field. Graduates may apply for financing through the Small, Minority-owned, Women owned business fund and other funding sources.
Environmental Opportunity Zones	Created through a municipal ordinance, EOZ's enable the ability to offer tax abatements for up to 15 years. In exchange, the owner/developer must remediate the property. The municipality receives incremental payments in lieu of taxes based on a pre-remediation assessment.
Federal Land and Water Conservation Fund	Provides monies to federal, state and local governments to acquire land, water and conservation easements on land and water.
Main Street New Jersey	Technical assistance provided by nationally recognized professional downtown revitalization program providing business communities with the skills and knowledge to manage their own business districts. Improves the local economy, as well as the appearance and image of traditional downtown, through the organization of business people, local citizens and resources.
New Jersey Environmental Infrastructure Trust	Provides low-cost financing for the construction of projects that enhance and protect water resources. Also available for land acquisition projects that help protect water resources.
New Jersey Historic Trust Historic Preservation Revolving Loan Fund	For preservation, improvement, restoration, rehabilitation and acquisition of historic properties. Currently, the maximum available loan is \$370,000. The interest rate on these loans is no more than 4%.
Special Improvement Districts (SIDs)	Provides assistance to New Jersey's downtown and business centers.
NJDEP Green Acres Program	To acquire and/or develop municipal or county land for public recreation and conservation purposes.

Program Name	Description
National Recreational Trails Program	To provide financial assistance for developing and maintaining trails and trail facilities. Trails can be for non-motorized, multi-use and motorized purposes.
New Jersey Historic Trust Historic Preservation Capital Trust Preservation Grant	For the stabilization, repair, restoration, adaptive reuse and improvements to cultural or historic properties, including adapting for increased accessibility.
Hazardous Discharge Site Remediation Fund	To provide grants to public entities (municipalities, counties, and redevelopment entities) for 100% of the costs of the investigation and a portion of the costs (25% to 75% depending on the end use) of the cleanup of contaminated sites identified as areas specifically in need of redevelopment. To provide grants to public entities for 75% of the costs to cleanup contaminated sites specifically located in a designated Brownfield Development Area (BDA). To provide loans to public entities (individuals, corporations, businesses, etc.) for the cleanup of contaminated sites in need of redevelopment.
NJDOT Bikeway Grant Program	To provide funds to counties and municipalities to promote bicycling as an alternate mode of transportation in New Jersey.
NJDOT Safe Streets and Neighborhoods Grant Program	To provide funding to eligible cities and municipalities for Advanced Traffic Management Systems (ATMS) that will allow communities to better manage congestion and incidents at key intersections, improve transportation mobility, efficiency and safety, and provide timely information to emergency operation centers through the installation and integration of traffic and surveillance cameras.



Program Name	Description
Transportation Enhancements Program	To foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction. Selection of TE projects involves the participation of civic and environmental groups, the transportation community and other government organizations such as the state's Metropolitan Planning Organizations.
Farmers Market Promotion Program	To help improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities.
Sustainable Agriculture Research and Education Funding	To fund research and education that helps build the future economic viability of agriculture in the United States.
NJ Redevelopment Investment Fund	Offers direct loans, real estate equity, loan guarantees and other forms of credit enhancements.

