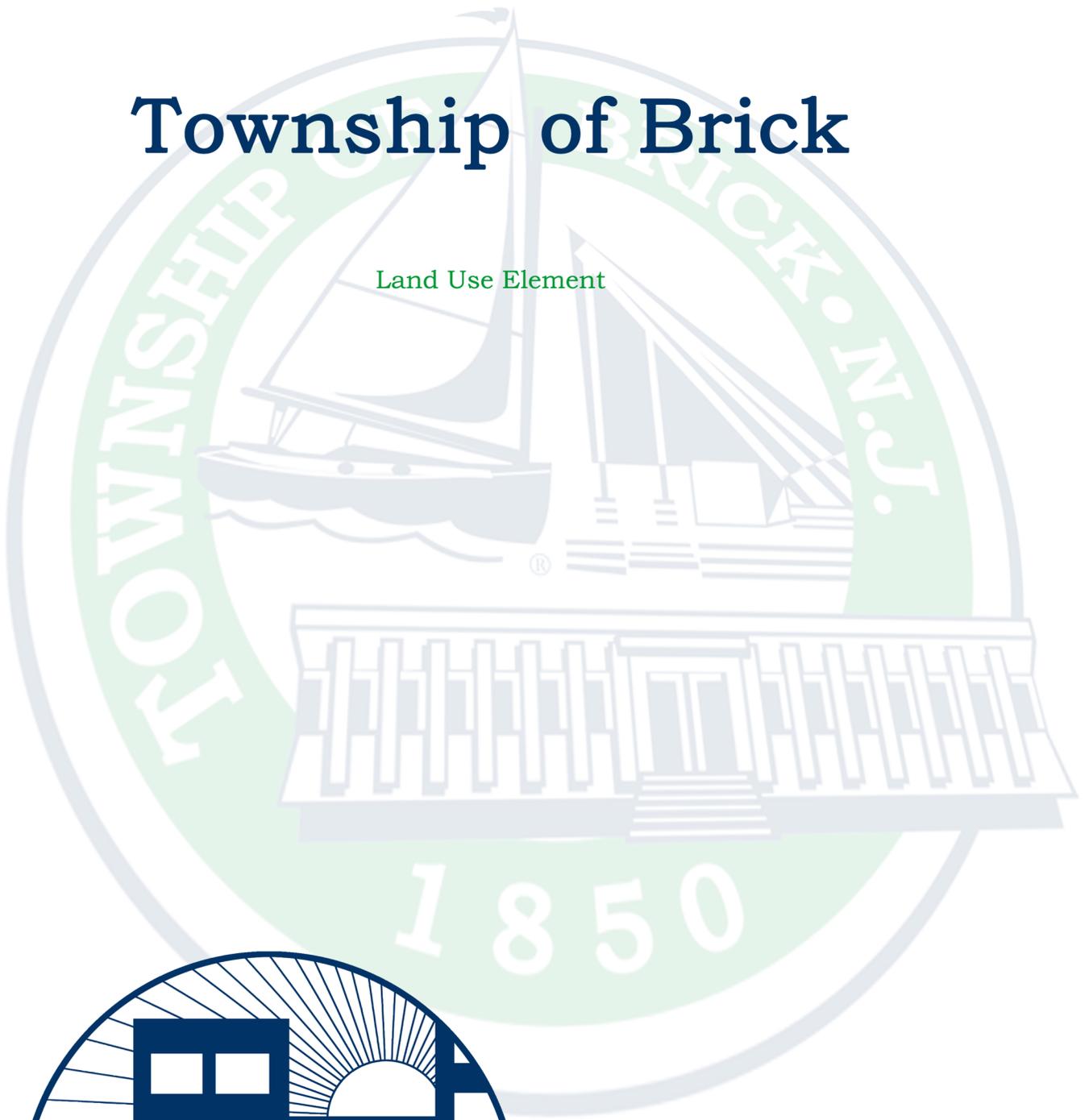


Township of Brick

Land Use Element



Township of Brick
Division of Land Use and Planning
401 Chambers Bridge Road
Brick, NJ 08723



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Land Use Element

Introduction

The Land Use Plan for the Township of Brick is a guide for the future physical, economic, social and recreational development of the Township’s remaining vacant land and for the redevelopment of inappropriately developed or substandard property. This Plan was prepared with an emphasis on the continued preservation of open space within the Township in an effort to sustain the current environment and quality of life for its residents. In addition, this Plan was prepared to be consistent with the State Development and Redevelopment Plan. The goal of township to be consistent with the State Plan is achieved by incorporating the requirements of the State Plan Endorsement process into the Land Use Plan and other appropriate Elements of this Master Plan. To ensure consistency with the State Plan, the Township’s Land Use Plan mapping was designed to be consistent with the State Plan Map identifying areas for Suburban Land Uses (PA2) and Environmentally Sensitive Lands (PA5) to be consistent with residential, commercial and public lands. The Initial Plan Endorsement submission has been appended to this Master Plan update.

The vast majority of the Township is presently developed, with few large parcels of vacant developable land remaining. This Master Plan update has identified the most environmentally sensitive vacant and underdeveloped parcels and designated them as areas for conservation or limited recreation. Preservation of these lands will increase recreational opportunities while also protecting the natural environment.

This plan also addresses the economic needs of the community when examining the vacant commercially zoned properties within the Township by determining the most appropriate uses of those lands. However, consideration has been given to preservation of vacant commercially zoned property if there is the potential for significant negative impacts associated with such development.

Redevelopment will be considered for sites or areas such as but not limited to those containing obsolete buildings or layouts, known health or safety issues, or lands not likely to be developed by reason of location, remoteness or lack of access. If the township chooses to formally redevelop a targeted site or area, it must follow the statutorily defined process set forth in the Local Redevelopment and Housing Law. Several of the sites within the Township which are suitable for redevelopment or Smart Growth development lie within Township’s designated Center, to be labeled “Brick Town Center” as depicted on the Land Use Plan Map. Four sites within the Brick Town Center have been slated for Mixed Use development or redevelopment through the creation of an Overlay Zone, as described subsequently in this Plan.

Land Uses

The Township is divided into six broad land use categories: Residential, Commercial, Office/Professional, Hospital Support, Industrial and Semi-Public/ Public. The Brick Town Center overlays portions of all the aforementioned categories. In addition, certain areas within the various land use categories have been identified for redevelopment consideration. The following identifies and describes these categories including the Brick Town Center:



Brick Township has established extensive residential development patterns throughout the community. Of the total developed land area, the vast majority consists of various residential uses. The objective of the land use plan, as it pertains to residential development, is to provide appropriate strategies for the small residential tracts of vacant land and to permit the reasonably conforming infill of existing single-family residential neighborhoods to appropriate density standards, while preserving the larger tracts. The plan also provides areas for future affordable housing sites and mixed use development.

The overall residential development plan is to allow for flexibility in design while discouraging the over development of individual lots and preserving open spaces and environmentally critical areas. Additional high density single family and multi-family residential development will be limited. However, opportunities for high density residential development will be accommodated in the Center within the Mixed Use Overlay Zone areas.

1. Low Density Residential

The low density designation corresponds to the Rural Residential zoning category, including the RR-1, RR-2 and RR-3 Zones. Gross densities in the Rural Residential Zones approximate one (1) dwelling unit per acre. Planned Residential Retirement Communities, Planned Residential Communities and Clustering are permitted within the RR-2 and RR-3 Residential Zones on smaller lots provided certain development standards are satisfied. Adult Community Multi-family/Townhouse units are also permitted at a three (3) dwelling unit per acre maximum. In addition, a cluster option is available in the RR-2 and RR-3 Zones which approximates a gross density of 1.5 dwelling units per acre. The majority of the property that is zoned RR-1 is not suitable for the more dense development options due to the presence of high water tables.

The Rural Residential zoned properties that have not been developed for senior housing are predominantly vacant or underdeveloped and are likely lands being considered for preservation by the Township, County, State or Federal Governments. The majority of the remaining, large, vacant, privately owned parcels contains freshwater or coastal wetland areas and is located within or in close proximity to the Edwin B Forsythe Wildlife Refuge. Efforts to preserve these properties are ongoing.

2. Medium Density Residential

The medium density residential classification corresponds to the R-10, R-15 and R-20 zones which generally yield a gross density of 1.6 to 3 dwelling units per acre. The majority of the medium density development and zoning occurs north of State Highway Route 70. Few privately held vacant properties remain in the Medium Density Residential areas. There are no changes proposed in the Medium Density category.

3. High Density Residential

This classification corresponds to the R-5 and R-7.5 zones, permitting 7 and 4.5 units per acre, respectively. This category includes those existing developments built to high density parameters with little developable land remaining with the exception of sporadic infill parcels. The majority of the High Density Residential development and zoning occurs on the south side of State Highway Route 70.

However, the Timber Ridge project was constructed at the intersection of Van Zile and Burnt Tavern Roads north of Route 70 in 1994. It was an Affordable Housing project of one hundred twenty single family detached dwellings on lots of 5,000, 6,000 and 7,000 square feet. No additions are proposed to the High Density Residential Category.

4. Multi-family Residential

The multi-family designation corresponds to the R-M Multi-Family Zone, permitting six units per acre. The Township has accommodated such a zone to permit a wider range of housing options within its boundaries. This plan is proposing no additions of vacant land to this designation with the exception of those parcels included in the Township's Fair Share/Affordable Housing Plan and in the Mixed Use Overlay Zone within the Brick Town Center. These areas are described in the Housing Element and also described Brick Town Center section of the Land Use Plan and in the Initial Plan Endorsement submission appended to this Master Plan.

5. Planned Residential Retirement Communities

Planned Residential Retirement Communities (PRRC's) are permitted within the (RR-2&3) Rural Residential Zones. These communities are age restricted, generally fifty-five and older, and contain a club house, outdoor recreational facilities, open space and common areas. PRRC's within the Township are of condominium or fee simple forms or ownership. The following parcels have been approved and developed under the PRRC designation since the adoption of the 1997 Master Plan:

- a. The Cedar Village site at the northeast corner of the Burnt Tavern Road/N.J. State Highway Route 70 intersection.
- b. The Wedgewood Place site at the northeast corner of the Burnt Tavern Road/Lanes Mill Road intersection.

6. Planned Residential Communities (PRC's)

Planned Residential Communities were created by Ordinance in 1995 as a permitted use within the (RR-2&3) Rural Residential Zones. PRC's allow for a mix of attached and detached housing at controlled percentages and densities on tracts of land in excess of 100 acres. The Sailors Quay/Grande Quay development between Hooper Avenue and Cherry Quay Road is the Township's only Planning Residential Community.

7. Planned Multi-family Residential Retirement Community (PMRRC)

The PMRRC Zone was created in 2005 to address the apparent need for senior housing opportunities within the Township in a form other than the traditional single family detached dwelling. The PMRRC allows for multi-family condominium type dwellings in four story buildings at a density of twenty units per acre. The only identified PMRRC location is a twenty acre site located within the Brick Town Center adjacent to the Shop-rite/ Kohls Shopping Center and the Post Office. The Planning Board granted site plan approval for approximately three hundred age-restricted units in 2006. To date, development of the site has not been initiated. The Land Use Plan designation for this parcel has been changed from Highway Commercial to PMRRC and allows for the Mixed Use Overlay Zone as a developer option.

In addition, the Zoning Board of Adjustment approved a senior condominium project in 2005 on a twelve acre tract in the B-3 Highway Development Zone. The site fronts on Brick Boulevard and Hooper Avenue at the southern end of the Township. It was approved for one hundred ten age restricted units. The site is presently vacant. The Land Use Plan designation has been changed from Highway Commercial to PMRRC.

8. Affordable Housing

As a result of the Supreme Court decisions commonly known as Mount Laurel I & II, the Township of Brick, along with every other community within the State of New Jersey, is required to provide for its fair share of affordable housing opportunities.

The affordable housing sites approved by the Council on Affordable Housing are designated on the Land Use Plan. The affordable housing sites are described in detail in the Housing Element of this Master Plan and the COAH approved Fair Share Plan and amendments thereto.

Since the adoption of 1997 Master Plan three affordable housing sites have been developed. Dottie's House, at an undisclosed location, the Bancroft Facility on Route 70 West adjacent to the Industrial Park and the Pier Avenue Project at the northern end of Pier Avenue. The Bancroft and Pier Avenue sites have been designated Affordable Housing on the Land Use, changing the current Industrial and Residential designations, respectively.

The Township's proposed Affordable Housing Plan is currently under review. However, midway through the review process, the Court determined that the 3rd Round COAH Rules, upon which municipalities based their Affordable Housing Plans, was invalid. COAH was given six months to rewrite their rules and address the Court's concerns. Once the new rules are adopted, the Township will have to amend its Housing Plan. The Township will continue to seek suitable locations and innovative methods to provide for its fair share obligation.

9. The Barrier Island

The Barrier Island of Brick Township has been developed largely for high density residential land use. However, hurricanes, storms, and flooding pose major hazards to life and property on the island. Maintaining and enhancing the island beach-dune system is vital to the safety of residents and the protection of property. Where allowed to achieve sufficient breadth and height, the beach-dune system is a barrier against destructive storm surges. Accordingly, the Township zoning and development regulations should be coordinated with the State rules on Coastal Zone Management (N.J.A.C. 7:7E-1.1 et. Seq.) in an effort to protect the Township's beach-dune area from inappropriate development. State policy is to prohibit development on land that has no prudent or feasible alternative use other than a dune. Moreover, development must not cause significant long-term adverse impacts on the natural functioning of the beach-dune system.

In recognition of the special attraction and scenic value to residential uses of a barrier island location and the over-water views it provides, the intensity of development and the height of future buildings should be managed to maintain a desirable scale and relationship among existing dwellings. Land disturbance and the construction or expansion of principal and accessory buildings and structures should be permitted only west of the beach-dune area. Consistent with State policy, development seaward of the line will be limited to defined access ways and approved shore protection efforts.

B. Commercial Development



The established commercial development pattern in Brick Township consists of a loosely defined central core area, bound by Route 70, Brick Boulevard, Chambers Bridge Road & Cedar Bridge Avenue (which contains Brick Plaza), and linear development along such commercial corridors as Brick Boulevard, Route 70, Route 88 & Chambers Bridge Road. The Brick Town Center consists of the central core area and the linear development in proximity to it and the Hospital Support Zone.

Neighborhood commercial areas exist along portions of Herbertsville Road, Hooper Avenue, Mantoloking Road and Drum Point Road. This plan recognizes that Brick's existing commercial development pattern is well established and attempts to encourage new commercial development and redevelopment in the most appropriate locations within that pattern, while at the same time controlling the site specific intensity of commercial development.

Specific objectives of the plan are to:

- Encourage commercial establishments at appropriate locations as infill developments as opposed to creating new commercial areas.
- Where feasible require that commercial establishments are setback sufficiently from adjacent road rights of way to allow road widening without major disruptions.
- Require existing and proposed commercial tracts to meet improved standards with increased buffer areas and landscaped areas.
- Reduce the planned commercial areas along certain County corridors such as Mantoloking and Herbertsville Roads where there exists adequate commercial space to service the existing neighborhoods but the roads are not equipped to receive higher volumes of traffic and/or the vacant lands are environmentally sensitive.
- Create a restoration plan for the Herbertsville Road and Mantoloking Road neighborhood commercial areas which encourages improvements to existing commercial sites that are consistent with the character of the areas, such as historic preservation for Herbertsville Road, and a prescribed restoration motif, such as a nautical theme, for the Mantoloking Road area.
- Maintain existing residential uses along the Township's arterial roadways, such as but not limited to, Van Zile Road, Burrsville Road, and Hooper Avenue (south) by discouraging nonconforming commercial conversions of residential structures and new Commercial Development in such areas.
- Create mixed use development areas within the Brick Town Center that encourage integrated retail, office and residential development.
- Continue to require vehicular and pedestrian connections between existing and proposed adjoining commercial sites.

There are five commercial designations within the Township:

1. Highway Commercial

Highway Commercial refers to large-scale commercial development which serves major regional population centers. The Brick Plaza area at the junction of Route 70, Cedar Bridge Road and Brick Boulevard is presently the most intensely developed commercial area in Brick Township.

In zoning terms, the B-3 and B-4 Highway Development categories correspond with the Highway Commercial land use designation which permits a broad variety of commercial uses along the major transportation corridors traversing the Township. Recent approvals and redevelopment projects have been concentrated along the Route 70 corridor between Chambers Bridge Road and the Lakewood border.

There are no additions proposed to the Highway Commercial designation.

2. General Commercial

General Commercial uses consist of a broad variety of small retail and service facilities that are easily accessible by major residential sections of the community. The uses may rely on pedestrian and vehicular access. The scope of services and size of the commercial facilities will depend largely upon per capita income and density of the supporting population. In terms of zoning, general commercial corresponds to the B-2 General Business Zone. General commercial shopping areas are located along most major arterial roads in the Township.

Commercial facilities which can service the area neighborhoods will provide convenient access, while reducing the need for cross town travel. Commercial development on the single lane County Roads should exclude uses that will have regional appeal to avoid congestion caused by attracting consumers from outside of the area.

There are no additions proposed to the General Commercial designation.

3. Neighborhood Commercial

Neighborhood commercial facilities consist of small retail and service establishments such as pharmacies, delis, bakeries and dry cleaners that can provide for the everyday needs of people within a neighborhood. These uses are identified by the Master Plan in those areas of the community where presently, some neighborhood commercial facilities exist. It is not anticipated that these neighborhood commercial areas will evolve into general commercial centers. The B-1 Neighborhood Business Zone corresponds to the neighborhood commercial category.

The most extensive neighborhood commercial zone exists along Herbertsville Road, although sections of Mantoloking Road are also neighborhood business oriented.

The Herbertsville Road commercial area has retained some of its 18th and 19th century buildings creating historic character in the neighborhood. The Brick Historical Commission and Society have requested that a section of Herbertsville Road be recognized as a Historic District as described in the Historic Preservation Element of this Master Plan.

Steps should be taken to begin working with the State to investigate the necessary steps needed to create a Historic District and to coordinate with the impacted homes and businesses in the designated area.

Many view Mantoloking Road as Brick's gateway to the Atlantic Ocean. Thousands of area residents and tourists travel Mantoloking Road annually between Memorial Day and Labor Day en route to Brick's and other Barrier Island beaches. Presently, the Mantoloking Road neighborhood commercial areas consist of a variety of neighborhood businesses with varying services. However, the area lacks any identifiable character or cohesiveness attractive to tourists.

The preparation of a comprehensive redevelopment plan for the Mantoloking Road commercial areas is recommended. Such a plan should identify the limits of existing commercial neighborhoods, and establish a set of standards for façade and site improvements streetscapes, pedestrian realms and most importantly funding sources to facilitate those improvements.

4. Waterfront Commercial

Waterfront Commercial applies to all of the existing marinas within the Township. Rather than allowing the existing marinas to remain unidentified within the Township's commercial or residential land use categories, it was deemed appropriate to assign to them the Waterfront Commercial designation in 1997 Master Plan.

Marinas which are located in residential zones are encouraged to limit on-site uses to those of a water dependent nature, such as, docks, boat slips, upland storage, dock master's quarters, marine supplies, bait & tackle shops & maintenance facilities for minor repairs and other required appurtenances. These marinas must also be reviewed on a case by case basis to ensure that adequate buffering is provided to adjacent residential uses.

Marinas in commercial zones would be encouraged to construct on-site facilities which are primarily water dependent, such as the uses described above for marinas located in residential zones, in addition to water oriented uses, such as boat sales, limited boat building, major boat repairs and where appropriate, restaurants.

The Marina Overlay Zone was created in 2004 to further recognize existing marinas and to encourage their improvement and redevelopment.

C. Office/Professional



The Office/Professional designation accounts for a small area of Brick’s proposed land uses. This designation corresponds with the Office Professional and the Office Professional Transitional Zones. The Office/ Professional designations are intended to encourage low intensity office uses on small lots abutting residential areas, as opposed to retail establishments that tend to be greater traffic generators and sources of noise and odors.

D. Hospital Support Zone



In 1984, the Hospital Support Zone was created as a home for Brick Hospital and the numerous medical service establishments that were anticipated to be generated by its existence. To date, the Hospital Support Zone has been extremely successful at fulfilling its intended goals.

There is only one Hospital Support Zone in Brick Township. It is located between N.J. State Highway Route 88, Route 70 and Jack Martin Boulevard. Since 1984 this area has experienced substantial growth in the form of health care related facilities. There are few remaining parcels within the Hospital Support Zone with sufficient land area likely to be developed for a health care oriented business. The only large vacant parcel of land remaining within the Hospital Support Zone is within the Brick Town Center area and is designated for Mixed Use Overlay Zone development. The site is approximately ten acres in area and fronts on Jack Martin Boulevard, Burrsville Road and Route 88.

E. Industrial



There are only two (2) areas designated within this plan for industrial development. The first area is the small industrial park on the northern side of Route 70 west. Also included in this area is a mini-warehouse facility located immediately east of the industrial park. The second industrial designation is located on the south side of Burnt Tavern Road and is the site of the existing Anchor Concrete block plant and an adjacent single-family home on approximately five acres of property.

No additions to the Industrial Land Use designation are planned.

F. Public/Semi Public



Public lands are those which are owned by a public entity such as the Municipality, County, State or Federal Government. Semi-public lands are those owned by non-profit or publicly regulated groups such as a house-of worship, hospitals, convalescent homes, club houses. This Master Plan identifies a number of properties as planned public land holdings to limit the development of environmentally sensitive lands, preserve the quality of life for Township residents, and provide the open space and recreation areas required to support a community approaching 80,000 residents.

Targeted land acquisitions for public open space and recreation areas are concentrated within and adjacent to the Edwin B. Forsythe Wildlife Refuge, adjacent to the Airport Tract and along riparian corridors to create needed buffer areas to those water bodies and significant wetlands areas. A riparian buffer ordinance should be adopted by the Township to supplement existing Federal and State regulations to limit development in these sensitive areas.

Township of Brick - Land Use				
Property Class	Type	Acres	Square Miles	% of Land Use
1	Vacant Land (including wetlands)	1717.03	2.68	12.53
2	Residential	6471.32	10.11	47.23
3A	Farm (Regular)	1.48	0.00	0.0
4A	Commercial	1184.33	1.85	8.64
4B	Industrial	38.35	0.06	0.27
4C	Apartment	175.17	0.27	1.27
15A	Public School Property	290.07	0.45	2.2
15B	Other School Property	1.06	0.00	0.0
15C	Public Property	3606.44	5.64	26.32
15D	Church & Charitable Property	106.38	0.17	0.78
15E	Cemeteries & Graveyards	3.05	0.00	0.02
15F	Other Exempt	106.99	0.17	0.78
	Total	13701.68	21.4	100%

Fig. 1

G. Brick Town Center:

The Township of Brick is seeking to re-establish a Town Center within the boundaries of the recently expired CAFRA Coastal Town Center and to expand the center boundaries to encompass more of a mix of uses in the Township’s “downtown” area. It was determined that a Town Center was the most appropriate Center designation for the area in question as it is consistent with the Township’s zoning relative to maximum impervious coverage of seventy percent and complies with most of the State Plan criteria for a Town Center. The Township is proposing to expand the Center to incorporate more of the commercial district surrounding and including businesses and residential areas along Brick Boulevard, Chamber’s Bridge Road and Cedar Bridge Avenue.

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

1. The Brick Town Center Boundary:

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

“Brick Town Center” Facts

- 1.12 Square Miles
- 6,362 Persons (estimate)
- 5,680 Persons per square mile
- 3.31 Dwelling Units per acre
- 3:1 Jobs-to-Housing Ratio
- Served by Rt. 88, Rt. 70 & NJ Transit Bussing

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

2. The Brick Town Center Land Uses:

The Brick Town Center is a fairly compact mix of uses. Along Chambers Road the Center contains the Brick Municipal Building (including the police and municipal court), the Civic Plaza, the County Library, Municipal Tennis Courts, Brick High School, Ocean County Vocational School, the Primary Learning Center, the Post Office, the Housing Authority (including 450 affordable age restricted units and an approved multi-rise senior housing complex with 300 units), an ice rink, fitness center, Forge Pond County Golf Course, a number of regional shopping centers including Brick Plaza, Kennedy Shopping Mall and Town Hall Shoppes, a mix of out-dated office and retail uses and four residential neighborhoods consisting of a total of 834 Single family dwellings and 1540 multi-family dwellings including apartments, townhouses and senior assisted living residences totaling 2374 residential units. The Route 70 section includes a Church and Parochial School, a 10 acre site acquired by the Township that contains an abandoned 90,000 sq. ft. retail building that abuts Forge Pond and several mid-sized retail buildings. The Route 88 section of the Center contains the Township's Hospital Support Zone. The Hospital Support Zone has been a corner stone of economic growth over the past 15 years. The Hospital support Zone contains the Ocean Medical Center, the VA Hospital, two nursing homes, three assisted living facilities and several large Medical/Office complexes. In addition to the Hospital Support Zone is a Costco Wholesale Warehouse, the Jersey Paddler (Canoe and Kayak sales and rentals), small to mid-sized office and retail uses and three small residential neighborhoods totaling 227 single family dwellings on lots of less than a ¼ of an acre plus two small garden apartment buildings. The Center area reflects a high level of public investment and services.

Although the Chambers Bridge/Route 88 section is only serviced by limited mass transit, in the form of pass through NJ Transit bus service, it is traversed by four arterial roadways, two of which are State Highways. In addition, many of the Township's senior developments provide bus service to shopping areas, the Medical Center and various municipal services within the Center. Also, the Chambers Bridge Road and Cedar Bridge Avenue sections of the Center are pedestrian friendly as they have continuous sidewalks along the full length. The majorities of the Center's resident population resides in the Chambers Bridge Road section and make regular use of the sidewalk areas for access to the High School, other public services and retail areas. In all, the Center area is easily accessible and surrounded by a mix of housing types capable of providing adequate housing to support the commercial and office uses in the center. The jobs-housing ratio is approximately 3-1. The Center supports a population of approximately 6362 persons in a 1.12 square mile area, exceeding the State Plan Center requirement of a center supporting 5,000 persons per square mile with a gross population density of 5680 persons per square mile and has a gross housing density of 3.31 dwelling units per acre. The Center area as well as the whole of the Township of Brick is serviced by the Ocean County Waste Water Treatment Facility and has more than adequate infrastructure to support new infill development. The entire Center area is also serviced by the Brick Township Municipal Utility Authority for potable drinking water. The Center area is subject to the Township of Brick's Municipal Stormwater Control Ordinance and will be able to support the infill of new commercial development relative to stormwater controls.

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

3. Opportunities for Development & Redevelopment:

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

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

4. Future Development of the Brick Town Center:

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

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

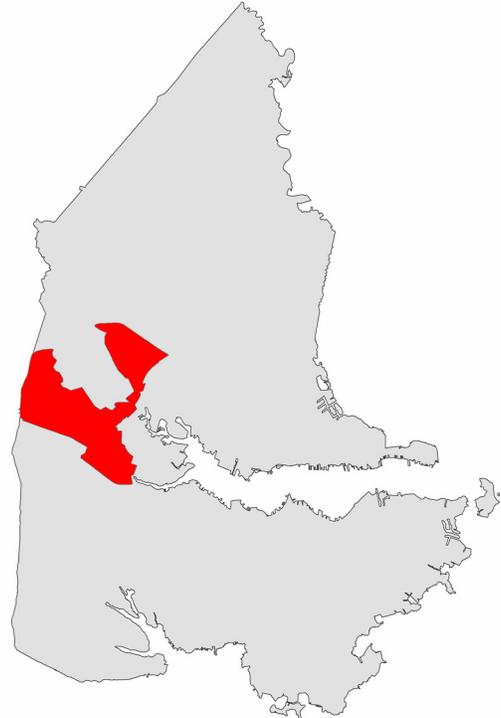


Fig. 2

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

H. Preliminary Concepts for the Town Center:

1. Redevelopment:

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

2. Mixed Use Overlay Zone:

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

3. Development Incentives:

While new to the Township leadership, exploration of incentives for developer's to concentrate density and development in the Brick Town Center will be entertained. These may include land swaps from outlying undeveloped parcels through Transfer of Development Rights or density bonus's for providing affordable housing in excess of the current Council on Affordable Housing obligation.

4. Linkage Improvements:

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

5. Pedestrian Movement:

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

6. Roadway Improvement:

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

7. Transit Improvement:

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

8. Center Street Scaping:

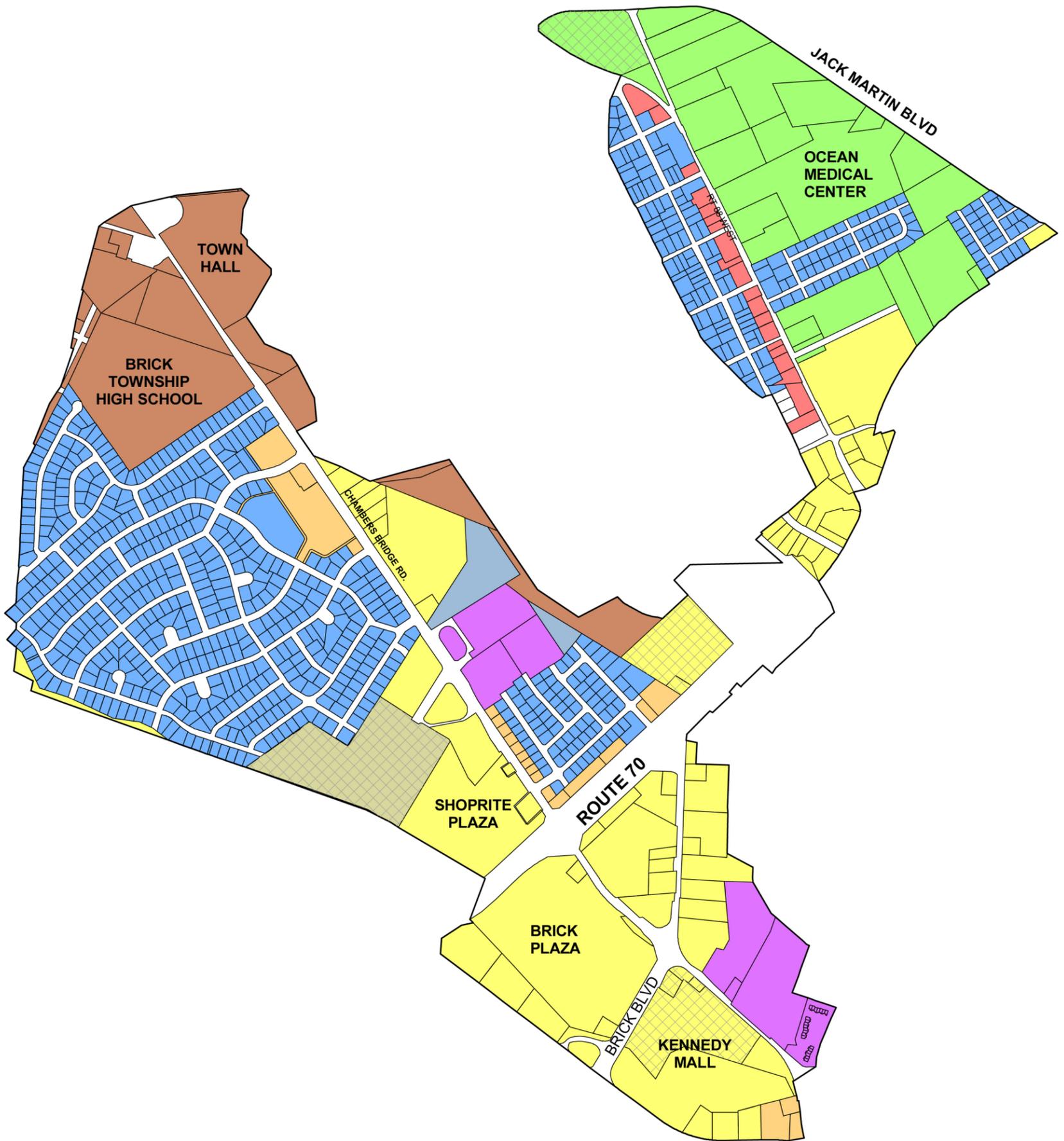
The Brick Town Center has also been the focus of recent redevelopment projects wherein major investments to the aesthetics of the area have been improved through Streetscaping and landscaping of commercial developments. The Township would like to expand upon these improvements and implement a “streetscaping”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

9. Brick Town Center Design Guidelines:

The desired design theme should be “timeless” and mimic the homes and businesses that dot the historic New Jersey shore downtown areas such as Asbury Park, Spring Lake, Toms River, and Point Pleasant Beach. The specific characteristics of these desired structures include:

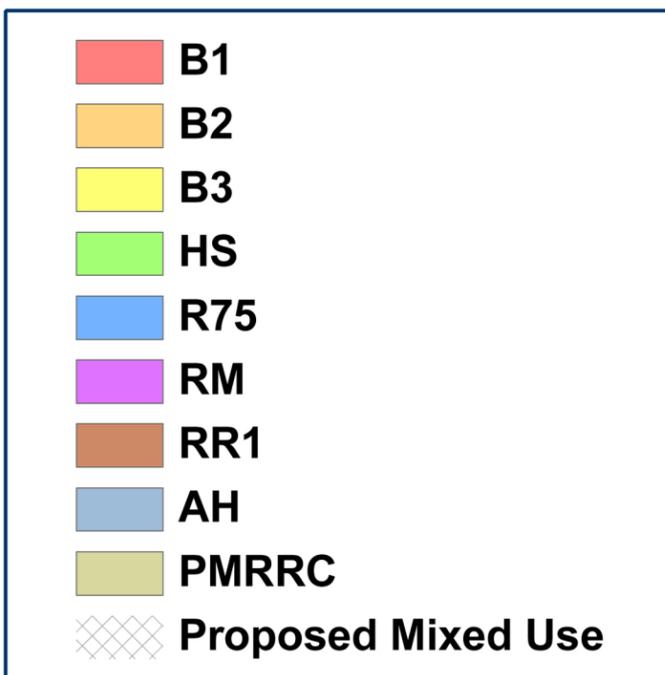
- Building materials used in area historic structures including but not limited to wood and clapboard shingles or modern replications in more durable materials or brick faced façades.
- Muted or natural colors and signage that coordinates with building facade.
- Buildings greater than one (1) story with clear delineation of the boundary between each floor of the structure through belt courses, cornice lines or similar architectural detailing.
- Pitched or gabled rooflines.
- Overhanging eaves.
- Utilization of awnings, covered walkways, opens colonnades or similar weather protection where applicable.
- Main pedestrian entrances must face the street and be clearly articulated through architectural detailing; however access is also encouraged at the rear of the buildings adjacent to parking areas.
- Other architectural features in the center area should include corner towers, cupolas, clock towers, spires, balconies, colonnades or similar features.

Township of Brick Land Use Plan
Center Zoning



Prepared by:
Township of Brick Land Use Team

MAP A



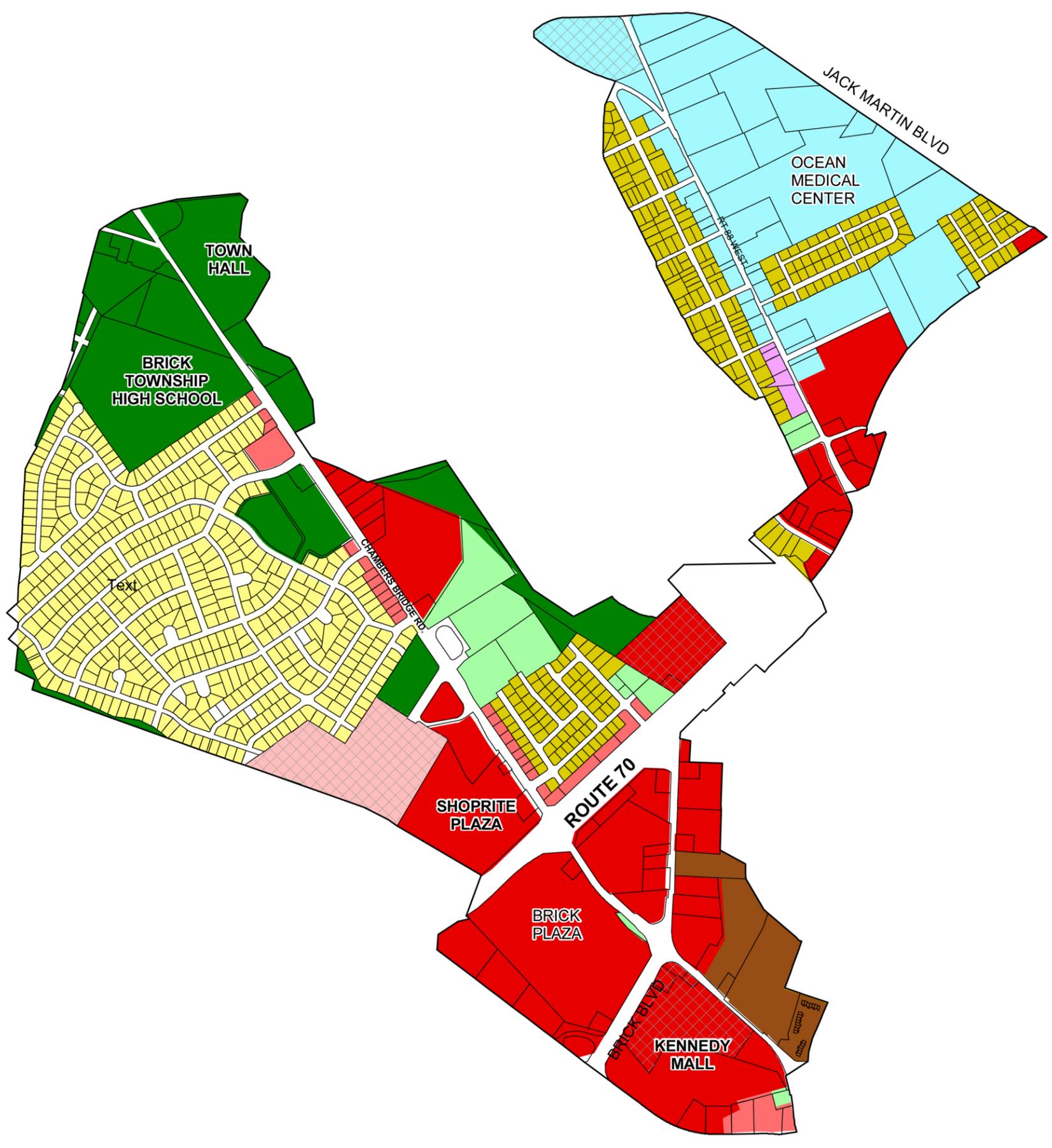
Township of Brick Land Use Plan

Center Improvements



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

Township of Brick Land Use Plan
Center Land Use



Prepared by:
Township of Brick Land Use Team

MAP C

	Public / Proposed Conservation / Recreation
	Medium Density Residential
	High Density Residential
	Multi-family
	Highway Commercial
	General Commercial
	Hospital Support
	Semi-public
	Proposed Mixed Use