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**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT**

Hazlet Vision: Land uses and design along Route 36 are upgraded, remaining natural lands are preserved and enhanced for recreation, and traffic along state and county roadways is better managed.					
Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region</i>					
<ul style="list-style-type: none"> • Tourists from outside the Bayshore Region are attracted to the area for its waterfront downtown areas (restaurants/shops), marinas, beaches, amusement park, recreational resources and cultural amenities. • Route 36 is a road with an attractive streetscape that unifies the Bayshore Region and provides an upgraded mix of land uses compatible with the lower density and environmental sensitivity of the region. • The unique maritime heritage of the area is preserved. The Region's cultural, arts, historic, waterfront, and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Waterfront and Open Space" matrix.) 	<p>The economy of Bayshore Region suffers from isolation and lack of awareness of its assets.</p>	<ul style="list-style-type: none"> • Hazlet to collaborate in marketing of Region as a tourist destination, including developing an inventory of key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities). Efforts should be focused on the following: <ul style="list-style-type: none"> • Inventory key recreational, waterfront, historic, and other assets (historic downtown centers, amusement park, waterfront, cultural amenities) • Marketing and branding • Events sponsorship and coordination • Local industry support (e.g., cross-selling Belford Seafood Co-Op locally) • Retention of fishing and maritime industries • Cultural resources and educational outreach • Transportation support (including gateway treatments and improvements to Route 36) • Dredging of the Bay is a key element in preserving the Region's maritime character and in providing the transportation infrastructure necessary to support economic growth (see also "Waterfront" and "Transportation" sections of this table) • Hazlet to work with NJDOT to implement many of the recommended management strategies including creating gateway images along Route 36 and improving linkages between the waterfront, local downtowns, the Henry Hudson Trail. • Hazlet to work with NJDOT to put in place signage identifying the "Bayshore Drive" and the Monmouth County Planning Board to develop the Bayshore Bikeway and Baywalk. • Hazlet to pursue potential funding for these initiatives (see regional "Economic Development" matrix for a list of potential funding sources). 	<p>See Part II, Section 3, pages 3-1 through 3-3 and 3-5 through 3-8.</p>	<p>New Jersey Commerce, Economic Growth and Tourism Commission, SRTC, NJDEP, OSG</p>	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<i>Awareness of the Bayshore Region (cont'd)</i>					
	The economy of Bayshore Region suffers from isolation and lack of awareness of its assets. (cont'd)	<ul style="list-style-type: none"> Hazlet to develop gateway design concept for Laurel Ave. intersection along Route 36 and Henry Hudson Trail. In Keyport, Broad Street would serve as the gateway from Route 36 to the waterfront and downtown areas. Hazlet to adopt design guidelines and work with NJDOT to create medians at gateways Hazlet should pursue funding for gateway design and implementation from the above mentioned sources 	See Part II, Section 3, pages 3-3 through 3-5.	NJDOT, OSG	2 years
		<ul style="list-style-type: none"> Hazlet to develop additional linkages: Bayshore Drive vehicle route and Bayshore Bikeway that would pass through downtown centers, waterfront, and other regional destinations. Hazlet to work with NJDOT to put in place signage identifying the “Bayshore Drive” and the Monmouth County Planning Board to develop Bayshore bikeway 	See Part II, Section 3, page 3-5.	NJDOT, Monmouth County Planning Board	1 year
<i>Route 36</i>					
	Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy.	<ul style="list-style-type: none"> Create nodes and activity centers at Middle Rd., Poole Ave.-Stone Rd., Laurel Ave., Palmer Ave. intersections along Route 36. Use design and zoning to create centers of activity at nodes: <ul style="list-style-type: none"> Rezone areas to encourage pedestrian-friendly mixed use areas and increased density where appropriate Planted medians should be created along Route 36 within 500 feet in either direction of node Development within “jug handles” and traffic islands along Route 36 should be prohibited Regulate building setbacks and encourage pedestrian access Improve parking design and develop an access management strategy Require landscaping Develop detailed design guidelines Hazlet to review zoning and establish site design guidelines and implement changes at nodes/gateway. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. Hazlet to work with County and NJDOT to make physical changes to Route 36 (medians, buffers, shared driveway access) 	See Part II, Section 3, pages 3-8 through 3-20.	NJDOT, NJDEP, OSG	2-3 years

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> The natural beauty of the waterfront is enhanced and made more accessible. The unique maritime heritage of the area is preserved. The few remaining large tracts of upland natural areas are preserved and enhanced for open space and flood protection. The Region's waterfront and natural resources are "selling points" that attract visitors to the region and spur economic development. (See "Economic Development" matrix) 	<p><i>Waterfront and Open Space Preservation and Access</i></p> <ul style="list-style-type: none"> There is limited, disjointed access in many sections of the Bayshore waterfront due to natural and man made barriers such as creeks, wetlands, and the naval pier. Many upland resources are not protected and are at risk for development. The Henry Hudson Trail/Bayshore Trail needs to be completed including better linkages between the trail and the waterfront. More open space and recreational resources are needed. 	<p>Implement the <i>Bayshore Waterfront Access Plan</i> and <i>Bayshore Trail System Design Manual</i> recommendations as identified below.</p> <p>Hazlet to work in cooperation with county, state, and federal agencies and other Bayshore municipalities to progress and complete the restoration and acquisition of key regional waterfront and upland open space assets and the regional trails.</p> <p>Hazlet to continue its current planning efforts on:</p> <ul style="list-style-type: none"> Waackaack Creek Greenway: Hazlet and Keansburg to continue working with Baykeeper and Green Acres to develop Waackaack Creek Greenway Natco Lake: Hazlet to work with Union Beach to develop vision for Natco Lake <p>Hazlet to participate in new planning initiatives on:</p> <ul style="list-style-type: none"> Bayshore Trails: Hazlet, ideally working collectively through the Regional Collaborative, to initiate an effort to complete the Bayway (pedestrian path) and Bay Bikeway with linkages to the Henry Hudson Trail. Riparian Corridor Protection: Hazlet to review riparian corridors to identify acquisition sites and environmentally sensitive areas and consider including them as proposed Critical Environmental Sites and PA5 areas in an amendment to the State Plan. Stone Creek Meadows: Hazlet should work with the owners of the Stone Creek Meadows and Bradlees sites, OSG, and local environment and civic groups to develop a comprehensive plan for the sites that includes mixed use development incorporating open space. Create better linkages along the waterfront including a Baywalk (pedestrian), Bay Bikeway, and completion of the Henry Hudson Trail in Atlantic Highlands and Highlands to Sandy Hook and create linkages among all 3. <p>Hazlet to pursue potential funding for these initiatives (see regional "Waterfront and Open Space" matrix for a list of potential funding sources).</p>	<p>See Part II, Section 4, pages 4-1 through 4-8.</p>	<p>NJDEP NJDEP Green Acres NJDCA – OSG NJDOT Monmouth County Parks System Monmouth County Planning Board</p>	<p>3-5 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Use and Design</i></p> <ul style="list-style-type: none"> • The maritime character is in danger of being lost. • There are few access points for small craft such as kayaks and sail boats. • Flooding and erosion creates problems in areas surrounding the creeks and waterfront. 	<p>Hazlet to evaluate its zoning and amend it as necessary to ensure that allowable land uses and densities are appropriate for the waterfront area.</p> <ul style="list-style-type: none"> • Rezone areas adjacent to the beachfront as conservation/recreation, where feasible. • Limit or prohibit new residential development immediately adjacent to the beach front (blocks views and limits access). Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. • Limit commercial uses to those that are water-dependent. Encourage maritime uses: Seafood Coop, small craft marinas. • Limit commercial uses to specific areas (e.g. waterfront downtowns). <p>Review waterfront zoning and make changes to ensure that permitted densities and height limits are consistent with visual and environmental goals.</p> <ul style="list-style-type: none"> • Zone areas near the waterfront for lower density development – limit size, density, and impervious and building coverages. • Preserve waterfront viewsheds. Limit or prohibit new residential development immediately adjacent to the beachfront. • Create conservation overlays with more restrictive performance standards near the waterfront/tributaries. • Adopt design guidelines to control materials, color, scale architectural character. (See also regional “Housing” matrix for general guidelines.) • Hazlet could work with the Regional Collaborative to develop innovative model ordinances and design guidelines for waterfront areas in the Bayshore Region. <p>Hazlet to review pending rezoning and development proposals along the waterfront and riparian corridors to ensure that they are consistent with the management strategies of the regional plan.</p>	<p>See Part II, Section 4, pages 4-8 through 4-13.</p>	<p>Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
WATERFRONT AND OPEN SPACE (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Waterfront Maintenance</i></p> <ul style="list-style-type: none"> • Beach maintenance and beach cleanup are difficult due to the financial burden it places on individual municipalities. • Beach erosion is an urgent problem that threatens the beaches and waterfront uses. • Regional dredging strategies are needed. • Flooding from coastal storms is of concern. • Improving water quality and marine ecology is necessary to support marine dependent wildlife, recreation, and businesses. Preserving salt marsh, coastal wetlands, and dunes is necessary to provide habitat for wildlife, filter polluted runoff, buffer against storms and erosion, and help retain floodwater. • Marinas can be a source of pollution if they are not well maintained. 	<p>In addition to continuing to act on an individual basis, Hazlet to work with the Regional Collaborative to address waterfront maintenance issues. Working on behalf of the region, the Collaborative can prioritize local issues and develop regional strategies and, thereby, more effectively assist in advocating federal, state, and county agencies to raise funds for waterfront maintenance.</p> <p>Hazlet to work with local marinas to implement a clean marina program.</p>	<p>See Part II, Section 4, pages 4-14 through 4-15.</p>	<p>NJDEP US Army Corps. of Engineers Monmouth County Planning Board</p>	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION**

Regional Vision Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
<ul style="list-style-type: none"> • Traffic flow is improved along Route 36 on summer weekends and at the Route 35/36/GSP hub. • The Region takes advantage of its excellent transit access with strategically placed multimodal facilities (e.g., parks and rides) and mixed-use development. • Route 36 is a transportation corridor that provides for safe and efficient vehicular, transit, and pedestrian circulation. • Route 36 and Henry Hudson Trail are better integrated into the region to improve awareness and access to Bayshore communities, thereby contributing to economic development through tourism. 	<p>Route 36 – Summer Congestion</p> <ul style="list-style-type: none"> • Summer weekend traffic congestion along Route 36 is a problem. 	<p>Enhance the intermodal potential of the Region</p> <p><u>Transit</u></p> <ul style="list-style-type: none"> • Hazlet to work individually and with other municipalities, NJ Transit, and private bus and ferry operators to improve transit and intermodal transportation opportunities. Bus trolley service to Sandy Hook and other tourist destinations should be implemented. 	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<ul style="list-style-type: none"> • NJDOT • MCPB • MC Division of Transportation 	<p>1-3 years</p>
		<p><u>Bicycle and Pedestrian</u></p> <ul style="list-style-type: none"> • Create the additional Bay Bikeway proposed in the 1993 Bayshore Trail System Design Manual (“Waterfront and Open Space” matrix); and • Create the Bay Walkway proposed in the 1993 Bayshore Trail System Design Manual (see, “Waterfront and Open Space” matrix). <p>Hazlet to pursue potential funding for these initiatives (see regional “Transportation” matrix for a list of potential funding sources).</p>	<p>See Part II, Section 5, pages 5-1 through 5-6.</p>	<p>See “Waterfront and Open Space” PIA.</p>	<p>3-5 years</p>
		<p>Create a parkway feel and awareness of Bayshore character and environment along Route 36. See “Economic Development” Matrix.</p>	<p>See “Economic Development” PIA.</p>	<p>See “Economic Development” PIA.</p>	<p>2-3 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
TRANSPORTATION (cont'd)**

	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Middle Road</i></p> <ul style="list-style-type: none"> Traffic congestion is a consistent problem along County Route 516–Middle Road–another regional route that serves as an alternative for Routes 36 and 35. 	<ul style="list-style-type: none"> Improving traffic conditions on Route 36 and increasing intermodal options may alleviate some traffic on this Route. Hazlet to review zoning and implement changes to limit commercial use along Middle Road Pursue funding from NJDOT County Aid grant program, which provides funding for improvements to county roads 	<p>See Part II, Section 5, pages 5-6 through 5-7.</p>	<ul style="list-style-type: none"> NJDOT MC Division of Transportation 	<p>1-3 years</p>
	<p><i>Route 35/36/GSP Hub</i></p> <ul style="list-style-type: none"> Traffic congestion is a major issue in the transportation hub that includes the Matawan-Aberdeen train station and the convergence of the GSP, Route 35, and Route 36, and numerous local roads throughout Aberdeen and Matawan. 	<ul style="list-style-type: none"> Hazlet to participate on task force dedicated to addressing traffic issues related to this transportation hub. This traffic issue extends far beyond the Bayshore Region. As such, a task force is needed consisting of NJDOT, NJTPA, County, GSP, and local municipalities (Aberdeen, Matawan, and Keyport, Hazlet, among others) and others. Traffic in this area is largely generated by people traveling from outside the Region. Area is heavily traveled during peak commuter periods by commuters accessing NJ Transit. On summer weekends, area is also heavily trafficked. Pursue funding from State agencies for traffic studies, design, and construction of roadway improvements (see funding sources above under "Route 36") Pursue comprehensive transportation and land use plan for the hub area including new circulation patterns, realignment of, or new, GSP interchanges to improve separation of Route 35 and 36 traffic and facilitate movements onto side streets serving Aberdeen, Matawan, Keyport, Hazlet, and local businesses. The plan needs to account for both supra-regional and local growth, including that in the redevelopment areas in Keyport, Aberdeen, and Matawan. 	<p>See Part II, Section 5, pages 5-7 through 5-8.</p>	<ul style="list-style-type: none"> NJDOT NJTPA MC Division of Transportation MCPB GSP 	<p>Ongoing</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
ECONOMIC DEVELOPMENT (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
	<p><i>Route 36 (cont'd)</i></p> <p>Uses along Route 36 are aging and suffer from the lack of a cohesive vision. Route 36 is in need of an overall development strategy. (cont'd)</p>	<ul style="list-style-type: none"> • In areas in between nodes, discourage broad road-fronting development and encourage parkway feel. <ul style="list-style-type: none"> • Rezone areas of Route 36 between nodes should be rezoned to limit development to selected low-intensity commercial uses with restricted lot coverage and impervious surfaces. Zoning should prohibit billboards. • Encourage buffers and parkway treatments in the “in between areas” along Route 36. • Improve parking design. • Hazlet to review zoning and establish site design guidelines and implement changes. Collaboratively, the municipalities should develop a comprehensive zoning overlay for Route 36. • Hazlet to work with County and NJDOT to make physical changes to Route 36 (buffers, landscaping) 	<p>See Part II, Section 3, pages 3-8 through 3-20.</p>	<p>NJDOT, NJDEP, OSG</p>	<p>5+ years</p>
	<p><i>Potential Revitalization or Redevelopment Opportunities</i></p> <p>There are a number of large vacant and underutilized sites throughout the Bayshore Region that are in need of reuse or redevelopment.</p>	<ul style="list-style-type: none"> • Hazlet to pursue a comprehensive plan for the vacant Bradlees site and adjacent farmland in Hazlet. Redevelopment of this area should be consistent with this plan’s regional goals and recommendations relating to economic development, waterfront and open space, and housing. 	<p>See Part II, Section 3, pages 3-22 through 3-23.</p>	<p>NJDEP</p>	<p>2-4 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
HOUSING**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
Community Character					
<ul style="list-style-type: none"> New housing and upgrades to existing housing are in keeping with community character and scale of the area. A mix of housing types and affordability is maintained. 	<p>Rising incomes and housing prices combined with a lack of vacant land may lead to changes in community character.</p>	<ul style="list-style-type: none"> Hazlet to revise zoning or develop design guidelines to protect community character and incorporate recommended management strategies, as applicable. <ul style="list-style-type: none"> <i>Building scale.</i> Control the height and lot coverage. Limit the ability to merge lots to create oversized houses. <i>Preserve waterfront viewsheds.</i> Limit or prohibit new residential development immediately adjacent to lakes and creeks. Where development is appropriate, create incentives or require public esplanades to be provided between development and water/marsh edge. <i>Pedestrian-friendly mixed use communities.</i> In higher density areas, create mixed use developments that allow for pedestrian access. New housing should be directed to areas with good transit access, such as train stations and park and rides. <i>Building materials.</i> Building materials compatible with each municipality's architectural character should be encouraged and/or required. <i>Building massing.</i> On large residential development sites, the floor area allowed on the site should be broken up into smaller buildings to reduce their appearance and to allow more sensitive site grading, stormwater control, and natural feature protection. Hazlet to identify locations where new housing development is appropriate and should be encouraged. Hazlet should also work collectively, through the Regional Collaborative, to develop innovative model ordinances and design guidelines for residential land use and housing for the Bayshore Region. Hazlet to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	<p>See Part II, Section 6, pages 6-1 through 6-4.</p>	<p>NJDCA Monmouth County Planning Board</p>	<p>1-2 years</p>

**TABLE 7-4: BAYSHORE REGION STRATEGIC PLAN
HAZLET PLANNING IMPLEMENTATION AGENDA
HOUSING (cont'd)**

Regional Visions Applicable to Hazlet	Regional Issues Applicable to Hazlet	Hazlet Management and Implementation Strategies	Bayshore Region Strategic Plan Report Reference	Agency Involvement	Time Frame
		<ul style="list-style-type: none"> • Hazlet to create neighborhood plans to strengthen existing community investment, including pedestrian and bicycle connections, identifying local service and retail opportunities for mixed-use development. • Pursue possible funding sources including the Monmouth County Municipal Open Space Grant Program. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board Monmouth County Parks System	1-3 years
		<ul style="list-style-type: none"> • Review local initiatives to encourage either new housing or changes to existing housing to ensure consistency with the goals of the Bayshore Region Strategic Plan. Design guidelines as described above should be applied to these sites, to the extent practicable, to ensure that they are in keeping with the character of the surrounding areas. • Hazlet to review its pending development proposals to ensure consistency with this Regional Plan. Design guidelines as described above should be applied to these sites to ensure that any new residential or commercial development in these areas complements character of the surrounding neighborhoods. 	See Part II, Section 6, pages 6-1 through 6-4.	Monmouth County Planning Board	Ongoing
	<p>Affordability</p> <p>Rising housing costs may lead to a lack of affordable housing and possible displacement.</p>	<ul style="list-style-type: none"> • Hazlet to review zoning and consider changes to minimize the potential for displacement of affordable housing stock. • Hazlet to work with housing and community development organizations to create and preserve affordable housing (the Housing and Community Development Network of New Jersey has members operating in Monmouth County). • Hazlet to continue pursuing locations to fulfill their COAH requirements in a way that is consistent with regional economic development, open space, and transportation goals. Affordable housing should also be consistent with the recommendations for preserving community character above. • Hazlet to pursue potential funding for these initiatives (see regional "Housing" matrix for a list of potential funding sources). 	See Part II, Section 6, pages 6-4 through 6-6.	NJ COAH NJDCA Monmouth County Planning Board	Ongoing