

Hazlet 2030

Briefing Book



August 14, 2009



Community Profile

Hazlet Township is located in central New Jersey in the Monmouth County Bayshore Region. The 5.6 square mile community is home to over 21,000 residents. The Township has excellent regional transportation access with the Garden State Parkway Exit 117 in the western sector of the Township. State Route 36 to the Jersey Shore and Sandy Hook National Park and State Route 35 serve as major east-west arterial roads. Middle Road, Hazlet Avenue, Poole Avenue, Union Avenue and other secondary arterial roads and collector roads provide access through the Township and to destinations in adjoining municipalities. Hazlet is also a commuter rail stop on the NJ Transit North Jersey Coast Line and hosts an Academy Bus Depot at the intersection of Middle Road and Route 36.

As an older developed community, Hazlet is now in the next stage of its planning and development cycle. Its older infrastructure requires replacement and maintenance. Many challenges present themselves to the Township to address these infrastructure needs with limited funds. The Township has met these challenges on the local infrastructure through on-going maintenance and upgrade programs to the extent funds are available. The Township has replaced its municipal building with a new modern structure, which opened May 2007. There are also plans for expanded recreation facilities to meet resident recreation and program needs.

From 2000 to 2005, there has been a net growth of only 38 residential properties in the Township. Also during this period there has been over 300,000 square feet of new non-residential construction with the majority in retail and office uses. This has occurred primarily through the demolition and private redevelopment of older obsolescent properties. As a developed community, the Township's tax base is relatively static.

Demographics

As of 2000, Hazlet Township's population was 21,378 persons, which represents a net decrease of 1,635 persons since 1980. Population decreased by 7.2% between 1980 and 2000.

POPULATION GROWTH			
Year	Population	Population	Percentage
1980	23,013	---	---
1990	21,976	-1,037	-4.5%
2000	21,378	-598	-2.7%

Source: US Census Bureau DP-1. Profile of General Demographic Characteristics: 2000, 1990, & 1980

As for the estimated future population of Hazlet, the North Jersey Transportation Planning Authority (NJTPA) has forecasted the Township's population to 2030. NJTPA estimates that Hazlet will grow from 21,560 persons in 2005 to 22,480 persons in 2030. These projections indicate a population growth of 920 residents over a twenty-five year period, which averages to about 37 new residents per year.

Another important population demographic is age of population. The Township's largest age cohorts were the 35 to 44 and 45 to 54 years range during the 2000 Census, which compromised 32.6% of Hazlet's entire population. School-age children consisted of 21% of the population. The smallest age cohort was the 85 years and older group, with only 1.4% of Hazlet's population.

Employment

According to the NJTPA, there were 6,740 jobs within Hazlet Township in 2000. This increased slightly to 6,820 jobs in 2005. By 2030, the NJTPA estimates 7,670 jobs. This represents a potential increase of 13.8% in jobs from 2000 to 2030 or an additional 930 jobs.

In 2003 the New Jersey Department of Labor and Workforce Development completed a study for employment by industry sector, which revealed that there were a total of 536 private employers within Hazlet that employed 5,710 workers. Retail trade employers totaled 16.7% of all private employers, followed by professional and technical service employers constituting 12.2% of total private employers. Local government employed a total of 617 persons during 2003. Currently, Hazlet Township employs a total of 410 workers, which includes part-time and temporary help.

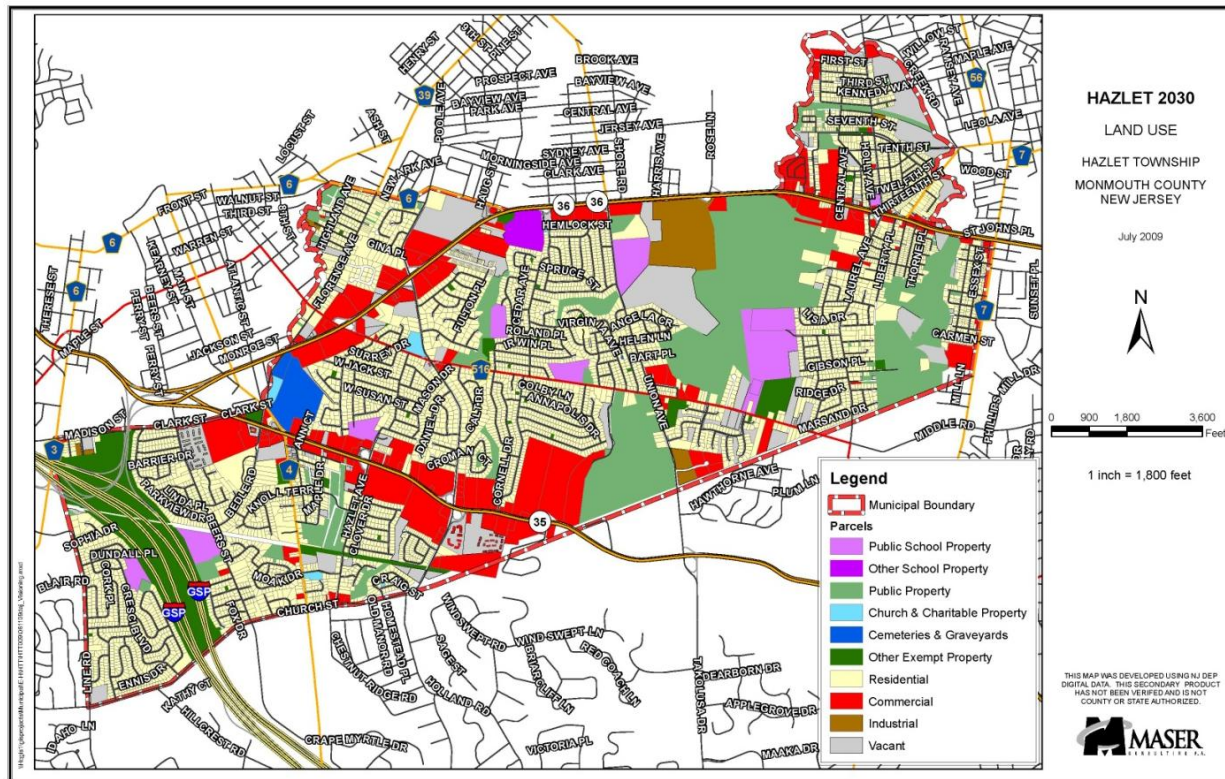
Land Use

Historically, Hazlet has been a predominately residential Township. Commercial land uses are concentrated along State Routes 35 and 36. The chart below shows 1998 and 2008 tax data for the number of parcels, percentage of parcels and percentage of valuation for each land use category. During the ten year period Hazlet lost 28 vacant parcels and gained 103 residential lots. In 2008 there were a total of 6,232 residential lots within the Township that constituted 91.6% of all parcels and 80.1% of the total valuation. Commercial properties totaled 5.3% of all parcels and contributed 18.4% to the total valuation.

LAND USE BY TAX DATA: 1998 and 2008						
	1998 # of Parcels	2008 # of Parcels	1998 % of Parcels	2008 % of Parcels	1998 % of Valuation	2008 % of Valuation
Vacant	231	203	3.44%	2.98%	1.00%	0.01%
Residential	6,129	6,232	91.19%	91.59%	79.50%	80.06%
Farm	4	1	0.06%	0.01%	0.00%	0.00%
Commercial	348	362	5.18%	5.32%	17.50%	18.37%
Industrial	9	6	0.13%	0.09%	2.00%	1.56%
Total	6,721	6,804	100.0%	100.0%	100.0%	100.0%

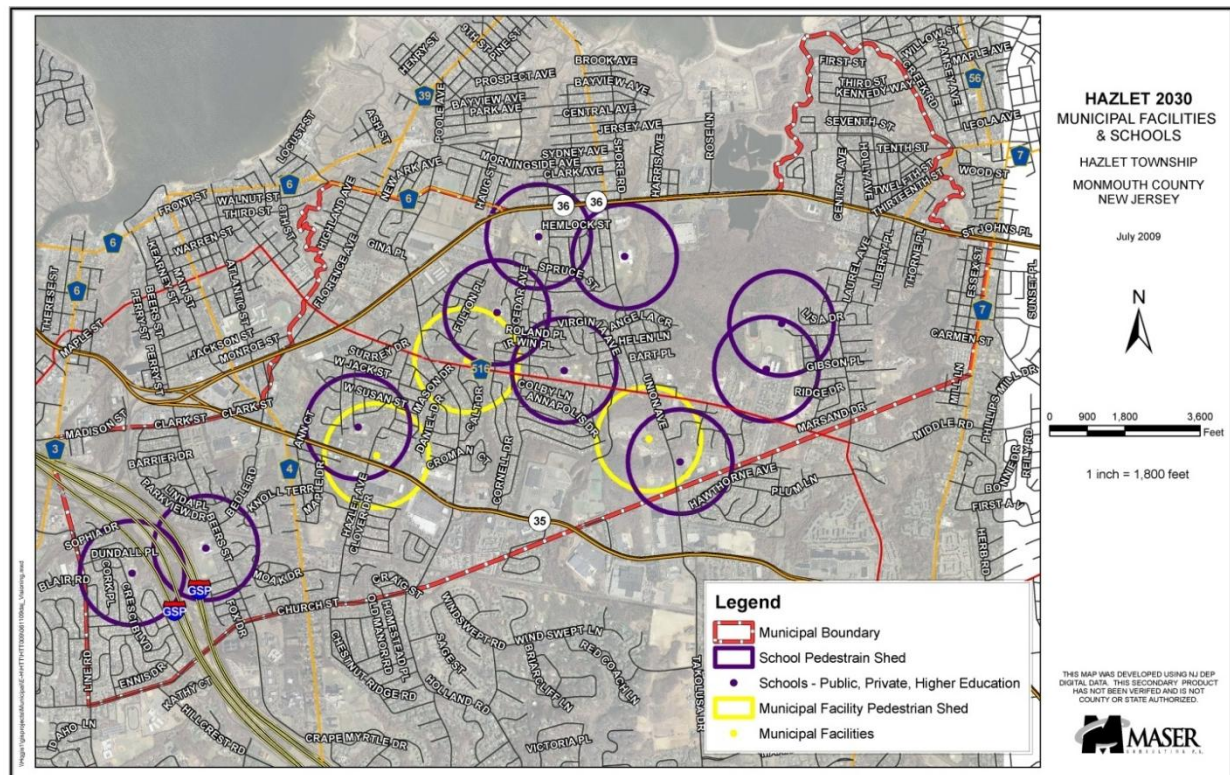
Source: <http://www.state.nj.us/dca/lgs/taxes/taxmenu.shtml>

The following map shows the spatial distribution of the various land uses within Hazlet Township.



Hazlet has a number of community facilities including a new municipal complex along Union Avenue, a library, post office and a number of parks scattered throughout the community. Each of these facilities has been mapped along with public and private schools on the map on page 4.

The Township's public school system has eight schools - one high school, one middle school and six elementary schools located throughout the municipality. There is one private school located in Hazlet, the Holy Family School at 910 Highway 36 (which announced closure in 2009), not including nursery or day care schools. Brookdale Community College also has a branch location at One Crown Plaza on Union Avenue that offers a variety of college classes. All ten institutions have been mapped and shown with a five minute walking distance radius (1,250 feet) to express scale and walkability of the Township.



Other Planning Considerations

BAYSHORE STRATEGIC PLAN

In September of 2006, the *Bayshore Region Strategic Plan* was adopted by the Monmouth County Planning Board. The study was funded by the New Jersey Department of Community Affairs and the Office of Smart Growth and focuses on nine municipalities within the Bayshore Region. These nine municipalities included: Aberdeen, Keyport, Matawan, Union Beach, Hazlet, Atlantic Highlands, Highlands, Keansburg and Middletown. These municipalities are linked by their connection to Raritan Bay and Route 36.

The *Bayshore Region Strategic Plan* provides a number of important recommendations both for the Bayshore Region and specifically for Hazlet Township. The primary focus of the Plan is the

Route 36 corridor. Relevant recommendations that will be evaluated during the process are as follows:

- Develop a gateway design for the Laurel Avenue intersection along Route 36 and the Henry Hudson Trail; pursue funding for design and implementation.
- Along Route 36, create nodes and activity centers at Middle Road, Poole Avenue - Stone Road, Laurel Avenue, and Palmer Avenue.
- Review zoning and establish design guidelines for changes at nodes and gateways.
- Review zoning in areas between nodes to limit development to low-intensity commercial uses.
- Pursue a comprehensive plan for the vacant Bradlees site and adjacent farmland including mixed use development incorporating open space.
- Revise zoning or develop design guidelines to protect the community character and to incorporate recommended management strategies as applicable.
- Work with NJDOT to implement physical changes to Route 36 (medians, buffers, shared driveway access).
- Hazlet to work individually and with other municipalities, NJ Transit and private bus and ferry operators to improve transit in intermodal transportation opportunities.
- Continue current planning effort on Waackaack Creek Greenway working with the New York/ New Jersey Baykeeper, Holmdel Township, Keansburg Borough, and Green Acres.
- Work with Union Beach to develop a vision for the Natco Lake Park.

TRAFFIC

Traffic data and projections have been gathered for Route 35 and 36. In 1997, Route 35 had an “Average Daily Traffic” (ADT) count of 35,570, this increased to 43,462 ADT in 2006, an increase of 7,892 cars per day. In 2009, an ADT of 46,121 is projected. Based on these counts, Route 35 has had a yearly percent increase of 2.5% ADT from 1997 to 2009. This percentage is consistent with the New Jersey Department of Transportation’s (NJDOT) growth rate table, which states that Route 35’s traffic will increase by 2.0% ADT annually.

Route 36 has been examined more frequently than Route 35. In 1991, Route 36 had an ADT of 31,920. This increased to 33,880 ADT in 1996 and decreased to 33,435 in 2008. Therefore, over a 17 year period traffic has only increased by 1,515 cars per day. In 2011, an ADT of 35,481 is projected. Based on these counts, Route 36’s ADT has increased by 0.28% from 1991 to 2008, which is significantly lower than NJDOT’s growth rate table that indicates traffic should increase by 2.0% ADT annually.

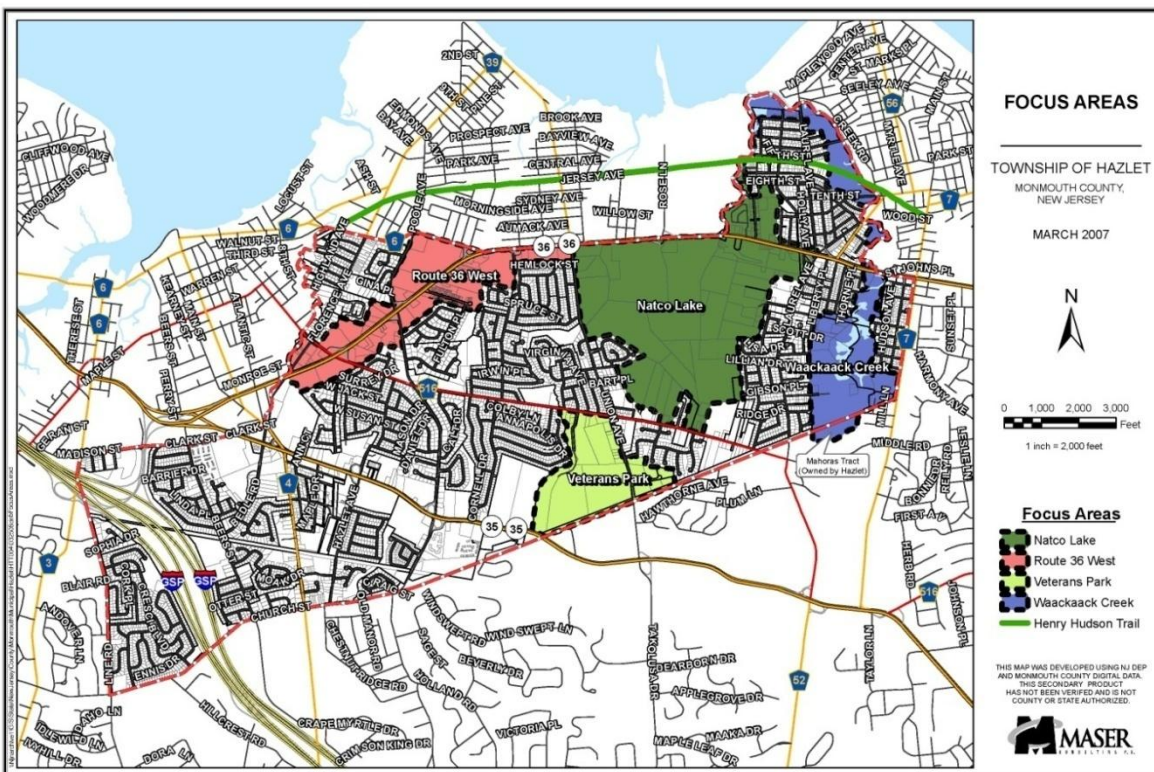
NJDOT’s desired plan section for both Route 35 and 36 is a 148’ wide, six-lane divided highway with shoulders or parking. Both roads currently are four-lane divided highways with shoulders that expand to six lanes without shoulders at key intersections. At this time, there are no projects planned for Route 35 or 36 between now and 2013.

Hazlet 2030 Focus Areas

Hazlet received a \$50,000 grant from the New Jersey State Office of Smart Growth (OSG) to complete a visioning process for the Township. While the study examines the municipality as a whole, it will also analyze focus areas, which allow for the creation of demonstration plans that can be applied to other portions of the municipality. The four focus areas that have been determined contain all or most of the following characteristics:

- Significant, contiguous land area.
- Multiple properties that are either vacant, underutilized, worthy of preservation or in need of rezoning to reflect the current land use priorities of Hazlet.
- Concentrations of public or commercial uses with opportunities for enhancing public access, connectivity and utilization.
- Areas recommended by the Bayshore Region Strategic Plan for further study.
- Properties with existing residential or business uses that may affect, or be affected by, changes to other properties within the Focus Area.

It is recommended that each Focus Area be viewed as a whole, when addressing the issues and opportunities for any single parcel in that Focus Area. The proposed boundaries for the Focus Areas are not intended as strict delineations, but rather as general borders. A description of each Focus Area follows with a map for reference.

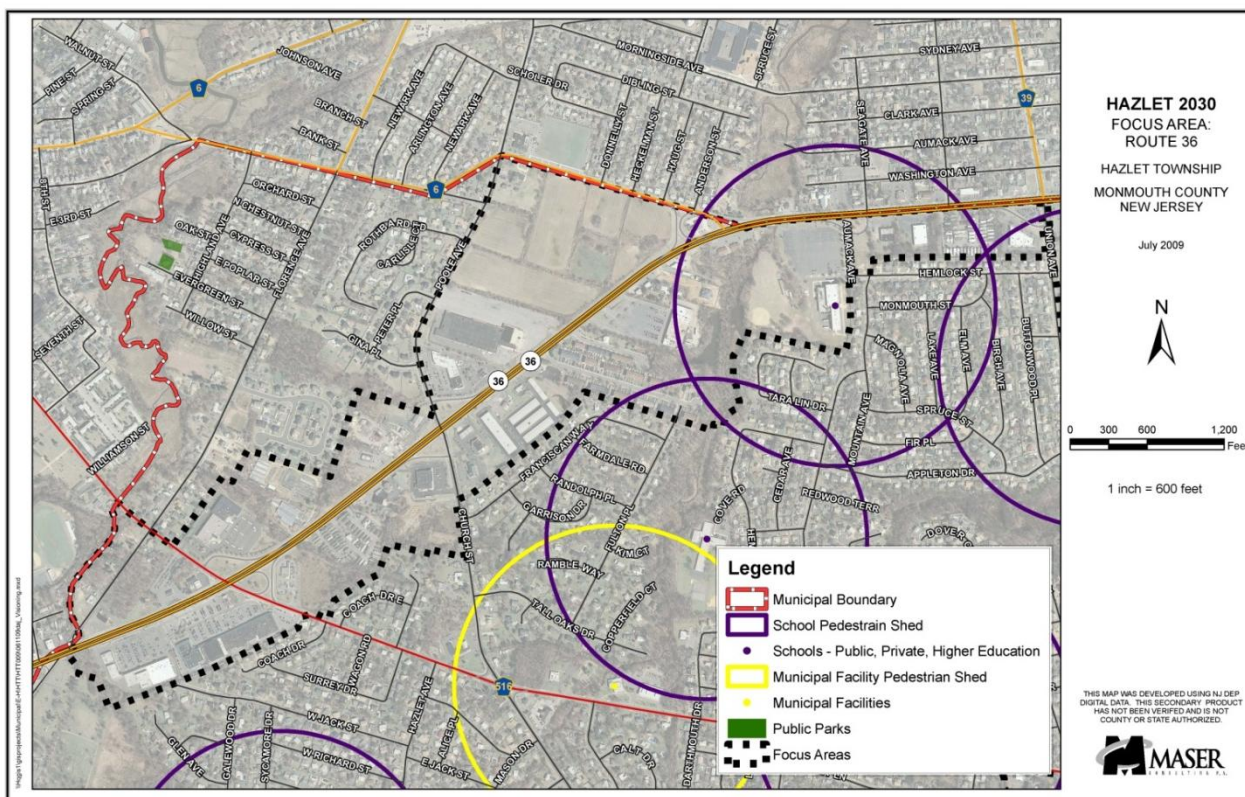


Western Route 36

Western Route 36 from the Keyport border to Union Avenue includes many older commercial properties that are now prime candidates for revitalization or redevelopment. This focus area has the ability to connect to the Henry Hudson Trail and contains largest vacant parcel of land in Hazlet (Stone Road Meadows) as well as a number of anchor properties such as the Holy Family School complex. The Land Use Plan should look in detail at this corridor to assess areas for future redevelopment or revitalization. Hazlet's vision for how this corridor should be developed must be refined with community input through public visioning workshops.

Issues to be addressed include zoning changes to enable smart growth, while preserving open space, encouraging walkable and bikeable community areas with linkages to adjacent neighborhoods and activity areas and providing a welcoming image of Hazlet to visitors of the Bayshore.

The Western Route 36 Focus Area includes properties along Route 36 starting at Airport Plaza, at the western end at Middle Road to Union Avenue at the eastern end.

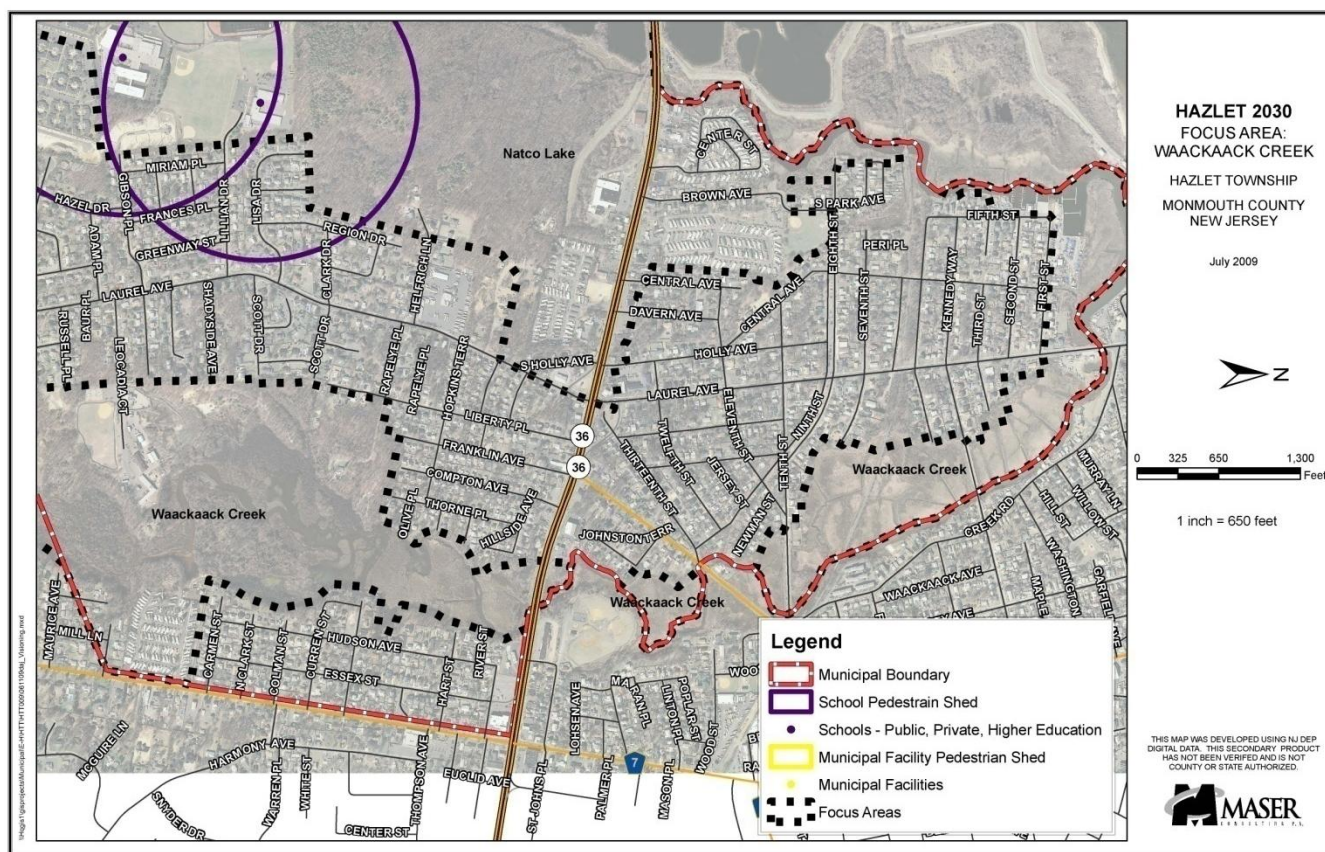


Waackaack Creek

The Waackaack Creek is a tidal estuary extending from the Raritan Bay south for 4.5 miles along Hazlet's entire eastern edge, where it connects with the Mahoras Creek in Holmdel. It flows through the Waackaack Creek Greenway, which includes about 136 acres of Township owned property containing freshwater and tidal marshes, woodlands and meadows – much of it a substantial and relatively unspoiled ecosystem. This Greenway adjoins Leocadia Park and Liberty Park. It also extends north to the mouth of the Raritan Bay, and contains three active marinas.

Issues to be addressed include preservation and expansion of green space, rezoning to permanently protect sensitive areas, improved recreational access to navigable portions of the Creek, and access to the Raritan Bay and the Henry Hudson Trail.

The Waackaack Creek Focus Area includes the Waackaack Creek Greenway, Leocadia Park, Liberty Park and other privately owned (mostly residential) properties that abut the greenway.

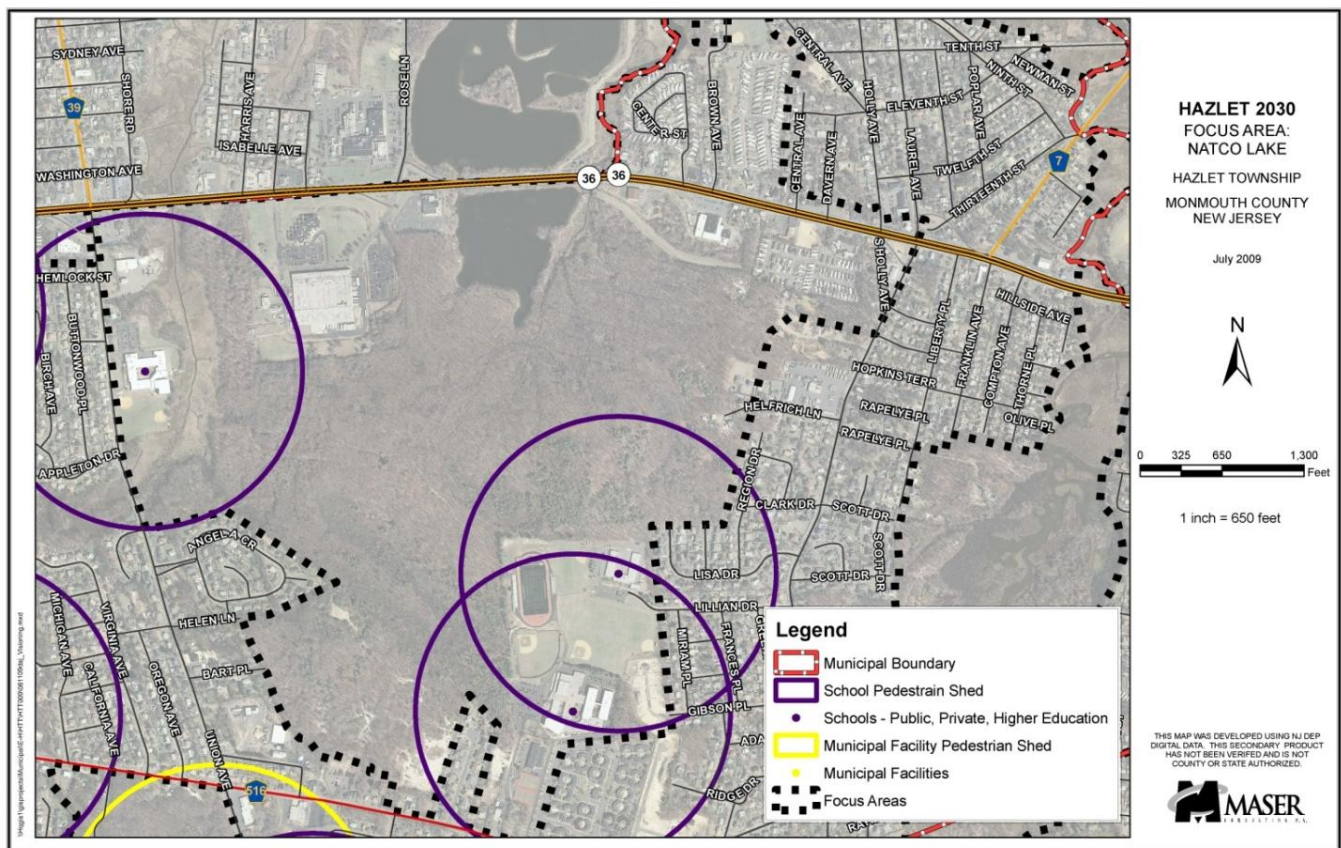


Natco Lake

This stretch of eastern Route 36 divides the Natco Lake Park in half, with the northern half of the lake in Union Beach and the southern half in Hazlet. Currently about 271 acres of the Natco Lake Park is owned by the Township, which abuts three public schools. International Flavors and Fragrances (“IFF”) owns substantial acreage in this area on both sides of Route 36. IFF is considered an ‘anchor’ for this area, meaning that it provides substantial benefit and a positive image for the area. This area includes residential, business and conservation zone districts. It is also an important element in the Township’s open space planning efforts.

Issues to be addressed include future land uses adjoining the greenway along Route 36, connections to Union Beach with access to the Raritan Bay and the Henry Hudson Trail.

The Natco Lake / Eastern Route 36 Focus Area includes the Natco Lake Park, IFF, and the commercial and residential properties along Route 36 from Palmer Avenue to the east to Lakeside Manor to the west.

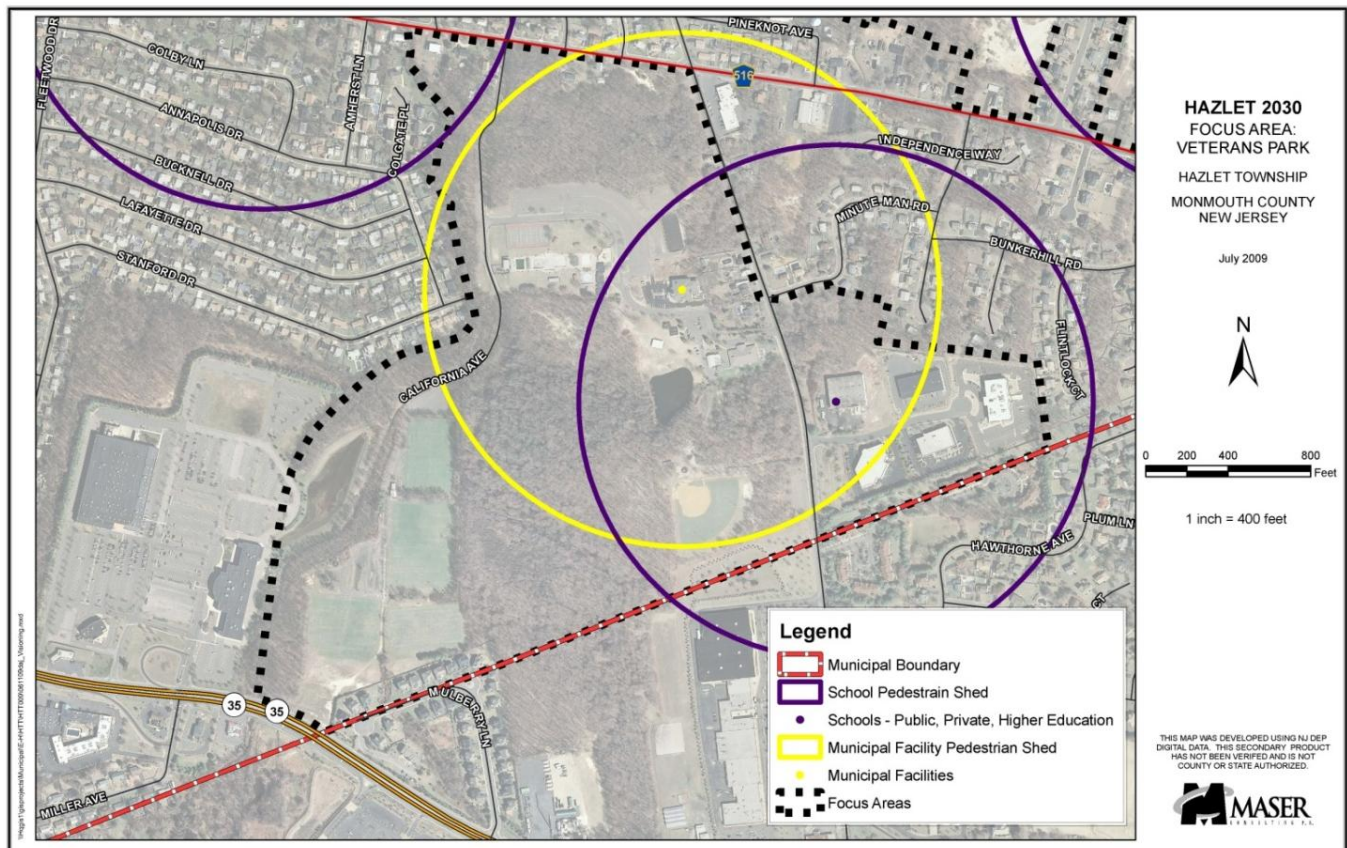


Veterans Park

Veterans Park area is the civic center of the Township with a 79 acre multi-use recreational facility off Union Avenue containing a softball field, pond, petting zoo, the Hazlet Swim Club, the Cullen Community Center, arboretum, play/activity areas, skating rink, proposed skate park and undeveloped wooded areas. The new Township Hall is centrally located in the Veterans Park focus area. Across Union Avenue is the recently opened Brookdale Community College Satellite Campus.

Issues to be addressed include developing a unified, long-term vision for this civic center, evaluating zoning and land uses surrounding the public lands, traffic flow, walking/biking trails and connections between this area and the adjacent amenities and neighborhoods.

The Veterans Park Focus Area includes Veterans Park, Cullen Center, Town Hall, the interior connector streets and the single family residential properties along Union Avenue and Middle Road that are contiguous to Veterans Park. Also included are Union Avenue and the Brookdale Community College Satellite Center across from the Cullen Center.



Questions for Discussion

Big Picture

- What has Hazlet Township been in the past?
- What are Hazlet's assets and challenges?
- Where are we heading in the future?
- Where do we want to be in the year 2030 and beyond?
- What actions do we need to take to reach this vision?
- What are the characteristics of a community in which you would like to live?
- What steps can Hazlet take towards sustainability to achieve a better quality of life for its residents?

Focus Areas

- Does Hazlet have a "town center" or gathering place? If not, should it have one? What should a town center or gathering place have?
- Where should traffic calming efforts occur in the focus areas?
- What types of land use changes would be desirable along the Route 36 and 35 corridors?
- Are there opportunities to create attractive mixed-use development along Route 36? What could such developments look like?
- Are there opportunities to create an off-road pedestrian/bicycle circulation system in Hazlet? How important is this to you?
- What level of preservation and improvements should be made to enhance Waackaack Creek Greenway and Natco Lake Park?
- What would you like to see built at Veteran's Park?