

2 — Planning Implementation Agreement Progress Report

Provided below is a reproduction of Lakewood’s Planning Implementation Agreement with the State Planning Commission. The column labeled “Status” provides the status of individual action items as of the submission of this Biennial Review.

Table 1: Planning Implementation Agreement

No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
0.1	Update land use and zoning ordinances to reflect agreed upon changes	Lakewood updates land use and zoning ordinances to reflect uses and intensity of development commensurate with their proposed changes to planning areas, designated centers, nodes, and cores.			Will be completed within 1.5 years after receiving Plan Endorsement.	Completed. Zoning Ordinance amendment adopted December 2017. (Ord. No. 2017-51). The zoning amendments implements the recommendations of the master plan and was a condition of plan endorsement. Documentation provided to OPA in 2019.
0.2	Adopt Protection Ordinances	Lakewood SPM after zoning ordinance is adopted <ul style="list-style-type: none"> • Riparian Corridor Ordinance • Water Conservation Ordinance • Wellhead Protection Ordinance 	DEP offer guidance		Will be addressed after receiving Plan Endorsement and before SPPM boundary changes and prior to start of CAFRA re-view period.	Completed. Riparian Buffer Conservation Overlay Ord. No. 2017-24 adopted on November 8, 2017. Documentation provided to OPA in 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
0.3	CAFRA Consistency	Lakewood submit CAFRA Consistency Statement to DEP	DEP offer guidance		Will be addressed after receiving Plan Enforcement and before SPPM boundary changes and prior to start of CAFRA review period.	Completed. A CAFRA Consistency Statement was submitted to the NJDEP and NJ OPA. NJDEP published a Coastal Area Rule notice in 2018 accepting planning area boundaries, centers, cores, and nodes. Documentation provided to OPA in 2019.
0.4	WQMP	Work with the County to complete the municipal chapter of the County Plan	DEP, Ocean County		DEP will adopt the WQMP with the Lakewood chapter by the end of January 2016.	Completed. Adopted by County and approved by NJDEP. Documentation provided to OPA in 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
0.5	Kettle Creek	Lakewood will provide NJDEP with a current list of all municipally owned parcels which lie outside of the adopted Sewer Service Area mapping within the Kettle Creek watershed, Crystal Lake Preserve area and adjacent to the Metedeconk River or tributaries. The intent of such list is to identify those parcels which will be permanently preserved either by addition by the Township to the Recreation and Open Space Inventory (ROSI) maintained by the NJDEP Green Acres Program or preserved by a mechanism that is agreed to by NJDEP and the Township for mitigative purposes as may be required by a CAFRA permit issued within the Township. Prior to changes to the State Plan Policy Map, such mechanism will be enacted by Township ordinance, establish a date certain by which such preservation is to take place, and shall be binding upon the Township.	DEP		Will be addressed after receiving Plan Entorsement and before SPPM boundary changes and prior to start of CAFRA review period.	Completed. Deed restriction of parcels adopted in December 2017; 290 parcels and 650 acres were restricted. Documentation provided to OPA in 2019.
0.6	Zoning Map and Ordinances	Revise the official zoning map and ordinances based on the Smart Growth Plan	OPA		Will be completed within 1.5 years after receiving Plan Entorsement.	Completed. December 2017 (Ord. No. 2017-51). Documentation provided to OPA in 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
0.7	OPA updates SPC Map with amendments from the SPC PE resolution—Centers, Nodes and Planning Area changes	Zoning and protection ordinances adopted by Lakewood	OPA submits changes to the State Register		Shortly after Lakewood updates the Land Use ordinance and Zoning Maps.	Completed. NJ OPA updated the State Plan map, published December 2017
0.8	CAFRA Consistency	Lakewood submits CAFRA Consistency Statement	After SPC resolution adopted, OPA submits changes to the State Register		Within 30 days after Lakewood Updates zoning and OPA updates State Plan Map resolution	Completed. A CAFRA Consistency Statement was submitted to the NJDEP and NJ OPA. NJDEP published Coastal Area rule in February 2018. Documentation provided to OPA in 2019.
0.9	Water Supply Management	Lakewood Twp. coordinates with Lakewood Township MUA and New Jersey American Water to develop a 10-year plan to ensure adequate water supply, including adequate firm capacity, for existing development and future growth.	DEP offer guidance and technical support including a template and designate a single point of contact to assist the Township		1–2 years	Completed. Water Supply Management Plan approved by the NJDEP, November 2018. Documentation provided to OPA in 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
1.1	NJDEP consideration of SPPM changes for use in CAFRA.	Zoning changes and zoning map changes that reflect SPC map changes			NJDEP will complete review and publish a notice of the review findings within 90 days of the SPPM changes	Completed. NJDEP published a Coastal Area Rule notice in 2018 accepting planning area boundaries, centers, cores, and nodes.
1.2	Plan Endorsement bi-annual review	By a date agreed upon between the SPC and the Township and biannually thereafter and within 6 months after adoption of any new or significant change to the reexamination report, land use ordinance or other planning documents submitted as part of the Plan Endorsement. Biennially, Lakewood Township shall submit a report to OPA and the public concerning the terms of this PIA and related efforts pursuant to NJAC 5:85-7.12(c).	OPA will provide a template		Ongoing	Ongoing. 2019 review was submitted on December 20, 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
1.3	Inter-governmental coordination	Coordinate with planning efforts of adjoining municipalities, the County and State and regional planning efforts particularly concerning regional planning, transportation, economic development, tourism, natural resource protection and open space and recreation.	County Planning Board, OPA, DOT, DEP, NJ Transit		Ongoing	<p>Ongoing. Lakewood Township worked with Brick Township Municipal Utilities Authority to install green stormwater infrastructure improvements around Lake Carasaljo to improve water quality entering the lake. Lakewood continually works with the County to improve various intersections under the County's jurisdiction as well as to widen County roadways. The Township worked closely with the County for improvements to Vermont Avenue and Locust Street, as well as the intersection of Oberlin and Cedarbridge, which is now under construction. The Township has also installed sidewalks along West County Line Road to facilitate pedestrian circulation and improve pedestrian safety in the area.</p> <p>Lakewood continually works with the NJDOT to improve various intersections under NJDOT's jurisdiction as well as to widen NJDOT roadways. Some intersections the Township has worked closely with NJDOT include improvements to Route 70 and Vermont Avenue, Route 9 and Broadway, as well as Route 9 and Oak Street.</p>

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
1.4	Center, Node, Core boundary modifications	As part of the biannual review the State Planning Commission agrees to reevaluate boundaries based on implementation of the PIA.	County Planning Board, OPA, DOT, DEP, NJ Transit		Ongoing	<p>Ongoing. Lakewood Township submitted a request for an expansion of the Industrial Node to the NJ OPA on November 19, 2019; this request was granted with the passage of Resolution 2021-08 by the SPC at its April 7, 2021 meeting.</p> <p>Concurrent with the submission of the Township's biennial review for the period including 2020 and 2021, the Township submitted three additional requests for boundary modifications. These requests are provided in appendices A, B and C.</p>
2.1	Master Plan	Review and update Master Plan goals and objectives as directed by the MLUL. The remaining elements need to be updated to reflect the community vision that was conducted as well as the Growth Management Plan and including Center Boundaries, update: <ul style="list-style-type: none"> • Circulation • Housing • Historic Preservation • Community Facilities • Utilities • Economic Development • Conservation of Open Space 			Reexamination will be required by the MLUL	<p>Completed. New master plan adopted October 25, 2017. First reexamination due by October 25, 2027.</p>

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
2.2	Impact Fees	Implement provisions of the Unified Development Ordinance to promote Township affordable housing goals and the use of impact fees for authorized development by the Township Committee.			6 months	<p>Completed. Mandatory affordable housing fees adopted March 8, 2018 (Ord. No. 2018-9). Court has approved a spending plan, which was subsequently amended with approval of the Court in 2021 (Appendix D). In addition, Transportation Improvement District (TID) was adopted for two areas (viz., TID 1 and TID 2) of the Township on June 8, 2017 (Ord. No. 2017-17).</p> <p>In 2020, Lakewood prepared a Capital Improvement Plan for Transportation Infrastructure (CIP-TI). Said plan, which is provided in Appendix E, is intended to be used to evaluate roadway and intersection improvements within TIDs. When the need for an improvement is determined and attributed at least in part by future land development, the CIP-TI is to be used to assess fair share costs of the improvements to be contributed by developers in accordance with the NJ Municipal Land Use Law.</p> <p>Currently, the CIP-TI is under review and consideration for adoption by the Township.</p>

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
2.3	Historic Preservation Element	While laudable efforts have protected the Strand Theater and Georgian Court, the Township lacks a comprehensive framework to protect the stock of historic buildings particularly in downtown. It is recommended that the Township incorporate into its Master Plan an Historic Preservation Element.	OPA and DEP as appropriate		2-3 years	Completed. An Historic Preservation Element was adopted as part of the Master Plan on October 25, 2017.
2.4	Community Facilities	Continue to review the needs of community facilities to determine the need for replacement or additions including, but not limited to: schools, fire substations, police station, highway department and recreational facilities.	OPA and DEP		2-3 years	Completed. A Community Facilities Plan Element was adopted as part of the Master Plan on October 25, 2017.
2.5	Educational Programs	Encourage educational programs for conservation of lands, historic resources, community facilities and local businesses.	County		3-5 years	Ongoing. The Township website contains educational information and links regarding historic and cultural resources. The Township is a participating community in Sustainable NJ and gained "Bronze-Level" program certification on December 20, 2021.
2.6	Plan Review	Establish a continuing program for re-evaluating the policies established by the Land Use Plan Element			Ongoing	Ongoing.

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3.1	Projected Need for Affordable Housing	In light of the Township's rapid growth and development, and the concerns mentioned during public review of the SGP, Lakewood will ensure that they adhere to the Fair Housing Act.	Courts as well as Local, County, State, Federal government if applicable.		Ongoing. To be reported in the biennial review.	Ongoing. Lakewood Township is an Urban Aid municipality. The Township has an on-going housing rehabilitation program funded by CDBG and the Township's affordable housing trust fund. The Township also is supporting, using the affordable housing trust fund, affordability assistance programs administered by STEPS and the LRRRC. New affordable housing is currently being constructed by NJ HAND as part of a previously approved development. The development is known as "Lakewood Commons" and contains 446 dwelling units, of which 100% are affordable. The last phase of the development is currently under construction. In 2021, the Township amended, with approval of the court, its adopted Spending Plan to provide affordable housing trust funds to provide increased affordability levels within the NJ HAND project. A copy of the Township's most recent Spending Plan is provided in Appendix D.
3.2	Rehabilitation	Consider partnering with Ocean County to utilize resources like tax abatement and CDBG funding to rehabilitate the aging housing stock.	Ocean County		2-3 years	Ongoing. Lakewood Township has an on-going housing rehab program. This program is described in the Township's most recent Spending Plan (Appendix D).

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3.3	Housing Mixture	Identify opportunities to create diverse housing mixture and affordable housing in the centers.	HMFA as well as Local, County, State, Federal government as applicable.		Ongoing	Ongoing.
3.4	Housing—Affordable Housing Sites	Ensure that any new sites identified for affordable housing be free of environmental constraints that would render them not developable as described in the amended Draft Housing Element and Fair Share Plan and applicable regulations.	Courts as well as Local, County, State, Federal government as applicable.		Ongoing	N/A. No new housing sites are required.
3.5	Ensure compliance with the affirmative marketing requirements of N.J.A.C. 5:80-26.1 et seq.	There were a number of public commitments made during the public comment period of the SGP that not all affordable housing was marketed fairly. The biannual report should address steps being taken to ensure that it is.	Courts as well as Local, County, State, Federal government if applicable.		Ongoing. To be reported in the biannual review	Ongoing. The Township's Community Development office administers the affirmative marketing program.
4.1	Open Space Plan & Update ROSI	Continually prioritize high value open space lands for acquisition. Implement the Open Space Plan Element of the Township Master Plan that identifies parcels for potential acquisition.	Ocean County and DEP-Green Acres		Ongoing as acquisitions are made or when plans change.	Ongoing. No major acquisitions. An Open Space and Recreation Plan Element was adopted in the Master Plan in October 2017 that identified potential acquisitions. The ROSI will be updated as necessary as new acquisitions occur.
4.2	Pedestrian Linkages	Design, obtain funding and construct the trail network and pedestrian linkages with assistance provided by Environmental Commission.	DOT, County		1–5 years	Items 4.2 and 4.3 have been combined. See Item 4.3 for status.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
4.3	Open Space Linkages	Create linkages between open space and recreation sites.	DEP		2 years	In Progress. Linkages Plan authorized by Township in July 2019. Draft plan provided to Township for review and consideration in December 2019.
4.4	Non-Contiguous Cluster Ordinance					Completed. Ordinance adopted December 7, 2017 (Ord. No. 2017-52). Documentation provided to OPA in December 2019.
5.1	Natural Resource Inventory	Update the Natural Resource Inventory that was produced during Plan Endorsement with assistance provided by the Environmental Commission.	DEP		Ongoing as acquisitions are made and new environmental data is available.	Ongoing. Township will acquire new NJDEP GIS data and update existing GIS mapping of natural resource maps as appropriate data becomes available.
5.2	Stream Corridor Protection Plan	Create and implement a Stream Corridor Protection Plan to protect waterways located within the Township.	DEP		2-5 years	Completed. Riparian Buffer Conservation Overlay Zone ordinance adopted on August 10, 2017. Documentation provided to OPA in December 2019.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.11	The Circulation Element of the Master Plan should be updated.	<p>The Township shall propose a detailed circulation strategy that describes circulation patterns and justifies how these proposals would help enhance mobility without negatively impacting pedestrians.</p> <p>The updated Circulation Element should include a clear statement that recognizes the role of state roads for conveying through rather than local traffic. The plan should provide access to local businesses on local roads.</p> <p>The statement should acknowledge that the State does not have the funds to widen Route 9 in the foreseeable future and that Lakewood has investigated alternative north-south roadways to lessen the traffic congestion on Route 9. More details are needed.</p> <p>It is also important that the plan integrates existing bus and shuttle services to address capacity issues.</p>	DOT, NJ Transit, OPA	Circulation Element	1 Year	Completed. A Circulation Plan Element was adopted as part of the Master Plan on October 25, 2017.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.15	Implement the Parking Study funded through the OPA Smart Growth Grant	Ensure that opportunities for growth do not impede the ability to construct and to effectively address parking. Utilize best TOD and center-based design strategies.	DOT, NJ Transit		2-5 years	Ongoing. The Township is evaluating funding sources for the recommended projects. In addition, the Township is continuing to implement downtown parking improvements. The Township is also exploring the potential for real estate acquisitions that will facilitate the expansion of its network of parking lots in the Downtown. Demand for parking in the Downtown remains high because of the brisk retail and government activity.
6.2	Work with NJDOT (and Work with NJDOT (and NJT where service is involved) to specifically, adopt a Complete Streets policy that recognizes pedestrian and their needs to access transit, jobs, and neighborhoods. The complete streets approach begins with an understanding that land use and transportation are integral to one another, and planning needs to operate with that understanding.	As circulation plans are developed follow NJ DOT's policy to enable safe access and mobility of pedestrians, bicyclists, transit users of all ages and abilities, in addition to motorists that should be developed with context-sensitivity and a firm understanding that Land Use and Circulation planning are integrated with the other.; specifically, adopt a Complete Streets policy.	DOT, NJ Transit		Lakewood adopted a Complete Streets policy on October 17, 2013.	Completed. Township Committee adopted a complete streets policy by resolution on October 17, 2013.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.25	Work with NJT to implement appropriate Express Bus service along Route 9.	Develop an implementable plan to improve Express Bus service along Route 9.	NJ Transit		2-5 years	Completed. Academy bus & NJ Transit have Route 9 express bus service to NYC.
6.3	TOD Development	Develop and utilize best TOD and center-based design strategies where appropriate.	DOT, NJ Transit		2-5 years	Ongoing.
6.4	Access Management	Continue to work with NJTPA, NJ DOT and Toms River to address access management planning along Route 9 and other state highways.	DOT in conjunction with NJTPA's Route 9 corridor study		2-5 years	Ongoing. Lakewood participated in 2016 with the North Jersey Transportation Planning Authority in a study of the Route 9 Corridor, NJDOT, Ocean County and Toms River to address congestion and traffic safety. An access management plan was recommended.
6.5	Goods movement	As part of the Circulation Plan update, incorporate a strategy for dealing with retail, commercial or truck freight traffic along state, county, and municipal roadways as it relates to existing and future land use patterns.	DOT in conjunction with NJTPA's Route 9 corridor study		1.5 years	Completed. A Circulation Plan Element was adopted as part of the Master Plan on October 25, 2017.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.6	Transportation Demand Management (TDM)	As part of the Circulation Plan update, incorporate a strategy to utilize transportation demand management (TDM) measures for trip reduction where applicable, such as ridesharing, vanpooling, transit, and park-and-rides	NJTPA, Greater Mercer TMA, NJ TRANSIT and DOT in conjunction with NJTPA's Route 9 corridor study		1.5 years	Completed. Action-oriented objectives were listed in the Circulation Plan Element to enhance public transit access and service.
6.7	Transportation— Route 9 right of way	The Township will implement land use controls consistent with the desirable typical section (DTS) for Route 9 in the Access Code. The Township's HD zoning along Route 9 south of downtown provides for setbacks to help preserve a right of way for future Route 9 widening. However, based on field observation, there appears to be significant development close to the highway. The Township shall provide copies of variances and other provisions that have allowed for encroaching development.	OPA and DOT		1 year	Ongoing. The desired typical section requirements are enforced during site plan approval at the stage of Planning Board and Zoning Board approvals. Route 9 improvements are scheduled to be implemented in the coming months by the DOT. These will include: many intersection enhancements; two additional traffic lights (at Oak Street and Broadway); and sidewalks along the western side of Route 9 to enhance pedestrian safety. This project stretches from Route 9 and Central Avenue (CR 528) to the southern municipal border and beyond into Toms River Township.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.8	Airport Activities	Prepare a discussion in the Land Use Element of the Master Plan that describes appropriate land uses adjacent to the airport. The role the airport plays should also be discussed in the Circulation Element. Market the airport for greater economic development in the Township.	DOT		1 year	Completed. The Airport facilities were discussed in the Circulation Element of the 2017 Master Plan. In addition, a zoning amendment was adopted in December 2017 to promote the economic activities in the tracts adjoining Lakewood Municipal Airport.
6.9	Mass Transit Improvements	Remain actively engaged with NJ Transit & Ocean County to explore mass transit options.	NJ Transit & Ocean County		Ongoing	Ongoing. Township continues to be engaged with NJ Transit and Ocean County. The Township is operating a shuttle bus service within Lakewood. A copy of the most recent shuttle bus service schedule is provided in Appendix F.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
6.10	Lakewood TID	Implement the TID	Lakewood, DOT		1 year	<p>Completed. Transportation Improvement District (TID) ordinance adopted June 8, 2017 for two sub-districts (Ord. No. 2017-17).</p> <p>In 2020, Lakewood prepared a Capital Improvement Plan for Transportation Infrastructure (CIP-TI). Said plan, which is provided in Appendix E, is intended to be used to evaluate roadway and intersection improvements within TIDs. When the need for an improvement is determined and attributed at least in part by future land development, the CIP-TI is to be used to assess fair share costs of the improvements to be contributed by developers in accordance with the NJ Municipal Land Use Law.</p> <p>Currently, the CIP-TI is under review and consideration for adoption by the Township.</p>
7.1	Stormwater Management Plan	The Township will adopt a stormwater management ordinance and implement its stormwater management program in accordance with NJDEP regulations.	DEP and Ocean County		1 year	<p>Completed. Stormwater regulations are a part of the Unified Development Ordinance. The Township has a stormwater management plan, which was provided to the OPA in December 2019.</p>

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7.2	Wellhead Protection Plan	Create and implement a Wellhead Protection Plan to protect water supply wells.	DEP		2 years	Completed. Ordinance adopted in June 2017 (Ord. No. 2017-26). Documentation was provided to the OPA in December 2019.
8.1	Urban Enterprise Zone	Continue to actively promote the UEZ programs (employment, financial, public safety).			Ongoing	Ongoing. Efforts are directed by the Lakewood Development Corp (LDC). The LDC, which manages the UEZ for Lakewood Township has over 500 companies active in the UEZ and is recognized as one the best performing UEZs in NJ. UEZ programs assist companies in their efforts to grow and hire, contributing to the economic growth and well-being of the township and the region. With the state having recently re-authorized the UEZ program, Lakewood's UEZ office is currently working to expand its loan offerings and other projects in order to spur economic development and job creation.

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No.	Activity	Local Effort	State/ County Assistance	Deliverable	Timetable	Status
8.2	Business Retention/ Expansion	Manage the business development and retention program in the Foreign Trade Zone, Industrial Park and Cedar Bridge Corporate Campus.	EDA		Ongoing	<p>Ongoing. Efforts are directed by the Lakewood Dev. Corp. FTZ, Industrial Parks (IPs) and Cedarbridge Corporate Campus (CCC). Lakewood's IP, which covers over 2000 acres and consists of 400+ companies, accounts for the region's largest employment center, with some 15,000 people coming to work every day. The IPs boast many nationally and internationally leading companies. CCC has added a center of Class A office use to Lakewood's economic powerhouse, with a concentration of health care and financial sector companies establishing headquarters or regional bases. The FTZ designation, which is an important tool for certain companies impacted by customs and duty issues, is another asset. The FTZ is administered locally by the LDC, which also manages the UEZ program. Currently, the industrial parks are experiencing a steady and strong demand for expansion, thus creating many jobs and opportunities. Office demand remains extremely strong; this speaks to growth in professional and other high-paying jobs. Migration from NYC and other areas remains a factor in this growth. Despite COVID-19, local businesses are growing.</p>

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8.3	Revolving Loan Fund	Ensure that the revolving loan fund is promoting small business development with assistance provided by the Chamber of Commerce.	EDA		Ongoing	Ongoing. Efforts are directed by the Lakewood Development Corp (LDC). LDC's flagship ongoing program is a revolving loan fund making mostly microloans to assist new business with startup costs or other strategic investment designed to spur growth and job creation. This self-perpetuating fund is active and a significant resource to the entrepreneurial community in Lakewood.
8.4	Tourism	Maximize the net capture of visitors to State, County, and local open space areas.	DEP		Ongoing	Ongoing. Lakewood continues to be a destination for local and out-of-state tourists. The BlueClaws stadium hosts one of the most successful minor league baseball franchises, and also hosts a variety of activities throughout the year, including concerts, boat and RV shows and the like that draw large crowds to the location. The Strand Center for the Arts, a historic landmark theater in downtown Lakewood, has a strong lineup of musical and other entertainment that draws from around the region.

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8.5	Financial Assistance	Apply for public and private community development grants	EDA, OPA, NPP, HUD, CDBG and DOT		Ongoing	Ongoing. Assistance will be applied for as needed and as funding is available. Lakewood has an ongoing interest in working with state and federal agencies to seek grants for various improvements throughout the town which may include the Neighborhood Preservation Program and other forms of assistance.
8.6	Entertainment/retail/ restaurant	Identify further retail opportunities adjacent to the BlueClaws stadium.	OPA, County		1 year	Ongoing. Cedarbridge Redevelopment Plan amended to allow, inter alia, retail, medical office uses and mixed commercial uses (n.b., additional information on 2020 and 2021 amendments is provided in Section 5 of this Biennial Report). Recent developments have seen a significant investment in high end retail businesses around the BlueClaws Stadium. The Avenue Shoppes development, just north of the stadium is home to clothing, restaurants and more. In addition, it is noted that Downtown Lakewood has been home to the Strand Center for the Arts (the Strand), a landmark theater featuring mostly music and dance performances. Having weathered the pandemic, the Strand is now back to presenting a full slate of productions and patrons have returned in good numbers.

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8.7	Farmers Market	Promote the creation of a Farmers Market to promote the Jersey Fresh brand in the Regional Center.	DOA		1 year	Ongoing. Farmers Market efforts have been made before, but a suitable location has not been established. Some mention of the BlueClaws lot has been made, and Lakewood would seek a partner entity that could coordinate and manage such an effort.
9.1	Strengthen Regional Center Identity	Build upon Lakewood's economic and cultural identity to establish a destination for Ocean County and Monmouth Counties.	DOT, DEP and OPA		5 years	Ongoing. May require assistance from Ocean County and State with involvement of the Chamber of Commerce.
9.2	Streetscape Design	Develop a streetscape design, which includes signage to identify the Center.	DOT, Ocean County and OPA		2 years	In progress. Lakewood Township is in the process of preparing a streetscape plan. The plan will be complete in Fall 2022.
9.3	Destination Guide	Publish an easy-to-use destination guide that lists events and places of interest to market the Regional Center	Ocean County		2 years, Ongoing	In Progress. Guide has been prepared by the Lakewood Township Tourism Advisory Board. A copy is provided in Appendix G. In addition, the municipal website includes pages with relevant information related travel under the menu bar item "Living and Visiting." A direct link to the splash page for "Living and Visiting" is available here: https://www.lakewoodnj.gov/section/visitors

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9.4	Educational Programs	Encourage educational programs for conservation of lands, historic resources, community facilities and local businesses.	SHPO		Ongoing	Ongoing. The Township website contains educational information and links regarding historic and cultural resources. The Township is a participating community in Sustainable NJ and gained "Bronze-Level" certification on December 20, 2021.
9.5	Transit Station	Examine land uses around the proposed rail station and propose transit-oriented development.	NJ Transit, DOT, Transit Village Initiative, OPA		2-5 years	Ongoing. The Township will require guidance from NJDOT to proceed.