

LACEY TOWNSHIP

COMMUNITY VISIONING

REPORT

Lacey Township Plan Endorsement Process

Prepared by

Heyer, Gruel & Associates
Community Planning Consultants

October 2017

Lacey Township Community Visioning Report

Township of Lacey
Ocean County, New Jersey

Adopted October 12, 2017

Prepared By:

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

A handwritten signature in black ink, appearing to read "Susan S. Gruel", written over a horizontal line.

Susan S. Gruel, P.P. #1955

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Section 1. COMMUNITY VISIONING PROCESS

VISIONING PURPOSE

Lacey Township is currently undertaking the State Plan Endorsement process, petitioning for Regional Center designation for a portion of the Township, and two node designations in industrial areas. Community Visioning is a key component of Plan Endorsement. The Township recognizes the value of generating discussion and gathering input to arrive at a shared community vision of the future. A strong vision statement gives the Township clear direction for its desired future against which development policies and plans can be considered.

According to the Office of Smart Growth's 2010 Plan Endorsement Guidelines, the elements of successful visioning processes in the context of the Plan Endorsement process are summarized in the following bullet points:

- Visioning is a process by which a community envisions the future it wants, and plans how to achieve it.
- Visioning is guided by previous steps of the Plan Endorsement process, including the Municipal Self-Assessment Report and the state-authored Opportunities and Constrains Report. These documents provide the reality check needed to create a sustainable vision.
- A formal Vision Statement has clearly articulated goals and objectives.
- The Vision Statement, goals and objectives shall be consistent with the State Plan, and should guide the municipality's planning, not just for the short term, but with a 20-year planning horizon that forecasts the local conditions at the conclusion of that period.
- Once the Vision Statement has been prepared, the Vision Statement shall be presented to the governing body at a public hearing. The governing body considers a resolution to approve the Vision Statement.

This portion of the Report (Section 1) will demonstrate that the Visioning process as conducted in Lacey Township included all of these necessary elements. Overall, it is the vision of Township officials and residents that future economic development initiatives will take a center-based form, assisting the Township in transitioning away from the strip-based auto-oriented economic development patterns of the past to siting new businesses in neighborhood-based, pedestrian-friendly nodes of mixed-use development. Center designation through the Plan Endorsement process would affirm the intentions of the Township to pursue these forms of compact, mixed-use developments, while also allowing for the development specifications that will enable businesses to more easily locate in Lacey Township.

BACKGROUND TO THE VISIONING PROCESS IN LACEY

Normally the Plan Endorsement process involves three community visioning sessions and two public hearings. In Lacey's case, the Township has recently undertaken a number of planning initiatives that had a public outreach component, including:

Planning Process	Date of Hearing(s)	Type of Hearing
2012 Master Plan Reexamination	June 11, 2012 November 13, 2012	Planning Board meeting
2013 Oyster Creek Nuclear Facility Feasibility Study of Proposed Energy Enterprise Zone	May 8, 2013 May 22, 2013	Open House workshops with local and state officials
2014 Strategic Recovery Planning Report	March 13, 2014	Township Committee meeting
2016 Updated Land Use Element	November 30, 2016	Planning Board meeting
2017 Housing Element & Fair Share Plan	March 13, 2017	Planning Board meeting

On that basis, the office of State Planning Advocacy supported a waiver from one visioning session and one hearing. Consequently, the present Plan Endorsement process included two community visioning sessions and one public hearing.

SCHEDULE OF VISIONING EVENTS

Lacey Township held the first and second Plan Endorsement visioning sessions on September 11, 2017 and September 27th, 2017, respectively. Both meetings were held at the Municipal Building located at 818 Lacey Road in Lacey, at 6:00 pm. The visioning sessions were adequately and correctly noticed according to the requirements of NJAC 5:85-7.11(a) and 5:85-1.7(f).

The sessions were advertised to as wide of an audience as possible through multiple outlets, including publication in the Township's paper of record, posting to the municipal website home page, physical posting on Township bulletin boards, and electronic notification to those residents subscribing to the Planning Board's Public E-mail List. Notice was also given through certified mail to all surrounding Townships and to Ocean County. Please see appendix A for affidavits of publication and screen shots of the online website postings.

Section 2. ENGAGEMENT ACTIVITIES

STRUCTURE OF VISIONING SESSION 1

The first visioning session took place on September 11, 2017. The goal of the session was to begin a conversation about the public's view of the current issues and opportunities in Lacey Township that could positively or negatively affect the Township's future development. The consultant team, in partnership with Township officials, selected the SWOT analysis framework as an effective means for a structured conversation surrounding the current Strengths, Weaknesses, Opportunities, and Threats with potential impacts on the future development of Lacey.

In order to set the stage for a productive discussion, the Consultant team provided an introductory discussion to the Plan Endorsement process, components and characteristics of a designated center, and the purpose and goals of community visioning. (See Appendix B for the two posters that were used in support of the introductory presentation.) The consultant team brought information on existing conditions of the Township into consideration with a series of maps summarizing current Township conditions, which were available as needed to support discussion and various items raised in the course of the session. (See Appendix C for the maps that were available for inspection and discussion). These existing conditions maps drew on the information gathered during the preparation of the Township's Municipal Self-Assessment.

The SWOT analysis was conducted in a community forum style discussion, where members of the public and the Planning Board were free to comment on the SWOT areas under discussion at will. The consultant team took notes publicly, on a large white note pad, for a record of the discussion topics and for the purpose of synthesizing the comments gathered into a draft Vision Statement that would be the focus of the next Visioning Session.

Despite advertising in multiple outlets, the turnout for the first visioning session was low. Aside from the members of the Planning Board (serving in this case in their role of the Plan Endorsement Advisory Committee), approximately 5 members of the public were in attendance.

STRUCTURE OF VISIONING SESSION 2

The second visioning session took place on September 27, 2017. The goals of the session were to present a draft Vision Statement for public debate and discussion, and to bring the findings of the State's Opportunities and Constraints analysis into the visioning process as a way of setting some realistic parameters. Accordingly, the consultant team began with a presentation summarizing the findings of the Opportunities and Constrains report, accompanied by a hand out on the topic.

Next, the consultant team read the draft Vision Statement. The remainder of the session was devoted to taking public comment on the contents of the Statement. Toward the end of the session, copies of the draft statement were provided to participants for a closer examination. The consultant team took this feedback into consideration while drafting the final vision statement. See Appendix E for the handouts that were provided during the second visioning session.

Turnout for the second visioning session improved over the first session. Aside from the members of the Planning Board (serving in this case in their role of the Plan Endorsement Advisory Committee), approximately 10 members of the public were in attendance.

Section 3. VISIONING SESSION OUTCOMES

OUTCOMES OF VISIONING SESSION 1

The goal of the first session was to determine the public's view of the issues and opportunities currently affecting Lacey Township's future development potential through the SWOT analysis framework. The SWOT activity generated a productive discussion of the existing conditions in Lacey Township, and the community characteristics that residents would like to encourage as the Township develops and adjusts to the closure of Oyster Creek. The specific items raised for each SWOT component is summarized below. (See Appendix E for full minutes of the first session).

Strengths

- The Township has an extensive Park system with good access. The walkways in the area of Manchester Avenue are a positive example of existing infrastructure.
- Development has taken off along Lacey Road and Route 9. The concentration of commercial uses there promotes convenience, so that there is easy access to businesses and commercial conveniences without expansive commercial land use areas detracting from quality of life for residences.
- The Township has already taken steps to promote mixed-use development within the Route 9 and Lacey Road corridor through zoning changes. This has the positive effect of giving small business owners the ability to generate extra revenue from residential rents.
- The Town government is flexible and willing to work with applicants to overcome challenges to development.
- There is a mix of both small retail and big box stores.
- The Ocean Ride County transit system is a valuable asset, both for enabling mobility for residents and for bringing additional customers to Lacey businesses from other areas.
- The Township has very diverse elements within its borders, including the Pinelands region, agricultural areas, the Bayshore area, the business districts, and the marina district. The Township can capitalize on this diversity, providing a range of potential experiences for visitors and residents alike.
- The Township held up well after Sandy, with strong emergency management procedures in place.

Weaknesses

- There is currently significant distance between residential areas and commercial corridors, which precludes walking after a certain point. Most travel through town is done by car.
- Addressing the mobility issue is a challenge in certain portions of the Township that are older, where the existing layout makes it difficult to install sidewalks and pedestrian infrastructure. This is particularly the case in areas along Route 9 with limited frontage.
- There are greater access issues for pedestrians east of Route 9 who would like to cross to commercial areas. The crossing is difficult.

Lacey Township Plan Endorsement
Community Visioning Report

- Traffic congestion on Route 9 is a continual issue. There are frequent bottlenecks from Forked River up to Bay Ave in the north. Traffic spills over from the Garden State Parkway when accidents occur. It is a difficult issue to address given that Route 9 is a State Road, and jurisdictional issues exist.
- There are high rates of commercial vacancy in existing strip malls. The assumption is that they are failing due to lack of available parking due to impervious coverage limits.

Opportunities

- Railroad Ave, the bypass road to be constructed that will parallel Route 9, will expand access to sections of Route 9 and Lacey Rd. Not only will it reduce traffic congestion, but there is also an opportunity to encourage alternate transportation modes with the bike path component.
- The Township could capitalize more on its waterfront location by encouraging resort-type and residential uses and promoting boating and marine commercial uses. The waterfront could be protected from intensive big box commercial uses with viable available sites on Lacey Road and Route 9.
- There could be new mixed-use development opportunities created by re-arranging some of the existing uses on Lacey Road and Route 9. At present there are a number of community facilities and municipal uses. The relocation of some of these might open prime developable commercial areas.
- Some recreational facilities are underutilized, such as Eno's Pond and Bayfront Park. There may be additional opportunities for ecotourism.
- There seems to be an untapped market for commercial development that cannot occur due to existing development limitations. Residents should not have to travel far to buy what they need. Convenience is appreciated and it's an asset that attracts potential residents
- There is an Economic Development Commission, which may be able to find opportunities to be more active.
- There are some opportunities to pursue redevelopment areas.

Threats

- The closure of Oyster Creek presents a threat to both the local Township and regional economy.
- As a Bayshore community, Lacey is vulnerable to extreme weather events, with the need to pursue mitigation tactics and to plan for emergency scenarios.

OVERALL: LACEY DESIRES TO BALANCE ITS SMALL-TOWN FEEL WITH GROWTH AND DEVELOPMENT

OUTCOME OF VISIONING SESSION 2

The main goal of the second session was to present a draft Vision Statement for public debate and discussion, guided by the findings of the State's Opportunities and Constraints Report. Reactions to the draft statement varied. Suggestions for improvement centered around the following themes (see Appendix E for full minutes of the second session):

- To date, not enough attention has been given to historic preservation, causing the Township to lose many of its historical and cultural assets. More attention should be given to historic preservation, especially in Forked River, to preserve the historic character that does remain.
- The statement should have additional language pertaining to the environment, particularly considering the potential impacts of additional impervious surface on water quality in the form of non-point source pollution.
- There is frustration regarding the predominant pattern of economic development in the Township over the course of the past few decades. The emphasis on big box stores removed neighborhood commercial types of establishments. There was a desire to know what has changed and what direction the Township will go in to either support additional big box retailers or support smaller "mom and pop" establishments.
- Support for center-based development was voiced by a member of the community who has been engaged in commercial development, and has first-hand experience with the limitations of the Township's current regulations.
- There was some concern regarding the concept of mixed-use development and the need to balance additional residents with concerns regarding taxes and schools.

The consultant team took this feedback into consideration when drafting the final vision statement, which is provided in the next section.

Section 4. FINAL VISION STATEMENT

LACEY TOWNSHIP VISION STATEMENT

Twenty years from now, in 2037...

Lacey Township is a thriving community, known regionally for the many economic and residential opportunities available within its borders. The diversity of the Township's individual neighborhoods, each of which bring something different and interesting to the quality of life in Lacey, has been maintained and strengthened. The unique characteristics of the pinelands, marina district, historic Forked River, Bayshore, and retail districts have been reinforced. The Township has taken proactive steps to protect its natural, environmental, coastal, and remaining historic resources, recognizing these assets as the very attributes that make Lacey a desirable place to live, work, and spend leisure time. Goals related to both economic development and environmental preservation, sustainability, and resiliency have been balanced through center-based development techniques and context-sensitive land development regulations. Center-based strategies have targeted growth to the specific areas of the Township that can accommodate more intense development, and have simultaneously directed development away from and preserved the Township's most sensitive environmental features, leaving a legacy of stewardship and sense of place for future generations.

Lacey Township plans to realize this vision by pursuing the following overarching goals:

Land Use

1. Target growth to appropriate locations that respects existing development patterns.
2. Design regulations for the center district that result in development that is compact and walkable.
3. Build upon the zoning districts that currently permit mixed-use development to encourage the colocation of commercial and residential developments that mutually support one another with convenient access to goods and to a stable customer base.

Economic Development

1. Redevelop portions of the Route 9 and Lacey Road corridors to serve greater public purpose with viable retail, service, and other commercial establishments.
2. Reconfigure the vacant strip-style developments currently existing along these corridors to better accommodate customers and employers.

3. Provide realistic opportunities for both big box stores and small “mom and pop” operations.
4. Ramp up the efforts of the Economic Development Commission, which can consider the potential effects of special economic designations, such as Business Improvement Districts or Redevelopment Areas, in stimulating economic activity.
5. Study existing zoning use regulations in commercial areas, particularly in the marine commercial district and M-1 district, with the intent of determining whether additional use categories can be permitted that would allow for commercial or industrial operations with regional draw.

Environmental Conservation

1. Continue to preserve environmentally sensitive features such as wetlands and floodplain areas.
2. Update the Township's Stormwater Management Plan to include the most recent and effective non-point source pollution mitigation standards.
3. When redevelopment occurs, consider requirements for cluster development and other flexible development options that would reserve larger land areas as open space or conservation land.

Housing

1. Provide, through zoning, a range of housing options to meet the needs and preferences of households with varying needs and preferences.
2. Continue to comply with all requirements of the State's affordable housing fair share program.
3. Encourage a pattern of development in which residential densities peak within the Township's center, allowing for mixed-use growth and development in the center while preserving the character of existing neighborhoods.

Sustainability and Resiliency

1. Lacey Township recognizes the need for sustainability and resiliency planning.
2. Sustainability is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. If it is possible to

generate citizen interests and participation, the Township will explore the formation of a Green Team and participation in Sustainable Jersey, the statewide program to implement sustainable practices across many community development dimensions.

3. Resiliency is defined as the capacity of a system to withstand disturbance while still retaining its fundamental structure, function, and internal feedbacks. One pillar of resiliency is the use of mitigation techniques before disaster strikes in order to anticipate and potentially avoid likely threats to life and property. The Township will ensure that any proposed zoning changes are viewed in light of resiliency requirements, and include aspects meant to mitigate potential environmental disasters, such as base flood elevation requirements.
4. Review community facilities and infrastructure that were flooded and damaged during Sandy.
5. Include resiliency-related projects in the Township's Capital Improvement Plan.
6. Develop a Sustainability and Resiliency Master Plan Element.

Historic Preservation

1. Begin the process of supporting historic preservation through an inventory of existing historic buildings and properties.
2. Based on the result of the inventory, develop a Historic Preservation Master Plan Element.

Transportation and Circulation

1. Provide more bicycle and pedestrian infrastructure.
2. Create additional crossings that assist pedestrians in crossing Route 9.
3. Consider additional public transit options and routes, such as the senior bus line suggested by the State in the Opportunities and Constrains Report.
4. The new bike and pedestrian path along the Route 9 bypass road provides a missing link that will be incorporated into the Ocean County Barnegat Branch Trail. The Township should study the possibility of linking this regional trail with local points of interest and commercial areas.
5. Work with the State and County to coordinate transit improvements.

Section 5. CONCLUSION

Community Vision and Center-based Development

Lacey's Vision Statement touches on many aspects of center-based development that are consistent with the State Plan's conception of a center. It acknowledges the need for redevelopment and retrofitting and speaks to the need for increasing connectivity between uses.

It envisions the revitalization of the Township's commercial corridors with mixed-use, denser, compact development. Targeting development to the Township's Center will have the simultaneous effect of preserving the environments from additional development impacts.

Center designation will enable the Township to encourage redevelopment initiatives that can revitalize the status quo in the following ways:

- Encouraging new development patterns that attract different types of households desiring the conveniences of walkable, mixed-use, well-designed communities;
- Creating the development conditions necessary to attract investment from businesses that will create local jobs; and
- Permitting residential development in proximity to the Township's core, representing a local consumer market that will support Township businesses.

Section 6. APPENDICES

APPENDIX A: VISIONING NOTICES

Affidavits of Publication in the Asbury Park Press and Beacons – First Session

AFFIDAVIT OF PUBLICATION

Publisher's Fee \$42.90 Affidavit \$35.00

State of New Jersey } SS.
Monmouth/Ocean Counties

Personally appeared

Kristin Marans

Of the **Asbury Park Press**, a newspaper printed in Freehold, New Jersey and published in Neptune, in said County and State, and of general circulation in said county, who being duly sworn, depose and saith that the advertisement of which the annexed is a true copy, has been published in the said newspaper 1 times, once in each issue as follows:

08/31/17 A.D 2017

Kathleen A. Gibson
Notary Public of New Jersey

Ad Number: 0002378403



Lacey Township Plan Endorsement
Community Visioning Report

Ad Number: 0002378403

Run Dates: 08/31/17

LACEY TOWNSHIP VISIONING SESSION

How do you envision the future growth and development of Lacey Township? What housing, open space, recreation, transportation, and community facility attributes would be included in your ideal of our local community? As part of the Township's effort to achieve Regional Center status within the New Jersey State Plan framework, the Plan Endorsement Advisory Committee is conducting two visioning sessions to hear residents' thoughts and opinions regarding opportunities for growth in Lacey, and any issues that the Township could address to improve quality of life.

The first Visioning Session will be held as from 6:00 pm - 7:00 pm on September 11th, 2017 in the Committee Chambers of the Lacey Township Municipal Building located at 818 Lacey Road. A variety of materials, such as maps, photos, resource inventories and a preliminary vision statement will be available for review and discussion.

Regional Center designation is being undertaken in order to:

- Open the Township to new types of economic development by easing some State-regulated development standards, such as the amount of impervious surface permitted at a development site;
- Supplement the economic base of the Township in light of the closure of Oyster Creek; and
- Encourage compact development patterns that reduce sprawl and encourage sustainable development practices.

Ideas related to any and all land development planning topics are welcome and appreciated.

The meeting will be conducted in a forum setting, intended to encourage public input to help identify current constraints within the Town and to recommend overall design strategies for Lacey's potential Regional Center.

Susan Connor, Secretary
Lacey Township Planning Board
(\$42.90)

0002378403-01

AFFIDAVIT OF PUBLICATION

Publisher's Fee \$24.18 Affidavit \$25.00

State of New Jersey } SS.
Ocean County

Personally appeared Kristin Marano

Of the **Beacons**, a newspaper printed in Freehold, New Jersey and published in Neptune,
in said County and State, and of general circulation in said county, who being duly sworn, depose and saith
that the advertisement of which the annexed is a true copy, has been published in the said newspaper
1 times, once in each issue as follows:

08/31/17 A.D 2017

Kathleen A. Gibson
Notary Public of New Jersey

Ad Number: 0002375077



Lacey Township Plan Endorsement
Community Visioning Report

Ad Number: 0002375077

Run Dates: 08/31/17

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Susan Connor, Secretary
Lacey Township Planning Board
(\$24.18)

0002375077-01

Affidavits of Publication in the Asbury Park Press – Second Session

AFFIDAVIT OF PUBLICATION

Publisher's Fee \$46.20 Affidavit \$35.00

State of New Jersey } SS.
Monmouth/Ocean Counties

Personally appeared

Kristen Marans

Of the **Asbury Park Press**, a newspaper printed in Freehold, New Jersey and published in Neptune, in said County and State, and of general circulation in said county, who being duly sworn, deposeth and saith that the advertisement of which the annexed is a true copy, has been published in the said newspaper 1 times, once in each issue as follows:

09/15/17 A.D 2017

Melanie Caltz
Notary Public of New Jersey

Ad Number: 0002405154



Lacey Township Plan Endorsement
Community Visioning Report

Ad Number: 0002405154

Run Dates: 09/15/17

TOWNSHIP OF LACEY
PLANNING BOARD

LACEY TOWNSHIP
FINAL VISIONING SESSION

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The second and final Visioning Session will be held from 6:00 pm till 7:00 pm on Wednesday, September 27th, 2017 in the Committee Chambers of the Lacey Township Municipal Building located at 818 Lacey Road. A variety of materials, such as maps, photos, resource inventories and a preliminary vision statement will be available for review and discussion.

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- Supplement the economic base of the Township in light of the closure of Oyster Creek; and
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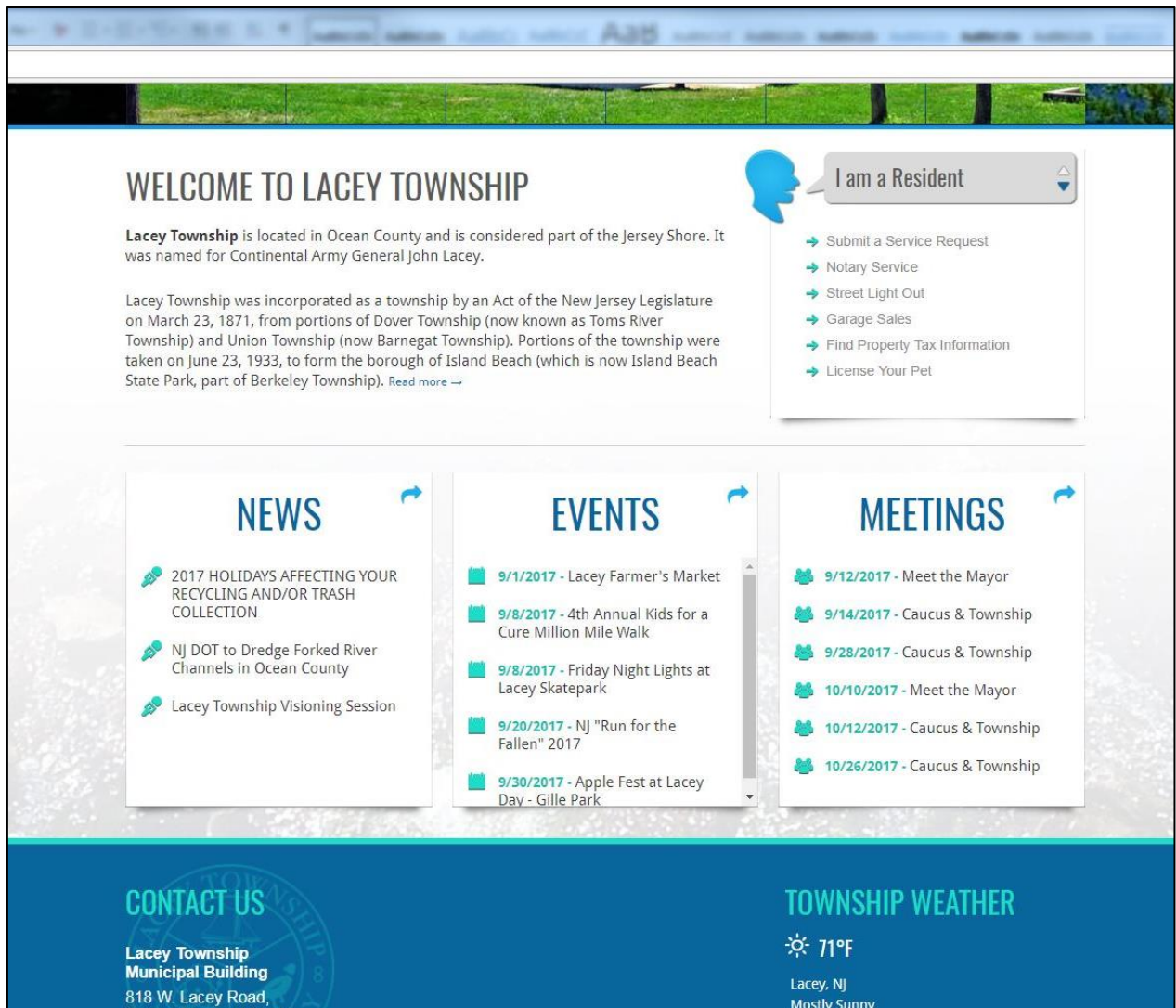
Ideas related to any and all land development planning topics are welcome and appreciated.

The meeting will be conducted in a forum setting, intended to encourage public input to help identify current constraints within the Town and to recommend overall design strategies for Lacey's potential Regional Center.

Susan Connor, Secretary
Lacey Township Planning Board
(\$46.20)


0002405154-01

Screenshots of Website Advertisements



Advertisement of the first Visioning Session on the Township website home page. Screen shot taken September 8, 2017.

Lacey Township Plan Endorsement Community Visioning Report



[Home](#) > [Lacey Township News](#)

LACEY TOWNSHIP NEWS

9/11/2017 - LACEY TOWNSHIP VISIONING SESSION

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Susan Connor, Secretary
Lacey Township Planning Board

Full details of the first Visioning Session as posted on the Township's website. Screen shot taken September 8, 2017.

Lacey Township Plan Endorsement
Community Visioning Report

WELCOME TO LACEY TOWNSHIP

Lacey Township is located in Ocean County and is considered part of the Jersey Shore. It was named for Continental Army General John Lacey.

Lacey Township was incorporated as a township by an Act of the New Jersey Legislature on March 23, 1871, from portions of Dover Township (now known as Toms River Township) and Union Township (now Barnegat Township). Portions of the township were taken on June 23, 1933, to form the borough of Island Beach (which is now Island Beach State Park, part of Berkeley Township). [Read more →](#)

I am a Resident

- Submit a Service Request
- Notary Service
- Street Light Out
- Garage Sales
- Find Property Tax Information
- License Your Pet

NEWS

- 2017 HOLIDAYS AFFECTING YOUR RECYCLING AND/OR TRASH COLLECTION
- 79th Annual Halloween Parade - Toms River Press Release
- Lacey Township Final Visioning Session
- OCEAN COUNTY HEALTH DEPARTMENT KICKS OFF ANNUAL FLU & PNEU SHOT CAMPAIGN ON

EVENTS

- 9/22/2017 - Friday Night Lights at Lacey Skatepark
- 9/30/2017 - Apple Pie Contest at Lacey Day - Gille Park
- 9/30/2017 - Apple Fest at Lacey Day
- 10/5/2017 - LACEY TOWNSHIP FLU CLINIC

MEETINGS

- 9/28/2017 - Caucus & Township
- 10/10/2017 - Meet the Mayor
- 10/12/2017 - Caucus & Township
- 10/26/2017 - Caucus & Township
- 11/9/2017 - Caucus & Township
- 11/14/2017 - Meet the Mayor
- 11/21/2017 - Caucus & Township

CONTACT US

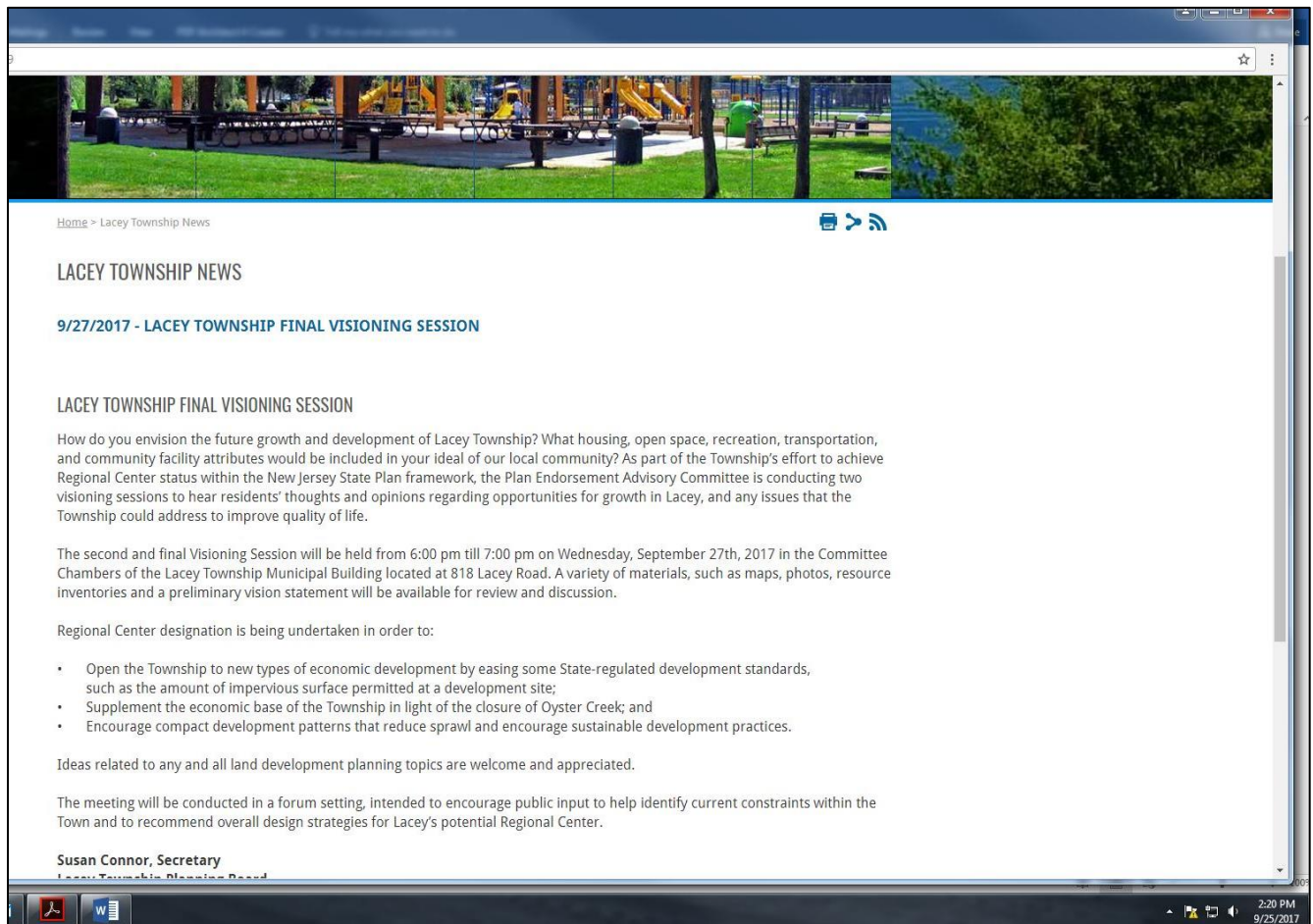
Lacey Township
Municipal Building
300 West End Avenue
Lacey, NJ 08009
609.884.2000

TOWNSHIP WEATHER

☀ 80°F
Lacey, NJ

Advertisement of the second Visioning Session on the Township website home page. Screen shot taken September 25, 2017.

Lacey Township Plan Endorsement Community Visioning Report



Full details of the second Visioning Session as posted on the Township's website. Screen shot taken September 25, 2017.

APPENDIX B: VISIONING SESSION #1 – PROCESS INTRODUCTION BOARDS

Community Visioning Session #1 Plan Endorsement

Lacey Township, NJ

What is the State Plan?

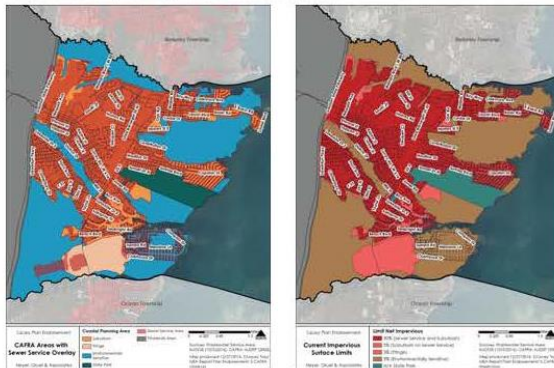
The State Development and Redevelopment Plan (SDRP) has been in place since 2001.

It divides NJ into 5 **Planning Area** categories, and defines land development / preservation goals and objectives for each category.

The SDRP is particularly significant for coastal and bayfront communities, where **Planning Area** classification is the basis for land development regulation under the Coastal Area Facilities Review Act.

Development features, such as impervious surface limits, are established by **Planning Area** designation, influencing the ways in which individual communities can grow and develop.

Existing Planning Areas in Lacey and their Implications for Development



What is Plan Endorsement?

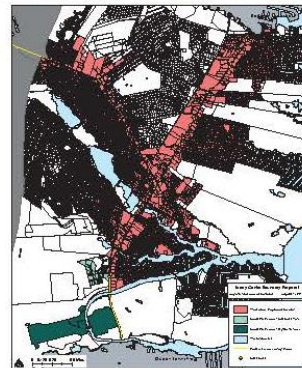
A voluntary review process that demonstrates consistency between local long-range plans and State development goals and objectives.

Local long-range plans are focused on the impacts of the closure of Oyster Creek and potential avenues for alternate forms of growth.

Local economic development objectives and State goals for advancing low-impact, compact, and environmentally sensitive development in the coastal zone can be mutually accomplished through **Center Designation**, a plan endorsement mechanism.

More intensive development is permitted to occur, but limited to a confined area within the designated, State-endorsed **Regional Center**.

Proposed SDRP Regional Center, currently under consideration for Plan Endorsement



Center-Based Development is: compact • mixed-use • multi-modal • walkable
diverse in development opportunity and housing choice • public transit oriented • resilient

Where are we in the process?

1. Examine current development conditions.
2. **Solicit community input to determine how center-based development aligns with the community's vision of the future.**
3. Achieve Plan Endorsement and implement center-based development in Township codes, plans and standards.

Community Visioning Session #1

Plan Endorsement

Lacey Township, NJ

TODAY'S GOAL: COLLECT COMMUNITY INPUT THAT CAN BE COMPILED INTO A VISION STATEMENT

A Vision Statement Is...

Visioning is a process by which a community envisions the future it wants, and plans how to achieve it. A diverse array of community attributes should be considered during visioning, including but not limited to:

- Development patterns - density, location, permitted uses
- Housing
- Economic development
- Recreation and open space
- Transportation networks and walkability
- Community Facilities
- Infrastructure
- Any other attributes that can contribute to improving quality of life in the Township

The formal Vision Statement contains with clearly articulated goals and objectives for these community attributes that define where the community sees itself in the future.

The Vision Statement, goals and objectives should guide Township planning over a 20-year time horizon that forecasts the local conditions at the conclusion of that period.

Once the Vision Statement has been prepared, it will be presented to the governing body at a public hearing. The governing body approves the Vision Statement by Resolution.

Arriving at a Vision Statement through SWOT

This visioning session is a four-part discussion of Lacey's current Strengths, Weaknesses, Opportunities, & Threats.

Strengths and Weaknesses

- internal to the Township
- items over which the Township has control

Opportunities and Threats

- external to the Township
- items over which the Township does not have direct control

Consider Existing Community Attributes

Recent changes and/or changed conditions, such as:

- existing mixed-use zones
- the closure of Oyster Creek
- aftermath of Sandy
- changes in the Route 9 corridor

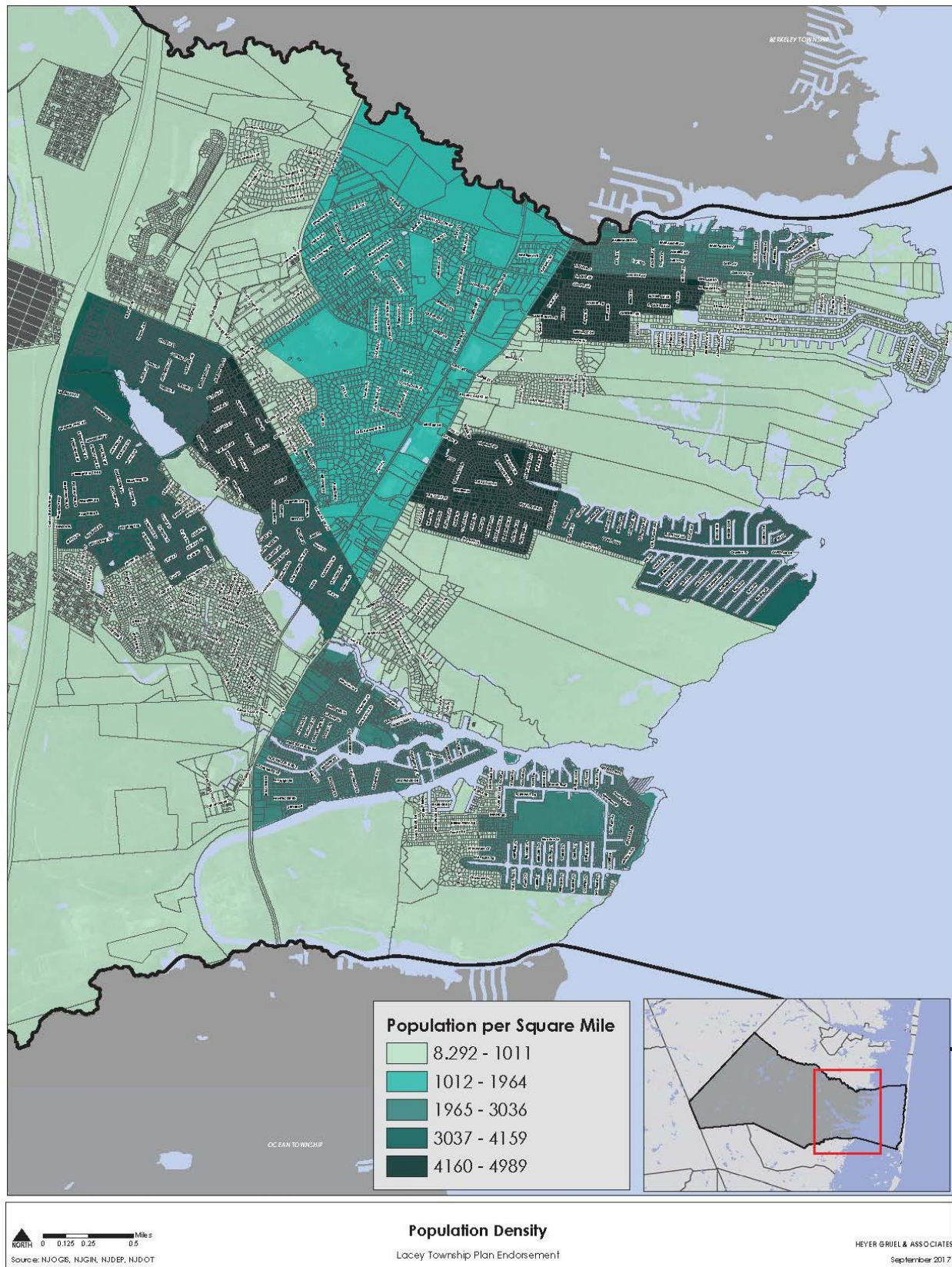
Comparison of Key Demographic Indicators for Lacey, Ocean County, and New Jersey

	Lacey Township	Ocean County	New Jersey
Land Area (sq. mi.)	86.1	640.8	7,417
Population	27,644	576,567	8,791,894
Median Age	41.3	42.6	39.0
Households	10,183	221,111	3,214,360
Average Household Size	2.71	2.68	2.68
Housing Units	11,573	275,052	3,653,562
Home Ownership Rate	97.1%	91.1%	65.4%
Vacancy Rate	12%	20.6%	9.8%
Median Household Income	\$71,714	\$41,994	\$72,093
Per Capita Income	\$33,665	\$31,200	\$36,892
Poverty Rate	8.9%	11.3%	10.8%
Unemployment Rate	6.9%	6.2%	5.8%

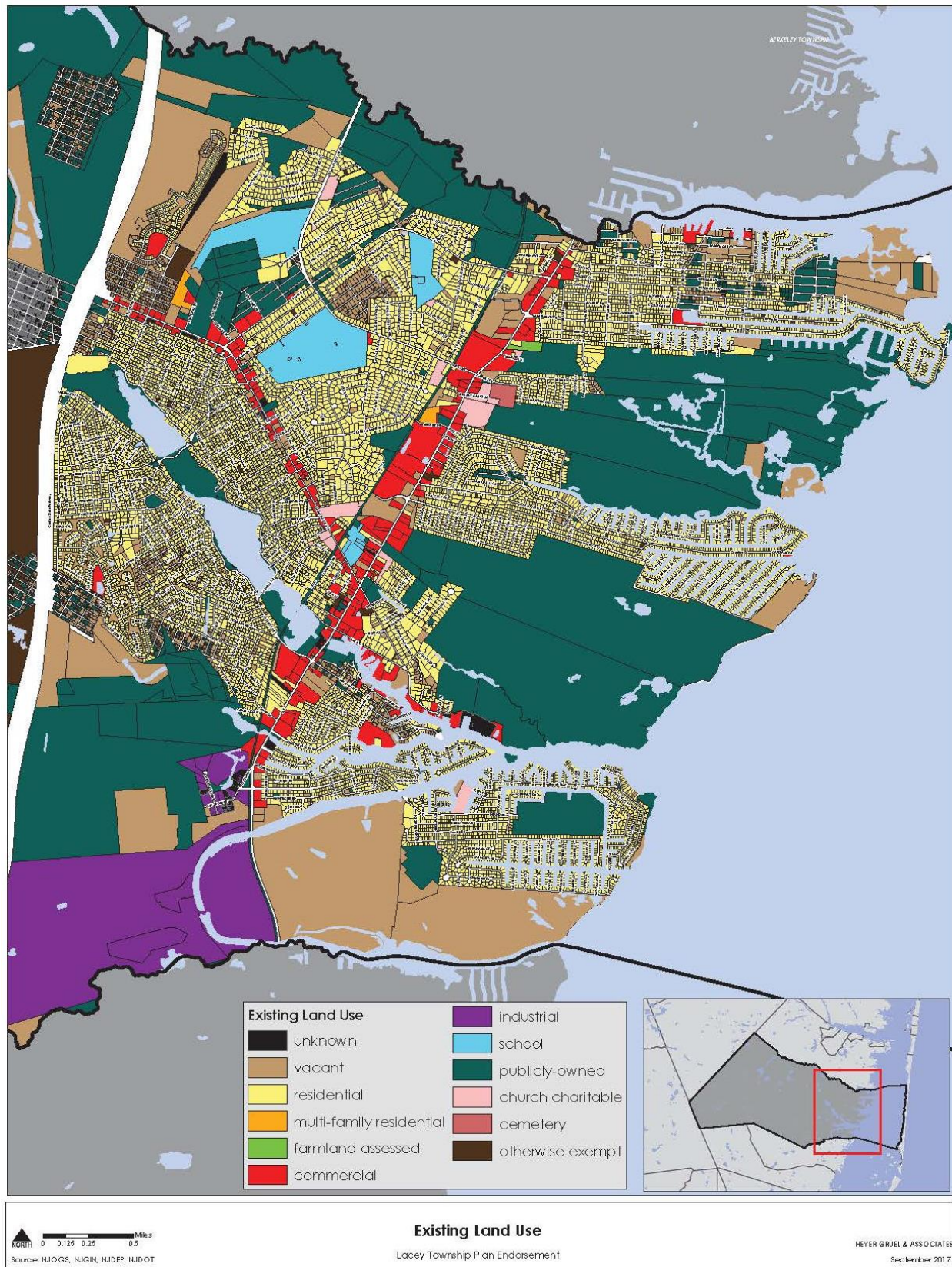
APPENDIX C: VISIONING SESSION #1 – EXISTING CONDITIONS DISCUSSION BOARDS



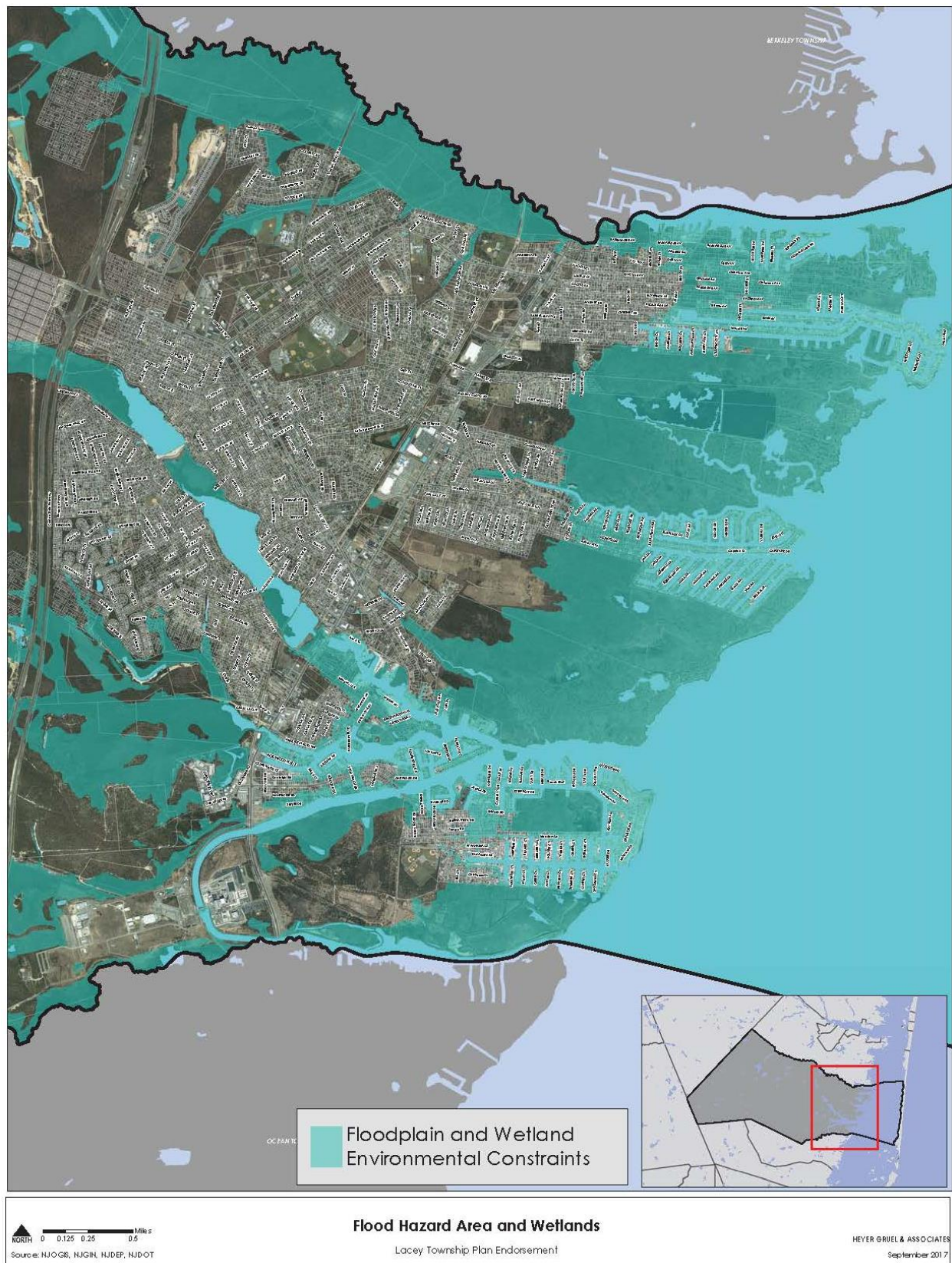
Lacey Township Plan Endorsement Community Visioning Report



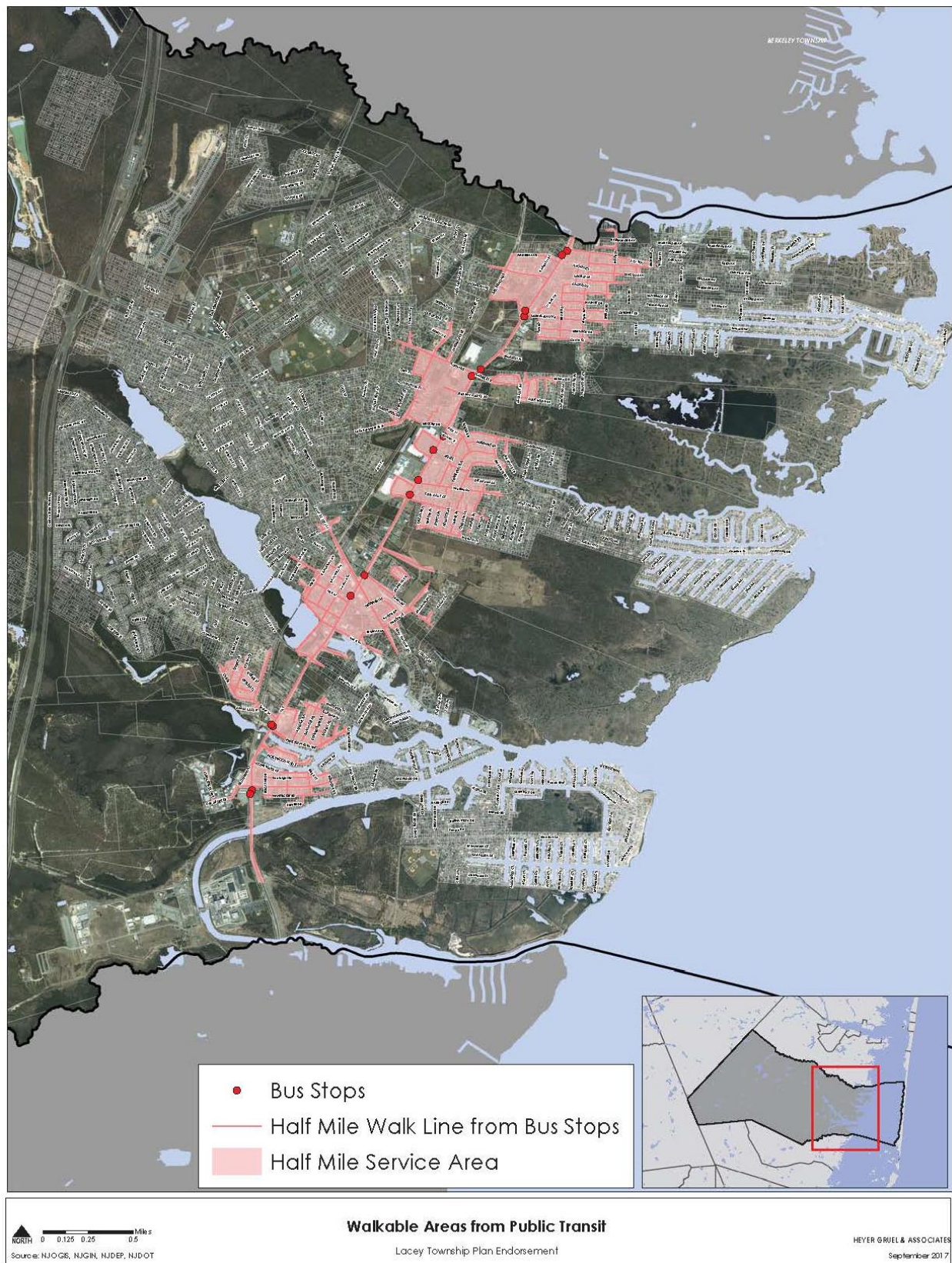
Lacey Township Plan Endorsement
Community Visioning Report



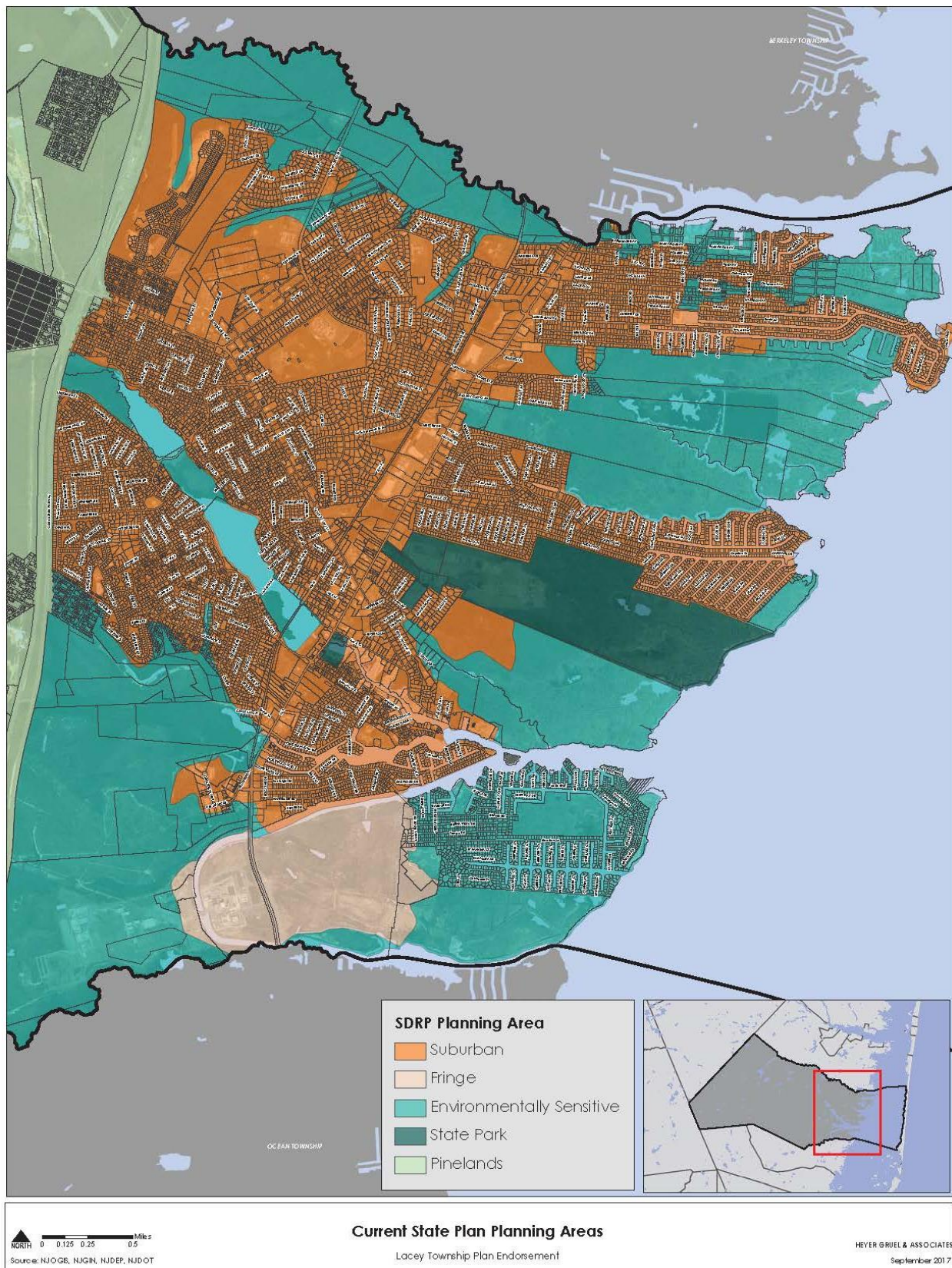
Lacey Township Plan Endorsement
Community Visioning Report



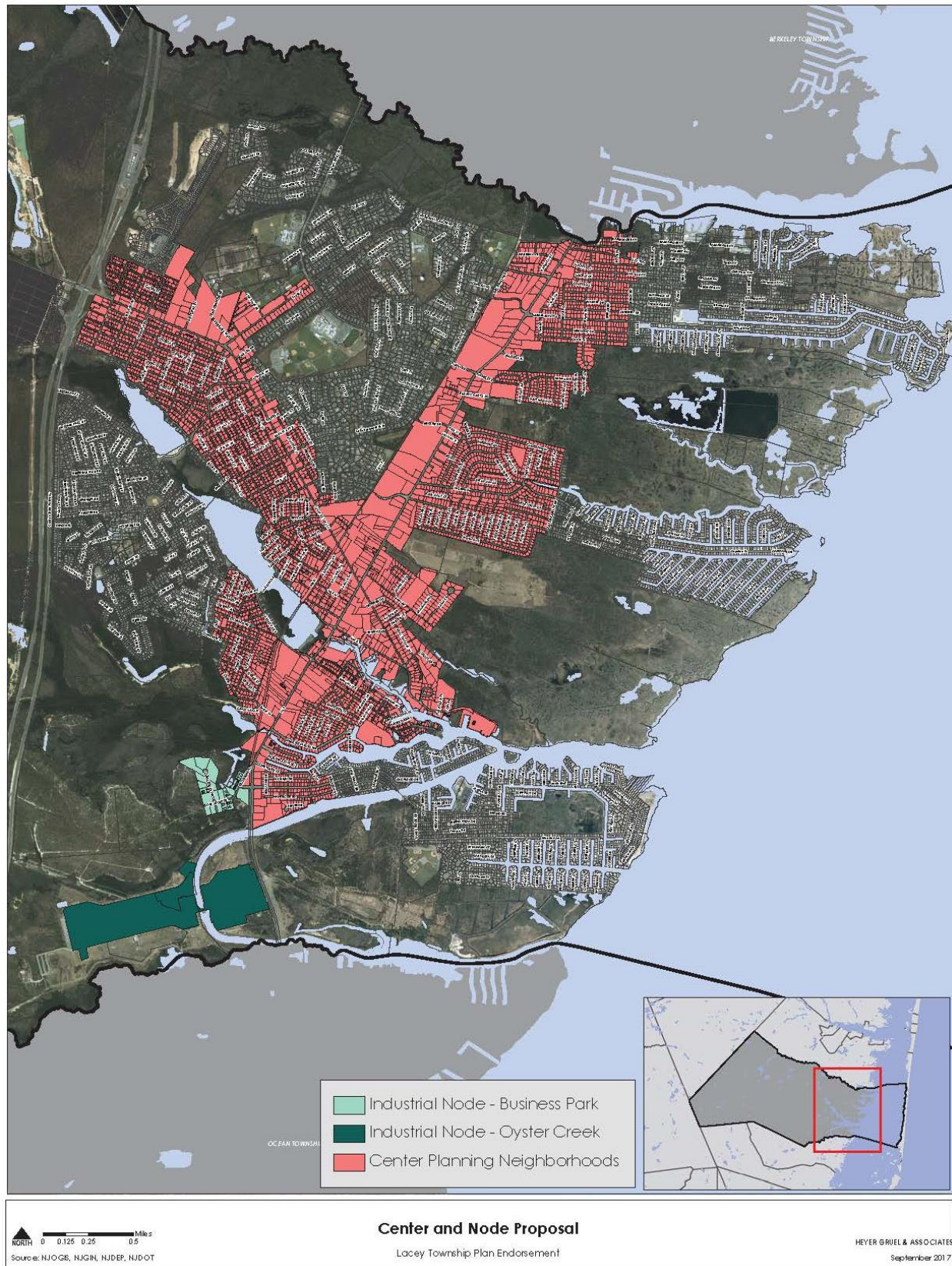
Lacey Township Plan Endorsement
Community Visioning Report



Lacey Township Plan Endorsement
Community Visioning Report



Lacey Township Plan Endorsement
Community Visioning Report



APPENDIX D: VISIONING SESSION #2 – HANDOUTS

Opportunities and Constraints Summary



Lacey Township Plan Endorsement

DATE: September 27, 2017

BACKGROUND: Lacey Township is undertaking the State Plan Endorsement process in order to achieve Center Designation, a special status that will enable the Township to expand economic development opportunities.

The State Office of Planning Advocacy, working from the Township's Municipal Self-Assessment Report, has conducted the required Opportunities and Constraints Analysis.

The Opportunities and Constrains Analysis compares the Municipal Self-Assessment report with regional and statewide data to determine whether trend growth is sustainable based on the resources and infrastructure available in the municipality, region and State.

The basis of the Opportunities and Constrains Analysis is a municipal build-out assessment, which calculates the maximum residential units and commercial square feet that is permitted to be developed under existing zoning regulations. This activity illustrates the development potential in Lacey based on existing development regulations.

Other state agencies also provide input and comment in the Opportunities and Constraints analysis, including the NJDEP, NJDOT, Department of Agriculture, and DCA, among others.

ACTIVITY: The following pages lists the main conclusions of the Opportunities and Constrains report, and the recommendations of State agencies related to the ways in which the Township could change its development regulations and land use approach within the proposed Center in order to be more consistent with State Plan goals and objectives.

HGA will briefly present these findings as background to our continued discussion of formulating a final community Vision Statement.





GENERAL FINDINGS

- The intent of this Regional Center, as outlined in Self-Assessment, is:
 - To retrofit existing strip-type development along the Route 9 corridor into concentrated, mixed-use alternatives;
 - Promote in-fill development and efficient use of existing infrastructure;
 - Promote a well-designed center as the focus of the Township's growth;
 - Preserve environmentally sensitive coastal resources;
 - Maximize circulation and mobility options; and
 - Maximize housing opportunities.All of these elements are consistent with the State Plan.
- Lacey's Suburban Planning area has the existing infrastructure to be further developed. Multi-modal transportation and more densely populated centers will be necessary to continue its expansion.
- Much of the developable land within Lacey is built out. Therefore, in order to become less reliant on the automobile, provide for additional housing including affordable housing, and provide employment and economic development, redevelopment is a priority.
- The proposed center designation will allow for larger-scale redevelopment initiatives by encouraging new development patterns that reflect a walkable downtown and the necessary residential density that can support a downtown.
- The Residential Buildout Method assumes buildout of existing residential zones at the maximum density permitted by the Township's current zoning ordinance. At build-out under current regulations, a total Township population of 43,896 is predicted.
- A relatively new zone, MF-IZ-1 (multifamily inclusionary zone district overlay) which provides for the necessary affordable housing element of the Master Plan, overlays the existing commercial zoning along Route 9 and Lacey Road and could be developed for additional housing. The existing areas are heavily commercial therefore the Township must find ways to encourage residential units in the existing commercial zone if this overlay zone is to be successful.
- There are multiple residential zones along Route 9 to the east and west. Lacey Township must keep walkability and other modes of transit at the forefront of their planning process to make certain that the center is easily accessible.
- The existing zoning indicates that an additional 91,750,428 square feet of commercial floor space can be supported within the available land within the commercial districts. OPA's buildout methodology provides that a majority of this commercial growth will be absorbed by the Business Park Zone 1 and the Marine Commercial 100 Zone.
- While the M 1 has the potential to produce up to 32,000 jobs, and the C 100 zoning district has the potential to create upwards of 27,000 jobs in the coming decades. Lacey has a strong asset with its waterfront property and can further expand on this with future development while also incorporating resiliency.





Memorandum

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- The current economic climate does not support such job growth in Lacey Township. A vision which realistically understands the Township's capacity and the statewide demand for job growth in the Township should be created to promote opportunities for unique niche economic areas that will support and sustain current and future residents of all income levels.
- Today, Lacey does not meet the majority of the Regional Center criteria. Berkeley Township to the north, Ocean, Barnegat and Stafford Townships to the south have all obtained plan endorsement, but Stafford is the only township that received regional center as part of their endorsement whereas the other townships have Town Center designations.
- Lacey Township will need to address how their proposal meets the regional requirements with respect to job creation and regional draw. More specific job creation plans need to be provided that show the Township will be at or close to the recommended minimum of 10,000 jobs in the coming years. Lacey will also need to show the types of proposed uses that could potentially be a regional draw for the area ie. shopping center, larger scale restaurant/s, educational facility, or waterfront commercial district. Lacey will have to provide information that shows the types of proposed uses the new zoning will create that will have a regional draw.
- The closing of Oyster Creek nuclear power plant and the loss of upwards of 700 jobs is a serious concern to Lacey Township and the region as a whole. The fact that Lacey Township is being proactive and is planning for the economic impact this will have is to be commended. While it will be difficult to fully compensate for this loss, creating a center designation along Route 9 and Lacey Road and the marina area, in addition to the two industrial nodes, will build upon the areas existing infrastructure and allow them to grow sustainably.

RECOMMENDATIONS

Transportation / Circulation

- The Township should consider creating a senior bus line within the Township.
- Since the center is linear rather than preferred core with a circular buildout of commercial, services and residential, Lacey will need to do more to ensure that congestion on Route 9 is not further exacerbated by implementing the techniques as outlined in the Self- Assessment. Improvements, such as, interconnected developments to prevent traffic from repeatedly utilizing Route 9, sidewalk improvements, bike lanes and additional public transit.

Historic Preservation



236 BROAD STREET, RED BANK, NJ 07701 • TEL 732.741.2900 • FAX 732.741.2929 • MAIL@HGAPA.COM • WWW.HGAPA.COM



Memorandum
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- It seems that with request for a center designation, a lot of historic resources could be affected. It also seems that there are a lot of preservation tools (like Federal tax incentives) that could work hand in hand with a center designation. The Historic Preservation Office recommends that Lacey Township create a historic preservation element in their master plan, and undertake a municipal survey to identify historic resources within the municipality.

Community Development

- Lacey should also make certain that the center has distinct neighborhoods that can easily be distinguished through streetscaping, architectural design and types of uses.



Draft Vision Statement



Lacey Township Plan Endorsement

DATE: September 27, 2017

BACKGROUND: Lacey Township is undertaking the State Plan Endorsement process in order to achieve Center Designation, a special status that will enable the Township to expand economic development opportunities.

This meeting is the second Plan Endorsement **Visioning Session**, undertaken in order to gather public input and shape a common picture of Lacey's ideal future growth and development. The **Vision Statement** is a description summarizing Lacey's ideal future, and how that future might be realized.

ACTIVITY: Based on the community feedback provided at the first visioning session, we have prepared a draft Vision Statement for Lacey Township. Please edit the statement on the next page in any way you think would make it better reflect your personal vision of an ideal Lacey Township.

We encourage you to cross things out, replace words, even rewrite the entire statement – revise it to reflect your personal vision. Thank you for your participation and input!





Memorandum

Page 2

Twenty years from now, in 2027...

... Lacey Township is a thriving community, known regionally for the ample residential and economic opportunities available within its borders. The Route 9 and Lacey Road corridors have been redeveloped to serve greater public purpose, with viable retail, service, and other commercial establishments. The vacant strip-style developments currently existing along these corridors in 2017 have been reconfigured to better accommodate customers and employers, and now include mixed-use commercial and residential developments that mutually support one another with convenient access to goods and to a stable customer base. Residential densities peak within the Township's center, and taper off as distance increases, providing a range of different housing types for households with varying residential preferences. New development within the center district is compact, sustainable and accessible via bicycle and pedestrian infrastructure. The Township capitalizes on the diversity of its individual neighborhoods, each of which bring something different and interesting to the quality of life in Lacey. The pinelands, marina district, historic Forked River, Bayshore, and retail districts are all supported by center-based development and each add an element to the uniqueness and variety of Lacey. Recognizing that it is the Township's natural, coastal, and historic resources that create neighborhood identity, the Township takes proactive steps to protect these assets as the very attributes that make Lacey a desirable place to live, work, and spend leisure time by balancing growth with historic and environmental preservation.



APPENDIX E. MINUTES OF THE VISIONING SESSIONS

Session 1

Lacey Township Planning Board **Visioning Session**

MEETING OF: Monday, September 11th, 2017 – 6pm
SUBJECT MATTER: 1st Visioning Session – The future growth & development of Lacey Township
PRESENT: Cortese, Laureigh, Layton, Reid, MacArthur, Nappi, Quinn, Kennis, Dostal
ABSENT: Marine
ALSO PRESENT: Terry Brady, Esq., Board Attorney
Bruce Jacobs, PE, Board Engineer
Susan Connor, Secretary
Helen Zincavage, PIT, AICP

Chairman Cortese announced that the Lacey Township Planning Board has provided public notice of this evening's visioning session meeting on the 31st day of August 2017 in the Asbury Park Press and in the Beacon. The time and date of this visioning session meeting has been posted on the official bulletin Boards along with the Township web-site of the Municipality and properly notice to all surrounding Municipalities.

Chairman Cortese requested that all rise and salute the Flag. The roll was called and as a result Mr. Marine was found to be absent.

Ms. Helen Zincavage, an associate Planner with the firm of Heyer, Gruel & Associates was present on behalf of the Township to present information regarding the Township's effort to achieve a Regional Center status within the New Jersey State Plan framework in order to obtain Plan Endorsement.

Ms. Zincavage stated the meeting is to collect community input to compile a vision statement of the community for the future, and how to achieve it. Ms. Zincavage explained that a diverse array of community attributes should be considered during this visioning session, including:

- Development patterns – permitted uses
- Housing
- Economic development
- Recreation & open spaces
- Transportation networks and walkability
- Community Facilities
- Infrastructure
- Any other attributes that can contribute to improving quality of life in the Township

She explained that the formal Vision Statement will contain goals and objectives for these community attributes that define where Lacey sees itself in the future.

The Vision Statement, its goals and objectives, should guide the Township planning over a 20-year time frame and forecast local conditions at the conclusion of that period. Upon completion, the Vision Statement will be presented to the Governing Body at a public hearing for adoption by Resolution.

She stated that to arrive at a Vision Statement a four part discussion will need to take place regarding Lacey's Strengths, Weaknesses, Opportunities and Threats

The Meeting was opened to the public and the Board: The following information was collected.

Lacey Township Plan Endorsement
Community Visioning Report

MINUTES OF THE SEPTEMBER 11TH, 2017 VISIONING SESSION
LACEY TOWNSHIP PLANNING BOARD
PAGE 2

Ms. Zincavage asked for a list of Community Strengths:

- Park Systems
- Park Access
- Walk Ways
- Business & Commercial (Conveniently located)
- Bypass Roadway Once Constructed will help tremendously
- Mixed Uses for Residential
- Board Approvals to support small Business success
- Positive Bay & Ocean Waterfront Access (Shore Town)
- Transportation – Ocean Ride to access some of the local stores
- Diverse Twp. Pinelands, Farm area, waterfront

Ms. Zincavage asked for a list of Community Weaknesses:

- Traffic on Route #9 (Portions of bottlenecking)

Ms. Zincavage asked for a list of Community Opportunities: for economic Development

- Impervious coverage
- Never wanted it to be over developed
- Convenience is appreciated, don't have to travel for all your needs
- Travel out of town for different choices
- Empty stores due to parking shortage

- Re-Developing one parcel on Lacey Road which is being currently looked into.
- Possibly Maximizing the commercial corridor along Lacey Road and Route #9
- As big as Lacey has gotten, still keep the "small town feel"
- Keep a balancing act with the commercial and residential

Ms. Zincavage explained that she will take all this information and draft a statement. The Board will have a final visioning session to be held on the 27th of September 2017.

There being no further business to be discussed a motion to adjourn the visioning session at 6:55pm was made by Mr. Reid, seconded by Ms. MacArthur and unanimously carried by the membership present.

Respectfully Submitted,


Susan Connor, Secretary
Lacey Township Planning Board

Second Session

Lacey Township Planning Board **Final Visioning Session**

MEETING OF: Monday, September 27th, 2017 – 6pm

SUBJECT MATTER: Final Visioning Session – The future growth & development of Lacey Township

PRESENT: Laureigh, MacArthur, Nappi, Quinn, Kennis, Dostal

ABSENT: Cortese, Layton, Reid, Marine

ALSO PRESENT: Terry Brady, Esq., Board Attorney
Bruce Jacobs, PE, Board Engineer
Susan Connor, Secretary
Helen Zincavage, PIT, AICP

Committeeman Quinn requested that all rise and salute the Flag.

Ms. Helen Zincavage, an associate Planner with the firm of Heyer, Gruel & Associates again was present explaining that Lacey Township is undertaking the State Plan Endorsement process in order to achieve a Town Center Designation. She explained that this is a special status that will enable the Township to expand economic development opportunities. The Townships Self- Assessment Report makes recommendations in which the Township could change its development regulations and land use approach within the proposed Center in order to be more consistent with the State Plan goals and objectives. She explained that her firm will briefly present the findings as background to the continued discussions and formulate a final community vision statement.

Ms. Zincavage summarized the intent of the Regionals Center, as outlined in Lacey’s Self-Assessment:

- To retrofit existing strip-type development along the Route 9 corridor into concentrated, mixed-use alternatives;
- Promote in-fill development and efficient use of existing infrastructure;
- Promote a well-designed center as the focus of the Township’s growth;
- Preserve environmentally sensitive coastal resources;
- Maximize circulation and mobility options; and
- Maximize housing opportunities.

Ms. Zincavage pointed out that all of these elements are consistent with the State Plan. She stated the Township Committee will have to adopt the Final Vision statement. She did read the “Draft” vision statement on the record.

Public Input:

- Changes could be made to bring back more Mom & Pop businesses that have disappeared.
- Supportive of the Town effort because it needs to move ahead and come up with a plan
- The environment is important and that needs to be addressed within the statement
- Water quality needs to be mentioned
- Homes along the Barnegat Bay are also important
- Concerns with drainage
- Maintaining and preserving Barnegat Bay

There being no further public input. This portion of the meeting was closed.

MINUTES OF THE SEPTEMBER 27TH, 2017 VISIONING SESSION
LACEY TOWNSHIP PLANNING BOARD
PAGE 2

Ms. Zincavage stated that once the Final Vision Statement is adopted at the Committee level it is reviewed by the State as to whether or not it's consistent with the State Plan. It might be possible that a conditional approval be given; whereas the Township will then have to comply with all the conditions of that approval and perhaps update their Master Plan, change some mapping and work towards final endorsement.

It was announced that the final statement would be drafted and presented to the Township Committee for consideration at a Public hearing to be held on the 12th of October 2017.

There being no further business to be discussed a motion to adjourn the visioning session at 7: 15 pm.

Respectfully Submitted,



Susan Connor, Secretary
Lacey Township Planning Board

Approved On: October 11, 2017