

ADDENDUM to the  
2008 Municipal Self- Assessment Report  
for  
Berkeley Township



May 2009

Prepared by:



A handwritten signature in black ink that reads 'David G. Roberts'.

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## INTRODUCTION

The New Jersey State Plan sets forth rules to regulate the establishment of regional centers, town centers, villages, and hamlets. In addition to its Primary Center, Berkeley Township's Municipal Self Assessment Report proposed a "Secondary Town Center". Subsequently, the Planning Board adopted a Land Use and Circulation Plan Element to its Master Plan in 2008 and, in doing an alternative route analysis for the Western Boulevard Extension, identified a need to propose an "Industrial Node" for the Light Industrial Zone at the end of Hickory Lane and Railroad Avenue for formal recognition by NJDEP under its CAFRA regulations. The purpose of this Addendum is to provide further support for the Secondary Town Center proposed in the MSA and to include the new proposed Industrial (CAFRA) Node for consideration in the Township's petition for Plan Endorsement.

The status of the other three Corridor Nodes identified in the MSA have not changed in this Addendum, as they have not been proposed for recognition by NJDEP as "CAFRA" Nodes. It is the Township's intention to develop specialized mixed-use zoning for the Corridor Nodes as a new zoning district to replace the current Highway Business zoning that perpetuates strip commercial development along Route 9.

## PROPOSED SECONDARY TOWN CENTER

### Area Analysis

The Secondary Town Center is located in the HB and R-MF zones in eastern Berkeley Township's Suburban Planning Area, southeast of the Primary Town Center. The area is centered on the Route 9 and Fredrick Road intersection by the ShopRite shopping center, and is generally bounded by Korman Road to the north, Sherman Avenue to the east, the rear of lots fronting on Cranmer Road to the west, and the 858.17 block limit to the south. There is currently a mix of multi-family residential, with commercial land uses fronting on Route 9. The following properties, listed by block and lot are considered for including in the secondary town center.



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Block	Lot(s)
1108.01	1, 2, 2.01, 3, 4, 4.01, 4.02
857	1, 2, 4-7, 9, 10.01 (C101-C104, C201-C205, C301-C305, C401-C404, C501-C504, C601-C605) 10.02, 11.01-11.04, 12.01-12.03
857.01	1-12
857.02	1-12
858.17	1-6, 6.01, 7-10, 14, 14.01, 15-19

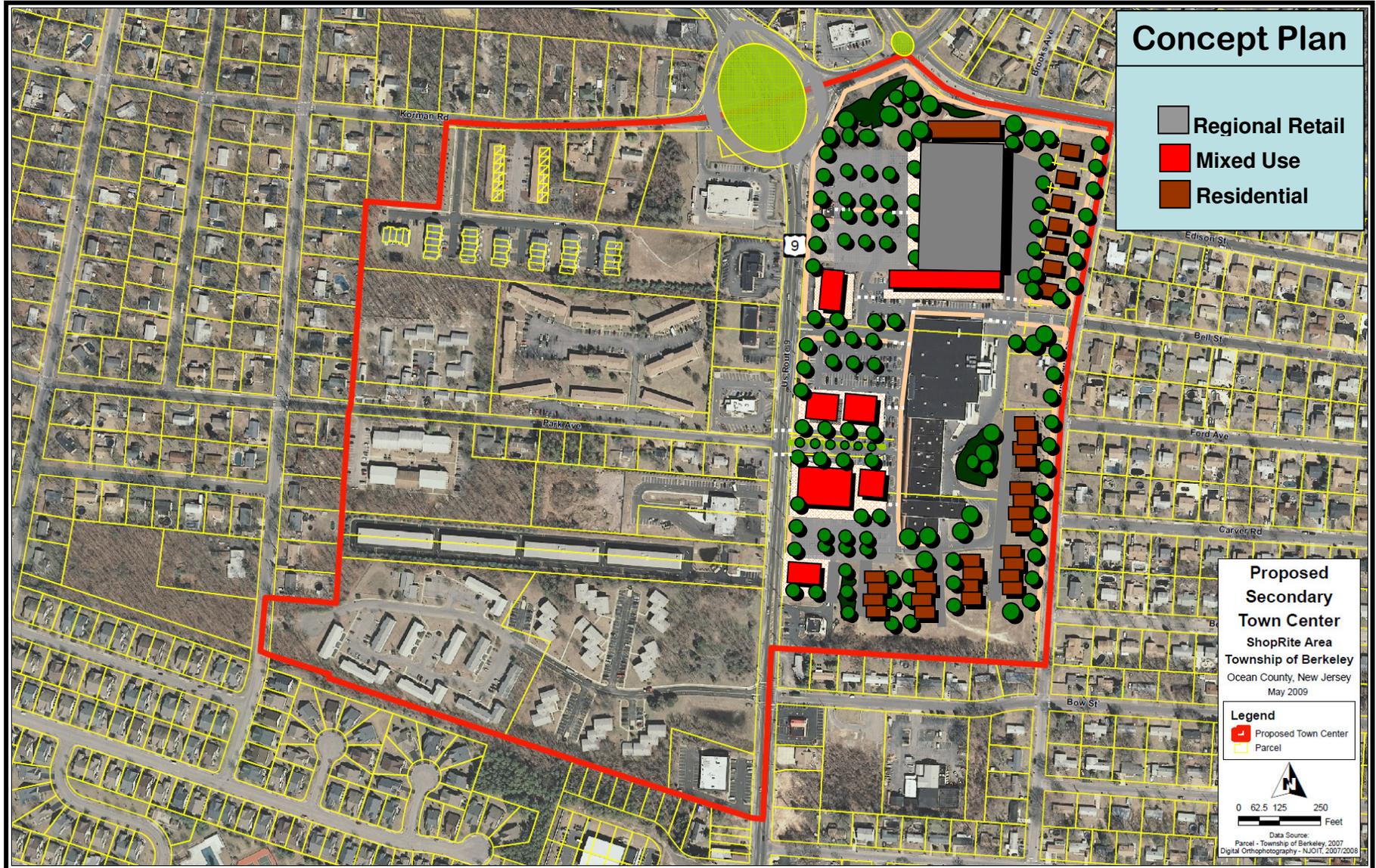
The State Plan sets forth rules for center designations based on minimum acreage, population, housing units, density, employment and available infrastructure. Based on the demographics found in the Secondary Town Center, there are several areas where the existing development within the proposed Secondary Town Center falls short of the Town Center criteria in the State Development and Redevelopment Plan, but where the potential exists to reach the minimum criteria of population and employment through controlled growth in a clustered fashion. The tables below shows a summary of the secondary town center in regard to applicable demographics. Housing units & employment were quantified using the best available information and by site visits to business establishments.

**Residential Yield**

Property Name / Owner	Block	Lot	Acres	Residential Yield (units)
PESCATORE RICHARD J	857	1	0.60	1
AQUA NEW JERSEY INC	857	2	0.60	1
Shady Oak Condos BERKELEY ASSOC, YMLLC	857	4	1.72	24
MC BRIDE THOMAS J & JULIE L	857	5	0.50	1
PUGLISI BRUCE	857	6	0.86	1
Ocean Point Condos ESPLANADE AT OCEAN POINTE LLC	857	10.01	5.53	32
BERKELEY TWP HOUSING AUTHORITY	857	11.03	4.06	4
SHAR-A-DEE APARTMENTS LLC	857	11.04, & 12.02	6.26	104
SEVEN VILLAGE CO LLC	858.17	2	0.22	1
CHOY HANG C & JULIE L	858.17	3	0.22	1
DEMASI MICHAEL W	858.17	4	0.22	1
CALLAHAN-RANEY ROBERT T	858.17	5	0.22	1
BAUMGARDT CHARLES	858.17	6	0.45	0
BARRETT GERALD A JR	858.17	8	0.22	1
VALENZUELA MARINO	858.17	9	0.22	1
Apartments MARAVELIAS ROBERT & IRENE	858.17	10	3.64	48
Bay Ridge BAY HSE	858.17	17	8.93	96
Bay West Apartments LONGBOAT ASSOC	858.17	18	6.86	96
<b>TOTAL</b>			<b>87.30</b>	<b>414</b>

Notes: Unit count provided by RealQuest Inc. and the Berkeley Twp Tax Assessor's Office





**Commercial Yield (Jobs)**

Tenant Name	Full Time Employees	Part Time Employees	Total Employees
FIREPLACES UNLIMITED	1	2	3
BAYVILLE QUALITY MEATS	2	0	2
BLOCKBUSTER STORE #34224	4	5	9
CHICKEN HOLIDAY	1	6	7
DONNA'S BEAUTY BARN	5	3	8
DUNKIN' DONUTS	0	15	15
FAMILY DOLLAR STORE #3928	0	6	6
FRIENDLIES	4	29	33
KEARNY FEDERAL SAVINGS	7	0	7
MC DONALD'S	17	16	33
SCHIANO'S PIZZERIA	3	2	5
SHOP-RITE	43	215	258
SLEEPY'S	1	1	2
Car Wash	10*	-	10
Berkeley Diner	10*	-	10
TD Bank	10*	-	10
Midas	10*	-	10
Self Storage	3*	-	3
Wendy's (Wachovia)	10*	-	10
Schiano Strip Retail	10*	-	10
			0
<b>TOTAL</b>	<b>151</b>	<b>300</b>	<b>451</b>

\*estimated

## Regulations and Guidelines

A comparison of the Secondary Town Center to Town Center criteria is presented below. The majority of fields meets or exceeds State Plan Criteria. The acreage shown below includes right-of ways.

Criteria	State Plan Town Center Criteria	Secondary Town Center
Land Area	<2 sq. mi.	0.14 sq. mi. (92.2 ac.)
Population	1,000 to 10,000	<b>741<sup>1</sup></b>
Pop. Density	>5,000/ sq. mi.	5,293/ sq. mi
Housing Units	500 to 4,000	<b>414</b>
Hsg. Density	>3 du/ ac.	4.5 du/ ac.
Jobs	>500/ sq. mi.	451 F.T. & P.T. (151 FT/0.14 sq mi = 1079 F.T. jobs/sq mile)
Jobs : Housing Ratio	1:1 to 4:1	1.1:1

The criteria shown in **bold face** type are deficient in order to be considered a “Town Center,” according to the State Plan. However it should be noted that several of these fields are deficient by a very small margin, and therefore should be considered, especially when weighing the benefits that would be realized with designation. For example, the addition of 144 additional housing units within a new mixed-use development at the Shop Rite shopping center would exceed the 500 unit minimum threshold and provide enough new residents to meet the 1,000 population threshold.

## Proposed Development

Development within the Town Center is proposed to include re-design of the ShopRite center and extension of Frederick Drive (see Concept Plan above). An increase of allowable impervious surface would allow for an update to the outdated and parking-oriented strip mall development, a single family and townhouse residential buffer to the single-family neighborhood across from the site on Sherman Avenue, introduction of a major retail anchor with residential and mixed-use liner buildings, and a signalized intersection with a prominent pedestrian crossing at Frederick Drive to connect existing multi-family residential to the redeveloped shopping center, providing the opportunity for a pedestrian friendly environment. These private sector investments would be combined with highway improvements, including roundabouts at Korman/Ocean Gate Drive and Veeder Lane-Mill Creek Road-Ocean Gate Drive.

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<sup>1</sup> 2000 US Census, 1.79 persons per housing unit in Berkeley Township, Ocean County, NJ

## PROPOSED LIGHT INDUSTRIAL NODE

### Area Analysis

The Hickory Lane Industrial Node is located at the western end of Hickory Lane in Berkeley Township's Suburban Planning Area. The area is generally bounded by the rail right-of-way to the west, the extent of Block 858 lot 46 to the north, Keefe Street to the east, and Northern Boulevard to the south. The node includes industrial properties and borders the OCUA across the Rail right-of-way. The following properties, listed by block and lot are considered for inclusion in the industrial node.



Block	Lot(s)
610	31
611	1-32, 33.01, 34, 36, 38.01
612	1
613	1-40
614	39.01, 40.01, 41.01, 42.01, 43.01, 44.01, 45.01
615	1-48
616	1-7, 9, 11, 13-18, 20, 22, 24, 26, 28-46
617	1-12, 12.01, 13, 14
837	17.01
858	46
863	5.01, 5.02, 18.01, 20-22
865	1-19, 21, 23.01
867	1-48
869	1-48

The State Plan sets forth guidelines for heavy industrial and commercial/ light industrial node designations. The Industrial node proposed below is considered a Commercial/Light Industrial Node. The Township is proposing this industrial node to accommodate growth while protecting surrounding sensitive lands in its vicinity.

A summary of the Hickory Lane Light Industrial Node is presented below.

<b>Criteria</b>	<b>Light Industrial Node (Node D)</b>
Land Area	79.3 ac.
Population	0 (non-residential)
Housing Units	0
Area of Commercial/Light Industrial	127,393.75 sq. ft.

## **Regulations and Guidelines**

### ***Commercial and Light Industrial Nodes***

The Office of Smart Growth's (OSG) guidelines state that within any planning area, there may be an area where centralized commercial or light industrial development exists or is anticipated. These areas may be designated and incorporated into a county or municipal master plan. Identification of appropriate locations for such uses may result from a determination that it is desirable to segregate the use because of incompatibility with other uses such as residential development. It is beneficial to consolidate light industrial or commercial uses in a suitable location to improve services to those uses. Commercial /light industrial activity is considered to be beneficial to state interest.

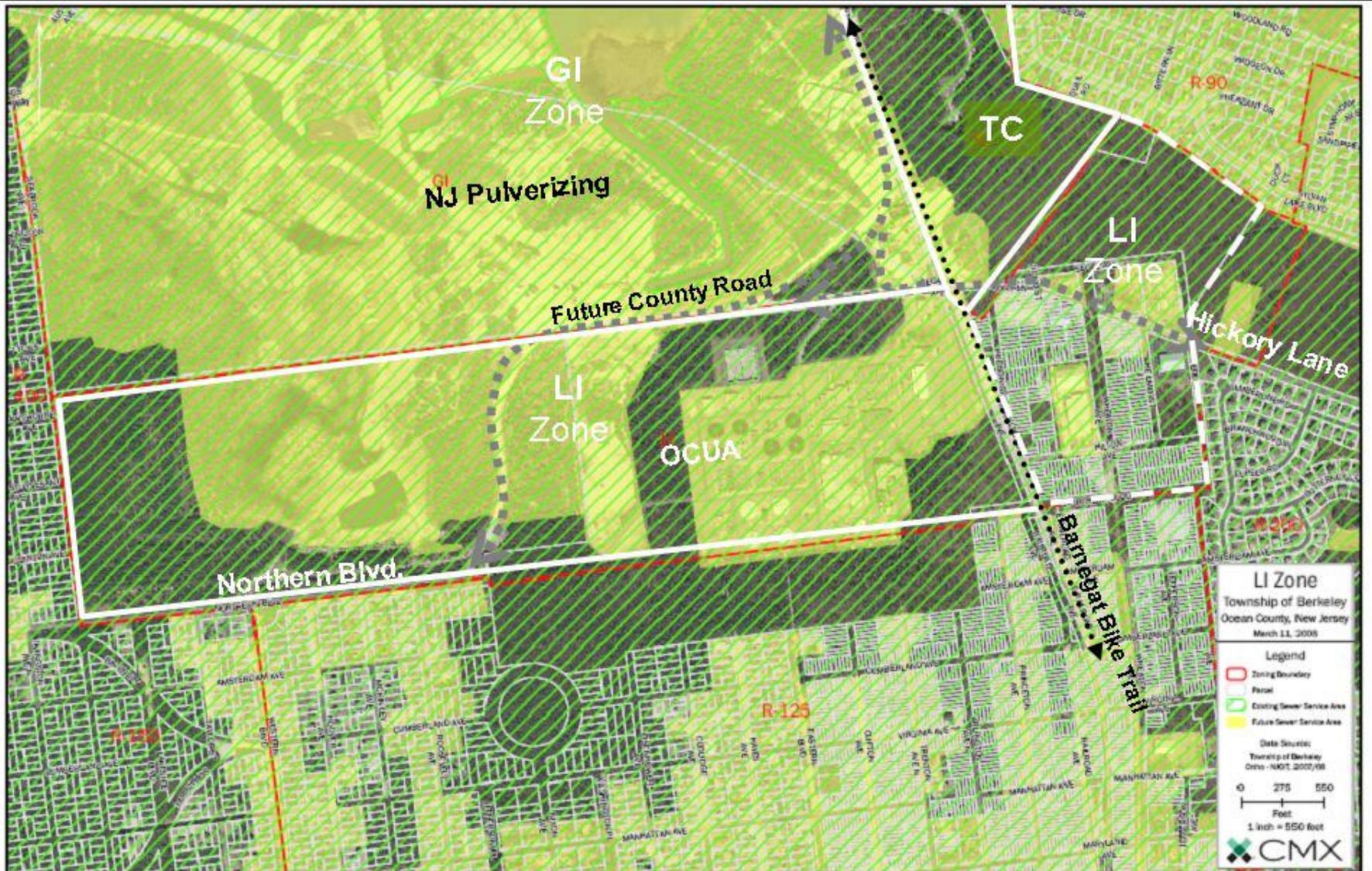
While criteria for Commercial and Light Industrial Nodes are not as specific as for Town Centers, the State has provided the following guidelines:

#### ***Criteria***

- Availability of or proximity to wastewater and water supply services
- Access to freight rail to facilitate alternative methods of goods movement
- Proximity to highway transportation corridors with access that does not infringe upon existing residential areas
- Ability of the existing road network to accommodate increased traffic

The Industrial Node addresses many of the criteria set forth by the State, with the only exception being access to freight rail. Proposed circulation improvements, which include extending a County Route to this intersection, would make the Node an even more viable solution, if designated.





## **Proposed Development**

Due to the fact that Commercial/Light Industrial Nodes can only be designated through the Plan Endorsement Process, the Township of Berkeley has already begun assessing environmental and transportation impacts against potential economic benefits. Input from the relevant State departments and agencies have been sought to make such a determination.

The existing industrial park at the end of Hickory Lane is currently built out pursuant to PA 2 CAFRA standards of 30% maximum impervious surface coverage. However, the existing subdivision with its grid of street rights of way contains major gaps between buildings that could be appropriately developed if the impervious surface coverage were increased. Once designated, the Hickory Lane Industrial Node has the sewer infrastructure to accommodate increased industrial development and it is proposed that the Node be retained within the Sewer Service Area in the Ocean County Water Quality Management Plan (WQMP), while the NJ Pulverizing Site shown on the map above as the General Industrial (GI) Zone is proposed as a potential future Sending Area and proposed to be removed from the Sewer Service Area.

Changes in circulation patterns are also proposed at the Hickory Lane Light Industrial Node site. The Township seeks to improve circulation and allow for alternate routes from Route 9 to Western Boulevard and a connection between Hickory Lane and Northern Boulevard. The Ocean County Barnegat Trail will follow the former rail ROW and connect the proposed Node with the Primary Town Center along a new bike trail.

## **RELATIONSHIP TO TDR**

### ***Transfer of Development Rights***

The Township's TDR Map shown below indicates intended sending and receiving zones. The Secondary Town Center is shown as a receiving zone, while the Hickory Lane Industrial Zone is shown right outside the Primary Town Center (receiving) and sending zone by Segal Avenue. It is anticipated that because there are far fewer impediments and front-loaded costs to proceeding with the redevelopment of the Secondary Town Center, that its designation as a receiving area would enable the TDR program to progress almost immediately with the purchase of credits from the Sending Areas in Pinewald (i.e., other than Sending Area "E") as the Phase 1 TDR. Zoning regulations and design standards for a new Mixed Use Zoning District are being developed for application to the Secondary Town Center and the Corridor Nodes. These standards are expected to include density and impervious surface coverage bonuses with the purchase of development credits from the Pinewald Sending Areas.

