

**APPLICATION TO
2015 PLANNING FOR EMERGING CENTERS
PROGRAM
NORTH JERSEY TRANSPORTATION PLANNING
AUTHORITY**



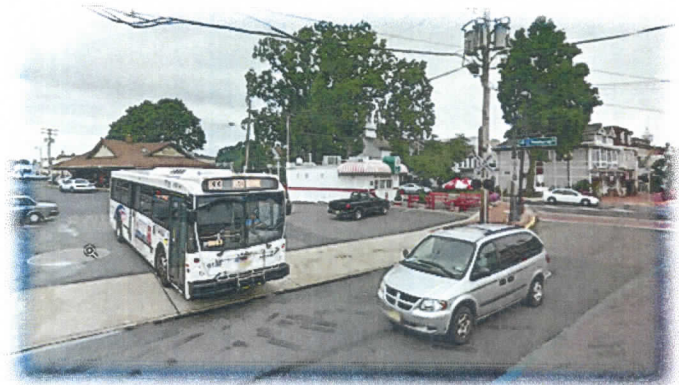
**SUBMITTED BY
BOROUGH OF FREEHOLD
MONMOUTH COUNTY, N.J.
FOR
TRANSIT VILLAGE INITIATIVE PLANNING**

1. Executive Summary

Freehold Borough wishes to apply to the NJTPA Planning for Emerging Centers Program for technical assistance for Transit Village Initiative Planning. This study will advance sustainable transportation and land use planning and build upon strategic planning at the local level in furtherance of the Freehold Center Core Redevelopment Plan. Freehold Center has historically served as a transportation node for western Monmouth County and until the 1960's was served by passenger rail service. Regional transportation functions are now provided by bus service operating out of the former rail station in downtown Freehold. Regional service is available from Freehold Center to New York City, Newark, Jersey City, Weehawken, Hoboken, Lakewood, Red Bank and Asbury Park and points in between such as Matawan, Old Bridge, Sayreville, Brookdale College, Red Bank Rail Station, Neptune, Jersey Shore Medical Center, Centra State Medical Center and Freehold Raceway Mall.

In 2008 Freehold Borough embarked on a Visioning and Revitalization Plan for the Freehold Center Core Redevelopment Area based on smart growth planning principles including providing economic development opportunities, revitalizing the downtown commercial district and providing housing opportunities and mixed use development in a pedestrian oriented environment with the objective of reinforcing Freehold Borough as a center of place. The Freehold Center Core Plan has been very successful to date and Freehold Center is increasingly becoming a destination for dining, entertainment, the arts and retail shopping. As the County seat of Monmouth County the Borough hosts many County employees and has a high density of jobs.

The next step in the revitalization of Freehold Borough is the designation as a Transit Village. Freehold has already demonstrated a commitment to revitalizing and redeveloping the Center Core which includes the Freehold Center bus transit station. Designation as a Transit Village for Freehold Borough will demonstrate integration with the Metropolitan Planning Process and address several goals of the NJTPA Regional Transportation Plan (Plan 2040) and the Regional Plan for Sustainable Development. The study will complement other planning studies in the region such as the recently completed Monmouth County Bus Rapid Transit Opportunities Study which indicates a potential demand for additional bus service to and from Freehold.



Bus Departing Freehold Bus Center

2. Project Description

a. Background

Freehold Borough proposes to pursue NJDOT Transit Village designation and seeks assistance from the NJTPA 2015 Planning for Emerging Centers Program to develop and amend planning, redevelopment and regulatory documents and ordinances as necessary to meet the criteria for designation. Municipalities achieving Transit Village designation

demonstrate a commitment to revitalizing and redeveloping the area around these transit facilities into compact mixed-use neighborhoods. Over recent years Freehold Borough has initiated actions focused on revitalizing and redeveloping the Freehold Center Core area where the Freehold Bus Center is located. Originally, a passenger rail station/bus station, the station now serves as the Freehold Bus Center providing regional bus line connections on N.J. Transit and Academy Bus to destinations such as New York City, Jersey City, Hoboken, Newark, Red Bank, Asbury Park and Lakewood. Designation of Freehold Borough as a Transit Village has specific links to the goals of the NJTPA Plan 2040 and the Regional Plan for Sustainable Development as described in Section 3 Regional Impact, following.



The downtown area of Freehold is the heart of the Borough, which is located centrally in Monmouth County. The Borough is home to a vibrant downtown full of churches, entertainment venues, restaurants, shops, and personal and professional services. Freehold Borough is also the County seat and therefore is home to many County services and offices and the County Superior Courthouse. The center of downtown is part of the larger Special Improvement District (SID) which is operated by the Freehold Center Management Corporation (Downtown Freehold.com) in collaboration with the Borough of Freehold. The Freehold Center Management Corporation works to achieve the following goals:

- Foster the downtown's economic development;
- Encourage the downtown's revitalization;
- Preserve the downtown's historic past.

Through Downtown Freehold, more than \$2 million dollars has been invested in improvements, including a sidewalk landscape complete with brick paths, flowering planters, holiday decorations, enhanced façade and lighting features, quaint pocket parks and benches to create gathering and performance spaces and other aesthetically pleasing features. Downtown merchants can also take advantage of a façade improvement and grant program sponsored by Grow Monmouth, administered by the Monmouth County Division of Economic Development.



Bicycle Parking At Freehold Bus Center

The Freehold Borough Arts Council founded in 2011 is a leading proponent of cultural activities in the Borough sponsoring activities to promote the arts. The Freehold borough Historic Preservation Commission has as one of its goals “to promote, protect and maintain the Downtown Historic District”. All of the downtown area is within the Freehold Borough Historic District. Both of these volunteer organizations reflect the pride that citizens of Freehold have for their downtown area.

The Borough has undertaken various planning initiatives to foster economic development, mixed-use development and a pedestrian and bicycle friendly downtown. The “Visioning and Revitalization Plan for the Freehold Center Core Redevelopment Plan Area” (2008) addresses goals and

objectives focused on revitalizing the central downtown commercial district of Freehold Borough. The plan is based on the principles of revitalizing the commercial district, strengthening neighborhoods, providing economic development opportunities, providing housing opportunities, providing a mixture of land uses, providing a pedestrian oriented environment and utilizing form-based requirements and high quality design standards. The Borough is continuously reshaping its ordinances and development regulations to reflect these principals to reach the goals and objectives of the revitalization plan.

In 2010 the Borough received bicycle and pedestrian planning assistance from NJDOT to prepare the Freehold Borough Bicycle and Pedestrian Plan which included a sidewalk inventory and assessment, a bicycle compatibility assessment, intersection assessment and a regional bicycle facilities connection analysis.

The Monmouth County Bus Rapid Transit Opportunities Study (January 2015) noted that “the transit centers in Red Bank, Asbury Park, Long Branch and Freehold are well developed with parking connecting bicycle and pedestrian infrastructure and transit schedules which attempt to make transfers convenient for users”. Furthermore the Bus Rapid Transit Study noted that “analysis of existing ridership indicated a potential demand for bus service providing east-west travel in the County to and from destinations such as Eatontown and Freehold. Three figures from the Bus Rapid Transit Study which show job density, population density and potential future BRT nodes in Monmouth County are reproduced in the Appendix.



Monmouth Battle Monument

It is clear that Freehold Borough has been moving toward Transit Village designation through its planning activities. Many of the criteria that embody a transit village are already in place. The Borough has demonstrated a willingness to grow around its transit facility in a transit-supportive manner, has identified bicycle and pedestrian improvements in the downtown and has undertaken “placemaking” efforts. Its placemaking efforts were recognized when Freehold Borough was named one of the

2013 Great Places in New Jersey by the NJ Chapter of American Planning Association. The downtown of Freehold is active from morning to night; the community, business owners and civic leaders have worked tirelessly to make the town a 'round the clock' destination. Even after normal business hours the downtown is still alive with activity. Restaurants offer happy hours and special dinner menus and throughout the year there are events and activities being held in the evening and on weekends. East Main Street opposite the County offices has developed into a "restaurant row" with plentiful outdoor dining during the warmer months.



St. Peter's Episcopal Church

Entertainment is abundant in Freehold Borough all throughout the year. Many businesses help to sponsor events staged by Downtown Freehold, including the *Flavor of Freehold* restaurant open house, *Irish Week*, *Freehold Idol*, the summer *Thursday Concert Series*, *Independence Day Concert and Fireworks*, *Farmer's Market*, the *Fall Concert Series*, *Spooktacular* and other autumn-inspired events; and the *Happy Holidays* event series of wintertime activities. An annual St. Patrick's Day Parade began several years ago. The Memorial Day parade has been a mainstay in the Borough for 140 years and is the oldest and longest parade of its kind in New Jersey. The Freehold Borough Arts Council, Center Players Theater Company and St. Peter's Episcopal Church also present a variety of events like *Sunday Nite Jazz and Blues*, dramatic and comedic theatrical shows and play-readings and the Downtown Concert Series throughout the year.

b. Work Program

Should Freehold Borough be selected to receive technical assistance for Transit Village Initiative Planning it is anticipated that activities will address the criteria considered for Transit Village Designation.

The criteria include:

1. Attend a pre-application meeting
2. Identify existing transit that serves the municipality
3. Demonstrate municipal willingness to grow around the transit facility in a transit-supportive manner
4. Adopt a transit-oriented development (TOD) redevelopment plan and/or TOD zoning ordinance which includes a residential component
5. Identify individual sites where TOD real estate projects are anticipated
6. Identify bicycle and pedestrian improvements
7. Identify "Placemaking" efforts near transit

Many of the above criteria have already been addressed in previous planning studies. As part of the planning process the Manual of Best Practices for Transit-Oriented Development prepared by NJDOT and NJ Transit will be followed. These best practices include site design guidelines, architectural design guidelines and parking guidelines.

Site design guidelines include:

- Land Use and Transportation Integration
- Pedestrian Connectivity and Site Design
- Building Placement and Streetwalls
- New Streets
- Open Space and the Public Realm
- Parking Structures

Architectural Design Guidelines include:

- Facades
- Transparency: Window and Door Openings
- Building Entrances
- Roof Design
- Franchise Architecture
- Building Materials
- Awnings

Parking Guidelines include:

- Design Standards
- Automobile Parking
- Bicycle Parking

The work program will demonstrate how Freehold Borough Transit Village designation is integrated with the Metropolitan Planning Process as well as the Monmouth County Planning Process and regional planning process of surrounding Townships. The planning process will be consistent with environmental justice requirements and will seek to engage the public including the participation of historically under- represented communities. Promoting transit-oriented development is particularly relevant to older and denser communities such as Freehold which tend to have larger low income, minority populations. The extent of public outreach will be determined during the development of the final scope of work. A local stakeholder committee may also be established. It is proposed that Freehold Borough work with NJTPA to determine whether a local stakeholder committee is warranted for the project.



Monmouth County Offices in Downtown Freehold

3. Regional Impact

a. Plan 2040, Regional Transportation Plan

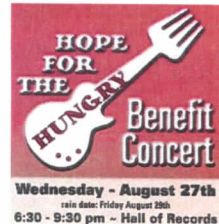
Federal regulations require NJTPA funded planning efforts to advance the goals and strategies found in Plan 2040, The Regional Transportation Plan for Northern New Jersey. Transit Village Initiative Planning for Freehold Borough will advance the following goals of Plan 2040:

- Retain and increase economic activity and competitiveness.
- Enhance system coordination, efficiency and intermodal connectivity.
- Select transportation investments that support the coordination of land use with transportation systems.

Transit Village designation will enhance economic activity in Freehold Borough and contribute to its competitiveness. Not only will the assets of Freehold Borough be retained but it is anticipated economic activity will increase.

Through Transit Village designation the importance of regional and local bus service will be highlighted which will lead to enhanced system coordination. The relationship of Transit Village designation to prior bicycle and pedestrian studies in the Borough will work toward improved efficiency and intermodal connectivity in the Borough.

Lastly, Transit Village designation will support the ongoing efforts to bolster placemaking activities in Freehold Borough and build on the Visioning and Revitalization Plan for the Freehold Center Core Redevelopment Plan Area.



b. Regional Plan for Sustainable Development

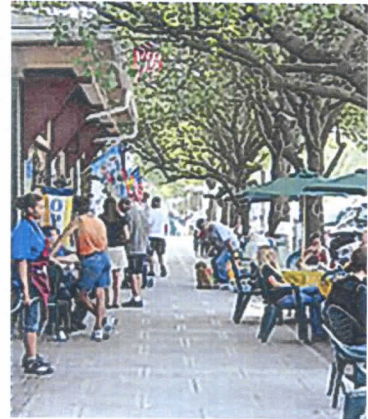
On January 15, 2012, the NJTPA, NJ Transit, The Alan M. Voorhees Transportation Center at Rutgers University, the New Jersey Office for Planning Advocacy, NJTPA subregions and core cities, and a variety of other public, institutional, and nonprofit entities began work, under the aegis of TOGETHER NORTH JERSEY, on the development of a Regional Plan for Sustainable Development (RPSD). Designation of Freehold Borough as a Transit Village will advance the following goals and objectives of the RPSD:

Goal 2 - Create Great Places

- Maintain or expand vibrant downtowns and “main streets”.
- Create safe, stable, resilient neighborhoods with high-quality housing options affordable to a range of incomes.
- Preserve and enhance the character of existing neighborhoods and communities.
- Make it easier and safer to walk, bike and take transit.

Goal 3 - Increase Access to Opportunity

- Connect where people live with where they need to go.
- Create inclusive, mixed-income neighborhoods.
- Improve access to community, arts, cultural and recreational resources (e.g. theaters, museums, libraries, senior centers, youth activities, and parks).



Transit Village Initiative Planning for Freehold Borough will continue the efforts to develop the Freehold Center Core as a great place by maintaining and expanding its vibrant downtown. Planning efforts will preserve and enhance the downtown neighborhood character while making it easier and safer to walk, bike and take transit. Planning efforts will also help create inclusive mixed-income neighborhoods and continue the ongoing access to arts, cultural and recreational resources.

A dynamic and thriving Freehold Borough is a priority that will have countywide and regional benefits. Other jurisdictions involved/affected by the project include Monmouth County and its employees and the residents of Freehold Borough and nearby Townships.

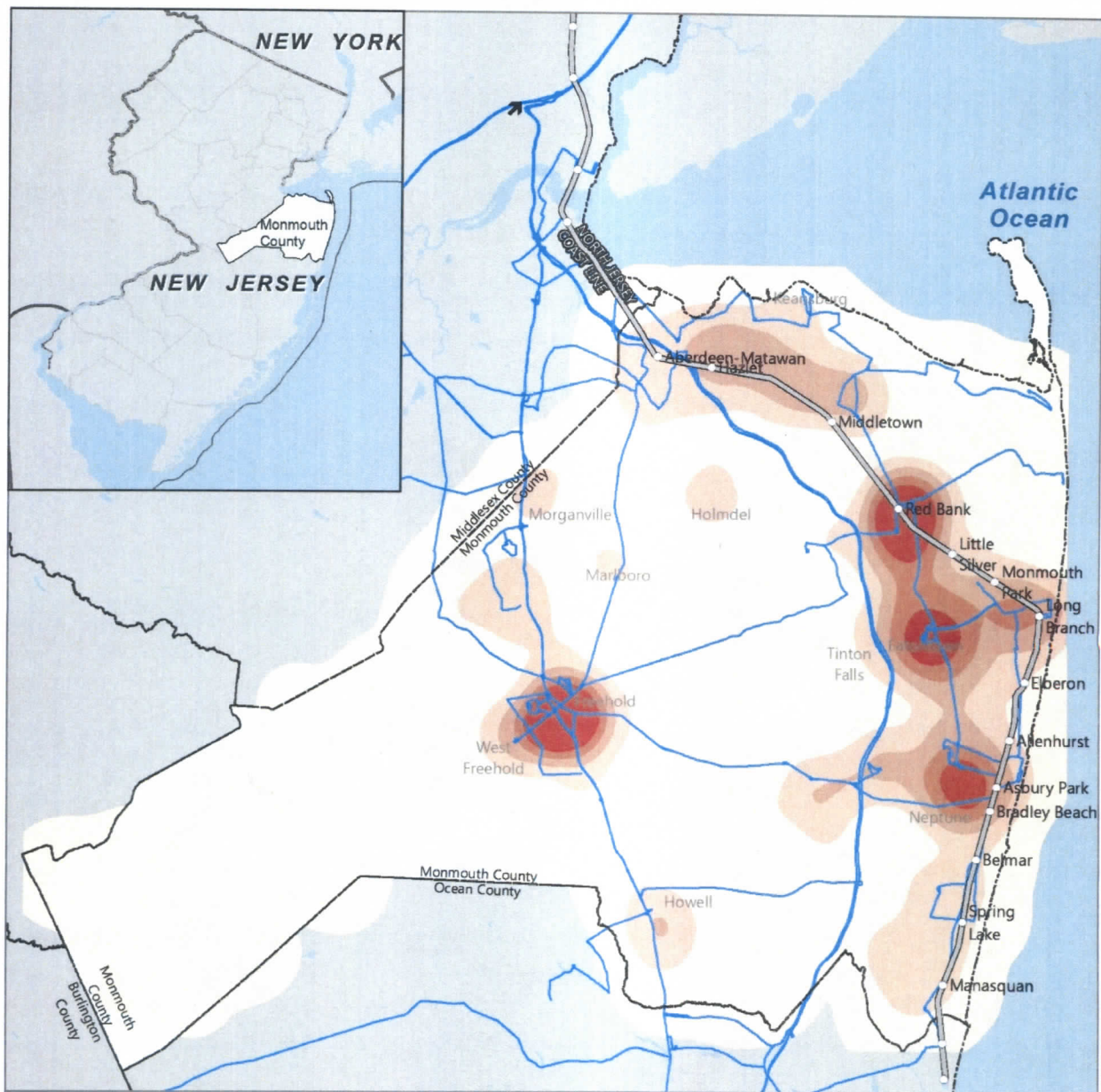
4. Project Partnerships

A letter of participation from Monmouth County and a resolution of support from Freehold Borough are attached.

\\njncad\projects\2015\15000490g\reports\150407_jjl_exec summary.docx

APPENDIX

MAPS FROM MONMOUTH COUNTY BUS RAPID TRANSIT OPPORTUNITIES STUDY



Monmouth County Bus Routes and Rail

Employees / Sq Mile — NJT Bus Lines

1 - 500

501 - 1,000

1,001 - 1,500

1,501 - 2,000

2,001 - 2,500

— NJCL Rail

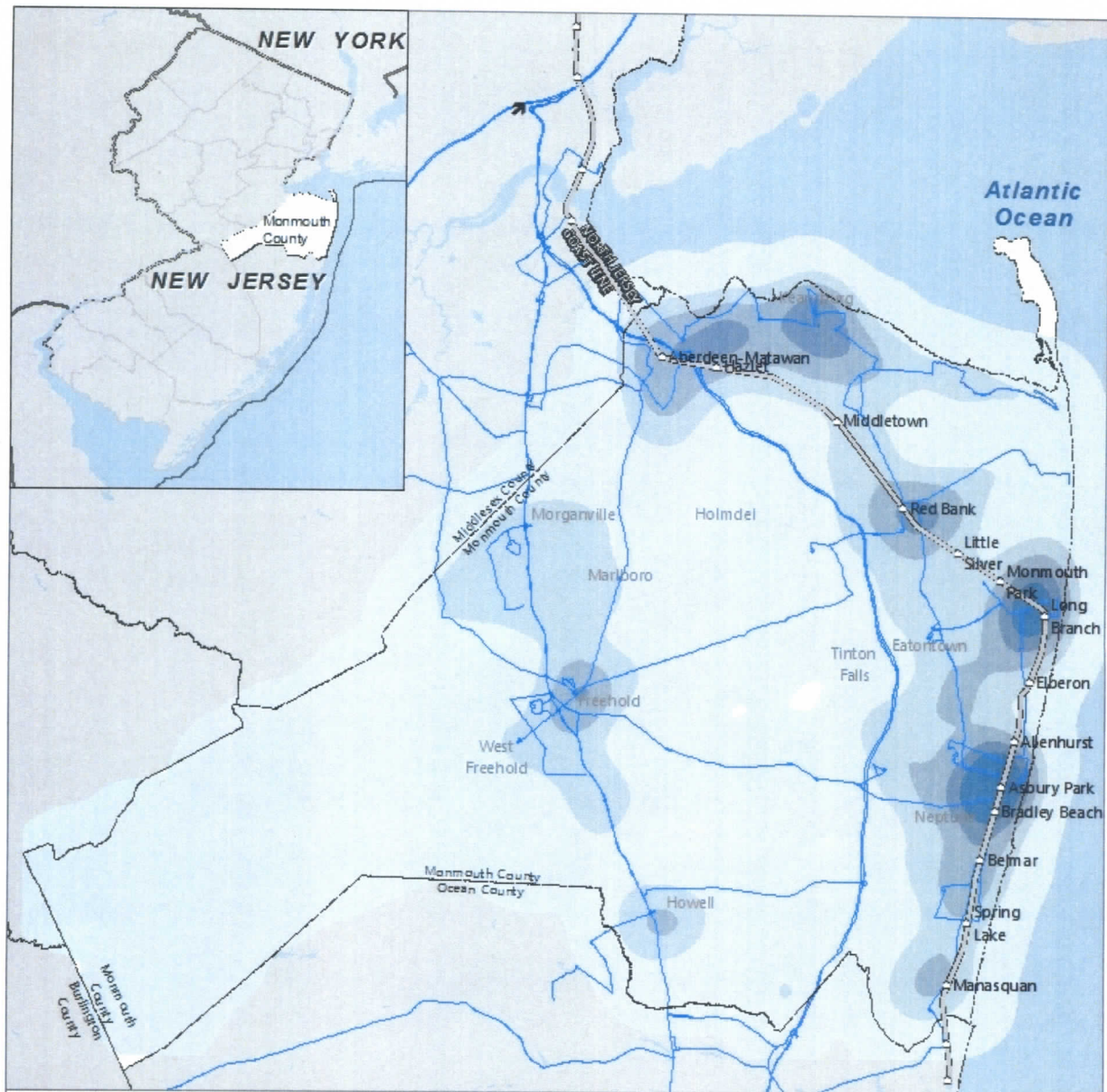
Monmouth County Job Density

Source: NJ TRANSIT, ESRI, US Census (2010)

0 1.25 2.5 5 7.5 10 Miles



Figure17:MonmouthCountyJob Density(USCensusLEHD2010)



Monmouth County Bus Routes and Rail

Population / Sq Mile — NJT Bus Lines

< 1,500

1,501 - 2,500

2,501 - 3,500

3,501 - 4,500

4,501 - 5,500

— NJCL Rail

Monmouth County Population Density

Source: NJ TRANSIT, ESRI, US Census (2010)

0 1.25 2.5 5 7.5 10 Miles



Figure18:MonmouthCounty PopulationDensity

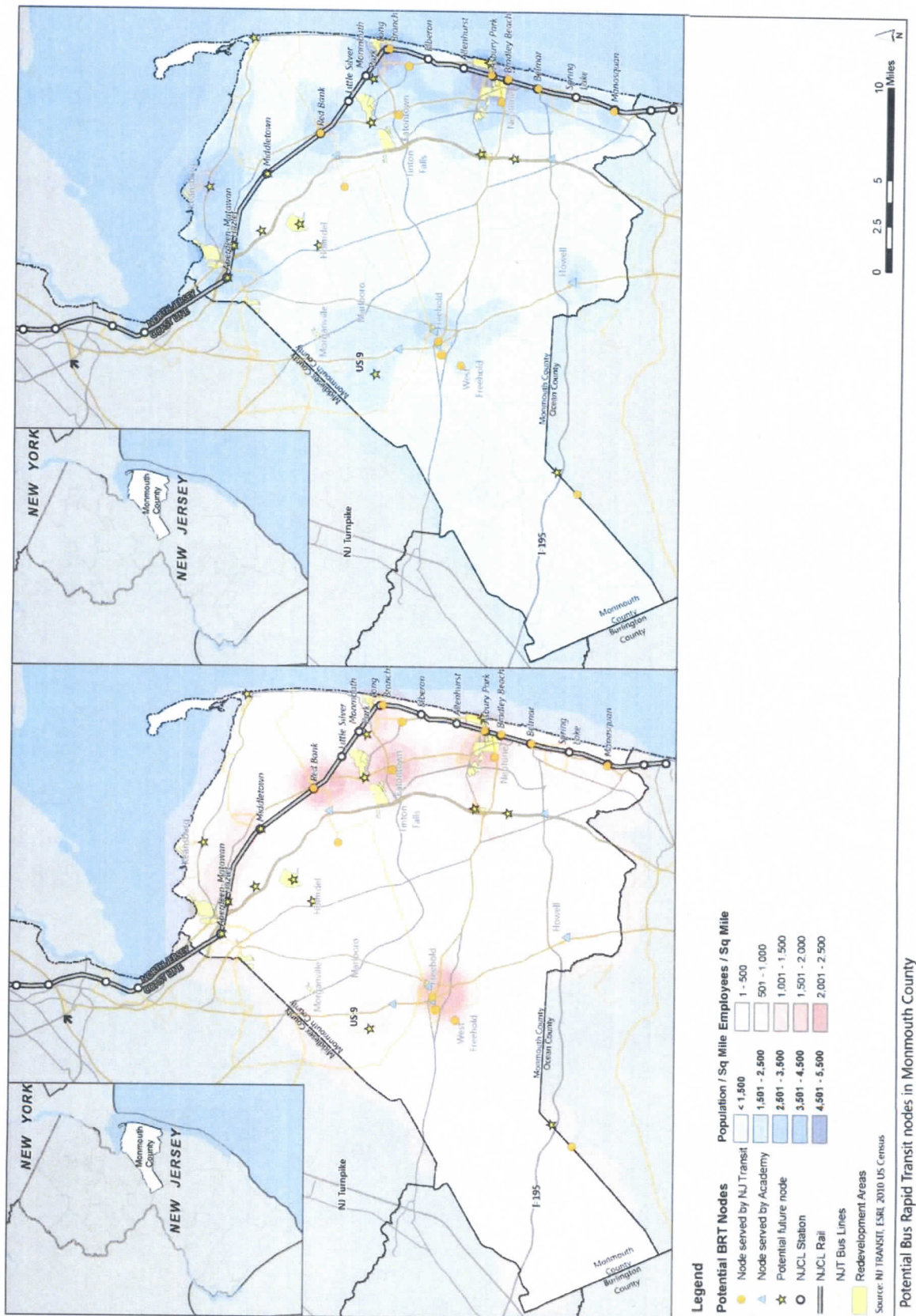


Figure 35: Potential Future BRT Nodes in Monmouth County

Offered by: Schnurr

Seconded: Sims

Aye Nay Absent Abstain

Aye Nay Absent Abstain

DiBenedetto X

Griffiths X


Kane X

Schnurr X

Shutzer X

Sims X

I HEREBY CERTIFY that the following Resolution was adopted by the Mayor and Council of the Borough of Freehold at a regular meeting held on April 6, 2015.


Traci DiBenedetto, RMC, Borough Clerk
Resolution No. 70-15 Agenda #8/2015

**Resolution Authorizing Submittal of Application for Funding from
the North Jersey Transportation Planning Authority (NJPTA)**

Whereas, the NJTPA has an Emerging Centers Program to provide technical assistance on a competitive basis to municipalities within its defined region; and,

Whereas, the technical assistance often includes planning studies that advance sustainable transportation and land use planning as well as to develop collaborative and comprehensive approaches to strategic planning at the local level; and,

Whereas, Borough officials recently met with representatives of the State of New Jersey to determine the process necessary to seek its Transit Village designation; and,

Whereas, Freehold Borough has concluded that seeking its Transit Village designation will provide another land use strategy to foster its development of the downtown business area;

Whereas, Freehold Borough is committed to assigning the staff support required to accomplish the objectives of the program; and,

Whereas, the County of Monmouth and Joseph J. Layton of Maser Consulting is providing assistance to the Borough of Freehold with this initiative.

Now, therefore, be it resolved by the Mayor and Council of the Borough of Freehold, in the County of Monmouth, and in the State of New Jersey do hereby authorize the submittal of an application to obtain funding from the NJTPA, which will be used by the Borough to seek its Transit Village designation with the State of New Jersey.

Joe Bellina*County resolution*

From: Sampson, Edward [Edward.Sampson@co.monmouth.nj.us]
Sent: Friday, April 10, 2015 9:29 AM
To: Perlman, Jeffrey
Cc: Joe Bellina; O'Connor, Teri; Masnick, Marion
Subject: Borough of Freehold Planning for Emerging Centers Program - Monmouth County Board of Chosen Freeholders Resolution
Attachments: Cover Letter and Reso for MC Freeholders Support of Boro of Freehold Emerging Centers April 9 2015.pdf

Mr. Perlman-

Attached please find a resolution adopted by the Monmouth County Board of Chosen Freeholders at their April 9, 2015 meeting. The resolution nominates the Borough of Freehold for participation in the Emerging Centers Program and fully supports the Borough's application to NJTPA. We look forward to working with the Borough and NJTPA in this program that is not only important to Freehold but to the County and the region as well. A certified hard copy of the resolution will follow in the mail.

Please advise if anything else is required at this time.

Ed Sampson

Edward Sampson, PP, AICP
Director of Planning
Monmouth County Division of Planning
1 East Main Street
Freehold, NJ 07728
Office (732) 431-7460 x2997
Fax (732) 409-7540

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4/10/2015

THE BOARD OF CHOSEN FREEHOLDERS
OF THE
COUNTY OF MONMOUTH

GARY J. RICH, SR
DIRECTOR

SERENA DIMASO, ESQ.
DEPUTY DIRECTOR

LILLIAN G. BURRY
JOHN P. CURLEY
THOMAS A. ARNONE



MARION MASNICK
CLERK OF THE BOARD

HALL OF RECORDS
1 EAST MAIN STREET
FREEHOLD, NEW JERSEY 07728
TELEPHONE: 732-431-7387
FAX: 732-431-6519
EMAIL: mmasnick@co.monmouth.nj.us

TRANSMITTAL LETTER

April 10, 2015

North Jersey Transportation
Planning Authority
1075 Raymond Blvd.
Newark, NJ 07102

Borough of Freehold
51 W. Main Street
Freehold, NJ 07728

Re: Resolution supporting an application by the Borough of Freehold to the North Jersey Transportation Planning Authority's 2015 planning for Emerging Centers Program

Gentlemen:

Enclosed please find a copy of the above certified resolution adopted by the Monmouth County Board of Chosen Freeholders at its Regular Meeting of April 9, 2015.

Sincerely Yours,


Marion Masnick
Clerk of the Board

MM: pr
Enclosure(s)

"SEPTEMBER 2d, 1609 THIS IS A VERY GOOD LAND TO FALL IN WITH AND A PLEASANT LAND TO SEE."

Entry in the log of Henry Hudson's Ship Half Moon made after the Dutch Explorer became the first European to come ashore in what was later known as Monmouth County

Monmouth County Board of Chosen Freeholders

Freeholder Meeting Venue:

Date: Apr 09, 2015 - 7:00 PM

Location: Hall of Records
Court Room
1 East Main Street
Freehold, NJ 07728

Agenda: Resolution supporting an application by the Borough of Freehold to the North Jersey Transportation Planning Authority's 2015 planning for Emerging Centers Program

Official Document #	Res# 2015-0284						
Meeting Date	04/09/2015						
Introduced Date	04/09/2015						
Adopted Date	04/09/2015						
Agenda Item	10						
FREEHOLDER	PRESENT	ABSENT	MOVED	SECONDED	AYE	NAY	ABSTAIN
Arnone	✓			✓	✓		
Curley	✓		✓		✓		
Burry	✓				✓		
DiMaso	✓				✓		
Rich	✓				✓		

CERTIFICATION

I HEREBY CERTIFY THE ABOVE TO BE A TRUE COPY OF A RESOLUTION ADOPTED BY THE BOARD OF CHOSEN FREEHOLDERS OF THE COUNTY OF MONMOUTH AT A MEETING HELD

April 9, 2015

Maureen Masnick
CLERK

Administrator

RESOLUTION SUPPORTING AN APPLICATION BY THE BOROUGH OF FREEHOLD
TO THE NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY'S 2015
PLANNING FOR EMERGING CENTERS PROGRAM

WHEREAS, the North Jersey Transportation Planning Authority ("NJTPA") is the federally authorized Metropolitan Planning Organization for the 13-county northern New Jersey region and provides and oversees funding for transportation improvements and transportation planning projects; and

WHEREAS, the County of Monmouth is an active member of the North Jersey Transportation Planning Authority; and

WHEREAS, the Borough of Freehold serves as the county seat and has an active and expanding downtown that is vital to the overall economic growth of western Monmouth County; and

WHEREAS, the Borough is submitting an application to NJTPA's 2015 Planning for Emerging Centers Program for the purpose of conducting a study to advance sustainable transportation and land use planning strategies; and

WHEREAS, these sustainable transportation and land use planning strategies will benefit the Borough, the County and the entire NJTPA region.

NOW, THEREFORE, BE IT RESOLVED that the Board of Chosen Freeholders of the County of Monmouth, as Host County, hereby nominates the Borough of Freehold for participation in the Emerging Centers Program and fully supports the Borough's application to the NJTPA.

BE IT FURTHER RESOLVED by the Monmouth County Board of Chosen Freeholders that, if the Borough's application is accepted by NJTPA, the County will participate in the study and will provide technical assistance throughout the process in order for the Borough to successfully achieve its overall goals and objectives.

Introduced on: April 9, 2015
Adopted on: April 9, 2015
Official Resolution#: 2015-0284

Agenda Item# 10

BE IT FURTHER RESOLVED that the Clerk forward a certified true copy of this resolution to the North Jersey Transportation Planning Authority, Office of County Counsel and the Borough of Freehold.

Introduced on: April 9, 2015
Adopted on: April 9, 2015
Official Resolution#: 2015-0284