

**Heritage Minerals Working Group**  
**MEETING SUMMARY**  
**July 16, 2015**  
**Manchester Civic Center**  
**3:00 PM**

**Call to Order**

1. Roll Call of Working Group Members:

- Mayor Ken Palmer
- Donna Markulic, Business Administrator
- Craig Wallis, Councilman\*
- Jim Vaccaro, Councilman\*
- Lt. Dolan for Lisa Parker, Chief of Police
- Al Yodakis, Director of Public Works
- Don Somerset, Director of Utilities
- Felicia Finn, Zoning Board
- Michele Zolezi, Planning Board
- Dave Trethaway, School Superintendent
- Blanche Doran, Senior Advisory Committee
- Marge Camposano, Secretary to Mayor Palmer

\*Council members Wallis, Vaccaro and Fusaro will alternate

2. Redeveloper Representatives Attending:

- John Pagenkopf, Vice President of Development, H. Hovnanian Industries
- Susan Doctorian Kyrillos, Consultant to H. Hovnanian Industries

3. Staff Attending

- David Roberts, Township Planner (Maser)
- Zachary Zeilman, Planner (Maser)

**Approval of Minutes:**

1. Comments on Meeting Minutes of June 15 Kickoff Meeting

- a. Document is referred to as "minutes", but really serves as a meeting summary
- b. The following were amended in the June 15<sup>th</sup> Meeting Summary:
  - i. Page 4, Item H Redevelopment Plan and Process:
    - 1. H.8. read: "Township will mold how the development happens." And was supplemented to read: "Township will mold how the development happens, but it will be a public-private partnership".
    - 2. H.9. read: "It was stated that the redevelopment will happen at some point. It just depends on how the Township wants it to happen." And was supplemented to read: "It was stated that the redevelopment will happen at some point. It just depends on how the Township wants it to happen, and whether a mutually agreed-upon redevelopment plan can be developed".
  - ii. The final set of notes will be agreed upon to prevent being challenged.
    - 1. Mayor: The notes that Zachary takes will be the official notes
    - 2. Maser will make corrections on the hard copy and will circulate the updated notes to everyone
  - iii. Al Yodakis put forth motion to accept June 15<sup>th</sup> meeting minutes as amended, seconded by Councilman Vaccaro

**Presentations:**

1. Overview of Heritage Minerals Site – presented by John Pagenkopf
  - a. John brought an aerial image to demonstrate all 7,000 acres and described zones within the tract. The area proposed for development is on the CAFRA side. The sandy, denuded areas illustrate the areas where homes could be built under the current agreement with the Township and the State.
  - b. John presented a second map of redevelopment area. The orange line is the 1,000 acres that can be developed today; Yellow lines to the extent that we can expand in the uplands for the town center community – would bring main road from Rt. 70 to Rt. 37 – 5,000 acres plus that would be part of the enhanced preserve after this area is expanded. Area inside the yellow would be approximately 2,000 acres, no more. The proposed expanded development area extends east, across the Wilenta site, which is needed to attract people coming from Rt. 37.
  - c. Traffic Engineering
    - i. Hovsons met with Maser’s traffic consultant and have done a set of counts in the summer and will do some more in the fall when school’s in session. Hovson’s traffic consultant John Rae, from MRA got confirmation on the Township’s behalf on how and when to do the count. When the projected flows are completed, Maser and MRA will figure out what the anticipated off site traffic improvements could be, but the NJDOT doesn’t mix left hand turn lanes with jug handles.
    - ii. Concern over people cutting through school if there is no left turn onto Route 37 from the Boulevard.
    - iii. Maser mentioned synchro modeling where different development combinations can be plugged into a computer and it distributes the trips into the flow of traffic using new jug handles, proposed roads, etc. A boulevard from Rt. 70 to 37 would become a bypass around Lakehurst. Most of the development in Manchester, easterly portion of Lakehurst, is residential, so a bypass road would not hurt existing businesses.
    - iv. No connection will be made from Holiday City through to the site
    - v. Bike paths, roads, and circulation will be discussed more at the next meeting.
2. Visioning – Images of potential approaches to open space and future development – presented by John Pagenkopf (JP), with additional commentary from Dave Roberts (DR).
  - a. Manchester is very consistent with suburban development and the Ocean County with Economic Vision Plan – John will give Dave a copy to distribute if anyone hasn’t seen it. It was sponsored by Together North Jersey and looked at a number of things – bottom line is that more diverse housing stock is needed to attract businesses to the Rt. 37 corridor. It also talks about bike paths, mixed-use, and included a 4,000 acre portion of the Heritage Minerals site that was deemed the Area in Need of Redevelopment in that plan.
  - b. Example 1: Washington Town Center - Robbinsville, NJ on Rt. 33
    - i. JP. Town Center, mixed-use communities are not a foreign concept to New Jersey – Robbinsville is a suburb of Trenton with retail along Rt. 33 and a Main Street that runs to a little park. Maser was the Township Engineer for the plan.
    - ii. DR. Modified hub-like interior street system. Most of the blocks are around 3 to 5 acres, similar to shore towns like Asbury Park, Manasquan, Belmar, and Spring Lake Heights. Sometimes have service roads that divide them up within the street network – that’s where the connectivity comes from. The purpose is to encourage walking – there should be a link to the next street at least every half mile. Plays into concept of being a center.

- iii. DR. There might be portions of our development where 4 stories exist and others that are 2 stories. The idea of allowing for variability in the building heights and transfer of building height allowance could be written in. Buildings might be developed as a monolithic frame, but with building breaks that make it 3 dimensional and more traditional.
- iv. JP. Robbinsville is about 400 acres with 800 - 900 units. Townhomes, twin homes, single family homes exist, with some apartments above retail. Their residential is built behind the commercial boulevard whereas ours is more of a center to create more of a destination.
- v. DR. No overhead power lines or infrastructure make a huge difference visually and nothing needs to be retrofitted. JP had a chance to talk with the Director of Public Works from Robbinsville and asked what they would do differently. Take advantage of their lessons learned.
- vi. JP. Robbinsville has 4 lanes of traffic on Rt 33, with parking on both sides, one lane heading each way. Internally, one side is retail on the ground floor; other side has 4 story apartments to ground floor. Parking is allowed on the street and some shops have access to parking lots in the front and the back. DOT actually allows on-street parking on their state highways.
- vii. JP. Bulb-outs (curb extensions) help pedestrians cross streets. Drivers slow down and bikers and walkers feel safer. Those designs help create a well-designed community. Sidewalk width, signage, and details for cafes with outdoor seating, etc. will be discussed at another Working Group meeting.
- viii. JP. Washington Town Center, Robbinsville – twin homes – two homes/duplexes - some homes do not always face the street.
- c. Example 2: Pier Village, Long Branch
  - i. JP. Different architecture than Robbinsville with a common pavilion and a little park while one side is retail with apartments above.
- d. Example 3: Rockville Center, MD
  - i. JP. There is a Village Green and in winter time they bring in an ice skating rink – opportunity for adaption. Manchester may not be ready for structures that tall (6-8 stories), except maybe for a hotel. The library is in the town center and buildings are made to look traditional.
- e. Example 4: King Farm, MD
  - i. JP. New town center community with shorter, mixed-use buildings with office space above retail and more roof structure – there may be some conditions that we have office above retail. Traffic choke-points could have easily incorporated.
- f. Example 5: Gaithersburg, MD – Kentlands
  - i. JP. One of the first traditional neighborhoods in the Northeast. Once that succeeded, Lakelands started nearby, which is a little cozier. They are live-work units, where you live above and work below, but the market is very narrow. The scale and character is attractive, but there may not be a market for these live-work units at Heritage. They are single family homes and the bends in the roads give different styles and present attractive views – some homes face common areas, some face the street. The street tree types are also intentional and give a sense of place. There are also no overhead lines – there are still many utilities to take into consideration. Everything is focused on getting to the center. Kentlands also has sidewalks in-between some lots to improve pedestrian connections.

- ii. DR. Work-live options have been done in Red Bank, and Manchester may be able to find those buyers too. The idea is giving people flexibility. It may save people money to combine rents for living and working. Some can't afford the rent of an exclusive shopping area.
- iii. DR. Manchester's colonial theme may merit some consideration in the design standards.
- iv. JP. Stand-alone buildings can be designed right to the sidewalks and one-story buildings could have a faux second floor to fit better with rows of two-or three story buildings.
- g. Example 6: Bucks County, PA – Newtown Borough
  - i. JP. Standalone one two-story building. One building connected to another building. Indoor outdoor dining. Sidewalks go in-between. Access from common areas to the sides – gives flexibility to the road.
- h. Example 7: Bucks County, PA – Newtown Borough
  - i. JP. Example for some land bays outside of Town Center where the crossroads are located. While some residents may want density, they can live in the Town Center. Others may desire a suburban home with a conventional yard. We'll offer both where they don't have to feel like they have to drive to get to the downtown.
  - ii. DR. A restaurant district becomes a destination because there's so much choice for going out to eat.
- i. Example 8: Silver Springs, MD
  - i. JP. Roads are sometimes blocked off for special events. May be considered for Heritage Minerals/ Town Center sometimes, too.
  - ii. JP. Quality public spaces and parks will be incorporated into Town Center.
- j. Example 9: Celebration, FL
  - i. JP. Community in Orlando on a lake. At a crossroads with retail on bottom and offices above.
- k. Example 10: Lake Highland Center, Dallas, TX
  - i. JP. A manmade water feature, amphitheater, rows of townhomes – goes from high density, to mid-density, to low-density. This has a parking structure, although I don't see the need for parking structures at Heritage. Good example of how it decreases in density. Not planning to have waterfront home-sites at Heritage.
- l. Example 11: Asbury Park, NJ – Lake Avenue
  - i. JP. Mix of apartments and some townhomes turn their back to the boulevard and are facing Wesley Lake. There is no retail on the bottom, but gated areas that allow residents to get inside.
  - ii. JP. Creative with street name signage, having them mounted on the buildings.
- m. Example 12: Delaware –
  - i. JP. Townhomes with alleys in the back with one- or two-car garages. This may be an appropriate look, although not typical.
- n. Example 13: Seaside, FL
  - i. JP. One of the earlier examples – have the choice to buy a townhome near a park with no front yard, or a townhome with a yard and parking spot.
- o. Example 14: Washington, DC
  - i. JP. 4-story townhomes built on a courtyard with a garage around back. A Park is the front yard – not the road. DR. Central Park, NYC, for example, was designed before the city developed around it – and the real estate values are much higher around the park. Take advantage of building around the park views.

- ii. JP. Some setbacks or elevation to give privacy will be encouraged. DR. The LEED ND standard for stoops is to elevate enough to give sense of privacy. JP. We are working with a blank slate and can accommodate everyone and different levels, particularly seniors or empty-nesters with stoops. There can be back or garage entrances, too.
- p. Example 15: Somerdale, NJ
  - i. JP. Priced for first-time buyers – 2-3 bedrooms. Once the family grows, they move to another larger home. [John] is close with Somerdale Mayor Gary Passanante should Mayor Palmer want to speak with him.
  - ii. DR. Similar to the Inner Harbor, Baltimore – older homes are quite narrow, 12 – 16 ft. and priced very low
- q. Example 16: Toms River, NJ
  - i. JP. Very flexible product type with front garages
- r. Example 17: Chesterfield Green, Burlington Co.
  - i. JP. Traditional style neighborhood, with homes set back on lots 55 ft wide, but no alleys but driveways next to the homes.
- s. Example 18: NVR Homes, MD
  - i. JP. Single-family homes might look like in our town center villages.
- t. Example 19: Ryan Home, Cinnaminson Twp, Burlington, Co.:
  - i. JP. Lot sizes to accommodate 40' wide conventional homes on 10,000 SF lots illustrate the homes that could be built in the land bays outside of the Town Center.
- u. Example 20: Manchester – Prima, north side of 37 – north of Pinelake Park:
  - i. JP. Built by a local builder – there is an opportunity to have local builders build in Heritage also.
- v. Example 21: Hillsborough, NJ – Duke Farms
  - i. JP. Network of paths for biking and hiking around the farms that is a model of environmental stewardship and meant to inspire and educate visitors; self-guided tours, educational opportunities with on-staff naturalists; Live Eagle Cam for visitors to watch; Gets kids back in the woods – if we don't get kids back in the parks we won't have our next generation of naturalists/environmentalists;
    1. Could be an eco-destination and get people from the shore; one shop could be a bike rental and people can bike or hike around open space areas
    2. Wildflower meadows rather than mowing grass
    3. Any modification of land in the Pinelands Area outside of CAFRA would require a development application to the Pinelands Commission. But we believe the use of existing trails would not require an application.
- w. Example 22: Brick Reservoir –
  - i. JP. An open area or distance would be set aside along a body of water, with a barrier. There might be vegetation along the lake edges as a buffer and some information about the park.
- x. Example 23: Wells Mill, Ocean County NJ
  - i. JP. This park had a boardwalk through soggy/wetlands areas.
- y. Example 24: Edwin B. Forsythe National Wildlife Refuge, Port Republic, Atlantic Co.
  - i. JP. Federal government clearing trees to enhance wildlife habitats/diversity; thinning of forest
- z. Other Comments and Summary:
  - i. Felicia Finn and Mayor Palmer asked what effect Heritage might have on the values of the other houses:

1. John was involved with Toll Brothers in Moorestown – other local builders worried that the new community would take all of their buyers, but people saw that for a couple dollars more, they could get a custom home and the national builder’s marketing campaign attracted numerous buyers to the region. If Heritage is successful in bringing diversity, existing homes that couldn’t sell before might be able to attract people, too;
  2. DR. As neighborhoods mature and kids grow up and leave, there is a turnover. In Jackson, folks move out to a retirement community or development with less maintenance and sell the property to family that is moving up and it cycles. John is bringing on a team to do studies on fiscal impacts. It depends on the dynamic that is created from this Plan/development. Some might want to take advantage of the lake or restaurants and another first-time buyer move in. Affordability is an issue in New Jersey – the state is losing population because of the cost of housing. There is a lot of employment, but it is being gained back more slowly than the rest of the country. Housing will still be needed for those employed.
  3. Felicia Finn. This kind of mixed-use community with different types of housing will draw more interest into Manchester, and Manchester buys Manchester. This will be a great place for people who are older and have left, but want to return. The community will draw people and the overflow will want to live on the outskirts.
  4. Felicia Finn. The development will be phased, so if it is not built yet, some people would still be moving to Pinelake Park. There will also be different price points and it will draw completely different demographics of people who want different things.
- ii. Mayor Palmer questioned Access to Lakes and Water Features On-Site:
1. JP. Lakes are functional and aesthetic. The lake at Heritage Minerals site can be altered by taking buildable land to create some safe points where the water can be used and swimmable and roped off. If they’re 60-80 feet deep, it will be impractical to do anything, but in areas that are 4 ft.+, aquatic plants can be introduced into the sterile lake as the base of a new food chain with roots to hold in place. The new vegetation might discourage people from getting into the water at certain points.
  2. The larger lake is 2 miles long and 400-500 feet wide on average, 200 feet at smaller end – to get residents to walk or peddle all the way around the lake would be cumbersome. There is a possibility for floating docks in part of the lake that could swing to have full access to the lake when we wanted and regattas at other times. The 8’ wide floating dock contains railings with angled caps that are 4-5 ft. tall, and should discourage folks from sitting or falling over rails.
  3. .
- iii. JP. Bike-share – If there is enough interest, there could be a mini bike-share, where you put in a credit card, take a bike to the store, and leave it somewhere else.
- iv. JP. Town Center Design:
1. JP. Transit-oriented development and mixed-use is being embraced in lots of places. The greatest density is closer to where the center is. In a true mixed-use development you’ll have a variety of housing types. You might have larger

lots as you move away from the Town Center and when you move to Main Street you have residential above retail. Also mixes up range of affordability.

- a. JP. Heritage is not a “Transit Center”, but Academy Bus is very interested in servicing the Town Center.
  - b. DR. With regards to rentals, under the MLUL it is the individual owner’s decision and ownership cannot be dictated. As a public-private partnership, it can be negotiated to allow rental properties in the center, as Hovson plans to propose. May ask for a pro forma with market analysis of population. Purpose is to give folks options so developer gets a consistent absorption of their homes and the Township has economic development.
2. JP. Colonial Drive will have an intersection on the water where we’ll have the town center. Some Town Center developers are comfortable doing 100,000 sf – could be a grocer, 4 restaurants, etc. with shops, salons, etc. as infill. We could start with 100,000 sf and then expand to the north if successful. We should incorporate some flexibility. The Boulevard is roughly 5 miles from Rt. 70 to 37, But, we start with a center, perhaps with a 4-lane road with bike lanes and sidewalks that allow people to drive or walk from homes to town center, with a possibility to have complete streets - sharing the road with cyclists, pedestrians. A 25-mph road within the Town Center is effectively a shared road.
  3. JP. Heritage will strive to be a “Coastal Duke Farms”. The developer is required by the prior Settlement Agreement to manage a habitat area, transplant threatened plants which could encourage species to come back to Heritage.
  4. JP. Alleys – two types of conditions – no curbs, center swale; some have no street lights, but garages all have motion detectors.
  5. JP. Public streets. In Robbinsville, streets/plowing is handled by the Township. Hovsons will prepare a fiscal analysis of how much streets and garbage, etc. will cost the Township.

#### Discussion:

1. Next Steps
  - a. John will provide answer about whether the lake to the northwest is in Manchester or Lakehurst.
  - b. John will forward slides with maps and bring copies to next meeting
  - c. Dave will circulate PDF, PowerPoint, and Meeting Summary
  - d. Committee members should take some time to jot down notes of the things that you like in terms of visioning that can be discussed at the following meeting. John is open to coming up with a set of questions to describe certain areas or to provide images for reference, but the presentation served as a broad overview of the Town Center and the eco-educational side. Hovsons will return and talk about technical issues later.
2. Confirmation of next meeting date
  - a. August 6<sup>th</sup>
  - b. Upstairs (2<sup>nd</sup> floor) conference room
  - c. Will discuss circulation with boulevard and density.

**Adjournment:**

1. Meeting adjourned at 5:10pm

These minutes represent the only record of what transpired and if any members have taken their own notes that they wish to be part of the record, they must submit them to Maser before the draft minutes get approved as final. Once minutes are approved as final, they shall represent the sole record of what transpired during said meeting.