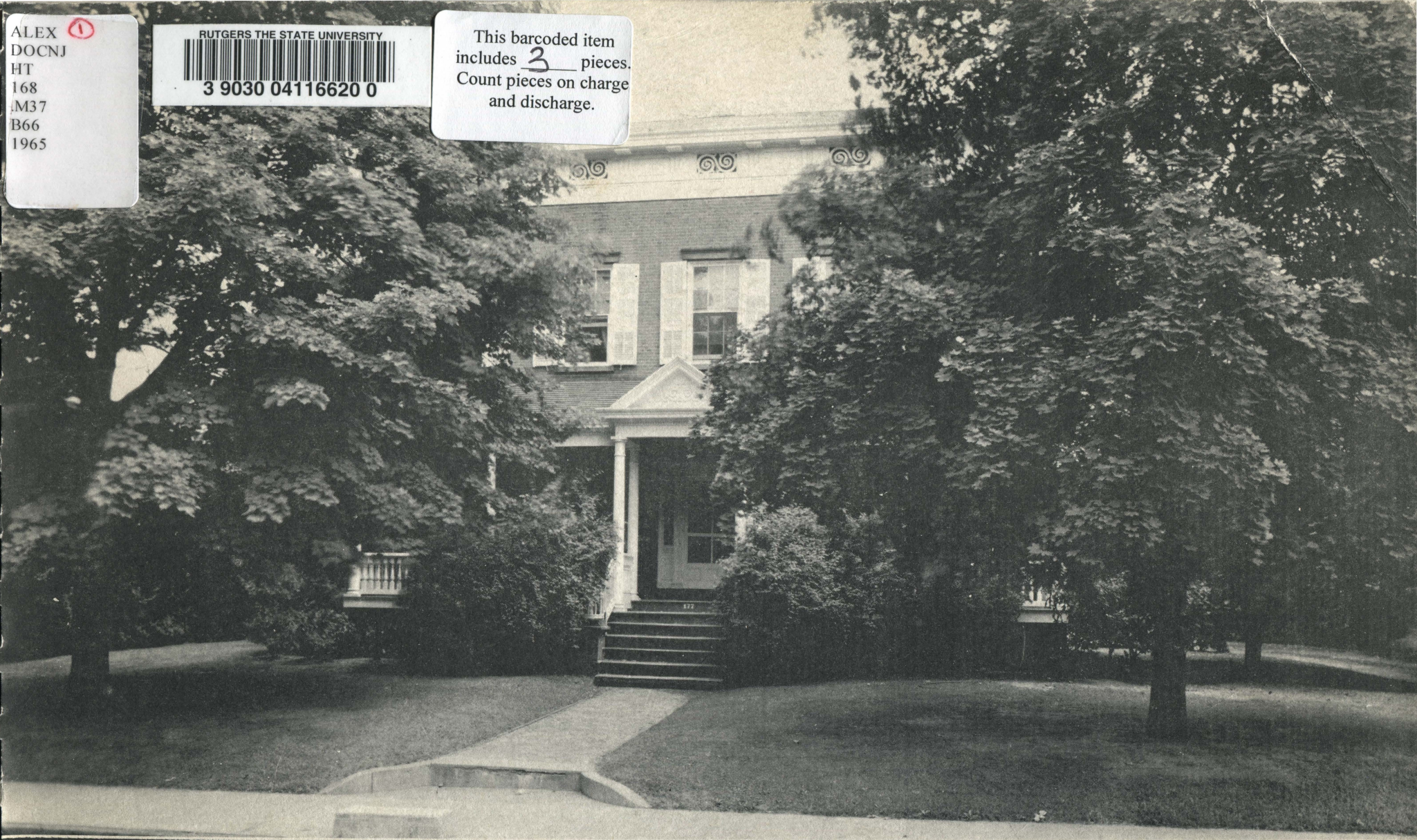


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# MATAWAN BOROUGH MASTER PLAN

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Cover Photo: Potter-Voorhees House, 177 Main Street, Matawan Borough, built in 1830. Originally designed as a boarding school by a Mr. Potter but never used as such; called "Potter's Folly." Formerly occupied by Mrs. James E. Voorhees, a direct descendant of Thomas Warne, a Member of the Board of Proprietors of East New Jersey. Contains original marble mantels and carved woodwork. Now occupied by Mrs. Voorhees' son-in-law, Mr. Philip Neidlinger.

Photo by courtesy of The  
Matawan Journal.

# BOROUGH OF MATAWAN MASTER PLAN

Prepared for the  
Borough of Matawan, New Jersey, Planning Board  
by  
Boorman and Dorram, Inc., Consultants  
December, 1965

The preparation of this report was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

The remainder has been financed by local funds and by an appropriation of the State of New Jersey as part of the Co-operative Governmental Planning Program.

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BOROUGH OF MATAWAN  
MONMOUTH COUNTY, NEW JERSEY

1965

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769684



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## BOROUGH OF MATAWAN MASTER PLAN

"...the Planning Board shall cause to be made careful and comprehensive surveys and studies of present conditions and the prospects for future growth of the municipality. The Master Plan shall be made with the general purpose of guiding and accomplishing a co-ordinated, adjusted and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity and general welfare, as well as efficiency and economy in the process of development, and the maintenance of property values previously established."

N. J. Laws 1953, Chap. 433 R. S.  
40:55-1.12

### I. INTRODUCTION AND SUMMARY

This final report on the Matawan Master Plan presents the results of an 18-month planning survey authorized by the Borough Planning Board, under the terms of the State Planning Enabling Act cited above and with the use of a three-fourths Federal grant under the Urban Planning Assistance Program.

In simplest terms, what does this work represent? It consists of a close look at Mata-

wan's present development (physical development--what can be seen on the ground), a projection of future trends, and a set of inter-related proposals for meeting present problems and guiding future growth. The proposals are put in the form of a Land Use Plan, Traffic Plan, and Community Facilities Plan, and include recommendations for carrying out these plans such as zoning revisions, a Capital Budget, and potential urban renewal projects.



The proposed plan does not contemplate any major overall changes in the Borough, which has an established good-quality suburban character helped by an attractive natural setting and a distinctive historic background. Most of the plan proposals are aimed at the Borough's need to "catch up" with the sharp growth in new housing which it has had over the past five to ten years. Better traffic circulation, a modernized and expanded shopping district, new tax-producing industrial development, and enlarged schools, parks, and public utilities are needed for the new population brought in by the Borough's recent housing developments and garden apartments. Some of these improvements are already under way, and carrying out the remainder should not be unduly difficult or expensive.

A summary listing of the main recommendations as described in the report sections below is as follows (see also the Master Plan Map inside the back cover):

#### Land Use

1. Single-family residential areas are to remain substantially as now zoned. Lot sizes are to be upgraded in the Texas Road-Centre Avenue area, but without making present lots non-conforming. Upgrading is also proposed

for a section off Main Street south of Route 34.

2. Outside the central Main Street area, apartments are to be restricted from further expansion into single-family areas. A limited amount of new apartment development is to be allowed on Route 34 across from Strathmore at Ravine Drive and Aberdeen Road, and in the Freneau section at the lower end of Route 79.
3. A possible high-rise apartment development is suggested as an alternative to industrial use in the Main Street area north of the New York and Long Branch Railroad, under a potential urban renewal program.
4. The central shopping area is to be expanded and reorganized under a possible urban renewal program.
5. Some expansion of outlying business areas, especially at Ravine Drive and Aberdeen Road, is proposed under new zoning controls.
6. Ample space for industrial development is considered to be available in the areas now zoned for this use.

### Traffic and Transportation

1. Route 34 is proposed to be dualized as shown on the State's Master Plan for highways.
2. A new secondary highway is proposed to be developed on the present right-of-way of the Central Railroad of New Jersey Freehold Branch. This would connect with the future regional highway network and would relieve Main and Broad Streets from through traffic as well as providing access to the Freneau industrial zone.
3. To help traffic circulation in the central area, Ravine Drive is proposed to be cut through to Broad Street (and then to connect with a relocated Little Street Bridge). Main and Broad Streets may need to be converted to a one-way pair.
4. Jackson Street is proposed to be extended to the north as an access drive for the shopping district, but not for through traffic (not to extend to Mill Lane or to Route 34).
5. As a longer-range future proposal, Union Street is to be cut through south to Route 34. In the meantime, Middle-

sex Road is proposed to be widened and improved.

6. Other roads proposed to be widened (these are now even below the width of local streets in new subdivisions) include Ravine Drive, Aberdeen Road, Atlantic Avenue, Mill Road, Sutphin Avenue, Route 516, and Texas Road.
7. Several local street openings and closings are proposed in the Washington Avenue area.
8. Retention of the New York and Long Branch Railroad station in the Borough is recommended, at least for the foreseeable future and unless alternative satisfactory means of access to the station are developed.

### Community Facilities

1. Enlargement of the Ravine Drive school is proposed, and the development of a new elementary school in the Freneau section.



2. Development is recommended of a major 60-acre park and recreation center on Matawan Creek between Ravine Drive and Aberdeen Road. Filling the marsh and relocating the stream can be done in stages with State and Federal aid.
3. Use of State and Federal parkland acquisition grants is recommended for the Borough to acquire a lakeside recreation area between Crescent Place and Lakeside Drive, and a series of ravine areas throughout the Borough. Possible development of an enlarged lakeside park at the north end of Lake Matawan is also projected.
4. Expansion of the Borough Hall is proposed by acquiring adjoining properties to the side and rear, perhaps under a potential urban renewal program.
5. Development of the proposed new Public Library is recommended on the present site, enlarged by acquiring adjoining properties.
6. A new fire station site on Matawan Avenue is proposed, to consolidate two or three existing stations.
7. Extension of service to the Freneau section is recommended in expanding and improving the Borough's water and sewer facilities.
8. Expansion of the sewage treatment plant to accommodate a large regional system is considered doubtful from a land use standpoint.

#### Supplementary Proposals

1. On the basis of an analysis of the condition of buildings in Matawan's neighborhoods, three potential urban renewal projects are identified, each of which can help carry out Master Plan objectives: the central shopping area on Main Street; the Orchard Street residential area; and the industrial area on Main Street north of the New York and Long Branch Railroad.
2. Adoption of a residential and nonresidential building maintenance code is proposed to further remove and prevent blight.
3. The annexation of two adjoining sections of Matawan Township is recommended: the section on Aberdeen Road isolated from the rest of the Township by the Garden State Parkway; and the section

north of Texas Road which is not contiguous to any other areas of the Township.

#### Capital Improvement Program

1. Capital improvements proposed to be budgeted between 1966 and 1971 include water plant and distribution improvements, street improvements, purchase of fire trucks, development of the Hamilton Property and Crescent Place lakeside recreation areas, partial development of the proposed 60-acre park on Matawan Creek, expansion of the Borough Hall, and 1/4 share contributions to potential urban renewal projects. No significant increase in capital financing costs which would affect the tax rate is contemplated.

#### Zoning Ordinance, Subdivision Controls, Official Map

1. A new Special Business zone is proposed, to be applied outside the central shopping area, setting such requirements as offstreet parking, setbacks, and buffer strips.

2. Planning Board site plan review is proposed for all larger commercial and industrial developments.
3. Zoning map revisions are proposed to carry out some, but not all, Master Plan land use proposals. Some of these proposals are longer-range and should not be followed up by rezoning until a future date or until developers' proposals are received.
4. Zoning controls are proposed on possible future high-rise apartment development.
5. Zoning and subdivision controls are proposed to be revised to require underground electric and telephone lines in apartment developments and, if possible, single-family home developments.
6. Establishment of a Historic Zone is proposed in Matawan's central area to preserve existing buildings of historic architectural value.
7. Increased requirements are recommended for Sketch Plat submissions for subdivision applications, to facilitate Planning Board review.



8. Development and adoption of an Official Map is proposed, to reserve sites for a future school, parks, and street extensions.

amount of planning consultant services on a continuing basis.

#### Continuing the Planning Program

1. Adoption of the Master Plan under State Law is not required but would be helpful in assuring that all proposed public improvements will be referred to the Planning Board for its recommendation.
2. It is proposed that the Board of Adjustment refer all proposed use variances and major non-use variances informally to the Planning Board for review.
3. In order to keep the Master Plan up to date and to have professional advice available on current problems, it is recommended that the Planning Board retain a limited

The report sections below present the background and details of these proposals. Much of the material has previously been presented to the Planning Board in the form of preliminary reports. The close cooperation and participation of Mayor Edward Hyrne, Chairman Angelo Tomasello, and the rest of the members of the Planning Board as well as many other local, County, and State officials is gratefully acknowledged.

Although the above list of plan proposals may seem formidable, the Consultants wish to emphasize that Matawan's problems--as planning problems go in this age of urban sprawl and central city decay--are not major ones and can be met comparatively easily through normal municipal administration. We look forward to working with the Borough further on such programs as urban renewal (for which we have now been retained), to maintain and strengthen the Borough's well-established and attractive character.

## II. BACKGROUND STUDIES

### HISTORICAL SETTING

Although Matawan now has the character largely of a residential suburb in the New York commuting area, the Borough has a long history which is reflected in its handsome Main Street and in a number of historic homes.

Matawan was originally called New Aberdeen, and was the home of a group of Scots who had earlier left England because of persecution by Charles II.<sup>1</sup> This same group of Scots established the first permanent settlement in Freehold in 1715.

The present name of Matawan is derived from the Indian word for "where two rivers come together," an allusion to the two streams, now Lake Lefferts and Lake Matawan, which traverse the Borough and add to its attractive natural setting.

Matawan's development over the years has been shaped by a number of different factors. Originally, the town was accessible from the sea. Sailing ships used to be able to come up as far as the present sewage treatment plant, and the names of Dock Street and Water Street are reminders of Matawan's long past role as a seaport. A number of the houses on Main Street are over a hundred years old and date from this period, when Main Street formed a natural route along high ground from the waterfront inland.

Later on, the coming of the railroad with its commuter service to New York encouraged Matawan's development as a higher-class residential community. The New York and Long Branch Railroad curves sharply to include a station in Matawan because, it is said, rich local residents bought heavily of stock when the line was planned.

---

1. American Guide Series, New Jersey, A Guide to Its Present and Past (New York: Hastings House, 1939).





The less wealthy people of adjoining Keyport, deprived of the main line station that they had expected, "were sore for about sixty years."<sup>2</sup> The Borough's attractive setting with its lakes and ravines and its closeness to the Raritan Bay and the New Jersey seashore also undoubtedly added attraction for the Borough's early higher-class suburban growth.

More recently, since World War II, Matawan has been in the path of the explosion of suburban development spreading out from New York along new highways and parkways. The Garden State Parkway in particular passes along one edge of Matawan, as indicated on Map 1, and has been instrumental in attracting new housing development throughout the surrounding area.

The years since 1960 have seen large-scale single family home subdivisions in the Borough, particularly Marc Woods, and also over 300 new garden apartment units. The accompanying Table I summarizes the acceleration of the Borough's growth over the past thirty-five years.

A list of buildings in Matawan with special historic and architectural value was

obtained from Professor McCormick of Rutgers, who has led a Statewide campaign to recognize and preserve our historical and architectural heritage. These buildings are all in residential use, and are to remain in residential areas under the proposed Master Plan. It is suggested that although there is no single area large enough for a special Historic Zone, the Building Department and Board of Adjustment, perhaps with the help of a citizen's committee, should discourage any attempts to replace or substantially alter these buildings. The list is as follows:

Burrowes Mansion, 94 Main  
Street

Cherry Hall, 211 Main Street

Hunn House, 19 Mill Road

Middletown Point Academy,  
Church Street (now converted to apartments)

Old Hospital, 8 Ravine Drive  
(also converted to apartments).

---

2. Ibid.

TABLE I  
POPULATION CHANGE, MATAWAN  
BOROUGH, 1930-1965

<u>Year</u>	<u>Population</u>	<u>Increase</u>	<u>Per Cent Increase</u>
1930	2,264		
1940	2,758	494	21.8
1950	3,739	981	35.5
1960	5,097	1,358	36.6
1965 (est.)	6,850	2,753	34.4

Source: 1930-1960, U. S. Census of Population.  
1965, Boorman and Dorram, Inc., estimate  
(see Table IV)

## EXISTING LAND USE

Matawan's existing development is shown on Map 2, and is summarized in terms of acreages of land in different uses in Table II. The land use survey was made by the Consultants by means of driving on all of the streets of the Borough, and by use of a base map showing all existing streets and property lines which was especially prepared from a composite of the Borough tax maps. Especially in the central area where lots are small and there are a number of structures in mixed uses, some of the detailed information on the map may not be exact; but this will not affect the overall purpose of the survey for master planning and zoning use.

Conclusions about patterns and trends in the different land uses are as follows:

### 1. One Family Residential

This is by far the single largest category of land use in the Borough and has shown the greatest recent expansion. A comparison between 1960 County Planning Board land use information and the Master Plan survey indicates that of the present total of 508 acres in this use, about 110 were developed in the past four years.

Because of the lakes and ravines which separate different sections of the Borough and the different time periods in which the present housing was developed, there is a considerable difference in the kinds of one family housing in the Borough. The oldest housing, some of it with fine architectural character and historic background, is located on and near Main Street north of Route 34. Some of this older housing, by the same token, is subject to obsolescence and deterioration.

At the opposite extreme, large new housing developments are located in the northwest section toward the Garden State Parkway. These new homes are being developed to standards which compare favorably with much other housing being developed in northern New Jersey, which reflects well on the character of the Borough, the quality of the builders, and the effectiveness of the present zoning ordinance.

The Borough's largest and most expensive homes are located in older developments off Route 34 in the west central section of the Borough. Some of these homes reflect the advantages of location on Lake Lefferts, which with Lake Matawan forms an extremely desirable



# EXISTING LAND USE

## BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAM INC. CONSULTANTS  
1985

	ONE FAMILY RESIDENTIAL
	UNDER DEVELOPMENT
	TWO FAMILY & MULTI-FAMILY
	UNDER DEVELOPMENT
	COMMERCIAL
	AUTOMOTIVE
	INDUSTRIAL
	PUBLIC
	SEMI-PUBLIC
	RAILROAD & PUBLIC UTILITY
	VACANT



0 300 600 900 1200  
SCALE IN FEET

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM



residential amenity. Several new developments of a more modest character are located farther west on both sides of Route 34.

The southern part of the Borough, which forms a relatively narrow extension bordered on two sides by Matawan Township and on the south by Marlboro Township, has had as yet only a scattering of residential development, and presents the main challenge for planning in the Borough for new single family growth. One section of this area, east of Freneau Avenue and north of Mill Road, was recommended in an earlier report for industrial development and was subsequently rezoned for this use together with the Otto Tract in the northern section of the Borough on Matawan Avenue.

## 2. Two-Family and Multi-Family Residential

The central section of Matawan along and near Main Street has had for many years a scattering of two-family houses and small multi-family units. An apartment development was pioneered between Broad Street and Lake Matawan before World War II, very successfully except that at that time the present need for offstreet parking for automobiles was not foreseen.

After the passage of new zoning provisions in 1961 allowing the development of garden apartments in any of the Borough's residential

zones, there was a rush of apartment building in the central and northeast areas of the Borough. This was spurred by regional trends toward apartment building since the "war babies" born at the end of World War II are just now forming new families and moving into apartments, and also by the favorable location of these sections near the railroad station and Garden State Parkway.

Another earlier report by the Consultants recommended that, as had been proposed by the Borough Engineer, a temporary halt be made on the development of more garden apartments. This was primarily because of strains on present water and utility systems, but also because of effects on traffic circulation and perhaps on property values in single-family areas over the long run. This moratorium was put into effect pending the completion of this Master Plan. Recommendations on locations in which apartments should again be allowed are made in Chapter III below.

## 3. Commercial and Automotive

Matawan has only one area which can be described as a shopping center, concentrated along Main Street near Ravine Drive and Little Street. As can be seen on the Existing Land Use Map, this area is small and crowded. Other commercial development in the Borough consists of non-shopping uses such as restaurants,

TABLE II

EXISTING LAND USE, MATAWAN BOROUGH1964 FIELD SURVEY COMPARED WITH 1960 COUNTY SURVEY

<u>Land Use</u>	<u>1964 Survey</u>		<u>1960 County Planning Board Data</u>	
	<u>Acres</u>	<u>Per Cent</u>	<u>Acres</u>	<u>Per Cent</u>
Single Family Residential	508.0	33.7	391.8	26.0
Two-Family and Multi-Family Residential	59.8	3.9	9.6	0.6
Commercial 54 )	62.0	4.1	32.8	2.2
Automotive 8 )				
Industrial 7 )	54.0	3.6	35.1	2.3
Railroad and Utility 47 )	10.8	0.7	10.8	0.7
Parks and Playgrounds				
Schools and Public Buildings	11.4	0.8	11.4	0.8
Semi-Public	19.0	1.2	35.1	2.3
Water Areas	96.0	6.4	90.0	6.0
Vacant Land	478.0	31.6	733.8	48.5
Garden State Parkway	16.6	1.1	16.6	1.1
Streets	<u>195.0</u>	<u>12.9</u>	<u>143.6</u>	<u>9.5</u>
Total	1510.6	100.0	1510.6	100.0

Source: Field Survey, Boorman and Dorram, Inc., Summer 1964;  
County Planning Board Data, Spring 1960.

parking lots for commuters at the railroad station roadside stands, and professional and business offices. The latter have been recently increasing in the central area and are of a desirable standard, perhaps reflecting a lack of appropriate locations for such facilities in the outlying semi-rural township areas now developing with large housing subdivisions.

A present and potential demand is projected for a considerable expansion of the present shopping area, combined with the development of new shopping facilities near the northwest corner of the Borough. As discussed in Chapter IV below, it may be possible to use Federal urban renewal funds to replace old, deteriorated buildings in the central shopping area and provide an expanded land area for new shops with improved parking facilities and traffic access.

Automotive uses are concentrated toward the north end of Main Street and at the intersection of Main Street and Route 34. The Borough has a desirable zoning provision forbidding the location of service stations closer than a certain distance from each other, which prevents excessive development of gas stations along highways and main roads.

The present zoning has had the noteworthy effect of preventing continuous strip commercial development along Route 34. Much of

this frontage retains an attractive character which fits in well with the adjoining residential areas. The Borough's policy on this has been enlightened, in contrast with other municipalities along Route 34 and other regional highways.

#### 4. Industrial

Present industrial use consists only of one small section at the north end of Main Street, with only five or six separate land parcels in this usage.

As indicated below, there is a considerable potential for industrial expansion in the general area of Matawan and it would be most desirable from a tax ratable standpoint to encourage additional industry in sections of the Borough in which this development would not interfere with other kinds of land uses. The 40-acre Otto Tract at the north end of Matawan Avenue and the 45 - acre tract in the Freneau section already rezoned for industry following earlier Master Plan recommendations provide a substantial amount of attractive industrial land to meet these requirements.

#### 5. Public and Semi-Public

These special categories of land use are discussed separately below.

## 6. Vacant Land

As indicated by Table II, the amount of vacant land in the Borough has decreased since 1960 from 734 acres to 478 acres. Of this remaining acreage of vacant land, it is estimated that about 125 acres are suitable for single-family house development and an additional 38 acres for garden apartment use.

The Otto tract and the Freneau area now zoned for industry contain about 85 acres of vacant land. The rest of the land in the "vacant" classification is in tidal marshes and ravines and flood plains not suitable for intensive development.

Again, while this amount of vacant land represents a considerable development potential, it is still lesser in importance than the extent of areas now built up in the Borough. Thus, the main issue facing the Borough is of planning for the facilities to accommodate the growth which has already occurred.



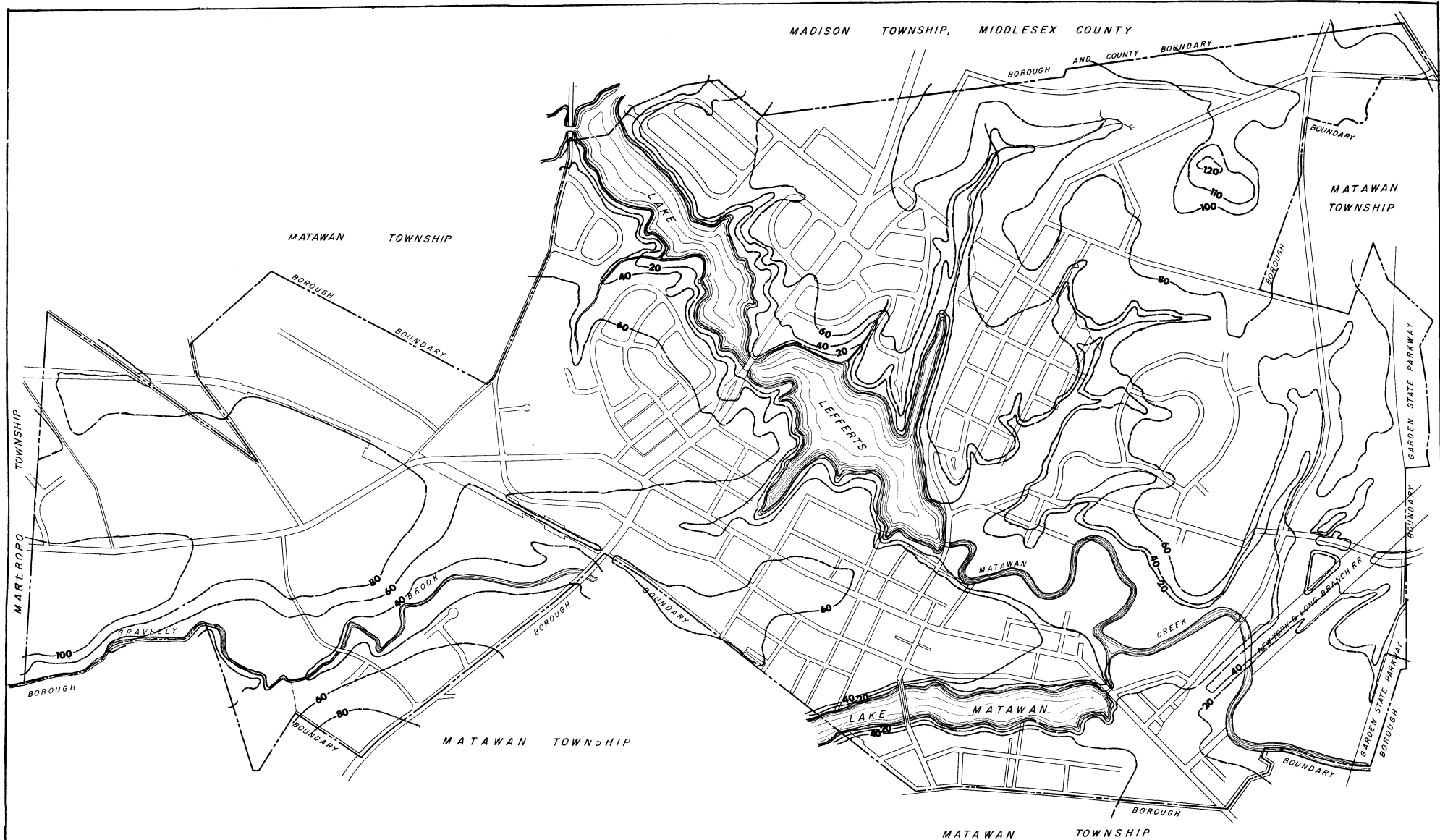
### PHYSICAL STUDIES

The physical condition of the land in the Borough affecting land development--topography and soil conditions--is shown on Maps 3 and 4. The two maps show clearly the pattern of lakes, streams, and ravines which criss-cross the Borough and give it much of its attractive natural character. Few residential communities have the advantage of the natural "greenbelts" formed by these physical features which separate and define different residential groupings and neighborhoods.

A comparison of the two maps indicates that the entire area of the Borough is relatively flat and is buildable, except for the "marine tidal marsh" and "alluvial flood plain" areas formed by the lakes and streams. As discussed in Chapter III below, it is a

major objective of the Master Plan to preserve these areas in their natural state and to prevent building and stripping of trees and natural cover so as not to disturb the natural attractiveness of these areas or the underlying drainage patterns involved, and so that future buildings will not be subject to danger from poor drainage and flooding.

The 60-acre marsh area along Matawan Creek between Lake Lefferts and Aberdeen Road is recommended in the Master Plan for reclamation for use as a Borough park and recreation center. This same marsh area on the north side of the railroad is now in an industrial zone and would be appropriate for filling in for industrial expansion if this proves economically feasible and if the flow of the stream is not affected so as to cause flooding or other side effects.



## TOPOGRAPHY

### BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAM INC. CONSULTANTS  
1965

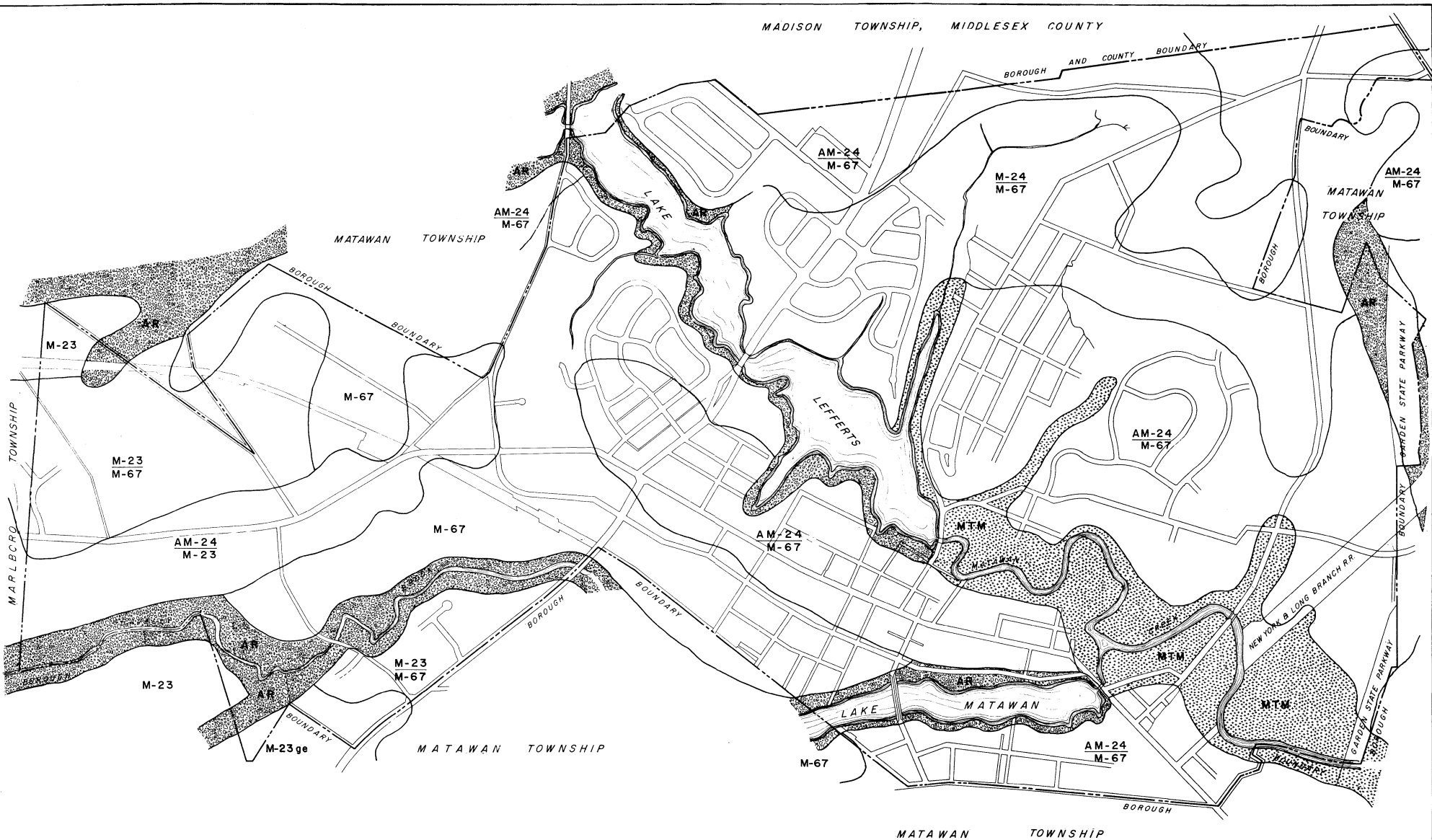
**LEGEND**  
—00— CONTOUR LINES  
ELEVATION IN FEET  
ABOVE MEAN SEA LEVEL

SOURCE: U.S. COAST & GEODETIC SURVEY



0 300 600 900 1200  
SCALE IN FEET

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.



## SOIL TYPES

### BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN INC. CONSULTANTS  
1965

#### LEGEND

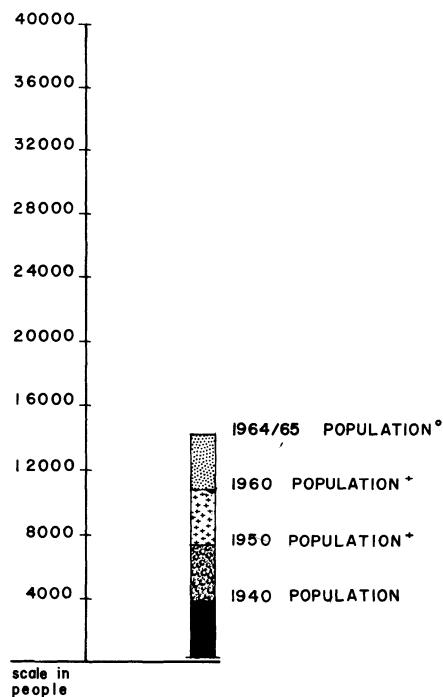
AR ALLUVIAL FLOOD PLAIN  
MTM MARINE TIDAL MARSH  
M-23 CLAY SOIL  
M-23ge FINE SAND & SILT  
M-24 COARSE SAND & SILT  
AM-24 SILT, SAND, & CLAY

AM-24 SOIL TYPE, GROUND LEVEL  
M-23 SOIL TYPE, BELOW, TO 10 FEET

0 300 600 900 1200  
SCALE IN FEET

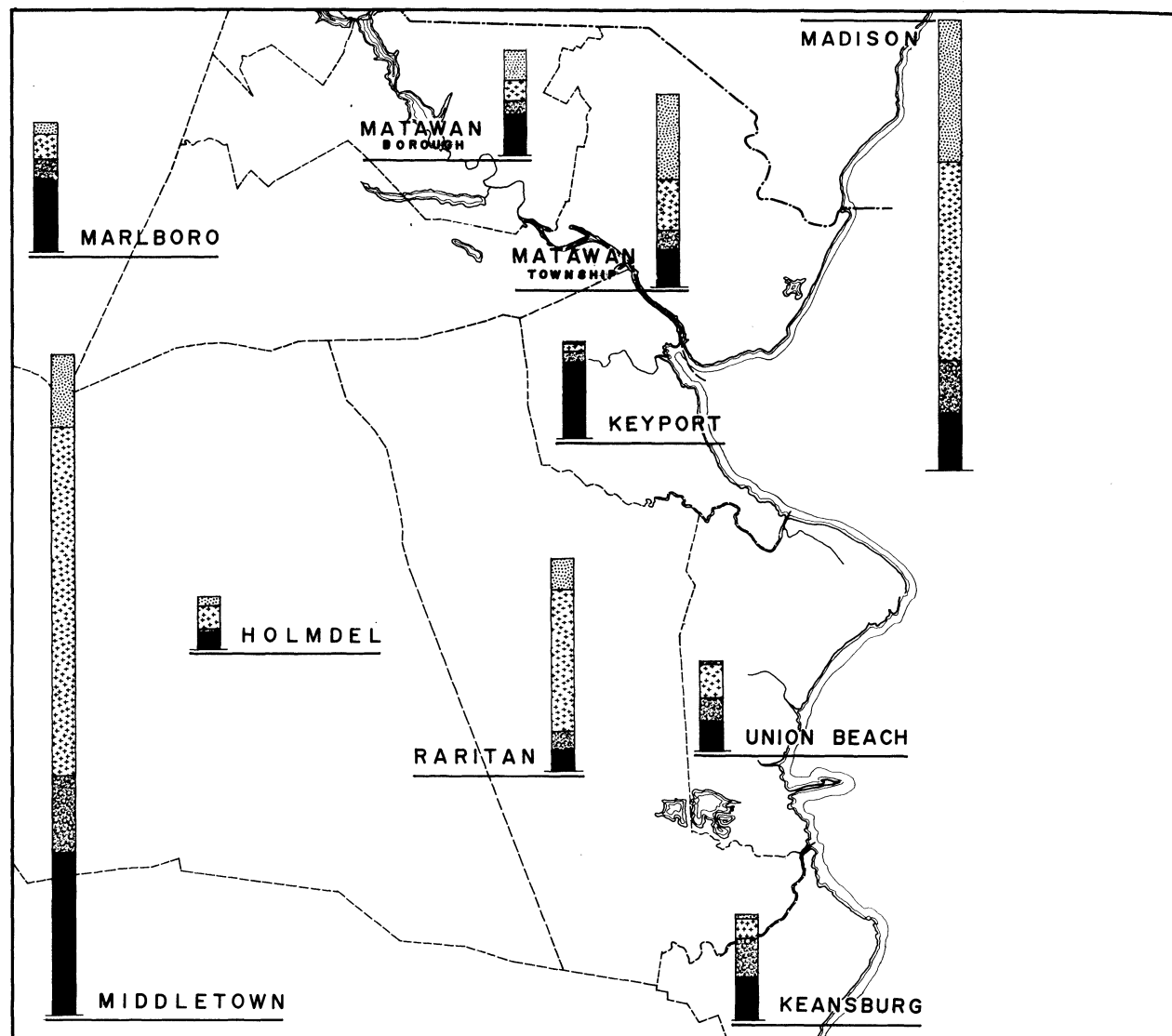


THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY, AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.



\* MONMOUTH COUNTY MUNICIPALITIES, JAN. 1, '64 ESTIMATE BY MONMOUTH COUNTY PLANNING BOARD.  
MADISON TOWNSHIP, 1965 ESTIMATE BY MIDDLESEX COUNTY PLANNING BOARD.

\*SOURCE: U.S. CENSUS, 1950 & 1960  
MATAWAN BOROUGH, 1965 ESTIMATE BY BOORMAN AND DORRAN, INC.



## POPULATION BY MUNICIPALITIES

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN, INC. CONSULTANTS  
1965



5

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.



## POPULATION

### Past Trends, Matawan and Surrounding Area

Matawan's accelerated growth in population over the past 15 years has been in keeping with trends in the surrounding region. The accompanying Table III and map of population growth in the surrounding area illustrate this trend.

Even though Matawan Borough showed a 36 per cent growth rate between 1950 and 1960, this was far under the growth rate of a number of nearby communities. Matawan Township nearly doubled and with the Strathmore development has probably doubled again since 1960. Raritan Township grew from about 2,800 to over 15,000; Madison Township increased from about 7,300 to nearly 23,000.

The pressures of population growth in the surrounding area are being and will be felt in the Borough in a number of ways. Industrial and commercial potentials are increased. Pressure for housing development, especially for apartments, will continue to be strong. At the same time, however, pressures have been developing for additional

street and highway capacity to handle newly generated traffic, and also for expanded utility services such as are now being proposed by the County to expand the Borough's sewage treatment plant to serve parts of the surrounding area.

### Present Population

Table IV presents what is considered to be a reasonably accurate estimate of present population as of the beginning of January, 1965. As indicated in the table, the estimate is based on information from the Borough Building Inspector on certificates of occupancy on new housing issued since early 1960, and on an estimate based on past trends of the average number of persons per unit who live in the new single houses and apartments. A modest increase in population in existing houses is also projected, based on past trends.

The total present population as of the beginning of January, 1965, is estimated at 6,850 persons. This is an increase of about 1,750 persons or 34 per cent over the 1960 Census figure of 5,097.

TABLE III  
POPULATION OF MUNICIPALITIES IN THE  
MATAWAN VICINITY 1940-1960, AND COUNTY  
PROJECTIONS TO 1975

<u>Municipality</u>	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1964 (County Figures)</u>	<u>1975 (County Projection)</u>
Holmdel	1,201	1,380	2,959	3,560	12,880
Keansburg	2,904	5,559	6,854	7,180	8,500
Keyport	5,147	5,888	6,440	6,500	8,500
Marlboro	5,015	6,359	8,038	8,820	17,270
Matawan Borough	2,758	3,739	5,097	*	*
Matawan Township	2,633	3,888	7,359	13,130	15,890
Middletown	11,018	16,203	39,675	44,550	65,000
Raritan	1,662	2,763	15,334	17,860	29,360
Union Beach	2,076	3,636	5,862	6,010	7,000
Madison	3,803	7,366	22,772	30,470	N.A.

\* Figures not included in table since Master Plan projections discussed in this chapter supersede the County estimates (which are 5,700 for 1964 and 9,510 for 1975).

Source: U. S. Census of Population, 1940-1960  
 Projections of Monmouth County Municipalities by Monmouth County Planning  
 Board; Madison Township  
 Projection by Middlesex County Planning Board

This figure for present population and estimates discussed in the following section for future population are used in Master Plan recommendations for schools, utilities, and other municipal facilities which are related to the amount of population they serve.

### Future Population

One's first impulse in projecting future population is to apply graphs or mathematical formulas to extrapolate past trends. There are a number of accepted ways of doing this--arithmetic projection, geometric projection, ratio to larger areas, cohort survival, etc.

For Matawan Borough, however, by far the most important factor in population change has been the amount of new housing development which has taken place. In the future this will be determined within very close limits by the amount of vacant land available for such development. Accordingly, any population forecast for the Borough must be guided primarily by this factor.

Table V presents estimates of potential future population, first on the basis of building permits now outstanding for which certificates of occupancy have not yet been

issued, and then on the basis of land potentially available for further building. The first approach, outstanding building permits, gives a quite exact potential population increase amounting to about 1,800 people.

The potential from the development of vacant land and land which may be re-developed for more intensive use has been estimated, and results in a further potential population increase of 1,800 people. In addition, possible high-rise apartment development could add another thousand persons or so.

How soon these potential population increases can be realized cannot be estimated with any exactness. However, it is reasonable to assume that the new population resulting from outstanding building permits will be developed by the end of 1966. The total ultimate population potential of between 10,500 and 11,500 persons will probably be realized between 1970 and 1975.

### Trends in Age Groups

Not all of the Borough's population increase between 1950 and 1960--and in fact, perhaps not even most of it--came

TABLE IV

ESTIMATE OF JANUARY, 1965POPULATION, MATAWAN BOROUGH

1. Certificates of Occupancy for new housing issued from January, 1960 to November 1964:

Single Houses	201
Apartments	320

2. Persons per Housing Unit:

Single Houses. Persons per unit in 1950 was 3.2, in 1960 was 3.5; assume 3.6 for new units built 1960-1965.

Apartments. Persons per unit in 1950 was 2.9, in 1960 was 3.1. However, in 1960 average number of rooms was 4.6, while new apartments average 4.0 under present zoning. So, assume 2.7 persons per unit for new apartments.

3. Added Population from New Housing:

Single Houses	201 x 3.6 =	724
Apartments	320 x 2.7 =	864
		<u>1588</u>
Say		1600

4. Increase in Population in Existing Housing

Single Houses. Assume increase from 3.5 to 3.6 persons per unit, or an increase of 0.1 x 1,170 units = 117

Apartments. Assume increase from 3.1 to 3.2 persons per unit, or an increase of 0.1 x 297 units = 30  
147

Say 150

5. Total Increase

New Housing	1600
Existing Housing	<u>150</u>
Total Increase	1,750

1960 Population	<u>5,097</u>
-----------------	--------------

January, 1965	
Population	6,847
Say	6,850

TABLE V

ESTIMATES OF POTENTIAL FUTURE POPULATIONMATAWAN BOROUGH

1. Building Permits for new housing approved  
but for which Certificates of Occupancy  
have not been issued:

Single Houses	155
Apartments	454

2. Potential Population from Building Permits

From building permits as above:

Single Houses, assume 3.6  
persons per unit.

3.6 x 155 = 558

Apartments, assume 2.7  
persons per unit.

2.7 x 454 = 1,227

Total 1,785

Say 1,800

3. Vacant Land Potential

Single Houses. 125 acres,  
less 20% for streets=  
100 acres @ 3 per acre =  
300 houses @ 3.6 persons  
per unit gives a population  
of 1,080

Apartments. 8 acres of vacant  
land plus another 8 acres  
which may be converted  
into apartment use=16  
acres @ 16 per acre=256  
units @ 2.7 persons per  
unit gives a population of 690  
Total 1,770  
Say 1,800

4. Total Potential

Potential Addition from above	3,600
Plus Estimated 1965 Population	<u>6,850</u>
Total Potential Population	10,500

Note: This does not include possible high-rise  
apartment development. If 10 acres were  
developed with apartments at 40 units per  
acre and 2.5 persons per unit, another  
1,000 persons could be added.



TABLE VI —

POPULATION CHANGE BY AGE GROUPS AND SEX1950-1960, BOROUGH OF MATAWAN

<u>Male</u>				<u>Female</u>			
<u>Age Group</u>	<u>1950</u>	<u>1960</u>	<u>Change by Cohorts 1950-1960</u>	<u>Age Group</u>	<u>1950</u>	<u>1960</u>	<u>Change by Cohorts 1950-1960</u>
Total	1,808	2,461	653	Total	1,931	2,636	705
Under 5	215	288	288	Under 5	188	283	283
5-9	152	282	282	5-9	161	261	251
10-14	123	236	21	10-14	97	231	43
15-19	108	153	1	15-19	105	165	4
20-24	85	103	-20	20-24	129	130	33
25-29	128	125	17	25-29	160	136	31
30-34	145	155	70	30-34	175	166	37
35-39	138	193	65	35-39	144	205	45
40-44	148	174	29	40-44	142	208	33
45-49	120	180	42	45-49	109	139	-5
50-54	104	150	2	50-54	113	165	-23
55-59	108	108	-12	55-59	109	124	15
60-64	82	96	-8	60-64	94	114	1
65-69	64	92	-16	65-69	72	95	-14
70-74	37	50	-32	70-74	54	92	-2
75 and over	51	76	-76	75 and over	79	122	-83

Total Male and Female

1950: 3,739

1960: 5,097

Change by Cohorts 1950-1960 : 1,358

Live, Births, 1950-1960: 1,398

Deaths, 1950-1960: 421

Source: Age groups from U. S. Census of Population;  
Births and Deaths from N. J. Bureau of Vital Statistics.

from families moving into new housing. There was also a substantial growth due to "natural increase," or the excess of births over deaths in the population living in previously existing housing.

This cannot be finally determined because information is not available on the age breakdown of deaths and on how many children were born to arrivals in new housing as against families in previously existing homes. However, Table VI is a revealing indication of what happened to the size of each "cohort" or age group in the population in the ten year period between 1950 and 1960.

A comparison of the first two columns of this table shows how the size of each age group changed, as for example the white males between 30 and 35 years old which increased from 145 to 155. The third column, however, shows a more significant comparison of how each age group changed as it moved from one age bracket to another over this ten year period. For example, the age group which was 30 to 35 years old in 1960 increased by 70 in the period from 1950 when this same group was 20 to 25 years old.

The comparison shows a strong increase in the number of children under ten years old, which is significant for school

planning purposes. The comparison also shows that there has been little or no moving in of older people of over 55 years of age; the declines in these groups are about what would be expected by normal death rates. The main in-migration has evidently been of families whose male heads are 30 to 40 years old, as would be expected since this is the normal house-buying age (the 1950 to 1960 figures do not reflect the more recent apartment development).

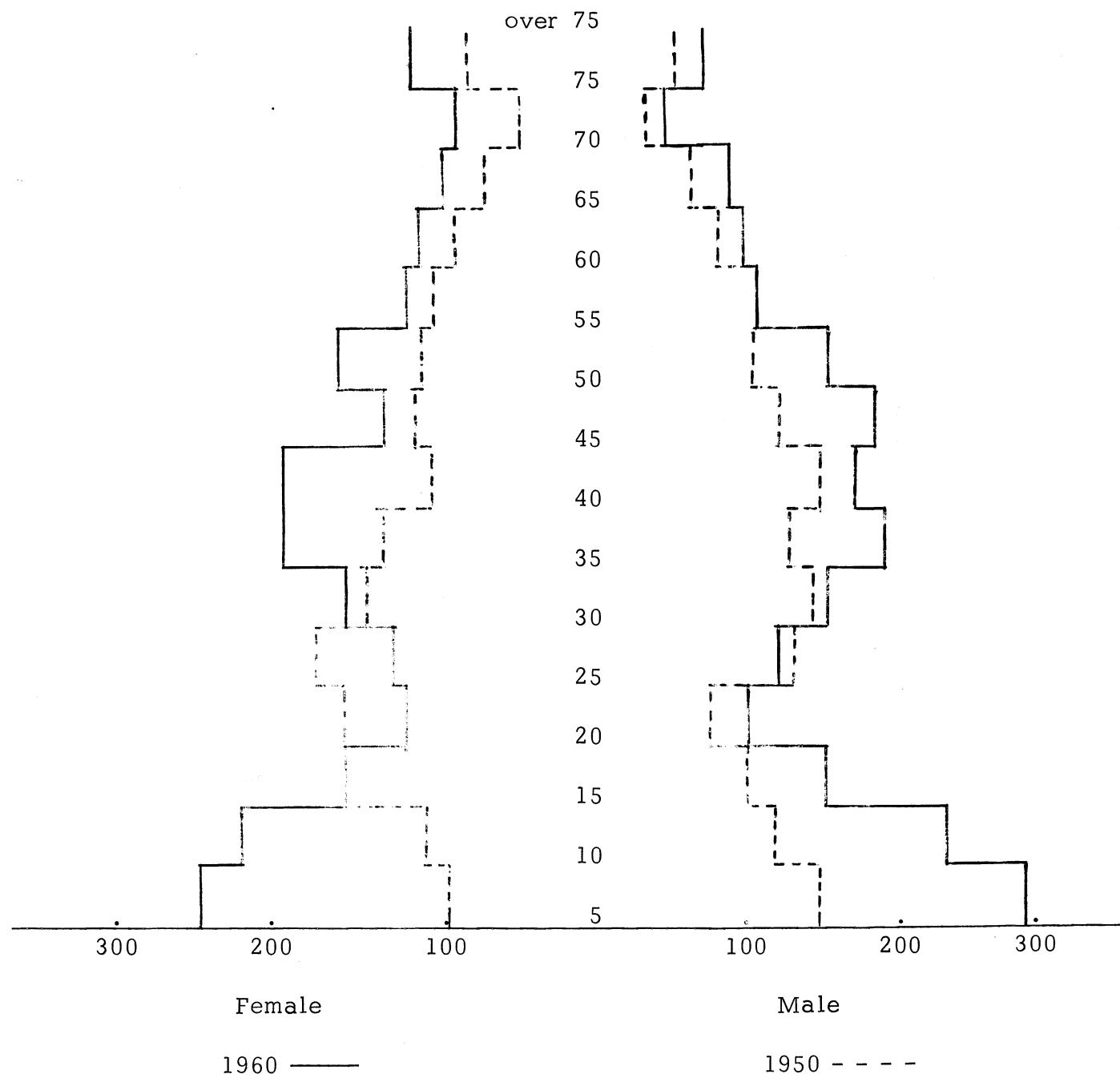
The accompanying Population Profile Chart shows these changes graphically. The age groups from 20 to 25 years of age are comparatively small, as indicated on the chart, following national patterns since birth rates were comparatively low up to the end of World War II in 1945. As of 1965, the first wave of "war babies" from the immediate post war period has come up to around age 25, the age for forming families and moving into apartments. In another five to ten years, this same age group will be creating a new boom in single houses.

Detailed figures on births and deaths for each year since 1950 (except 1964, which is not available) are shown in Table VII. Again significant for school planning purposes is the increasing trend in births to Borough families per year.

POPULATION PROFILE

1950-1960

MATAWAN BOROUGH



Source:

U. S. Census of Population

Racial Composition -

The Borough had a stable nonwhite population between 1950 and 1960, as indicated by the following tabulation from the Census:

	<u>1950</u>	<u>1960</u>
White	3,427	4,767
Negro	312	329
Other	<u>-</u>	<u>1</u>
	3,739	5,097

It is understood that there has been no substantial change in this composition since 1960.

TABLE VII

BIRTHS AND DEATHS

MATAWAN BOROUGH, 1950-1963

<u>Year</u>	<u>Births</u>	<u>Deaths</u>	<u>Births Minus Deaths</u>
1950	121	32	89
1	139	34	105
2	137	30	107
3	140	36	104
4	142	41	101
5	142	55	87
6	141	54	87
7	122	50	72
8	142	45	97
9	172	44	128
1960	175	48	127
1	232	52	180
2	200	58	142
3	173	63	110

## BASIC ECONOMY

### Employment Patterns

Since Matawan is primarily a residential community, its basic economic support comes from the income earned by the residents of the Borough largely outside the Borough boundaries. Much of this employment is also outside Monmouth County and extends as far as New York City. This is true not only of the Borough but of the rapidly expanding surrounding areas. As the County Planning Board has put it, "the Monmouth coastal region is not self-sufficient economically and depends to a great extent for employment on the inner core of the New York metropolitan area."<sup>1</sup>

Table VIII presents an overall profile of the kinds of employment and occupations of Matawan's working population as shown by the 1950 and 1960 Censuses. Figures are also shown on family incomes, indicating the comparatively favorable standing of the Borough in relation to the rest of the State: the median family income in the Borough in 1959 was \$7,438 as compared to \$6,869 for the State (median means that half are above and half are below the figure given).

---

1. Economic Base Report for the Monmouth Coastal Region, Monmouth County Planning Board, 1958.

The following points come out from the table and give a general picture of a trend toward upgrading of the economic status of the Borough's residents:

1. There is some unemployment, amounting to about 4 1/2% in 1960 with little change in this proportion from 1950. This rate is less than for the County and the State, which has ranged upward of 6%, and indicates that the Borough itself is not "distressed" with regard to unemployment.

2. The number of females 14 years and over in the labor force has increased proportionately more than the male labor force. It is understood that this is in keeping with national trends toward more members of families going to work, but still is somewhat surprising in view of Matawan's suburban residential character.

3. The proportions of kinds of occupations showed no major changes between 1950 and 1960, except that the lower-paid classes of service workers and laborers decreased in relation to the other groups.

TABLE VIII

ECONOMIC PROFILE OF THE POPULATIONMATAWAN BOROUGH, 1950-1960

	<u>1950</u>	<u>1960</u>		<u>1950</u>	<u>1960</u>
Total Population	3,739	5,097	Industries of Employment,		
Males, 14 years and over,			Male and Female		
In Civilian Labor Force	1,074	1,359	Manufacturing	547	706
Employed	1,028	1,298	Construction	91	100
Unemployed	46	61	Transportation, Utilities	112	160
Females, 14 years and over,			Wholesale and Retail Trade	262	306
In Civilian Labor Force	429	663	Finance, Insurance, Real		
Employed	406	621	Estate	72	123
Unemployed	23	42	Professional Services	144	265
Occupations of Employed Males:			Public Administration	63	106
Professional, Technical,			Miscellaneous and Not		
Managers	356	399	Reported	143	147
Clerical Workers	74	93			
Sales Workers	78	118	<u>Median Income, Matawan</u>		
Craftsmen, Foremen	225	316	<u>Borough</u>	<u>1949</u>	<u>1959</u>
Operatives	160	223			
Service Workers	45	44	Families	N.A.	\$7,438
Laborers	63	71	Families and Unrelated		
Miscellaneous and Not			Individuals	\$3,633	\$6,844
Reported	27	34			
			<u>Median Income, Urban,</u>		
			<u>State of New Jersey</u>		
			Families	\$3,790	\$6,869
			Families and Unrelated		
			Individuals	\$3,332	\$5,954

Source: Computed from U. S. Census of Population

4. In regard to the kinds of industries in which Matawan workers were employed, manufacturing made by far the largest increase and in 1960 had more than twice the employment of any other industry group. Wholesale and retail trade was the next largest category, but showed only a small proportional increase.

Employment in professional services showed a large relative increase, but with smaller numbers involved. This could be accounted for partly by female employment--in 1950, more females than males were employed in this group, apparently as secretaries, etc. (this breakdown is not given by the 1960 Census)--and perhaps partly by the increased number of professional offices which have been developed in Matawan's Main Street area.

5. Family incomes increased faster in Matawan than in the State as a whole between 1949 and 1959, for which figures are reported by the Census. From the figures shown in Table VIII, the median income in families and unrelated individuals in the Borough increased by 88.5%, as compared to 78.5% for the State. As of 1959, this median income figure was 47.5% higher for the Borough than for the State.

Although some of this large increase in incomes is accounted for by inflation and the increased cost of living, the extent of the increase is a strong illustration of the present-day relative prosperity of our "affluent society." This underlines the point that sometimes our communities and their supporting facilities have not kept pace with this rise in standard of living--recognizing, however, that every community, like every individual, has a limit as to how much it can spend.

#### Tax Base

Another way at looking at Matawan's economic base is from the viewpoint of what makes up its tax base, or the property which is taxed to meet municipal expenses and to provide municipal services. This can be an important indication of the directions which planning for future development should take. Table IX presents a summary breakdown of assessed valuations by types of properties for 1963 through 1965, and a comparison of the tax rates for these three years.

Houses of four families or less (actually, nearly all one-family houses) form overwhelmingly the major part of the Borough's tax base, and showed a substantial increase over the 1963-1965 period. As discussed in Chapter V below, this increase was accompanied by increased school



TABLE IX

ASSESSED VALUATION BY LAND USE AND TAX RATE, 1963-1965BOROUGH OF MATAWAN

	<u>1963</u>	<u>1964</u>	<u>1965</u>
<u>Assessed Valuation</u>			
Residential, 4 family or less	\$20,298,810	\$22,976,680	\$26,147,006
Residential, Apartment	566,700	2,079,100	3,813,100
Commercial	3,038,716	3,038,716	2,961,980
Industrial	523,900	523,900	487,560
Vacant Land	<u>734,065</u>	<u>813,465</u>	<u>815,465</u>
TOTAL	\$25,162,191	\$29,431,861	\$34,225,111
<u>Tax Rate</u>			
Rate per \$100 Valuation:	3.074	3.089	3.116
Municipal	1.512	.718	.848
School	1.113	1.907	1.776
County	<u>.449</u>	<u>.464</u>	<u>.492</u>
TOTAL	3.074	3.089	3.116

Source: Borough Assessor.

and other costs which raised the municipal budget by a more than corresponding amount.

Apartment valuations showed a sharp increase in these three years as the wave of new apartment building begun by the 1961 zoning changes became felt on the tax rolls. The dollar amount of the increase was almost as large as for one-family housing.

In contrast to the rise in one-family and apartment ratables, commercial and industrial evaluations showed a decline between 1963 and 1965. Industry in particular comprised a very minor part of the total tax rolls. This points up the urgency of taking advantage, through sound planning, of any opportunities to increase the Borough's commercial and industrial tax ratables, so long as this can be done without adversely affecting other property values or incurring other harmful side effects.

#### Industrial Potential

The question of encouraging industrial development is not new to Matawan or to the Planning Board. Reports have previously been submitted by the Consultants about potential industrial development in the Freneau section and on the Otto tract on Matawan Avenue, which were followed by the rezoning of these areas for

industry with a set of new zoning controls following the Consultants' recommendations.

In addition, and independently of the Master Plan program, an excellent study and recommendation was made by a Development Committee appointed by the Mayor in January, 1964. This report effectively brought out the relation between industrial development and the tax rate, referred to successful industrial development experience in some other nearby communities, called attention to the very small amount of land zoned and available for industrial use in the Borough, and recommended the formation of a permanent Industrial and/or Commercial Development Commission.

The potential of any land in the Borough which can be made available for industrial use to be sold and developed for new industry is apparent in general terms from the amount of new developments taking place in the surrounding area, such as American Can in Cliffwood, Lily-Tulip and Mattel Toys in Holmdel, and a series of small plants developed in New Shrewsbury in the Mid-Monmouth Industrial Park, as well as in the apparent successful progress of the proposed development of the Otto tract. This general impression is further borne out by the regional projections for increases in industrial employment in Monmouth and Middlesex Counties made by

TABLE X

PROJECTIONS OF EMPLOYMENT AND INDUSTRIAL LAND  
DEMAND, 1960-1985, MONMOUTH AND MIDDLESEX COUNTIES

Regional Plan Association <u>Data and Projections of Employment<sup>1</sup></u>			<u>1960</u>	<u>1985</u>
<u>Monmouth County</u>				
	Manufacturing and Wholesale Trade		19,000	50,000
	Other		<u>63,000</u>	<u>180,000</u>
	Total Employment		82,000	230,000
<u>Middlesex County</u>				
	Manufacturing and Wholesale Trade		75,000	142,000
	Other		<u>77,000</u>	<u>198,000</u>
	Total Employment		152,000	340,000
<u>New York Metropolitan Region</u>				
	Manufacturing and Wholesale Trade		2,317,000	2,993,000
	Other		<u>4,399,000</u>	<u>5,883,000</u>
	Total Employment		6,716,000	8,876,000
Regional Plan Association <u>Data and Projections of Population<sup>1</sup></u>				
	Monmouth County		334,000	975,000
	Middlesex County		434,000	1,020,000
	New Jersey Part of Region		4,399,000	7,315,000
	Region Total		16,139,000	22,170,000
New Jersey Division of Planning Data and Projection of Industrial Land in <u>Acres<sup>2</sup></u>			<u>1960 Vacant Land Zoned for Industry</u>	<u>1985 Demand</u>
	Monmouth County		15,529	5,803
	Middlesex County		48,639	19,039

1. New York Regional Plan Association  
Spread City, Bulletin 1cc,  
September, 1962

2. New Jersey Department of Conservation and  
Economic Development, Division of State  
and Regional Planning, Supply and Demand  
Factors of Industrial Land Use, Oct. 1963.

the New York Regional Plan Association in its Spread City report as shown in Table X. According to this report, which was based on a study by a group from the Harvard Business School, industrial and wholesale employment in Monmouth County will increase from 19,000 in 1960 to 50,000 in 1985, and in Middlesex County from 75,000 to 142,000. A description of industrial trends in Monmouth County from a recent State report\* gives a picture of the kinds of industries involved:

Monmouth County--Starting with a relatively small industrial base, Monmouth County has made moderate strides forward to increase its employment environment by attracting new industry to its area. Since 1939, Monmouth County's average growth has been above that of the State in all of the categories measured. Much of this activity has occurred through the location of small firms employing between one and nineteen persons. Between 1947 and 1958, 113 firms in this size category--representing an increase of over 50%--chose to locate in the County. This increase accounted for nearly 75% of all firms coming into the area during

this period. The apparel industry employs 23.7% of all manufacturing workers in the County, while the electrical goods and machinery industry employs 21.7% of all manufacturing workers.

At the same time, however, it must be clearly recognized in planning for future industry in the Borough that industrial development is a highly competitive field. Many communities, some of them with highly organized promotional and public relations programs, are trying to attract industry and have zoned a large amount of land of varying quality for this use. In some northern New Jersey counties the demand for industry corresponds more or less to the amount of land available, but in Monmouth and Middlesex Counties, as shown by figures from the State Division of Planning in Table X, there is such a large amount of land now zoned for industry that only on the order of one-third of it can be used even by 1985.

The conclusion to be drawn is that more than the action of zoning a piece of land for industry is needed to actually attract this development. In particular, road and highway access must be good, the land must be relatively

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\* New Jersey Department of Conservation and Economic Development Division of State and Regional Planning, Supply and Demand Factors of Industrial Land Use, 1963.

level and buildable, utilities must be available or must be capable of being developed without great expense, and also the surrounding area and the community must have a favorable character. Matawan stands up well on all these points, except that additional provisions for sewer and water service need to be made in the Freneau section.

The effect on surrounding areas must always be considered in proposing industrial development in any particular location. The set of zoning controls now adopted for the Otto tract and Freneau industrial section upon the recommendation of the Consultants is considered to be up to date and to provide a reasonable degree of protection against possible harmful effects such as truck traffic, noise, smoke, etc. A limitation is set on the proportion of the land that can be covered by buildings--in this case 50%--and adequate offstreet parking is required, together with landscaping of open areas and the planting of buffer strips to separate industrial zones from residential areas.

### Business Development

As indicated by its relatively small commercial property valuation, Matawan does not include a large business district, shopping centers, or other major commercial facilities.

Existing business consists of a small concentration of stores on Main Street at Ravine Drive and Little Street, an adjoining area of banks and professional offices, and a scattered pattern of service stations and automobile salesrooms, garages, restaurants, and miscellaneous roadside shops. There is also a small number of wholesale establishments such as plumbing supply houses and lumber yards.

For future expansion potential, types of general commercial use involving heavy trucking and large land areas, as well as some smaller establishments such as automobile salesrooms and used car lots, do not have sites available in the Borough and the expansion of this kind of establishment would not fit in well with the present land use pattern. Two other potentials are seen instead: expansion of the central shopping area and/or development of a new shopping area in the northeast section of the Borough and further development and expansion of professional and general business offices.

Map 6 shows the pattern of shopping centers in the area surrounding Matawan, based on a survey by the County Planning Board and by field observations, broken down by the three different kinds of groupings into which shopping facilities normally fall. A recent State report has defined these as follows:<sup>1</sup>

1. New Jersey Department of Conservation and Economic Development, Division of State and Regional Planning, Commercial Land Use in New Jersey, 1964.

1. The Regional Center--50 to 100 stores including at least one major department store; 35 or more acres; 100,000 people to support it; and usually over 200,000 square feet in size.

2. The Community Center--20 to 40 stores including at least one junior department store; 20 to 25 acres; 5,000 families needed to support it; and usually 100,000 to 200,000 square feet in size.

3. The Neighborhood Center--10 to 15 stores including food, drug, sundry and personal service stores; 5 to 10 acres; at least 1,000 families to support it; and usually under 100,000 square feet in size.

Matawan's present central shopping area is actually an undersized version of a Neighborhood shopping center, since it contains only a limited size supermarket and a limited area. There is, however, a larger variety of other stores than are found in many neighborhood shopping centers because the Main Street has long been an established commercial district. This latter factor can be an advantage in planning for potential expansion.

Matawan's recent population growth especially since 1950, has not been reflected in additional shopping facilities except for the new Strathmore center on Route 34 in Matawan Township southeast of the Borough. Although this center will drain trade away from the southeast area of the Borough, it is not conveniently accessible from the part of the Borough which has been expanding the most rapidly, the northeast section which contains Marc Woods and the new apartment developments.

Accordingly, the Borough appears to have reached the point where expansion of the store area in the central district can be supported economically. It is also proposed as part of the Master Plan that a new small shopping center be developed at the northeast corner of the Borough at the junction of Ravine Drive and Aberdeen Road.

Further development of professional offices is considered to be another potential for the future. New outlying shopping centers such as the Strathmore development frequently do not provide attractive or convenient facilities for doctors, lawyers, engineers, and other professionals. The attractive setting of Main Street and the shops and community buildings along it, together with its central location, have evidently accounted for the number of new





professional offices which have recently been built. There may be a further potential in the future of attracting business firms such as insurance companies, utility companies, and the like who employ substantial office forces. Such development has been occurring in the better class suburbs in the northern New Jersey counties and for some communities, like East Orange, has been developing into a major source of tax ratables. While there is little vacant land available in the Main Street area, some of the present housing has undoubtedly reached the point where acquisition and replacement with modern business development would be practical.

### III. PLAN PROPOSALS

#### LAND USE PLAN

The proposed future land use pattern for the Borough, showing areas for one-family and multi-family housing, business, and industry, is indicated on the Master Plan Map inside the back cover of this report.

While this plan is not the same as a proposed zoning map, its land use proposals are similar and can be translated directly into changes on the zoning map. In many communities this is not so -- the Master Plan will contain long-range proposals which are not put into the zoning ordinance right away -- but Matawan is so nearly built up now that it would be best to implement the Master Plan proposals by zoning changes as soon as possible. At the same time, it should be recognized that future changes may be needed, since the Master Plan is never "finished" but needs to be reviewed and updated from time to time on a continuing basis.

#### Single-Family Residential

Areas for single-family homes are proposed to remain substantially as now existing and now zoned. Apartments are proposed to be restricted to certain areas and not allowed to locate in any single-family area as was formerly the case; this is discussed further in the next section below.

Further projection for the Borough's one-family areas is proposed in the form of zoning changes from R-50B to R-50A to exclude two-family houses from the area on Main Street south of Route 34, including sections on the south end of Broad Street and on both sides of Sunset Avenue. Also, there seems to be no reason to allow two-family houses in the area on Johnson Avenue, so upgrading to R-50A is again proposed. None of these areas appears to have existing two-family houses.

An upgrading of lot sizes from 75 foot frontage to 100 foot frontage is proposed between Henninger's Mill Road and Centre Avenue, reflecting the pattern of existing development, but with existing smaller lots not to be considered nonconforming. Similar upgrading is proposed for a largely vacant, desirable tract on the west side of Main Street south of Route 34.

#### Multi-Family Use

Two-family houses and conversions of one-family to more units are proposed to be restricted to the areas now zoned R-50B on four sides of Matawan's central area, Main and Broad Streets from Route 34 north to Memorial Park, together with the adjoining blocks now zoned for these uses. These are older central sections of the Borough containing a number of existing two-family and multi-family houses and also a number of large, old one-family houses which are sometimes suitable for conversion. The present zoning controls on such conversions, requiring for example that there shall be at least 500 square feet of living area per family, give adequate protection for such conversions.

Garden apartments were formerly allowed on sites of at least three acres in any of the single-family zones outside the central area before the moratorium on apartment construction which took effect with the beginning

of the work on this Master Plan. The result of this zoning was a rush of development amounting to over 750 units, in a scattered pattern in the northern section of the Borough. It is now proposed that no substantial further expansion of garden apartment developments be allowed, except for the following areas: four sections around the central area, where there is little vacant land and replacement of existing buildings would be necessary for any substantial development; a section west of the intersection of Ravine Drive and Aberdeen Road which is now bounded on two sides by apartment developments; a section of Route 34 near MacArthur Drive in which motels, offices, and medical facilities would also be allowed; and a part of the lower Route 79 frontage in the Freneau section near the Magnolia Inn. Specific zoning requirements are discussed in Chapter VI below.

The reasons for restricting further garden apartment development in this way are the same as those which were discussed in a special memorandum at the time the moratorium on apartments was declared. These include excessive loads on the Borough's water and sewage systems, excessive concentrations of traffic on the Borough's streets, and potential disruption of property values in existing single-family areas. As an additional point, there are very few tracts of over three acres which are still vacant and available except in the Freneau section which is

comparatively remote and in which the demand for apartment development is not strong. Thus, the elimination of the previous zoning for apartments is not a really drastic step.

It should be noted, in connection with the discussion of garden apartments, that an apartment development of about 300 units is now starting construction in the section of the Township between Aberdeen Road and the Garden State Parkway, adding to the concentration of apartments at the northwest corner of the Borough.

In the future, as the Matawan area's garden apartment developments are filled and central locations become more scarce, there will be a potential market for high-rise apartments, or apartment houses with elevators on the order of eight to thirteen stories in height. This kind of apartment development can offer more luxury than the normal garden apartment and also can take better advantage of central locations or sites with special features. They frequently have more attraction for older couples or single people. From a tax ratable standpoint, these developments are the most productive of nearly any kind of construction since they combine a relatively large number of relatively expensive units (with virtually no school-age children) on limited land areas.

The Borough unfortunately does not have many sites for these developments in the foreseeable future, since probably only the Main Street area would be sufficiently central and assembling a site which would have to be at least two to three acres would be difficult. However, there may be one long-range possibility. This is not shown on the Master Plan Map but is proposed for high-rise apartments as an alternative use: the area at the north end of Main Street on the north side of the railroad tracks, extending west to Matawan Creek.

Using urban renewal as a possible means to acquire the site, which is now occupied by the largely vacant old Matawan Tile Works and several older one and two-family homes, and also using urban renewal to clean up the opposite triangular block extending to Atlantic Avenue, it would be possible to develop an estimated six to seven acres for a high-rise apartment complex. The site would have the strong advantages of proximity to the railroad station, visibility from the Garden State Parkway, access to Matawan Creek for the use by small boats, and a view of the Bay from the upper stories. Nearby areas in the Township have an industrial and commercial character not compatible with apartments, but these are not immediately adjacent and would probably not be a major problem.

The area is not immediately proposed for this use, but is indicated for continuation of its present industrial zoning on the Master Plan map, since the market for such development is still a number of years away (one realtor active in the area estimates five years). New industrial or other building in the area in the meantime could prevent assembling the land. If present trends continue, however, the area might be considered for a possible urban renewal project or rezoning for private apartment development within the next three to five-year period.

If six-story apartment buildings were developed on this proposed site, the density might average 35 units per acre (under Federal Housing Administration standards used for mortgage insurance) which would mean a total of 185 units if five acres are used, or a tax ratable of perhaps \$3,700,000. If twelve-story buildings were built, at a density of 60 units per acre, 300 units could be built for a ratable of \$12,000,000.

#### Business

The major proposal for business development is the expansion of the central shopping area around Main Street and Ravine Drive. Expansion of the shopping area to provide more space for stores and particularly for parking is proposed on the west side of an extended Jackson Street, and along Broad Street north of Little

Street. The exact extent of this expansion would be studied further under a potential urban renewal project. It is not suggested that the area be rezoned immediately to provide for this expansion, but rather that the Jackson Street extension be carried out and the potentials of urban renewal treatment for the area be fully explored first.

As indicated on the Master Plan Map, the central area is to remain in its present zoning category of General Business. For the outlying sections of the Borough, however, more restrictive zoning controls are proposed which would require, among other restrictions, that each business furnish its own offstreet parking, that there be adequate setbacks from the street, and that buffer strips be established between the commercial areas and adjoining residential zones.

For the most part, these restricted business areas are to follow existing commercial zones. This is reflected in the spotty pattern of commercial uses along Route 34. In our opinion, even though this pattern does not look orderly on a map, it is the most appropriate for the existing development on Route 34, and it would be very much to the Borough's disadvantage if substantially larger stretches of the highway were zoned for business and existing houses were displaced by a string of highway-type business uses.

Some expansions, however, of the existing outlying business areas are proposed. Reflecting the new housing and apartment development at the Borough's northwest corner, it is proposed that an area for a potential neighborhood shopping center with a supermarket and supporting shops be established at the northeast and southeast corners of Ravine Drive and Aberdeen Road. These sites are presently largely vacant. It might be possible to exclude one or two of the houses on the site north of Aberdeen Road from the commercial zone, although clearance of the house at the corner would be a considerable advantage for traffic circulation. Other proposed expansions include a strip on Route 34 on both sides of Mill Road, occupying land which cannot well be developed for housing and which is opposite the new Strathmore shopping center. There has been a proposal to extend this zone to the rear alongside Eisenhower Court; however, this is not considered desirable for the adjoining houses and this section of vacant land could be developed with houses by extending Eisenhower Court itself.

An extension of the existing commercial zone at the northwest corner of Main Street and New Brunswick Avenue is proposed to allow the improvement of an existing used car lot. It is also suggested that a section of

commercial zoning be established at the southwest corner of Henninger's Mill Road and Freneau Avenue, opposite two existing commercial zones. A new business zone allowing neighborhood shops is proposed in the Freneau section at the lower end of Route 79 opposite the Magnolia Inn.

### Industry

Two areas previously proposed for industrial rezoning in earlier Master Plan reports, the Otto tract at the north edge of the Borough off Matawan Avenue and a large tract in the Freneau section at Freneau Avenue and the New Jersey Central Railroad, have already been rezoned for this use together with extended zoning controls and restrictions to assure attracting light industrial development compatible with adjoining areas. These tracts, together with the sections on upper Main Street and on Route 34 at Broad Street previously zoned for industry, are considered to be all that can reasonably be rezoned for industry.

An additional area shown for industrial use is the existing electric company substation at the end of Centre Avenue, which is industrial in character.

## TRAFFIC AND TRANSPORTATION

### Regional Highways

As shown on Map 8, Surrounding Area Traffic Pattern Map, Matawan is in the midst of a network of north-south highways between the Newark-New York area and the seashore. Even with this extensive network, the pressure of commuting and summer weekend traffic has become steadily heavier and still further highways and improvements are projected: the dualization and widening of State Route 35 in the Middletown-Holmdel area, the dualization of Route 34 which passes through the Borough itself, and the development of a new branch of the Garden State Parkway going south from Woodbridge. The dualization of Route 34 shown on the Master Plan Map will be a desirable improvement for the Borough and should substantially reduce accidents by setting up a center barrier to prevent head-on collisions and regulate left turns across traffic.

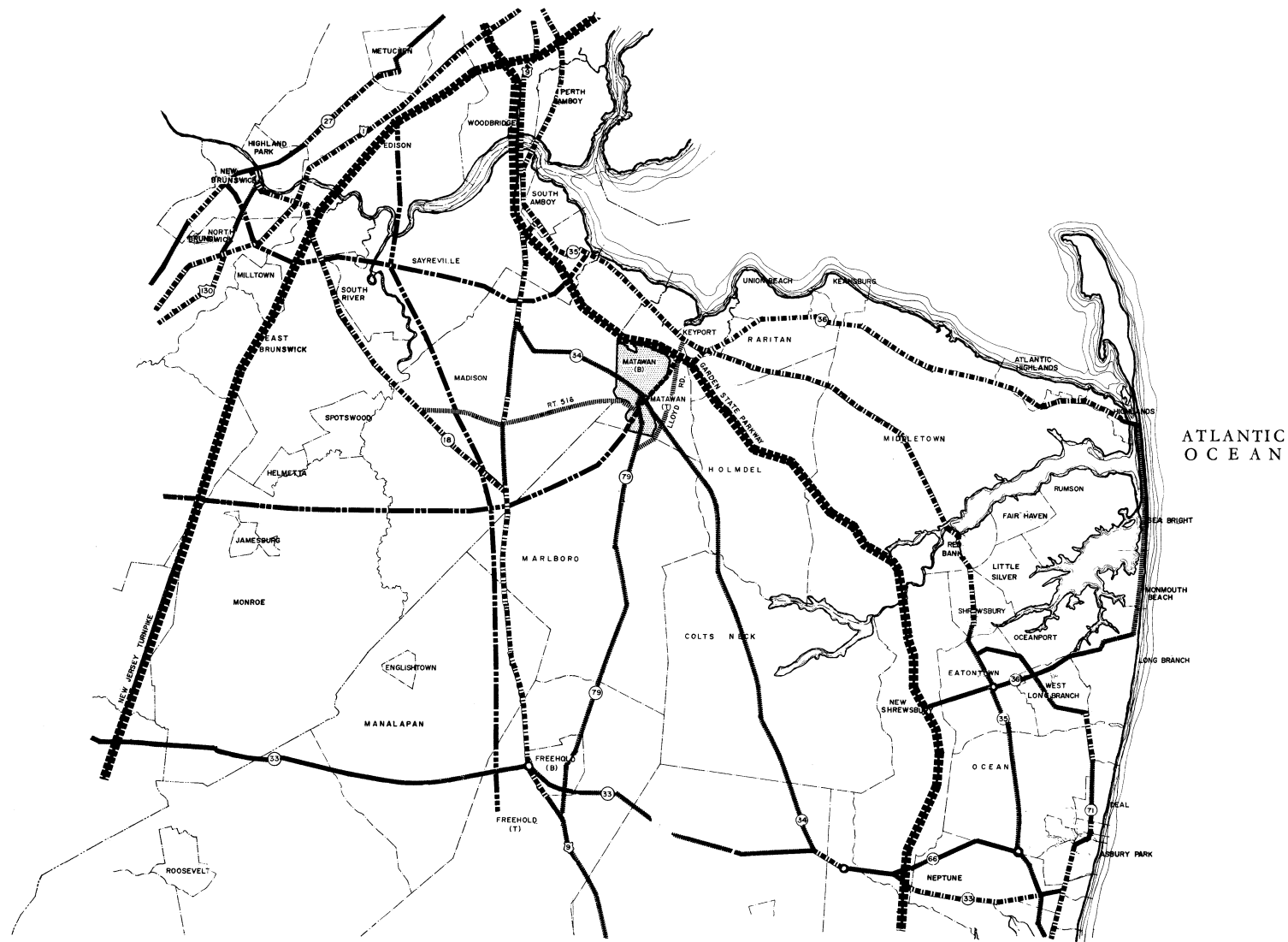
In contrast to the north-south highway pattern, little improvement has so far been made to east-west routes which could connect the Borough to New Brunswick and also provide a better route to Keyport and the rest of the immediate Bayshore area. Route 516, the best

existing connection to the west, is not developed to highway standards. The County is trying to encourage the improvement of Lloyd Road in the Township to the east of the Borough as a by-pass connection between Route 79, Route 34, and Route 35; but this connection is not yet complete and is evidently not having a substantial effect in relieving through traffic on Main Street.

To provide this needed east-west connection and, more importantly for the Borough, to relieve the problem of through traffic on Main Street, the Master Plan proposes the development of a new highway on the roadbed of the Central Railroad of New Jersey Freehold Branch. It is understood that this little-used one-track line may well be abandoned in the near future; one of its problems is the large number of unprotected crossings which require trains to stop at each crossroad.

As Map 8 indicates, such a highway would directly connect with a potential circumferential highway proposed by the Middlesex Planning Board, although it would be less direct than Route 516 connecting with Route 18 to New Brunswick. Within the Borough, it would both provide a direct relief for Main Street by con-





# SURROUNDING AREA TRAFFIC PATTERN MAP

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN INC. CONSULTANTS  
1965

## LEGEND

- LIMITED ACCESS DIVIDED HIGHWAY
- FOUR LANES OR OVER
- LESS THAN FOUR LANES

SOURCE: MONMOUTH COUNTY PLANNING BOARD

- PROPOSED ROAD ON N.J.C.R.R. RIGHT OF WAY
- HIGHWAY CONNECTIONS PROPOSED BY MIDDLESEX COUNTY PLANNING BOARD



SCALE OF MILES  
0 1 2 3 4

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.

necting Route 34 with the Garden State Parkway and Route 35, and would also open up access into the area now rezoned for industry in the Freneau section. It is considered that the access provided by such a highway would be much more important for this industrial area than the present railroad.

It is recognized that new bridges and perhaps widening of the present right-of-way would be required to develop this proposed highway. Planning for its construction and arranging its financing would undoubtedly take several years after the railroad is abandoned. Showing the highway as a future proposal in the Master Plan cannot be considered a substitute for such traffic improvements as may be feasible on Main Street itself, as discussed below.

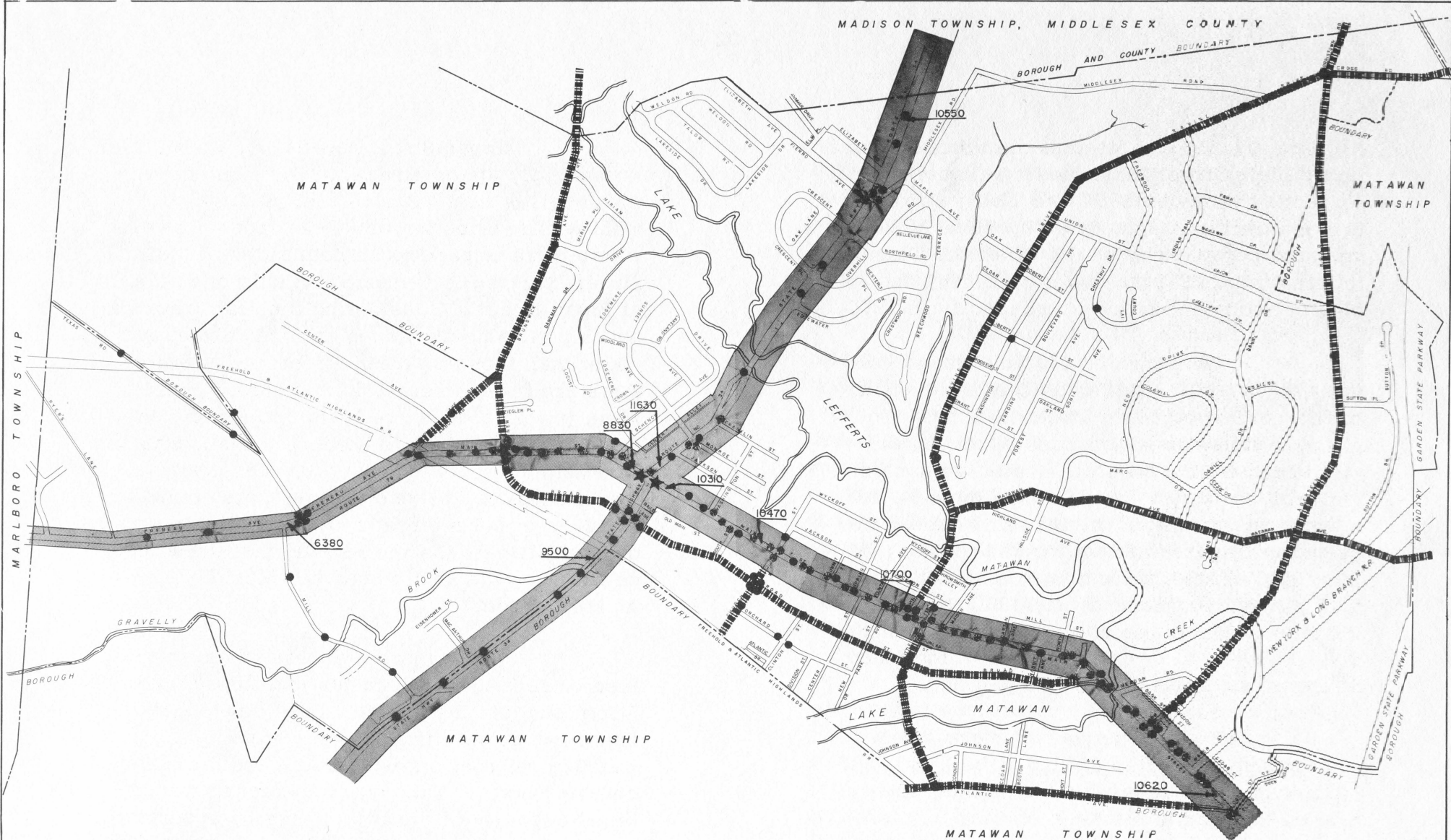
There is apparently a long-range future possibility that a bridge may be built between Union Beach and Staten Island. This would provide a new direct route to New York City which is twelve miles shorter than the present highways, and would of course greatly accelerate the development of the Bay-shore area. An east-west connecting highway leading to this bridge would probably swing south of the Borough and the Township and would not tie in with the proposed highway on the Central Railroad of New Jersey right-of-way; however, the highway proposed

on the railroad bed might well be a two-lane secondary highway instead of a four or six-lane expressway of the type which would be needed for a Staten Island Bridge.

#### Main and Broad Streets

Of the 15.1 miles of roads in Matawan, Main Street is the primary intra-Borough traffic artery. Between State Route 34 on the south and the Borough boundary on the north, this roadway has a right-of-way width varying from 50 to 55 feet and a pavement width varying from 33 to 36 feet. South of State Route 34 and the southern Borough boundary, the right-of-way width varies from 52 to 60 feet, and the pavement width varies from 34 to 36 feet. In addition to this relatively narrow width--Main Street is hardly wider than the local streets in Matawan's new residential subdivisions--traffic flow on Main Street is restricted by numerous street intersections and extensive on-street parking in the Matawan business district.

In 1959, prior to the construction of large garden apartment developments and the Marc Woods development in the Borough and Strathmore in the Township, the Monmouth County Planning Board indicated that Main Street in Matawan was over capacity. We now estimate, as discussed above, that the Borough has added 54 percent to its 1960 population.



# TRAFFIC VOLUMES TRAFFIC ACCIDENTS BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

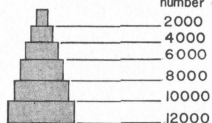
MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN INC. CONSULTANTS

1965

## LEGEND

AVERAGE DAILY TRAFFIC  
number of vehicles



OTHER MAJOR ROADS  
(TRAFFIC COUNTS NOT AVAILABLE)

★ 5 ACCIDENTS  
● 1 ACCIDENT



0 300 600 900 1200  
SCALE IN FEET

## SOURCES:

TRAFFIC COUNTS, STATE  
HIGHWAY DEPARTMENT, 1963  
MOTOR VEHICLE ACCIDENTS, MATAWAN  
POLICE DEPARTMENT, 1964

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It is significant to note that the volume of traffic on Main Street increased by almost exactly 50 percent between 1957 and 1963, according to State traffic counts (from 7,060 to 10,600 vehicles per average day). What the County referred to in 1959 as "over capacity" has clearly become extreme overcapacity in 1965.

As shown on Map 9, Traffic Volumes and Traffic Accidents, the average daily traffic volume on Main Street is almost the same, and in some instances exceeds, the westbound traffic on State Route 34, a major regional highway. In addition, Route 34 has a wider pavement width, less and more infrequent parking, and fewer intersections. Surprisingly, State traffic counts show only about a 15 percent increase (from 9,350 to 10,700 vehicles per average day) in Route 34 traffic over the same six year period in which Main Street traffic increased by 50 percent.

The overcapacity, many street intersections, and the parking on both sides of Main Street has resulted in a high accident rate on this road. As seen on Map 9, there are more accidents on Main Street than on any other street, including Route 34. In 1964, Main Street, and its extension Freneau Avenue, had 51 accidents; the remainder of the Borough had 56.

Broad Street paralleling Main Street is presently under-utilized. The right-of-way width varies from 44 to 50 feet; and the pavement width varies from 30 to 34 feet. However, where there is parking on both sides of Main Street, parking is permitted on only one side of Broad Street. Considering the restriction of parking, the moving lanes on Broad Street are wider than those on Main Street. In addition, there are fewer intersections on Broad than on Main (in the area where Main and Broad join in the northern part of the Borough to their intersection with Route 34 to the south--the most heavily travelled parts of these roads--there are 18 intersections of Main Street and only 13 intersections of Broad Street) and the parking that does occur on the one side is not used as intensely as that on Main Street.

The apparent excess of capacity on Broad Street and its location paralleling Main Street suggest the possibility of converting these two streets into a one-way pair, e.g. with Main Street one-way south and Broad Street one-way north. This would increase the combined capacity of the two streets by absorbing the now unused capacity of Broad Street and by eliminating the left turns across traffic which occur in a two-way street.

There are potential disadvantages as well as advantages, however, which will have to be weighed before a final decision is made. Some of these are:

1. Better connections between Main and Broad Street would have to be built, especially to connect Ravine Drive and Little Street. However, some of these should be built anyway.

2. Traffic diverted to Broad Street would be somewhat removed from the Main Street stores. However, the shopping area would benefit by having through traffic diverted; also, parking areas east of Main Street would be made more readily accessible to the northbound traffic on Broad Street.

3. Broad Street is now largely residential, which is a disadvantage in introducing more traffic; however, Main Street is also partly residential.

There is another immediate possibility for relieving traffic congestion on Main Street: to remove on-street parking on one or

both sides. This would, however, have obvious disadvantages for the shopping area, which now has no excess of parking facilities as discussed below, unless extensive new offstreet parking facilities can be built.

It is possible to calculate the amount of overcapacity on Main Street and the effect of removing parking. The full effect of a one-way system with Broad Street cannot be calculated until traffic counts are made on Broad Street. Efforts to have such counts made on Broad Street as well as other main roads such as Ravine Drive were not successful while this Master Plan was being developed; it is recommended that the Borough urge the County to have these counts made as soon as possible.

The capacity of Main Street as a two-way street with and without parking, as given by capacity tables in the Procedure Manual, Standards for Street Facilities and Services, National Committee on Urban Transportation, 1958, and a comparison with Main Street's 1963 volume from State counts is as follows (in vehicles per hour):

Capacity			1963
Parking Both Sides	Parking One Side	No Park- ing	Peak Hour Volume
585	(not given- probably half- way between)	1080	1060

If Main Street were converted to a one-way street, its capacity with parking on both sides would be 730. We do not know, as mentioned above, what the present volume is on Broad Street, so cannot fully compare the effectiveness of a one-way system against two-way with parking removed; however, probably Broad Street is now substantially under capacity.

In conclusion, a final recommendation cannot now be made on converting Main and Broad Streets to a one-way pair. Probably such a move would be desirable once the extension of Ravine Drive and the expansion of the shopping area included in the Master Plan are carried out, perhaps as part of an urban renewal program.

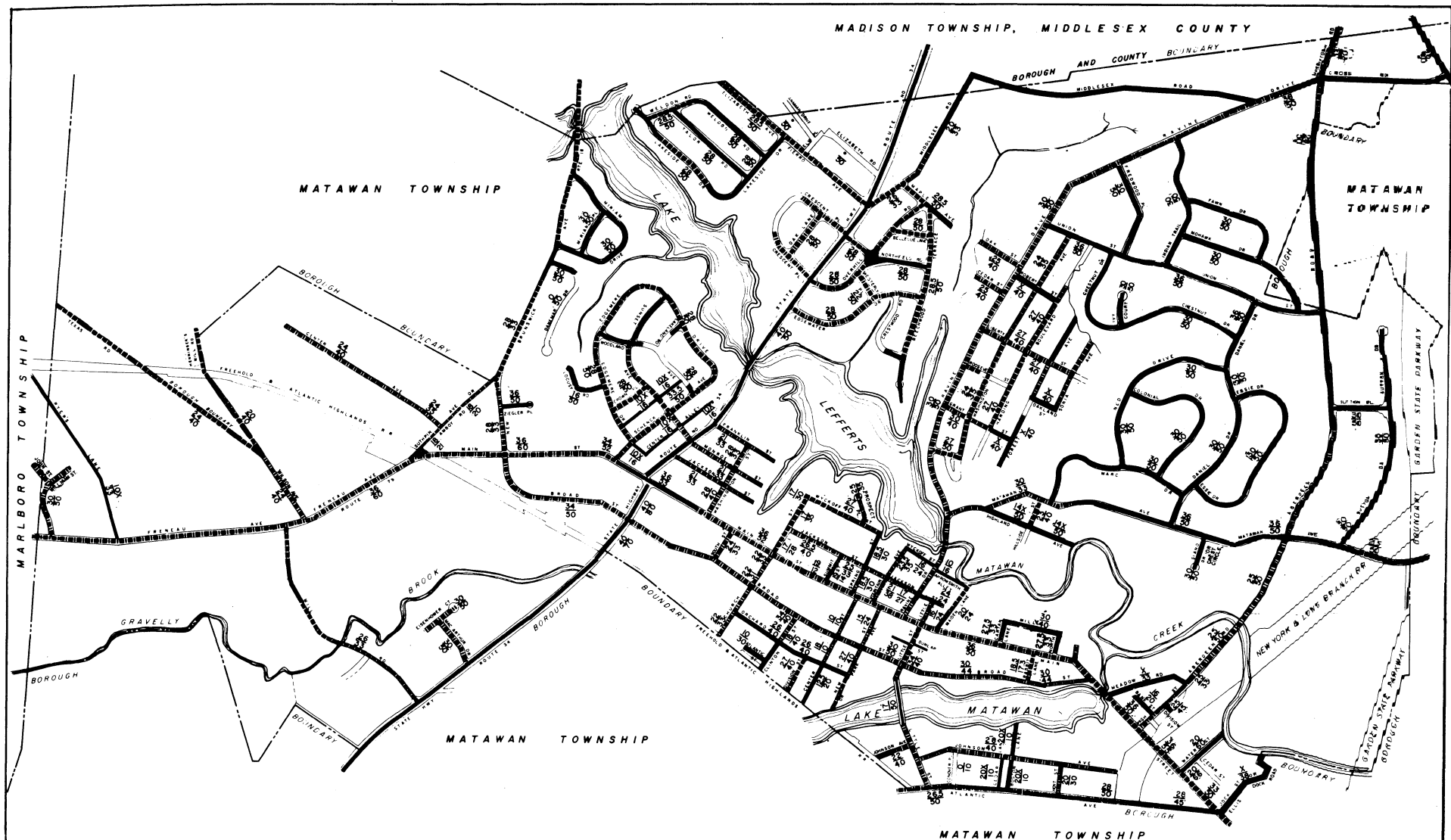
#### Proposed Street Extensions

The Master Plan Map indicates the proposed extension of Ravine Drive across Main Street to Broad Street, connecting with a relocated Little Street and Little Street Bridge to form a through route to Atlantic Avenue. As mentioned above, such an extension would be necessary for the use of the full capacity of Main and Broad Streets as a one-way pair, and would relieve the serious traffic problem at the corner of Ravine Drive and Main Street. The replacement of the Little Street Bridge is already programmed by the County, which is highly desirable; but it

is strongly suggested that the Borough try to prevent premature action by the County to replace the bridge in its present location.

Another proposed street extension would carry Jackson Street farther to the north, to allow it to distribute traffic coming down Ravine Drive around the shopping area. Because of the narrow width of this street and because of potential adverse effects on the residential areas on both sides of the business district, it is not proposed that Jackson Street be extended all the way to Mill Street on the north, or all the way to Route 34 on the south. It is considered that Main Street and Broad Street should function as the primary routes for through traffic, with Jackson Street only serving as an access drive to stores and parking areas.

In order to provide better access to Route 34 for the Marc Woods area and the extensive apartment developments at the north end of the Borough, it is proposed to extend Union Street across Ravine Drive to Route 34. However, this is a longer-range future proposal since at least three existing houses would have to be cleared or moved and a bridge constructed across the ravine south of Ravine Drive, involving a considerable amount of expense. It is suggested that this extension be included in the Master Plan so as to indicate the Borough's future intentions and perhaps



# STREET CONDITIONS

## BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN, INC. CONSULTANTS  
1985

### LEGEND

- POOR CONDITION-UNIMPROVED, DIRT, &/OR MANY POTHOLES
- - - FAIR CONDITION- EXTENSIVELY PATCHED, BUMPY
- == GOOD CONDITION- ADEQUATELY MAINTAINED
- === EXCELLENT CONDITION- NEW OR WELL MAINTAINED
- PAPER STREETS
- 36' PAVEMENT WIDTH
- LEGAL RIGHT OF WAY
- NOT YET PAVED, BUT EXPECTED IN THE NEAR FUTURE
- X GRADED, BUT OTHERWISE UNIMPROVED

SURVEY MADE MARCH, 1965



0 300 600 900 1200  
SCALE IN FEET

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encourage developers who might acquire tracts of land along the proposed extension to contribute to the cost of its construction. The extension would open up a considerable amount of land for building on both sides of the ravine, and to the rear of the properties on Middlesex Road. It is proposed in the meantime that Middlesex Road be widened and improved to provide access to Route 34. Additional proposed street extensions include the construction of Meadow Road between Aberdeen Drive and Main Street on the existing right-of-way and the possible future extension of Aberdeen Road through to Atlantic Avenue in connection with a reorganization of the traffic pattern in the area of the railroad station. The latter proposal would, however, involve cutting through one end of an existing service station property. Finally, minor adjustments in the local streets in the Washington Avenue area are proposed to vacate streets in ravine areas which cannot be constructed, and to construct turnarounds on dead end streets.

#### Street Widening

In addition to new roads and street extensions, the Master Plan map indicates several through or collector streets which are proposed for widening. These proposals are on the basis of a comparison with accepted standards for the width of streets serving different functions, and also on the basis of what can be

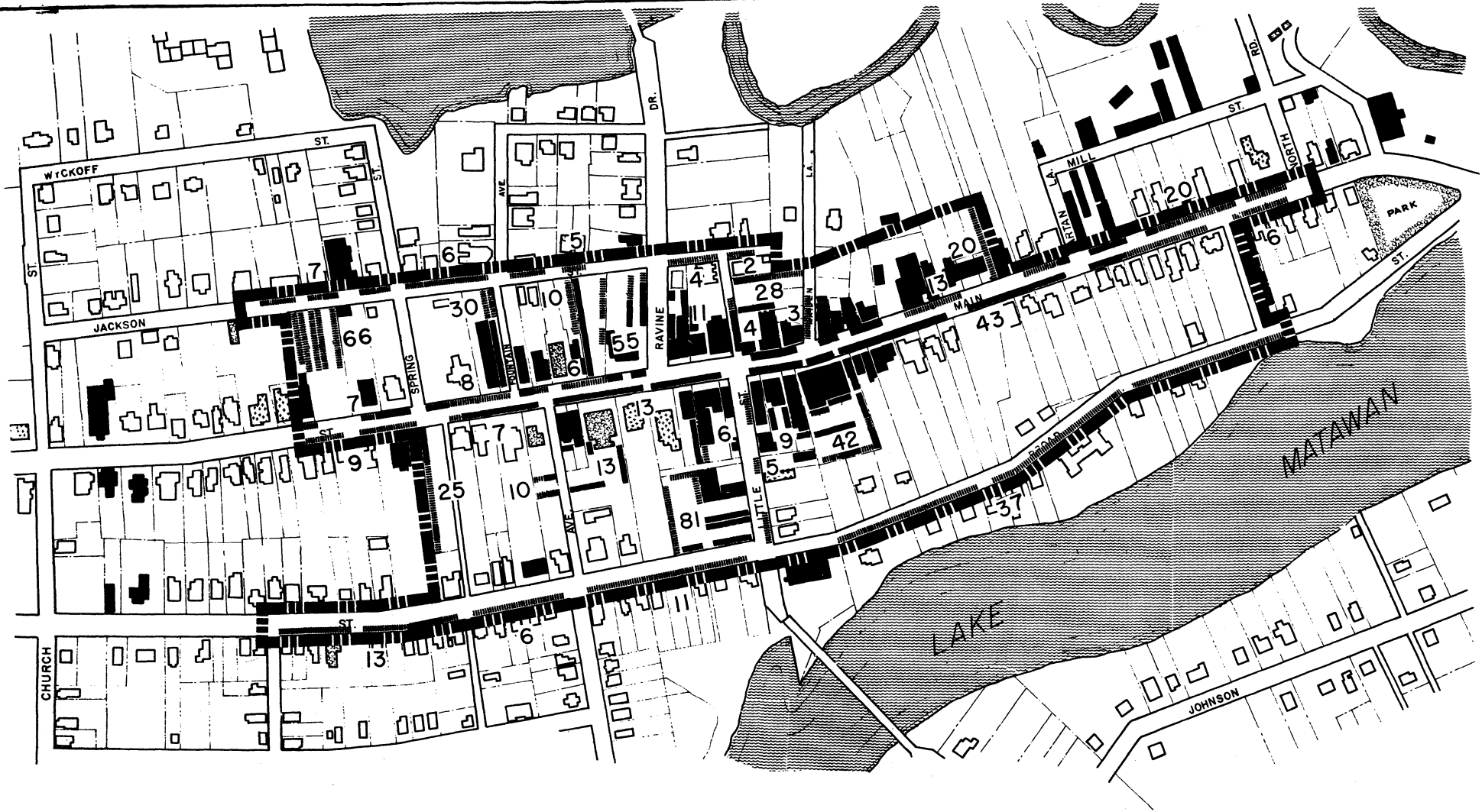
done on a practical basis in the Borough. The accompanying Map 10 shows the existing widths of the Borough's streets, as well as their condition as indicated by a field survey in the summer of 1965.

The following standards for street and highway widths are recommended by the Monmouth County Planning Board:

<u>Type</u>	<u>Right-of-Way Width</u>		<u>Pavement Width</u>	
	<u>Desir- able</u>	<u>Mini- mum</u>	<u>Desir- able</u>	<u>Mini- mum</u>
Parkway	300	250	92	68
Major Arterial	120	80	68	64
Secondary Arterial	110	60	68	40
Collector	80	60	60	36
Local Resi- dential	50	--	36*	30**

\*High density residential; \*\* Low density residential

For the Borough, because of its built-up character the minimum widths shown on the table are considered acceptable.



# PARKING SURVEY MATAWAN CENTRAL AREA BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY  
MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAM INC. CONSULTANTS  
1965

## LEGEND

- LOT LINE
- BUILDING OUTLINE
- RESIDENTIAL BUILDINGS
- NON-RESIDENTIAL BUILDINGS
- PUBLIC BUILDINGS
- SEMI-PUBLIC BUILDINGS
- SURVEY LIMITS
- LOW INTENSITY USE
- MEDIUM INTENSITY USE
- HIGH INTENSITY USE
- 5  
NUMBER OF SPACES ON  
STREETS OR IN PARKING LOTS



THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.

11

SURVEY MADE MARCH 27, 1965, 9:00 AM-5:00 P.M.

The collector roads proposed for widening include Aberdeen Road, Ravine Drive, Middlesex Road, Atlantic Avenue, Mill Road, and as a longer range future proposal, Texas Road. For all these roads, a pavement width of 36 feet is desirable, as shown by the standards. However, if it is possible to keep all parking off the street, as is now done for example on Middlesex Road, a lesser width down to 28 feet could be acceptable. This would only be as an expedient, and it must be recognized that as the Borough becomes even more built-up and traffic increases, there will be more demands for parking on the street or for emergency stops, and the full 36 feet should be the ultimate goal. The 36-foot width provides a higher traffic-carrying capacity in any event; for example, passing is easier.

#### Parking

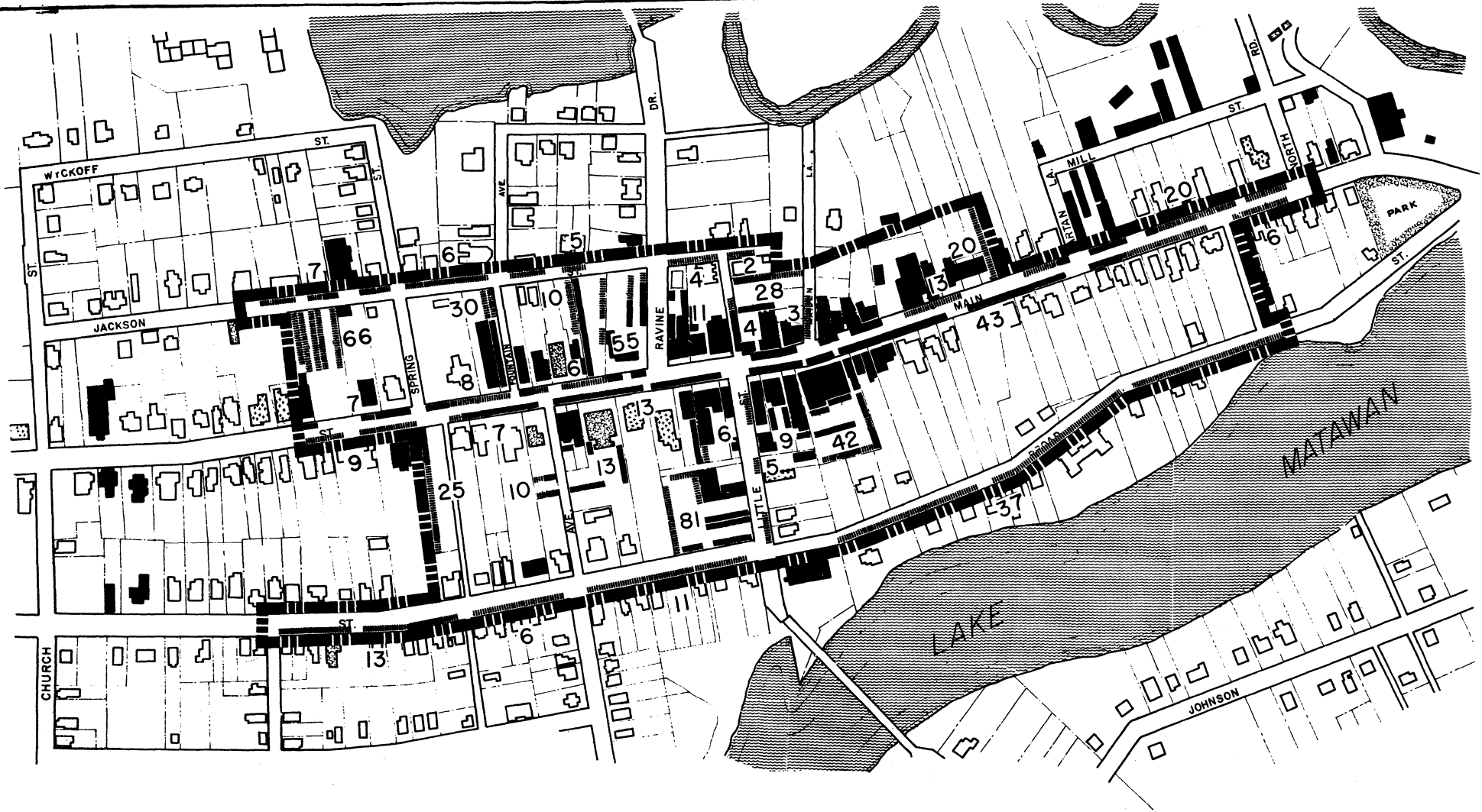
A parking survey was conducted in March 1965 by the Consultants to determine the number of parking spaces in the commercial area of the Borough and the intensity of use of these spaces. It was found that there are 630 on-street and offstreet parking spaces in the central area. As shown on Map 11, 260 of these spaces are on-street and 370 are offstreet. Offstreet parking includes private parking lots as well as the municipal facility, but does not include private residential parking. There are 136 on-street parking spaces on Main Street,

more than half the total, and 67 on Broad Street. Concession parking is provided at the railroad station.

There is approximately 120,000 square feet of commercial space in the survey area. Assuming 350 square feet of automobile space per car, there is 220,000 square feet of parking space, or almost a 2 to 1 parking ratio between retail and parking space. This is a reasonably good amount of parking; however, highway shopping centers, the major competitor of downtown shopping areas, generally provide 3 or 4 to 1 parking ratios. Where possible, the present amount of parking should be increased and, more importantly, made more convenient and accessible with better traffic circulation.

As much as possible, parking along Main Street, if continued, should be limited to loading and unloading, or short time parking. Merchants and professionals should be encouraged to park their own cars on offstreet parking facilities.

In the part of the parking survey designed to determine intensity of use, a Saturday was taken as the primary shopping day. A surveyor checked to determine which parking space was occupied and which was vacant. It was determined that, as could be expected, the shopping area along Main Street



# PARKING SURVEY MATAWAN CENTRAL AREA BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY  
MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAM INC. CONSULTANTS  
1965

## LEGEND

- LOT LINE
- BUILDING OUTLINE
- RESIDENTIAL BUILDINGS
- NON-RESIDENTIAL BUILDINGS
- PUBLIC BUILDINGS
- SEMI-PUBLIC BUILDINGS
- SURVEY LIMITS
- LOW INTENSITY USE
- MEDIUM INTENSITY USE
- HIGH INTENSITY USE
- 67-100% USAGE
- 5
- NUMBER OF SPACES ON  
STREETS OR IN PARKING LOTS



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As much as possible, parking along Main Street, if continued, should be limited to loading and unloading, or short time parking. Merchants and professionals should be encouraged to park their own cars on offstreet parking facilities.

In the part of the parking survey designed to determine intensity of use, a Saturday was taken as the primary shopping day. A surveyor checked to determine which parking space was occupied and which was vacant. It was determined that, as could be expected, the shopping area along Main Street

was the most intensely used. The municipal parking lot on Little Street had a medium to low intensity use. Parking along Broad Street was used primarily by residents.

### Public Transportation

There is no intra-borough public transportation available in Matawan. Since most of the job opportunities lie outside of the Borough, and to a large extent outside of the County, the major need for public transportation is regional in nature. Rail service provided by the Pennsylvania Railroad and the Central Railroad of New Jersey provide good service to the north--where the greatest proportion of commuters work. Although the frequency of service and the condition of the rolling stock of the railroads needs improvement, the existence and continuance of this service is vital to the Matawan area.

A study was made by the Monmouth County Board regarding the number of commuters using the rail facilities. In 1961, on northbound trains, 511 passengers detrained and 952 passengers boarded trains. Most of those that got off trains were from the Atlantic Highlands line that boarded northbound trains. Passengers actually from the Matawan area were 441. In 1964, on northbound trains, 275 passengers detrained and 1,240 passengers boarded trains.

Passengers from the Matawan area were 965--an increase of 219 percent in three years. Interestingly, the number of passengers from the Atlantic Highlands train has dropped more than 57 percent in a three-year period. It is estimated that approximately 20 percent of these Matawan commuters walk to the railroad station from new developments in the northwestern part of the Borough.

The problems of rail commuter service and efforts to maintain and improve this service by Federal and State aid have received a great deal of attention recently. The New Jersey State Highway Department, which administers the State's program of assistance to the commuter lines, prepared a recent engineering survey which recommended, as part of an overall plan, the electrification of the Pennsylvania-New Jersey Central line through Matawan to Red Bank, and the expansion of the Matawan Railroad Station as a regional center for commuters. This arrangement would be encouraged by the Aldene Plan now scheduled to go into effect, which will eliminate the Jersey City ferries and allow commuters to proceed directly into midtown New York or to transfer at Pennsylvania Station in Newark.

As part of the proposal to improve the service to the Matawan-Red Bank area, the State and County have suggested the possibility

of moving the Matawan Railroad Station about three-quarters of a mile east to Lloyd Road in the Township, where there would be direct access from the Garden State Parkway and extensive new commuter parking lots could be established.

The proposed Borough Master Plan indicates the railroad station as remaining in its present location, however. Business activities connected with the railroad station now provide some income for the Borough and more importantly the present location is more accessible to the large new apartment developments in the northeast section of the Borough. We recognize that in the longer-range future the railroad station might move--this would have the compensating advantages for the Borough of reducing traffic congestion on Main and Broad Streets and freeing land around the railroad station for more intensive tax-producing development--but there has been no indication so far in plans discussed by the State and the County of one vital prerequisite: the development of a new road connection to the Lloyd Road location from the northern section of the Borough.

In order to provide this connection, it would be necessary to build a new road parallel to the railroad extending eastward toward Lloyd Road, crossing a railroad yard

area and a small lake. As an alternative, however, if the proposal in this Master Plan for the conversion of the Freehold Branch of the New Jersey Central Railroad to a highway is realized, this highway would provide access to a possible new station area from Ravine Drive and Main Street via the Little Street bridge. There would still be a need for an extension of Aberdeen Road to the new station area.

Bus transportation in the Borough is limited to service on Route 34, plus one trip a day on Main Street, providing commuting service to New York. It is understood that space for buses to stop and load on Route 34 is limited and has caused problems; it is suggested that when Route 34 is dualized by the State, provisions be made for special bus turnouts. Also, in view of the new apartment concentration in the Aberdeen Road and Ravine Drive area, amounting to over 700 new units, it is suggested that commuter bus service along these two roads be encouraged for the convenience of the apartment residents as well as home owners in the Marc Woods area. However, as an alternative, if and when the rail commuter service is improved and expanded, it would probably be a better idea to establish a local shuttle bus service from these areas to the railroad station.

## COMMUNITY FACILITIES

The proposed plan for community facilities, while covering a range of different facilities from schools to fire stations, has a recurring theme. In each instance, the Borough now has a base of good, well developed facilities, but one which is to varying degrees inadequate for the Borough's present population.

Matawan must now catch up with itself in providing the full extent of facilities which a sound modern suburban community needs. This will not be too difficult. For schools in particular, the Regional Board of Education has already set a forward-looking program of new school construction, which can meet the Borough's needs with some change of direction as suggested in this report. The library is now in the process of working toward a major expansion. The Borough Hall, the fire stations, and the police facilities are all in need only of expansions rather than major new building programs. Parks and playgrounds are the farthest behind accepted standards. Here a possible new major facility on Matawan Creek between Ravine Drive and Aberdeen Road could make up this deficiency in a single project, together with development of small supplementary areas.

## PUBLIC SCHOOLS

### Scope of the Plan

The Matawan public schools are administered by the Matawan Regional School District Board of Education which covers both the Borough and the Township of Matawan. The Board of Education has of course the primary responsibility for the planning of school facilities, not only because it is independent of the Borough and Township Councils but also because of its combined regional jurisdiction.

In practice, however, the Borough Planning Board, for which this report is prepared, must take school planning into account as this is intimately related to land use, zoning, traffic, and other aspects of the overall development of the Borough. Also, the New Jersey Municipal Planning Enabling Act of 1953 gives the Planning Board the specific authority to make investigations and recommendations on all phases of community development including schools, and requires that after a Master Plan is adopted by the Planning Board, all public improvements including



schools must be referred to the Board for recommendation before public funds are spent. The recommendation of the Planning Board can only be overridden by a majority of the full membership of the public agency proposing the improvement, which in this case would be the Board of Education. In any event, regardless of the legal aspects involved, it is the Consultants' hope that this Master Plan survey will be useful to the Board of Education as if the report were being made directly to it.

The survey is limited to the overall consideration of whether the school buildings available to serve the Borough's pupils are and will be in the foreseeable future large enough, located so as to serve the Borough's residential areas effectively, in adequate condition, and built on sites which are large enough to provide adequate playground and other facilities. It is not intended to make recommendations on other matters of educational policy such as which groupings of grades should be in particular buildings or what specific facilities other than classrooms should be included in the school structures.

#### Present School Facilities

Nearly all the Borough's elementary school pupils now use the three buildings located on a single site at the southeast corner of Broad and Church Streets. Of these three

buildings, the Matawan Memorial School, with 12 classrooms, is a nearly new building dating from 1955. Grammar School No. 2, the former High School, has 17 classrooms and was built partly in 1924 and partly in 1941. The Old Grammar School, with 18 classrooms, is an overage structure dating from 1895 and 1908.

A new elementary school is under construction on upper Ravine Drive, to have 13 classrooms. The site area for this school is seven acres, in contrast to the six-acre Broad and Church Street site which contains the three existing schools.

All junior high and high school pupils from grades 7 to 12 attend the new Regional High School located in the Township on Atlantic Avenue. This is a modern structure on a 42-acre site.

Tables XI and XII sum up the characteristics of the present schools and indicate the enrollments and locations of the entire Borough-Township school system. Three separate elementary schools are located in the Township, two in Cliffwood and one in Strathmore, and the Township also sends 415 elementary pupils to the schools on the Broad and Church Street site along with the 913 pupils from the Borough using these buildings (as of December 31, 1964).

TABLE XI

CHARACTERISTICS OF PUBLIC SCHOOLS IN MATAWAN BOROUGH

<u>School</u>	<u>Site Area</u>	<u>Year Built</u>	Number of <u>Class- rooms</u>	<u>Desirable Capacity*</u>	<u>Maximum Capacity*</u>	<u>Condition</u>
Matawan Memorial Grammar School No. 2 (Old High School)	) 6 acres	1955	12	330	400	Excellent
		1924-1941	17	420	500	Fair
Old Grammar School		1895-1908	18	486	540	Poor
Ravine Drive (under construction)	7 acres	Being Built	12	<u>340</u>	<u>410</u>	Under Construction
Total Elementary				1576	1850	
Regional High School (located in Mata- wan Township)	42 acres	1962	62	1455	1819	Excellent

\* "Desirable capacity" is based on 25 pupils per normal classroom and 40 pupils for a kindergarten. "Maximum capacity" based on 30 and 50 pupils respectively.

Source: Matawan Regional School District Board of Education. Condition evaluated from the Board's report, Long Range Building Program, 1964, and field inspection. "Desirable" and "maximum" capacity is our own terminology; the Board of Education uses the figures under "maximum" for its programming.

TABLE XII

PUBLIC SCHOOL ENROLLMENTS BY RESIDENCE AND BY SCHOOLS  
MATAWAN REGIONAL DISTRICT, DECEMBER 31, 1964

<u>Grade</u>	<u>Matawan Elementary*</u>		<u>Cliffwood Elementary</u>		<u>Strathmore</u>		<u>Matawan High</u>	
	<u>Borough</u>	<u>Township</u>	<u>Borough</u>	<u>Township</u>	<u>Borough</u>	<u>Township</u>	<u>Borough</u>	<u>Township</u>
Kindergarten	161	49		167		260		
1	155	40		175		204		
2	135	50		147		197		
3	123	27		148		160		
4	105	37	1	120		147		
5	109	39		107	1	121		
6	118	160	1	117				
Special	7	13		5				
7							106	295
8							95	239
9							103	238
10							85	195
11							79	179
12							77	168
Total	913	415	2	986	1	1089	545	1314

\* Includes the three buildings on the Broad-Church Street site.

Source: Matawan Regional School District Board of Education.

From the Board of Education's report, Long Range Building Program, 1964, and from field inspections, the Old Grammar School on the Broad - Church site should be abandoned and demolished at an early date. Originally used as Matawan's High School in the early part of the century, the building is of non-fire-resistive construction and a number of the classrooms are of substandard size. Floors are in poor condition and the heating system (the original hot-air furnaces with a central fan) is completely inadequate.

The Matawan Grammar School No. 2, which was used as the area's high school before the completion of the Regional High School, is in adequate condition for continued use with some rehabilitation and changes in the building to convert it to complete elementary use. The Board of Education indicates that a new heating system, windows, roof, lighting, ceiling, plumbing, and interior finish are needed over the next ten years.

#### Enrollment Trends

School needs in the Borough have increased rapidly in recent years as a result of new housing construction, as has been the case in the Township also. This is illustrated as follows:

#### Elementary School (K through 6 grades) Enrollments, Borough Only

<u>1954-1955</u>	<u>1959-1960</u>	<u>Dec. 31, 1964</u>
510	580	906

#### TOTAL ENROLLMENT Elementary and High School (K through 12 grades)

<u>September 1961</u>		<u>December 1964</u>	
<u>Borough</u>	<u>Township</u>	<u>Borough</u>	<u>Township</u>
1061	1858	1474	3811

Source: Board of Education Secretary and Matawan School Principal.

As indicated by these figures, elementary enrollment in the Borough has nearly doubled in the past ten years, while total enrollment in the Township has doubled in only a three-year period due to the Strathmore development (December 1965 figures are not yet available for comparison but undoubtedly show further increases).

### Board of Education Future Program

The Board of Education has been active in planning for future needs in the light of the recent sharp increase in school enrollments. A complete school census was made at the end of 1963, and based on this and the estimate that the residential areas in the Borough and Township are 90% occupied, a projection of future enrollments to 1972 has been made together with proposals for new schools to accommodate future increases. This is presented in a 1964 report, Long-Range Building Program.

Even with available land for new house building considered to be coming to an end, the Board of Education's future projection indicates a 49% increase in public school enrollments up to 1970. Existing facilities would be saturated by 1965, according to the report, an estimate which has been fully borne out by actual experience. The school district must undertake, then, a large-scale further construction program to accommodate both the children now in the schools and those now of pre-school age who will be coming into the system over the next five years. It is estimated that the peak enrollment will be reached between 1970 and 1972.

The Board of Education's proposed building program as presented in the 1964 report, is as follows:

### Phase I, 1964-1966

1. Construct a new K-6 (kindergarten through 6th grade) school in the northern area, now begun on the Ravine Drive site.
2. Construct a new K-8 school in the southern area, now begun on a site on Lloyd Road.
3. Various renovations to the Matawan Grammar School No. 2 (old high school).
4. Acquire sites for all phases of program: 7.2 acres for the Ravine Drive school, now acquired; 30 acres for the Lloyd school site, now acquired; 35 acres for K-8 school in Cliffwood; 10 acres for a K-6 school adjoining the Lloyd Road site; and 2 acres to be added to the Regional High School site.
5. Vacate and demolish the Old Matawan Grammar School when new school construction is complete.

### Phase II, 1967-1970

1. Construct a new K-8 school, in the northern area, understood to be near the present Cliff-woods schools.
2. Install fire-detection systems in all schools.
3. Further renovations to Matawan Grammar School No. 2.

### Phase III, 1970-1972

1. Construct new K-6 school in the southern area, understood to be intended for a site adjoining the site of the new school on Lloyd Road, now under construction.

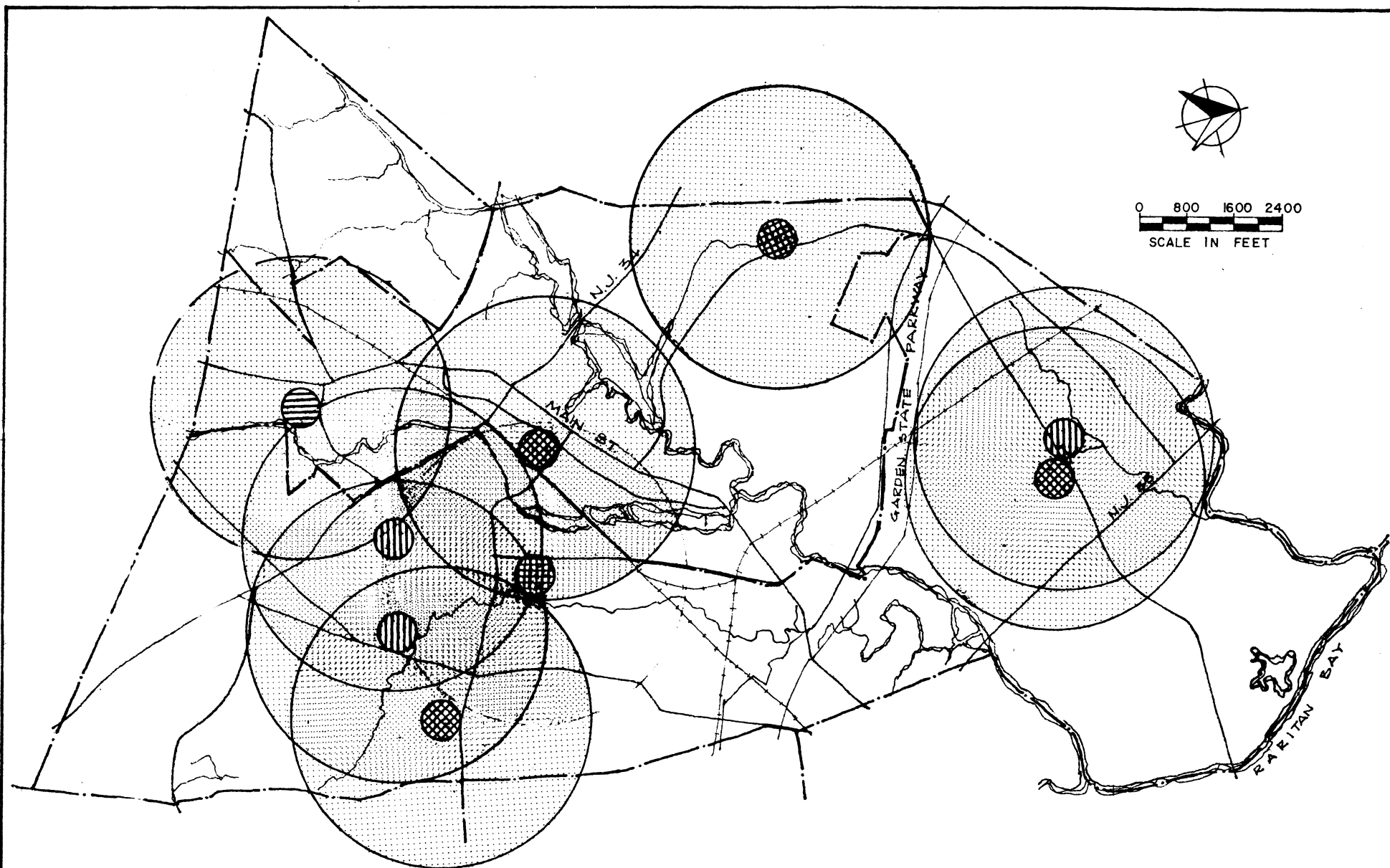
The locations of the sites referred to are shown on Map 12.

### Enrollments and Capacities for the Borough Alone

While the projection of future needs made by the Board of Education appears to be well prepared and is not questioned except that for the Borough somewhat more land than estimated by the Board appears to be available for new housebuilding, a separate projection

of requirements as applying to Borough pupils alone has been made by the Consultants as a necessary part of this Master Plan survey. It must be emphasized at the beginning that no final conclusions can be drawn or plans made until these projections have been compared with the work now being done by the Township Planning Board and discussed with the Board of Education. However, there are strong indications that some readjustment of the overall program to take into account the Borough's needs is desirable. Table XIII presents a projection to 1970 of enrollments from the Borough alone. This projection is made by the straight-line method, assuming that each class will continue unchanged from grade to grade. A dropout rate of 5% is assumed, however, for each of the grades 9 through 12.

This projection is considered to be conservative, as evidenced by the use of this method as the "low" projection by the Board of Education in their projections for the combined district. The "high" projection by the Board is based on application of factors of change from grade to grade which have been observed in past years. In the separate projection for the Borough the additional conservative factor has been taken into account of starting with numbers of pre-school children from the 1963 school census which are estimated to be likely to attend public rather than parochial and other private schools. The numbers used are thus less than the total number of pre-



**LEGEND**

EXISTING SCHOOL SITES:  
 [Cross-hatched circle] ELEMENTARY SCHOOLS  
 [Horizontal line pattern circle] HIGH SCHOOLS  
 [Vertical line pattern circle] PROPOSED SITES: MATAWAN REGIONAL BOARD OF EDUCATION  
 [Horizontal line pattern circle] POSSIBLE FRENEAU AREA SITE  
 NOTE: CIRCLES INDICATE 1/2 MILE RADII, IDEAL WALKING DISTANCE

## DIAGRAM OF SCHOOL SITES: MATAWAN BOROUGH & TOWNSHIP

BOORMAN AND DORRAM, INCORPORATED . . . . . CONSULTANTS

school-age children found in the census; the factors used for the adjustment were taken from the Board of Education report.

From this projection, the total elementary school enrollment from the Borough alone will be 972 as of 1972. This is, however, on the basis of projecting the present numbers of children living in the Borough.

The estimate of potential new housing up to 1972 includes 155 new houses for which building permits have been issued but not certificates of occupancy; plus vacant land potentially available for new housing to accommodate 225 homes. Assuming 1.6 children per house on the average and 1.0 elementary school child, which accords with recent experience, this new housing would account for a total of about 300 additional elementary school pupils by 1972 if it is assumed that 300 of the 380 total potential new houses will be built by that year.

Adding the projection based on present families plus the projection for potential new housing, then, the total elementary school enrollment from the Borough by 1972 would be 972 plus 300 or a total of 1272. It is emphasized again that this is considered a conservative projection. The straight-line method is not necessarily accurate but is considered to be on the safe side, while the

estimate of new housing and children per house is also somewhat problematical. But, no better way is seen of making a future estimate at this time short of another school census and at least a general picture of future demand is given.

If it is assumed that all Borough pupils will attend either the schools on Church-Broad site or the Ravine Drive school, which is a reasonable assumption since the Strathmore and Cliffwood sites would be considerably more distant for all sections of the Borough except parts of the Freneau district, there would be a deficit in school facilities for the Borough by 1972. This is on the basis of the above projection of 1272, compared with the desirable capacity of the three Borough schools as shown in Table XI of 1090. This deficit would disappear if the maximum capacity of 1310 were used, but it is considered that future planning should be on the basis of desirable capacity both from an educational standpoint and to provide a margin of safety against errors in projections.

A larger deficit would result if, as at present, pupils from the Township continue to use the schools on the Broad-Church site. It is understood that the Board of Education may intend to keep sending Township students to this site.



TABLE XIII

PUBLIC SCHOOL CENSUS AND ENROLLMENT PROJECTIONS  
MATAWAN BOROUGH, 1963-1972, BASED ON PRESENT POPULATION

<u>Grade In School</u>	<u>Adjusted Census Count Dec. 1963</u>	<u>Dec. 1964 Incl. Actual Enrollments</u>	<u>Dec. 1965 Proj.</u>	<u>Dec. 1966 Proj.</u>	<u>Dec. 1967 Proj.</u>	<u>Dec. 1968 Proj.</u>	<u>Dec. 1969 Proj.</u>	<u>Dec. 1970 Proj.</u>	<u>Dec. 1971 Proj.</u>	<u>Dec. 1972 Proj.</u>
-5	138	138	138	138	138	138	138	138	138	138
-4	128	138	138	138	138	138	138	138	138	138
-3	154	128	138	138	138	138	138	138	138	138
-2	164	154	128	138	138	138	138	138	138	138
-1	160	164	154	128	138	138	138	138	138	138
Kindergarten		161	164	154	128	138	138	138	138	138
1		155	161	164	154	128	138	138	138	138
2		135	155	161	164	154	128	138	138	138
3		123	135	155	161	164	154	128	138	138
4		106	123	135	155	161	164	154	128	138
5		110	106	123	135	155	161	164	154	128
6		119	110	106	123	135	155	161	164	154
7		106	119	110	106	123	135	155	161	164
8		95	106	119	110	106	123	135	155	161
9		103	90	101	119	105	101	117	128	147
10		85	98	85	96	113	100	95	111	122
11		79	80	93	81	91	107	95	90	106
12		77	75	76	88	77	86	102	90	85
Total Pre-School	744	722	696	680	690	690	690	690	690	690
Total Elementary		909	954	998	1020	1035	1038	1021	998	972
Total Jr. High and High		545	568	584	600	615	652	699	735	785

Source of School Census and 1964 Enrollments: Matawan Regional School District Board of Education.

### Comparison of School Districts

Consideration of the reasonable service area of the Ravine Drive School alone indicates that if a deficit of school service will develop for the Borough pupils as estimated above, this will be concentrated in the area served by the Ravine Drive school. This is based on the following analysis:

1. From the Master Plan land use survey, there are now 734 houses in the area west of Lake Lefferts and Matawan Creek and south of the Garden State Parkway, which would form the logical service area for the Ravine Drive School.

2. An additional 48 homes were under development in this area at the time of the land use survey. Also, there is vacant land available for another 50 homes.

3. Adding up the foregoing figures, the total number of homes as of 1972 is estimated at 832. This is 43% of the total number of houses (1924) which it is estimated there will be in the Borough as a whole.

4. Taking 43% of the estimated 1972 Borough elementary school popu-

lation of 1322, there will be a pupil demand of 550 from this district, as against the presently scheduled desirable capacity of 340 for the Ravine Drive school.

This estimate is already being borne out by 1965 enrollments; the Board of Education announced in September that the Ravine Drive School would be filled to capacity by taking only pupils through grades 4 or 5.

Although no specific need is seen in terms of numbers of school children for more school facilities in the Freneau end of the Borough, in terms of walking distance (Map 12 shows half-mile radii around the existing and proposed schools to show ideally desirable distances) this section of the Borough would not be very well served either by the present Matawan School or the proposed new Strathmore schools. The same is true of the adjoining areas of the Township west of Route 34. Instead of building two new schools on adjoining sites in Strathmore, it appears more desirable if one of these schools could be built directly in the Freneau section. A possible location for this school is shown on the Master Plan Map on Mill Road, linking up with the present playground on Freneau Avenue.

Such a site would give immediate service to the section of Strathmore west of the highway and would also be ideally located to serve future development in the Freneau section of the Borough and the isolated area of the Township to the west.

#### Site Area Requirements

The standard for site area for schools recommended by the State is five acres, plus one acre for each 100 pupils enrolled. While this is to some extent an ideal standard and is difficult to apply in built-up areas, most new schools are now complying with this standard as indicated, for example, by the sizeable sites being acquired for the new Strathmore and Cliffwood schools.

The Ravine Drive School now under construction just meets the State's standard for the enrollment for which it is now being built. If the school is expanded in the future, however, some additional site area will be required. This could either be developed by acquiring the vacant land immediately to the south, or by setting up a combined arrangement with the existing playground site adjoining the school site on Middlesex Road. In either event, there should be no serious problem in providing additional site area required.

For the Broad-Church site, however, the present six acres are only half of what would be required under the State standard even after the demolition of the Old Grammar School. There appears to be little possibility of expansion within the same block since the industrial firm adjoining the school site is apparently anxious to keep all of their present holdings for future expansion. However, the block across Church Street adjoining the railroad is now occupied partly by rundown buildings and under a potential urban renewal program could perhaps be established as an auxiliary playground serving the present school buildings.

#### Conclusions

The principal findings of this survey as described above are that there appears to be a need for expansion of the Ravine Drive School to accommodate perhaps another 200 pupils, and that consideration should be given to shifting one of the two new schools scheduled for the Strathmore area to the Freneau section of the Borough instead. The latter proposal is shown on the Master Plan Map, although the site might be shifted within the Freneau area depending on availability of property.

## RECREATION AREAS

Note: This portion of the Community Facilities Survey was carried out with the assistance of Kinsey and Loede, Park Planning Consultants, P. O. Box 105, Livingston, New Jersey.

### Scope of Survey

The initial step in the evaluation of the recreational opportunity offered to the residents of the community is to ascertain the pertinent factors regarding present areas and facilities. This study must then be expanded to project the future leisure-time needs of the population based upon accepted standards and ultimate population.

Considering these factors, an inventory of the existing recreational facilities of the Borough of Matawan has been made by the Consultants. These findings and opinions are set forth below together with recommendations for short and long range objectives.

## Present Park, Playground and School Areas

### 1. Middlesex Road

Area - 4.6 acres  
Status - Partially improved  
Facilities - Little League Ball Field with bleacher and enclosed by fence; concrete basket ball court; children's play area with whirl, slide, climber, kiddie swings; parking area.  
Condition of Area - Little League Field - Good; Children's Play Area - appears to be not fully completed.

### 2. Freneau Avenue

Area - 2.6 acres  
Status - Generally unimproved with only minor temporary facilities.

### 3. Terhune Park

Area - 1.2 acres  
Status - Improved with lawns and good trees.  
Facilities - Open lawn play area with slide, swings and horse shoe pitch.

Condition of Area - Good.

4. Memorial Park

Area - 0.5 acre  
Status - Well improved  
Facilities - None for active recreation, however, the area contains a monument, very attractive gardens and some shrubbery.  
Condition - Excellent maintenance.

5. Ravine Drive - Swimming Area

This area is not owned by Borough of Matawan, but is being considered for acquisition.

Area - 2 parcels - total - 0.9 acre  
Character - Wooded - steep slope and generally limited in width.  
Potential - Access to Lake Lefferts for swimming. Difficult to develop.

6. Matawan School

Area - 5.5 acres  
Status - Much of the tract is occupied by 3 school buildings with the grounds entirely fenced, portions paved and balance in lawn area.  
Facilities - Football field; softball diamond with backstop; basketball court; and asphalt area serving for play and parking.

Condition - Maintenance appears to be good but difficult due to overuse and resultant "human erosion."

7. Ravine School Site

Area - 5.3 acres

A new school is presently being constructed on part of this tract. No evaluation of the recreational value of this site is possible at this time.

8. Small Island or Green - Washington Avenue

Area - unknown - small

Advised that this area is not owned by the Borough of Matawan but is being considered for acquisition. The acquisition seems desirable for sake of appearance but the land probably will offer little, if any, recreational value.

9. Small Area - Main Street Near Lake

Next to new "7-11" Store: lake front only, can be used only for landscaping at present.

10. Franklin Street

Area - 2.0 acres  
Status - Unimproved

This tract is a heavily wooded, deep ravine. It is doubtful that it offers much opportunity for active recreation but should lend itself to development for passive recreation and a place of beauty.

11. Lochslea Heights

Area - 4.3 acres  
Status - Privately owned.

This area is not owned by the Borough of Matawan. However, it has considerable recreational value to the community through serving residents of the neighborhood. It should be considered as a part of the total required area, if it is to be permanently retained for recreational use.

12. Jackson Street

Area - 0.5 acre  
Status - Improved  
Facilities - Entire area paved-  
basketball court, shuffleboard  
and other minor court games.  
Condition - good

Other Recreational Areas

County Owned:

There are no County Park areas in or near to the Borough of Matawan. The Monmouth County Park Planner advises that acquisition by the County of park land in the area is not contemplated.

State Owned:

The Cheesequake State Park is the nearest State recreation land to the Borough of Matawan. The State expects to increase its holdings at this Park, but the plans for its development have not been formulated. The State Park does and will supplement the municipal recreation system, and offers a further leisure-time opportunity to Matawan residents.

Recapitulation

Developed Areas	12.3 Acres
Undeveloped Areas	9.9 Acres
Considered for Acquisition	0.9 Acres
Privately Owned	<u>4.3 Acres</u>
Gross Total Potential	27.4 Acres

### Recreational Area Standards

It is vital to a well balanced Borough recreation system that certain accepted standards be met.

Play areas should include small neighborhood playgrounds and parks. Such areas are usually planned to serve the smaller children and should be close to the homes of those who will use them. These playgrounds generally should contain a minimum of two acres and should be spaced approximately one-half to one mile apart.

Playfields may be defined as larger recreational areas for use by older children and adults. They should embrace 10-20 acres and be developed with ball fields and other facilities for active recreation. They may also include some areas for passive recreation and for family use. The spacing of such areas is not of pressing importance, provided that adequate opportunity is afforded to all residents of the Borough.

The often accepted standard for total municipal recreation areas is 10 acres for each 1000 population.

### Evaluation - Present Requirements

To properly evaluate the existing Borough recreation system we must consider

presently usable park land - the presently owned undeveloped land - and land now under consideration for acquisition. The location of present areas must enter into the evaluation and the requirements based upon accepted standards must be compared to the actual situation.

Based on an estimated present population of 6,850 persons and by applying the single standard of 10 acres of park land per 1000 residents we find that to meet the ideal condition 68.5 acres of land would be required. The recapitulation above indicates a present gross total of 27.4 acres of park land, of which only 12.3 acres are now available for public use.

Examination of the locations of the listed land areas leads to the conclusion that if all areas were now available for use the spacing of playgrounds would be relatively satisfactory.

The Matawan School grounds now provide the area for use by older children and to some extent for adults, but further expansion of this type of area is essential. In this regard it may be reasonable to assume that upon the completion of the new Ravine Drive School a joint use, by the Board of Education and the recreation authorities, of the school grounds will satisfy this demand. It should be noted that the

location of the Ravine Drive School appears to be good from the recreational viewpoint.

The most pressing problems are the lack of development of presently owned areas and the deficiency of total recreation land.

#### Recommendations to Meet Present Needs

1. The Borough should where possible obtain detailed development plans and provide the funds for the immediate improvement of all land now owned and designated for recreational use.
2. The Borough should proceed at once to acquire those properties now under consideration for recreational purposes.
3. It is recommended, subject to further confirmation in later Master Plan reports, that approximately 60 acres of land as shown on the Master Plan map be acquired along the Matawan Creek, below the Lake Lefferts Dam, between Ravine Drive and Aberdeen Road.

If the above recommendations should be followed the needs for the present will be fully met, and some excess to serve the future requirements of the Borough will result. Such action will make available a total of about 87 acres of recreational land.

Further proposals shown on the Master Planmap relate to special facilities, but at the same time will help to meet future needs as the population increases:

1. The wooded ravine areas in the Borough which help to give Matawan its attractive natural character are proposed for acquisition as park strips. While in some cases walkways or paths can be developed--such as to give badly-needed access to the Ravine Drive School from the Lochslea Heights section--in most cases these ravine areas should be left in their natural state. The advantage of acquiring them is to prevent filling, cutting trees, and dumping as can be seen in some sections such as in Old Main Street next to Terhune Park. Preserving natural storm drainage is important as well as appearance.

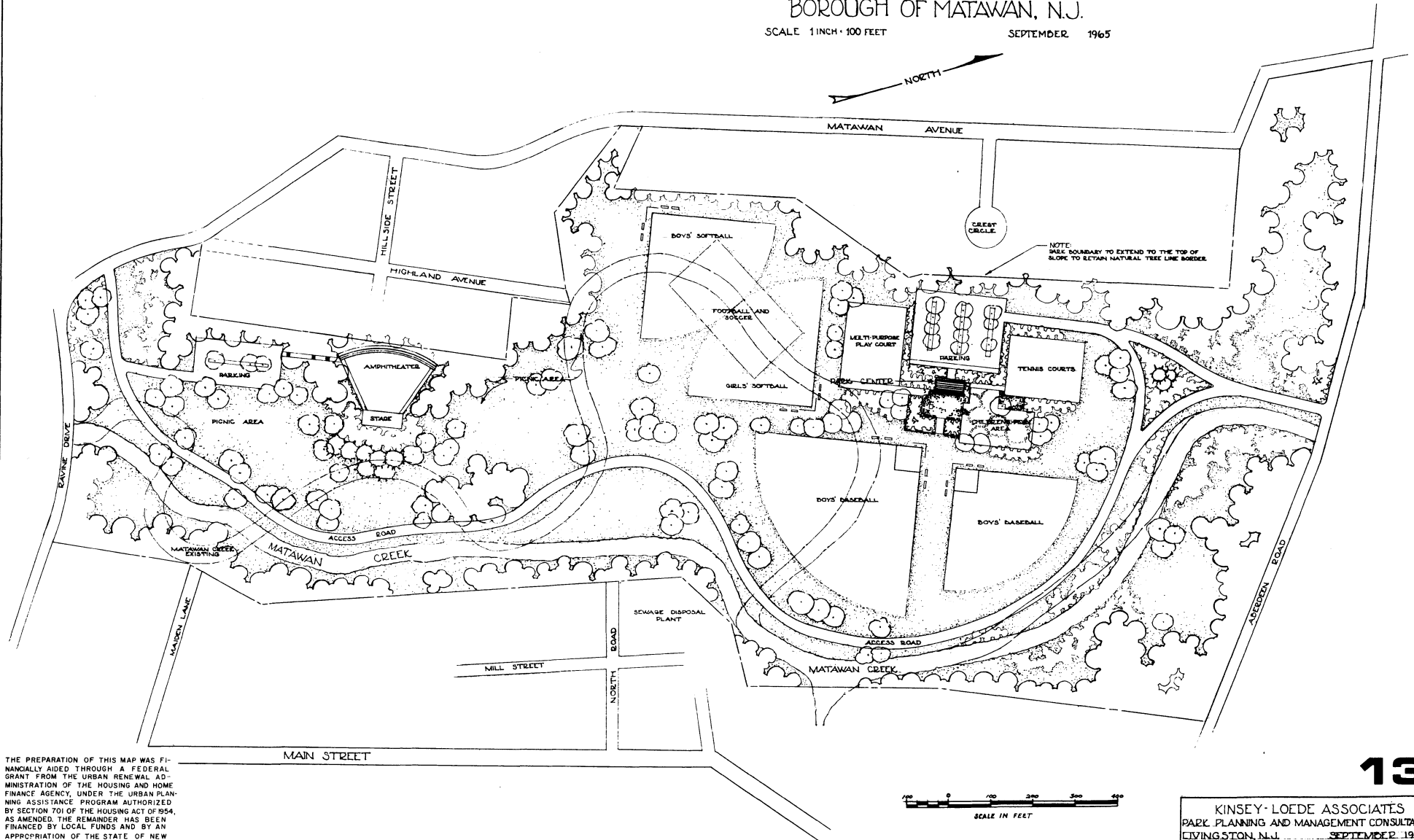


SKETCH SHOWING  
POSSIBLE DEVELOPMENT OF A RECOMMENDED 60 ACRE PARK  
ALONG MATAWAN CREEK BETWEEN RAVINE DR. AND ABERDEEN RD.

BOROUGH OF MATAWAN, N.J.

SCALE 1 INCH = 100 FEET

SEPTEMBER 1965



THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE PLANNING PROGRAM.



KINSEY-LOEDE ASSOCIATES  
PARK PLANNING AND MANAGEMENT CONSULTANTS  
LIVINGSTON, N.J. SEPTEMBER 1965  
PLAN NO. 4630-C12 DRAWING NO. 1

The cost of acquisition should be low since in most cases the land involved is at the rear of deep lots and is not buildable. State and Federal funds are now available for 100% grants for acquisition of such areas, but might not be worth the trouble involved.

As a possible addition or partial alternative to the proposal for the 60-acre park on Matawan Creek, although not shown on the Master Plan map, another 6 to 8 acres of usable land might be added to the Middlesex Road Playground by taking the rear ends of the deep lots on Middlesex Road up to the proposed Union Street extension. The taking of the ravine itself farther to the rear of the Middlesex Road properties is shown on the Master Plan map.

2. Lakeside recreation areas suitable for supervised swimming--and which could be operated on a membership basis--are proposed on Lake Lefferts south of Route 34, at the undeveloped end of Crescent Drive;

and at the north of Lake Matawan between Main and Broad Streets. The Borough is already in the process of acquiring the Hamilton property on Ravine Drive for this kind of use, a desirable move.

#### Development of the Proposed Sixty-Acre Park

The accompanying Map 13 shows the potential development of the proposed large park on Matawan Creek. The stream itself is to be partially relocated, allowing extensive facilities for baseball fields, tennis courts, picnic grounds, an amphitheater, and similar facilities.

It is of course recognized that the cost of developing this park will be higher than for high ground. The extra cost will be partly offset, however, by low land acquisition costs. The feasibility of filling the marsh was studied on the ground and from available topographic information; no reason was found to indicate that this cannot be done--for example, both Ravine Drive and Aberdeen Road are built on filled land. Flooding may be a problem in hurricanes, such as in 1938, but damage can be guarded against by putting any park buildings on higher ground along the edges of the park.

It is suggested that consideration be given to the possible use of State "Green Acre" funds, which provide 50% of land acquisition costs, and Federal Open-Space Land grants, which provide the other 50% of acquisition costs plus 50% of development costs. However, restricting the use of the park to Borough residents might then be a problem.

A preliminary estimate of the cost of developing the proposed park is as follows, not including land acquisition which would be small:

60 ACRE RECOMMENDED PARK

BOROUGH OF MATAWAN, NEW JERSEY

PRELIMINARY ESTIMATE OF DEVELOPMENT COST

- Clearing Site (Includes Tree Thinning & Trimming)	\$ 10,000
- Channel Excavation - 18,000 cubic yards @ \$2.00	36,000
- Wet Excavation for Topsoil - 90,000 cubic yards @ \$1.50	135,000
- Borrow Fill & Grading - 200,000 cubic yards @ \$1.00	200,000
- Access Roads - 13,500 cubic yards pavement; misc.	50,000
- Parking Areas - \$20,000 + \$10,000 (Two Areas) (Incl. Curbs)	30,000

PRELIMINARY ESTIMATE OF DEVELOPMENT COST (Continued)

- Paths	\$ 10,000
- Footbridges (Three across creek)	25,000
- Storm Sewers, Culverts, Drainage Basins	40,000
- Water Lines; Hydrants; Drinking Fountains	20,000
- Softball (2) and Baseball (2) Diamonds @ \$2500	10,000
- Tennis Courts (Fence Incl.)	20,000
- Multi-Purpose Play Courts (Fence Incl.)	20,000
- Childrens Play Area (Park Benches, Trash Cans, Etc.) Incl. Fence)	15,000
- Amphitheater	30,000
- Topsoil Conditioning, Fertilizer, Seeding, Sodding - 50 Acres @ \$1500	75,000
- Planting	20,000
- Building & Utilities (San. Sewer, Elec., Water)	40,000
- Road Lighting	20,000
- Picnic Areas	5,000
	<u>\$811,000</u>
5% Contingencies	<u>40,550</u>
	\$851,550
Engineering & Architectural Fees	<u>60,000</u>
	\$911,550
Land Acquisition Costs (Including Legal & Surveying Fees)	-----

## BOROUGH HALL

Note: This portion of the Community Facilities Survey was carried out with the assistance of M. David Rodetsky, Architect, 5 West Main Street, Freehold, New Jersey.

### Present Facilities

The present Borough Hall is a former bank building acquired in 1960 in a central location on Main Street near Ravine Drive. The building is in good condition and has an appropriate character for civic use. An addition was made to the building after its purchase for the Police Department. Some parking space is also included to the rear.

With a total floor area of about 3,500 square feet, the building houses the Borough Clerk, Tax Collector-Treasurer, Water Collector-Assistant Tax Collector, Borough Engineer, Secretary-Assistant Water Collector, and a part-time Assessor and Violations Clerk. The Police Department includes 10 regulars and 17 specials, and has present facilities including a recep-

tion desk, patrolmen's room, Chief's room, and cell block. There is a Municipal Court and Council Room in the Borough Hall, and a conference room now used as an office by the Borough Engineer.

No more space is now available in the building for the following list of immediate and foreseeable needs:

1. Permanent office space for the Borough Engineer, a secretary, and a draftsman, with map storage space in addition. The Conference Room should when possible be freed for its original use.
2. A detective room, interrogation room, and photography room for the Police Department.
3. A part-time assistant for tax bills, and space for possible future accounting machines.
4. A future Assistant Tax Collector.
5. A possible future Assistant Borough Engineer-Building Inspector.

This is a general listing based on opinions of present Borough officials and a comparison with the staffs of other comparable communities. It is not intended as definitive, but rather to give an overall indication of building expansion needs.

### Expansion Possibilities

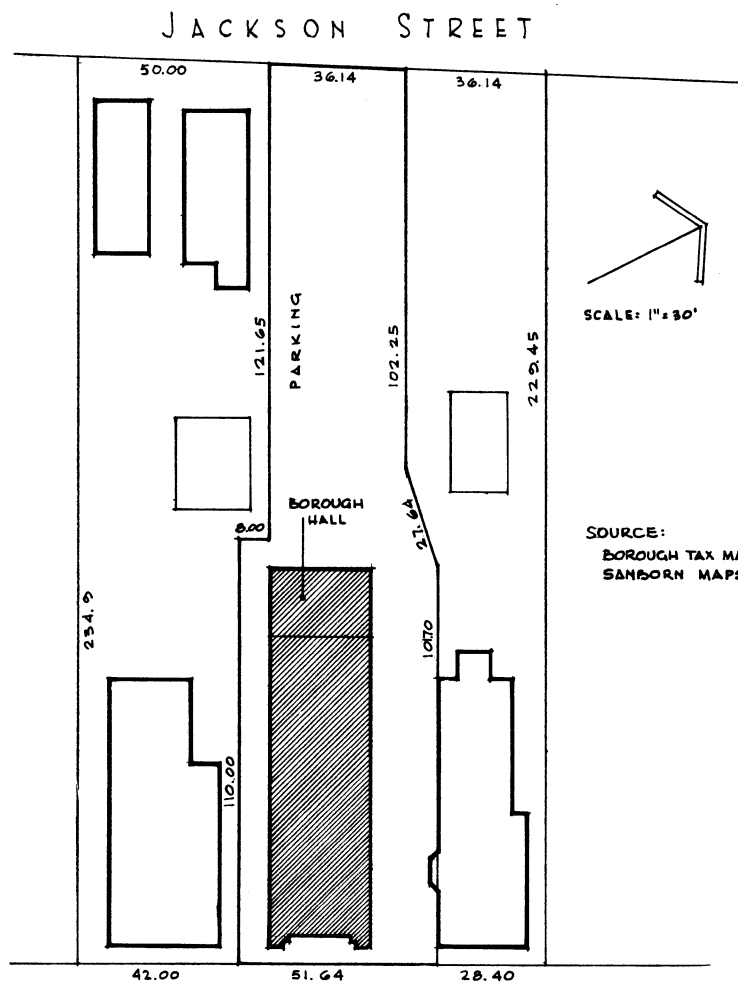
Several possibilities exist for the expansion of the Borough Hall facilities. Any expansion program, however, should recognize the possible necessity for additional space beyond the present needs. The possible expansion alternatives are:

1. Providing a second floor over the existing municipal office area in the front part of the building. This part of the Borough Hall is high enough to accommodate this second floor, but presents several problems. Approximately 1,000 square feet of office space could be made available. This would just about meet the present needs and would not allow for additional expansion. Flooring over the space would necessitate either providing windows for the present municipal office area or mechanically ventilating this space. In either case, part of the existing high windows would be covered by the floor of the new second story; this would re-

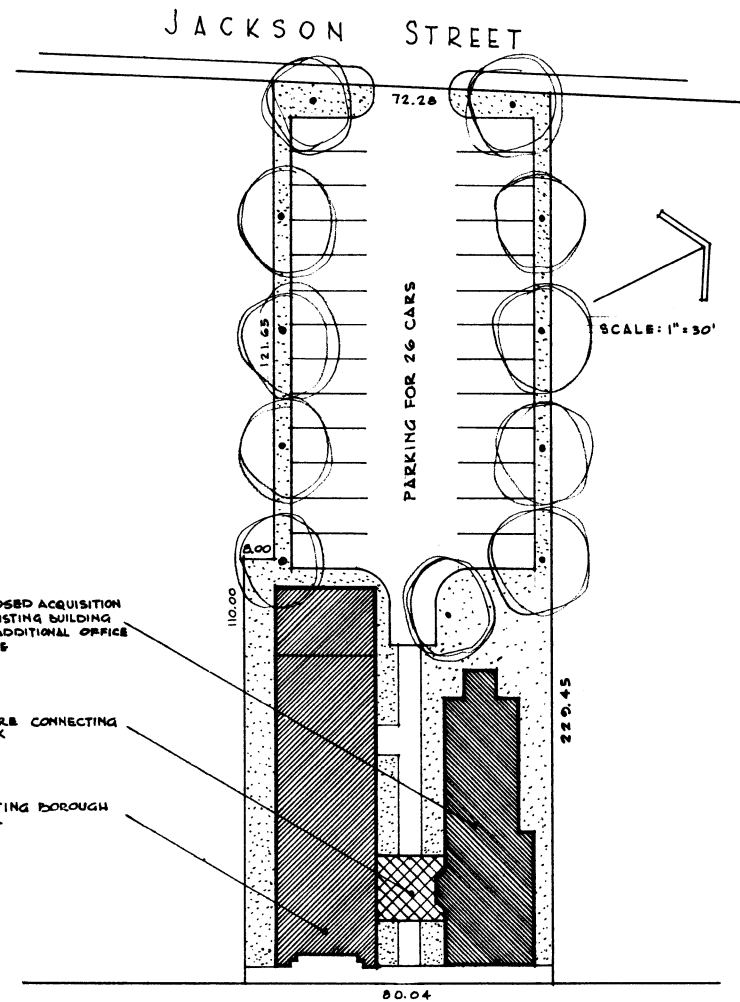
quire modifying these windows. The heating system could be expanded to serve this area without too much difficulty; electric service for this area could easily be provided. Structurally, new columns and beams would have to be installed which would necessitate new footings and pedestals in the basement area. The cost of this 1,000 square feet would be approximately \$20,000 to \$22,000.

The advantages of this proposal are that no additional land is required and the existing parking area is left undisturbed. The disadvantages are that only 1,000 square feet would become available with no possibility for future expansion, unless by the acquisition of one of the adjoining properties.

2. Building a new Borough Hall. This alternative has many disadvantages. The existing Borough Hall, except for a shortage of space, is in good condition and is ideally located in the heart of the community. It would cost approximately \$85,000 to duplicate the existing facilities and add the 1,000 additional square feet proposed. Land for such a new facility is not available and would



PLOT PLAN OF MATAWAN BOROUGH HALL  
BOORMAN AND DORRAN, INC. CONSULTANTS JUNE 26, 1965



PROPOSED MATAWAN BOROUGH HALL EXPANSION  
BOORMAN AND DORRAN, INC. CONSULTANTS JUNE 26, 1965



have to be purchased. Other possibilities appear to be less expensive and less disruptive.

3. Acquiring additional property for the expansion of existing facilities. The accompanying Map 14 shows the location of the Borough Hall in relation to the two adjoining properties. The property to the south of the Borough Hall has an assessed value of \$27,000; the property to the north has an assessed value of \$23,760. To purchase either property in its entirety could be justified if the Borough were to build a new addition on the Main Street frontage of either property or if the Borough were to use either building for office space. The property to the south of the Borough Hall does not lend itself for office use without renovation to the ground floor level and extensive rehabilitation of the building. The property to the north of the Borough Hall appears to be in much better condition and has existing office space on the first floor.

We tend to favor the third alternative for the main reason that it provides more space for future expansion. The building north of the Borough Hall

contains approximately 3,000 square feet and would provide both for the immediate needs of the Borough and for probable future needs. Offsetting its immediate acquisition cost, it is expected that existing office space in this building could be used without any major renovation or alteration. The rear of the property would provide a substantial amount of additional parking.

In the future, as shown on Map 14, a connecting link could be provided between the two buildings. It is noteworthy that ground floor office space in the present building is all on the south side of the building, allowing a ready corridor connection to the adjoining building on the north. This adjoining property also has an irregular boundary which would tie in well with the present property.

The new building would provide space for the Borough Engineer, Tax Collector, and Civil Defense. Expansion of the Police Department could take place either in the new building or in the basement of the existing building. The basement space would have to be adequately ventilated and a dehumidifier installed.

Until it is needed in the future, the excess space in the purchased building could be used to provide meeting rooms for quasi-public organizations.



### PUBLIC LIBRARY

Matawan's Public Library, which is operated on a combined basis by the Borough and the Township, is a small, completely inadequate wooden structure located on Main Street at Park Street. A recent survey by the Library Board's consultants demonstrates clearly that a completely new facility is required. The library consultant's recommendation is that ultimate construction to meet needs for twenty years in the future should consist of 21,000 square feet of floor space on a one-acre site, perhaps built in stages with a first stage of 12,000 square feet.

A number of possible sites have been under consideration and were the subject of an earlier memorandum submitted to the Planning Board. Of the most feasible locations, we favor the present site of the library expanded by acquiring adjoining properties. This is because of its central location and excellent accessibility both for traffic from the entire Borough and Township area, and for shoppers using the Main Street shopping area. Potential parking facilities are good and would not interfere with the shopping area; the setting and surroundings are attractive and in keeping with the desirable character of the library. The site has the advantage of being at the end of the business area which has a concentration of professional offices and non-business facilities including the

post office and Borough Hall. The section has an attractive non-commercial character in which the library would fit well, and in which the library would not block the future expansion of the business area since this will undoubtedly be in the opposite direction along Main Street.

The possibility has been discussed with the Planning Board of an urban renewal project which would include the block in which the library is now located, and which would greatly reduce the acquisition cost of the expanded site to the Library Board. While it is not certain at this time whether Federal eligibility requirements can be met, it is considered that there is a good presumption of this and that the matter is worth exploring further.

Another site which has been suggested for the library, is the use of Terhune Park between Main and Broad Streets opposite the Matawan School. This site is somewhat removed from the shopping area and so would not attract pedestrians, but more importantly would have the disadvantage of reducing the amount of recreation area now available on this site, a substantial consideration since the Borough is now extremely short on recreation space, as indicated elsewhere in this report. Both Terhune Park and the adjoining playground are heavily used for recreation purposes, with the school site being far below area standards for play facilities.

The suggestion has also been advanced that the library be constructed on the Matawan Regional High School site. This has the disadvantage of lacking good access from the northwestern section of the Borough containing the Marc Woods area and the apartment concentrations. It also has the serious disadvantage, as have been pointed out by the Library Board's architectural consultants, that the library could tend to become an adjunct of the high school and use by people other than high school students would be seriously discouraged. In addition, this location would be far removed from shopping areas or other facilities where users can combine purposes in one trip; experience has indicated that libraries have more use where they are centrally located in business districts.

#### FIRE STATIONS

The Borough's Fire Department is operated entirely on a volunteer basis, and makes use of five separate fire stations located in different areas of the Borough. Each firehouse is owned by the respective fire company, which leases space to the Borough for the storage of the fire engines.

The location of the present fire stations is shown on the accompanying map. The present facilities are as follows:

1. Hook and Ladder Fire Company No. 1, between Broad and Orchard Streets. This is a new one-story building with space for two engines. The addition of one or two meeting rooms is being considered.
2. Washington Engine Company No. 1, on Little Street between Main and Broad Streets. This is an older building with space for one engine and a meeting room overhead. It is understood that this company is considering relocation because of the age of the building and its cramped location.
3. Midway Hose Company, on Washington Street near Main Street. This is an older two-story structure with space for one engine and a meeting room above.
4. Freneau Station, on Freneau Avenue near Mill Road. This is an old dilapidated appearing structure with space for two engines. It is understood that this fire company is in financial straits. It operates independently from

the Borough except that it receives a payment of \$300 per year.

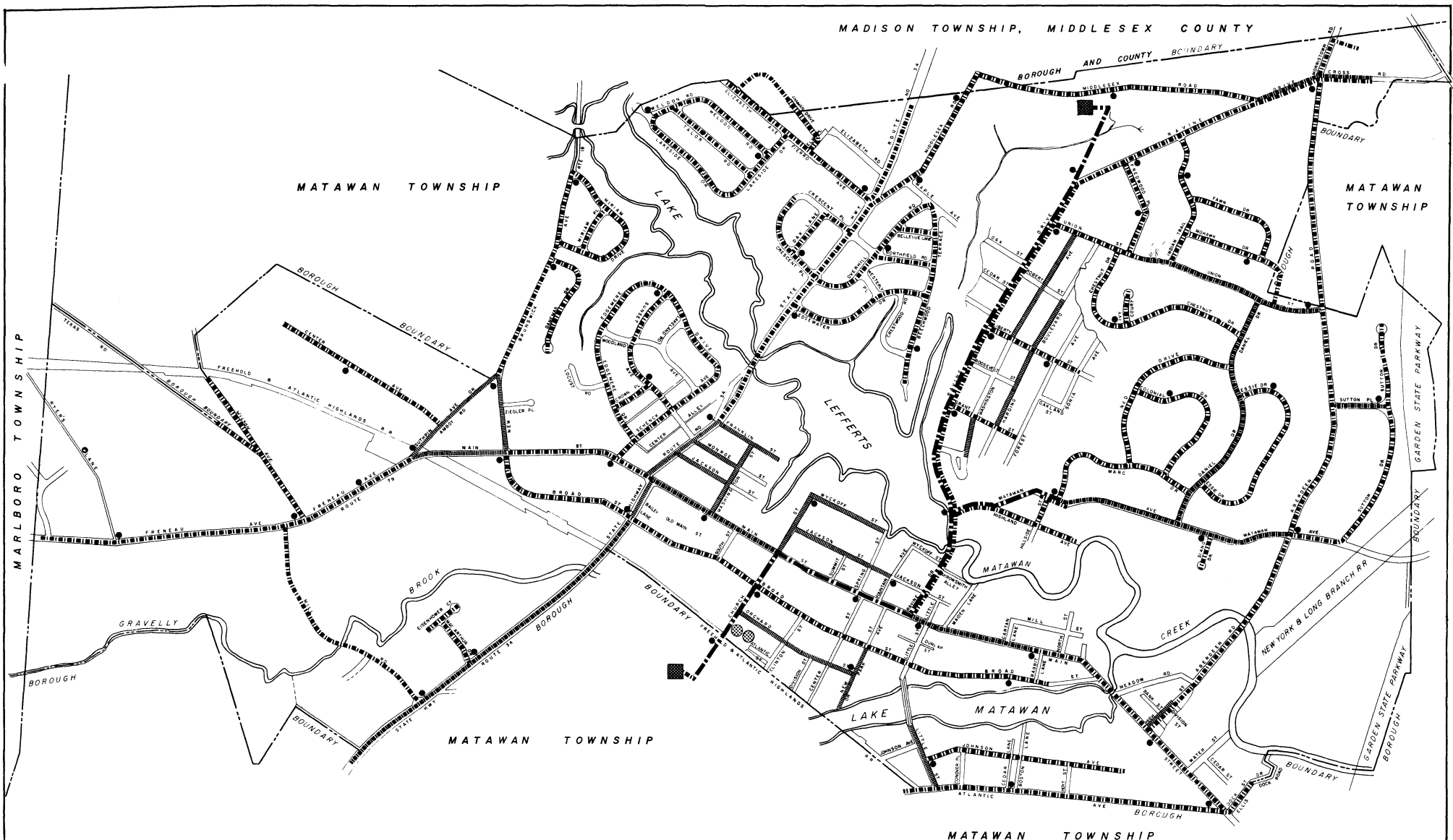
5. M. E. Hale Hose Company No. 1, on Main Street opposite Water Street. This is a dilapidated one-story structure housing one engine. It is understood that this company is maintained largely because of insurance requirements for the protection of the 22 houses north of the New York and Long Branch Railroad. Although only about two trains a day block Main Street when stopped, the insurance rating system apparently requires separate protection for this section since it is separated from the rest of the Borough by this railroad crossing.

Although a Fire Underwriter's survey report has not been available for inspection, it is understood that the Borough's fire protection system has the highest rating assigned to communities with entirely volunteer system. Thus, there appear to be no serious shortcomings. However, based on information from Fire Department officials and general impressions, it appears that there would be strong advantages

in unifying the system into one or two central firehouses with a radio system for assigning the fire trucks. This would be more efficient for the volunteers, and would reduce the length and number of runs required to answer fire calls.

The new facilities at the Broad-Orchard site should certainly stay as one of the permanent stations. This is a central location with its only disadvantage being lack of direct access to Ravine Drive; cutting Ravine Drive through to Broad Street as discussed in Master Plan Report No. 2 would solve this problem.

A second station is probably needed because the restricted site of the Broad-Orchard Street location limits its future expansion. A location west of Matawan Creek would be desirable to serve the Marc Woods area and the new garden apartment sections. It is understood that a location in this area has already been under consideration by fire officials. It appears at the present time that a location on Matawan Avenue such as shown on the Master Plan map would be the most appropriate since there would be ready access to both Aberdeen Road and Ravine Drive, and since a station in this location would be accessible to a large number of residences for drawing volunteers.



## WATER SYSTEM

### BOROUGH OF MATAWAN

MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

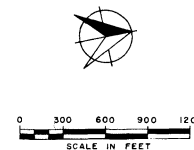
BOORMAN AND DORRAN INC. CONSULTANTS  
1965

scale: 1"=300'

WATER LINES : 4 INCH  
6  
8  
10

HYDRANTS -  
WATER TREATMENT  
PLANTS -  
STANDPIPES, TANKS -

SOURCE : BOROUGH ENGINEER



THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.

### WATER AND SEWERAGE FACILITIES

The Borough's largest capital expenditures in recent years, outside of schools, have been for water and sewerage facilities. The central section of the Borough has had these utilities for many years, while service to the outer areas has recently had large-scale expansions.

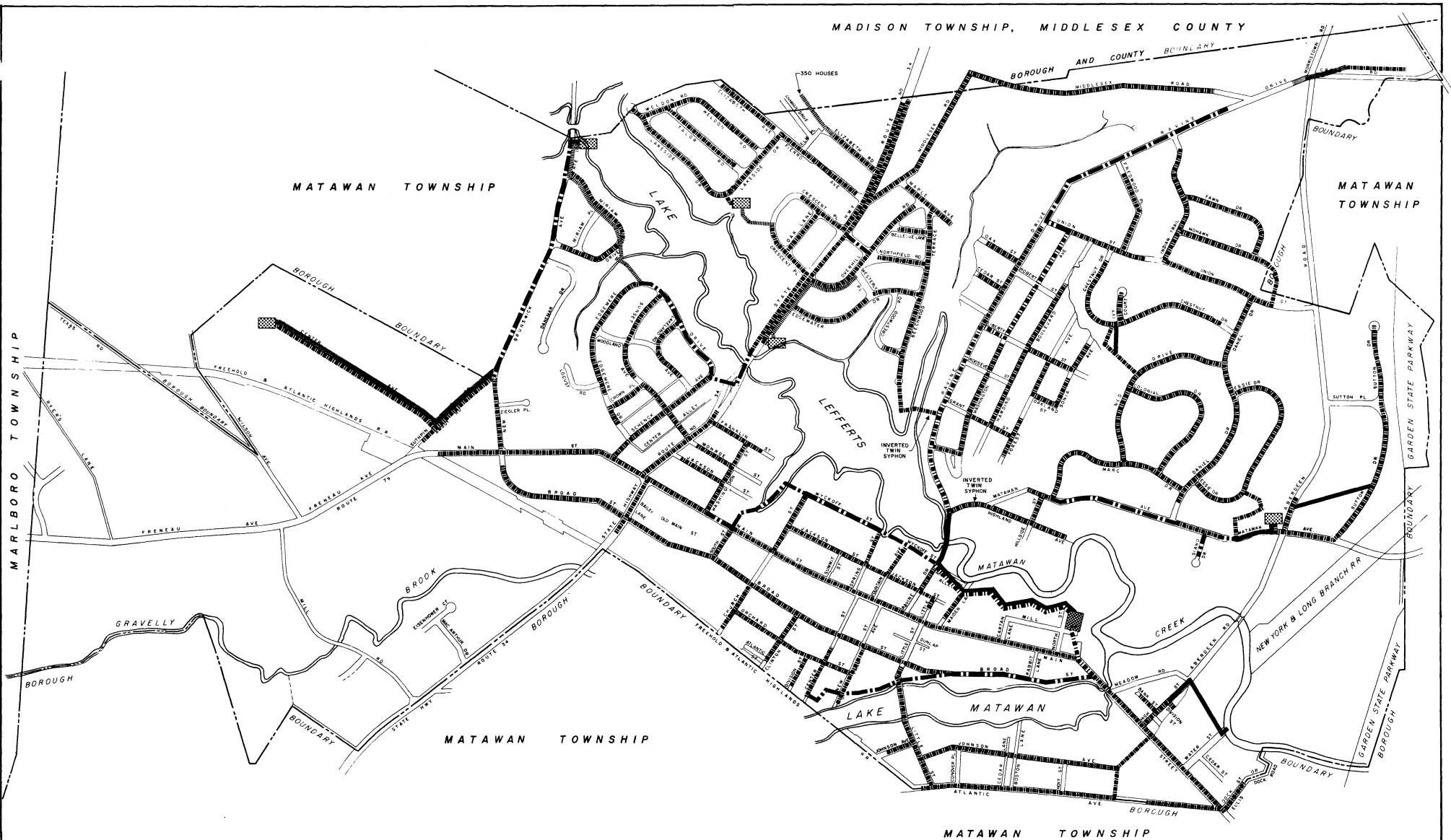
While it is not the function of the Master Plan to make engineering studies of improvements to the water and sewerage systems, maps have been made (Maps 15 and 16) of the existing systems to indicate their effect on land development. Comments on the water system (Map 15) are as follows:

1. Further development in the Freneau area, especially industry, will require enlargement of lines; however some service does exist along most of the existing roads.
2. A number of 4-inch lines exist and should be replaced: it is understood that this is now generally considered a sub-standard size. The Main Street-New Brunswick Avenue-Sutphin Avenue loop is a particular problem since this forms a link to the Freneau section.

3. It is understood that more water plant and storage tank capacity is needed. A site on Middlesex Road would be acceptable from a land use viewpoint. However, if a plant could be located in the Freneau area such as to improve service to this area, this might be a desirable alternative.

Comments on the sewerage system are as follows:

1. No sanitary sewage system now exists in the Freneau area. It is suggested that extensions into this area be planned as soon as possible, perhaps with the use of Federal grants now available for planning and construction.
2. The County has proposed a regional sewerage system for the 11 square mile watershed area of which the Borough's 2 1/2 square miles form a part. Originally it was thought that the Borough's sewage treatment plant might be expanded to serve this regional area. However, this would mean



## SEWER SYSTEM

### BOROUGH OF MATAWAN

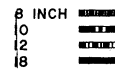
MONMOUTH COUNTY, NEW JERSEY

MATAWAN BOROUGH PLANNING BOARD

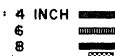
BOORMAN AND DORRAN INC. CONSULTANTS  
1965

scale: 1"=300'

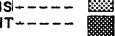
SANITARY SEWER  
LINES :



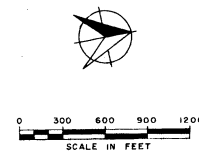
SANITARY SEWER  
FORCE MAINS :



PUMPING STATIONS  
TREATMENT PLANT



SOURCE : BOROUGH ENGINEER



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enlarging the area of the plant up to four times, while the usable land on the present site is actually nearly used up. Adjoining swampland has shown no bottom up to 80 feet in test borings. It is understood that the County is now thinking in terms of a new plant farther downstream outside the Borough, which eventually could use this new plant and obtain secondary treatment as well as the primary treatment provided by the present plant.

Setting up the proposed regional system would mean bringing new trunk lines through the Borough. It is strongly recommended that the Borough make sure that this construction will not damage its lake shores, but rather that the lines will go under the lakes themselves with carefully planned shore locations for manhole access.

### Refuse Disposal

Collection and disposal of garbage and refuse is carried out by a private contracting firm under contract with the Borough. A 1962 report

by the County Planning Board, Public Facilities in the Monmouth Coastal Region pointed out that at that time, the communities in the Matawan area including the Borough itself were contracting with firms who were hauling the refuse for long distances for disposal, which appeared to involve unnecessary cost. Since that time, however, the Borough has changed to a local firm which uses a sanitary fill disposal facility in Marlboro Township avoiding this problem. This arrangement appears to be satisfactory for the foreseeable future.

#### IV. SUPPLEMENTARY PROPOSALS

##### NEIGHBORHOOD ANALYSIS

###### Introduction

Compared with cities and suburbs closer to the center of the metropolitan area, Matawan's problems of housing deterioration and blight are limited. By and large the Borough's residential neighborhoods consist of new or relatively new one-family homes or garden apartments. The central section, however, goes back to Matawan's early history and has problems in three particular sections, as discussed below, which could be approached through small Federally-aided urban renewal projects. There is some scattered deterioration of houses and nonresidential buildings outside these sections as well.

This report section follows the format of a "Neighborhood Analysis" as required by the Urban Renewal Administration for communities receiving grants under the Urban Planning Assistance Program (Matawan's Master Plan is being financed under this program). This format and approach are primarily applicable to larger communities, but can be used reasonably well to describe Matawan's comparatively limited problems and suggest solutions.

###### Neighborhood Areas

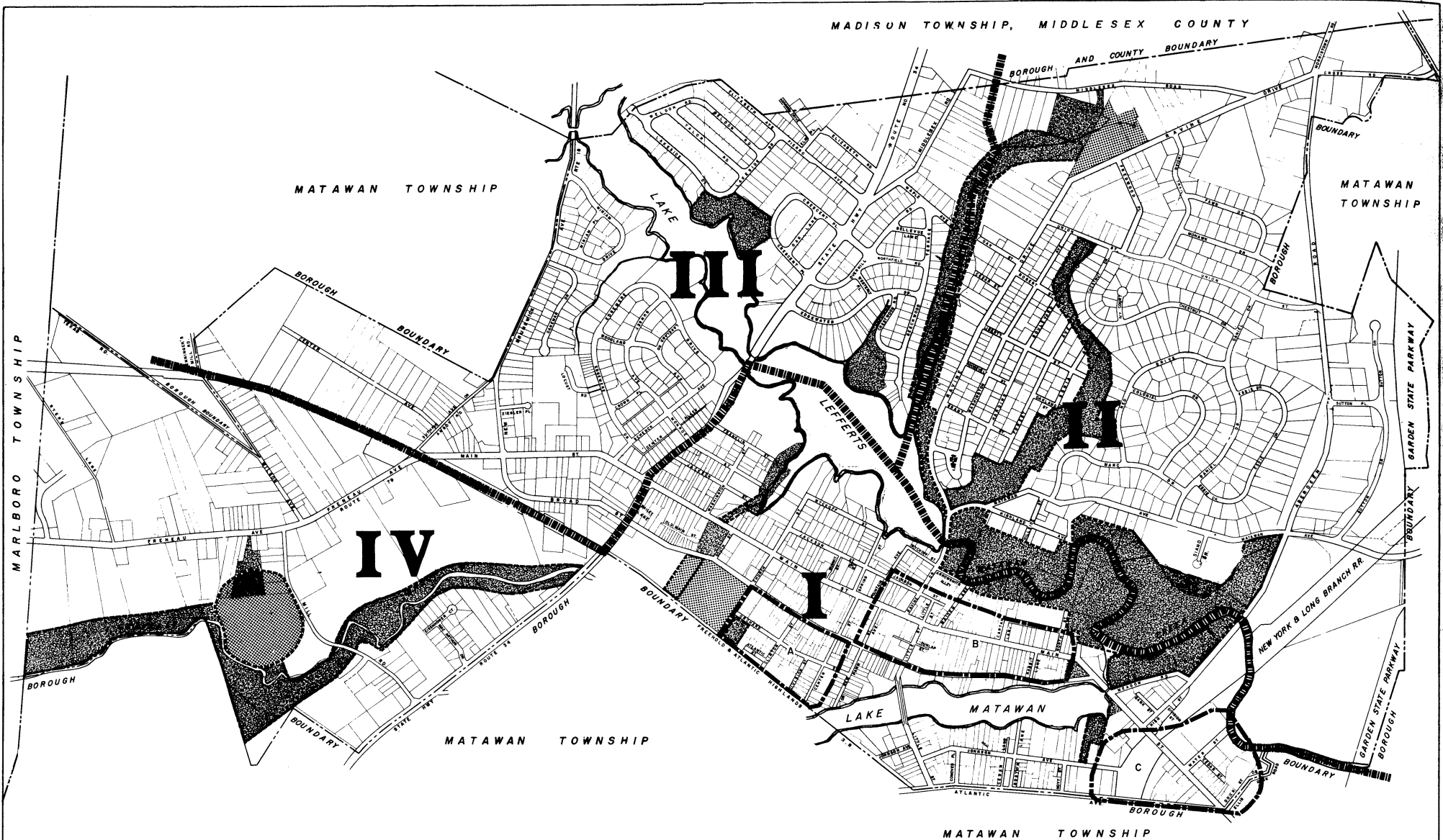
A "neighborhood," from a planning standpoint, is generally considered to be a residential area in which the families and the houses have a close relation to each other, much as the word "neighborhood" is used in ordinary conversation. It has no strict technical definition but is generally considered to approximate a population of 5,000, and can sometimes be identified as the area served by one elementary school and by one local or "neighborhood" shopping center having food stores and assorted small shops. Different neighborhoods can sometimes be identified by different local place names, and by natural boundaries such as railroads, major highways, or marked changes in topography. The neighborhood concept is especially useful in larger cities where the delineation of neighborhoods can be important in planning community facilities, housing programs, and traffic patterns. One objective of good planning, for example, is to keep through traffic out of neighborhood areas.



MATAWAN TOWNSHIP

MATAWAN TOWNSHIP

MARLBORO TOWNSHIP



# NEIGHBORHOODS

## BOROUGH OF MATAWAN

### MONMOUTH COUNTY, NEW JERSEY

#### MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAN INC. CONSULTANTS  
1965

## LEGEND

- I - CENTRAL AREA
- II - NORTHWEST
- III - SOUTHWEST
- IV - FRENEAU

- SCHOOLS: EXISTING
- PROPOSED
- PARKS: EXISTING
- PROPOSED

- PROBLEM AREAS



0 300 600 900 1200  
SCALE IN FEET

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM

For Matawan, it would be possible to consider the whole Borough as a single neighborhood, since its population is not quite 7,000 and it is served by a single neighborhood type shopping center in the Main Street-Ravine Drive area. However, the Borough is now served by two elementary schools, the Matawan School and the Ravine Drive School, and is interspersed by a number of natural boundaries such as the Lake Lefferts ravine and State Highway Route 34. Matawan also adjoins nearby built up areas in the Township which have some kinds of neighborhood relationships with parts of the Borough.

As shown on Map 17, we have more or less arbitrarily marked out four neighborhood areas for the purpose of this Plan. These are the Central Area, extending along Main Street as far south as Route 34; the Northwest Area west of Matawan Creek including Marc Woods and Aberdeen East and extending as far south as the ravine below Ravine Drive separating the area from Lochslea Heights; the Southwest Area including Lochslea Heights and extending across Route 34 southeast to the Freehold and Atlantic Highlands Railroad; and finally the Freneau Area below the Freehold and Atlantic Highlands Railroad and west of Route 34.

#### Substandard Housing and Blighted Areas

Nearly all of the Borough's substandard housing and deteriorated nonresidential struc-

tures are located in the Central Area, as are the problem areas involving deterioration and need for replanning (it is not considered necessary to call these sections "blighted areas" in the sense this expression would be used for larger cities). The number of houses and non-residential buildings which are subject to deterioration is not large, and the acreage of the "problem areas" is also limited; but still comprise a significant problem in comparison with the total size of the Borough.

As indicated by Table XIV, a field survey made in 1964 in conjunction with the Master Plan land use survey found a total of 68 deteriorating and dilapidated housing units, or 3.3 per cent of the total housing units in the Borough. This is considerably under the number found by the 1960 Census, which used the same criteria--the Census found a total of 288 units or 18.8 per cent of the total housing supply. The Census included interior inspections of houses, so was probably more accurate than the Master Plan survey which involved only exterior inspection from the street.

To bring these figures to a more specific focus, it can be noted from the table that there are significant numbers of units which are:

--in dilapidated condition, meaning unfit for habitation unless major repairs are made.

TABLE XIV

CONDITION OF HOUSING AND NONRESIDENTIALBUILDINGS, MATAWAN BOROUGHFROM THE 1960 CENSUS AND FIELD SURVEYHOUSING

		Units without Central Heating	242
		Units with 1.01 Persons per Room or Over	100
All Housing Units, January 1965 (est.)	2,050	Units Substandard (Dilapidated and/or without Hot Water or Bath)	97
Field Survey, 1964:		Per Cent Substandard	6.3
Deteriorating Units	31		
Dilapidated Units	37		
Per Cent Deteriorating or Dilapidated	3.3	1950 Census:	
		All Housing Units	1,198
All Housing Units, April 1960 Census	1,529	Units Substandard	150
Deteriorating Units	232	Per Cent Substandard	12.5
Dilapidated Units	56		
Per Cent Deteriorating or Dilapidated	18.8		
1960 Census:			
Units with Only Cold Water	50		
Units with No Bath	32		
Units with Shared Bath	6		

NONRESIDENTIAL BUILDINGS

## Field Survey, 1964:

Deteriorating Buildings	28
Dilapidated Buildings	<u>23</u>
Total	51

--with only cold running water--  
"cold water flats."

--with no bathtub or shower, indicating a health or sanitation hazard.

--without central heating, meaning generally the use of room space heaters which are hazardous and inadequate.

--with 1.01 persons or more per room, meaning a condition of overcrowding hazardous to health and decent living.

The table also shows, however, that the situation is gradually improving. There was a larger number of substandard units in 1950 than in 1960, and the smaller numbers shown by the 1964 field survey probably indicates a continued improvement or demolition of inadequate housing. The extent to which this process of self-correction will proceed depends to a considerable extent on the area in which the houses are located--which leads into the next subject of "blighted" or "problem" areas.

The accompanying map shows the locations of the three problem areas described in the introduction above. Each of these areas, it

is believed, has sufficiently extensive deterioration and also problems of inadequate streets and lot patterns to indicate that self-improvement is unlikely to take place without outside action, such as could take place under the Federally-aided urban renewal program.

The boundaries of the areas were drawn on the basis of a survey drawn on a large-scale map of the central area showing the outlines of each of the existing structures, and identifying their condition from field survey as to sound, deteriorating, or dilapidated. This map is not reproduced in this report since the findings as to structural condition are not final and it is not desired to "point a finger" at any particular owners. It is believed that the areas delineated include substantially all of the buildings for which outside action are needed--there are additional buildings, such as scattered along Jackson Street south of area B which shows signs of deterioration, but these do not appear to require "project" action outside of perhaps application of a Housing Code which can be adopted by the Borough to set minimum standards of housing condition and facilities throughout the Borough.

Problem area "A," encompassing the central shopping district, is not so much affected by substandard buildings as by

TABLE XV

FAMILY INCOMES

MATAWAN BOROUGH, 1959

All Families 1,319

Annual Incomes

Under \$1,000	27
1,000 - 1,999	45
2,000 - 2,999	49
3,000 - 3,999	53
4,000 - 4,999	85
5,000 - 5,999	138
6,000 - 6,999	188
7,000 - 7,999	170
8,000 - 8,999	157
9,000 - 9,999	87
10,000 - over	320

Median Family Income \$7,438

Median Income, Families and  
Unrelated Individuals \$6,844

Source: 1960 Census.

inadequate streets, parking, and lot arrangement. There appear to be sufficient deteriorated structures in the area to qualify for urban renewal action, but only a minority of the existing structures would be considered for demolition and replacement. The area has traffic and parking problems and an obsolete, cramped layout, old, deteriorated buildings, requiring overall replanning and improvement to make it competitive with outlying highway shopping centers.

Area "B" is an area of mixed housing, business, and industry (on Main Street north of the New York and Long Branch Railroad), again old, cramped, and with an obsolete layout, requiring removal of housing and clearance of dilapidated buildings to allow modern industrial development.

Area "C," an area of deteriorated housing (on Orchard Street) on the fringe of the central area, requires either clearance and replacement with new low or moderate-cost housing, or a special program to rehabilitate existing housing, or both.

#### Characteristics of Families Affected by Deteriorated Housing

No separate information is available about the families living in deteriorated housing and particularly in the three problem areas,

except that the Borough's Negro population which was 329 as of 1960 is concentrated in problem area "C" on Orchard Street. Any programs for housing improvement in this area must be geared to the needs of these families and must be conducted without racial discrimination.

There may well be a significant correlation between the number of low-income families in the Borough and the number of substandard units. Table XV shows the distribution of family incomes as shown by the 1960 Census. From this information, the total of 121 families had incomes under \$3,000 which is generally considered to be the "poverty level"--this is not too far from the total of 97 substandard units reported by the 1960 Census as shown in Table XIV. There seems to be a general impression that Matawan has no "poverty problem;" it is certainly limited, but in Matawan the existence of 100 families more or less who are in this category and who are also affected by poor housing is a large enough problem to warrant Borough concern.

#### Causes and Potential Solutions

The causes of deterioration in the three problem areas shown on the accompanying map have been generally discussed--age of buildings, inadequacy of street and lot patterns, low incomes of housing occupants.

The causes of deterioration of buildings outside the three problem areas include again low incomes, but also age of structures and, in some cases, undoubtedly neglect of normal maintenance and building improvement practices.

For the three problem areas, the most effective treatment is considered to be the use of the Federally-aided urban renewal program. Under this program, the Borough or a Redevelopment Agency formed by the Borough can buy up deteriorated properties, clear and replan the land, and resell the land for new private (or public) development. Also, assistance can be given to owners of existing buildings to rehabilitate these buildings instead of acquiring and demolishing them. The net cost involved is shared three-fourths by the Government and one-fourth by the Borough; but improvements such as new streets and utilities can count as part of the Borough's share. All of the cost of project planning is advanced by the Government, with the Borough not having to pay any part of this unless the projects involved are approved for execution, in which case the planning cost is shared along with the rest of the project costs.

Probably the central area and the Orchard Street area should have first priority as urban renewal projects. This will be more definitely determined in the near future, since the Borough has authorized consulting services

for the preparation of an application or applications for urban renewal planning funds.

The potential solution for problems of deterioration outside the urban renewal areas (and also a prerequisite for Government urban renewal aid) is the adoption and enforcement of a Housing Code. This is an ordinance which sets minimum standards for building maintenance and facilities, and would involve periodic inspections of buildings suspected to be substandard condition by an inspector or inspectors engaged by the Borough. Such a Code can be especially effective for individual aspects of housing condition, such as requiring that all housing must have private baths and central heating, since these would be specific conditions subject to easy evaluation, inspection, and enforcement. A Nonresidential Maintenance Code can also be adopted, as discussed further below.

#### Adequacy of Community Facilities

Unlike many urban areas where inadequate community facilities contribute to neighborhood blight, it is not considered that Matawan's neighborhoods have suffered substantially from lack of schools, parks, playgrounds, and the like. While the accompanying map shows proposals as developed thus far for facilities in addition to those now existing, these are not considered to have a

direct relation to housing or nonresidential structural conditions.

Steps Needed to Eliminate  
and Prevent Blight

Following up on the above discussion of potential solutions, it is suggested that the next step should be adoption of a Housing Code, perhaps with initial emphasis on particular requirements such as for private baths and central heating in all housing units. Action has already been taken to apply for Federal funds to plan one or more urban renewal projects in the problem areas as described above. At the same time, formation of an advisory committee concerned with problems of deterioration would be useful and, in fact, is again required for a prerequisite

for Federal urban renewal aid. This group could be instrumental in encouraging property owners outside the problem areas to make improvements voluntarily.

An additional code which might well be considered for adoption is a nonresidential maintenance code, as pioneered in New Jersey by East Orange. This sets standards for maintenance and also appearance of commercial and industrial structures. It has been found in East Orange that efforts to obtain voluntary compliance have been quite successful, and that merchants' associations, the Chamber of Commerce, and such groups can bring the pressure of opinion effectively to bear where a municipal inspector uses the code intelligently to point out where improvements should be made.



### RECOMMENDED ANNEXATIONS

Matawan Borough's original formation by the incorporation of a part of Matawan Township left some curious anomalies in the boundary lines between the two municipalities. This was further complicated later on by the Garden State Parkway, which follows a line cutting back and forth across the common boundary.

A large section of the Township, including roughly 350 acres, is completely isolated from the rest of the Township by an intervening section of the Borough. This section lies west of the Borough's Freneau section, and is bounded on its two other sides by Marlboro Township and Madison Township.

There is also, it is understood, one lot on Middlesex Road, completely within the Borough, which is actually part of the Township. This is too small to show on any of the usual maps of the Borough and the Township and presents only a legal quirk with regard to this one property.

The Garden State Parkway left another section of the Township physically isolated. This is the section along Aberdeen Road immediately below the continuation of Ravine Drive.

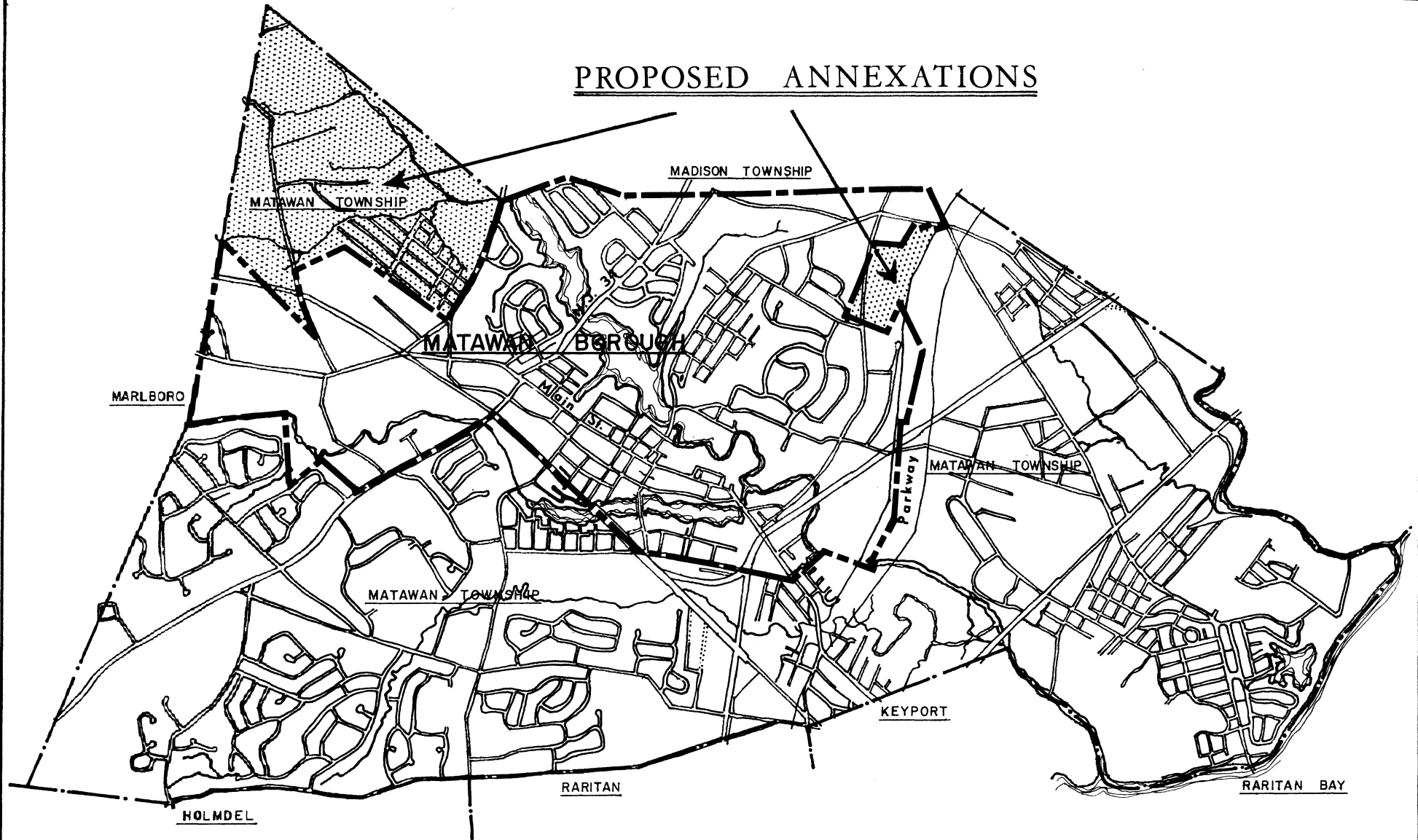
Under the Township's zoning and proposed new Master Plan, the section adjoining the Freneau area is to remain entirely in low-density one-family residential use, while the section on Aberdeen Road is to be developed for garden apartments which are, in fact, now starting construction.

It is recommended that the Borough and the Township try to reach agreement about annexing these sections to the Borough. The Township cannot effectively provide services for these isolated sections and it does not make sense for the Borough to furnish these services without being paid in taxes. It would also be more logical for the Borough to maintain planning controls such as zoning and subdivision regulations for these two areas.

As far as tax income is concerned, probably the advantages and the disadvantages of the two areas would balance out: the Aberdeen Road section may return some "profit" since it is being developed with apartments, but the Freneau section would run a "deficit" since this is a single-family area involving school costs.

Among additional reasons for the annexation, it would be clearly better for the Borough to have sole jurisdiction over maintaining Aberdeen Road. Also, the developer of the adjoining one-family house area is interested in the annexation in order to facilitate the completion of Union Street through to Aberdeen Road. In addition, if this section were in the Borough the developer could tie in with the Borough's sewer and water systems instead of trying to develop expensive connections across the Garden State Parkway.

# PROPOSED ANNEXATIONS



0 800 1600 2400

SCALE IN FEET

## MATAWAN BOROUGH & TOWNSHIP

PREPARED FOR THE BOROUGH PLANNING BOARD  
BOORMAN AND DORRAN, INC. — CONSULTANTS

THE PREPARATION OF THIS MAP WAS FINANCIALLY ASSISTED BY THE  
FEDERAL GOVERNMENT FROM THE "DEVELOPMENTAL ASSISTANCE  
PROGRAM" OF THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
AND THE STATE OF NEW JERSEY. THE MAP IS NOT TO BE USED FOR  
ANY PURPOSE OTHER THAN THAT FOR WHICH IT WAS PREPARED.  
THE STATE OF NEW JERSEY DOES NOT WARRANT THE ACCURACY  
OF THE INFORMATION CONTAINED HEREIN.

## V. CAPITAL IMPROVEMENTS PROGRAM

### INTRODUCTION

Matawan has recently adopted, following a new State directive, its first formal Capital Budget or capital improvements program. This is a six-year future program of anticipated capital expenditures--for items of buildings, improvements, or equipment having a relatively long life and suitable for financing by bonds--listed by priority and including a schedule of financing.

Since the Master Plan was not completed at the time the State required the adoption of the Capital Budget, which was in November 1965, there was no chance at that time to incorporate the proposals of the plan as would normally be done. We are now proposing an expansion of this program which could be adopted in 1966 (the Capital Budget has to be updated every year in any event). By using the proposals of the Master Plan, the Planning Board can now become directly involved in helping the Borough Council with the Capital Budget, as required by the New Jersey Division of Local Government in its recent directive:

"The local unit (governing body) shall submit its capital budget to the Planning Board or other body engaged or concerned with capital planning or programming, pursuant to statutes."

At the same time, the capital improvements program is a means for testing the proposals in the Master Plan for their financial feasibility. The basic objective is to provide for necessary improvements while keeping taxes stable.

Before presenting the proposed capital program itself, the following sections indicate recent trends in the Borough's financial situation, as discussed in an earlier report to the Planning Board.

TABLE XVI  
ANALYSIS OF REVENUE AND EXPENSES, 1950-1964  
BOROUGH OF MATAWAN

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964
<b>Revenue</b>															
Surplus Revenue	\$ 18,000	\$ 22,000	\$ 25,000	\$ 35,000	\$ 45,000	\$ 30,000	\$ 30,000	\$ 25,000	\$ 32,500	\$ 52,000	\$ 50,000	\$ 65,000	\$ 50,000	\$ 75,000	\$ 97,000
Miscellaneous Revenue Anticipated	38,779	35,494	41,013	39,784	39,394	43,358	43,234	44,438	59,171	52,165	64,272	56,075	59,203	73,381	85,773
Receipts from Delinquent Taxes	15,626	17,020	11,649	12,713	14,684	15,551	13,597	15,181	15,777	19,109	29,392	32,832	35,069	40,121	62,418
Receipts from Current Taxes	184,251	185,649	219,326	255,956	243,041	252,506	275,890	317,924	393,248	490,327	529,009	639,548	650,735	789,126	896,196
Miscellaneous Revenue Not Anticipated	1,343	1,375	1,597	5,811	1,998	2,390	1,944	4,071	8,500	448	2,577	1,657	2,053	1,915	4,883
Extraordinary Revenue	2,144	1,096	4,830	3,037	2,750	2,897	1,631	3,819	1,937	6,141	3,002	3,690	8,903	14,005	21,573
Total Revenue	\$260,143	\$262,634	\$303,415	\$352,301	\$346,867	\$346,702	\$366,296	\$410,433	\$511,133	\$620,190	\$678,252	\$798,802	\$805,963	\$993,548	\$1,167,843
<b>Expenses</b>															
General Government	\$ 13,461	\$ 17,578	\$ 17,585	\$ 20,443	\$ 20,553	\$ 20,255	\$ 21,481	\$ 22,991	\$ 23,940	\$ 38,690	\$ 39,982	\$ 36,010	\$ 33,099	\$ 38,182	\$ 49,828
Public Safety	20,398	25,054	27,075	31,175	33,150	35,629	38,629	38,884	46,454	50,740	60,045	65,794	72,675	86,487	97,390
Streets and Roads	17,000	16,764	22,640	21,217	21,180	18,720	21,598	22,814	31,700	30,400	32,077	50,280	37,717	42,356	46,572
Sanitation	3,375	5,182	5,550	5,100	9,216	8,875	8,283	8,555	8,525	16,900	12,660	13,375	16,025	20,000	22,000
Health and Welfare	3,051	3,415	3,520	3,600	4,250	3,700	3,772	4,078	4,546	4,722	5,090	5,111	7,720	8,850	14,305
Recreation and Education	3,390	3,486	3,900	3,550	3,850	5,392	7,351	8,382	8,860	10,100	10,277	13,459	10,925	15,991	16,358
Contingent	800	800	600	700	550	550	550	550	1,000	1,000	1,000	500	500	500	2,500
Capital Improvements (Not Bonded)	3,225	3,375	3,624	2,398	4,027	2,450	4,000	2,500	2,500	2,200	30,250	12,714	4,000	43,100	37,100
Municipal Debt Service	17,551	15,118	13,709	10,312	11,018	6,740	5,510	6,200	8,000	21,161	12,148	11,409	14,765	14,333	20,945
Deferred Charges		750	1,850		1,500	1,500	5,742	271	1,602	5,630	7,272	21,602	46,509	19,516	4,640
Statutory Expenditures	926	1,477	1,531	2,521	3,729	3,910	3,697	3,905	3,975	4,232	5,172	7,607	7,746	8,574	20,242
<b>Reserve for Uncollected Taxes</b>															
Local District School Tax	112,450	108,291	117,001	153,060	169,977	165,725	164,542	175,178	225,350	293,748	340,659	400,867	420,831	482,930	579,627
County Tax	38,749	41,430	43,816	45,705	47,318	51,325	66,301	77,066	79,172	92,670	106,095	109,260	111,088	124,504	148,651
Extraordinary Expenditures		681									1,535			23	411
Bookkeeping Adjustments		( 1,100)				( 4,245)	( 234)	( 2,320)	( 4,451)	( 16,251)	( 32,555)	( 21,245)			
Interfund Advances							553	189	1,832	350	2,294	3,149	306		
Total Expenses	\$234,376	\$242,301	\$262,401	\$299,781	\$330,318	\$320,526	\$351,775	\$369,243	\$443,005	\$556,292	\$634,001	\$729,892	\$783,906	\$905,346	\$1,060,569
Excess to Surplus Revenue	\$ 25,767	\$ 20,333	\$ 41,014	\$ 52,520	\$ 16,549	\$ 26,176	\$ 14,521	\$ 41,190	\$ 68,128	\$ 63,898	\$ 44,251	\$ 68,910	\$ 22,057	\$ 88,201	\$ 107,274

Source. Annual Audit Reports.

## Revenue and Expense

Table XVI is a summary prepared by the Consultants from the annual audit reports and reviewed by the present Borough Auditor, Mr. Benjamin Litwin, of all Borough revenues and expenditures from 1960 through 1964. The table provides a valuable basis for future projections of revenues and expenses on which to base the Capital Budget.

The Revenue section of the table shows that the local property tax is the only important means available to the Borough for raising funds for municipal services. There is some State aid for schools which reduces the school tax, but this is comparatively minor. Present indications are that the State will adopt a broad-based (sales or income) tax as nearly all the other States have done, which could increase aid for schools; but how much this will help local property taxes is an open question.

On the Expense end of the table, there has been a strong rising trend in expenditures but probably not out of proportion with the increasing population and increased salary levels and other inflationary costs. School costs have shown recent sharp increases but do not appear to be running

away (at least up to the end of 1964): as of 1964, school costs were 56 per cent of total Borough expenses, compared to 54 per cent in 1960 and 48 per cent in 1950. The Borough's current lawsuit against the Township for recovery of \$85,825 school costs for 1963 and 1964, if successful, would in effect reduce costs for each of these years by about 8 per cent.

## Assessed Valuation and Tax Rate

Table IX in Chapter II above (following page 19) presents a breakdown of assessed valuations and the tax rate since 1963, when the basis of assessment changed to true value. A breakdown of the tax rate as between Municipal, School, and County is also shown.

There was a dramatic increase in this three-year period in the assessments of houses of four families or less, which comprise by far the largest part of the Borough's tax base. These increased nearly 30 per cent, or by about seven million dollars.

At the same time, apartment ratables increased sharply by over three million dollars. Added to the seven million dollar increase in four-family or less houses, the total increase was about ten million dollars

TABLE XVII  
TAX COMPARISON, MATAWAN BOROUGH AND  
SELECTED MONMOUTH COUNTY COMMUNITIES, 1962-1965

	1962		1963		1964		1965	
	General	Computed Taxes on a House With a True Val- ue of \$20,000	General	Computed Taxes on a House With a True Val- ue of \$20,000	General	Computed Taxes on a House With a True Val- ue of \$20,000	General	Computed Taxes on a House With a True Val- ue of \$20,000
	Tax Rate Per \$100 Valuation		Tax Rate Per \$100 Valuation		Tax Rate Per \$100 Valuation		Tax Rate Per \$100 Valuation	
Matawan Borough	2.69	<u>\$538</u>	3.07	<u>\$614</u>	3.09	<u>\$618</u>	3.13	<u>\$626</u>
Allenhurst	2.36	<u>472</u>	2.55	<u>510</u>	2.50	<u>500</u>	2.63	<u>526</u>
Asbury Park	3.51	<u>702</u>	3.52	<u>704</u>	3.59	<u>718</u>	3.91	<u>782</u>
Atlantic Highlands	3.60	<u>720</u>	3.21	<u>642</u>	3.35	<u>670</u>	3.39	<u>678</u>
Fair Haven	3.53	<u>706</u>	3.52	<u>704</u>	3.67	<u>734</u>	4.07	<u>814</u>
Highlands	3.44	<u>688</u>	3.42	<u>684</u>	3.70	<u>740</u>	3.92	<u>784</u>
Holmdel	2.20	<u>440</u>	1.81	<u>362</u>	2.34	<u>468</u>	2.31	<u>462</u>
Keansburg	2.92	<u>584</u>	3.13	<u>626</u>	3.30	<u>660</u>	3.52	<u>704</u>
Keyport	2.62	<u>524</u>	2.89	<u>578</u>	3.72	<u>744</u>	3.88	<u>776</u>
Little Silver	2.88	<u>576</u>	2.86	<u>572</u>	3.00	<u>600</u>	3.03	<u>606</u>
Long Branch	3.14	<u>628</u>	3.30	<u>660</u>	3.42	<u>684</u>	3.54	<u>708</u>
Marlboro	1.95	<u>390</u>	2.56	<u>512</u>	3.22	<u>644</u>	3.13	<u>626</u>
Matawan Township	3.08	<u>616</u>	3.08	<u>616</u>	2.87	<u>574</u>	3.32	<u>664</u>
Middletown	2.70	<u>540</u>	2.87	<u>574</u>	3.15	<u>630</u>	3.39	<u>678</u>
Monmouth Beach	3.44	<u>688</u>	3.49	<u>698</u>	3.81	<u>762</u>	4.13	<u>826</u>
New Shrewsbury	3.65	<u>730</u>	3.71	<u>742</u>	3.42	<u>684</u>	3.71	<u>742</u>
Ocean Township	2.76	<u>552</u>	2.79	<u>558</u>	3.06	<u>612</u>	3.57	<u>714</u>
Raritan	2.75	<u>550</u>	2.97	<u>594</u>	3.52	<u>704</u>	4.19	<u>838</u>
Red Bank	2.78	<u>556</u>	2.83	<u>566</u>	3.05	<u>610</u>	3.42	<u>684</u>
Rumson	2.66	<u>532</u>	2.80	<u>560</u>	3.00	<u>600</u>	3.26	<u>652</u>
Sea Bright	2.43	<u>486</u>	2.58	<u>516</u>	2.74	<u>548</u>	2.78	<u>556</u>
West Long Branch	2.93	<u>586</u>	3.07	<u>614</u>	3.22	<u>644</u>	3.20	<u>640</u>

Note: Assessed valuations are assumed to be 100% of true value.

Source: County Abstract of Ratables.

or about 40 per cent over the 1963 total valuation.

It is significant to note that both commercial and industrial valuations declined from 1963 to 1965. The figures strongly underline the importance of planning both for the expansion and strengthening of the central shopping area and of planning for an encouraging new light industry in the Borough.

The change in the tax rate since 1963 shows a dramatic reduction in the tax load for municipal expenses exclusive of school and county taxes. This rate dropped by 45 per cent in the three-year period. At the same time, the school tax rate climbed by 60 per cent, with the net result being a small increase in the amount of taxes paid by the Borough's property owners. There was evidently a sharp increase in school costs in 1965 over the 1964 figure shown in Table XVI.

As a conclusion from these figures, it is evident that the influx of new one-family homes has caused an increase in school costs which has offset the increase in assessments. At the same time, the influx of population has created a demand for expanded municipal facilities, and some additional

municipal expenditure will probably be necessary for these services to keep up with non-school needs.

Table XVII indicates that the Borough is in a comparatively favorable situation with respect to the total tax load on the property owner as compared with other near by communities. This comparison, which goes back to 1962, indicates that the actual amount of taxes paid by the owner of a house with a true value of \$20,000 increased between 1962 and 1963 and since then has remained quite even. Most other communities compared have had sharp increases, and a number of them have a tax load which is much higher than the Borough. In comparing these figures, it must be kept in mind that some of the rural Townships provide fewer services than the Borough, which offsets their lower taxes.

#### Bonded Debt

Table XVIII shows a comparison from 1960 to 1964 of the Borough's bonded debt as compared with the statutory debt limit. This limit is set on the basis of a percentage of assessed valuation.



TABLE XVIII  
SUMMARY OF OUTSTANDING DEBT AND DEBT LIMIT  
MATAWAN BOROUGH

<u>Year</u>	<u>Statutory Debt Limit</u>	<u>Net Borough Debt</u>	<u>Remaining Borrowing Power</u>	<u>Ratio of Net Debt to Debt Limit</u>
1950	\$ 170,107	\$ 67,500	\$102,607	39.7%
1951	177,875	54,250	123,625	30.5%
1952	185,087	42,000	143,087	22.7%
1953	192,194	50,200	141,994	26.1%
1954	198,244	36,000	162,244	18.2%
1955	203,142	54,500	148,642	26.8%
1956	207,577	96,000	111,577	46.3%
1957	212,248	376,254	None	
1958	218,250	390,641	None	
1959	223,960	542,895	None	
1960	229,497	1,605,268	None	
1961	233,272	2,108,886	None	
1962	743,420	719,200	24,220	96.8%
1963	1,252,841	801,041	451,800	63.9%
1964	971,425	807,544	163,881	83.2%

Source: Annual Audit Reports.

The shift in 1962 to assessing at full value created a considerable reserve of bonding capacity. This was reduced between 1963 and 1964 by a \$429,000 issue of sewer bonds made in 1964, as shown in Table XIX. However, according to the Borough Auditor an increase in bonding capacity is expected for 1965 of about \$200,000. This would leave a total present capacity of about \$360,000.

In examining Tables XVIII and XIX it should be kept in mind that all of the water bonds, and some of the sewer bonds, are self-supporting from user revenues. It is hoped that eventually all of the sewer bonds will be financed on this basis. The remaining bonds to be supported by the general tax rate consist only of street and general improvement bonds now outstanding which are under \$40,000, plus another \$40,000 bonds for fire trucks which have been authorized in 1965. This is a comparatively small amount of bonded indebtedness for a community of Matawan's size.

#### Past and Present Capital Improvements

In Table XX, an attempt has been made to summarize the actual Capital Improvements which the Borough has made since 1950. The figures are not easy to develop from the audit reports since they comprise a mixture of bonded

improvements, capital improvements not funded, and improvements financed out of the current expense budget. However, it is considered that the table gives a generally accurate picture of the Borough's past capital improvement programs.

Table XX shows that by far the largest expenditures for capital improvements have been for sanitary sewerage improvement (water system improvements are not included in this table since they are considered to be completely self-supporting). It is noteworthy that expenditures for street improvements have been generally low, indicating a substantial backlog of older streets in need of reconstruction and repair. It is also noteworthy that no capital expenditures have been made over the years for the development of park and playground facilities.

The table does indicate, however, that the Borough has already been carrying on a sizeable "capital improvements program," even though on a year-to-year basis without a formal Capital Budget looking several years into the future. Again, the Capital Budget process is only a means for planning ahead for capital improvements and does not necessarily mean more expenditures than would otherwise be made on an unplanned basis.

TABLE XIX

## SCHEDULE OF DEBT RETIREMENT (Principal and Interest)

## BOROUGH OF MATAWAN

Purpose	Original Issue		Interest Rate	Balance Dec.31,1963	Retirement 1964	Retirement 1965	Retirement 1966	Retirement 1967	Retirement 1968	Retirement 1969	Retirement 1970
	Date	Amount									
General-Issued											
Street Improvement Interest	8/1/59	\$ 10,000	3 %	\$ 2,000	\$ 2,000 60	\$					
General Improvement Interest	11/1/61	\$ 50,000	3.85%	\$40,000	\$ 5,000 1,540	\$ 5,000 1,348	\$ 5,000 1,155	\$ 5,000 963	\$ 5,000 770	\$ 5,000 578	\$ 5,000 385
Total-General					\$ 8,600	\$ 6,348	\$ 6,155	\$ 5,963	\$ 5,770	\$ 5,578	\$ 5,385
Water-Issued											
Water System Interest	6/1/55	\$ 9,000	2.5 %	\$ 1,000	\$ 1,000 13						
Water System Interest	7/1/58	\$ 10,000	3.6 %	\$75,000	\$ 5,000 2,700	\$ 5,000 2,520	\$ 5,000 2,340	\$ 5,000 2,160	\$ 5,000 1,980	\$ 5,000 1,800	\$ 5,000 1,620
Water Interest	7/1/58	\$ 30,000	3.6 %	\$15,000	\$ 3,000 540	\$ 3,000 432	\$ 3,000 324	\$ 3,000 216	\$ 3,000 108		
Total-Water					\$12,253	\$10,952	\$10,664	\$10,376	\$10,088	\$ 6,800	\$ 6,620
Sewer-Issued											
Sewer Plant Interest	11/1/53	\$ 23,000	2.2 %	\$ 6,000	\$ 2,000 132	\$ 2,000 88	\$ 2,000 44				
Sub Total-Sewer					\$ 2,132	\$ 2,088	\$ 2,044				
Sewer Capital Interest	2/1/64	\$429,000	3.65%			\$20,000 15,700	\$25,000 14,900	\$25,000 14,000	\$25,000 13,100	\$25,000 12,200	\$25,000 11,300
Total Sewer					\$ 2,132	\$37,788	\$41,944	\$39,000	\$38,100	\$37,200	\$36,300

Source: Annual Audit Reports.

TABLE XX  
SUMMARY OF CAPITAL IMPROVEMENTS (Approximate), 1950-1965  
BOROUGH OF MATAWAN

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964
Improvement to Fire Alarm System	\$ 500	\$ 650	\$ 649	\$ 648	\$ 750					\$ 1,450	\$ 2,500	\$ 2,500	\$ 1,000	\$ 3,000	
Improvement to Public Library Building	500	500	750	750	750	\$ 750	\$ 1,000	\$ 1,000	\$ 750	750	750	810	1,000		
Road Construction or Reconstruction with State Aid	2,225	2,225	2,225			1,200					11,000			5,100	
Improvements to Main Street				2,265	2,180	770									
General Street Improvements				5,205	3,285		13,269	10,500	22,250	1,241				25,814	\$30,000
Capital Improvement Fund				1,000	1,070	500	1,500	1,500	1,000		1,000			30,000	
Recreation and Voting Building Improvements						7,255	1,500								
Reconstruction of Building for Use as Borough Hall and Purchase of Furniture and Equipment											67,150	8,404			
Purchase of Fire Trucks							17,507		720			1,000	2,000	\$ 5,000	\$42,000
Improvement of the Sanitary Sewerage System													515,576	109,347	
	<u>\$ 3,225</u>	<u>\$ 3,375</u>	<u>\$ 3,624</u>	<u>\$ 9,868</u>	<u>\$ 8,035</u>	<u>\$10,475</u>	<u>\$34,776</u>	<u>\$13,000</u>	<u>\$24,720</u>	<u>\$ 3,441</u>	<u>\$82,400</u>	<u>\$12,714</u>	<u>\$519,576</u>	<u>\$178,261</u>	<u>\$42,000</u>

Note: Does not include water system improvements, which are supported by revenues.

Source: Annual audit reports and Borough Auditor.

### RECOMMENDED PROGRAM

Table XXI presents the additions to the Borough's present Capital Budget proposed as part of the Master Plan. The proposed additions are shown separately from the presently scheduled projects, which include water improvements, a substantial street improvement program, improvement of the Hamilton Road property on Ravine Drive as a lakeside swimming area, and purchase of a fire truck. Only water projects, which are financed by self-liquidating bonds and thus do not affect the general tax rate, are shown in the existing Capital Budget as future projects beyond 1966.

The additional projects proposed are as follows:

1. Widening Aberdeen Road and other street improvements. The Aberdeen Road construction is estimated roughly at \$30,000; an additional \$30,000 is allowed for miscellaneous improvements in the Master Plan such as the widening of Mill Road and the adjustment of local streets in the Washington Avenue area. The latter item, it is expected, would be repaid by special assessments or increased tax valuations.

2. Expansion of Borough Hall. The amount budgeted of \$35,000 would include either the acquisition of the adjoining property to the north of the present Borough Hall and its conversion to use for Borough offices, or the construction of a new second floor extension and the acquisition of two houses diagonally to the rear of the present building for added and expansion space.

3. Park and recreation area development, including the Crescent Place lakeside park, acquisition of the ravine areas proposed in the Master Plan, and a gradual start on the acquisition and improvement of the proposed 60-acre park on Matawan Creek.

4. Urban renewal contributions to the three potential projects suggested in the Master Plan. It is anticipated that the Central Area Project and Orchard Street Project could go into construction in 1968, and the North Main Street Project in 1971. The amounts shown as local contributions would not be all cash expenditures, but would include a series of site improve-

TABLE XXI  
PROPOSED CAPITAL BUDGET, MATAWAN BOROUGH, PROJECTS SCHEDULED FROM 1966-1971

PROJECT	Total Estimated Cost	SCHEDULED FOR YEAR					
		1966	1967	1968	1969	1970	1971
<u>Projects New In Budget</u>							
Water Improvement Project (Middlesex Plant)	220,000	220,000					
Street Improvement Program	210,000	210,000					
Improvements to Water Distribution System	200,000		200,000				
Purchase of Fire Truck	25,000	25,000					
Improvement to Hamilton Property for Recreational Purposes	20,000	20,000					
Water Improvement Program (Church Street Plant)	200,000				200,000		
Subtotals		475,000	200,000		200,000		
<u>Additional Projects Proposed</u>							
Widening Aberdeen Road and Other Street Improvements			60,000				
Expansion of Borough Hall	35,000		35,000				
Acquisition and Improvement of Crescent Place Lake- side Recreation Area	30,000		30,000				
Acquisition of Ravine Areas	20,000		20,000				
Acquisition and Partial Im- provement of 60-Acre Park on Matawan Creek	120,000		30,000	20,000	20,000	60,000	30,000
Urban Renewal Area Improve- ments and Contributions:							
Central Area Project	250,000			100,000	100,000	50,000	
Orchard Street Project	150,000			50,000	50,000	50,000	
North Main Street Project	100,000						100,000
<u>Totals</u>		475,000	375,000	170,000	370,000	160,000	130,000
<u>Totals Less Water Improvements</u>		255,000	175,000	170,000	170,000	160,000	130,000

TABLE XXII

CAPITAL BUDGET, MATAWAN BOROUGHESTIMATED DEBT SERVICE REQUIREMENTS BASED 1966-1971

<u>Year</u>	<u>Present Debt Service Schedule</u>		<u>Estimated Debt Service Schedule 1966 Projects</u>		<u>Estimated Debt Service Schedule 1967-71 Projects</u>		<u>Total Debt Service</u>
	<u>Principal</u>	<u>Interest</u>	<u>Principal</u>	<u>Interest</u>	<u>Principal</u>	<u>Interest (Approx.)</u>	
1966	5,000	1,155					6,155
1967	5,000	963	10,000	9,360			25,323
1968	5,000	770	10,000	8,960	8,500	7,000	40,230
1969	5,000	578	10,000	8,560	17,000	14,000	55,140
1970	5,000	385	10,000	8,160	25,500	21,000	70,045
1971	5,000	193	10,000	7,760	34,000	28,000	84,950

ments such as new streets and utilities which would be of benefit to the Borough even without the urban renewal projects.

These improvements count as part of the required local one-fourth share of the cost of the urban renewal projects. The increased tax ratables resulting from the projects would be expected to more than offset the local expenditures within the space of a few years, in any event.

The proposed projects are spaced over the individual years up to 1971 so as to spread the required expenditures evenly, and not to place an undue burden on the Borough's finances in any one year. After 1966, in which a program of \$255,000 outside of water improvements is already proposed, the annual expenditure for capital improvements is to be on an even level of about \$170,000, tapering off to \$130,000 in 1971.

It is believed that this level of capital expenditures can easily be supported by the Borough from annual increases in assessed valuations without involving any increase in the tax rate. For example, the 1966 program already projected by the Borough calls for about \$300,000 in general obligation bonds. The annual debt service for these bonds amounts to approximately \$30,000. This amount is completely made up by

the \$5,000,000 increase in assessments which is taking place in 1965, and which evidently set the scale of the proposed 1966 program.

By the same reasoning, the annual amount of new bonds proposed after 1966 of about \$170,000 results in an annual increase in debt service of about \$15,000, as shown in Table XXII. This can be supported by an annual increase in assessed valuations of about two and a half million dollars. It is considered that the Borough can maintain at least this rate of growth through 1971, while the proposed urban renewal projects can have an important effect in promoting continued growth after 1971.

To put an annual growth rate in assessments of two and a half million dollars in perspective, this is half the rate which has occurred in the Borough during the past two years. There are currently over 150 building permits outstanding for one-family homes which have not yet been built; this alone represents potential ratables of three million dollars, assuming a valuation of \$20,000 per house.

Additional apartment construction together with potential commercial and industrial development will represent further increases in tax ratables.



VI. ZONING ORDINANCE AND SUBDIVISION CONTROLS,

OFFICIAL MAP

ZONING ORDINANCE

Although Matawan's Zoning Ordinance is not in accordance with modern practice in all respects, it had a comprehensive revision as late as 1960 and especially since the Borough is now largely built up, is considered generally adequate for present needs. Some sections, such as the garden apartment controls added in 1962, are completely modern.

Rather than a complete revision and change in format, a series of additions and adjustments are proposed to the present ordinance, as follows:

1. Special Business Zone

The present ordinance contains only one zone applying to business uses, the General Business zone. This is adequate for the central shopping area with its closely spaced stores on small

lots, but it is considered that for the outlying areas now zoned for business use or proposed for this use under the Master Plan, additional controls are needed to require offstreet parking, separations from residential zones, and other features. Setting higher standards for these outlying areas will not only protect the adjoining residential sections, but will also encourage higher-valued development within the commercial sections themselves. The wording of the controls for the new zone are proposed as follows, subject to review and approval by the Borough Attorney:

SPECIAL BUSINESS ZONE

Uses Permitted

In the Special Business Zone no lot shall be used or no structure shall

be erected, altered, or occupied for any purpose except the following:

1. Residential uses permitted in the residential R-75 Zone under the same conditions and requirements governing size of lot, minimum area and setbacks as applied to such uses in said residential R-75 Zone.
2. All uses permitted in the General Business Zone except garages and auto repair shops.

#### Minimum Lot Area

Minimum lot area shall be 40,000 square feet, except that previously existing commercial buildings on smaller lots shall not be deemed to be nonconforming uses and may be rebuilt or extended within the other controls of this section.

#### Minimum Building Size

In order to assure that business development in the Special Business Zone will be of a substantial character consistent with the intent of this section, the minimum size of all commercial structures except accessory

buildings shall be 4,000 square feet in floor area.

#### Minimum Lot Width

Minimum lot width measured at the street line shall be 150 feet.

#### Front Yards

The minimum building setback from the front property line shall be 50 feet.

#### Side Yards

Minimum side yards shall be 15 feet, except that no side yard is required if a building has a common wall with a building on an adjoining lot.

#### Rear Yards

Minimum rear yards shall be 50 feet.

#### Setbacks from Residential Districts

No business building or use shall be erected or engaged in within 50 feet of any residential district. This minimum distance shall constitute a buffer area which, if wooded, shall remain wooded, and if open, shall

### 3. Multi-Family Zones

Since it is now proposed to limit apartments to certain sites rather than anywhere in the one-family zones as in the former zoning provisions, it will be necessary to set up specific new zones for this purpose. These will vary somewhat, according to what other uses can appropriately be permitted. As shown on Map 7 folded in to the back cover of this report, the recommended designations are as follows:

R50-2G. In the central area; to allow one and two family houses as well as garden apartments.

R75-G, R100-G. In outlying area, to allow one-family houses with 75 and 100 foot lot frontages as in the adjoining areas, as well as garden apartments.

R75-GO. For a tract on Route 34, where offices, motels, nursing homes, medical centers, and similar uses can be permitted in addition to one-family houses and garden apartments.

R100-GC. For a tract at the south end of Route 79 in the Freneau section. It is proposed that some flexibility of development be allowed in this desirable tract to produce good design

and maximum tax value. It is suggested that up to 20 per cent of the land area of this tract be allowed to be developed with garden apartments, and for the rest of the tract, one-family house lots be permitted to go down to 75 by 100 feet provided that the land reduction below a 100-foot lot frontage be devoted to permanent open recreation space (only buildable land to be counted in this calculation).

### 4. High-Rise Apartments

It would be premature to recommend detailed zoning controls on possible high-rise apartments as suggested at the north end of Main Street. However, the range of density should probably be between 50 and 60 units per acre. To make a more specific determination, and also to determine more detailed controls such as floor area ratio (relation between floor space and lot area), parking space, open space, and recreation space, it is recommended that if and when a zoning section is drawn up, the Federal Housing Administration be consulted. The FHA has developed a highly sophisticated system of Land-Use Intensity Standards which they will recommend for any particular area upon request. These standards are related to marketability for developers as well as the protection of the community.

## 5. Underground Wires

There has been a recent national trend toward requiring that electric and telephone lines be placed underground in residential developments, both to avoid the unsightly appearance of a forest of overhead wires and to avoid damage from storms. The Aberdeen East apartment development in the Borough was one of the pioneers of this trend, putting its wires underground even without any municipal requirements. The FHA has recently issued a new policy requiring underground wires for single-family developments as a prerequisite for mortgage insurance, unless convincing proof can be presented that this is not feasible.

It is recommended that the Borough immediately add a requirement for underground wires to its zoning provisions for Multiple Dwelling Groups and Garden Apartments. An example for the need for this is the new development off Main Street at Cartan Lane, where electric poles have particularly bad locations and unsightly effects on the apartment yards.

For single-family homes, it is too late to make this requirement for most sections of the Borough. However, there is still a considerable amount of land available for development in the Freneau section, and it would probably be worthwhile to add a requirement for underground utilities to the Subdivision Ordinance to apply to this future development.

## 6. Historic Area Zoning

Matawan's central area has the unique and irreplaceable advantage of a number of historic homes of fine architectural character. Some of these are in the path of potential commercial and apartment development. At present, the Borough can do nothing to prevent the demolition or remodeling of these historic buildings.

Considering ways to preserve some of these structures is not only a sentimental idea. Real estate values in Matawan have a relation to the unusual character and appearance of the Main Street area. The Borough could lose an important competitive edge in attracting and maintaining sound development if it loses this unique feature.

It is proposed that a new section be added to the Zoning Ordinance declaring the central area of the Borough between Lake Lefferts, Matawan Creek, Lake Matawan, the Township boundary, and Route 34 to be a Historic Zone. Within this zone, review by the Borough would be required before any structure of over a certain age is demolished or altered on the outside. The Borough would be able to enforce its decisions by withholding building permits or demolition permits (the latter permits are not now required but should be in any event, as a matter of general good practice).

The legal validity of such a zoning control has been upheld in a number of areas of the country such as New Orleans. At least two other New Jersey communities have such controls in effect, the Borough of Millstone and the Borough of Cape May.

It is suggested that a special committee be appointed to determine what age would constitute a historic building, and to set up an appropriate review board. This would probably not be the Planning Board but a special body created for the purpose. In the meantime, it is recommended that the Borough immediately institute a requirement for demolition permits so that there will be notification when a building is to be demolished and at least informal persuasion can be brought to bear before the formal procedures are established.

### SUBDIVISION ORDINANCE

The Borough's Subdivision Ordinance, which has the primary purpose of setting standards for one-family residential developments, is considered to be adequate except that not enough plan information appears to be required from the developer before the plans are finalized.

Most present-day Subdivision Ordinances require three stages of submissions: sketch plat, preliminary plat, and final plat. Matawan's ordinance skips the second stage, and does not require a preliminary plat submission. While this is no serious problem in itself, especially considering the small size of the Borough, there is a strong need to increase the submission requirements of the sketch plat, so that the Planning Board can see what the development is to be and make review changes where appropriate before the plans are drawn up in the detail required by Final Plat. This would also be of advantage to the developer in saving the cost of redoing final work if the Planning Board should not accept some part of a Final Plat.

It is proposed that wording be added to the requirements for the sketch plat submission under Article VI, Plat Details, to require that for proposed major subdivisions the sketch plat shall be drawn at a scale not less than 200 feet to the inch, and that the proposed street and lot layout, but not necessarily drawn precisely or to exact scale, be submitted together with topographic contours at an interval of not greater than two feet elevation, that the proposed general plan of utilities be submitted, and that natural features such as streams and wooded areas be indicated.

With these added requirements, the Planning Board can institute a new policy of conducting a planning review at the sketch plat stage and discussing the plan with the developer before he moves ahead with his final engineering.

### OFFICIAL MAP

The Master Plan provides the basis for the Borough to adopt an Official Map, under the State Official Map and Building Permit Act of 1953. This would have the following advantages:

1. Areas proposed for parks, the proposed school site, and ravine preservation could, by inclusion in the Official Map, be held out from building for a period of one year after an application for subdivision and development is submitted. The Borough is thus given time to acquire the property before development takes place.
2. The Borough is empowered to withhold granting a building permit on any street not shown on

the Official Map. Only streets are included on the map which have been accepted by the Borough and certified to be suitably improved.

3. The process of preparing the map would clarify the status of all streets and public rights-of-way in the Borough. There are a number of "paper" and partly improved streets at present.

The map can readily be prepared from the base map developed from this Master Plan. As indicated, some investigation of the status of streets is probably needed; plus perhaps some further field investigation to specify the boundaries of the ravine areas recommended for eventual acquisition.

## VII. CONTINUING THE PLANNING PROGRAM

Under the State Municipal Planning Enabling Act, the Planning Board may adopt the Master Plan after holding a public hearing. Such adoption does not give the Plan any actual legal force, with one exception as mentioned below. It does have the desirable effect of publicizing the Plan and encouraging its use as an effective guide for the development of the community.

The one exception under which the Master Plan, when adopted, has legal status is that all public improvements under the jurisdiction of the Borough Council as well as the Board of Education and County, State, and Federal agencies must then be referred to the Planning Board for review and recommendations. In practice it is doubtful whether such agencies as the State Highway Department would really refer their projects to the local Planning Board, but the provision would be binding at least on the Borough Council and the Regional Board of Education insofar as projects within the Borough are proposed. If the Planning Board turns down a proposed improvement, a vote of the majority of the full membership of the agency having

jurisdiction is required--for example, a majority of all the members of the Council or the Regional Board of Education, instead of only a majority of those present at the vote.

After the adoption of the Master Plan, or its acceptance whether or not it is adopted, the Planning Board has the further responsibility of keeping the Plan up to date by restudying it and making amendments from time to time. Probably a full restudy will not be required more often than once in five years, unless local circumstances change drastically. However, particular questions will undoubtedly come up in the meantime which will affect the Plan.

It is suggested that the Board should have continuing professional help for this, as well as for the site plan reviews proposed to be added to the Zoning Ordinance, for subdivision review, and for another function of the Board which is recommended as an important part of its continuing planning program: informal review of major variance applications submitted to the Zoning Board of Adjustment. It



is hoped that the Board of Adjustment will voluntarily set up an arrangement under which such applications would be referred to the Planning Board. "Major" applications would be those involving changes of use or larger-scale building projects.

The State has an aid program available for continuing planning, known as the "50-40" Program. The municipality must enter into a six-year arrangement for a stated level of expenditure annually, and the State contributes 50 per cent of this amount in the first year, 40 per cent in the second year, and so on through the six-year period. However, probably the cost of continuing professional services for the Borough would not be large enough to require the use of this program. We have discussed a nominal figure with local officials which would include attendance at meetings perhaps every other month together with the study of routine current planning matters as they come up.

As a final note, it is emphasized that the Master Plan is intended as a flexible guide. This flexibility cannot of course be overdone: the Plan is designed so as not to be vague or indefinite, but rather to include definite proposals. However, changing circumstances or alternate solutions can justify the revision of the Plan from time to time as needed.

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### ADDENDUM

In the Master Plan Map, Map 7, folded into this report, and in the second paragraph on page 29, a proposal is made to extend an existing commercial zone at the northwest corner of Main Street and New Brunswick Avenue to allow the improvement of an existing used car lot. This proposal is now rescinded since it has been called to our attention that the original variance allowing this used car lot was made on the understanding that the use would not be extended.

Boorman and Dorram, Inc., Consultants

SUPPLEMENT TO THE  
MATAWAN BOROUGH MASTER PLAN

Boorman and Dorram, Inc.  
July, 1966

This Supplement presents the revisions to the Master Plan report of December, 1965, which were made by the Borough Planning Board prior to the adoption of the Master Plan on July 5, 1966. Together with the wording of the changes made by the Board in the formal resolution adopting the Plan, the reasoning behind the changes is briefly explained.

The revised Master Plan Map accompanying this Supplement incorporates these changes.

REVISION 1. Garden Apartments are now not proposed to be allowed, and alternate uses substituted, in the following areas:

- a. The area at the southwest corner of Morristown Road and Ravine Drive, extending from

Morristown Road to the Middlesex Apartments. This area is designated instead for Special Business use.

- b. The property at the northwest corner of Morristown Road and Cross Road. This property is now designated for General Business use.
- c. The area on both sides of Main Street and extending across Mill Street and Broad Street, from the intersection of Main Street and Broad Street south-erly to the edge of the proposed General Business and Single Family areas adjoining this area. The area is now to be designated partially for General Business and partially for R-50B (one and

two-family residential) use, according to the separation of these uses under the present zoning.

- d. The areas west of Jackson Street extending to Lake Lefferts, east of Broad Street including both sides of Orchard Street, and on both sides of Main Street between Route 34 and Washington Street. The portions of these areas shown as "R-50-2G" in the Master Plan report are now designated for R-50B (one and two-family) use.
- e. The area on the westerly side of Route 34 north of the MacArthur Drive-Eisenhower Court residential area, now designated in the Master Plan report for "R-75-GO" use. This area is now designated for Special Business use.

#### Comments

Garden apartments are deleted as permitted uses in the areas described due partly to a preference by the Planning Board for other uses for the particular sites involved, and partly because of the opinions expressed at the Master Plan public hearings that the Borough should discourage additional apartment construction.

The sites referred to above as "a" and "e" are considered to have immediate development potential for Special Business use. For site "e", this potential use also includes motels and nursing homes as originally proposed by the Consultants; the Special Business zone has now been revised to permit these uses, as indicated under Revision 2 below. Site "b" is now proposed for General Business instead of Special Business use because of the small size of the parcel, and because allowing commercial use will open up the street intersection at this point, which has now dangerously restricted visibility due to a house at the extreme corner.

Areas "c" and "d" are located adjacent to the central shopping area, and are now densely built up with older one, two, and multi-family homes. The Planning Board prefers to defer any rezoning for apartments in these areas until such time as there may be a clear need to replace existing run-down structures.

REVISION 2. The proposed Special Business Zone is to have the following uses added as permitted uses: Motels, Professional Offices, and Nursing Homes.

Comments

This change is made particularly to allow these additional uses in the Special Business Zone for site "e" described above. However, these uses are not considered objectionable in any of the other Special Business areas proposed in the Master Plan.

REVISION 3. The proposed playground shown in the Master Plan report at the northeast corner of Church Street and Orchard Street is deleted and the area instead designated for R-50B (one and two-family residential) use, since urban renewal is now not proposed for this area.

Comments

The Planning Board attempted to determine the reaction of the residents of the Orchard Street area to the original Master Plan proposal for urban renewal action to help in the upgrading of housing conditions in this section. The prevailing opinion seemed to be the families were capable of improving their housing conditions by themselves, and that urban renewal was not desired. Since the original intention of the recommendation for urban renewal was only to help the families in this area, the Con-

sultants would suggest that if the residents later find urban renewal assistance to be desirable, the Borough could then consider this possibility further.

REVISION 4. The Addendum attached to the rear cover of the Master Plan report is rescinded.

Comments

The Addendum referred to an apparent agreement by the owner of the used car lot at Main Street and New Brunswick Avenue that he would not expand his use. On further investigation, no record of such an agreement can be found, so the original Master Plan recommendation that adding an additional property to this use would improve the operations of the used car lot and its relation to the surrounding areas now remains unchanged.

REVISION 5. The Edgemere Drive residential area on the southwest side of Route 34, including all that area shown in the Master Plan report as R-75 extending between Main Street and Lake Lefferts and the rear property lines of the properties on Edgemere Drive, is now designated for R-100 zoning.

ALEX (3)  
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- 4 -

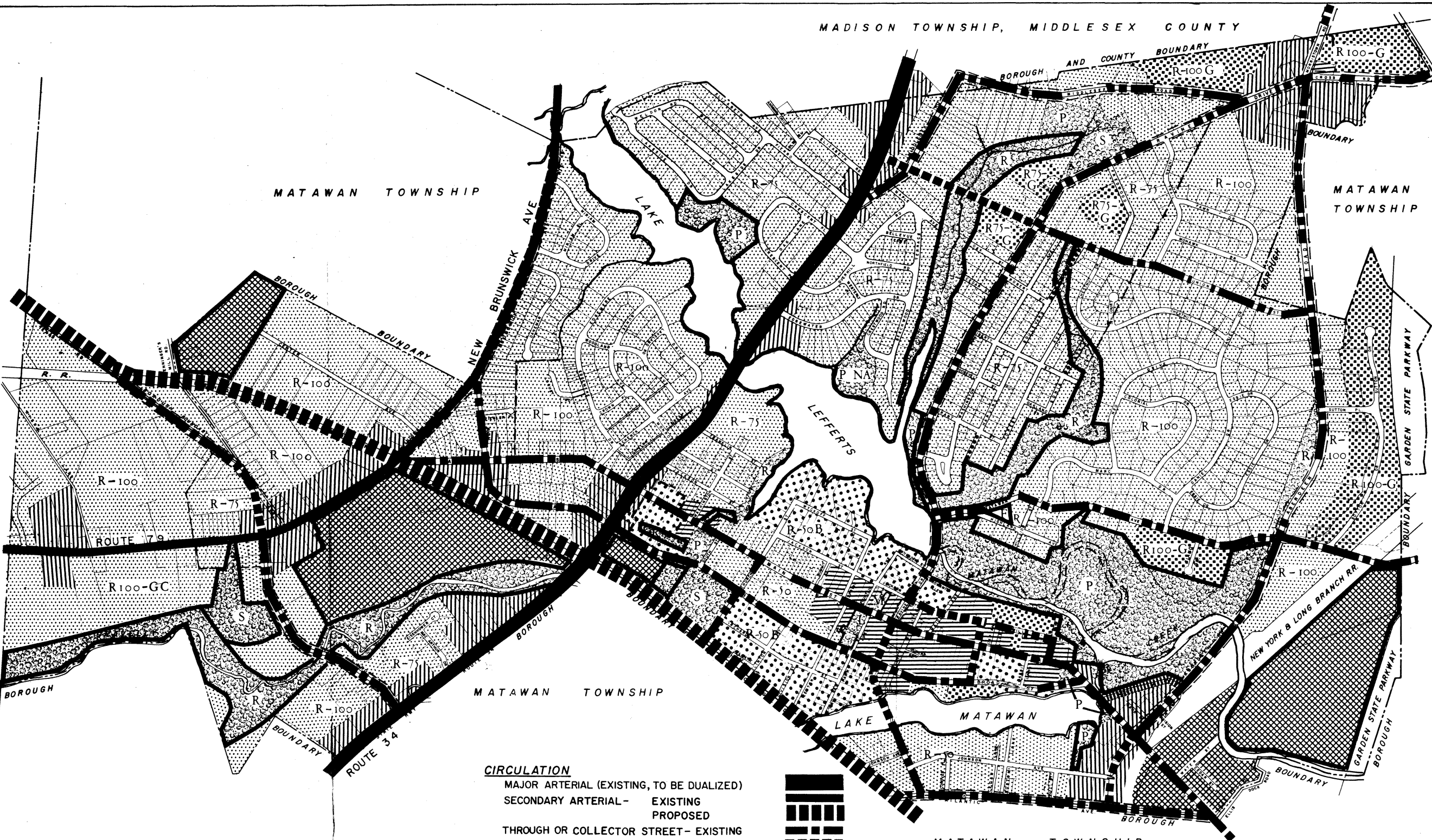
Comments

This zoning change is proposed in the light of recent information that this area is largely covered by deed restrictions running with the land that no less than 100 foot lots will be developed. This is now the prevailing pattern in the area, and is considered a desirable standard.

MATAWAN TOWNSHIP

MATAWAN TOWNSHIP

MARLBORO TOWNSHIP



# MASTER PLAN MAP BOROUGH OF MATAWAN MONMOUTH COUNTY, NEW JERSEY MATAWAN BOROUGH PLANNING BOARD

BOORMAN AND DORRAM INC. CONSULTANTS  
1965

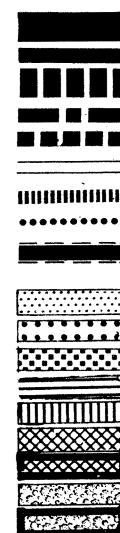
## CIRCULATION

- MAJOR ARTERIAL (EXISTING, TO BE DUALIZED)
- SECONDARY ARTERIAL - EXISTING  
PROPOSED
- THROUGH OR COLLECTOR STREET - EXISTING  
PROPOSED
- LOCAL STREET - EXISTING  
PROPOSED  
VACATE
- EXISTING, TO BE WIDENED

## LAND USE

- RESIDENTIAL - SINGLE FAMILY \*
- 1 AND 2 FAMILY \*
- 1,2, MULTI FAMILY \*
- BUSINESS - GENERAL  
SPECIAL
- INDUSTRIAL - GENERAL  
RESTRICTED
- PUBLIC - EXISTING  
PROPOSED

\* (R-50 ETC. REFERS TO PROPOSED ZONE)



## COMMUNITY FACILITIES

- SCHOOLS
- MUNICIPAL BUILDING
- LIBRARY
- PARKS
- PARK - NEIGHBORHOOD ASSOC.
- RAVINE AREAS
- FIRE HOUSES

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L  
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F



0 300 600 900 1200  
SCALE IN FEET

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE HOUSING AND HOME FINANCE AGENCY, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED. THE REMAINDER HAS BEEN FINANCED BY LOCAL FUNDS AND BY AN APPROPRIATION OF THE STATE OF NEW JERSEY, AS PART OF THE CO-OPERATIVE GOVERNMENTAL PLANNING PROGRAM.

REVISED: JULY 1966

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ALEX ②  
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