Visioning: A Tool for Community Buy-in

HAZLET FACTS
- Located in central New Jersey
- 5.6 square miles
- 21,000 residents
- Developed suburban community

PURPOSE
- To develop a general vision for the entire township
- To develop a detail vision for four specific focus areas
- To guide development while setting priorities for land preservation
**PROCESS**

- Preparation
- Stakeholder Workshop
- Refinement
- Public Workshop #1
- Synthesis
- Public Workshop #2
- Revision
- Final Presentation

**OUTREACH MECHANISMS**

- Announcements made at public meetings
- Chairman met with various Township groups
- Flyers
- Municipal website
- Newspaper press release

**TOOLS**

- Stakeholder Workshop
- Public Workshops
- Community Questionnaire
- Community Vision Survey
- Visualizations
- Table Breakout Sessions
- Mapping Exercises
- Interactive Stations
- Public Hearing

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**Hazlet Township Vision Zero**

Hazlet Township has been awarded a $200,000 grant from the New Jersey Office of Statewide Planning (NJOSP) to prepare a Community Vision Plan. To achieve a community vision, Hazlet will be planning consultant Maser Consulting, Inc., will hold a series of public workshops with residents and community stakeholders to identify the community’s vision for the future. The vision will be shared with the public through meetings and an online plan to use in future planning efforts.

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**Lunch**

Go to [www.hazletwp.org](http://www.hazletwp.org) to take the community questionnaire.

Make your voice heard!
STAKEHOLDER WORKSHOP

- Beta test
- Allowed for in-depth feedback
- Encouraged two-way dialogue

COMMUNITY QUESTIONNAIRE

- 40 questions
- Online questionnaire
- Link on municipal website
- Tallied by Zoomerang
- Also provided hard copies

PUBLIC WORKSHOPS

- Project Introduction
- Session #1 Big Picture
- Community Vision Survey
- Session #2 Community Vision
- Report Back
- Lunch
- Session #3 Mapping Exercises
- Group Presentations

COMMUNITY QUESTIONNAIRE

- Most useful questions:
  - Describe Hazlet in 3 words.
  - Describe the characteristics of a community you would like to live in.
  - Where should new development and redevelopment occur in the future?

How do you rate the aesthetic quality of Route 96?
COMMUNITY VISION SURVEY

- PowerPoint tool that uses pictures to gain a sense of residents feel is appropriate for the future
- 7 categories
- Two types of questions

TABLE BREAKOUT SESSIONS

- Series of questions on slips of paper
- Round tables of 6 to 8 people
- First answered question individually
- Discussed answers as a group
- Prioritized or ranked answers

VISUALIZATIONS

- Urban Advantage
- Purchase on the internet

TABLE BREAKOUT SESSIONS

- Ranking visions prioritize the actions
- Required groups come to a consensus
- Brought in element of reality
MAPPING EXERCISES

- Each focus area had a station
- Residents allowed to choose which focus area they would work on
- Broke into 3 simple tasks

INTERACTIVE STATIONS

- Utilized to get feedback from residents on draft documents
  - Vision Statements
  - Vision Plans
  - Goals & Indicators

PUBLIC HEARING

- Presented final report to Planning Board
- Open for public comment
- Planning Board officially adopted report & its visions

PRODUCT

- Vision statement for entire Township
- Vision statement for each focus area
- Goals, Indicators & Actions
- Next steps
**LESSONS LEARNED**

- Must have a local champion
- Core team
- Multiple types of outreach
- Keep it simple
- Celebrate achievements

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**UPPER TOWNSHIP FACTS**

- Located in southern NJ
- 68.5 square miles
- Limited areas of public water and sewer
- 12,000 residents
- Rural in character, large areas of environmentally-sensitive land

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**UPPER TOWNSHIP FORM-BASED CODE**

**PURPOSE**

- To implement land use objectives delineated in the Land Use Element
- To steer development into designated centers, away from environmentally-sensitive lands
- To limit sprawl
**PROCESS**

- Background Analysis & Preparation
- Workshop #1
- Analysis
- Workshop #2
- Refinement
- Public Presentation

**OUTREACH MECHANISMS**

- Announcements made at public meetings
- Flyers
- Municipal website
- Newspaper press release
- Banners

**TOOLS**

- Project required visual tools:
  - Questionnaire
  - Mapping Exercises
  - Workshops
  - Public Presentation
  - Sketch-Up

**WORKSHOPS**

- Introduction to the project
- Community Vision Survey
- Lunch & Questionnaires
- Mapping Exercises
- Group Presentations
**QUESTIONNAIRE**

- 34 questions
- 8 categories
  - Vision for the future
  - Transportation & mobility
  - Parks & open space
  - Existing physical characteristics
  - Housing
  - Commercial & retail

**Mapping Exercises**

- Susceptibility to Change
- Mobility & Connections
- Buildings & Locations
11/23/2010

**MAPPING EXECUTION**

- Buildings in the TCC Zone are required to be a minimum of 2 stories and 35’ in height. They are also shown closer to buildings that require mixed-use codes by providing a two-story entrance with a private second floor.

- Buildings in the TCC Zone are required to have facade offsets every 30’ to break up long walls and provide a smaller view field for Marmora’s Town Center.

- Buildings in the TCC Zone are permitted along certain streets to have windows, as well as signs and porches, that project out from the building over the sidewalks.

**SKETCH-UP**

- 3D Visualization Tool
- Illustrate new bulk standards
- Helped residents to visualize new development

**PUBLIC PRESENTATION**

- Presented final report to Planning Board
- Open for public comment
PRODUCT

- Vision Statement
- Zoning & Standards
- Street & Circulation Standards
- Open Space & Park Standards
- Signage Standards
- Architectural Guidelines

LESSONS LEARNED

- Educate
- Make sure you have a local advocate
- Don’t delay project

INFORMATION

- Center for Rural PA
  - http://www.rural.palegislature.us/

- Hazlet 2030 Vision
  - http://hazlettwp.org/

- Upper Township Form-Based Code