

## Vision Statement

The Eastampton Township's growth is balanced with the protection and preservation of its history, unique character, scale and proportion enhances the quality of life for Eastampton Township's residents by:

- Protecting the environment and natural resources
- Preserving important agricultural lands and open space
- Creating a town center anchored at the crossroads of Monmouth and Woodlane Roads
- Having a safe, well-connected walkable and bikeable community
- Achieving aesthetically pleasing, environmentally and economically sustainable development and redevelopment
- Expanding and strengthening the local economy and the municipality's tax base to provide needed jobs, goods and services
- Promoting Eastampton Township as a regional recreational destination that capitalizes on major recreational amenities, such as Burlington County's Smithville Park and Rancocas Valley Regional High School's athletic fields
- Providing safe, code-compliant housing stock that meets the needs of a diverse cross-section of households and household incomes
- Improving and carefully expanding the municipality's infrastructure, services and amenities that meet current and future needs

## Context for Vision

The following distinct geographical areas contribute toward Eastampton Township's unique history, physical character, scale and proportion:

- Southern End of Eastampton Township – Rancocas Creek, Historic Smithville, Smithville Park, Surrounding Preserved Farmland, Rancocas Valley Regional High School Sports Complex, and Low-Density Residential Development

As early as 1790 the Rancocas Creek was used as a power source to operate "Parker Mill". In 1831 the mill property was sold to Jonathan and Samuel Shreve, who expanded the mill area to increase water flow to operate a cotton spinning and weaving factory, a spool cotton factory and several other businesses. With their businesses prospering, the Shreves developed the area known as Shreveville with a mansion, 60 worker houses, a general store, blacksmith shop, machine shop and storage sheds. With the advent of steam power that led to the decline of rural water-powered industries and the rise of urban-based industries around 1850, the Shreves found their businesses suffering leaving them in almost \$1 million in debt and declining health. In 1858 after their deaths, the property sold and remained idle until after the Civil War ended.

During 1865, Hezekiah B. Smith purchased 45 acres of Shreveville to develop a model company town. By the late 1870s “Smithville” began to take shape having factories, shops, a foundry, a schoolhouse, a park and accommodations for 250 persons. Residents could recreate at the village park and picnic grove. Cultural events occurred in the village opera house. In 1878, Smith’s company was incorporated as the “H.B. Smith Machine Company” that manufactured woodworking machinery, which included 150 different styles of machines, and held over 30 patents. At one point in time, the company produced one-quarter of the nation’s woodworking machinery.

George W. Pressey invented the American Star Bicycle, characterized by a small wheel in the front to avoid tipping forward and a large wheel in the rear in 1880. H.B. Smith Machine Company manufactured the Star Bicycle. The company offered tricycles in 1887 and 1888, and patented a steam tricycle in 1889. Smith passed away on November 3, 1887. Nevertheless, the company continued to operate.

Arthur Hotchkiss, an inventor, arrived at Smithville and in 1892 received a patent for a bicycle railroad, a monorail on which a matching bicycle could be ridden. He contracted with H.B. Smith Machine Company to manufacture it. The initial track ran 1.8 miles from Smithville to Pine Street in Mount Holly. It was completed in time for the 1892 Mount Holly Fair. Its purpose was to enable employees to commute quickly from Mount Holly to the factories at Smithville. By 1897 ridership declined, and the railway subsequently fell into disrepair.

The company was hit hard by the Great Depression, never really recovering. It continued to operate as Smith Machine of Pennsylvania producing drum sanders. Subsequently, the company sold its assets to Machine Services Corp. of Reading, Pennsylvania and closed.

H.B. Smith was instrumental having the New Jersey State Legislature creating a new township under Senate Bill #14. On March 9, 1880, Eastampton was officially incorporated as a township.

In 1975 Burlington County purchased Smithville and created the first park in the county. The County has subsequently acquired additional land expanding the park to its current 312 acres, including parcels located within the Rancocas Creek flood plain. Twenty-five buildings of Smithville survive, including the Smithville Mansion, three worker’s houses, the machine shop, the dairy barn, and the planar/pickling shop used in the metal-finishing process. Today, the County Park is known as the Historic Smithville Park and Smith’s Woods.

In 2009, the Rancocas Valley Regional High School acquired approximately 88 acres of farmland along Powell Road next to Smithville to create its

outdoor sports complex. Currently, the complex consists of soccer and field hockey fields, baseball and softball fields, parking areas, a field house, and a maintenance building. Mill Creek Road provides access to the sports complex from its intersection with Powell Road. A mix of individual homes, small residential subdivisions, large wooded and open lots with homes, and very large lot with a mix of residential use and commercial use (used for construction and heavy equipment dealer) occupy the lands that front along the southern side of Powell Road extending westward from the Rancocas Valley Regional High School Sports Complex.

Along the Rancocas Creek within or near its flood plain are older homes on a variety of large and very large lots, most of which are wooded. The homes on the northern side of the Rancocas Creek gain access from private roads, one of which intersects Mill Creek Road and another (Gerber Lane) connects to Powell Road. The homes located south of the Rancocas Creek are accessed via private roads that intersect public roads: Lake Drive that intersects West Railroad Avenue; directly from Railroad Avenue; and Shreve Street which is the extension of West Railroad Avenue in neighboring Mount Holly Township. A residential development with lot sizes that are around one acre exists in the vicinity of West Railroad Avenue and Smithville Road, and the historic Smithville Methodist Episcopal Church is located at the intersection of these two streets. Homes on large lots front along the southern end of Smithville Road.

Across West Railroad Avenue in the southwestern corner of the Township is a portion of the former Mount Holly Landfill, which has been closed and improved with a large solar voltaic array.

Approximately 88 acres of preserved farmland, which is used by the Clarksville Sod Farm, occupy the area along both sides of Powell Road that is east of Smithville Road. High-tension electric towers and lines traverse the farmland in a north-south direction eventually crossing the Rancocas Creek. Before it intersects Route 206 farther east, Powell Road has low-density housing developed along the road's southern side. Powell Run, which flows north to south parallel to Route 206 and empties into the Rancocas Creek, delineates the eastern edge of the southern end of the Township.

The landscape of the southern end of Eastampton Township is characterized by significant amounts of open space, farmland, parkland with historic sites, waterways, and, generally, low-density housing development.

- Central Portion of Eastampton Township – Town Center at Crossroads of Monmouth Road and Woodlane Road, Residential Subdivisions and Multifamily Complexes, and Open Space

After the Second World War concluded and soldiers returned to the States, New Jersey experienced a wave of suburban growth. Eastampton, which was an agrarian-based community consisting mostly of farms and woodland, began to grow with small, detached single-family homes built along sections of Monmouth and Woodlane Roads, essentially as an expansion of neighboring Mount Holly Township. Small-scale commercial development was established at the crossroads of these two county routes. In the 1960s and '70s garden apartment complexes were built near the crossroads.

The 1970s ushered in a significant growth phase of development for Eastampton Township. Farms and woodlands between Woodlane Road, Smithville Road and Powell Road were developed into tract single-family subdivisions. With this trend continuing into the 1990s, residential developments such as Carriage Park, Eastampton Farms, and Vistas transformed Eastampton into a bedroom community. The residential development constructed from 1970 to 1999 comprises more than three-quarters of the current housing stock in Eastampton Township. The Eastampton Community School (Pre-K to eighth grade), the Manor House (municipal offices), Buttonwood Park, and Cliver Park are nestled within this section of the Township.

In 1998, the Eastampton Township Joint Land Use Planning Board adopted the Land Use Plan Element (LUPE) of the Master Plan. The goal of the LUPE was to create a town center with a mix of commercial and high-density multifamily housing anchored at the crossroads of Monmouth and Woodlane Roads. From 1998 to 1999, the town center was designated an area in need of redevelopment and a redevelopment plan was adopted to create the town center. Because developer interest in building more detached single-family homes remained strong into the 2000s and the new focus was to create a town center instead of more suburban sprawl, the Eastampton Township Council decided to acquire land to remove its development potential by permanently preserving it as open space. In 2002, with financing consisting of a combination of bonding and county and state grants, the Township Council purchased a 212-tract of undeveloped land located within the triangle formed by Monmouth, Smithville and Woodlane Roads. This wooded parcel of land is now on Eastampton's Recreation and Open Space Inventory.

To meet its 1987-1999 state-mandated affordable housing obligation, Eastampton Township agreed to have a 25-acre parcel of land developed as a 100% affordable multifamily housing development situated between existing garden apartments and the former Gregory's department store, both of which are located along Woodlane Road in the town center. In 2002, Eastampton Urban Renewal Associates, LP completed the 100-unit affordable housing project.

During the late 1980s, the townhouse development Eastampton Mews (87 dwelling units) and the apartment complex Eastampton Gardens (238 dwelling units) were developed along Mount Holly-Jacksonville Road, which forms the municipal boundary shared with Westampton Township. Eastampton Mews is situated at the northeastern corner of Woodlane Road and Mount Holly-Jacksonville Road.

In 2011 and 2012, the redevelopment plan for the town center was amended paving the way for mixed-use apartment and commercial developments located along Woodlane Road: one was the property on which the former Gregory's department store that was vacant and had fallen into an advanced state of deterioration was located; and the other was the portion of a site that contained a former automobile salvage/junk yard. Eastampton Place, which contains 116 apartment units and commercial space on the former junkyard site located southwest of Monmouth Road, was completed in 2018. Completed in 2020 Eastampton Place West, which is located on the former Gregory's site positioned northwest of Monmouth Road, contains 240 apartment units and commercial space.

Forming the eastern end of the town center, Eastampton Village, 113 dwelling units consisting of detached single-family homes, townhouses and apartment units, was constructed at the northwestern corner of Woodlane Road and Smithville Road from 2007 to 2023. A pad site for a commercial building sits undeveloped at the corner opposite The Olde World Bakery & Café. From 2017 to 2020, Eastampton Village II, which consists of 74 single-family dwellings, was constructed and occupied.

Just north of Eastampton Village II along the eastern side of Smithville Road on former farmland is the age-restricted housing development Venue at Smithville Greene (Venue). Consisting of 452 dwelling units (detached and attached single-family dwellings) on 148 acres, Venue is nearing completion. The commercial uses having at least 15,000 square feet of commercial space are supposed to be developed at the southern corner of Venue along Woodlane Road. To date no commercial development has occurred.

The central portion of Eastampton Township is typified by the concentration of housing developments, commercial and higher density residential development in the vicinity of the crossroads of Monmouth and Woodlane Roads, and wooded open space between Monmouth, Smithville and Woodlane Roads.

- Northern Portion of Eastampton Township – Woodlands, Wetlands, Farmland and Rural Housing

The northern portion of Eastampton Township extends from Mount Holly-Jacksonville Road in the west to Smithville Road in the east north of

Monmouth Road, and from sections of Oxmead Road and the municipal boundary shared with Springfield Township in the north to an eastern section of Monmouth Road and the town center to the south. Little development exists in the northern portion of Eastampton Township. A few scattered homes are located along Mount Holly-Jacksonville Road and Oxmead Road. More development exists along the eastern section of Monmouth Road. A few houses and commercial uses exist along this county highway. With regard to commercial uses, situated along the northern side of Monmouth Road beginning in east are a restaurant at the corner of Monmouth and Smithville Roads, a former trucking operation that contains a vacant small light industrial building, a facility for horse boarding and riding lessons, a landscape mulch and stone retailer. A small concentration of detached single-family dwellings exist at the northeastern corner of Monmouth and Smithville Roads. A house of worship and a few detached single-family dwellings are located west of the landscape mulch and stone retailer. On the southern side of Monmouth Road opposite the landscape mulch and stone retailer are a small-scale trucking operation with residential dwellings, and a house of worship. The Rancocas Valley Regional High School Annex, which is housed in a former Eastampton Township elementary school, is located at the southeastern corner of Monmouth and Smithville Roads.

The predominant features within the northern portion of the Township are woodlands and wetlands. In the northwestern area along Mount Holly-Jacksonville and Oxmead Roads is preserved farmland. The high-tension electric towers and lines extend from the central portion of the Township across Monmouth Road and traverse diagonally through the northern portion exiting Eastampton and entering Westampton at Mount Holly-Jacksonville Road.

The landscape of the northern portion of Eastampton Township is described as rural, dominated by woodlands, wetlands and farmland. Housing is scattered along the roads that delineate the northern portion. Some commercial development is located along Monmouth Road.

- Eastern Edge of Eastampton Township – Commercial and Light Industrial Development, Woodland and Open Fields, and Some Housing

Eastampton Township's eastern edge is a distinct narrow strip delineated by Route 206, which is the municipal boundary shared with Pemberton Township, to the east, and Powell Run and an unnamed stream, both of which flow into the Rancocas Creek, to the west. Commercial and light industrial uses extend throughout the eastern edge. North of Woodlane Road is a variety of non-residential facilities: automobile towing and repair services; retailer of indoor and outdoor furniture, outdoor structures and woodwork; small and large light industrial buildings; agricultural service and

product retailer; solar voltaic array; and a union hall. In 2023, a 345,000-square foot warehouse was completed and, as of this writing, was in the process of being occupied by the Glendale Warehouse Corporation.

The section south of Woodlane Road to Powell Road contains a mix of commercial and light industrial facilities, individual homes on large lots, and wooded parcel of land. Commercial uses include a motel and a gas station. A light industrial use that specializes in landfill capping, groundwater protection, vapor barriers and gas collection, and related services exists along this section.

South of Powell Run to the municipal boundary shared with Southampton Township are woodlands intermixed among commercial, light industrial and residential uses. Just south of Powell Road is a small grouping of stores exists Commercial uses include a small grouping of stores. A detached single-family dwelling and garage with the remnants of former landscaping company is next to the stores. Farther south are a heavy equipment sales and services facilities and a detached single-family dwelling, the latter being located next to the Rancocas Creek. A mobile home park, which envelopes two commercial properties (one is a towing service and the other is a garage) fronting along Route 206, extends from the southern side of the Rancocas Creek toward the vicinity of East Railroad Avenue. At the southernmost area fronting along Route 206 and East Railroad Avenue are detached single-family dwellings.

The eastern edge of Eastampton Township has three distinct characteristics. The northern section to the vicinity of Woodlane Road is described as emergent commercial and light industrial development. Farther south from Woodlane Road to the Rancocas Creek is an underdeveloped stretch with some small-scale commercial uses, some residences and a light industrial use. The southernmost section is residential with a couple of commercial uses.

### Vision Strategies and Actions

Eastampton Township envisions the way in which to enhance the quality of life for its residents is by balancing the community's growth with the protection and preservation of its unique history, physical character, scale and proportion. To work toward realizing this vision, nine primary strategies were identified in the vision statement. Specific actions for each strategy recommended for realizing Eastampton's vision were derived from the public input obtained from the online visioning survey.

#### *Strategy A – Protecting the environment and natural resources*

The results of the survey indicated overwhelming support for protecting the environment in Eastampton, with 65% to 90% of respondents wanted to protect flood plains, freshwater wetlands, stream corridors, woodlands, farmland, stormwater recharge areas and endangered species habitats. Only steep slope protection received less than 50% of support, registering about 44%. Respondents valued many types of natural features of the community, such as farmland, various types of wildlife habitat, open space, parks (specifically Smithville Park), woodlands, and waterways. Almost 90% of those who took the survey felt that was extremely important or very important to preserve remaining farmland and open space in the Township. Approximately 58% of the respondents thought that it was important to extremely important to enact a local water conservation ordinance, while almost 19% felt such an ordinance was somewhat important and approximately 23% thought it was not important. Climate-change resiliency was determined to be a concern with approximately 81% of respondents indicating it was important to extremely important.

*Action A1* – Adopt and implement land development ordinances that protect the riparian area of streams and waterways within the Township and prohibits development within the 100-year flood plain of the Rancocas Creek, Barker’s Brook, Powell Run and the tributaries of these streams and waterways.

*Action A2* – Adopt and implement a land development ordinance that protects freshwater wetlands, vernal pools and aquifer recharge areas within the Township.

*Action A3* – Adopt and implement a land development ordinance that protects endangered habitats.

*Action A4* – Prepare an environmental resource inventory (ERI) that would be the basis for adopting and implementing Actions A1 – A4. Work with the Delaware Valley Regional Planning Commission to prepare the ERI.

*Action A5* – Preserve as much of the farmland and open space as feasible. Preserving this farmland will facilitate the attainment of most of the foregoing objectives.

*Action A6* – Plant disease resistant trees, and adopt and implement ordinances that require the replacement of removed trees in compliance with State regulations.

*Action A7* – Amend Township landscape design standards to require the use of native plant material and to avoid the use of invasive species for all development applications.

*Action A8* – Adopt and implement a water conservation ordinance.



Action A9 – Prepare a vulnerability assessment, which includes a build-out analysis of future development and an inventory of critical infrastructure, basing it on climate change-related natural hazard projections of the Township provided by the New Jersey Department of Environmental Protection. Prepare a policy statement on the consistency, coordination and integration of such vulnerability assessment with master plan elements. Develop and implement strategies and design standards to reduce or avoid risks associated with natural hazards.

Action A9 – Establish an ongoing program to educate the public about the importance of protecting the environment and critical resources including, but not limited to, the improper disturbance of vegetation and filling of wetlands and flood plains, preventing the discharge of toxic and hazardous pollutant into groundwater, conserving water and ways to conserve water, the importance of preserving farmland and open space, and the protection of other resources.

Strategy B – Preserving important agricultural lands and open space

Approximately 93% of the survey respondents felt is important to extremely important to preserve remaining farmland and open space, with almost 70% indicating it was extremely important. A majority of the survey results identified the “sod farms”, various parks and the “are between Woodlane Road and Monmouth Road” as targets for preservation. These areas have been permanently preserved as either farmland or open space that cannot be developed. Almost 57% of the respondents responded “no” to the Township changing its focus from preserving farmland and open space to improving preserved open space with recreational amenities. About 21% was unsure of changing focus, and almost 23% agreed with the Township changing its focus. Those who responded “yes” to improving preserved open space with recreational amenities provided an extensive amount of suggestions, with walking trails and bike lanes topping the list.

Action B1 – Continue partnering with the Burlington County Commissioners to preserve remaining farmland in the Township.

Action B2 – Continue partnering with the New Jersey Green Acres Program to preserve remaining open space, particularly environmentally sensitive lands and lands subject to flooding.

Action B3 – Increase the required minimum lot size for residential development supported solely by onsite septic systems in accordance with the Burlington County Wastewater Management Plan.

Action B4 – Analyze the suggestions obtained from the public survey for improving preserved open space and parks with recreational amenities, and

develop an Open Space and Recreation Plan Element that is based on the analysis.

Action B5 – To protect preserved agricultural lands and open space establish the ongoing educational program recommended for Action A9.

Action B6 – Undertake Action H1.

Strategy C – Creating a town center anchored at the crossroads of Monmouth and Woodlane Roads

About three-quarters of survey respondents indicated strengthening and improving the town center was important to extremely important. The top five types of businesses that should be encouraged in the town center were: restaurants, cafes and other eating and drinking establishments (80.0%); specialty retail stores and shops (52.3%); specialty personal consumption venues (49.2%); business/professional offices (47.2%); and entertainment venues within eating and drinking establishments (41.0%). In terms of residential development in the town center, respondents selected a mix of townhouses, standalone multifamily and multifamily over commercial uses (34.1%) as the top choice followed by townhouses (29.0%) and then a mix of townhouses and standalone multifamily (27.5%). About half of the respondents felt zoning incentives should be provided, on a case-by-case basis, for redeveloping obsolete, older properties in the town center; almost 22% were against such incentives while approximately 28% were unsure. To provide a zoning incentive for redeveloping older, obsolete commercial properties approximately 73% of respondents indicated permitting a mix of residential uses with commercial development was important to extremely important. A significant share of respondents (67%) indicated the current redevelopment plan for the northern and eastern quadrants of the town center at the crossroads should be updated. The respondents provided an extensive list of locations that required redevelopment.

Action C1 – Update the redevelopment plan for the town center with a focus on the crossroads. Redeveloping the crossroads area should achieve the following results:

- Rehabilitated deteriorated and dilapidated housing stock and buildings.
- Encouraged infill development that respects existing land use patterns and the arrangement, size, scale and proportion of surrounding existing buildings and structures.
- Encouraged the adaptive reuse of buildings so that they contribute toward satisfying local housing and business needs including, but not limited to, mixed uses, affordable housing, and emergent demand for new and expanding businesses.
- Developed and implemented a menu of financial incentives to encourage housing and building rehabilitation, infill development,

adaptive reuse of buildings, and preservation of historically significant buildings.

- Completed a “complete streets” analysis to identify: gaps in pedestrian and bicycle linkages needed to connect neighborhoods, commercial centers, recreational facilities and parks, and public facilities and services; and where traffic-calming improvements should be made to improve pedestrian, bicyclist and motorized-vehicular safety.
- Developed and implemented an action plan to strengthen and improve neighborhood commercial areas, working with the local business community.
- Adopted and implemented new design standards that require more aesthetic development and redevelopment.

Action C2 – Identify the crossroads area with signage and a landmark, such as a town clock or some other identifiable marker, as the “Eastampton Township Town Center.”

Action C3 – Actively engage local businesses in an ongoing Township-sponsored initiative to learn about the needs, challenges and concerns of the business community, and translate the findings from the initiative into changes needed to local ordinances, new programs to promote the local business community, and partnerships among the business community.

Action C4 – Work with state and county economic development agencies, such as the New Jersey Office of Business Advocacy, the New Jersey Economic Development Authority, and the Burlington County Bridge Commission Department of Economic Development, to actively promote Eastampton Township for economic development, and to retain, expand and attract businesses to the Township.

Strategy D – Having a safe, well-connected walkable and bikeable community

Almost 83% of the survey respondents felt having connecting sidewalks, paths and trails was important to extremely important, with about 35% saying that it was extremely important. The respondents indicated connecting the Township with bike lanes and trails was almost equally important, with approximately 74% saying that it important to extremely important. Allocating municipal funds for improving and adding sidewalks, and paths and trails ranked relatively high, and doing so for improving and adding bike lanes ranked lower. Approximately 84% of respondents indicated trails and bike paths should be extended to Smithville Park and other open spaces areas in the Township. The respondents provided an extensive list of locations that needed pedestrian and bicycle connections.

Action D1 – Prepare a Circulation Plan Element that applies a “Complete Streets” approach by planning for the safe, convenient and comfortable movement of pedestrians and bicyclists and identifies gaps and deficiencies in sidewalks, paths, trails and bike lanes.

Action D2 – Adopt and implement a “Complete Streets” policy for when Township Council makes decisions for investing in public infrastructure improvements and for when the Joint Land Use Planning Board adjudicates development applications.

Action D3 – When reasonable and practical ensure that approved development applications provide for their share of sidewalks and bike lanes.

Action D4 – Work with the Burlington County Commissioners to provide for bike lanes and multipurpose paths along the county roads that traverse Eastampton Township and that would connect to the town center, Historic Smithville Park, Smith’s Woods, and the Rancocas Valley Regional High School Sports Complex.

Action D5 – Pursue outside funding, such as grants, for the construction of sidewalks, trails, paths and bike lanes according to the circulation plan element.

Strategy E – Achieving aesthetically pleasing, environmentally and economically sustainable development and redevelopment

Approximately 81% of the survey respondents indicated climate-change resiliency was important to extremely important. The respondents agreed that rehabilitating and redeveloping older buildings before developing vacant land was preferred (almost 82% indicated “yes”). Regarding the encouragement for new development occurring as infill in existing neighborhoods already served by public sanitary sewers and water lines, approximately 42% were in agreement, approximately 34% were not, and approximately 24% were unsure. Approximately 84% of respondents indicated new development should match the size, scale and proportion of existing neighborhoods. Strengthening and improving the Route 206 commercial areas were determined to be important to extremely important with an approximate 66% response rate. Approximately 79% of respondents determined improving the road network to accommodate current and future development and growth in traffic was important to extremely important. The respondents provided an extensive list of locations that required attention vis-à-vis traffic issues. Almost 92% of respondents felt balancing development and preservation of open space was important to extremely important with over 52% indicating doing so was extremely important. Over 91% of respondents indicated maintaining agricultural operations and businesses was important to extremely important with almost half saying that it was extremely important.

Action E1 – Undertake Actions A1 through A8, B1 through B7, C1 through C4, D1 through D4, and G1 and G2.

Action E2 – Revisit and evaluate the non-residential zoning districts along Route 206 and the eastern section of Woodlane Road to ensure their permitted principal uses and bulk requirements are beneficial to Eastampton Township vis-à-vis their traffic generation characteristics and they're of their size, scale and proportion to surrounding existing development, respectively.

Action E3 – Work with the Burlington County Engineer to develop solutions to traffic issues associated with county highways and their intersections with other county highways and local roads.

Action E4 – Actively engage agricultural businesses in an ongoing Township-sponsored initiative to learn about the needs, challenges and concerns of these businesses, and translate the findings from the initiative into changes needed to local ordinances, new programs to promote the agricultural businesses, and partnerships among the business community.

Strategy F – Promoting Eastampton Township as a regional recreational destination that capitalizes on major recreational amenities, such as Burlington County's Smithville Park and Rancocas Valley Regional High School's athletic fields

Almost 74% of the survey respondents felt promoting Burlington County's Historic Smithville Park and Rancocas Valley Regional High School's Sports Complex was important to extremely important. Approximately 76% of respondents indicated it was important to extremely important to educate township residents about these regional amenities for their use. Approximately 71% responded promoting these recreational amenities as a way to encourage non-resident visitors to patronize local businesses were important to extremely important, and approximately 78% indicated coordinating the promotion of these amenities with Burlington County and Rancocas Valley Regional High School to encourage non-residents using the recreational amenities to patronize local businesses was important to extremely important. Those who took the survey provided an extensive list of ideas to promote these regional amenities.

Action F1 – Actively engage Burlington County and the Rancocas Valley Regional High School in ongoing working relationships to promote the Historic Smithville Park, Smiths Woods, and the Rancocas Valley High School's Sports Complex as major recreational amenities and as a way to encourage non-residents using the amenities to patronize local businesses.

Action F2 – Actively engage Eastampton businesses to promote these major recreational amenities in their places of operations, on their websites and through their social media. Work with them to provide promotional items that would be placed in the amenities to inform amenity users about their businesses in Eastampton.

Action F3 – Include events scheduled for the recreational amenities on Eastampton Township’s calendar that is posted on the Township’s website, and strategically promote them through the Township’s social media.

Strategy G – Providing safe, code-compliant housing stock that meets the needs of a diverse cross-section of households and household income

Almost three-quarters of the survey respondents indicated housing development should be discouraged along the Rancocas Creek corridor. Half of the respondents said that housing development should be encouraged in areas already served by public sanitary sewers and water lines; almost a third said “no”; and less than 18% was unsure. Approximately 64% of respondents felt providing a mix of housing types that are affordable to a range of households was important to extremely important, and approximately 60% indicated providing a mix of housing types that would attract future employees working in businesses in the Township was important to extremely important. The respondents provided an extensive lists of properties that should be redeveloped with a mix of commercial and residential uses and of housing types that should be encourage to be built in the community. They suggested that a variety of multifamily housing types should not be encouraged to be built in the Township. Notwithstanding, approximately 79% of respondents indicated it was important to extremely important for Eastampton Township to continue addressing its state-mandated affordable housing obligation. A little more than 40% indicated the Township should pursue 100% affordable housing to avoid building inclusionary housing, almost a quarter indicated the Township should not do so, and almost 35% was unsure.

Action G1 – Analyze and evaluate the suggestions for including and excluding certain housing types obtained from the public survey. Adjust the Land Use Plan Element and Chapter 540 Zoning to reflect the findings of the analysis and evaluation.

Action G2 – Continue complying with Eastampton Township’s court-approved Housing Element and Fair Share Plan for providing the opportunity to produce affordable housing in the community.

Action G3 – Undertake Actions A1 through A8.

Strategy H – Improving and carefully expanding the municipality’s infrastructure, services and amenities that meet current and future needs

The survey respondents provided extensive lists of suggestions for improving and/or upgrading Township recreational and community facilities and for improving the 167-acre open space parcel bounded by Monmouth, Smithville and Woodlane Roads. The possibility of developing the Woodlane Road portion of this open space parcel into a combined municipal complex was determined to be unimportant by approximately 43% of the respondents and somewhat important by

almost 19%. Approximately 79% of respondents determined improving the road network to accommodate current and future development and growth in traffic was important to extremely important.

Action H1 – Analyze and evaluate the suggestions for improving the 167-acre open space parcel bounded by Monmouth, Smithville and Woodlane Roads. Include the findings in an Open Space and Recreation Plan Element.

Action H2 – Undertake Actions B4 and D1 through D5.

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