



Sea Bright, New Jersey

# Resilient Rebuild

Strategies for Long-Term  
Recovery

Instructor: Carlos Rodrigues  
Senior Planning Fellow : Michael Yaffe

Cover Photo: Spring 2013 Graduate Planning Studio

## **2013 Graduate Planning Studio**

Brittany Ashman

Emily Blackman

Elizabeth Browder

Patricia Gouris

Chris Grigsby

Bill Haslag

Chris Kok

Rewa Marathe

Steven Martini

Dori Nguyen

Megan O'Leary

Greer Reinalda

Raimy Schutzman

Amy Winter

Allan Zaretsky

Lori Zeller

# Table of Contents

Executive Summary.....	i
Section 1: Introduction.....	1
Studio Team.....	3
Team Mission.....	4
Structure of Report.....	5
Guiding Principles.....	6
Section 2: Background.....	7
Geography.....	8
History.....	9
Demographics.....	10
Housing & Land Use.....	11
Economics.....	12
Previous Planning Documents.....	14
2012 Coastal Studio Findings.....	15
Section 3: SWOT Analysis.....	17
Section 4: Public Outreach.....	23

Section 5: Planning Strategies.....	25
Introduction.....	26
Land Use & Zoning.....	27
Housing.....	43
Economic Development.....	50
Transportation & Circulation.....	73
Areas of Focus & Urban Design.....	84
Energy, Environment & Sustainability.....	102
Section 6: Fiscal Impact Analysis.....	117
Section 7: Conclusion.....	127
Section 8: Appendices.....	131
References.....	132
Sample Community Survey.....	136
Community Rating System Guide.....	140
Fiscal Impact Tables.....	144

# Tables and Figures

Figure 1: Regional Context and Aerial Photography.....	2
Figure 2: Preliminary Flood Zones.....	8
Figure 3: 2010 Sea Bright Population.....	10
Figure 4: Sea Bright household Income.....	10
Figure 5: 2012 Coastal Studio Findings.....	16
Figure 6: Existing Zoning.....	32
Figure 7: Susceptibility to Change.....	33
Figure 8: Proposed Land Use.....	42
Figure 9-12: Housing Illustration.....	46
Figure 13-16: Housing Illustration.....	47
Figure 17-20: Housing Illustration.....	48
Figure 21: Proposed Housing Section.....	49
Figure 22: Employment by NAICS Industry Codes.....	54
Figure 23: Location Quotients.....	55
Figure 24: Base Employment Multiplier.....	57
Figure 25: Revenue Generating Parking Possibilities.....	77
Figure 26: Shuttle Bus Options.....	81
Figure 27: Existing Conditions Along Ocean Avenue.....	87
Figure 28: Sandborn Map 1907.....	88
Figure 29: Boulevard Design Option #1.....	89
Figure 30: Boulevard Design Option #2.....	89
Figure 31: Plan View of Boulevard Design Option #2.....	89

Figure 32: Proposed Design for Rumson Bridge Intersection.....	91
Figure 33: Alternative Design for Rumson Bridge Intersection.....	91
Figure 34: Marina Restaurant.....	92
Figure 35: Boat Storage.....	92
Figure 36: Marina Shops.....	93
Figure 37: Conceptual Ten Vendors Design.....	94
Figure 38: Municipal Lot Focus Area.....	94
Figure 39: Peninsula House.....	95
Figure 40: Octagon Hotel.....	95
Figure 41: Plan View of Municipal Lot Design Option #1.....	96
Figure 42: Rendering of Municipal Lot Design Option #1.....	96
Figure 43: Plan View of Municipal Lot Design Option #2.....	97
Figure 44: Municipal Lot Design Option #2.....	97
Figure 45: Municipal Lot Design Option #3.....	98
Figure 46: Plan View of Municipal Lot Design Option #3.....	99
Figure 47-50: Resilient Housing Renderings.....	101
Figure 51: Small Scale Wind Turbine.....	106
Figure 52: Solaire Generation Solar Canopy Section.....	106
Figure 53: Solaire Generation Solar Canopy Design.....	107
Figure 54: Fiscal Impact Analysis Summary.....	125

---

# Executive Summary

i

In late October 2012, Superstorm Sandy devastated the coastal areas of New Jersey and New York. The Borough of Sea Bright, a small town of 1,400 residents located on a 1.3 square mile barrier island along the Jersey Shore, was particularly ravaged by the storm. The town was buried under several feet of sand. Once the immediate clean-up was complete, Sea Bright was faced with the loss of hundreds of homes and dozens of businesses. Sea Bright has lost 17% of its taxable property value, and only half of the town's full-time residents have been able to return to date. Sea Bright's mayor, Dina Long, has been actively reaching out to get assistance with the recovery and rebuilding effort from many different sources. Our studio class, composed of graduate students at the Edward J. Bloustein School of Planning and Public Policy, was tasked with coming up with long term planning solutions that went beyond immediate recovery and focused on longer-term strategies for rebuilding a stronger, safer, more sustainable Sea Bright.

Our studio divided into groups, each with a different subject area of focus: land use and zoning, housing, transportation and circulation, sustainable design and the environment, and economic development. Additionally, several specific locations within Sea Bright were selected as strategic locations

for which a design team developed urban design solutions to achieve a more attractive streetscape that incorporates the economic and environmental goals outlined below. After research into the background, history, and existing conditions of Sea Bright, our team conducted an analysis of the town's strengths and weaknesses and set forth the following general planning goals:

- Diversify Sea Bright's economy and become more economically self-sufficient;
- Mitigate storm water and flooding;
- Pursue sustainable energy solutions;
- Reconfigure parking & circulation to achieve a more pedestrian-friendly town;
- Pursue resilient building design strategies;
- Reconfigure open and public spaces.

Within each area of focus, more specific goals were identified, and our studio developed detailed recommendations to achieve these goals while taking advantage of Sea Bright's oceanfront location and strong sense of community. Strategies

---



---

include a proposed land use policy, suggested revisions to the zoning code, and development of design guidelines for housing. Economic development strategies include creation of a temporary summertime market, diversifying the economy by attracting office, medical, live/work flex space, hotel development, creating a community center, and enhancing the tourism sector. To deal with issues of traffic congestion and parking, transportation solutions proposed include strategic relocation of surface parking lots and creation of a shuttle service. To promote a more sustainable Sea Bright, we have included discussion of stormwater management practices, renewable energy, proposed modifications to existing infrastructure, and suggestions for funding sources. Our team has also proposed design solutions that reactivate the town, establish a strong sense of place, and enhance tax revenues. A park-like boulevard is proposed in the median of Route 36 downtown, alternative uses of the land between Route 36 and the sea wall are explored, and different development scenarios are proposed for the municipally-owned lots along the oceanfront.

Superstorm Sandy should be viewed as a unique opportunity to rebuild Sea Bright in a way that creates a more livable, sustainable, and resilient town. The actions suggested in this report offer a comprehensive approach to planning in order to assist the Borough rebuild. It is our hope that, above all, these suggestions will help Sea Bright defend against future storm and flood damage, strengthen the economic and social viability of the community, and rebuild for a safe and sustainable future.



# Introduction

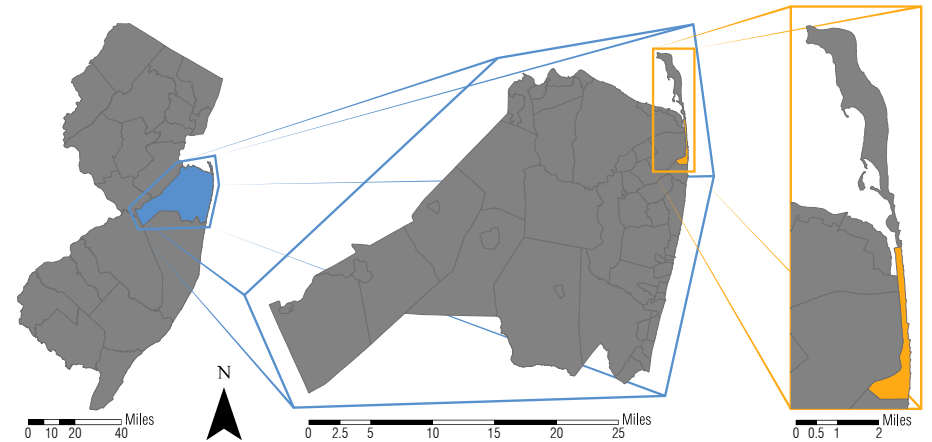
---



# Introduction

In October 2012, Superstorm Sandy pulverized the New Jersey coast. The Borough of Sea Bright, a barrier island community in Monmouth County, encountered 80 mile per hour winds and 9-foot storm surge.<sup>1</sup> The Borough faced the enormous challenge of coordinating recovery efforts after this extreme storm. As local governments, like Sea Bright, engage in meeting immediate needs, difficulties arise in combining short-term normalization efforts with long-term planning. The pressure to rebuild quickly often obscures opportunities to reconstruct communities in a more resilient form. This report offers ideas for Sea Bright to consider as they rebuild, with the goal of creating a more storm-resilient community.

## Sea Bright Regional Context



## Sea Bright Aerial Imagery

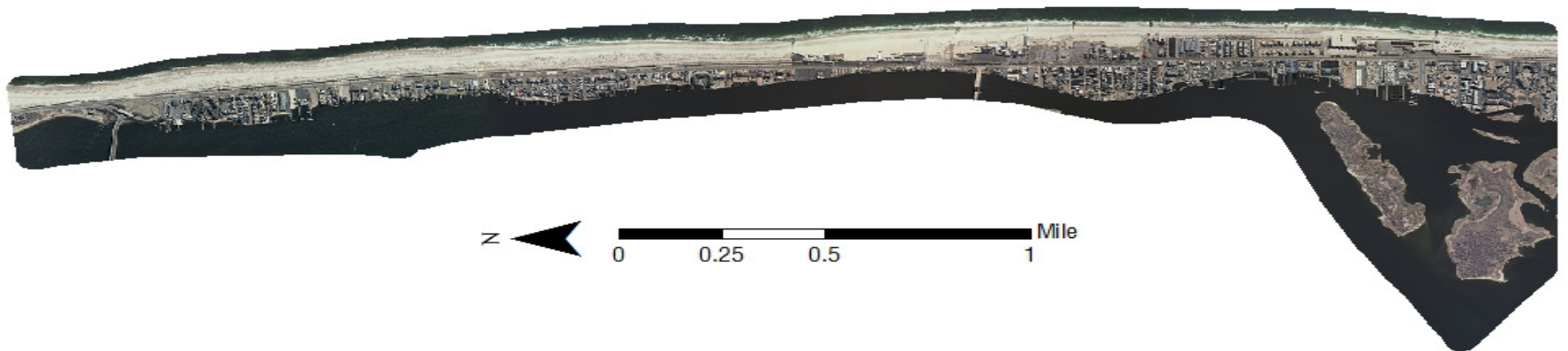


Figure 1: Regional Context and Aerial Photograph of Sea Bright, NJ  
Source: NJOIT Imagery

---

# Studio Team

To assist the Borough of Sea Bright in planning for a more storm-resilient community, our team of 16 graduate students from The Edward J. Bloustein School of Planning and Public Policy at Rutgers University worked from January 2013 to May 2013 on a comprehensive report for the Borough and presented our ideas at a community workshop in Sea Bright on May 16, 2013. Our studio team met weekly with Instructor and Urban Designer, Carlos Rodrigues, and Senior Planning Fellow, Michael Yaffe, to prepare a report outlining strategies for a sustainable future. Based on our specialties,

the studio team divided into small groups focusing on urban design, land use and zoning, transportation and circulation, the environment, economic development, and community outreach to collaboratively create a report and presentation for Sea Bright. Our areas of focus include short-term and long-term recommendations are adaptable to changing recovery contexts and funding realities. By providing flexible, action-oriented approaches to recovery, we hope to provide Sea Bright with an opportunity to build back with a stronger economic base and increased resilience to climate change.



Source: Spring 2013 Graduate Planning Studio

---

---

# Mission

Given the increasing threat for future intense coastal storms and sea level rise due to climate change, our studio's mission is to assist Sea Bright

- 1) in defending against and managing future storm and flood damage,



Source: Spring 2013 Graduate Planning Studio

---

---

# Structure of Report

- 2) in strengthening the economic viability of their community, and
- 3) in rebuilding for a safe and sustainable future.

The structure of the report reflects our semester-long individual and comprehensive group work. To fully understand the Borough of Sea Bright, we first explore the Borough's current conditions by examining its geography, history, demographics, existing housing and land use, economic background, and previous planning efforts. We then address Sea Bright's strengths, weaknesses, opportunities, and threats in a SWOT analysis. In addition, to fully understand local opinion in Sea Bright, we conducted a community survey to gain resident feedback in planning for Sea Bright's future development. The majority of the report then describes immediate, short and long-term actions the Borough can take to recover from the Superstorm Sandy damage and realize a bright, more resilient future. The report then describes a fiscal impact analysis that the studio conducted to evaluate the effectiveness of the suggestions found throughout this report. Finally, we conclude with our vision for the Borough of Sea Bright.

---

# Guiding Principles

The following list describes the principles applied to each section of the report.

## Land Use/Zoning and Housing

1. Preserve the best of Sea Bright's past character while shaping new market-driven development so as to ensure a vibrant future. Encourage pedestrian-friendly, mixed-use infill development with a traditional "main street" feel, where appropriate (from Sea Bright's 2007 Smart Growth Plan).
2. Foster new residential and commercial construction that is both resilient to flooding and economically feasible.
3. Encourage new development such that buildings and uses can withstand occasional flooding.
4. Encourage building typologies that recognize the size of the underlying lots and better respond to the challenges of periodic flooding.

## Economic Development

5. Create a short-term strategy for spurring local economic activity within Sea Bright so that the Borough can function as an attractive vacation place and have a successful Summer 2013 season.
6. Diversify the types of businesses and amenities in Sea Bright to serve the needs of the local community as well as increase tourist activity and spending.
7. Provide space for community, commercial and recreational uses that meet the needs of the residents and reinforce the character of Sea Bright.

## Transportation/Circulation

8. Maximize the use of and economic return on municipally-owned land.
9. Reduce traffic congestion by promoting alternative transportation modes that do not involve personal automobiles.
10. Improve safety and accessibility for pedestrians and cyclists.

## Energy, Environment, and Sustainability

11. Manage flooding through sustainable engineering, mitigation, and integrated design.
12. Enhance recreational opportunities while preserving natural systems.
13. Introduce alternative, renewable energy produced at the local level.
14. Strengthen environmental governing frameworks, including integrating on-site storm water retention and filtration requirements into the Borough's Storm Water Management Plan, and incorporating standardized New Jersey Stormwater and Green Infrastructure Best Management Practices recommendations.

## Urban Design/Public Space

15. Preserve the identity and image of Sea Bright while consolidating municipal facilities, completing the sea wall through zoning incentives, creating a better streetscape along Ocean Avenue with adequate parking and pedestrian space, and increasing public access to the beach and riverfront.
  16. Foster pedestrian-friendly, human-scaled building design in the downtown area by establishing community design guidelines that reflect these values.
-



# Background

---



# Geography

Sea Bright, New Jersey is a small borough of approximately 1,400 people in northern Monmouth County covering roughly 1.3 square miles. It is bordered by Sandy Hook to the north, Monmouth Beach to the south, the Atlantic Ocean to the east and the Shrewsbury River to the west. Sea Bright is unique in that it sits on a barrier island that runs north-south, an island

which has had inlets form and reform over the centuries due to storm events. Elevations range from sea level to 15 feet at its highest point, with an average elevation of 6-8 feet.<sup>2</sup> Typical barrier islands have a dune system with vegetation. Here, however, the dune system has been removed over time and replaced with development.

## Preliminary Work Map Flood Zones

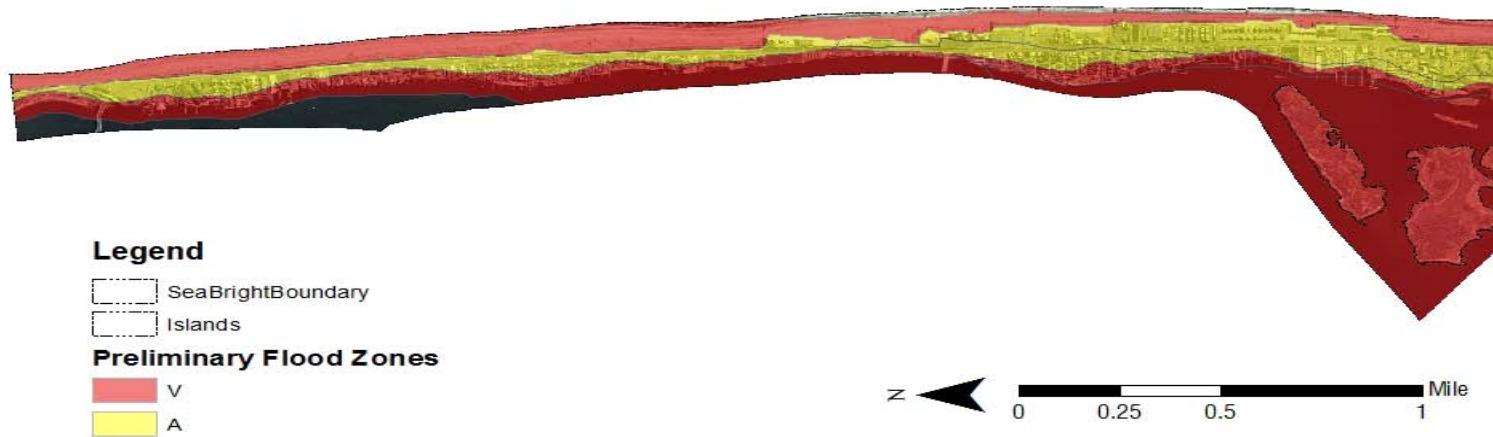


Figure 2: Preliminary Flood Zones  
Source: FEMA (6/17/2013)

---

# History

The area that is now Sea Bright and Monmouth Beach was granted to Eliakim Wardell in the 17th century. For most of the next two hundred years Sea Bright remained a fully developed barrier beach. In the 1840s, the northern portion of the town was known as the small fishing village of Nauvoo. However, with completion of the Long Branch and Seashore Railroad in 1865, Sea Bright became a premier summer vacation destination for wealthy tourists from New York City. During the 1870s and 1880s many of the expansive beach dunes were leveled and covered with lawns and gardens to appeal to wealthy clientele. Throughout its history, Sea Bright has faced challenges related to flooding and it was in the late 1800s that bulkheads were constructed to hold back flood water. They were consequently damaged or destroyed, along with the railroad line, houses, and hotels in the numerous severe storm events that occurred during the 1880s. However, development in Sea Bright continued, even after a fire in 1891 destroyed most of the downtown business area.

In December of 1913 and January of 1914 the Monmouth County area was hit was by brutal storms that cast houses into the ocean and destroyed the Octagon Hotel. After the January storm, many of the remaining houses were moved across the river, where they would be better protected from

the elements. However, Sea Bright continued to thrive as a vacation destination, with each decade bringing not only new development to the small borough, but new methods of battling the forces of nature. Another storm in recent history, aside from Superstorm Sandy, to wreak havoc on the area was the Nor'easter of December 1992. This storm resulted in massive flooding throughout the borough, and along with hurricane force winds and large amounts of rain, caused massive erosion to the beaches, drastically altering the coastline. This storm served as the impetus for the federally and state funded beach replenishment projects that have been the most recent form of protection against the ever impending sea. While the additional sand has done much to aid tourism and increase the popularity of the beaches in the borough, Sea Bright is still susceptible to riverine flooding, which occurs a number of times each year.<sup>3</sup>

---

# Demographics

At the time of the 2010 Census, Sea Bright had 1,412 year round residents. The population dropped significantly between 2000 and 2010, as Sea Bright lost 406 people (22% of the 2000 population). Sea Bright was not alone in this population loss, however; many other towns along the Jersey Shore dropped in permanent population between those years, as more primary residences were transformed into seasonal use.<sup>4</sup> Another significant demographic trend in Sea Bright is the present aging of the population, following a nationwide trend as the baby boomer cohort ages. The largest age cohort in 2000 was 25-34 year olds, while in the 2010 Census the largest age cohort was the 45-54 year olds. Additionally, Sea Bright has very few children, which is partially due to the absence of schools in town, causing undesirable distances for students to travel.

Sea Bright's average household income follows the average household income for the state as a whole. According to the 5-year American Community Survey from 2007-2011, the median household income in Monmouth County was \$83,842 and in Sea Bright the average was \$74,236, while the average household income for New Jersey stood at \$71,180. The majority of Sea Bright's residents are in the middle income bracket, but there is a portion of the population who earn

more than \$200,000 per year. Finally, Sea Bright's population is 91.8% White, 2.7% Asian, and 0.4% African-American.

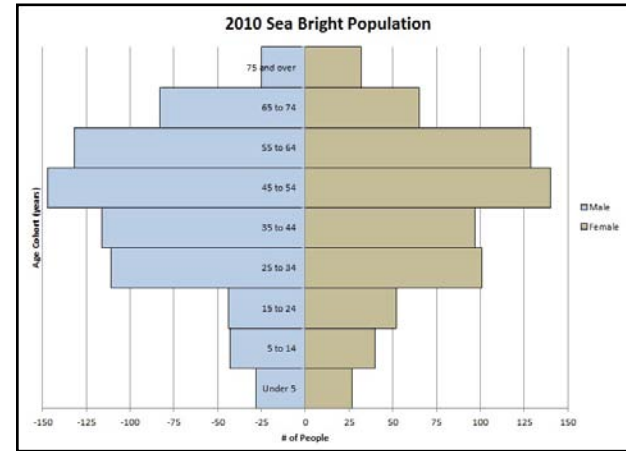


Figure 3: 2010 Sea Bright Population  
Source: U.S. Census Bureau, 2010 Census

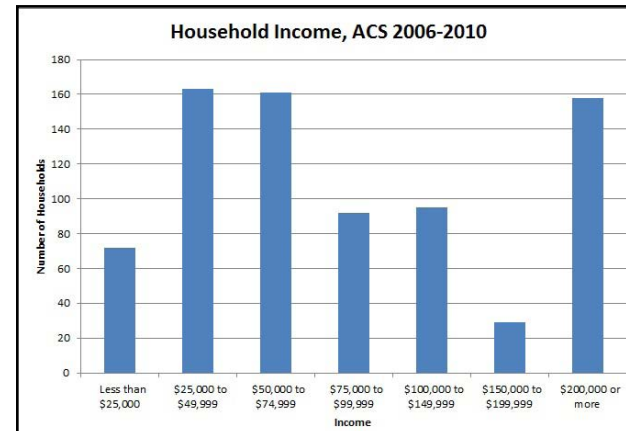


Figure 4 : Sea Bright Household Income  
Source: U.S. Census Bureau, ACS 2006-2010

---

# Housing & Land Use

Many people live in Sea Bright year-round, but there is also a large proportion of housing that is used seasonally. Before Superstorm Sandy, Sea Bright had 1,211 housing units of which 65% were occupied, 25% were maintained for seasonal or recreational use, and the other 10% were vacant. Sea Bright had 792 year-round households, only 41% of which were family households, defined as two or more people related by birth, marriage, or adoption, residing in the same housing unit. Only 23% of family households had children under the age of 18 living with them. Single-family detached homes made up 26% of the housing stock and the rest was a mix of attached single-family homes and multi-family housing. Lastly, 60% of housing units were owner-occupied and the other 40% were renter-occupied.

The north end of Sea Bright contains mostly larger residential lots with single-family detached housing. Closer to the downtown there is more dense residential development. Sea Bright's commercial activity is mostly located in the downtown. All the municipal lots and buildings are located in this area, and the Borough leadership is looking for new ideas to relocate the municipal buildings post-Sandy. Beach clubs occupy a large portion of the Atlantic coast, while multiple marinas are situated on the Bay side. There is very little green

space in Sea Bright since most of the landscape is either developed or exists as a natural beach.



Source: Spring 2013 Graduate Planning Studio

---

# Economics

The majority of Sea Bright's local businesses fall into the accommodation and food services sector. Accordingly, these establishments, which include the Borough's popular restaurants and beach clubs, make up nearly 50 percent of the employment base. Since most of the jobs within the Borough are lower paying, seasonal positions, the majority of Sea Bright residents commute outside of the town for employment: only 29 Sea Bright residents work in Sea Bright, while 853 others work outside of the Borough. With Sea Bright now seeking the return of its existing residential populations, as well as looking to attract new residents and increase the amount of visitors that appear in the summertime, it is important that the Borough diversifies the types of businesses and career opportunities in town.

Similar to most New Jersey towns, Sea Bright relies on property taxes to finance its local services. Local property taxes account for approximately 80 percent of the town's budget, which funds its municipal expenditures, such as supporting the regional school system, providing public safety, and paying for pensions and debt. Most of these line items are obligatory expenditures the town must make, which take up a large portion of the overall budget, and therefore, limit the types of extra services or activities that the town can

support. Furthermore, Sea Bright's previous operating style proves questionable in the wake of Superstorm Sandy. A reassessment conducted in the months after the storm found a reduction of 13.4% in the assessed value of local properties, which will impose significant restrictions on the revenue side of the town's budget. In the coming years, the town will need to find ways to not only rebuild its ratable tax base to pre-Sandy levels, but add new properties to finance additional growth. Many of the suggestions in this report intend to help the Borough not only realize pre-Sandy budget levels, but also leverage local assets to stabilize its budget and increase local economic activity.

It is important to understand how this report fits within the context of previous and current planning efforts. Sea Bright's planning documents are dated and in need of a thorough reevaluation, especially in a post-Sandy environment. The municipal master plan was created in 1988. While it has been re-examined a number of times since that year, no complete re-evaluation of the master plan has taken place, and the last re-examination occurred in 2003. The town is in the process of retaining a consultant to prepare a new re-examination report, in order to meet the Municipal Land Use Law's provision requiring a re-examination every 10 years, however, a new

---

---

master plan is not anticipated any time soon. Additionally, a comprehensive “Downtown and Oceanfront Smart Growth Plan”, funded through a state grant, was prepared in 2007. This report contained several interesting observations and recommendations, some of which were implemented, while

others remain unrealized. This document, which informs some of the sections found later in this report, should too be reevaluated and reconsidered as the town recovers in the coming years.



Source: Spring 2013 Graduate Planning Studio



Source: Spring 2013 Graduate Planning Studio

---

# Previous Planning Documents

In response to Superstorm Sandy, Sea Bright retained an outside consultant to assist the Borough with hazard mitigation and recovery. The town intends the consultant to also help better position the town with respect to securing federal funding for major public capital projects such as the relocation of important community facilities like the firehouse and library, or rebuilding of critical infrastructure like the bulkheads, projects that fall under FEMA's National Disaster Recovery Framework. The new hazard mitigation plan can be amended over time, and it is possible that some of the studio's recommendations could eventually be incorporated into this document and become eligible for federal funding. The town is also in the process of retaining a team of management consultants from the Harvard Business School to identify funding sources.

Finally, the town has already adopted amendments to its code that will require compliance with FEMA's recently released Advisory Base Flood Elevation maps. These amendments require all new construction and/or substantial reconstruction to be elevated above the base elevation established in the new FEMA maps. Compliance with this regulatory requirement by new or rebuilt structures will have significant implications for the look and feel of Sea Bright's streetscape at the ground

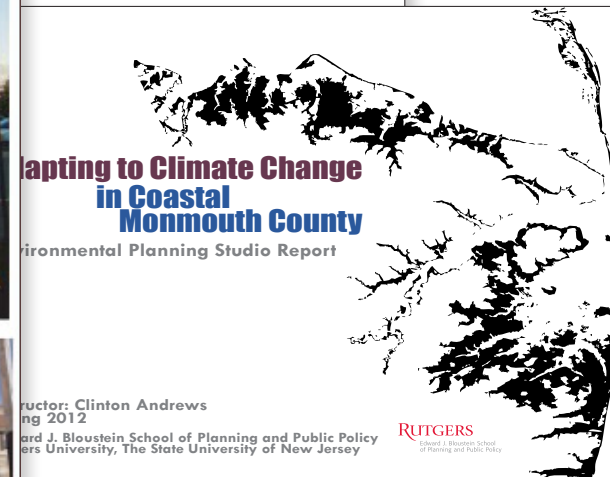
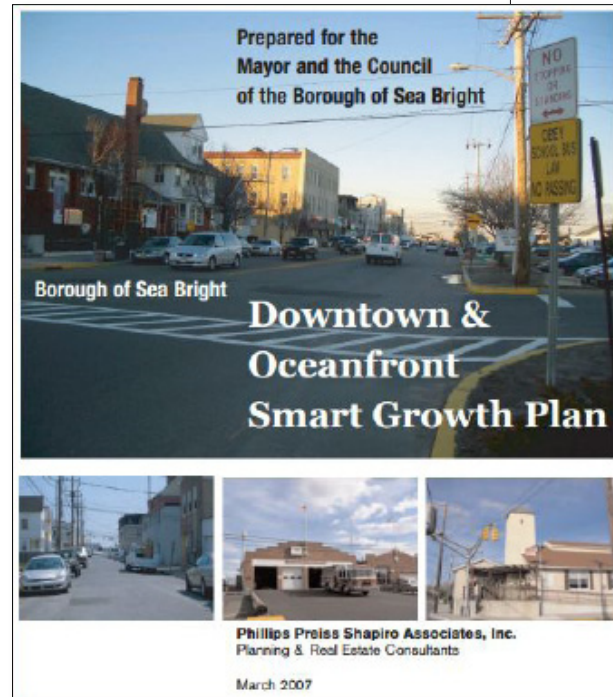
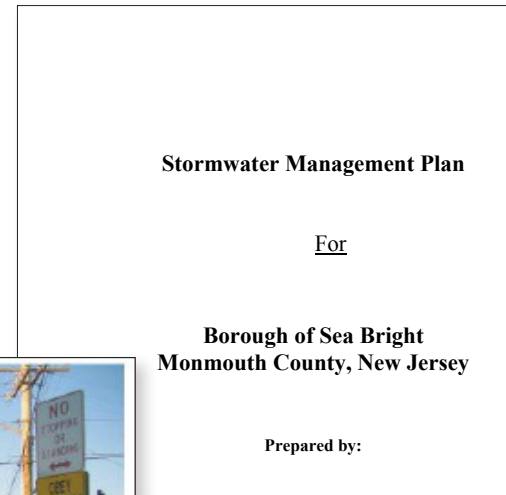
floor level. Commercial buildings have the option of "flood-proofing" their ground floors and this will also have significant implications for the quality of the streetscape in those blocks where commercial structures predominate. According to the Borough Engineer, Jaclyn Flor, the municipality determined that the funding priorities are:

- 1) Raising the bulkheads on the river
- 2) Completing the seawall
- 3) Raising residences to ABFE and freeboard standards
- 4) Flood-proofing downtown businesses.

Sea Bright was one of three case studies examined by the Edward J. Bloustein School of Planning and Public Policy's Spring 2012 studio "Adapting to Climate Change in Coastal Monmouth County" led by Professor Clinton Andrews at Rutgers University. The work of that studio, available at <http://policy.rutgers.edu/academics/projects/studios/index.php>, documented the history of catastrophic storm events affecting the study area over a period of 150 years, and described some of the more significant decisions affecting land use and infrastructure taken over the years in response to these events. Using state of the art GIS HAZUS modeling



and remote sensing LIDAR technologies, the studio modeled property damage scenarios within the study area for 10-, 50-, 100- and 500-year storms. The property damage in Sea Bright for all storm scenarios was significant. The studio also developed fiscal impact analysis for three scenarios: “rebuild”, “retreat” and an intermediate (“smaller subsidy”) scenario.



# 2012 Coastal Studio Findings

The Spring 2012 studio found the scenario providing the most consistently low tax rates for all three of the municipalities was the same, the retreat scenario. Although tax revenues throughout the study area decreased in this scenario, the loss of residents and workers in the retreat scenario subsidized the loss of revenue and significantly reduced the amount of expenditures, contributing to lower tax rates overall. The studio also found that flood hazard mitigation strategies typically adopted by municipalities tend to be the most costly options for society as a whole, more environmentally damaging and less effective at the overriding goal of controlling flood damage and loss.

Many of the storm event impacts modeled and analyzed in the Spring 2012 studio became realized when Superstorm Sandy made landfall along the coast of New Jersey and throughout the days, weeks and months following the storm. As a result, this report seeks to build on the information gathered and knowledge gained by the earlier studio and leverage it, in a post-Sandy environment, to offer sound, creative and pragmatic planning strategies that will make Sea Bright a resilient, Jersey-strong borough.

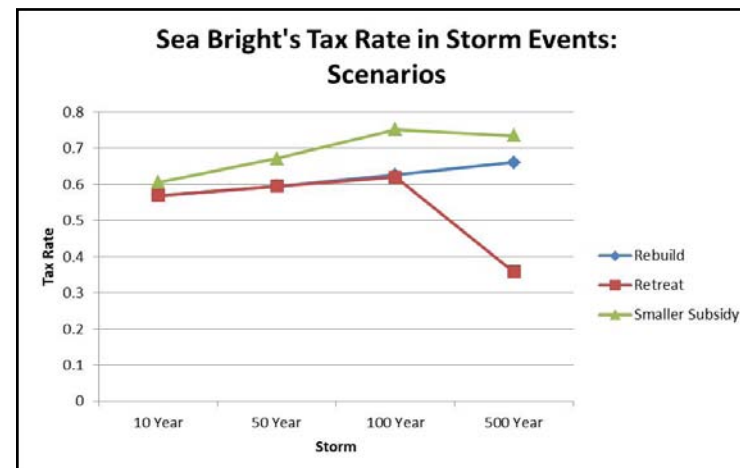
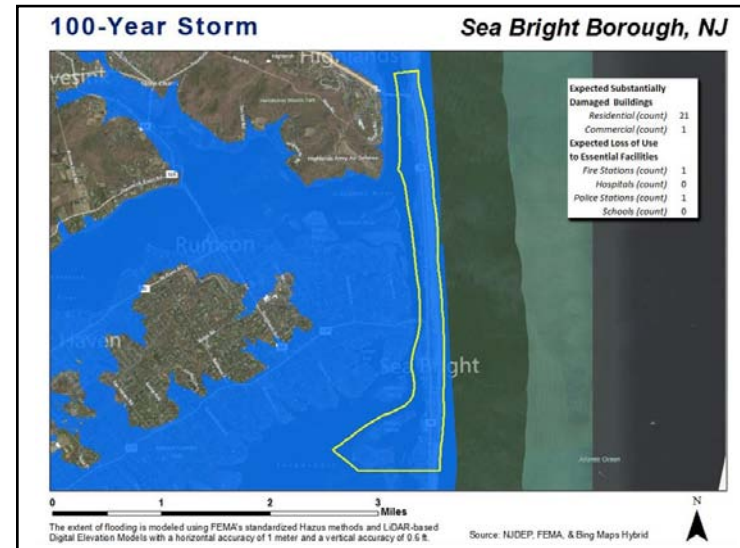


Figure 5 : 2012 Coastal Studio Findings  
Source: 2012 Environmental Planning Studio

# SWOT Analysis

Strengths, Weaknesses, Opportunities & Threats



---

# Introduction

Many aspects of Sea Bright's existing conditions are strengths and opportunities that can contribute to achieving a sustainable future. At the same time, there are also substantial weaknesses and threats that could hamper the ability of Sea Bright to return to normalcy after Superstorm Sandy. This SWOT analysis describes Sea Bright's Strengths, Weaknesses, Opportunities, and Threats according to the following four categories:

- *Economic*: the downtown area, land use, tax revenues, and workforce.
- *Environmental*: geography, mitigation strategies, energy, and the ecosystem.
- *Community*: demographics, housing, open space, and public facilities of the Borough.
- *Circulation*: access, transportation, parking, automobiles, bicycle and pedestrian accommodations.

# Strengths

## Economic

- Sea Bright has a small active downtown; it is a destination for tourism and dining in Monmouth County, as well as the Jersey Shore region.
- The Borough has both ocean and riverfront views.
- Sea Bright is a relatively affordable NJ shore town.
- Sea Bright contains active marinas.
- There is close proximity to New York City (via ferry) and other employment centers in Monmouth County and the northern New Jersey region.
- The beach clubs bring tourists to the Borough.
- Several large publicly-owned parcels offer development possibilities

## Environmental

- The municipality has significant water, sun and wind resources.
- The existing portions of the seawall and bulkheads contribute to flood mitigation.
- The natural geography offers unique aesthetics (ocean and river).
- The beach replenishment program has contributed to the maintenance of the beachfront.

---

# Weaknesses

## Community:

- There is a strong sense of community among residents.
- Residents have a historic bond with Sea Bright.
- Residents have diverse socio-economic status.

## Circulation:

- There is free public beach parking.
- Route 36 provides regional access.
- Two bridges provide mainland connections.
- Sea Bright is a walkable town.

## Economic:

- Sea Bright is financially dependent on seasonal activities, which include the beach clubs, restaurants, and marinas.
- The Borough is a bedroom community; only 29 people live and work in Sea Bright.<sup>5</sup>
- There are very limited off-season revenue-generating activities.
- There is inefficient use of land, including large surface parking lots at the beach and underutilized curbside parking spaces.
- Many basic goods and services are not available locally, particularly in the off-season.
- There is a lack of revenue-generating water uses.
- There is a lack of off-season events.
- There is no Special Improvement District or other entity established to coordinate marketing and promotion of Sea Bright.

---

**Environmental:**

- Sea Bright's barrier island geography presents significant development limitations.
- Sea Bright is subject to frequent flooding (especially during spring high tide).
- The municipality has a small, narrow land area.
- Due to climate change, there is an increasing probability of recurring storm events in the future.
- There is a great amount of impervious surface within the town.
- Untreated stormwater runoff is a significant issue.

**Community:**

- Aside from the beachfront, little functional public open space exists in Sea Bright.
- Sea Bright lacks community space and adequate access to beach and riverfront.
- There is no existing public school system on the island, which can limit the type of residents who decide to live there.
- Many of the existing lots in Sea Bright are small.
- Exposed seawall presents an unattractive visual barrier to the oceanfront and restricts public access to the ocean.
- Land directly east of Route 36 is privately owned.

**Circulation:**

- Sea Bright lacks a gateway to the community.
  - The bus system provides very limited transit service (NJ Transit - Route 835).
  - Ocean Avenue (Route 36) is a dangerous pedestrian environment.
  - Bicycle infrastructure does not exist in the Borough.
  - Ocean Avenue is designed for highway standards, and is currently not appropriate for a Main Street context.
  - Ocean Avenue is the only roadway in or out of town (North or South).
  - General congestion is an unrelenting issue during the summer season.
  - There is limited public parking available during the summer.
  - There are only two bridges connecting Sea Bright to the mainland. One is aging and in need of repair or replacement.
-

---

# Opportunities

## **Economic:**

- Additional tax ratable could be generated through more commercial and retail uses.
- Diverse land uses, such as office, medical and technological, offer opportunities to gain employment, tax revenues, and new activity in the Borough.
- Tourism revenue has great potential in Sea Bright and could benefit the municipality significantly in the long term (in both the on- and off-season).
- Additional residences added to the housing stock will offer more tax revenue for the Borough.

## **Environmental:**

- The municipality has the potential to increase riverfront and beachfront access.
- Stormwater management best practices can increase on-site retention and reduce off-site runoff.
- There is great potential for local renewable energy generation (solar and wind).
- New development could include green infrastructure and LEED standards.
- A complete dune system could reduce flood damage.

## **Community:**

- Pocket parks could be created on underutilized parcels
- There is the potential to create new open space in the median of Ocean Avenue.
- There is the potential to build a multi-functional community center and a consolidated municipal center.

## **Circulation:**

- There is the potential to reconfigure part of Ocean Avenue as a Boulevard, with a median, parking, bicycle lanes, and wide sidewalks.
- Parking could be consolidated at destinations in the Borough.
- A shuttle system could be established within Sea Bright and connect to adjacent municipalities.
- Bicycle and pedestrian infrastructure could be built throughout Sea Bright, including on the bridge to Rumson.
- A bicycle and pedestrian path could be built, connecting to Sandy Hook.

---

# Threats

## Economic:

- The Borough's economy is heavily dependent on tourism and dining.
- The local economy is also heavily dependent on the beach clubs.
- The seasonal focus of businesses decreases year-round livability.
- Tax revenues have decreased since the storm.
- Tourists may choose alternate vacation destinations because of storm damage.
- There is a lack of public and tourist infrastructure in the Borough.

## Environmental:

- The potential increased frequency and intensity of storms could increase flooding.
- Beach erosion is a major ongoing issue.
- The potential for long-term sea level rise could increase flooding.

## Community:

- There is a long-term decline in the number of residents in Sea Bright.
- Sea Bright lacks a balanced age distribution and infrastructure for an aging population.
- Cost-of-living may rise to unaffordable levels.
- Returning residents face significant financial obstacles due to storm damage and new building requirements.

## Circulation:

- The Borough's dependency on automobiles could increase.
  - During storm events, Sea Bright can be isolated from the mainland.
  - Redevelopment in the Borough could create more congestion and traffic.
  - A new bridge to Rumson could disrupt bike and pedestrian access and safety.
-



# Public Outreach



---

# Stakeholder & Community Engagement

The engagement of a variety of stakeholders and other interested parties in discussions regarding the strategic vision for a place during post-disaster recovery planning is paramount to its success. Due to the relatively short timeline of this planning studio, community engagement for this planning exercise was limited. However, the studio was able to create and distribute a short survey to gauge community opinion on several topics including: business and economic development, tourism, transportation, open space and recreation, and the environment. The purpose of this survey was for studio members, to gain a better understanding of the needs and desires of Sea Bright residents. Its purpose was also for Sea Bright residents to share with the studio how they see Sea Bright today and what they would like to see in Sea Bright's future (see appendix for a sample survey).

Although the studio was unable to garner enough feedback from the survey for statistically significant results, there were some consistencies in the responses from the Sea Bright residents who were surveyed. Most respondents indicated that they lived in Sea Bright for its small-town atmosphere and affordability. There was also repeated interest expressed in bringing more businesses and services downtown while also retaining its small-town, local character. Residents also conveyed interest in having more year-round community events in town, including children's programming, arts festivals, and concerts. A strong desire for active and passive recreation and open space was also indicated.

# Planning Strategies



---

# Introduction

After thoroughly analyzing Sea Bright's strengths, weaknesses, opportunities and threats and taking into account information collected from the community survey, this studio established action-oriented strategies for Sea Bright to pursue as it recovers from Superstorm Sandy. The sections that follow offer ideas spanning the topics of: land use and zoning, housing, economic development, transportation and circulation, urban design, and energy and the environment. This report does not intend to be an exhaustive list of all possible recovery practices. Instead, the ideas discussed below form a comprehensive, flexible and adaptable approach that can accommodate the changing realities that the Borough will face throughout its recovery process. Through implementing the immediate, short and long-term planning solutions described in this report, it is the studio team's hope that the Borough of Sea Bright can: defend against and manage future storm and flood damage; strengthen the economic viability of the community, and rebuild for a safe and sustainable future.



Source: Spring 2013 Graduate Planning Studio

---

---

# Land Use & Zoning

## Guiding Principles

1. Preserve the best of Sea Bright's past character while shaping new market-driven development so as to ensure a vibrant future. Encourage pedestrian-friendly, mixed-use infill development with a traditional "main street" feel, where appropriate (from Sea Bright's 2007 Smart Growth Plan).
2. Foster new residential and commercial construction that is both resilient to flooding and economically feasible.
3. Encourage new development such that buildings and uses can withstand occasional flooding.
4. Encourage building typologies that recognize the size of the underlying lots and better respond to the challenges of periodic flooding.



---

# Background

An extensive analysis of the land use regulations in downtown Sea Bright was performed in 2007 as part of the Downtown and Oceanfront Smart Growth Revitalization Plan prepared by Phillips Preiss Grygiel Associates, Inc. (formerly Phillips Preiss Shapiro). Goals of the 2007 plan included improving the downtown business district and diversifying the retail mix, promoting infill development while maintaining Sea Bright as a “quaint and small oceanfront town”, enhancing the Borough’s real property tax base, improving pedestrian safety and comfort, improving parking supply, and expanding public access to the riverfront. As a studio, we have chosen to adopt these goals as our own, since they arose from an extended public process as well as a detailed planning analysis. However, in light of Superstorm Sandy and the increasing vulnerability of Sea Bright to destructive coastal flooding, our analysis focuses on additional changes that are needed in order to allow redevelopment that is both economically feasible and able to withstand future storm events. The challenge is balancing the need for resilient design with the competing social, environmental, and economic goals of Sea Bright and the desired small-town community character; in some cases, the two are incompatible. Additionally, the 2007 Smart Growth Plan focused primarily on the downtown area;

this analysis will take a closer look at the R-1, R-2, and B-2 areas which lie outside downtown Sea Bright.

The 2007 Smart Growth Plan recommended a number of changes to the Sea Bright zoning code in order to better align land use regulations with the desired small-scale, “main street” character of the town. Several of their recommendations have since been adopted, including the creation of a new R-3 Downtown Residence Zone, which allows small residential lots with minor setbacks, the prohibition of ground-level residential uses in the B-1 Zone, and the elimination of required setbacks in the B-1 Zone. The 2007 Plan’s recommendation to provide a height bonus from 35 to 42 feet for new or renovated buildings meeting flood protection standards in the B-1 Central Business and R-3 Downtown Residence zones was partially adopted, with a “bonus height” of only 38 feet rather than 42 feet. The 42-foot recommendation has since been adopted in the aftermath of Superstorm Sandy.<sup>6</sup> Other recommendations from the 2007 Plan, such as the reduction of off-street parking requirements and the adoption of design standards for elevated dwellings, have not been adopted and are reiterated here.

---

Although our studio has largely adopted the goals set forth in the 2007 Plan, an increased awareness of the devastation flooding can cause and a more realistic understanding of the need for and expense of constructing elevated buildings makes some of the goals of the 2007 plan less achievable. For example, while a major focus of that plan was the creation of the R-3 Residential Zone to preserve the small-scale character of the downtown housing stock, small houses that need to be raised 9 to 13 feet to comply with FEMA's Advisory Base Flood Elevations (ABFEs) may no longer be viable residences, especially for elderly and handicapped residents who find it difficult to navigate the stairs. Furthermore, on such small lots, incorporating the amount of stairs needed poses a very real spatial challenge. Additionally, rebuilding and elevating single-family homes, estimated at \$150,000 per house,<sup>7</sup> is a difficult and expensive endeavor that may not be feasible or desirable for many homeowners. Understanding that any change in residential patterns is ultimately the decision of individual landowners, there is a need for land use regulations to be flexible and allow for a diversity of housing typologies, including duplex and multifamily homes, in order to promote rebuilding of Sea Bright's housing stock in a way that will be more resilient to future storms.

Another important goal is for the town to enhance its tax base and encourage more commercial development, particularly development that will diversify the retail mix, add year-round uses to the town, and create a more active mixed-use character. Our studio recommends that two primary areas be targeted to attract new mixed-use development: the oceanfront municipal lots which currently straddle the B-1 and B-3 Zones along the ocean, and the B-2 Business Zone along the river. These two areas contain valuable real estate, which if developed properly can be a real asset to the town and can bring additional tax revenues, jobs, and amenities that will benefit residents.

While our studio supports multifamily development in Sea Bright, it is important that any new multifamily development be designed to fit the desired character of the town. As noted in the 2007 plan, "the Borough's multi-family regulations are geared towards creating low density, park-like communities on larger tracts of land, a development pattern that is incompatible with a vibrant mixed-use borough center."<sup>8</sup> Existing multifamily developments in the B-2 and R-2 zones have developed exactly in this way, and an important goal for future development is that multi-family housing be pedestrian-focused, oriented to the existing street grid, and with a density more appropriate to a built-up area like Sea Bright.

---

---

# Existing Land Use Regulations

Sea Bright is currently divided into nine zoning districts, as follows<sup>9</sup>:

**R-1 Residence District:** This zone is mapped in two locations. The R-1 zone at the northern end of Sea Bright consists primarily of single-family homes on larger lots, with a minimum lot area of 7,500 square feet (SF). Additionally, there is an R-1 area mapped just south of downtown containing the new Tradewinds development (which was rezoned from B-3) and a townhouse development. Permitted uses in this zone are single family homes, parks, and churches. Schools, public buildings, and owner-occupied offices are permitted as conditional uses, while attached and multifamily houses are not permitted.

**R-2 Residence District:** This zone is mapped primarily north of downtown, with a small additional area mapped R-2 south of the downtown. This area allows the same uses as in the R-1 district, with the additional conditional uses of professional offices and helistops, and allows for somewhat smaller lots than in the R-1 district, with a minimum lot area of 4,000 SF. Like the R-1 district, duplex, attached, and multi-family housing are not permitted. There are several non-conforming uses in this zone, including McLoones Restaurant, and multifamily developments at Lands End, Grande Pointe Way, just north of the Shrewsbury River Bridge, and south of the downtown at Sunrise Way, Garden Way, and Island View Way.



---

**R-3 Downtown Residence District:** This zone covers the residential area west of Ocean Avenue in the downtown, and was created in response to the 2007 Smart Growth Plan. Minimum lot size is 1,800 SF and primary permitted uses include single family houses, churches, and parks. Owner-occupied offices, schools and public buildings, and multifamily and attached buildings are permitted as conditional uses.

**R-4 Multifamily Residence District:** There is only one parcel mapped for this district, at the northern end of Sea Bright. Permitted uses include multifamily residential, with no building to contain more than 12 residential units. As with the Tradewinds Development, this type of spot zoning to accommodate particular projects is inappropriate. Sea Bright should select specific areas where higher-density residential development is appropriate rather than rezoning to accommodate individual projects.

**B-1 Central Business District:** This zone includes both sides of Ocean Avenue in the downtown area as well as the area east of Ocean Avenue and is comprised of the downtown shopping area. Permitted primary uses include retail, personal services, offices and professional services, restaurants, repair services, parking garages, public buildings, and residential above retail. Hotels, multifamily, and gasoline service stations are permitted as conditional uses. A substantial portion of the area of the B-1 district is currently comprised of municipal parking lots.

**B-2 Riverfront Business District:** This area is mapped south of the downtown residential zone along the river, and is intended for activities oriented to the river, such as boating and recreation. The predominant uses in this area are marinas and multifamily housing. Permitted uses include marinas, restaurants, offices, single family homes, and duplexes. Multifamily homes and utility substations are permitted as conditional uses.

**B-3 Oceanfront Business District:** The only permitted uses in this zone are public parks and swimming clubs. This area is primarily comprised of beach clubs. A portion of the municipal parking lot is also located in this zone.

**B-R Business Residential Zone:** This zone is mapped for a small area along the river, west of the R-3 Downtown Residence District, and allows single family and duplex dwellings, retail, personal services, business and professional service, repair services, and public buildings.

**C-P Coastal Protection Zone:** This zone covers the narrow strip of land between Ocean Avenue and the Atlantic Ocean at the northern end of Sea Bright. No development is allowed in this zone other than stairs and platforms over the sea wall.

## Sea Bright Existing Zoning

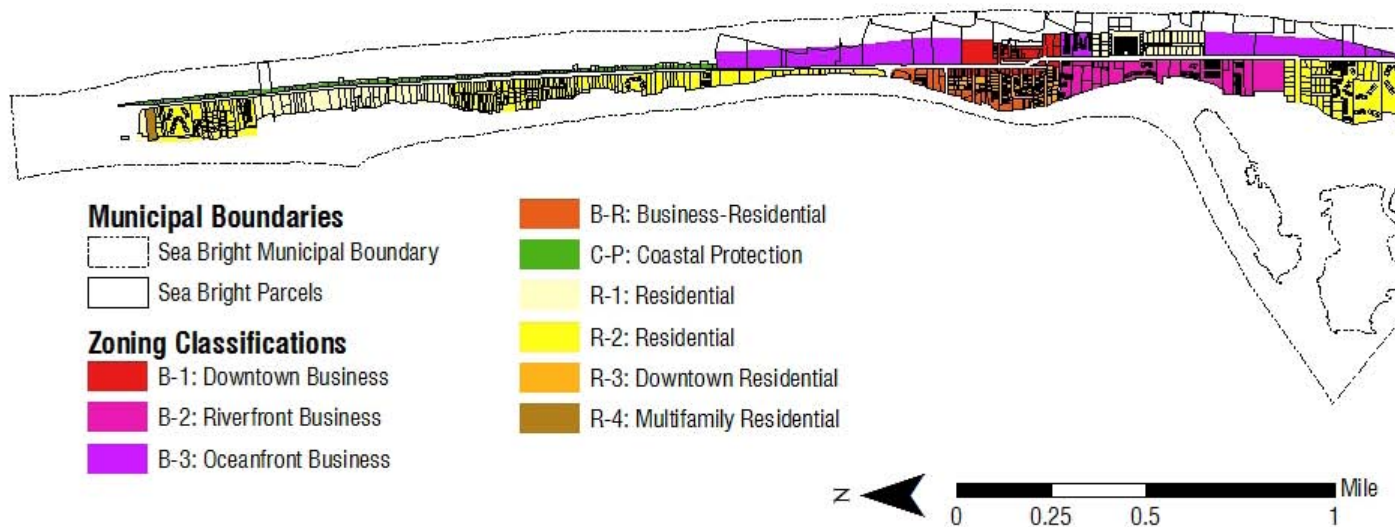


Figure 6: Existing Zoning, Sea Bright, NJ  
Source: NJDEP & Borough of Sea Bright

# Proposed Changes

Our studio performed a ‘Susceptibility to Change’ analysis which took into account both the level of damage experienced by property owners, as defined by the percentage of building value lost per the post-Sandy reassessment, as well as a more subjective analysis of which areas had more likelihood of experiencing a change in development patterns based on current use and ownership. For example, given that the beach clubs began rebuilding immediately, we did not view these areas as

susceptible to immediate change. This analysis informed the recommendations that follow.

The following recommendations are divided into short-term recommendations, in which specific changes to the Sea Bright land use regulations are proposed which can be adopted in the near future, and longer term recommendations, which describe a more general vision for the long-term development of the town.

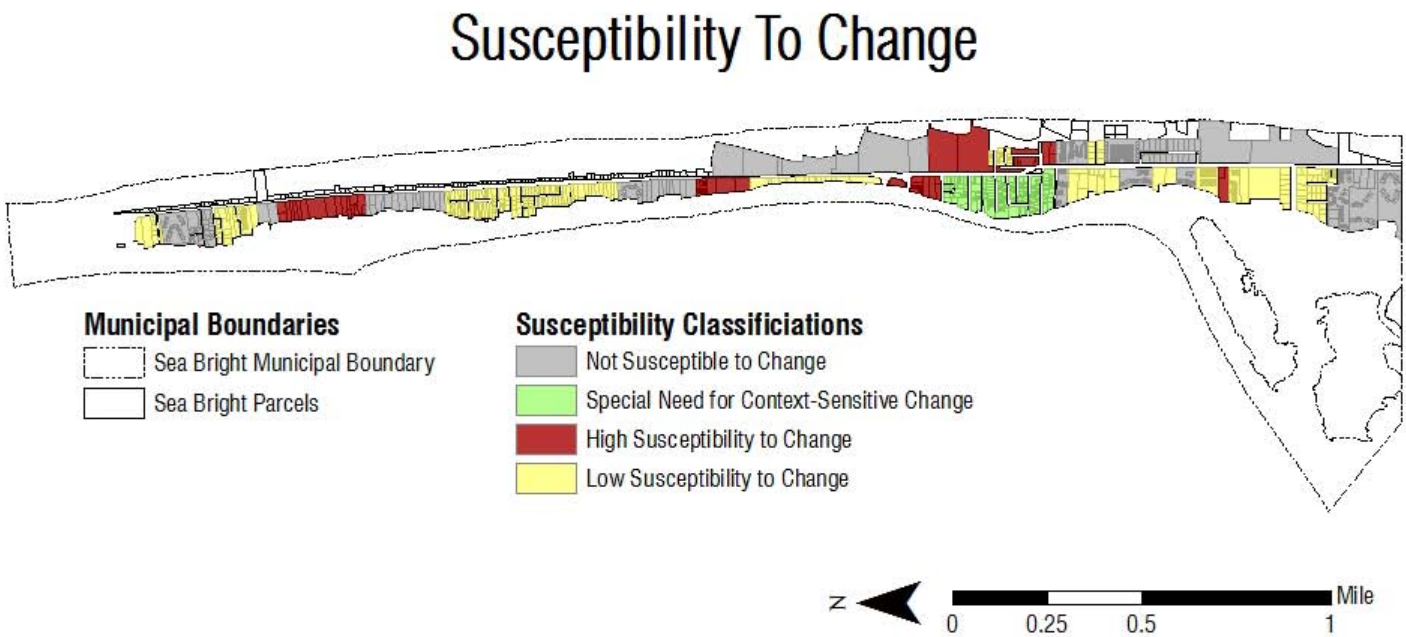


Figure 7: Susceptibility to Change, Sea Bright, NJ  
 Source: NJDEP & Borough of Sea Bright

---

# Short-Term Recommendations

## Temporary Uses:

Allowing temporary uses is an important short-term adaptation practice, particularly for the first summer season while many businesses are still in the process of rebuilding after Sandy. Currently, per Sections 130-27D and 130-49F of the code, tent structures for temporary uses require a zoning permit. To get a temporary use permit, applicants must submit 10 copies of a development application, key map, and plans of the proposed development, along with a supplementary statement in writing and certification that no taxes are delinquent.

We recommend that Sea Bright simplify this application process for temporary uses in the B-1 and B-3 zones to require only submittal of an application. This change is particularly important for this first post-Sandy summer season in order to allow businesses to set up food and retail tents near the beach, which will provide additional amenities for residents, will help draw tourists, and will help support local businesses. A less cumbersome process to permit temporary uses in the B-1 and B-3 areas will also align with the long-term economic development goals described in this report, which envision more emphasis on festivals and events.

Additionally, we recommend that temporary uses be permitted in the C-P area, with the same application process as described above. The beach is a valuable public property that could be put to more productive use, particularly in the evenings and before and after the peak summer season. Allowing temporary uses on the beach would permit events that could be an additional source of revenue for the town, attract additional visitors, and make the town more appealing for residents. In addition to the beach, the C-P area also contains a small strip of privately owned parcels between Ocean Avenue and the sea wall. Currently, per §134-49(6) of the zoning code, owners of property within the C-P zone are not allowed to charge for parking on their land, nor are they allowed to park other vehicles, such as recreational vehicles or boats, on this property. We suggest that rental of this land for parking and temporary uses be permitted, in exchange for the owner's provision of public access to the beach.

---

## Height Restrictions:

All new and substantially damaged homes in Sea Bright are now required to be rebuilt with two feet of freeboard above the new FEMA ABFEs. Given that the 100-year flood elevations range from 8 to 13 feet (and the 500-year flood elevations range from 9 to 17 feet), it is a given that if there are to be buildings in Sea Bright in the future, they will be elevated. Although Sea Bright modified their height restrictions in January 2013 to 42 feet to allow for increased elevation, this is inadequate to encourage rebuilding and reinvestment in the area as it still allows only three stories of usable space. Particularly in the areas targeted for increased mixed-use development, and in areas targeted for multifamily housing, the existing height restrictions limit development potential in the town.

We recommend increasing the height limits to the following:

R-1: 42' (3 stories) – no change

R-2: 52' (4 stories)

R-3: 52' (4 stories)

B-1: 65' (5 stories)

B-2: 65' (5 stories)

B-3: 42' (3 stories) – no change

B-R: 42' (3 stories) – no change

Sea Bright should consider permitting additional height above 5 stories in the B-1 Zone on a project by project basis so long as any stories above the fifth floor are set back such that the additional height is not visible from the street level.

---

---

## Proposed Rezoning:

While our studio feels that most of the zones in Sea Bright are drawn appropriately, there are certain parcels that we recommend rezoning to foster more efficient and appropriate uses of land on those parcels:

*R-4 Zone:* Given there is only one parcel zoned R-4, we suggest eliminating the R-4 zoning designation altogether and rezoning the single R-4 parcel to R-2, in order to be more compatible with the adjacent zoning.

*Municipal Lot:* Most of the municipal oceanfront property is already located in the B-1 zone, except for the northernmost parcel which is mapped B-3. We suggest extending the boundary of the B-1 zone to encompass the rest of the municipal parking lot.

*R-1 Area south of downtown:* We suggest rezoning this area to R-2 to permit more intense residential use than what is allowed under the current zoning.

*B-R Zone:* We suggest incorporating the parcels with frontage on Ocean Avenue (between the Shrewsbury River Bridge and Peninsula Ave) into the B-1 district. The remainder of the parcels could be incorporated into the R-1 district.

## Mixed Uses:

Allowing mixed uses was an important goal of the 2007 plan and continues to be an important goal advocated by our studio in order to create a more vibrant Sea Bright. To that end, Section 130-40A, which states, “No lot shall have erected upon it more than one principal structure, nor shall any structure be utilized for more than one principal use”, should be eliminated.

It is important to enable a higher density that can support this mix of uses, particularly in the B-1 and B-2 zones. An increase in density will help to achieve a more walkable and lively downtown and will enhance the tax base. Just as importantly, permitting an increase in density beyond what is currently allowed will help offset the costs of elevating and flood-proofing new structures, which increases construction costs substantially. This offset in costs will help to incentivize rebuilding in Sea Bright in a more resilient and sustainable manner, particularly if density increases are linked to requirements for sustainable construction practices.

Additionally, we recommend making bed & breakfasts a conditional use in the R-1, R-2, and R-3 zones, and hotels a conditional use in the R-2 and B-2 zones, to support the economic development goals discussed later in this report.

---

---

## Lot and Building Requirements:

To achieve this type of finer-grained mixed-use development in the B-2 zone, we recommend the minimum lot size in the B-2 zone be reduced from 25,000 SF to 10,000 SF. Additionally, we suggest reducing the setbacks in this zone as follows:

*Front Setbacks:* Reduce to 0' from 25'. A 10' setback will be permitted if the setback area between the building and the street is devoted to public space that is open 24 hours per day.

*Side Setbacks:* Reduce to 10' from 20'.

Currently, maximum building coverage in the B-2 area is 30% and maximum lot coverage is 50%. We recommend increasing these coverage numbers to 50% and 70% respectively to accommodate higher-density development provided that the new development incorporates stormwater best management practices such as permeable pavers, green roofs or on-site rain collection barrels to offset the additional impervious coverage. See the section on stormwater management for a more detailed description of applicable best practices.

## Attached Housing:

Attached (duplex) housing, called 'Multifamily A' in the zoning code, is currently permitted in the B-2 and B-R districts as of right, and the R-3 district as a conditional use. As discussed in the introduction to this section, it will be a real hardship for homeowners to simply build the same sort of housing that was there before but 10 feet higher, particularly on the small existing lots in the R-3 district and portions of the R-2 district. If structures are elevated without changes in housing and building typologies, it will also result in a very unattractive streetscape. To provide more flexibility for construction of elevated homes with parking underneath, we suggest the following:

- Change the definition of Multifamily A to include up to 4 attached units. Additional units could be accessed from the side or rear of the building.
- Allow Multifamily A as of right in the R-2 and R-3 zones.
- Waive side yard setbacks (reduce to 0 feet) where attached housing is proposed.
- Allow encroachments for stairs and encourage joint stairs to upper levels in adjoining lots.

Images and diagrams of potential housing typologies are discussed in further detail in the Housing section.

---

---

## Multifamily Housing:

Existing multifamily housing in Sea Bright has developed in a piecemeal fashion, with no guiding standards since it is not allowed as of right anywhere in the Borough except for the single parcel zoned R-4. Multifamily housing is currently allowed as a conditional use only in the B-2 zone. This should be changed to a primary permitted use. More importantly, the design standards for Multifamily B uses, outlined in Section 130-59, should be updated to allow more flexibility in constructing multifamily dwellings. The recommendations proposed on page 23 of the 2007 Smart Growth Plan should be reconsidered. In particular, our studio recommends that the following suggestions be adopted:

- (1c) Reduce the minimum 1-acre lot development size.
- (4) Reduce required separation between buildings.
- (5) Increase the maximum unit density from 4 units per acre to 40 units per acre. Alternately, consider adopting a maximum permitted FAR measure instead of a unit per acre measure in order to allow for more flexibility in unit sizes while constraining bulk.
- (17) Reduce or eliminate onerous storage requirements.
- (19) Make 24' the maximum access drive width, rather than a 20' minimum.

(20) In addition to this requirement, require that pedestrian walks be constructed to connect with existing pedestrian walkways in the town.

(29) Reduce the front yard setback from 35 to 10 feet and reduce required frontage.

(\*) Add a requirement that primary entrances (to townhouses and apartment buildings) must front on a public street.

(\*) Prohibit surface parking in front of buildings. Permit parking to be placed at ground level underneath buildings as of right; parking could be allowed to the side or rear of buildings where appropriate.

---



## Parking:

Parking is a major land use concern in Sea Bright. During the summer season, there is a chronic shortage of parking, which inconveniences residents and limits the number of visitors who can patronize local businesses or the public beach. In the off-season, there is a major excess supply of parking, with vacant surface lots that generate minimal tax revenue, are a liability aesthetically, and do not generate any activity or vitality. In some ways, the requirement for elevation, and the need to design buildings in Sea Bright to withstand flooding, is a blessing in disguise. All parking can now be accommodated at the ground level, underneath or behind elevated buildings. We recommend the following changes to parking requirements:

- Reduce off-street parking requirement for residential single family and Multifamily A homes to 1 parking space per dwelling unit. Homeowners could add additional parking under their dwelling if they desire.
- For multifamily and non-residential uses, allow shared parking in lieu of per-building parking requirements. Shared parking strategies are discussed in more detail in the transportation section of this report.



Source: Spring 2013 Graduate Planning Studio

---

# Long-Term Recommendations

The above discussion focuses on specific recommendations that the town can implement in the short term to facilitate the long-term goal of rebuilding of a more resilient, a more economically diverse, and a more sustainable Sea Bright. Our studio's long-term vision of land use in Sea Bright is as follows

**R-1 Residence District:** We envision little long-term change in this area, and expect large-lot single family homes to remain the predominant land use for this narrow strip of northern Sea Bright. However, if a substantial number of homeowners express an interest in being bought out due to recurrent flood loss, this area could be restored to open space, with a focus on river-oriented recreational activities. As discussed above, we suggest re-mapping the southern R-1 District to R-2.

**R-2 Residence District:** The R-2 residence district is characterized by medium-sized single family homes. We envision this area to remain primarily residential, interspersed with home offices and bed & breakfasts. The challenge in this area will be maintaining the character of the community while accommodating elevated homes. Sea Bright should not permit Multifamily B development in this area unless it is constructed to be street-facing and otherwise in line with the desired small-town character of Sea Bright. However, our studio does envision a small increase in residential intensity in this area, particularly in the re-mapped R-1 area south of the downtown, in order to permit for more flexibility in rebuilding.

**R-3 Downtown Residence District:** As the downtown residence district, this area is critical to Sea Bright's identity. The goal is to preserve this area as walkable, relatively dense housing that is resistant to repeated flooding. To this end, Sea Bright should allow more flexibility in this area to construct attached and multifamily housing, as long as design guidelines are followed which maintain the walkable character of the area. Residents who are unable to afford the cost of elevating their homes, or who are elderly or for other reasons do not think rebuilding is feasible, may desire to sell their homes, and the current zoning restrictions in this area may make it nearly impossible for them to do so. Allowing more flexibility to combine lots and construct higher density residences increases options for current and future residents of Sea Bright. We emphasize that any change that occurs in this area will ultimately be the result of the decisions made by individual property owners.

**B-R Business Residential Zone:** This area is one of the most flood-prone areas in Sea Bright, flooding during spring tidal events, as well as during major storms. Given its location near the downtown and along the river, it would be an ideal place for green open space. Our studio encourages Sea Bright to consider the potential of this area to be converted to a riverfront park over the long term. Alternatively, new uses should be elevated and provide elegant connections to ground level. As discussed above, the B-R parcels fronting on Ocean Avenue should be remapped into the B-1 zone.

---

**B-1 Downtown Business District:** Long term, we envision increased development of the downtown business district of Sea Bright to better serve both residents and visitors. Right now, Ocean Avenue serves as a one-sided main street. Long term, we suggest that there be retail and business on both sides of Ocean Avenue, which will create a more vibrant ‘main street’ feel. The municipal parking lot, in particular, has the potential to be redeveloped in such a way as to provide better beachfront amenities while enhancing retail and residential opportunities downtown, attracting more visitors, and enhancing the tax base of the town. Additionally, the current 1 to 2 story downtown should be allowed to grow to 4 or 5 stories long term, with additional height permitted and appropriate setbacks. This would allow for better oceanfront and riverfront views and would accommodate structured parking underneath new development. Structured parking would help alleviate the parking shortage downtown, while retail frontage would provide for a more attractive downtown use than surface parking lots which sit empty for much of the year.

**B-2 Riverfront Business District:** Our studio feels that long-term, this area has potential to be a second downtown district for Sea Bright, one which gives residents increased access to the riverside. Currently, a great deal of this area is used for surface parking, a use that is not optimal environmentally, economically, or socially. We envision the continuation of marine uses in this area, but with increased opportunities for dining, waterfront recreation, and residential and hotel

options. These proposed new uses are all complementary to the currently permitted uses.

**B-3 Oceanfront Business District:** Given the vulnerability of this area to flooding and erosion, our studio agrees that most permanent uses are not appropriate in this area, and that beach clubs and parks should continue to be the only permitted permanent uses. However, given the availability of a large expanse of attractive beach, Sea Bright should take advantage of the potential of this area by permitting creative temporary uses. Additionally, as currently constructed, the beach club parking lots, like the marina parking lots, are not an optimal use of the land. Long term, perhaps the beach clubs could construct structured parking that sits under the beach clubs (much like the proposed scheme for the municipal lot), and restore the reclaimed parking lot land as open space. A shorter term option would be to permit and encourage more creative use of the surface parking lots, by adding solar parking canopies or allowing for temporary shopping areas in tents or shipping containers, for example.

# Sea Bright Proposed Land Use

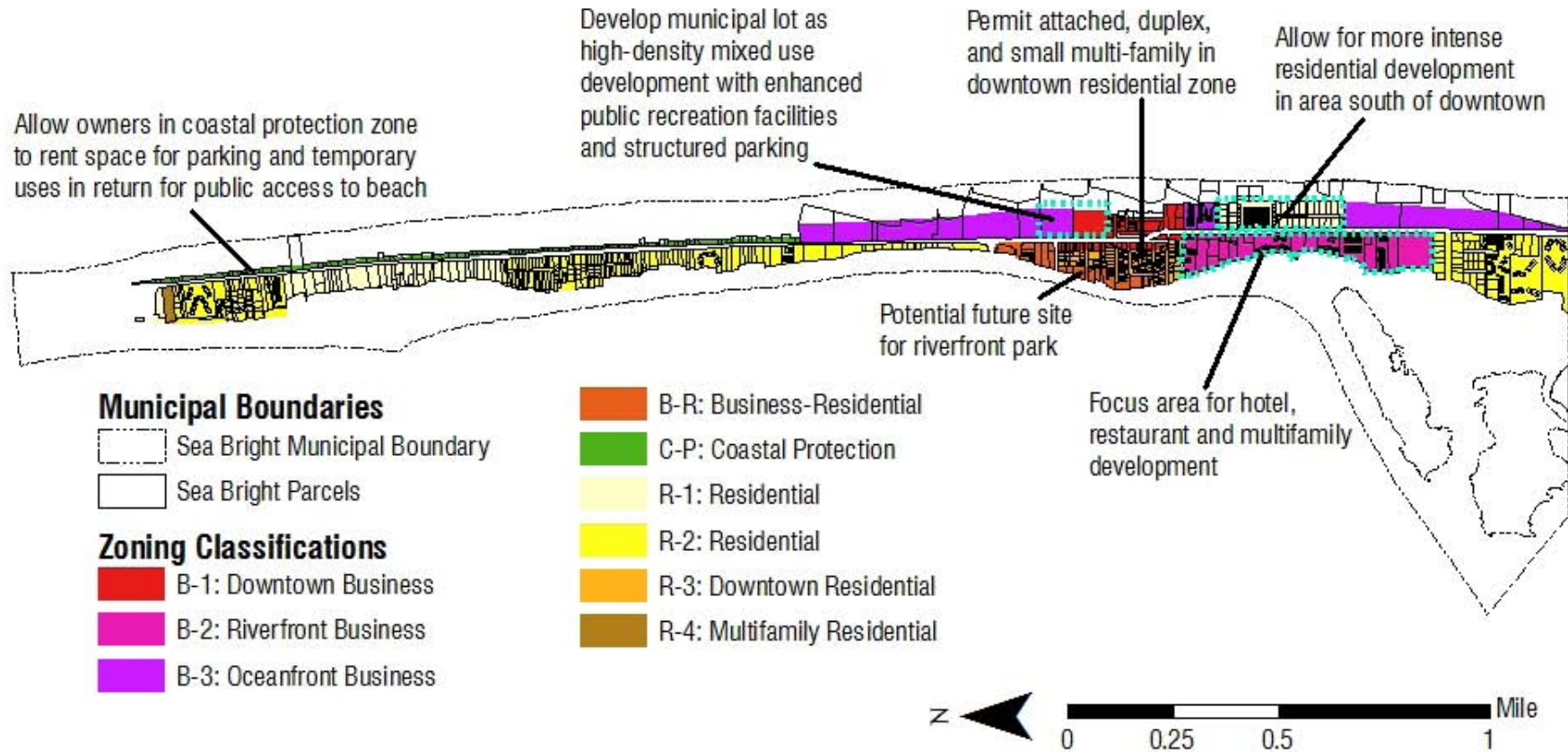


Figure 8: Proposed Land Use, Sea Bright, NJ  
Source: NJDEP & Borough of Sea Bright

---

# Housing

## Guiding Principles

1. Preserve the best of Sea Bright's past character while shaping new market-driven development so as to ensure a vibrant future. Encourage pedestrian-friendly, mixed-use infill development with a traditional "main street" feel, where appropriate (from Sea Bright's 2007 Smart Growth Plan).
2. Foster new residential and commercial construction that is both resilient to flooding and economically feasible.
3. Encourage new development such that buildings and uses can withstand occasional flooding.
4. Encourage building typologies that recognize the size of the underlying lots and better respond to the challenges of periodic flooding.



---

# Construction Practices

Housing rebuilt in Sea Bright should be able to withstand flooding. In a post-Sandy environment, all residents are well aware of the risks of living in an area subject to flooding and storm surges. FEMA's Coastal Construction Manual<sup>10</sup> provides in-depth descriptions of design, construction and maintenance practices that increase the durability of residential buildings. Without replicating this resource in any detail, the following best management practices appear over and over again in the literature and should be required for all new or substantially reconstructed housing in Sea Bright:

- Elevate homes above the 100-year floodplain, with two additional feet of freeboard. All electrical outlets and switches, HVAC equipment, and other utilities should be elevated above this level.
- Incorporate flood vents and breakaway walls in ground level enclosures.
- Use reinforced foundations or pilings to improve structural resistance against wind and wave impacts.
- Use moisture-resistant building materials, such as composite concrete board instead of drywall.
- Require appropriate design treatments of ground-level, flood susceptible areas to ensure that pedestrian-level streetscapes are not compromised

In the short term, the focus in Sea Bright is on helping individual homeowners obtain the funds and permits needed to repair their homes. However, now is also the time for Sea Bright to re-evaluate their land development regulations and building code to ensure that any housing built in the future is able to withstand future 100-year storm events with minimal damage. This is also a major opportunity for Sea Bright to remake itself as a greener, more sustainable community. In addition to updating building codes to require more flood-resistant residences, our studio views this as an ideal time to update ordinances and building codes to promote green-building practices, such as the following:

- Improved energy efficiency standards; enhanced efficiency requirements for insulation, HVAC systems, and window systems.
  - Incorporation of alternate forms of energy, such as solar power.
  - Installation of rainwater harvesting systems and integration with building plumbing systems so rainwater can be used for irrigation and indoor plumbing (grey-water systems).
  - Use of high efficiency faucets and fixtures.
  - Use of light-colored, high-albedo materials for roofs and paved surfaces.
  - Green roofs and other strategies to reduce stormwater runoff
  - Native species landscaping & permeable paving
-

---

# Design Suggestions for Elevated Housing

A major challenge with elevated housing is how to construct aesthetically pleasing raised homes that do not destroy the character of a community. The most obvious, and the most likely, use of the ground-floor space under elevated houses is as parking. This space could also be used as indoor/outdoor recreation space, storage space, or simply be left empty, but using this space as parking is a practical and efficient use of the space, and will help to alleviate Sea Bright's chronic summer-season parking shortage. Residents may be concerned about the aesthetics of this type of parking. Therefore, we recommend the following design standards to improve the appearance of elevated housing with ground level parking:

- Recess garage entrances slightly underneath occupied structures. A recess as small as 1 foot should be enough to make the garage door less prominent.
- Add porches or balconies on the second floor overhanging the garage area.
- Where possible, avoid exterior stairs that lead to a front door on the second floor. Enclose the stair with breakaway enclosures and create a ground floor entrance.
- Screen parking areas with latticework and plantings (specify minimum percentage coverage).
- Combine homes as duplexes, triplexes, or fourplexes to minimize the need for repetitive staircases.

In the aftermath of Hurricane Katrina, a design guide called the Gulf Coast Pattern Book was developed to provide homeowners with guidance on how to construct attractive and flood resistant homes. While not directly applicable to New Jersey or Sea Bright -- the homes included in the pattern book anticipated required elevations much lower than those needed in New Jersey (4 feet as opposed to 8 to 10 feet), and there was a heavy focus on Gulf Coast vernacular architecture, not valid in New Jersey. However, a pattern book approach may nevertheless provide a useful framework. FEMA is considering developing a similar, more regionally appropriate guidebook for New Jersey. Our studio has included a sample of images in this document as illustrations of what such structures might look like (Figures 7 through 14), as well as examples of designs that should be avoided (Figures 15 through 18).

# Housing Illustrations



Figure 9 (Source: GRE Boston)



Figure 10 (Source: Coastal Home Plans)



Figure 11 (Source: Coastal Home Plans)



Figure 12 (Source: Coastal Home Plans)





Figure 13 (Source: Coastal Home Plans)



Figure 14 (Source: Coastal Home Plans)



Figure 15 (Source: Askins Real Estate Blog)



Figure 16 (Source: Chris Grigsby)

# Housing Illustrations: Designs to Avoid



Figure 17 (Source: Domaise.net)



Figure 18 (Source: The Lens, NOLA)



Figure 19 (Source: Agentowned.com)



Figure 20 (Source: Academic.ru)

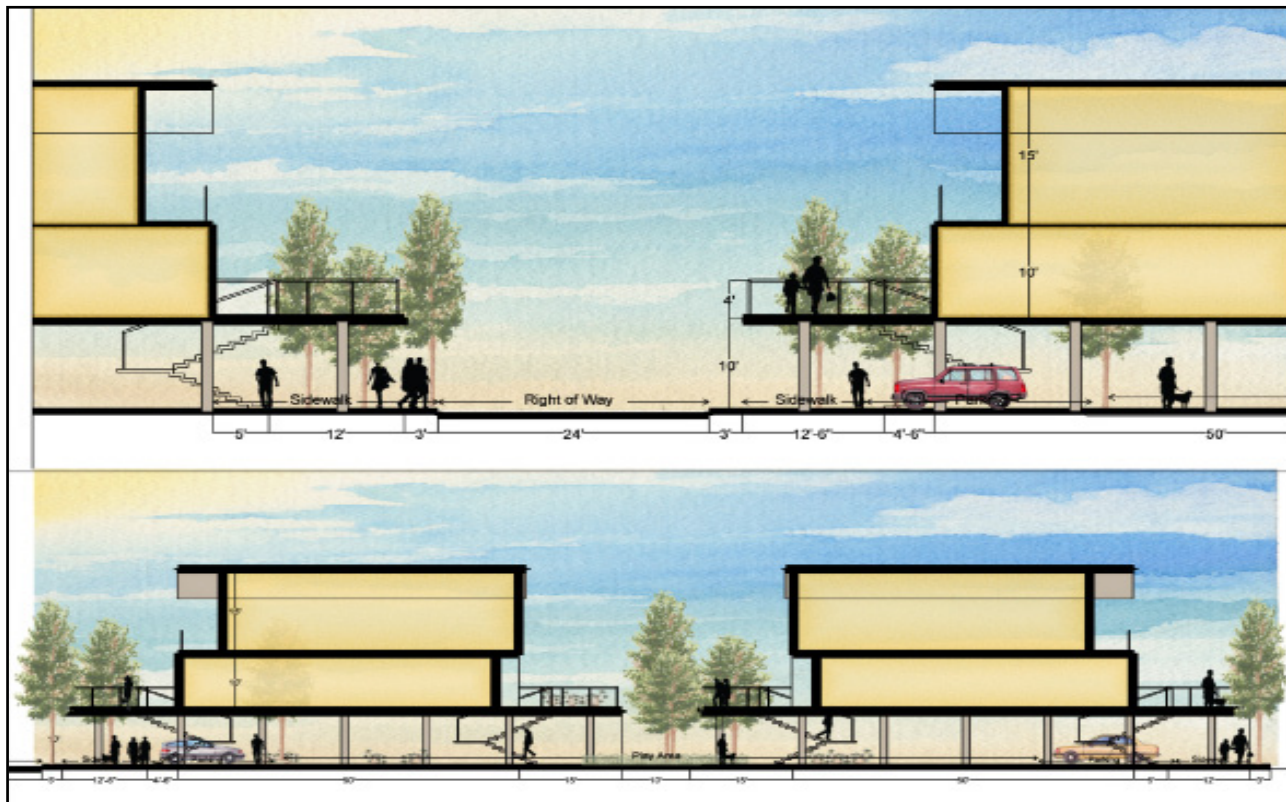


Figure 21: Proposed Housing Section  
Source: Rewa Marathe

An alternative strategy developed by our studio involves a complete raising of the sidewalk level in the downtown residential area by constructing elevated boardwalks 8 to 10 feet above the sidewalk. Since the pedestrian experience on the street level will be limited to walking past garage doors, construction of a system of raised boardwalks for pedestrian use could be a creative (albeit expensive) way to resolve the problem. The front doors of individual homes would open onto

this raised sidewalk. Incorporating a 'boardwalk/dock' motif would serve to reinforce the maritime and beach heritage of Sea Bright. This strategy would require mutual agreement amongst all homeowners on the block to elevate their homes and construct a common connecting raised sidewalk. This scenario is perhaps more feasible in the case that a developer assembles multiple adjacent lots and seeks to construct new, elevated homes.

---

# Economic Development

## Guiding Principles

1. Create a short-term strategy for spurring local economic activity within Sea Bright so that the Borough can function as an attractive vacation place and have a successful Summer 2013 season.
2. Diversify the types of businesses and amenities in Sea Bright to serve the needs of the local community as well as increase tourist activity and spending.
3. Provide space for community, commercial and recreational uses that meet the needs of the residents and reinforce the character of Sea Bright.



---

# Background

As noted earlier in the first section of this report, Sea Bright's pre-Sandy local economy was limited and seasonal. It primarily revolved around the Borough's eateries and its six beach clubs that derive the majority of their revenue during summer months when visitors flock to the shore in search of sun, sand and summertime fun.

Post-Sandy, Sea Bright has an opportunity to reconstruct both its physical landscape and the economic activities that take place within it. The purpose of this section is to provide a brief overview of pre-Sandy economic conditions and suggest ways in which Sea Bright can not only revive its existing sectors but also develop new ones to ensure the town exists as an economically stable and viable entity for generations to come.



Source: Spring 2013 Graduate Planning Studio

---

# Current Economic Conditions

## Workforce Analysis<sup>12</sup>

Prior to Superstorm Sandy, Sea Bright functioned as a typical shore town. Most of its businesses fall under the accommodation and food services category. The Borough's jobs-to-housing ratio of 0.40 jobs for each household indicates that there are not enough employment opportunities for every member of a household.<sup>11</sup> As a result, residents travel outside of the borough to places like Manhattan or other urban centers in the NY-NJ region for employment opportunities. Furthermore, most of the people employed in Sea Bright's service economy travel into the Borough for work. In order to understand the types of workers present in Sea Bright, the existing workforce was broken down according to several characteristics explained in the following employment snapshot:

**Age:** According to the Census Bureau's On the Map, in 2010 there were 452 people who were employed in Sea Bright. Of those 452, 145 were age 29 or younger, 239 were between the ages of 30 and 54, and 68 were age 55 or older.

**Earnings:** 220 of the workers in Sea Bright make \$1,250 per month or less, 135 make between \$1,251 and \$3,333, and 97 make more than \$3,333 per month.

**Educational Level:** 319 of the workers earned a bachelor's degree or higher level degree, 191 had some college or associate degree, 124 had a high school diploma or equivalent, and 44 had an educational attainment less than a high school diploma.

**NAICS Industry Sectors:** In 2010, the 452 employees of Sea Bright worked in the following job sectors:

- Accommodation and Food Services (200)
- Arts, Entertainment, and Recreation (61)
- Public Administration (54)
- Retail Trade (47)
- Wholesale Trade (20)
- Construction (18)
- Administration & Support, Waste Management and Remediation (12)
- Health Care and Social Assistance (8)
- Manufacturing (7)
- Professional, Scientific, and Technical Services (6)
- Agriculture, Forestry, Fishing, and Hunting (6)
- Finance and Insurance (4)
- Management of Companies and Enterprises (3)
- Other Services (excluding Public Administration) (3)
- Information (2)
- Real Estate and Rental and Leasing (1)

The largest sector of employment in Sea Bright in

---

2010 was Accommodation and Food Services with 200 employees, followed by Arts, Entertainment and Recreation with 61, Public Administration with 54, Retail Trade with 47. Wholesale Trade with 20 and Construction with 18 employees. There were no workers in the Mining, Quarrying and Oil and Gas Extraction, Utilities, Transportation and Warehousing, and Educational Services sectors.

**Inflow/Outflow:** As mentioned previously, there are 452 people employed in Sea Bright. However, it is important to note that only 29 of these workers actually live in Sea Bright. 853 people live in Sea Bright but are employed outside of the municipality.

**Work-Destination:** Of the 853 people that live in Sea Bright and work elsewhere, 125 work in New York City, 37 work in Red Bank, 35 work in Long Branch, 31 work in Eatontown, 21 work in Oceanport, 21 work in Tinton Falls, 17 work in Jersey City, 17 work in Rumson, and 16 work in Atlantic Highlands. 533 worked in locations that were not provided in the Census report. The fact that New York City was the most common commuter location indicates the Highlands Ferry is a well-used resource in the Sea Bright community.

**Home-Destination:** Of the 452 employees that work, but do not live in Sea Bright, 39 travel from Long Branch, 29 from Rumson, 20 from Oceanport, 18 from Atlantic Highlands, 17 from Fair Haven, 14 from Eatontown, 13 from Little Silver, 13 from New York City, and 12 from Highlands. 248 people were employed in other undisclosed locations as well.

Sea Bright Employment by NAICS Industry Codes				
NAICS	Industry Code Description	2002	2010	Difference
11---	Forestry, fishing, hunting, and agriculture support	0	6	6
21---	Mining	0	0	0
22---	Utilities	0	0	0
23---	Construction	24	18	-6
31---	Manufacturing	2	7	5
42---	Wholesale trade	14	20	6
44---	Retail trade	93	47	-46
48---	Transportation & warehousing	4	0	-4
51---	Information	6	2	-4
52---	Finance & insurance	20	4	-16
53---	Real estate & rental & leasing	13	1	-12
54---	Professional, scientific & technical services	12	6	-6
55---	Management of companies & enterprises	0	3	3
56---	Admin, support, waste mgt, remediation services (including public administration)	90	66	-24
61---	Educational services	0	0	0
62---	Health care and social assistance	4	8	4
71---	Arts, entertainment & recreation	34	61	27
72---	Accommodation & food services	259	200	-59
81---	Other services (except public administration)	4	3	-1
95---	Auxiliaries (exc corporate, subsidiary & regional mgt)	0	0	0
99---	Unclassified establishments	0	0	0
	<b>Total (Excluding 95 and 99)</b>	<b>579</b>	<b>449</b>	<b>-130</b>

Figure 22: Sea Bright, NJ Employment by NAICS Industry Codes  
Source: U.S. Bureau of Census, County Business Patterns, 2002 & 2010



It is important to note that many of Sea Bright's industries are declining in the number of people employed. From 2002 to 2010, sectors with the largest decreases in employment include accommodation and food service (-59), retail trade (-46), and administration, support waste management, and remediation services (including public administration) (-24).

In total, Sea Bright has lost 130 workers since 2002, or a 22% loss from what the total employment base was in 2002. Sea Bright must take action to prevent the additional loss of employment by strengthening current industries and must provide incentives to attract new job opportunities to the town.

Location Quotients of Sea Bright			
NAICS	Industry Code Description	LQ	Basic Sectors
<b>11---</b>	<b>Forestry, fishing, hunting, and agriculture support</b>	<b>9.5862</b>	<b>Basic</b>
21---	Mining	0.0000	Non-Basic
22---	Utilities	0.0000	Non-Basic
23---	Construction	0.8327	Non-Basic
31---	Manufacturing	0.1607	Non-Basic
42---	Wholesale trade	0.8907	Non-Basic
44---	Retail trade	0.8084	Non-Basic
48---	Transportation & warehousing	0.0000	Non-Basic
51---	Information	0.1596	Non-Basic
52---	Finance & insurance	0.1682	Non-Basic
53---	Real estate & rental & leasing	0.1281	Non-Basic
54---	Professional, scientific & technical services	0.1912	Non-Basic
55---	Management of companies & enterprises	0.2640	Non-Basic
<b>56---</b>	<b>Admin, support, waste mgt, remediation services (including Public Administration)</b>	<b>1.8330</b>	<b>Basic</b>
61---	Educational services	0.0000	Non-Basic
62---	Health care and social assistance	0.1121	Non-Basic
<b>71---</b>	<b>Arts, entertainment &amp; recreation</b>	<b>7.5909</b>	<b>Basic</b>
<b>72---</b>	<b>Accommodation &amp; food services</b>	<b>4.4082</b>	<b>Basic</b>
81---	Other services (except public administration)	0.1437	Non-Basic

Figure 23: Location Quotients of Sea Bright, NJ  
Source: U.S. Bureau of Census, County Business Patterns, 2010

While measuring the local economic impacts, it is important to note what is being exported from the town, as this generates revenue. Basic sectors, or exporters, have a positive impact on the regional economy. In order to interpret the impact of basic exporters, location quotients are computed. Location quotients are utilized to describe the amount of export employment in each industry. Four of the industries in Sea Bright are considered basic sectors. These include:

- Forestry, fishing, hunting, and agriculture support
- Arts, entertainment, and recreation
- Accommodation and food services
- Administration, support, waste management, and remediation services (including public administration)

By being basic sectors, this means that the regional employment proportion for these industrial sectors is greater than the national proportion. Two sectors are also close to approaching the basic, including retail trade and wholesale trade.



Source: Spring 2013 Graduate Planning Studio

Base Employment Multiplier of Sea Bright		
NAICS	Industry Code Description	Basic Employment 2010
11----	Forestry, fishing, hunting, and agriculture support	5
21----	Mining	
22----	Utilities	
23----	Construction	
31----	Manufacturing	
42----	Wholesale trade	
44----	Retail trade	
48----	Transportation & warehousing	
51----	Information	
52----	Finance & insurance	
53----	Real estate & rental & leasing	
54----	Professional, scientific & technical services	
55----	Management of companies & enterprises	
56----	Admin, support, waste mgt, remediation services	30
61----	Educational services	
62----	Health care and social assistance	
71----	Arts, entertainment & recreation	53
72----	Accommodation & food services	155
81----	Other services (except public administration)	
<b>Total Base Employment</b>		<b>243</b>

<b>Base Multiplier</b>	<b>1.85</b>
------------------------	-------------

Note: This table displays the base employment multiplier, which indicates that for every 100 basic sector jobs in Sea Bright, 85 non-basic sector jobs are created.

Figure 24: Base Employment Multiplier of Sea Bright, NJ  
 Source: U.S. Bureau of Census, County Business Patterns

---

## Retail Analysis<sup>13</sup>

As mentioned earlier, accommodation and food service was by far the greatest sector of employment in the Borough, with 200 workers (44.2% of the workforce), according to NAICS Industry Sector codes. Since the downtown, including the restaurants, eateries, and bars, is an important and defining asset of the Borough, this studio conducted a retail analysis to understand which of the subsectors are the strongest, as well as weakest. In this analysis, high-performing industry groups were identified to interpret how Sea Bright can continue to support the success of these industries as well as determine strategies to bring in new industries into the downtown and Borough overall.

There are only a few surpluses of retail, trade, food and drink in Sea Bright. However, there are many subsectors where there are existing leakages. These areas where there are leakages can be evaluated as potential areas where targeted businesses can open in Sea Bright.

Industry groups where there were positive retail gaps include food and beverage stores, general merchandise stores, non-retail stores. Positive retail gaps mean that dollars are leaking out of the municipality and being spent elsewhere for these particular retail sectors.

The only industries where there were negative retail gaps were food services and drinking places (including full-service restaurants, limited-service eating spaces, special food services, and drinking places-alcoholic beverages), gas stations, and other motor vehicle dealers (besides automobile).

There were 29 food and drink businesses in Sea Bright, along with 15 retail trade. None of the industry groups exceeded as the total number of establishments. Of the 29 food and drink businesses, 19 were full-service restaurants, 6 were limited-service eating places, 2 were special food services, and 2 were drinking places—alcoholic beverages.

With a negative retail gap, this means that the supply (which is retail sales in Sea Bright) is greater than the demand (which is the retail potential). Thus, a negative retail gap displays that there are more sales than what the potential project of retail sales for that industry group category. Currently, Sea Bright is thriving with restaurants and other food and drink establishments, gas stations, and other motor vehicle dealers, which are the marinas for various boats.

---

---

It is an understatement to say that Sea Bright's local economy depends on the food and accommodations industry and retail places that serve summer visitors that still flock to the Jersey shore for summertime boating and sunbathing. The borough's vast, beachfront parking lots that do not have quite enough capacity during the peak summer months, but sit largely unoccupied during the offseason, attest to Sea Bright's intense seasonal activity.

In the wake of Superstorm Sandy, which devastated property in Sea Bright and along New Jersey's shore, the sustainability of the borough's seasonal visitor economy proves questionable. Instead of returning to business as usual, the borough has an incredible opportunity to enhance its local economy. In doing so, Sea Bright will be able to better serve its residents, the visitors that patron Sea Bright and boost the borough's ratable tax base. This studio suggests the following immediate, short and long-term strategies to help realize Sea Bright's economic potential.

---

# Immediate Strategies

## Creating a Summertime Market

It is imperative that, during the first summer after Sandy, Sea Bright proves it is still a successful shore town. One way to bring back interest in Sea Bright and generate revenue is to allow some of Sea Bright's current businesses, especially those that sustained substantial damage to their commercial property, to operate as vendors in a semi-permanent public tent space that functions as a local market or a "beach bazaar". This public space could be realized in or near the municipal parking lots, which form a juncture between the Borough's beaches and its downtown core. It could provide local business owners with a space to sell their merchandise as well as provide services and amenities to visitors and locals. Since most Sea Bright businesses are facing major post-Sandy renovation costs, a nearby temporary space from which to operate could catalyze the town's local economic activity. The business owners can sell pent-up inventory, while those restaurants that do not have adequate space in which to host patrons could use this venue to sell food as their dining rooms continue to be rehabilitated.

With the tented market in place visitors will be able to access food and other amenities all while enjoying breathtaking views of the Atlantic Ocean. Movable furniture like picnic

tables or bistro sets will make perfect seating arrangements for the couples and families that visit the Borough during the daytime. In addition to fun summertime amenities, the tented area could provide essential outdoor facilities. For instance, the Borough's public bathrooms were destroyed during Superstorm Sandy. Since it is imperative that this public necessity be supplied to accommodate beach goers as well as beach loving residents, the tented area could facilitate this much needed public use.

Through facilitating activities, this lively tented marketplace could also become a sought after destination for afternoon and nighttime social outings, luring in tourists and their disposable spending. A number of precedents exist from which Sea Bright could draw ideas for fun summertime events and programming. For instance, the annual Fireman's Fair, which will take place in mid-May this year despite the Borough's on-going recovery, could yield ideas.<sup>14</sup> The fair's arcade games and Ferris wheel, which gives riders scenic views of the Manhattan skyline, are carnival activities that could happen within the tent space, allowing these publicly favorable activities to stay in the town beyond the four days of the Fireman's Fair. At a regional level, nearby Red Bank

facilitates several public events throughout the summer including a food and wine festival, a sidewalk sale and several outdoor activities including a celebration called “Riverfest”.<sup>15</sup> Sea Bright could adopt many of these activities and locate them within the temporary summer tent area to make a highly desired, dynamic public space that will make visitors want to return to Sea Bright for many summer seasons to come.



Source: Spring 2013 Graduate Planning Studio

---

# Short-Term Strategies

## Implementing a Special Improvement District

While facilitating the recovery of local businesses proves critical for the success of Sea Bright's 2013 summer season, the borough should also look to initiating steps for creating and promoting a rich, balanced economy. In the past, Sea Bright deferred the idea of promoting a Special Improvement District (SID), defined as, "an organization, management, and financing tool used by local businesses to provide specialized services that complement rather than replace existing municipal government services as part of a revitalization downtown plan."<sup>16</sup> Through concentrating funding and marketing efforts, a Sea Bright SID could unite individual business owners and operators. In doing so, a SID could help the town and its business community create a lively, productive and highly desirable local economy, one of the Borough's most important objectives as they face the post-Sandy reality.

The new constraints to commercial properties are the need for flood proofing; SID funds are a way to pay for those improvements. SID funded flood proofing measures would decrease the amount of money each property owner paid in flood mitigation, and the town as a whole for other expenses occurred on a larger scale to the business district from flood related damage. By doing a coordinated flood proofing effort

of the entire downtown, there are economies of scale for purchasing services, materials and supplies which would make it less costly than if individual businesses chose to do it on their own. Another important consideration is that after completing improvements throughout the downtown, the entire downtown will be less vulnerable to flood damage. While flood-proofing is one constraint that needs to be addressed in the immediate future, there will be other issues that will arise that will need funding. Using a Special Improvement District as a mechanism to pay for flood proofing and a way to provide funds for future needs of the downtown economy is an immense opportunity. Parking, an issue that Sea Bright has struggled with, is a common issue that many municipalities deal with. Special Improvement District funds can be used to pay for purchasing additional parking lots, constructing parking garages, or other parking needs.

Another common issue that causes hesitation in creating a SID are the assessments from member businesses that comprise the budget. The individual SID would determine how the assessment formula would be applied to each business, through property valuation, square footage or street frontage. While another assessment sounds harsh, the assessments do



---

not make up the entirety of a SID budget. After a SID is created and enacted by ordinance and the municipal governing body, they are eligible for other sources of money that a chamber of commerce or other business group would not have access to.<sup>17</sup>

Highlands has one of the smallest Special Improvement Districts, based on number of members, but it is still extremely successful. They are able to promote events, such as their annual Clamfest, and coordinate efficiently because they have an organizing tool. Another local example is the SID in Red Bank. They are able to utilize many services and promote events as well as other activities to add to their thriving downtown because of their SID.



Source: Spring 2013 Graduate Planning Studio

---

## Diversifying the Local Economy

Aside from a SID, which would support businesses already located in Sea Bright, the borough should take steps to attract new business establishments.<sup>18</sup> This studio suggests that Sea Bright could add the following retail shops to its existing mix:

- Sporting goods store (perhaps a beach/surf shop)
- Clothing/apparel store (possibility a department store)
- Electronics/appliance store
- Building materials and supply dealers
- Lawn and gardening store
- Health and personal care store

These alternative retail uses are meant to contribute to the diversification of Sea Bright's local consumer economy. Incentives should be made to keep local spending dollars within the municipality and not be spent outside. New business opportunities should cater to the needs of the residents, but also be destinations where tourists and day-trippers will spend money as well. The retail uses listed attempt to satisfy both consumer markets.

In addition to diversifying the retail composition of Sea Bright, other commercial could also be targeted to become an integral part of Sea Bright's economy in the near future. These uses include office, medical, and technological.

### **Office:**

Approximately 125 (or 1/8) of the residents of Sea Bright who are employed commute to work in New York City. This is a large portion of residents and significant amount of tax revenue that could be generated if these workers stayed in New Jersey and Sea Bright.

### **Medical (Professional/Retail):**

The existing population of Sea Bright is older (58.7 percent of the population in 2010 was between the ages of 45 and over 85 years old). With this aging population, more doctors will be in demand, along with the need of immediate medical care. Additionally, due to psychologically effects from the storm, psychologists will be needed as well. Uses including general physicians' offices, medical retail, pharmacies, vitamin stores, physical therapy offices,

---

---

occupational therapy offices, medical doctors' offices, clinical psychologists, and psychiatrists should be incentivized in the Borough.<sup>19</sup> Also, additional health and medical related uses could include: healthcare clinics, laboratories, surgical facilities, diagnostic testing center, wellness centers, and hearing aid centers. Additional facilities could also be assisted living centers. Medical retail is becoming a national trend as well, as a method to occupy vacancies in downtowns as well as shopping centers.<sup>20 21</sup>

Of the 452 people who are employed in Sea Bright, there are 8 workers who work in Health Care and Social Assistance. Although this figure is very low, this number will definitely go in the upcoming years as residents retire and are in need of medical care that is in walking distance from their homes.

**Technological Co-Working/Flexible Incubator:**

Nationwide the workspace is changing from a traditional desk and phone office into a live-work environment. Cyber meetings, interactive document editing, and advanced communication devices are constantly evolving the workspace. By offering spaces for type of office space that is flexible, buildings that

offer these innovative uses will attract new residents to Sea Bright. This can be seen in the urban design renderings in this plan/document. With an opportunity to have a space with an oceanfront view as well as a riverfront view simultaneously, people will not be able to pass this up. Individuals and companies alike can rent space as they please (days, weeks, months).

These land uses will be incorporated into the future urban design plans and the zoning amendments proposed for Sea Bright's Land Development Code.

---

# Long-Term Strategies

## Developing a Hotel

Attracting new businesses and building a diverse, dynamic economy is a strategy that Sea Bright should pursue in the immediate and short terms. In the long-term, the Borough should target its most robust sector, that of leisure activity and tourism, to attract new development and attain new revenue streams.

Located on a pristine stretch of the Sandy Hook Peninsula and known for its stunning views of both the Atlantic Ocean to its east and the mighty Shrewsbury River to the west, Sea Bright has long played host to the tourism and hospitality industries that serve the borough's summertime visitors. An anecdote published before Sea Bright's formation documents a writer's journey aboard a steamboat from New York to Ocean House, a hotel located in a tiny fishing village at the mouth of the Navesink River. Constructed in 1842, the property described in the borough's early history existed as the first hotel on the narrow, sandy barrier island. From the writer's perspective, the Ocean House provided, "excellent fishing, fine sea bathing and capital accommodations' for three hundred patrons."<sup>22</sup> Only 50 miles from New York City, Sea Bright served as both a final destination and a stopover for summer travelers. For instance, the traveler's recording about Ocean House noted

that just beyond the hotel's vestibule, beach carriages with broad wheels for traversing the peninsula's sandy paths waited to transport arriving steamboat passengers to Long Branch and other popular shore points.

By the late 1860s, Sea Bright's stock of hotels had grown to include several grand resorts with names like the Normandie, the Octagon, and Peninsula House, each with the ability to host around 200 visitors.<sup>23</sup> The area's hotels, considered "fashionable" by 19<sup>th</sup>-century standards, procured a reputation for quality and service, becoming well-known throughout the region and highly sought after by the tourists that arrived in droves to the Jersey shore. While the Rumson bridge facilitated carriage, and eventually automobile, transportation to and from the borough, Sea Bright's seaside docks continued to bring in wealthy New Yorkers important to the local economy. One photograph from 1895 shows a steamship named the Elberon delivering passengers to the borough's shores.<sup>24</sup>

While its waterfront location lured tourists to Sea Bright, the hydrological forces that gave the borough its natural beauty proved simultaneously and unavoidably destructive to the area's new development, especially its vulnerable seaside resorts. The Octagon House, which featured dockside dining,

---

was destroyed during a winter storm in 1914 by the very waves that hotel guests gazed upon while eating near the Atlantic Ocean. Other hotels were destroyed by an equally destructive 20<sup>th</sup>-century force, that of fire, which eventually took down the Peninsula House and the Normandie, among other area properties. The Edgewater Beach Hotel succumbed to a hybrid of tragic forces. The Edgewater's new owner converted the former manor into travel accommodations in the late 1940s only to have the building denigrated by a storm in 1953 and ultimately destroyed by fire the following year. Most recently, the Ship Ahoy Motel developed in the 1950s along the riverside of Ocean Avenue was demolished twenty years later after hydrologic forces compromised the building's structural integrity.<sup>25</sup>

Today, the borough only contains one place of travel accommodation according to a search of local businesses. The Fairbanks Resort and Marina exists near the north end of the barrier island, overlooking the Shrewsbury River. The resort's website markets the property as a "relaxed family atmosphere" that has hosted Jersey shore travelers for the past 50 years. From photos on its welcome page, the resort and its pool area appear to have pleasing views of the Shrewsbury,

but the property lacks a restaurant or other common areas that typically allow hotels to serve local community residents in addition to overnight out-of-towners. From a search on HomeAway.com, a website where homeowners rent their properties to prospective tourists, it appears that overnight guests can reserve a handful of Sea Bright's fine homes for anywhere from a week to the entire summer season. In the absence of a robust hotel market, house rentals allow tourists to stay overnight in Sea Bright, but these rentals come at a high price unsuitable for certain price points or smaller parties looking to rent individual rooms as opposed to an entire shore house.<sup>26</sup>

Given the borough's limited choice of tourist accommodations, and its desire to reconnect community residents while redeveloping its built environment post-Superstorm Sandy, the borough would do well to look at the long-term possibility of attracting hotel development. An assessment of the surrounding hotel market completed with Esri Business Analyst demonstrated that hotel supply is not only limited in the borough, but is low in the surrounding region. The Business Analyst search returned that one place of accommodation, the Fairbanks, exists within a two mile buffer of Sea Bright

---

---

and four more places of accommodation exist within a five mile buffer of the borough: Ocean Place Resort & Spa and Bungalow Hotel in Long Branch; a La Quinta Inn in West Long Branch; and the Blue Bay Inn in Atlantic Highlands.

Examination of hotel demand characteristics also indicate that hotel development in and/or around Sea Bright may be needed to accommodate overnight guests. According to the state's Department of Travel and Tourism, in 2012:

- Hotel demand increased by 5.8 percent
- Average daily rate (ADR) increased by 3.2 percent
- Overall hotel room revenue increased by 9.2 percent, for the state as a whole

On the public sector side, this correlated to an increase in state and municipal bed tax receipts of 7.9 percent.<sup>27</sup> A tourism forecast available on the department's website predicts that while tempered, tourism and as a result, the number of New Jersey's overnight guests will continue to increase through 2015.

Locally, hotel development could prove profitable for the private sector. Hotel data from Smith Travel Report (STR) show:

- ADR for the northern New Jersey shore range from about \$100 to \$120 during the summer months, decreasing to a low of \$82 in March, right before the summer season.
  - RevPar, a hotel performance measure that determines revenue per available room, fluctuates between \$40-50 from November to April and then between \$56-91 May to October, reaching the peak of \$91 in August.
  - Occupancy in the north shore area ranges from a low of 45 percent in the wintertime to a high of 77 percent in the summer.
  - The north shores' ADR, RevPar and Occupancy statistics largely match trends for the New Jersey shore as a whole.
  - Hotel supply increased by 0.1 percent, while hotel demand increased by 14 percent and revenue grew by 15.2 percent.
-

The last statistic indicates that hotel development could be a promising opportunity for Sea Bright as the minimal market supply does not seem to be keeping pace with market demand. Additionally, a hotel in Sea Bright could enhance its performance through the addition of public space like a restaurant that maximizes local seaside vistas and a year-round facility such as a corporate retreat center or meeting space that would attract business during the offseason.

Meanwhile, any sort of hotel development would need to consider the following things in order to serve as a sustainable, positive addition to Sea Bright's local economy. First, like any physical development, a hotel will need to comply with land use regulations regarding construction in a coastal area. Compliance with new building standards could significantly alter the cost of developing the hotel as well as the physical form of the structure. A place of travel accommodation will also have to consider the cost of necessary risk management entities like generators that the hotel may be required to keep on hand in the event of another storm.



Source: <http://www.cardcow.com/109051/peninsula-house-sea-bright-new-jersey/>

---

## Enhancing Tourism

In addition to looking at hotel development, this studio determined that tourism is another area within the local economy that Sea Bright could capitalize upon and leverage to derive additional economic benefits. As noted earlier, Sea Bright's smattering of restaurants and food services prove incredibly popular among its summertime visitors. Yet aside from the borough's beach clubs, its restaurants, and its watering holes, Sea Bright offers few other types of tourist amenities. Furthermore, the town's tourism industry is seasonal, with the vast majority of leisure activity happening during the summer season, usually bookended by Memorial Day and Labor Day celebrations.

At a statewide level, tourism is a vitally important and growing sector. According to the Department of Travel and Tourism, the leisure industry produced \$34.7 billion, or seven percent, of the state's entire GDP. In terms of state and local impact, the department found that without the tax revenue generated from the travel sector each household in New Jersey would need to contribute an additional \$1,420 to support state and local budgets.

In 2012, visitor trips to destinations throughout New Jersey grew by 4.8 percent, trailing a short-lived period of growth

that began in 2010 with a 7.2 percent increase in visitor trips succeeded by a 2011 increase of 11.6 percent. After three years of growth, however, many question whether the tourism industry can sustain high productivity levels in the years shortly after Superstorm Sandy. Reports indicate that some New Jersey beaches were shortened by almost 30-40 feet and over 300,000 shore homes were either severely damaged or rendered inhabitable, leading many to ask whether the shore will be able to support tourists and causing some tourists to rethink their summer plans.<sup>28</sup>

Nevertheless, the department anticipates that growth in the tourism industry, while decelerating, will continue on an upward climb. In 2013, the department expects New Jersey will welcome 84.3 million visiting guests, a positive change of 2.2 percent, and that the amount of statewide tourists could reach 89.8 million by 2015.<sup>29</sup>

Sea Bright's seaside location on the Atlantic Ocean yields the borough stunning views and sandy beaches, making it a natural, highly desirable platform for leisure and tourism. The borough's proximity to New York City and its landside connections to New Jersey, particularly to the nearby wealthy counties of Monmouth, Hunterdon and Somerset, give Sea

---



Bright access to a large traveling cohort looking to spend disposable income. As a result, Sea Bright has a tremendous opportunity to diversify its tourism offerings and tap into the industry’s’ potential growth.

- First and foremost, Sea Bright could diversify its collection of accessory tourist amenities, which include the borough’s restaurants and small shops tourists frequent when they are in town. Through acquiring more destination restaurants, Sea Bright could engage in food tourism, an activity in which tourists seek out noteworthy dining experiences.<sup>30</sup> Ideas that were mentioned in preceding paragraphs such as adding a beach/surf shop and a clothing boutique would also enhance the services available to Sea Bright visitors.
- In addition to tourist services, this studio also suggests that Sea Bright could develop a more active tourism market. The borough could add active recreational opportunities such as: boating, fishing, sea and river kayaking, canoeing, sailing, mini golf and social sporting activities such as bocce ball and beachside volleyball, Frisbee, and badminton clubs.
- Lastly, Sea Bright could use programming to attract more visitors to town. This studio identified a number of festivals and events that Sea Bright could host

within the borough including: a summer movie series on the beach, music events at local eateries, a sailing or boating contest, volleyball tournaments, a classic car show in the fall that makes use of the municipal parking lots, a chili cook off, fish and lobster fries, and farmer’s markets and/or local arts and crafts fairs that happen periodically throughout the year. A list of potential events that might be enjoyed by both Sea Brighters and its visitors appears below.

**List of Local Programming Ideas:**

On the Beach	On the River	Landside
Fireworks	Boat Show/Festival	5K Walk/Run
Beach Infrastructure Tours/Demos	Fishing Trips	Arts and Crafts Show/Fair
Lifeguard Tournament	Long Fishing Tournament	Bike Ride/Race
Music Festival(s)		Classic Car Show
Sand Sculpture Contest		Chili Cook-off
Summer Movie Series		Farmers’ Market
Swimming Contests		Fish Fry/Lobster Fest
		Other Food Festivals
		Restaurant Week

---

## **Establishing a Community Center**

As noted in the beginning of the section, Sea Bright's economic development strategies should not only encompass the needs and wants of the Borough's summertime visitors. A holistic economic development strategy would also provide space for community uses that meet the needs of the residents and reinforce the character of Sea Bright. This studio suggests that the Borough look in to the long-term possibility of developing a community center that will function as a facility for: local gatherings, recreation, extracurricular courses, meetings, special events, and artisan fairs. A community center located near the heart of Sea Bright's downtown could increase local pride, create a sense of place and, thus, increase the Borough's community capital.

A community center could help the Borough realize several economic development objectives. For instance, a community facility could attract small business owners to events like seasonal arts and crafts fairs, which would bring business and activity to Sea Bright. In hosting these types of events, a community center would serve as an asset that not only draws visitors for a defined event, but would possibly encourage them to participate in other leisure activities like dining in nearby restaurants. Lastly, a community center

can act as a central site from which the town can provide educational programming, workforce development classes, or skills training courses that would enhance the economic competitiveness of Sea Bright's employment base.

The urban design section of this report describes a community center with several different room typologies including a gymnasium that allows community residents to recreate indoors along with defined classroom spaces that could facilitate more structured educational programming activities. The Raritan Bay YMCA in Perth Amboy is an exemplary model of a community center that yields both recreational and educational space for its local residents. Sea Bright's community center could also incorporate green construction and/or a local history museum component. In doing so, the center would serve as a living educational tool in addition to communal space. The Community Facility Development Toolkit<sup>31</sup>, compiled by the Community Action Partnership, provides some medium and long-term steps that could guide Sea Bright in its efforts to realize a community center. By initiating steps to formalize a community space, the Borough could create a flexible, multipurpose space within its boundaries that satisfies both community and economic development needs.

---

---

# Transportation & Circulation

## Guiding Principles

1. Maximize the use of and economic return on municipally-owned land.
2. Reduce traffic congestion by promoting alternative transportation modes that do not involve personal automobiles.
3. Improve safety and accessibility for pedestrians and cyclists.



---

# Background

There is great potential in Sea Bright to improve safety and aesthetic conditions for pedestrians, bicyclists and drivers while finding new municipal sources of revenue and increasing mobility throughout the town. Sea Bright residents value the small town feel and walkability of their town, yet currently conditions are not ideal for pedestrian and biking safety. Congestion becomes a problem in the summer months with an influx of non-Sea Bright beachgoers who arrive via car. When traffic is not congested, cars drive too quickly for pedestrian and bike comfort and safety. Throughout the town, parking time limits are either nonexistent or not enforced. This leads to difficulty finding vacant spaces and increased congestion as cars cruise, looking for open spots.

The convenience of parking needs to be balanced with the needs of a vibrant downtown. While it might be easy to assume that ample parking would help facilitate a downtown revival through convenient proximity, this ignores the nature of parking lots. Parking lots are large expanses of space: sometimes empty, sometimes full of empty cars, but never full of people who want to be there. An attractive downtown has a mix of uses, tightly packed together, with plenty of pedestrian traffic. Convenient parking can subtract space that could otherwise be used for other purposes. This is why we recommend that parking be moved to the periphery of Sea

Bright and/or fronted with mixed-use development downtown.

Congestion is an issue that Sea Bright does not completely control, but can influence for the better of the town. During the summer, the Borough is used for through-traffic accessing other beach towns down the shore. Much of the congestion in town results from people driving around looking for a place to park. Congestion can be addressed by reconfiguring the parking placement and supply, encouraging the use of public transit, and providing safer, better designed facilities for pedestrians and cyclists.

Sea Bright offers free parking to visitors in the municipal lot with time limits on parking that are not well enforced. On-street parking throughout town is free as well, without well-enforced time limits. The Borough in the past has opposed charging for parking in municipal lots and on the street. Sea Bright needs funding to support its residents post-Sandy, so now is the crucial time to reconsider this decision. Revenue from parking can be put toward specific Borough improvement projects that will appeal specifically to residents. The new revenue stream could be a strong incentive for the Borough to start charging for parking.

According to Post-Sandy assessment data, the land that the municipal parking lot currently occupies is worth almost \$9

million. By choosing not to seize the opportunity to charge for parking, Sea Bright is missing out on a significant revenue source. The ideas advanced by transportation expert Don Shoup in *The High Cost of Free Parking*, are particularly relevant to Sea Bright’s parking situation. Shoup believes that the new revenue generated by charging for parking can be used for public improvements to transform the municipality into “a place where people want to be, rather than merely a place where everyone can park free.”<sup>32</sup> Over time surface parking should be moved away from the downtown so as to maximize the value of the land with a higher-revenue function like development. If some parking lots do remain in downtown Sea Bright for the long-term, it is important that they are as discrete as possible so as not to interrupt the continuity of the downtown business district. Offering lot parking can make access to downtown convenient, but at a cost to Sea Bright’s character.

The condition of pedestrian and cyclist safety in Sea Bright has not changed much since before Sandy hit. The 2007 Smart Growth Plan, prepared by Phillips Preiss Grygiel Associates, identified issues and opportunities, along with recommendations for reconfiguring the streets in order to improve traffic conditions and pedestrian and cyclist safety, accessibility and mobility. This plan will not be reproduced

here and should be referred to for guidance on the best strategies for improving safety, accessibility and mobility for pedestrians and cyclists Borough-wide.

Given the current conditions, we recommend immediate, short and long-term steps that Sea Bright can take to address the issues with congestion, safety and parking. The goals and associated objectives are:

- In order to maximize return on municipally-owned land, municipal parking lots should be located on parcels with lower land value. Large lots can be located outside of the downtown area and on-street parking can be expanded in the downtown.
- In order to generate much-needed revenue for the borough, Sea Bright should charge for both on-street and municipal lot parking.
- Congestion from cars searching for parking can be addressed with a shuttle bus service. Reconfigure the location of parking in order to alleviate congestion-a corresponding shuttle bus will transport people from parking to the beach, retail areas and transit.

---

# Immediate Strategies

This summer Sea Bright has a tremendous opportunity to attract tourists and bring money into the local economy. Reutilizing the municipal parking lot as an event and commercial space as described in the economic development and the urban design sections of this report will benefit the town by drawing more visitors. This new use will also start the transition from using that lot fully for parking to relocating municipal parking away from prime beach-front property.

The Borough can test out some alternatives to using that lot fully for parking this summer by designating municipal fee parking lots on under-utilized parcels. Due to the damage from Sandy there will be multiple businesses throughout town that unfortunately will not be fully operational this summer. Some of these businesses have sufficient space for parking that can be used as temporary municipal parking lots.

In the graphic, “Lot 1 has been identified as a prime location for satellite parking this summer. Currently the lot is paved and unoccupied by any structures. It is zoned residential and owned by SBBP, LLC, from Rumson. It is located just across the street from the municipal lot, and is a prime location for vehicles that would otherwise be in the municipal lot once the original lot has been repurposed for commercial or community use. A new pedestrian crossing would be needed in order to assure safety, which would require a small paint job. A fair

rent would be paid to the owners of the lots, which would help them finance their own post-Sandy recovery. The cost to the municipality could then be partially covered by the revenue from parking. Operating the parking facility could be done relatively inexpensively, by hiring a parking attendant by the hour to collect parking fees as cars enter the lot. Additionally, the lot should be fronted with some sort of simple commercial use, like a pretzel or ice cream stand. Adding a pedestrian scale amenity will minimize disruption to the character and streetlife of Sea Bright.

### Revenue-Generating Parking Possibilities

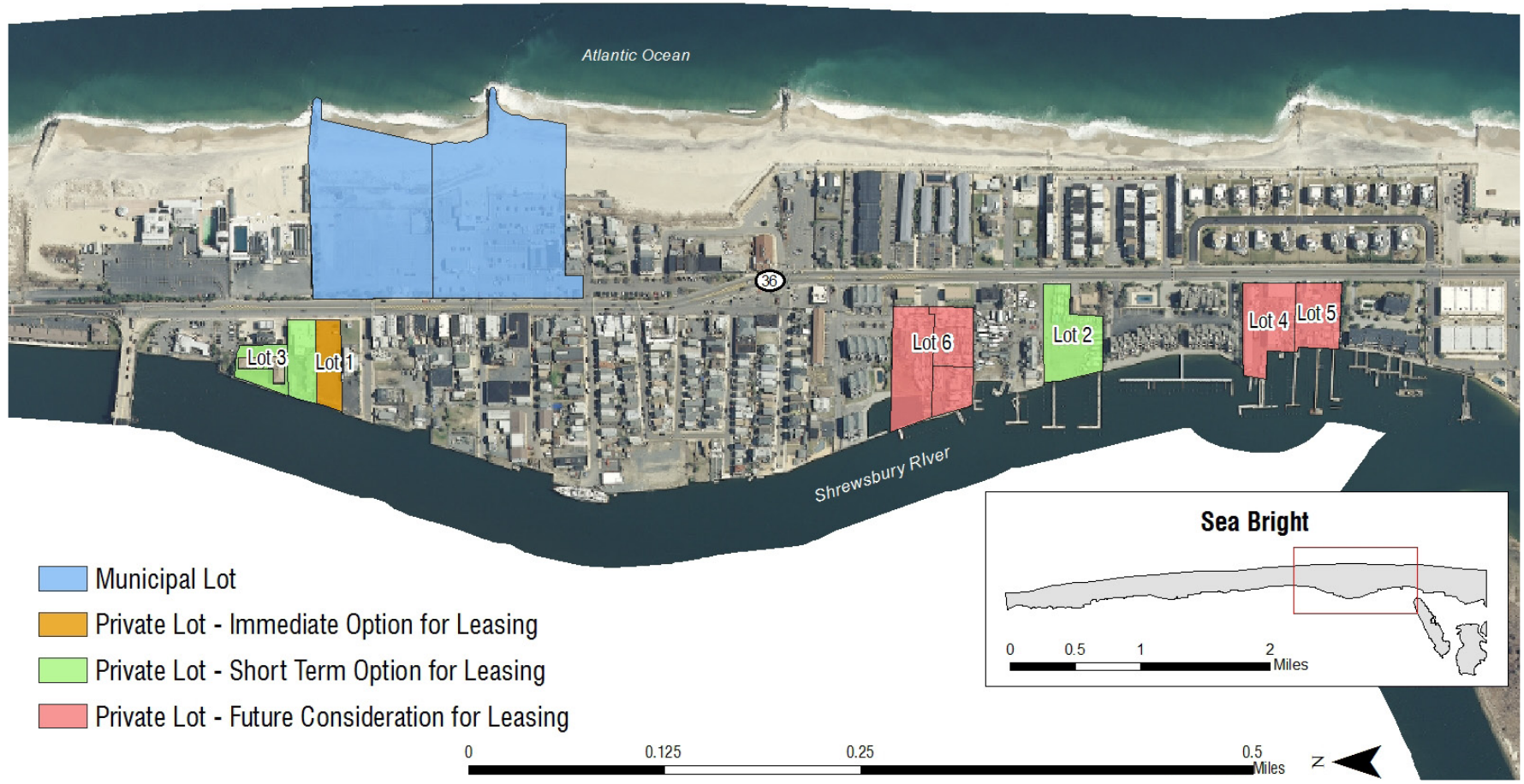


Figure 25: Revenue Generating Parking Possibilities, Sea Bright, NJ  
Source: NJDEP

---

# Short-Term Strategies

In the next year it is imperative that the Borough begins to actively plan for its transportation future. Land use in the downtown should be reconfigured to decrease the amount of surface parking and increase more valuable land uses. Sea Bright should look into the possibility of leasing off-Borough parking options in Rumson for summer parking. Most importantly, the municipal lot should be used for a more valuable return on investment, while other municipally-owned lots and on-street spaces should continue to bring in revenue for Sea Bright. Some parking lots may function more efficiently as a different use, such as a commercial area, while at the same time some new surface lots may be created through abandoned properties or change of ownership in other areas of the town. These remaining lots can serve as parking, in addition to another use. In the case of the remaining surface parking lots, Sea Bright could plan to investigate the feasibility and cost of installing solar canopies above parking lots. They could fulfill several purposes; they would serve as a canopy to shade the cars and would reduce the heat absorbed by blacktop and parked vehicles, while increasing the amount of energy generated by borough. See the energy section for more details on the solar canopy options.

The next few years provide an opportunity to identify existing privately-owned parking lots in Sea Bright that could be rented

or bought by the municipality. As shown in the parking graphic, “Lot 2” is an example of a large lot that is located farther away from the downtown. This property experienced significant damage from Sandy and Sea Bright should investigate the potential to help the owner by purchasing or leasing the land for parking. Another location that experienced significant damage from Sandy and that provides a prime opportunity for parking because of its location is “Lot 3,” adjacent to “Lot 1”. The buildings on these parcels were completely damaged by the storm and some of them have already been torn down. This location is prime for parking because of its proximity to the Rumson Bridge. If visitors parked here just after entering Sea Bright from the bridge, congestion in the downtown could be significantly reduced. Although these sites are not physically capable of being parking lots currently, it is to the Borough’s best interest to look into securing these lots as parking for the future.

Other lots that have been identified as potential remote parking are the marinas located in the south end of Sea Bright, along the Shrewsbury River. These marinas experienced significant damage from Sandy so it is questionable how quickly and effectively they will be able to return to being fully operational. Angler’s Marina and Surfside Marina are two marinas that experienced significant damage, and are identified in the



---

parking graphic as “Lot 4” and “Lot 5,” respectively. Carriage House Marina could also be another option, identified as “Lot 6,” which consists of three parcels which are owned by the same owner. This common ownership of adjacent lots provides an opportunity to work with the owner in order to explore the possibility of parking throughout the parcels.

In addition to the lot parking that Sea Bright needs to address, on-street parking is another important consideration that the town should address. Option 1 in the Smart Growth Plan proposed an increase in on-street parking which would serve as traffic calming strategy. We reiterate the importance of this as a way to address safety of pedestrians and motorists alike. Regarding the poorly enforced time limits on on-street parking, it is important for the Borough to manage its parking assets in order to ensure maximum return. If parking regulations are not enforced well, and if parking is free, beach-goers will take advantage of it. Enforcement must be improved and motorists must pay for parking in order to alleviate this problem.

Another parking problem, between visitors and residents, is especially apparent during the summer months. Residents are forced to compete with summer beachgoers for parking on their streets. In the summer, it is recommended to expand the resident permit requirement to both sides of the street (while making it easy for residents to obtain visitor passes

for friends and family) and strictly enforce this. The revenue from tickets for illegally parked cars can be additional funds for parking. This system would also include a program where visitors pay for parking in specific lots. By directing visitors to park in the paid lots, it would relieve street parking issues between residents and visitors. The lots can be priced according to their location in relation to the beach. The lots closest to the beach should be priced higher than lots that are further away. Some people will be willing to pay for the convenience for being right next to the beach. Other lots will be priced differently, and visitors who want to pay less can use those lots.

In combination with the parking strategies discussed above, a shuttle system could vastly improve the town’s existing traffic congestion and transportation circulation issues. The community survey conducted for this studio report revealed that residents would be interested in a shuttle. Connecting the shuttle and parking lots would help to alleviate traffic and congestion along Route 36 and other roads in Sea Bright from cars looking for parking. The shuttle could transport people around town and to locations beyond the beach, such as Sandy Hook or the New Jersey Transit Little Silver train station. Parking and the shuttle would also be linked through the system’s fare structure. To incentivize paid parking at a

---

---

distance from downtown, the shuttle would be free and the parking in those lots would be cheaper. The cost for the shuttle will be covered by the fees raised from charging cars for parking. The parking changes identified in the preceding paragraphs would complement the shuttle system because people who park at a distance from Sea Bright will still be able to enter the town. The mass transportation would also significantly decrease congestion levels created when summertime visitors descend upon the town looking to access its waterfront assets.

Another option is to run the shuttle independently of the proposed parking changes. If the town sees it more profitable to run the shuttle to the train station and not to pick up passengers from parking lots, for example, then it should charge a fee to help pay for the service. There are many examples of beach shuttles that run primarily in the summer and serve a variety of purposes besides getting people to and from the beach. Some shuttles go up and down the beach, others go between the beach and parking lots, and others move people around town. Still others connect to transit hubs, such as a train, bus or ferry station. In the first phase of the shuttle, it is recommended that Sea Bright emphasize one or two of these options, and expand after it is determined that a shuttle would be successful.



The shuttle graphic shows a possible option for a shuttle route. The shuttle could start at what are currently marina parking lots next to the river in the south of Sea Bright, pick up passengers and move north along Ocean Avenue. After picking up any passengers at the other designated shuttle stops, the final destination would be the beach access point at the municipal lot. After dropping off passengers who want to go to the beach, the shuttle could continue north and cross the Rumson Bridge to go to the Little Silver train station. There it could pick up passengers, travel back to the municipal lot stop to drop off beachgoers and also pick up passengers, and travel south along Ocean Avenue to continue to drop off the remaining passengers at the parking lot stops. Another option for the shuttle would be to loop the entire length of the island from north to south. This would serve locals and visitors who might want to travel to Sandy Hook, for example, or to visit other parts of Sea Bright besides the downtown.

---

# Shuttle Bus Options



### Potential Shuttle Routes

-  Route 1: Downtown, Beach and Connection to NJ Transit
-  Route 2: Sea Bright and Sandy Hook Loop

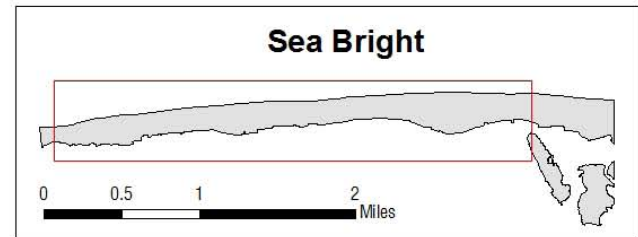


Figure 26 Shuttle Bus Options, Sea Bright, NJ  
Source: NJDEP

---

The shuttle system could be implemented as a pilot program during its first summer of use. The hours of operation, shuttle stops, number of shuttles and other variables could be scaled up and changed if the concept is received positively. For example, it could be run on weekends and holidays, such as Memorial Day, Labor Day, or the Fourth of July. If there is interest in using a shuttle beyond weekends, extended weekend or weekday service could be added. Other similar beach shuttles have varied schedules and hours; some systems begin as early as 7 am, while others start at 10 am. Suggested hours could be from 10 am to 6 pm. The system could be tweaked to service locals or tourists getting to the beach, depending on who primarily uses the system. The Red Bank train station could be used instead of the Little Silver station, if more people would use the shuttle from that station. Another possibility is to create a route to serve the Highlands Ferry Terminal. Many beach towns have shuttle service, and each are suited to the unique needs of the community. These hours and stop locations are a general model, but in order for the shuttle to be successful, in the future the community should tailor it to work for their specific needs.

In the short term, the pilot shuttle system should be critically evaluated based on performance and preference. The hours of operation, number of shuttles, type of shuttle bus, shuttle

stops, parking lot connections, fare, and any other variables should be analyzed. The success of the shuttle should be looked at in terms of multiple variables. For example, was there less traffic on Ocean Avenue when the shuttle was running? Did tourists find the shuttle easy to use to park and get to the beach? Did locals use the shuttle? Did many people use the shuttle and train station to get to Sea Bright? What could be improved? What worked well? At this point, more permanent facilities and planning can be done in regards to the shuttle system if it is found to be successful. If not, then other transportation pilot projects could be discussed.

---

---

# Long-Term Strategies

In the next few years Sea Bright has the opportunity to shape the future of the municipality's transportation in the long-term. Permanent shuttle facilities that would serve as an integral part of tourism and local transit to the beach should be planned for and funded. Permanent shuttle bus shelters should be installed, schedules would be marketed, routes would be designed for optimum flow, and parking would be integrated as necessary.

Sea Bright could potentially benefit from looking into the possibility of joining NJ Transit's Shore EZRide jitney service, a beach shuttle which serves other area beach towns, including Bradley Beach, Asbury Park and Long Branch." <sup>33</sup> In 2012 there was a pilot program for this system, and if it continues each year, Sea Bright could explore the possibility of joining as an extension to local shuttle service. Connecting a local Sea Bright shuttle with a larger shuttle would allow people to travel between numerous beach towns and connect to other transit hubs. This is a long term idea that should be considered after the shuttle system in Sea Bright is well established and is looking to grow its service area.

As for parking in the long-term, if any new development is brought to the downtown area, parking decks should be integrated into the mixed-use development. This would help to

achieve the goal of phasing out surface parking that occupies prime beach-front land.

The long term parking in Sea Bright should reflect the other developments and changes that have occurred. Surface parking lots should not continue to dominate the land use in the downtown. There should be a reduction of surface parking in the borough that is in a prime location for some other more beneficial use. The remaining parking lots should also have solar canopies above them, to get as much beneficial use out of the lots as possible. Another way to increase the efficiency of parking lots is to share parking between different businesses and uses. This can be achieved through relaxing the parking requirements in the Borough's zoning ordinance. As any redevelopment is occurring it would be in the Borough's best interest to explore possibilities for shared parking in order to maximize the use of land as the highest possible forms of revenue-generating development.

---

# Areas of Focus & Urban Design

## Guiding Principles

1. Preserve the identity and image of Sea Bright while consolidating municipal facilities, completing the sea wall through zoning incentives, creating a better streetscape along Ocean Avenue with adequate parking and pedestrian space, and increasing public access to the beach and riverfront.
2. Foster pedestrian-friendly, human-scaled building design in the downtown area by establishing community design guidelines that reflect these values.



---

# Incentives for Good Design

In this section, we present design ideas for specific areas of Sea Bright, with the goal of reactivating and growing a sense of place in the town, and using land more efficiently to generate increased tax revenues through new development. This new development will bring more residents, workers and visitors to Sea Bright, and make the town a more active and vibrant destination. These designs also attempt to incorporate methods to mitigate or prevent damage from future storms and ways to make the best use of the existing sea wall. In addition, three development options for the municipal lot have been proposed, which complement and frame the redesign of Route 36/Ocean Avenue into a boulevard, and ideas for new resilient housing design.

---

## The Sea Wall

The sea wall runs along the northern section of Sea Bright and protects the Borough from flooding during ocean surges. Although the sea wall is an effective mechanism for controlling flood water, it is aesthetically unattractive and blocks views to the ocean. Constructing a bicycle and pedestrian path to Sandy Hook would make better use of the sea wall and add needed connections to open recreation space. The wide sidewalk along the sea wall acts as a splash pad, and there is vacant linear green space between the splash pad and Ocean Avenue. This area could be better utilized through several different temporary uses, including parking, tents, trailers, and mobile vendors. Using this space would also create a connection between the northern and southern parts of Sea Bright.

## Existing Parking Lots

The existing surface parking lots in Sea Bright provide a substantial amount of the Borough's parking, especially for the summer season. However, during the off-season, this parking is underutilized. The lots are located on the east side of Route 36/Ocean Avenue, on land that is extremely valuable. Keeping the existing parking lot design prevents Sea Bright from creating a sense of place within the Borough. The aesthetics of the surface lots inhibits people from walking continuously along Ocean Avenue. Leveraging these oceanfront parking lots for a variety of uses will not only increase efficient use of the land, but will add value and attraction as well.

---



## Ocean Ave/Route 36 Boulevard Design

One of the goals of Sea Bright's Downtown & Oceanfront Smart Growth Plan (2007) is to preserve the identity and image of Sea Bright, and to create a better streetscape along Ocean Ave with adequate parking and pedestrian space. Therefore, in our Route 36/Ocean Ave redevelopment plan, we propose re-creating Ocean Ave with a boulevard design as it was historically, with an eastern and western section. We suggest "East" Ocean Ave could run through the existing parking lots, aligning with the current build-to line for buildings along the east-side of Ocean Ave, and "West" Ocean Ave could be located where Ocean Ave exists presently (see

Figure 25). A linear park for community use could be built in the median between "East" and "West" Ocean Ave, where a railroad was located historically (See Figure 26). We also propose on-street parking for local businesses on Ocean Ave. These ideas align with the Smart Growth Plan's goal of creating a better streetscape for Ocean Ave, with adequate parking and pedestrian space. There are examples of towns that have constructed similar boulevards, including Lancaster, California and locally, the portion of Route 36 that becomes a boulevard in Long Branch, New Jersey.

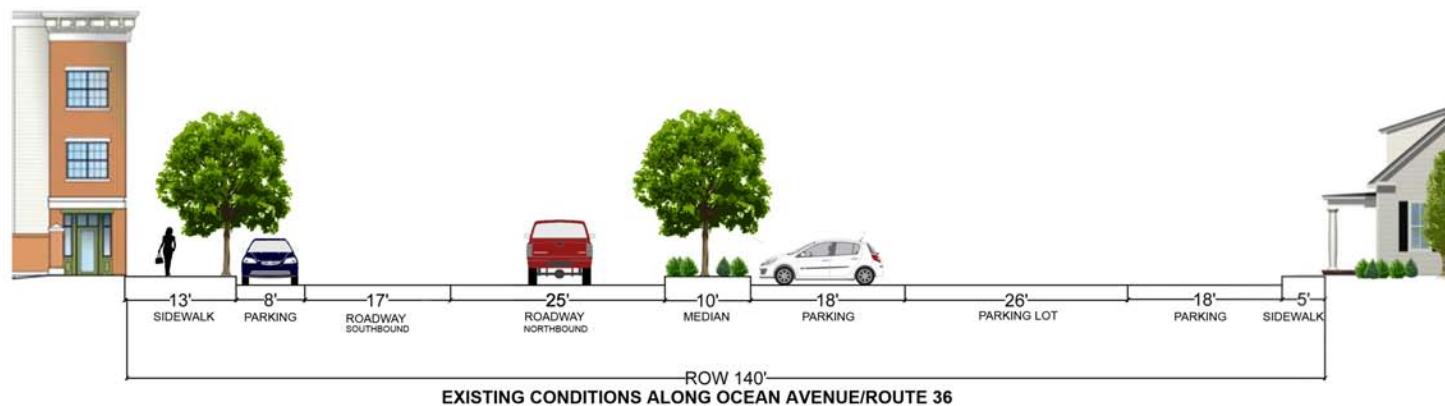


Figure 27: Existing Conditions Along Ocean Avenue, Sea Bright, NJ  
Source: Brittany Ashman

Our design ideas fit within the existing 140-foot right of way (ROW) on Ocean Ave. In addition, we propose changing the current speed limit of 25 to 40 - miles per hour to 25 miles per hour throughout the town. A lower the speed limit will create a safer environment for pedestrians, particularly children and the elderly.



Figure 28: Sea Bright, NJ 1907 Sandborn Map shows East and West Ocean Avenue, bisected by the railroad  
Source: Sandborn Map, 1907

We suggest two options for the design of the boulevard:

**Option 1:** An 8-foot on-street parking lane (both directions) for the local businesses located along Ocean Ave, 12-foot southbound and northbound travel lanes, and a 48-foot median with public space, including seating, water elements, playground (with a protective fence to increase safety), a coffee/ice cream bar, walking trails, and event space (see Figure 27). On northbound/ “East” Ocean Ave, there is a 2-foot buffer between the one-street parking lane, and 10-foot bicycle lane.

**Option 2:** An 8-foot on-street parking lane (both directions) for the local businesses located along Ocean Ave, 12-foot Ocean Ave southbound and northbound travel lanes, a 60-foot median with public space including seating, water elements, playground (with a protective fence to increase safety), a coffee/ice cream bar, walking trails and event space (see Figure 28). In this option, there is not a designated bicycle lane, but rather painted “sharrow” symbols located on the north and southbound travel lanes, indicating to drivers to “share” the road with bicyclists. Cyclists using the travel lane will help calm traffic and make downtown Sea Bright a safer place. Figure 29 presents a plan view of this boulevard option.



Figure 29: Boulevard Design Option #1 for Ocean Avenue, Sea Bright, NJ  
Source: Brittany Ashman

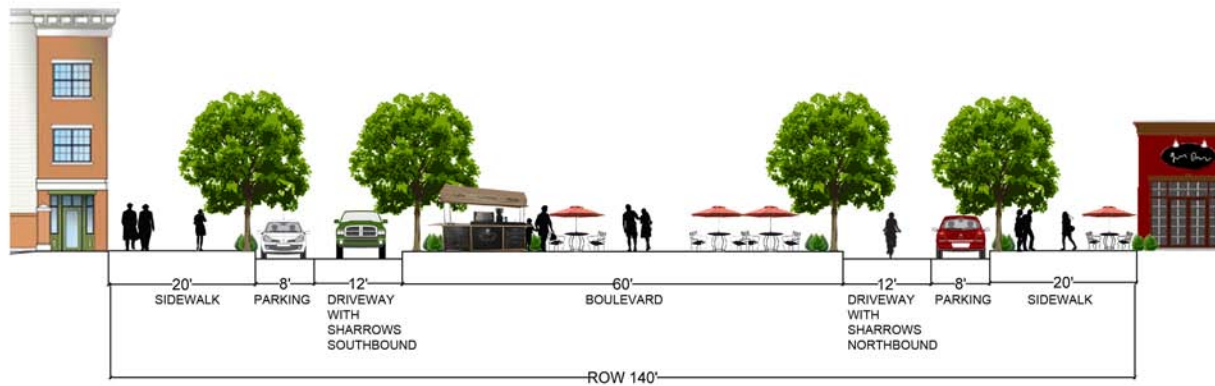


Figure 30: Boulevard Design Option #2 for Ocean Avenue, Sea Bright, NJ  
Source: Brittany Ashman



Figure 31: Plan View of Boulevard Design Option #2, Sea Bright, NJ  
Source: Brittany Ashman

---

## Rumson Bridge Intersection Redesign

The bridge to Rumson (CR 520) provides another opportunity for Sea Bright to improve upon its transportation and circulation system. Currently, the bridge is antiquated and dilapidated. The bridge was built with a non-redundant design and will need to be load posted soon. (Monmouth County) Furthermore, it shows extreme signs of wear such as flaking of concrete and massive rust and corrosion on supporting iron beams. (NJTPA) Multiple alternatives have been proposed, with the two preferred alternatives building a new bridge to the south that contains two east bound lanes and one west bound lane. The intersection with NJ 36 would be controlled with a traffic light. At the intersection, a right turn lane from NJ 36 and the right lane from CR 520 are channelized. It is the opinion of the studio that this will create a dangerous intersection. The channelization of the right turn lanes serves to increase the turn speed of traffic. It also creates a situation where traffic turning right onto NJ 36 will be paying more attention to traffic from the north than to pedestrians or bicyclists from the south.

An alternate solution would be to build a traffic circle instead of a signalized intersection. Traffic circles have been shown to efficiently and safely manage traffic flows. There are a couple of design requirements for traffic circles. The first is whether it would be a one lane or a two lane traffic circle. One lane traffic

circles are able to manage traffic flows of roughly 25,000 vehicles per day depending on local circumstances. Above this level, a two lane traffic circle would likely be needed. In order to handle large trucks, such as those with an operating wheel base of 71', a one lane traffic circle would need an outside lane diameter of at least 130'. A two lane traffic circle needs an outside diameter of 165'. (Transportation Research Board)

Straight-Line Diagrams provided by the NJDOT show that CR 520 had an average traffic volume of 11,840 cars per day just west of the bridge in 2007. They also show that NJ 36 had an average traffic volume of 12,118 cars per day just north of the bridge in 2009. (NJDOT) Given these numbers, a single lane traffic circle may work for Sea Bright. Furthermore, given that both NJ 36 and CR 520 have two lanes on each side of the intersection, it is likely introducing a two lane traffic circle may complicate traffic movements. Thus it is the recommendation of the studio that the Sea Bright work with the State DOT to accommodate a single lane traffic circle in the plans for the new bridge. Benefits of the traffic circle include easier stop free traffic movements, safer conditions for pedestrians and bicyclists, and the ability to create a landmark gateway through treatments to the center of the traffic circle.

---

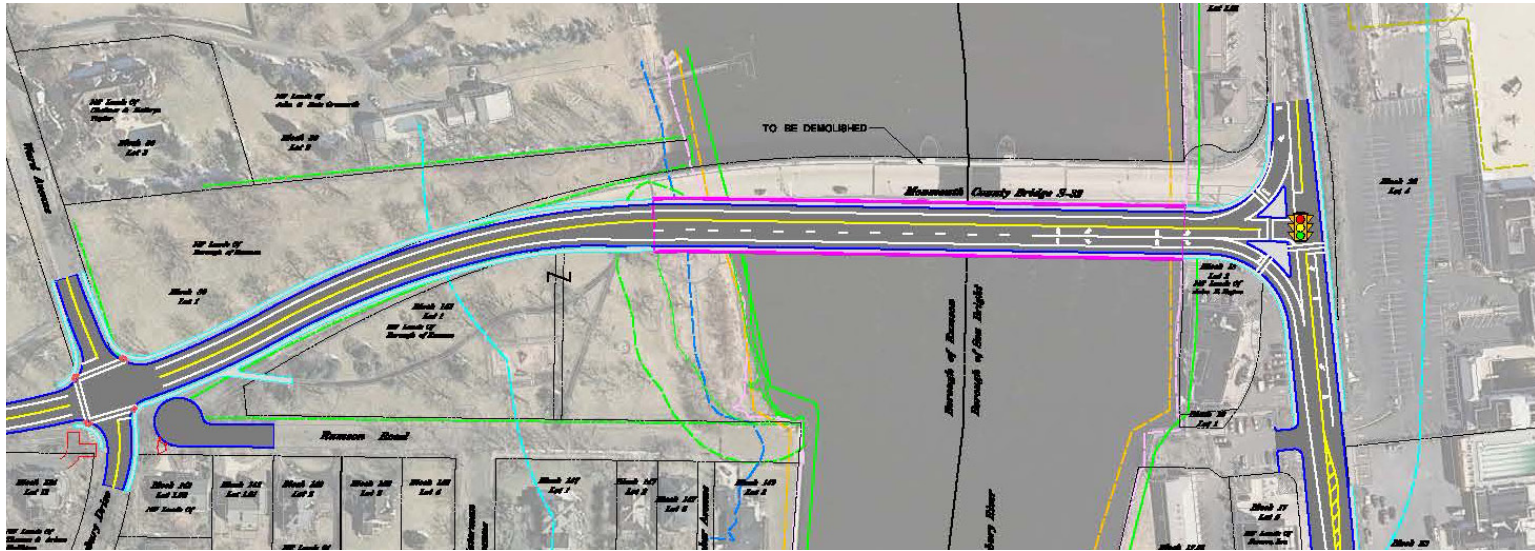


Figure 32: Proposed Design for Rumson Bridge Intersection  
Source: NJDOT

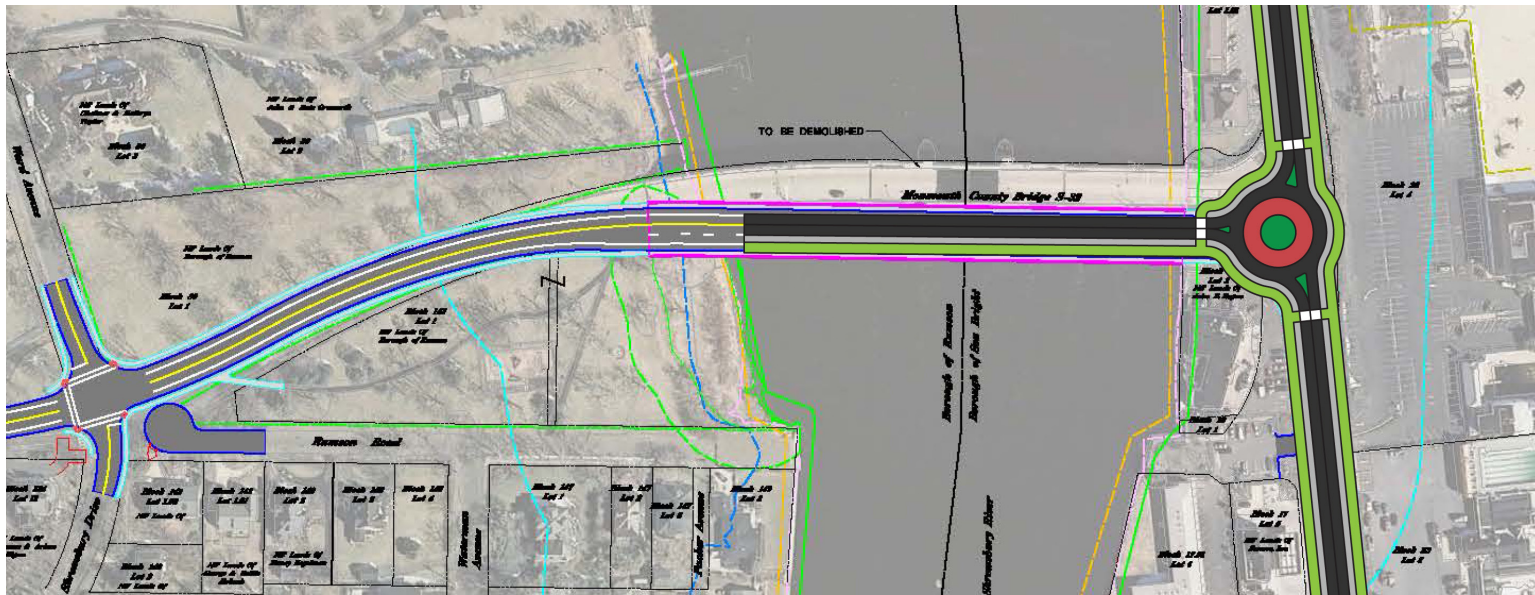


Figure 33: Alternative Design for Rumson Bridge Intersection  
Source: Christopher Kok

## Mixed-use Marina

South of downtown Sea Bright and west of Ocean Ave, between Osborne PI and Imbrie PI is a cluster of marinas. Between some of these marinas are multifamily buildings. The marinas as they stand today have an industrial feel due to their usage as boat storage in the off season. What could be a great public amenity sits as underutilized space. Given Sea Bright's location next to the Shrewsbury River, a body of water protected from the waves of the ocean, this is an ideal location for its current use; marinas. A potential way to improve this part of town is not through replacing uses, but rather upgrading uses. Redesigning this area would involve hiding the aesthetically unappealing aspects of the marina, generating attractive businesses, and developing an open space that links the public to the river and to downtown. Placing boat storage inside a structure will help remove the industrial feel to the sites. Furthermore, wrapping the structure with ground level retail and restaurants underneath offices will liven up the space. Finally, connecting this area to downtown through the use of a river walk will create a great space for the public to use and to enjoy. This will also bring in greater revenue and profits to the private owners of the marinas.



Figure 34: Marina restaurant  
Source: lobstergal.com



Figure 35: Boat storage  
Source: ameliayap.com



Figure 36: Marina Shops  
Source: idistraveler.blogspot.com



## Immediate Actions for Municipal Lot

Sea Bright should take advantage of actions they can pursue immediately in their effort to recover from the effects from Superstorm Sandy. One idea is to place tents for vendors and food trucks on the municipally-owned lot for the summer. This would create a temporary street frontage on Ocean Avenue and generate revenue. Minimal infrastructure is needed to implement this idea, and tents and food trucks would be easy to remove and store when necessary. Refer to the description of the Sea Bright Summertime Market in the Economic Development section for further details.

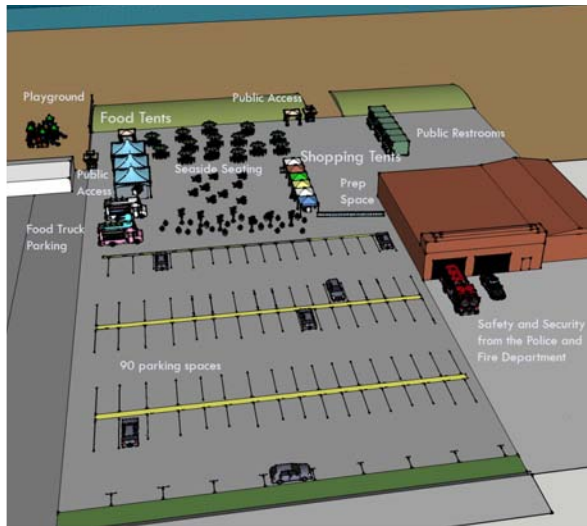


Figure 37: Conceptual Tent Vendors Design, Sea Bright, NJ  
Source: Greer Reinalda

## Conceptual Design for Municipal Lot

As a complement to the re-design of Ocean Avenue as a boulevard, we propose three conceptual design options for the municipally-owned surface parking lot in Sea Bright. These three design schemes differ in intensity as well as in how issues in Sea Bright are addressed. The first option incorporates a solar canopy, the second option incorporates flood-proofing on the ground floor of buildings, and the third option defends Sea Bright against future storms. The options produce very different outcomes for Sea Bright.



Figure 38: Municipal Lot Focus Area, Sea Bright, NJ  
Source: Christopher Kok



However, there are some elements that are common to all the options. For example, options two and three both contain designs for mixed uses, including a community center (classroom spaces and gymnasium), a civic center/municipal building, a library, an office, a hotel, a co-working space, additional multifamily residences and retail spaces.



Figure 39: Peninsula House, Sea Bright, NJ  
Source: <http://missusbeasley.blogspot.com/2007/03/peninsula-house-sea-bright-nj.html>

In addition, options two and three integrate architectural designs that replicate Sea Bright's historic building types, such as the Peninsula House, Octagon Hotel, and Hotel Pannaci. Early buildings of Sea Bright, including hotels, were mid-rise buildings close to the shoreline, as seen in historic postcards of the Borough.

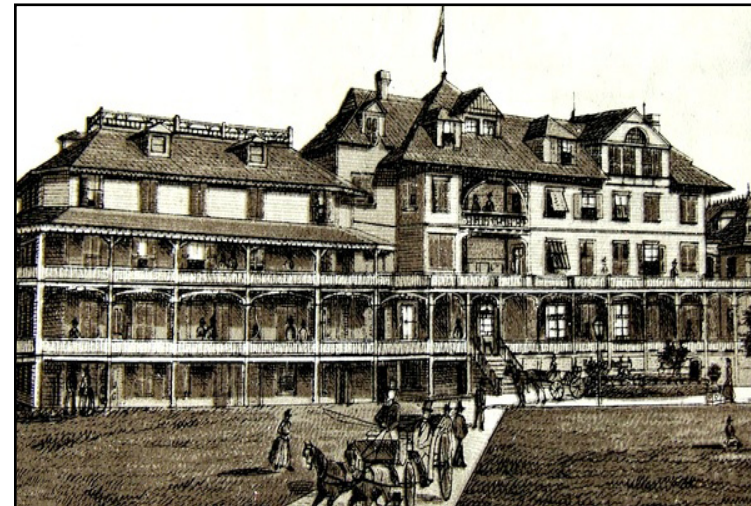


Figure 40: Octagon Hotel, Sea Bright, NJ  
Source: <http://www.monmouthplus.com/sea-bright.html>

## Option One: Solar Canopy

This design option maintains the existing parking capacity of the municipal lot, while implementing a solar canopy design to increase efficient use of the space and produce renewable energy (See Figures 39 & 40). Based on the dimensions of the lot, option one has the potential to produce approximately 1,888 KW of energy daily, which would power the on-site municipal facilities for one month. In addition to the solar canopy, this option successfully consolidates municipal services while providing for a second floor public library facility, complete with a roof lookout. The roof includes an active green roof design, which also acts as a public space where residents and visitors can relax, gather and enjoy the sea views. The use of rain barrels and rain gardens act as on-site stormwater management that increase green space while reducing the impact of rain events on local sewer systems. The stepped boardwalk design also provides public restrooms, changing rooms and flex space with direct sight lines to the beach. An expanded boardwalk offers opportunities for local vendors to provide food and drink to beach users with additional space for outdoor seating that is landscaped with native plants. Native landscaping will strengthen dune systems while creating an aesthetically pleasing environment for residents and tourists.



Figure 41: Plan View of Municipal Lot Design Option #1, Sea Bright, NJ  
Source: Megan O'Leary



Figure 42: Rendering of Municipal Lot Design Option #1, Sea Bright, NJ  
Source: Megan O'Leary & Christopher Kok

## Option Two: Mitigation

This design option does not include completion of the bulkhead or sea wall. Instead, we suggest flooding could be mitigated through building designs that include flood-proofing and building construction that withstands storms. Multiple windows could be placed within all of the first floor uses to allow wind to pass through, which would minimize damage when a storm arrives. In addition, parking could also be embedded in this design.



Figure 43: Plan View of Municipal Lot Design Option #2 Sea Bright, NJ  
Source: Christopher Kok

To create a feeling of place, this option clusters uses. For example, in the plan, the community center, municipal center and library are oriented towards the central area of the plan. The area also contains an infinity pool as an added attraction, with a public restroom and changing facility located next door. From the Ocean Avenue side of the development, a grand, distinct entrance could be planned to create a sense of identity and aid in way-finding. The building could also include green roofs with patio spaces. This option provides for 83 beds in the hotel component and 155 dwelling units in the residential component. Finally, there will be 925 parking spaces in the parking structures embedded in the proposed buildings (see Figures 41 & 42).



Figure 44 : Municipal Lot Design Option #2 Sea Bright, NJ  
Source: Christopher Kok & Megan O'Leary

### *Option Three: Defense*

The main purpose of this option is to prevent flooding to the greatest extent possible. To accomplish this, we suggest the existing gap in the sea wall be completed and incorporated into the design of a parking garage, with new development built on top. In order to accommodate pedestrians, stairs and elevators should be built to provide access to the new uses above the garage. In addition, solar panels and green roofs could be constructed on top of all buildings to provide renewable energy and stormwater management.

Retail uses could be implemented on the eastern, beachfront side of Ocean Avenue. This would complete and enhance the downtown business district, becoming a major regional destination for all types of visitors, as various new retail uses are proposed for the downtown. The retail buildings along Ocean Avenue could be three stories in height, with the third story stepped back from the street. Similar to the Mitigation Option, the municipal center and community center would be the central component of the development scheme, and



Figure 45 : Municipal Lot Design Option #3 Sea Bright, NJ  
Source: Christopher Kok

plazas and public spaces will be shaped around the ocean side of the buildings. This place-making design will foster community engagement among visitors and residents in Sea Bright (see Figures 43 & 44).

This option has 122 beds in the hotel component, 124 dwelling units in the proposed residences and parking spaces are embedded in the structure. We propose two versions of this design option: a 2-story parking option, where a total of 864 parking spaces will be created and a 3-story parking option, with 1,296 parking spaces.

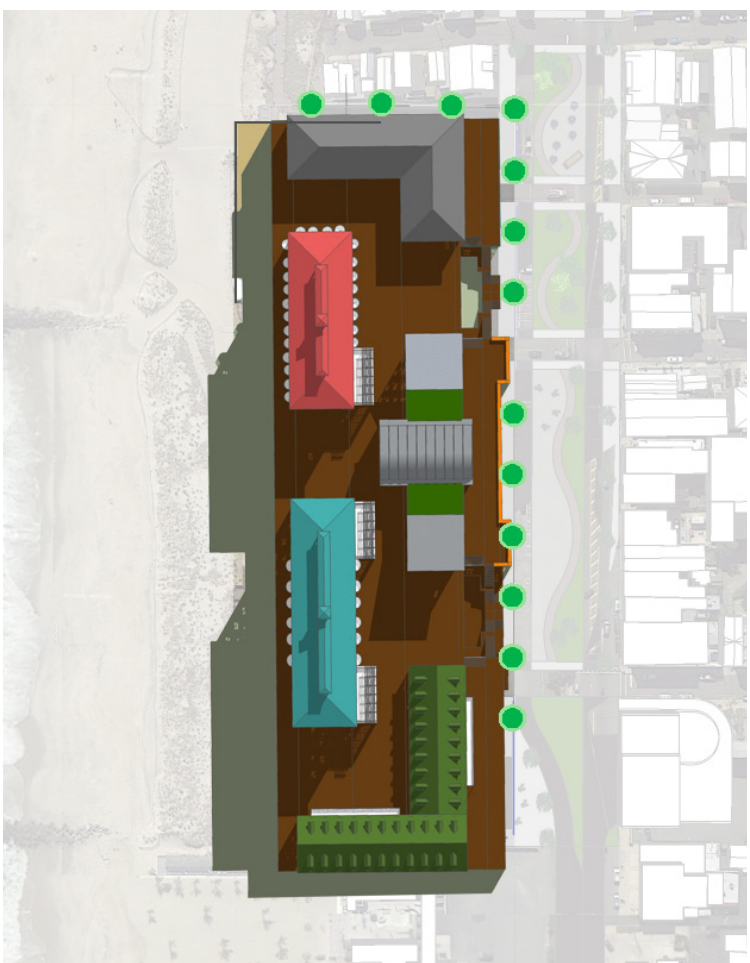


Figure 46: Plan View of Municipal Lot Design Option #3 Sea Bright, NJ  
Source: Christopher Kok

---

## Resilient Housing Design

Following the new FEMA ABFE guidelines, all the newly constructed houses in Sea Bright and those that were substantially damaged during Superstorm Sandy need to be elevated based on their location in the flood plain. Those located in 100-year floodplain are to be elevated by 8 to 13 feet while those in the 500-year plain are to be increased by 9 to 17 feet. In light of these regulations and possible future sea level rise, it is probable that all the buildings built in the future in Sea Bright will be elevated. Our report's section covering proposed zoning amendments for housing focuses on these regulations. It anticipates elevated construction and plans for increased mixed use and multi-family housing that will be appropriate for the new requirements.

Raising houses changes the way inside spaces are configured and used, and thus demands special design treatment. For example, an 8 foot elevation brings the livable space to the second floor level, which means users will need additional staircases to access their homes. In addition, to fulfill ADA requirements elevated house design will also require ramps and elevators. These elements decrease the amount of usable space in a home and make elevating houses on small lots especially difficult. As a possible solution, residents can

choose to collectively elevate their houses. This would allow them to consolidate vertical access points and share them between multiple residences. It would also allow parking at ground level and shared open space. The illustrations on the following page present a typical solution for collective elevation of houses in a block. These houses are connected at the upper level with a walkway and protected from flooding. They also have access to sunlight and sea breezes. Elevating houses can be both expensive and difficult. Depending on the structure, it can cost above \$30,000. This shared solution not only decreases the cost for individual homeowners, but also gives the houses a more attractive façade and makes maintenance more convenient.

---



Figure 47 : Resilient Housing Rendering, Sea Bright, NJ  
Source: Rewa Marathe



Figure 48: Resilient Housing Rendering, Sea Bright, NJ  
Source: Rewa Marathe



Figure 49 : Resilient Housing Rendering, Sea Bright, NJ  
Source: Rewa Marathe



Figure 50: Resilient Housing Rendering, Sea Bright, NJ  
Source: Rewa Marathe

---

# Energy & The Environment

## Guiding Principles

1. Manage flooding through sustainable engineering, mitigation, and integrated design.
2. Enhance recreational opportunities while preserving natural systems.
3. Introduce alternative, renewable energy produced at the local level.
4. Strengthen environmental governing frameworks, including integrating on-site storm water retention and filtration requirements into the Borough's Storm Water Management Plan, and incorporating standardized New Jersey Stormwater and Green Infrastructure Best Management Practices recommendations.





---

# Background

Sea Bright is characterized by limited land mass and significant geographic constraints, namely the Atlantic Ocean and the Shrewsbury River. Furthermore, as a barrier island, Sea Bright acts as a “first line of defense in reducing storm wave and surge damage to the coastal mainland.”<sup>34</sup> As a result, sustainability and resiliency carry significant implications for community viability. The following section includes recommendations and best practices for incorporating environmental management strategies and renewable energy sources into the planning process. An adaptation of smart growth principles for a coastal context offers the combined benefits of preparing for growth while working with environmental systems to reinforce resiliency, and represent a common thread throughout this section.

Recommendations and best practices are categorized by public and private property in order to address inherent differences of ownership and better serve the community from an implementation perspective. Within the public and private categories are discussions of priority planning topics: stormwater management practices, renewable energy design, and modifications to existing infrastructure, as well as funding sources specific to public or private ownership. In addition to providing holistic recommendations for the community, this section includes a discussion of repetitive loss areas and

implications for future development, while considering the potential for environmental restoration. These efforts offer a comprehensive approach to environmental planning, assisting the Borough in transforming traditional rebuilding into resilient rebuilding to reduce vulnerabilities and risks posed by future storms.

## Why Resiliency?

The Coastal States Organization defines resilience as “the ability of linked social, ecological, and economic systems within the coastal zone to adapt to and recover from disturbances such as hurricanes, floods and sea level rise. A resilient coastal community can absorb shocks while maintaining function. When change does occur, resilience promotes renewal and reorganization.”<sup>35</sup> Projected increases in storm frequency and intensity demands better planning and preparedness for future events in order to offset the risks and costs of rebuilding. Proactive measures to reduce vulnerability and improve the community’s response to natural hazards lie at the core of resiliency planning. Aligning with the principles of the Coastal and Waterfront SMARTGROWTH, produced by the National Ocean and Atmospheric Administration, we recommend the best practices for promoting resilient design while improving the function of environmental systems.”<sup>36</sup>

---

---

# Priority Planning Topics

## Stormwater Management

Sea Bright, located on a 0.6 square mile barrier island, contains 65 outfalls that discharge stormwater into the Shrewsbury River, and runoff reaches both the river and the ocean through non-point sources. Due to frequent flooding from storm and tide events, Sea Bright encounters stormwater runoff challenges on a regular basis. The Stormwater Management Plan (SWMP) revised in 2007 attempts to reduce flooding, minimize runoff from new and existing development and enhance the environmental quality of the community. The report identifies Sea Bright as almost fully developed, with limited areas for groundwater recharge in the dense urban center. However, in a post-Sandy context, elevation requirements will make recharge more likely in the urban core while presenting opportunities throughout the Borough. The recommendations in the SWMP focus on future development, which is occurring at an increased rate due to rebuilding efforts. Therefore, the Borough has a unique opportunity to implement the SWMP at a larger scale than previously expected, which will improve coastal resource resilience while reducing vulnerabilities to future storm events.

Encouraging the use of permeable pavers or a pervious paving system can improve water drainage and soil recharge rates.

Pervious paving systems will reduce runoff rates and volumes from paved surfaces, assuming that soil can accommodate permeability rates. Pedestrian walkways, driveways and parking areas should be considered for coverage by one of three identified BMP porous paving systems: pervious asphalt or concrete surfaces above graded aggregate, concrete pavers with void spaces above an aggregate storage base, or concrete pavers above crushed sand and stone base.”<sup>37</sup> Impervious areas can also be connected with pervious filtration areas to manage sheet flow and cut runoff while improving soil filtration. Encouraging the use of green roofs to increase rainwater retention and decrease runoff through absorption of falling rainwater can facilitate cyclical water removal through transpiration and evaporation. Green roofs will also increase lag time between on-site rainfall and runoff. There are also extensive secondary benefits from green roofs, including natural cooling during summer months and filtration of harmful pollutants from the air.

---

From the New Jersey Green Infrastructure Guide:

“The major components of a green roof are a waterproof membrane, root barrier, drainage system, planting media and vegetation. An extensive green roof is lightweight, includes shallow-rooted drought-resistant plants, typically Sedum species, and requires minimal maintenance. An intensive green roof has a thicker layer of growing medium, so it can contain a variety of vegetation, including grasses, ornamentals, flowers and small trees. This type of green roof requires a greater weight bearing capacity and more frequent maintenance. Extensive roofs are the more typical for stormwater management purposes.”<sup>38</sup>

## Renewable Energy

To research available renewable energy resources near Sea Bright, we utilized the National Renewable Energy Laboratory’s GIS visualization of renewable energy resources and discovered that wind and solar are the most abundant renewable energy resources available in Sea Bright.<sup>39</sup> Wind energy can be difficult to implement; wind turbines are site specific and must be placed based on wind direction and typology. An on-site study is required before wind turbines can be constructed, however to assist with costs, the Department of Energy has funding available to measure the direction and magnitude of wind. Because Sea Bright does not have a large open space for freestanding wind turbines, we recommend small-scale turbines located on roofs of businesses and homes. These wind turbines can be built to automatically shut off when winds become too strong, such as during a coastal storm. Figure 49 is an example of the type small-scale wind turbine we recommend for Sea Bright.

Although wind energy reduces energy consumption and costs, one major drawback to wind turbines is the noise associated with the turbine. We therefore believe the implementation of solar panels to capture solar energy would be most beneficial to Sea Bright. As a first step in implementing solar panels,



Implementing sustainable technology to capture wind and solar energy will reduce long-term energy costs to both homes and businesses, reduce the Borough's carbon footprint, boost economic development by attracting renewable energy industry development, and take a significant step towards Sea Bright's energy independence. New Jersey Clean Energy Program can assist Sea Bright in its sustainable practice by providing funding, programs, and services for residents, commercial, and municipal customers.<sup>41</sup>



Figure 53: Solaire Generation Solar Canopy Design  
Source: <http://www.solairegeneration.com/>

---

## Natural Defense Measures

We encourage Sea Bright to enhance their natural defenses against storms and flooding using sand dunes, wetland areas, and marshes. These types of projects are long-term and will feasibly be built on publicly owned land, or land that is donated by a private owner for conservation purposes. We encourage wetland areas and marshlands to be located within “high risk areas,” or areas identified as the new VE zone in FEMA’s 2013 ABFE map (see the ABFE map in the Introduction). Sea Bright’s current sand dune construction program should be continued, and the dunes should be vegetated to reduce wind erosion, especially sand blowing onto Route-36. The State provides guidelines, available online, about dune stabilization with vegetation, including appropriate native species, planting dates and techniques, and maintenance schedules.<sup>42</sup> Typically, barrier islands have a dune system that includes a primary dune, a secondary dune and a back dune. Shrubs and small trees should be used for the back dune area to block sand erosion, while smaller grasses and perennials should be used for the primary and secondary dune areas. The State’s guidelines also provide information about sandfencing, a technique that can be used to build temporary dunes quickly.

If land becomes available, Sea Bright should consider developing small wetland areas to reduce flooding impacts. In addition, wetland areas are aesthetically attractive and provide important habitat for birds and other wildlife, which would bring bird-watchers and other wildlife-enthusiasts to Sea Bright. Wetland areas also provide water quality improvements and shoreline erosion prevention.<sup>43</sup> Research shows wetlands do not have to be large to reduce flood impacts or to be ecologically valuable. In fact, small wetlands (*i.e.*, less than two acres) may be more efficient at reducing runoff water volume than large wetlands because they have a higher rate of evapotranspiration. If multiple small wetlands can be provided, their cumulative impact on reducing flood control could be very significant in Sea Bright. In addition, small wetlands provide important breeding areas for amphibians, waterfowl, and other wildlife.<sup>44</sup> In addition to wetland areas, we suggest creating implanted marshlands in the new VE zone alongside the Atlantic Ocean. Salt marshes play an important role in absorbing storm surge, reducing erosion, and stabilizing the shoreline.<sup>45</sup> Given the potentially expensive cost and maintenance of green infrastructure, these natural measures offer a cost-effective defense against future coastal storms.

---

## Funding Sources

Information is available from New Jersey's Clean Energy Program on incentives for private homeowners and local governments to install high energy appliances and equipment after Superstorm Sandy. Rebates are available for high efficiency furnaces, boilers, heat pumps, gas water heaters, ductless mini-split air conditioning units, central air conditioners, clothes washers, refrigerators and other food service equipment. In addition, New Jersey's Clean Energy Program's ENERGY STAR Homes Certification Projects are permitting the waiving of their "Smart Growth Requirement" to obtain incentives for qualified projects in Superstorm Sandy impacted areas, including Sea Bright, in addition to other streamlined and modified requirements. More information is available on the NJ Clean Energy Website<sup>47</sup>.

The State of New Jersey Green Homes Office offers Solar Renewable Energy Certificates (SRECs) to homeowners and businesses, and provides a Solar Financing Handbook and Solar Financing Tool to help individuals applying for these SRECs make decisions regarding installation. The Green Homes Office website also includes links to several solar programs available through NJ public utilities<sup>48</sup>. In addition, EPA's State and Local Climate and Energy program offers

financial incentives such as grants, loans, rebates, and tax credits in the State of New Jersey to encourage renewable energy development. The Database of State Incentives for Renewables and Efficiency (DSIRE) tracks the availability of incentives and policies for renewable and efficiency offered by the state. More information is available on their website<sup>49</sup>.



Source: Spring 2013 Graduate Planning Studio

---

## Existing Infrastructure

Most of the existing electrical systems in Sea Bright are prone to flood waters, due to their location in the flood zone. Electrical system components, such as gas and electric meters, fuse and circuit breaker boxes, switches, and outlets are damaged by floodwater. Raising these electrical systems above the flood elevation can prevent fires caused by short circuits, prolong the life of the electrical system, and ensure operation during floods. According to the Federal Alliance for Safe Homes, “all components of the electrical system, including the wiring, should be raised at least 1 foot above the 100-year flood level.”<sup>46</sup> Modifications to the electrical system must be made by a licensed contractor, who should check with the local power company about the maximum height the meter can be raised. The Federal Alliance for Safe Homes also recommends elevating electric service lines about the projected flood elevation.

## Green Ordinances

To allow for the development of green building design and renewable energy in Sea Bright, the town should amend its ordinances to enable community members to adopt these green practices if they choose to do so and to allow green practices to be used for municipally-owned property. In addition, Sea Bright could adopt green building codes to require commercial and/or residential buildings to use energy efficient materials. There are many examples of green building ordinances from municipalities across the country. One good resource is a 2011 report from the American Planning Association, which can be accessed online<sup>50</sup>. Similarly to green buildings, there are examples of ordinances for renewable energy that can be applied to different building types. Another resource from the American Planning Association provides some guidance and examples for planning and zoning for solar energy, one of the most likely successful source of renewable energy for Sea Bright<sup>51</sup>. Ordinances for green buildings and renewable energy are discussed in greater detail below.

### Green Buildings

Sea Bright could use the online New Jersey Green Building Manual developed by the Rutgers University Center for Green Building to aid decision-making about green building

---



---

strategies for existing and new residential and commercial projects<sup>52</sup>. Elements from the manual can be used to assist the town in writing ordinances for green buildings. For example, for existing residential buildings, the manual lists specific guidelines for kitchens, bathrooms, living spaces, finished basements, major additions, weatherization and energy, and outdoor living and landscaping. For new residential buildings, the manual also includes guidelines for planning, and site design. Sea Bright could incorporate ideas from this manual into recommendations and ordinances for property owners who are rebuilding their homes and businesses post-Sandy. In addition, Sea Bright can set an example by adopting an ordinance for green building techniques to be used for their public buildings.

Some common incentives for voluntary compliance with green building design are fast-track permitting, refunding of permit fees, technical and marketing assistance, and density or height bonuses. Most municipalities use existing green building certification programs, such as LEED, for their own standards, rather than developing their own<sup>53</sup>.

### Renewable Energy: Solar

There are two types of ordinances for solar energy: access and siting. The purpose of solar access ordinances is to protect a given property's access to sunlight from shading due to vegetation or buildings. Issues to consider in ordinance development include exempting vegetation and buildings that were in place before a solar access permit is applied for, measurement of the highest shade producing point, and solar heating hours, or the hours and dates during which solar access is protected by permit, among other considerations. Example solar access ordinances can be found in a report from the American Planning Association<sup>54</sup>. The purpose of solar siting ordinances is to regulate where solar energy systems can be located, including the type of property, height of the system, and its required setback. It is important to consider how the solar ordinances fit with other ordinances already in place, and to determine which ordinances take precedence in the case of conflict. Again, model solar siting ordinances can be found in a report from the American Planning Association<sup>55</sup>.

---

### Renewable Energy: Wind

The New Jersey Small Wind Working Group provides a model ordinance as a starting point for municipalities who want to enable residents to use wind energy resources<sup>56</sup>. Issues to consider when writing a wind energy ordinance include setbacks, access, lighting, appearance, color and finish, signs, utility notification and interconnection, met towers, permit requirements, abandonment, violations, and administration and enforcement, among other considerations. Another good resource comes from New Jersey's Clean Energy Program, and includes information about NJDEP permitting for wind energy in the CAFRA zone, an important consideration for Sea Bright<sup>57</sup>. Before adopting a wind energy ordinance, Sea Bright should compile a wind profile for a year to determine the areas of town where wind energy technology would be most efficient. The U.S. Department of Energy funds an anemometer loan program to aid in testing for the feasibility of wind energy at individual sites. The program is run by different universities in New Jersey and contact information for each university's program is available online<sup>58</sup>.



Source: Associated Press, "Coming to the Jersey Shore: Wind Turbines, blogs.wsj.com

---

# Public Property: Recommendations

## Stormwater Management

- Conduct public visioning sessions to create networks of green infrastructure systems that promote on-site stormwater management.
- Amend the existing Stormwater Management Plan to include all future development projects with the purpose of meeting stormwater design and performance standards.
- Include on-site stormwater management practices in the consolidation of both emergency services and municipal services.
- Include provisions for rain gardens and bioswales in the landscaping and screening of publicly owned parking lots.
- Develop pedestrian and bicycle capacities within the Borough to provide opportunities for streetscaping and integrating vegetated conveyance features that will assist in slowing and filtering water runoff.
- Amend the zoning code to require stormwater management practices in all municipally owned property.
  - Because Best Management Practices are already included in Sea Bright's ordinance, measurable standards should be developed for integrating stormwater retention and/or impervious surface coverage into all municipally owned property with guidance from New Jersey Green Infrastructure Guide.

## Renewable Energy

- Construct solar canopies over all publicly-owned surface parking lots.
  - Must be above flood elevation and facing south.
- Require all municipal buildings to have roof-top solar panels and wind turbines.
- Construct solar panels on the top level of all publicly-owned structured parking-garages.
  - Must face south.
- Lead by example in moving towards Sea Bright's energy independence.
- Lead by example in reducing Sea Bright's carbon footprint.

## Existing Infrastructure

- Elevate all electrical systems components, such as gas and electric meters, fuse and circuit breaker boxes, switches, and outlets.
- Construct a submersible pump station system with electrical controls located in a control panel within a weatherproof enclosure.
- Increase the number of stand-by electrical generators that operate during power outages.
- Increase the number of buildings able to manage flood waters and maintain critical functions during a flood event.

---

# Private Property: Recommendations

## Stormwater Management

- Organize a rain barrel program that educates community members and distributes rain barrels to community members and businesses.
- Amend the SWMP to require elevated properties to include stormwater management practices at grade to assist in managing runoff from adjacent impervious surfaces.
- Require commercial development to reduce impervious surface, especially by incorporating stormwater management practices into landscaping and screening.
- Create a “Best Management Practices Credit” to allow homeowners to reduce liability by exceeding minimum requirements.
- Consider benchmarking minimum acceptable fulfillment standards and expanding requirements to include smaller developments than currently provided for in Sea Bright’s ordinance:
  - Currently “Major Development” is defined as, “any development that provides for ultimately disturbing one or more acres of land. Disturbance, for the purpose of this rule, is the placement of impervious surface or exposure and/or movement of soil or bedrock or clearing, cutting, or removing of vegetation.” (130-99 Definitions)
- Operationalize and establish measurable base minimum and maximum standards, where relevant, within 130-101: E. Nonstructural Stormwater Management Strategies.

## Renewable Energy

- To lower energy costs, paint new residential and commercial development white to reflect the sun.
- Incentivize community members to place small-scale wind turbines and solar panels on their homes and businesses
- Boost economic development by attracting renewable energy industry development.

## Existing Infrastructure

- Elevate all electrical systems components, such as gas and electric meters, fuse and circuit breaker boxes, switches, and outlets, or require residents to purchase electrical generators that operate during power outages.

---

## Funding Sources for Private and Public Property Owners

- Consider a dedicated stormwater utility fee for structural and nonstructural municipal investments made in stormwater management, where revenue collected supports construction and maintenance of storm drain systems. This dedicated funding source could cover the costs of maintenance.
- Fee could be assessed:
  - As a flat rate fee for households.
  - As a square footage or impervious parking percentage for commercial establishments.
  - Based on the amount of impervious surface coverage.<sup>59</sup>



Source: Spring 2013 Graduate Planning Studio



# Fiscal Impact Analysis



---

# Background & Purpose

One of Sea Bright's major concerns in the wake of Superstorm Sandy is keeping the town financially viable. Though there is state and federal assistance available for post-storm cleanup, many of the costs of debris removal and repairs to municipal facilities that were damaged during the storm are ultimately borne by the municipality. As a relatively small town, Sea Bright has a small municipal staff and limited expenses. A substantial portion of the budget is devoted to public safety, a necessary expense during the peak summer beach season, as well as to other fixed costs such as pensions and debt service. Given the limited opportunities for reductions in the municipal budget, any additional expenses pose a real challenge.

Like most New Jersey towns, Sea Bright is heavily dependent on property taxes to pay for the town's operations. There are other sources of municipal income including state aid, court fines and fees, permits, and licenses, but approximately 80% of the budget is raised through property taxes. Superstorm Sandy destroyed many homes and businesses in Sea Bright, reducing the tax base of the town. A reassessment conducted post-Sandy resulted in a reduction of 13.4% in the assessed value of properties in the town, which will result in a decrease in future tax revenues. Because Sea Bright does not have its own school district and sends students to the Oceanport District School and to Shore Regional High School, Sea Bright

residents face the added burden of having no control over school taxes. Due to a funding formula that is set by the state Department of Education, Sea Bright residents will actually see an increase in their school taxes next year, despite all of the destruction caused by Superstorm Sandy.

Given the possibility that not all residents and businesses will choose to return and rebuild in Sea Bright, our studio was interested in analyzing the fiscal impact of the loss of tax ratables and population on the town's municipal budget. Additionally, our studio sees tremendous opportunities for economic development in Sea Bright, and has proposed several specific ideas for redevelopment on the municipal oceanfront lots. We performed a fiscal impact analysis of Option 3 to quantify the effect of this proposed development on the town's budget. Our fiscal impact model uses the pre-Sandy budget and tax assessments as a baseline, and analyzes both the potential downside scenario of population loss as well as the upside scenario that could be realized from a 'revitalization and growth' strategy.



---

# Data Sources

The fiscal impact analysis model was created using data from several sources including the 2012 Monmouth County Abstract of Ratables, 2010 U.S. Census data, 2011 5-Year ACS Data, the 2010 U.S. Census On the Map Employment Report, the 2011 budgets of the Oceanport and Shore School Districts from the New Jersey Department of Education, the 2012 MOD IV tax assessment data as well as the post-Sandy reassessment provided by Mayor Dina Long, and the 2012 Sea Bright municipal budget. Market values for housing, retail, and commercial space were estimated based on the pre-Sandy assessed values, the NJ Division of Taxation's 2012 average home sales prices in Sea Bright, assorted real estate industry market reports, and listings for commercial and multifamily property in Monmouth County on Loopnet.com. Population multipliers for new development came from the 2006 Report "A Quick Guide to New Jersey Residential Demographic Multipliers" by David Listokin.

---

# Methodology & Key Assumptions

## Expenditures Per-Resident and Per-Employee

Total municipal expenditures pre-Sandy were taken from the 2012 Monmouth County Abstract of Ratables, which stated that \$3.97 million in property taxes were used to fund municipal operations. Per-resident and per-worker expenditures were determined by first calculating the average of the percentage of residential and non-residential assessed values and the percentage of residential and non-residential parcels. Based on this calculation, we determined that 85% of municipal expenditures are associated with residential uses and 15% are associated with non-residential uses. These percentages were then multiplied by total municipal expenditures to yield a total estimated residential and non-residential expenditure. The residential expenditures were then divided by the total population to determine the baseline per-capita expenditure, while the non-residential expenditures were divided by the total number of workers in Sea Bright to determine the baseline per-worker expenditures.

This resulted in a determination of a per-resident expenditure of \$2,389 and a per-worker expenditure of \$1,317. These per-capita costs are extremely high for New Jersey, skewed by the small size of Sea Bright and the share of municipal expenses associated with non-resident seasonal visitors. For

comparison, a 2010 fiscal impact analysis of Haddonfield, using the same methodology, determined a per-capita cost of \$628 per resident and \$284 per employee, and a 2007 analysis of Middlesex County found the average per-capita resident cost in Middlesex County to be \$984. Due to the extremely high per-capita costs in Sea Bright, while a fiscal impact analysis using these numbers is arithmetically correct, it is impractical and distorts the results of the scenarios. Although any assumptions by our studio as to how per-capita costs might change as the population grows or shrinks are estimated based on the best available, yet somewhat limited information/data, we included alternate analyses for both the decline and growth scenarios which we believe more correctly reflect reality in order to demonstrate the dependence of the results of the fiscal impact analysis on this per-capita number.

The “Fixed baseline per capita cost” analysis for both the decline and growth scenarios assumed that per-capita expenditures would be approximately the same as in the baseline scenario, and that as the number of residents and employees in the town grows or shrinks, expenditures would increase or decrease linearly by this amount per capita in order to accommodate the changing demand for public services

---

necessitated by a larger or smaller population.

For the alternate analysis of the population loss scenario, it was assumed total municipal expenditures would remain unchanged from the baseline due to relatively fixed municipal costs, resulting in an even higher per-resident and per-worker expenditure. Although this is not a standard assumption for a fiscal impact analysis, we feel it more accurately represents the fiscal situation of Sea Bright. For the alternate analysis of the economic development scenario, it was assumed that as the town grows per capita costs somewhat decline (to \$2,000 per-resident and \$1,000 per-employee) to reflect economies of scale in a larger community. While it is worth restating that this is an arbitrary assumption, which should ultimately be determined by Sea Bright officials, we feel this assumption of marginally lower per-capita costs better reflects reality in the growth scenario than using the baseline per-capita costs, due to the extremely high per-capita costs in Sea Bright compared with other towns in New Jersey.

Typically, school expenses would be calculated in the same per-capita way, using the total budget and the total population of students to develop an estimate of per capita expenditures per student. However, since Sea Bright does not have control

over school expenditures and school taxes must be paid based on the assessed value of property regardless of the number of students, we simply assumed school expenditures to be equal to school revenues in all scenarios, with the amount paid determined by multiplying the assessed value in each scenario by the school tax rates. It is worth noting that a decrease in assessed values in the town would result in a lower school tax bill, holding all other factors equal.

## Revenue

Although Sea Bright does have other sources of revenue, because such a substantial portion of the town's revenue comes from property taxes, we simplified the model by assuming that 100% of revenues come from property taxes. In the baseline scenario, Sea Bright's revenue is equivalent to its expenditures, since this analysis is based off the 2012 balanced municipal budget. Using the tax rates provided in the 2012 Monmouth County Abstract of Ratables (0.766% for municipal, 0.189% for the District School and 0.411% for the Regional School), revenues in the decline scenario were determined by multiplying the taxable assessed property values in Sea Bright by the above-mentioned tax rates. For

---

---

the determination of revenue in the growth scenario, market values for new development were established based on market research and an analysis of current assessed values, and these market values were multiplied by Sea Bright's equalization rate and then by the tax rates to determine the amount of revenue raised by new development. These calculations determined the amount of money Sea Bright would have available to fund municipal and school expenditures.

## Assessed Values

The key assumption for this fiscal impact analysis was the total assessed value of all ratable property in the town for each scenario. These assumptions drive the amount of revenue available in each of the three scenarios.

**Baseline Scenario:** The baseline scenario used the actual pre-Sandy 2012 assessed values.

**Population Loss Scenario:** The reassessment conducted post-Sandy resulted in a 13.4% decrease in the assessed value of property in the town. \$15.3 million of the \$72 million reduction in assessed value in Sea Bright was attributable to the destruction of the beach clubs, but since these are already in the process of rebuilding, we did not take this reduction into account. Excluding

the beach clubs, the total decline in assessed value in Sea Bright post-Sandy becomes 10.8%. However, the reassessments are merely a short term measure of storm damages and do not take into consideration longer term declines in the tax base resulting from individual residents' and businesses' decisions not to return and rebuild. Therefore, for this scenario, we assumed a long-term reduction in the tax base of the town of 15%.

**Economic Development Scenario:** Our team analyzed the fiscal impact of Design Option 3 for the municipal oceanfront lot presented in this report, which proposes a mix of residential, retail, hotel, and commercial uses. Market value estimates of various property types were developed based on the existing assessed values in Sea Bright, real estate industry market reports, and current property listings in Monmouth County. We then input the number of each type of use generated by the proposed development (e.g., number of condo units, square feet of retail space) and multiplied these by the market value estimates to derive an appraisal of total market value of all taxable property in the town. This total market value was then multiplied by the equalization rate and the tax rates to determine the amount of property tax revenue that could be generated.

Because this fiscal impact analysis only considered

---

---

development on the municipal oceanfront lot, and does not consider the fiscal impact of additional development in the B-2 / Marina area, this analysis does not fully capture the additional property taxes that could be generated in a ‘full build-out’ scenario.

## Population Estimates

**Baseline Scenario:** The baseline number of residents and workers in Sea Bright came from 2010 U.S. Census data and the Census Bureau’s 2010 On the Map Employment Report.

**Population Loss Scenario:** For purposes of this analysis, we assumed a decline in both population and number of local jobs of 15% from the baseline.

**Economic Development Scenario:** The number of residents and employees generated by the proposed new development was estimated using the multipliers in the 2006 “Quick Guide to New Jersey Residential Demographic Multipliers”. First, it was determined how many new residential units of varying types (rental, condo) and how many square feet of each type of commercial use (retail, restaurants, office) would be built in the proposed development. Each of these types of uses was estimated to generate a certain number of people, based on the multipliers. These new residents

and employees were then added to the baseline population of the town to generate the potential future number of residents and employees in the town. This population approximation was used to develop an estimate of total required municipal expenditures in the economic development scenario.

## Costs versus Revenues

The total costs and total revenues for each scenario, based on the estimates of assessed value, population, and cost per capita, were then compared to determine the fiscal viability of Sea Bright in each scenario.

---

# Conclusions

As expected, the results of the analysis varied substantially depending on what assumptions were used for per-capita costs. In the Population Loss scenario, our fiscal impact analysis concluded that the town would face a \$1.05 million budget deficit if the property values declined by 15% but municipal expenditures remained fixed. Alternatively, Sea Bright would face a smaller deficit of \$455,000 if the property values declined by 15% and municipal costs decreased as a result of serving fewer residents and employees. The negative budget impact of a decline in property values in Sea Bright is offset by the fact that school taxes decrease as assessed values decline.

In the Economic Development scenario, we projected a substantial increase in assessed value in Sea Bright associated with the proposed development of the municipal lot, leading to a \$705,000 annual increase in potential tax revenue. The overall fiscal impact of this development is heavily dependent on what assumptions are used for costs. Using the baseline per-capita costs, this scenario actually has a negative fiscal impact because it assumes that each additional resident will cost the town \$2,389 and each additional employee will cost Sea Bright \$1,317. A modest decrease in assumed per-capita costs, to \$2,000 per resident and \$1,000 per employee (still very high for New Jersey) shows that this development has a net positive fiscal impact due to the additional property tax revenue generated.

<b>FISCAL IMPACT ANALYSIS SUMMARY</b>					
	Baseline	Population Loss		<b>Economic Development</b>	
	Pre-Sandy	15% Decline in Population and Property Value		Option 3 Development of Municipal Lot	
	2012 budget	Fixed baseline per-capita cost	Fixed municipal budget	Fixed baseline per-capita cost	Alternate per-capita cost assumptions
Taxable Assessed Value	\$ 513,874,798	\$ 436,793,578	\$ 436,793,578	\$ 611,530,124	\$ 611,530,124
Number of Residents	1,412	1,200	1,200	1,693	1,693
Number of Employees	452	384	384	927	927
Cost Per Resident	\$ 2,389	\$ 2,389	\$ 2,811	\$ 2,389	\$ 2,000
Cost Per Employee	\$ 1,317	\$ 1,317	\$ 1,550	\$ 1,317	\$ 1,000
Total Costs <sup>1</sup>	\$ 7,648,567	\$ 6,421,836	\$ 7,017,917	\$ 8,945,574	\$ 7,992,635
Total Revenues <sup>2</sup>	\$ 7,648,567	\$ 5,966,600	\$ 5,966,600	\$ 8,353,501	\$ 8,353,501
<b>Surplus (Deficit)</b>	<b>\$ -</b>	<b>\$ (455,236)</b>	<b>\$ (1,051,317)</b>	<b>\$ (592,072)</b>	<b>\$ 360,866</b>

1: Total costs and revenues include only those costs and revenues associated with municipal and school taxes. County taxes are excluded from this analysis.

2: Total revenues include only revenues raised from property taxes. Other sources of revenue are excluded from this analysis.

Figure 54: Fiscal Impact Analysis Summary





# Conclusion

---



---

# The Future of Sea Bright

In the aftermath of Superstorm Sandy, Sea Bright faces a multitude of challenges, both economic and environmental. Sandy destroyed infrastructure, homes, and businesses, dislocated residents, and reduced the tax base of the town. Seven months after the storm, the town is still in the early stages of rebuilding, and businesses are rushing to be ready to open in time for the 2013 summer season. But many of the challenges facing Sea Bright existed even before Sandy. Sea Bright has always been vulnerable to flooding, even during smaller storms; Sandy is just the latest in a long history of disasters. Sea Bright needs to be better prepared for future flooding, given the scientific consensus that the future brings an increased risk of natural disasters and storm surges. Sea Bright's economic challenges are also not new; the town has long been heavily dependent on seasonal summer uses, with limited year-round economic activity. Given Sea Bright's reliance on property taxes, it is important to attract more commercial and residential uses that will increase the tax base of the town and provide year-round jobs and services. Additionally, although there have been several previous planning efforts, the town lacks a consistently-implemented land use policy. Almost uniquely amongst Jersey Shore towns, Sea Bright has permitted private development east of Route

36, blocking public access to the beach. Sea Bright has long been lacking adequate green open space, and development of multifamily housing in the town has occurred in a manner inconsistent with the town's desire to retain its small town, walkable character. Finally, the population has been steadily aging and decreasing during the last decade, and to maintain the long term viability of the town, it is imperative that Sea Bright attracts new residents.

Despite this multitude of challenges, Sea Bright has unique assets that provide a strong base for building a better, stronger Sea Bright in the future. In the aftermath of Sandy, the Borough and its residents proved that they are organized, resilient, and devoted to their town. The tenacity and close-knit nature of the community were evident as the town immediately began the process of clearing the damage and starting to rebuild. The extraordinary coordination during the critical hours and days after the storm should serve as a proud starting point for the next steps to creating a more prepared, resilient town. Though being a barrier island poses inherent risks, proximity to the water is also an amazing asset with tremendous opportunity. Every place in Sea Bright is within walking distance of both the Atlantic Ocean and the Shrewsbury River, an immense attraction for residents, businesses, and visitors. Sea Bright

---

is located close to the major population and employment centers of New York City and Central Jersey and should take better advantage of the opportunity to attract these people to its beautiful beachfront.

This studio's guiding principles reflect the desires of the community, as expressed through discussions with Mayor Long and a community survey. We agree that maintaining the existing small-town character is a major priority, but believe that Sea Bright must expand to house more year-round residents, provide more local services for the permanent population, and offer more amenities to attract visitors during all seasons. It is integral that this growth occur in an environmentally and socially conscious manner, by incorporating alternative energy and sustainable building materials and methods, promoting bicycle and pedestrian transportation, and increasing access to open space by incorporating pocket parks, open space along the river, seaside tents, and enhanced beach access points. Sea Bright should not only revive and expand upon its existing restaurant and retail sector but also develop new commercial uses to ensure the town exists as an economically stable and viable entity for generations to come.

Superstorm Sandy should be viewed as a unique opportunity to rebuild Sea Bright in a way that creates a more livable, sustainable, and resilient town. There is now a rare chance for the implementation of legislative policies, projects, and initiatives that will greatly improve the community's physical and social infrastructure. It is critical that Sea Bright does not rebuild exactly as it was before the storm, but takes this opportunity to develop a long term plan that addresses the issues that existed even before Superstorm Sandy. Sea Bright should use this opportunity to create an updated master plan, rewrite antiquated rules, promote development that will enhance the economic vitality of the town, and prioritize sustainable rebuilding strategies. Provision of flood-resistant, safe, and affordable housing will be key to attracting homeowners and renters to live by the beach despite the risks inherent in living on a barrier island. It is our hope that this report provides a multitude of strategies and ideas that will assist Sea Bright in defending against and managing future storm and flood damage, improving the economic viability of the community, and rebuilding for a safe and sustainable future.



# Appendices

---

---

# References

- <sup>1</sup>Blake, Eric S., Todd B. Kimberlain, Robert J. Berg, John P. Cangialosi and John L. Beven II. "Tropical Cyclone Report: Hurricane Sandy." National Hurricane Center. 12 February 2013. <[http://www.nhc.noaa.gov/data/tcr/AL182012\\_Sandy.pdf](http://www.nhc.noaa.gov/data/tcr/AL182012_Sandy.pdf)>.
- <sup>2</sup>"Adapting to Climate Change in Coastal Monmouth County," Environmental Planning Studio Report, pg. 40
- <sup>3</sup>"Adapting to Climate Change in Coastal Monmouth County," Spring 2012 Environmental Planning Studio Report, pg. 40
- <sup>4</sup>[http://www.nj.com/news/index.ssf/2011/05/census\\_results\\_show\\_nj\\_shore\\_to.html](http://www.nj.com/news/index.ssf/2011/05/census_results_show_nj_shore_to.html)
- <sup>5</sup>2010 U.S. Census: On the Map
- <sup>6</sup>[http://atl.gmnews.com/news/2013-01-31/Front\\_Page/Sea\\_Bright\\_raises\\_height\\_limits\\_for\\_rebuilding.html](http://atl.gmnews.com/news/2013-01-31/Front_Page/Sea_Bright_raises_height_limits_for_rebuilding.html)
- <sup>7</sup>Per Jackie Flor, Town Engineer
- <sup>8</sup>Smart Growth Plan
- <sup>9</sup>Sec 130-49 of zoning code
- <sup>10</sup>FEMA. Coastal Construction Manual: Principles and Practices of Planning, Siting, Designing, Constructing, and Maintaining Residential Buildings in Coastal Areas (4th ed.). 2011. Available at <http://www.fema.gov/library/viewRecord.do?fromSearch=fromsearch&id=1671>
- <sup>11</sup>"OnTheMap - Census.gov." OnTheMap. N.p., n.d. Web. 11 May 2013.
- <sup>12</sup>ibid
- <sup>13</sup>"Esri Business Analyst - Sea Bright, NJ." Esri Business Analyst. N.p., n.d. Web. <<http://bao.esri.com/>>.
- <sup>14</sup>Fulton, Wil. "Fair to Light Up Sea Bright Again." Red Bank Green. N.d. 14 May 2013. <<http://www.redbankgreen.com/2013/05/fair-to-light-up-sea-bright-again.html>>.
- <sup>15</sup>Red Bank. "Riverbank." N.d. 14 May 2013. <<http://www.onlyoneredbank.com>>
- <sup>16</sup>Rutgers. "The Special Improvement District (SID): A Downtown Revitalization Strategy for Communities in the Meadowlands." 2008. 8 May 2013 <<http://www.c-p-s.us/news/NewJerseyBIDs2008.pdf>>.
- <sup>17</sup>Rutgers. "The Special Improvement District (SID): A Downtown Revitalization Strategy for Communities in the Meadowlands." 2008. 8 May 2013 <<http://www.c-p-s.us/news/NewJerseyBIDs2008.pdf>>.
- <sup>18</sup>"Esri Business Analyst - Sea Bright, NJ." Esri Business Analyst. N.p., n.d. Web. <<http://bao.esri.com/>>.
- <sup>19</sup>Verdon, Joan. "The Doctor is in-in More North Jersey Shopping Centers." 17 March 2013. 11 May 2013.
-

- 
- <sup>20</sup> Pigg, Susan. "An Empty Store? Just What the Doctor Ordered." Thestar.com. N.p., 26 Feb. 2013. Web. 11 May 2013.
- <sup>21</sup> Macke, Chris. "The Next Evolution in Shopping Centers – Medtail." The Next Evolution in Shopping Centers – Medtail. CBRE, n.d. Web. 11 May 2013.
- <sup>22</sup> "Sea Bright History." Sea Bright. N.p., n.d. Web. 01 May 2013. <<http://www.seabrightnj.org/>>.
- <sup>23</sup> Moss, George H. The Early History of Sea Bright. Sea Bright, NJ: Ploughshare, 1972. Print.
- <sup>24</sup> Moss, George H. The Early History of Sea Bright. Sea Bright, NJ: Ploughshare, 1972. Print.
- <sup>25</sup> Gabrielan, Randall. Monmouth Beach and Sea Bright. Dover, NH: Arcadia, 1998. Print.
- <sup>26</sup> "Sea Bright, NJ." Homeaway.com. N.p., n.d. Web. 01 May 2013.
- <sup>27</sup> Tourism Economics. "The Economic Impact of Tourism in New Jersey: Tourism Satellite Account Calendar Year 2012." Division of Travel and Tourism. N.p., n.d. Fri. 10 May 2013. <<http://www.visitnj.org/sites/visitnj.org/files/2012-nj-tourism-economic-impact-state-and-counties.pdf>> . page 4.
- <sup>28</sup> Tourism Economics. "The Economic Impact of Tourism in New Jersey: Tourism Satellite Account Calendar Year 2012." Division of Travel and Tourism. N.p., n.d. Fri. 10 May 2013. <<http://www.visitnj.org/sites/visitnj.org/files/2012-nj-tourism-economic-impact-state-and-counties.pdf>> . page 7.
- <sup>29</sup> Tourism Economics. "The Economic Impact of Tourism in New Jersey: Tourism Satellite Account Calendar Year 2012." page 55.
- <sup>30</sup> Hague, Cliff et al. 2011. "Leisure, Culture and Tourism." Regional and Local Economic Development. New York, NY: Palgrave, page 222.
- <sup>31</sup> California Community Economic Development Association (CCEDA) and Community Action Partnership National Office. "Community Development Toolkits: Community Facility Development-Real Estate Series." 2011.
- <sup>32</sup> Shoup, Don. The High Cost of Free Parking. Page?
- <sup>33</sup> Ezride. <http://www.ezride.org/10-0-shore.asp>
-

- 
- <sup>34</sup> IPCC, 2012: Summary for Policymakers. In: *Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation* [Field, C.B., V. Barros, T.F. Stocker, D. Qin, D.J. Dokken, K.L. Ebi, M.D. Mastrandrea, K.J. Mach, G.-K. Plattner, S.K. Allen, M. Tignor, and P.M. Midgley (eds.)]. A Special Report of Working Groups I and II of the Intergovernmental Panel on Climate Change. Cambridge University Press, Cambridge, UK, and New York, NY, USA, pp. 1-19. <[http://ipcc.ch/pdf/special-reports/srex/SREX\\_FD\\_SPM\\_final.pdf](http://ipcc.ch/pdf/special-reports/srex/SREX_FD_SPM_final.pdf)>.
- <sup>35</sup> Collini, Kimberly. "Coastal Community Resilience: An Evaluation of Resilience as a Potential Performance Measure of the Coastal Zone Management Act." CSO Coastal Resilience Steering Committee. July 2008 <[http://coastalstates.org.seedevelopmentprogress.com/wp-content/uploads/2010/07/final\\_resilience-white-paper\\_25july08.pdf](http://coastalstates.org.seedevelopmentprogress.com/wp-content/uploads/2010/07/final_resilience-white-paper_25july08.pdf)>.
- <sup>36</sup> Rosati, Julie Dean. "Concepts for Functional Restoration of Barrier Islands." U.S. Army Corps of Engineers. September 2009. <<http://www.dtic.mil/cgi-bin/GetTRDoc?AD=ADA508394>>.
- <sup>37</sup> [http://www.njstormwater.org/bmp\\_manual/NJ\\_SWBMP\\_9.7.pdf](http://www.njstormwater.org/bmp_manual/NJ_SWBMP_9.7.pdf)
- <sup>38</sup> [http://www.nj.gov/dep/gi/pdf/gi\\_green\\_roofs.pdf](http://www.nj.gov/dep/gi/pdf/gi_green_roofs.pdf)
- <sup>39</sup> [http://maps.nrel.gov/re\\_atlas](http://maps.nrel.gov/re_atlas)
- <sup>40</sup> Solarie Generation, <http://www.solairegeneration.com/>
- <sup>41</sup> <http://www.njcleanenergy.com/>
- <sup>42</sup> [http://www.state.nj.us/agriculture/divisions/anr/pdf/2\\_Dune%20Stabilization%202011.pdf](http://www.state.nj.us/agriculture/divisions/anr/pdf/2_Dune%20Stabilization%202011.pdf)
- <sup>43</sup> <http://cfpub.epa.gov/watertrain/pdf/modules/WetlandsFunctions.pdf>
- <sup>44</sup> <http://dnr.wi.gov/topic/wetlands/documents/SmallWetlandLosses.pdf>
- <sup>45</sup> "Using Nature to Reduce Climate and Disaster Risks". The Nature Conservancy.
- <sup>46</sup> [http://www.flash.org/peril\\_inside.php?id=54](http://www.flash.org/peril_inside.php?id=54)
- <sup>47</sup> <http://www.njcleanenergy.com/sandy>
- <sup>48</sup> <http://www.state.nj.us/dca/hmfa/gho/resources/renewenergy/>
- <sup>49</sup> <http://www.dsireusa.org/incentives/index.cfm?re=0&ee=0&spv=0&st=0&srp=1&state=NJ>.
- <sup>50</sup> <http://www.planning.org/pas/infopackets/subscribers/pdf/EIP-13.pdf>
-



---

<sup>51</sup> <https://www.planning.org/pas/infopackets/open/eip30.html>

<sup>52</sup> <http://greenmanual.rutgers.edu/>

<sup>53</sup> <http://www.planning.org/pas/infopackets/subscribers/pdf/EIP-13.pdf>

<sup>54</sup> <https://www.planning.org/pas/infopackets/open/pdf/30part3.pdf>

<sup>55</sup> <https://www.planning.org/pas/infopackets/open/pdf/30part4.pdf>

<sup>56</sup> <http://www.state.nj.us/dep/opsc/docs/SmallWindModelOrdinance.pdf>

<sup>57</sup> [http://www.njcleanenergy.com/files/file/Renewable\\_Programs/Wind/Model%20Ordinance%20presentation%20by%20Ocean%20Gate\\_Jim%20Fry.pdf](http://www.njcleanenergy.com/files/file/Renewable_Programs/Wind/Model%20Ordinance%20presentation%20by%20Ocean%20Gate_Jim%20Fry.pdf)

<sup>58</sup> <http://www.njcleanenergy.com/renewable-energy/technologies/wind/small-wind-systems/anemometer-loan-program>

<sup>59</sup> The Environmental Finance Center for the Maryland Department of natural Resources has produced a number of valuable reports on strategic assessments of Stormwater Management systems throughout the State of Maryland. Their case study for Ocean City is particularly relevant for Sea Bright. The report is referenced here and can be found online at: [http://efc.umd.edu/assets/oc\\_stormwater\\_feasibility\\_study\\_final.pdf](http://efc.umd.edu/assets/oc_stormwater_feasibility_study_final.pdf)

---

# Sample Community Survey

## Post-Sandy Community Survey

The purpose of this survey is for the Rutgers Sandy Recovery Studio students to gain a better understanding of the needs and desires of Sea Bright residents. It is also for Sea Bright residents to share with the studio how they feel about Sea Bright today and what they would like to see in Sea Bright's future.

### About You

What is your age group?

- Under 21
- 22 - 29
- 30 - 39
- 40 - 49
- 50 - 64
- 65+

Do you own or rent your residence in Sea Bright?

- Own
- Rent
- Other:

What is your current occupation?

Are you currently reestablished in Sea Bright, post-Sandy?

- Currently living full-time in Sea Bright
- Temporarily staying elsewhere
- Permanently moved elsewhere
- Other:

If you are not currently reestablished in Sea Bright, where are you temporarily/permanently staying?

How long have you lived in Sea Bright?

- Less than 5 years
- 5 to 10 years
- 10 to 20 years
- Over 20 years
- Other:

Why do you live in Sea Bright?

*Choose as many that apply.*

- I live here because of my job.
- I live here for the small-town atmosphere.
- I live here to be close to my family.
- I live here because my family is from this area.
- I live here because it is more affordable than other shore towns in New Jersey.
- Other:

### Sea Bright Characteristics

What are your favorite characteristics about Sea Bright?

Would you agree or disagree with each of the following adjectives/phrases used to describe Sea Bright today?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Historic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist-oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequate amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcoming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetically pleasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community-centered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Fishing village'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other adjectives or descriptive phrases you would like to add.

**Relocation Post-Sandy**

Do you plan to move back or rebuild in Sea Bright?

Rank on a scale of 1 (very unlikely) to 5 (very likely), or 6 (already back).

Very unlikely    1    2    3    4    5    6    Already back  
                       

What would encourage you to come back to Sea Bright?

If FEMA mandates that you rebuild because your property is over 50% damaged, do you intend to do so?

**Economic and Business Development**

What time of day do you use/go to downtown Sea Bright?

Check all that apply.

- Morning
- Afternoon
- Evening
- Other:

What function does downtown Sea Bright serve for you?

Check all that apply.

- I shop downtown.
- I work downtown.
- I live downtown.
- I go downtown for recreation.
- I go to the restaurants downtown.
- Other:

What services and activities must you currently go outside of Sea Bright for?

Check all that apply.

- Shopping
- Work
- Recreation/entertainment

- Eating out
- Other:

How would you like Sea Bright to be described in the future?

Pick one or two.

- Busy
- Slow-paced
- Historic
- Tourist-oriented
- Families
- Up-scale
- Affordable
- Other:

What type of businesses would you like to see relocate/locate in Sea Bright?

Which businesses would you NOT like to see relocate/locate in Sea Bright?

What type of community events would you like to see offered in Sea Bright?

**Tourism and the Beach**

What summer/tourist season services would you like to see in Sea Bright?

Would you like to see hotels or bed and breakfasts in Sea Bright?

- Yes
- No
- Other:

Would you like more public beach access in Sea Bright?

- Yes
- No
- Other:

**Transportation**

How do you commute to work?

- I drive  
 I carpool  
 I take the ferry to New York  
 I walk  
 I ride a bike  
 I ride a bus  
 I take the train  
 Other:

How would you rank the following in Sea Bright?

	Very Poor	Poor	Neutral	Good	Very Good
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting around as a bicyclist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting around as a pedestrian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important are safe pedestrian routes and bicycle paths throughout Sea Bright to you?

	1	2	3	4	5	
Very important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not important

Do you think a jitney/local water taxi service would be a good idea in Sea Bright?

	1	2	3	4	5	
Not a good idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good idea

Do you think a shuttle service to provide off-site parking for tourists/beach users would be a good idea for Sea Bright?

	1	2	3	4	5	
Not a good idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good idea

**Open Space and Recreation**

Would you like to see more open space in Sea Bright?

- Yes  
 No  
 Other:

Where do you currently go for open space, parks or recreation?

What kind of open space would you like to see in Sea Bright?

*Check all that apply.*

- Passive (parks, natural areas, ecological preserves, etc.)  
 Active (playgrounds, sports facilities/fields, etc.)  
 Unprogrammed public space (i.e. public plaza in the downtown)  
 Other:

Where should these open spaces be located?

*Check all that apply.*

- Downtown  
 North of downtown in the residential areas  
 South of downtown in the residential areas  
 Near the beach  
 Near the river  
 Other:

**Environment**

How do you feel about integrating alternative energies such as solar or wind power into Sea Bright's future planning strategies?

	1	2	3	4	5	
Strongly dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly encourage

**Miscellaneous**

In the past five years, do you know any residents who moved out of or into Sea Bright? If yes, what was their reason for moving out or into the borough?

---

Are there any other issues that you feel are important to Sea Bright that we did not capture above?

Any additional comments?

*\*\*Thank you for your time and participation in this survey. We hope to use this information to assess ways in which Sea Bright can maintain its quality of life and simultaneously become a more resilient community.\*\**

# Community Rating System Guide

Series 300 Public Information	Maximum Points*	Average Points^
Information and outreach programs for residents on flood risk and insurance programs		
310 Elevation Certificates <ul style="list-style-type: none"> <li>• Maintain FEMA elevation certificates for new construction in the floodplain following CRS application date</li> </ul>	116	43
320 Map Information Services <ul style="list-style-type: none"> <li>• Provide Flood Insurance Rate Map (FIRM) information and inform residents of availability.</li> </ul>	90	63
330 Outreach Projects <ul style="list-style-type: none"> <li>• Distribute information about the flood hazard, flood insurance, flood protection measures, and/or the natural and beneficial functions of floodplains to flood-prone residents.</li> </ul>	350	63
340 Hazard Disclosure <ul style="list-style-type: none"> <li>• Realtors must inform potential buyers of flood-prone property about the flood risk.</li> <li>• Regulations require notice of the hazard.</li> </ul>	80	14
350 Flood Protection Information <ul style="list-style-type: none"> <li>• Public resources (library or Borough website) maintain references on flood insurance and flood protection.</li> </ul>	125	33
360 Flood Protection Assistance <ul style="list-style-type: none"> <li>• Offer property owners technical advice on how to protect their buildings from flooding, available financial assistance programs and advisor training.</li> </ul>	110	49
370 Flood Insurance Promotion <ul style="list-style-type: none"> <li>• Improving assessment and coverage area of flood insurance programs</li> </ul>	110	†
<b>Series 300</b>	<b>871</b>	<b>265</b>

Series 400 Mapping and Regulations	Maximum Points <sup>^</sup>	Average Points*
Improving defensive standards for new developments		
410 Additional Flood Data heights, or other regulatory flood hazard data for area in excess in excess of what is required by the flood insurance study.	802	65
420 Open Space Preservation development.	2,020	474
430 Higher Regulatory Standards <ul style="list-style-type: none"> <li>• Require freeboard.</li> <li>• Require soil tests or engineered foundations.</li> <li>• Require compensatory storage (to offset loss of flood storage).</li> <li>• Zone the floodplain for minimum lot sizes of 1 acre or larger.</li> <li>• Require coastal construction standards in AE Zones.</li> <li>• Develop regulations around protecting critical facilities or</li> </ul>	2,042	214
440 Flood Data Maintenance <ul style="list-style-type: none"> <li>• Keep flood and property data on computer records.</li> <li>• Use better base maps.</li> <li>• Maintain elevation reference marks.</li> </ul>	222	54
450 Stormwater Management <ul style="list-style-type: none"> <li>• Regulate new development throughout the watershed to ensure that post-development runoff is no worse than pre-development runoff.</li> <li>• Regulate new construction to minimize soil erosion and protect or improve water quality.</li> </ul>	755	119
Series 400	5,841	926

Series 500	Flood Damage Reduction	Maximum Points <sup>^</sup>	Average Points <sup>*</sup>
	Minimizing flood vulnerability of existing structures		
510	<b>Floodplain Management Planning</b> • Prepare, adopt, implement, and update a comprehensive flood hazard mitigation plan using a standard planning process.	622	123
520	<b>Acquisition and Relocation</b> • Acquire and/or relocate flood-prone buildings so that they are out of the floodplain.	2,250	136
530	<b>Flood Protection</b> • Floodproofing, elevation and construction of small structural projects.	1,600	52
540	<b>Drainage System Maintenance</b> • Appropriate maintenance of channels and retention basins.	570	119
Series 500		5,042	430

The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is an incentive program that promotes community floodplain management activities surpassing mandatory, minimum NFIP requirements. Participating jurisdictions can reduce the flood insurance burden on their residents by up to 45% by implementing policies and activities which accrue credit points through reducing vulnerability to flood events. Flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the Community Rating System: (1) reducing flood losses; (2) facilitating accurate insurance ratings; and (3) promoting the awareness of flood insurance.

There are currently 53 total local political jurisdictions that now participate in the CRS program in New Jersey, earning discounts on their SFHA costs ranging from 5% to 20%.<sup>1</sup>

Source:

1: "Community Rating System" New Jersey Office of Emergency Management [http://www.state.nj.us/njoem/programs/pdf/irene\\_mitigation/092311\\_dr4021\\_012.pdf](http://www.state.nj.us/njoem/programs/pdf/irene_mitigation/092311_dr4021_012.pdf)



Series 600	Flood Preparedness	Maximum Points <sup>^</sup>	Average Points <sup>*</sup>
	Warning systems and heavier infrastructural investments		
	610 Flood Warning Program	395	144 <sup>†</sup>
	<ul style="list-style-type: none"> <li>• Provide early flood warnings to the public, and have a detailed flood response plan keyed to flood crest predictions.</li> </ul>		
	620 Levee Safety	235	0 <sup>~</sup>
	<ul style="list-style-type: none"> <li>• Maintenance of existing levees not otherwise credited in the flood insurance rating system that provide some flood</li> </ul>		
	630 Dam Safety	160	0 <sup>~</sup>
	<ul style="list-style-type: none"> <li>• An approved dam safety program will receive some credit</li> </ul>		
Series 600		790	144

- \* Maximum Points are adjusted for new 2013 credit allocations
- <sup>^</sup> Average Points earned are converted to 2013 Coordinator's Manual adjustments from points earned as of October 1, 2011
- <sup>†</sup> Activity 370: Flood Insurance Promotion is a new program partially reflective of prior requirements in Activity 360.
- <sup>~</sup> Series 600 metrics were drastically reconfigured and points accrued beforehand are not easily convertible.

**Adapted from FEMA's National Flood Insurance Program Community Rating System brochure**

# Fiscal Impact Tables

## Assessment Baseline

Class	Description	# of Parcels Pre Sandy	# of Parcels Post Sandy	Assessed Value Pre-Sandy	Assessed Value Post-Sandy	% Change in Assessed Value from Sandy	Equalized Pre-Sandy Value (Market Value)
1	Vacant Land	138	152	\$ 3,302,900	\$9,328,200	182.4%	\$ 4,872,253
2	Residential (four families or less)	1038	1031	\$418,017,600	\$377,228,700	-9.8%	\$616,636,082
4A	Commercial	71	66	\$87,542,200	\$52,937,700	-39.5%	\$129,137,336
4C	Apartment	5	4	\$4,964,800	\$ 3,228,500	-35.0%	\$7,323,794
15C	Public Property	15	15	\$22,584,600	\$22,582,300	0.0%	\$33,315,533
15D	Church and Charitable Property	3	2	\$2,758,600	\$1,759,800	-36.2%	\$4,069,332
15F	Other Exempt properties	1	1	\$425,300	\$ 425,300	0.0%	\$627,379
	<b>Total</b>	<b>1271</b>	<b>1271</b>	<b>\$539,596,000</b>	<b>\$467,490,500</b>	<b>-13.4%</b>	<b>\$795,981,708</b>
	<b>Total Taxable (Excluding Exempt)</b>			<b>\$513,827,500</b>	<b>\$442,723,100</b>		<b>\$757,969,465</b>
<b>Subcategories</b>							
	Total Residential			\$422,982,400	\$ 380,457,200		\$623,959,876
	Beach Clubs (from GIS analysis)			\$33,487,200			\$49,398,436
	Total Other Commercial			\$54,055,000			\$79,738,900
Data Source: Reassessment provided by Sea Bright							

## Cost Baseline

Municipal		
	# of Parcels	Assessed Value
Residential <sup>1</sup>	1060	\$425,051,100
Apartment <sup>1</sup>	5	\$4,814,800
Commercial <sup>1</sup>	69	\$84,860,100
Vacant <sup>1</sup>	167	\$ 3,255,100
Total		\$517,981,100
Municipal Budget <sup>4</sup>	\$3,968,932	
	Residential	Non-Residential
% of Parcels	93.9%	6.1%
% of Value	83.5%	16.5%
Avg of Above	88.7%	11.3%
Assumption for % of Municipal Expenditures	<b>85%</b>	<b>15%</b>
Share of Municipal Budget	\$3,373,592	\$595,340
	Number of Residents <sup>2</sup>	Number of Employees <sup>3</sup>
# of People Served	1,412	452
	Cost per Resident	Cost per Employee
Cost per person	<b>\$2,389</b>	<b>\$1,317</b>

<b>School</b>			
<b>District School</b>		<b>Regional School</b>	
<b>Oceanport (K-8)</b>		<b>Shore (9-12)</b>	
Residents 5-9 <sup>2</sup>	40	Residents 15-19 <sup>2</sup>	38
Residents 10-14 <sup>2</sup>	43	80% of residents 15-19	30
Total K-8 students	83	Total 9-12 students	30
District School Budget <sup>4</sup>	\$980,883	Regional School Budget <sup>4</sup>	\$2,130,593.69
Cost Per Student	<b>\$11,818</b>	Cost Per Student	<b>\$71,020</b>
Equalized Value of Property	\$764,096,622	Equalized Value of Property	\$764,096,622
Equalized Total School Tax Rate 11-12 <sup>6</sup>	0.1423	Equalized School Tax Rate 11-12 <sup>5</sup>	0.2238
		Equalized School Tax Rate 13-14 <sup>7</sup>	0.3309
Total due:	\$1,087,309	Total due:	\$2,528,395.72

## Sources

1:DCA -&gt; Local Gvt Services -&gt; 2012 Property Value Classification

2: 2010 US Census

3: On The Map 2010 Report: All Jobs

4: DCA -&gt; Local Gvt Services -&gt; 2012 Abstract of Ratables

5: NJDOE Oceanport School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-4760.html>6: NJDOE Shore School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-3830.html>7: Shore Regional School District 2013-14 budget: <http://www.shoreregional.org/cms/lib5/NJ01000964/Centricity/Domain/15/User%20Friendly%20Budget.htm>



Revenue = Market Value x Equalization Rate x Tax Rate		
Equalization Rate <sup>7</sup>	0.6779	67.79%
Municipal Tax Rate <sup>7</sup>	0.00766	0.766%
District School Tax Rate <sup>7</sup>	0.00189	0.189%
Regional School Tax Rate <sup>7</sup>	0.00411	0.411%
<u>Revenue Generated</u>		
Municipal	<b>\$ 3,936,280.953</b>	
District School	<b>\$ 971,223.368</b>	
Regional School	<b>\$ 2,112,025.420</b>	
<b>Total*</b>	<b>\$ 7,019,529.741</b>	
*BECAUSE THERE ARE OTHER SOURCES OF TOWN INCOME, THIS IS LOW		
ACTUAL BASELINE REVENUE ASSUMED TO BE EQUAL TO BASELINE COSTS		

## Sources:

1: Estimate based on Collier's Q4 2012 Market Report for Central NJ, Class C space. [http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officeleasingmarketreport\\_4q12.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officeleasingmarketreport_4q12.ashx)

taking into account average Monmouth County rate from Cushman & Wakefield: [http://www.cushwake.com/cwmb1q13/PDF/off\\_centralnj\\_1q13.pdf](http://www.cushwake.com/cwmb1q13/PDF/off_centralnj_1q13.pdf)

2: Estimate based on Collier's 2013 Retail outlook: [http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers\\_na\\_retail\\_2012q4\\_final.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers_na_retail_2012q4_final.ashx)

3: Estimates based on current assessed values and average home sales price in Sea Bright in 2012, from NJ Division of Taxation. <http://www.state.nj.us/treasury/taxation/pdf/lpt/class2/avgsale12.pdf>

4: Estimate based on current assessed values and waterfront condo listings in Monmouth County <http://www.monmouthcountyhomesonline.com/monmouth-county-nj-waterfront-condos-for-sale.aspx?ptd=2&sortbyid=>

5: Estimate based on restaurant rental rates in NJ on Loopnet.com

6: Estimate based on current assessed values and multifamily sales prices in Monmouth County on Loopnet.com

7: NJ Dept of Treasury -> 2012 Monmouth County Abstract of Ratables

8: Number of Units from U.S. Census Bureau 2011 5-Year ACS

9: GIS analysis: Commercial Property Layer (minus Beach Clubs) intersected with Buildings Layer. To get value, divided assessed commercial by commercial SF to determine average market value per SF in Sea Bright

10: GIS analysis: Assessment of beach clubs divided by total area of beach club properties

Assumption: 2/3 of multifamily properties in Sea Bright are condo and 1/3 are rental

# Scenario: Population Loss

## Costs: Fixed Baseline Per Capita

Municipal		
	# of Parcels	Assessed Value
Residential <sup>1</sup>	1060	\$425,051,100
Apartment <sup>1</sup>	5	\$4,814,800
Commercial <sup>1</sup>	69	\$84,860,100
Vacant <sup>1</sup>	167	\$3,255,100
Total		\$517,981,100
Municipal Budget <sup>4</sup>	\$3,968,932	
	Residential	Non-Residential
% of Parcels	93.9%	6.1%
% of Value	83.5%	16.5%
Avg of Above	88.7%	11.3%
Assumption for % of Municipal Expenditures	<b>85%</b>	<b>15%</b>
Share of Municipal Budget	\$3,373,592	\$595,340
	Number of Residents <sup>2</sup>	Number of Employees <sup>3</sup>
# of People Served	1,412	452
	Cost per Resident	Cost per Employee
Cost per person	<b>\$2,389.23</b>	<b>\$1,317.12</b>

School			
District School		Regional School	
Oceanport (K-8)		Shore (9-12)	
Residents 5-9 <sup>2</sup>	40	Residents 15-19 <sup>2</sup>	38
Residents 10-14 <sup>2</sup>	43	80% of residents 15-19	30
Total K-8 students	83	Total 9-12 students	30
District School Budget <sup>4</sup>	\$980,883	Regional School Budget <sup>4</sup>	\$2,130,593.69
Cost Per Student	<b>\$11,818</b>	Cost Per Student	<b>\$71,020</b>
Equalized Value of Property	\$644,333,351	Equalized Value of Property	\$644,333,351
Equalized Total School Tax Rate 11-12 <sup>6</sup>	0.1423	Equalized School Tax Rate 11-12 <sup>5</sup>	0.2238
		Equalized School Tax Rate 13-14 <sup>7</sup>	0.3309
Total due:	\$916,886	Total due:	\$2,132,099.06



<b>TOTAL COSTS</b>	Per Person	Number of People	Total	
Resident	\$2,389	1,200	\$2,867,075	\$3,372,851
Employee	\$1,317	384	\$505,775	
K-8 Student			\$916,886	
<u>9-12 Student</u>			<u>\$2,132,099</u>	
<b>Total</b>			<b>\$6,421,836</b>	

## Sources

1:DCA -&gt; Local Gvt Services -&gt; 2012 Property Value Classification

2: 2010 US Census

3: On The Map 2010 Report: All Jobs

4: DCA -&gt; Local Gvt Services -&gt; 2012 Abstract of Ratables

5: NJDOE Oceanport School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-4760.html>6: NJDOE Shore School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-3830.html>7: Shore Regional School District 2013-14 budget: <http://www.shoreregional.org/cms/lib5/NJ01000964/Centricity/Domain/15/User%20Friendly%20Budget.htm>

## Costs: Fixed Municipal Budget

Municipal		
	# of Parcels	Assessed Value
Residential <sup>1</sup>	1060	\$425,051,100
Apartment <sup>1</sup>	5	\$4,814,800
Commercial <sup>1</sup>	69	\$84,860,100
Vacant <sup>1</sup>	167	\$3,255,100
Total		\$517,981,100
Municipal Budget <sup>4</sup>	\$3,968,932	
	Residential	Non-Residential
% of Parcels	93.9%	6.1%
% of Value	83.5%	16.5%
Avg of Above	88.7%	11.3%
Assumption for % of Municipal Expenditures	<b>85%</b>	<b>15%</b>
Share of Municipal Budget	\$3,373,592	\$595,340
	Number of Residents <sup>2</sup>	Number of Employees <sup>3</sup>
# of People Served	1,200	384
	Cost per Resident	Cost per Employee
Cost per person	<b>\$2,811.33</b>	<b>\$ 1,550.36</b>

School			
District School		Regional School	
Oceanport (K-8)		Shore (9-12)	
Residents 5-9 <sup>2</sup>	40	Residents 15-19 <sup>2</sup>	38
Residents 10-14 <sup>2</sup>	43	80% of residents 15-19	30
Total K-8 students	83	Total 9-12 students	30
District School Budget <sup>4</sup>	\$980,883	Regional School Budget <sup>4</sup>	\$2,130,593.69
Cost Per Student	<b>\$11,818</b>	Cost Per Student	<b>\$71,020</b>
Equalized Value of Property	\$644,333,351	Equalized Value of Property	\$644,333,351
Equalized Total School Tax Rate 11-12 <sup>6</sup>	0.1423	Equalized School Tax Rate 11-12 <sup>5</sup>	0.2238
		Equalized School Tax Rate 13-14 <sup>7</sup>	0.3309
Total due:	\$916,886	Total due:	\$2,132,099.06

<b>TOTAL COSTS</b>	Per Person	Number of People	Total	
Resident	\$2,811	1,200	\$3,373,592	\$3,968,932
Employee	\$1,550	384	\$595,340	
K-8 Student			\$ 916,886	
<u>9-12 Student</u>			<u>\$2,132,099</u>	
<b>Total</b>			<b>\$7,017,917</b>	

## Sources

1:DCA w-&gt; Local Gvt Services -&gt; 2012 Property Value Classification

2: 2010 US Census

3: On The Map 2010 Report: All Jobs

4: DCA -&gt; Local Gvt Services -&gt; 2012 Abstract of Ratables

5: NJDOE Oceanport School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-4760.html>6: NJDOE Shore School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-3830.html>7: Shore Regional School District 2013-14 budget: <http://www.shoreregional.org/cms/lib5/NJ01000964/Centricity/Domain/15/User%20Friendly%20Budget.htm>

## Revenue: 15% Decrease in Assessed Value

Cap Rate	7%				
Calculation of Market Value					
Type	Value	Capitalized	Unit	# of Units	Total Market Value
Single-family detached <sup>3</sup>	\$610,000.00	\$ -	1 home		
Single-family attached <sup>3</sup>	\$579,000.00	\$ -	1 home		
2-4 units <sup>6</sup>	\$480,000.00	\$ -	per unit		
5+ units, condo <sup>4</sup>	\$585,000.00	\$ -	per condo		
5+ units, rental <sup>6</sup>	\$450,000.00	\$ -	per unit		
Office <sup>1</sup>	\$17.00	\$242.86	SF		
Retail <sup>2</sup>	\$18.00	\$257.14	SF		
Eating & Drinking <sup>5</sup>	\$20.00	\$285.71	SF		
Existing Commercial in Sea Bright	\$21.60	\$308.50	SF		
Beach Club (based on total area)	\$ -	\$27.74	SF		
Warehouse	\$ -	\$ -			
Manufacturing	\$ -	\$ -			
Lodging	\$ -	\$300.00	SF		
Health	\$ -	\$ -			
Vacant	\$ -	\$4.58	SF		
Schools	\$ -	\$ -			
<b>Total Market Value</b>				15% less than	<b>\$ 644,333,350.51</b>
<b>Assessed Value</b>				baseline	<b>\$ 436,793,578.31</b>

Revenue = Market Value x Equalization Rate x Tax Rate		
Equalization Rate <sup>7</sup>	0.6779	67.79%
Municipal Tax Rate <sup>7</sup>	0.00766	0.766%
District School Tax Rate <sup>7</sup>	0.00189	0.189%
Regional School Tax Rate <sup>7</sup>	0.00411	0.411%
<u>Revenue Generated</u>		
Municipal	<b>\$ 3,345,838.810</b>	
District School	<b>\$ 825,539.863</b>	
Regional School	<b>\$ 1,795,221.607</b>	
<b>Total</b>	<b>\$ 5,966,600.280</b>	

## Sources:

1: Estimate based on Collier's Q4 2012 Market Report for Central NJ, Class C space. [http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officeleasingmarketreport\\_4q12.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officeleasingmarketreport_4q12.ashx)

taking into account average Monmouth County rate from Cushman & Wakefield: [http://www.cushwake.com/cwmbms1q13/PDF/off\\_centralnj\\_1q13.pdf](http://www.cushwake.com/cwmbms1q13/PDF/off_centralnj_1q13.pdf)

2: Estimate based on Collier's 2013 Retail outlook: [http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers\\_na\\_retail\\_2012q4\\_final.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers_na_retail_2012q4_final.ashx)

3: Estimates based on current assessed values and average home sales price in Sea Bright in 2012, from NJ Division of Taxation. <http://www.state.nj.us/treasury/taxation/pdf/lpt/class2/avgsale12.pdf>

4: Estimate based on current assessed values and waterfront condo listings in Monmouth County <http://www.monmouthcountyhomesonline.com/monmouth-county-nj-waterfront-condos-for-sale.aspx?ptd=2&sortbyid=>

5: Estimate based on restaurant rental rates in NJ on Loopnet.com

6: Estimate based on current assessed values and multifamily sales prices in Monmouth County on Loopnet.com

7: NJ Dept of Treasury -> 2012 Monmouth County Abstract of Ratables

8: Number of Units from U.S. Census Bureau 2011 5-Year ACS

9: GIS analysis: Commercial Property Layer (minus Beach Clubs) intersected with Buildings Layer. To get value, divided assessed commercial by commercial SF to determine average market value per SF in Sea Bright

10: GIS analysis: Assessment of beach clubs divided by total area of beach club properties

Assumption: 2/3 of multifamily properties in Sea Bright are condo and 1/3 are rental

# Scenario: Economic Development

## Costs: Fixed Baseline Per Capita

Municipal		
	# of Parcels	Assessed Value
Residential <sup>1</sup>	1060	\$425,051,100
Apartment <sup>1</sup>	5	\$4,814,800
Commercial <sup>1</sup>	69	\$84,860,100
Vacant <sup>1</sup>	167	\$3,255,100
Total		\$517,981,100
Municipal Budget <sup>4</sup>	\$ 3,968,932	
	Residential	Non-Residential
% of Parcels	93.9%	6.1%
% of Value	83.5%	16.5%
Avg of Above	88.7%	11.3%
Assumption for % of Municipal Expenditures	<b>85%</b>	<b>15%</b>
Share of Municipal Budget	\$3,373,592	\$595,340
	Number of Residents <sup>2</sup>	Number of Employees <sup>3</sup>
# of People Served	1,412	452
	Cost per Resident	Cost per Employee
Cost per person	<b>\$2,389</b>	<b>\$1,317</b>

School			
District School		Regional School	
Oceanport (K-8)		Shore (9-12)	
Residents 5-9 <sup>2</sup>	40	Residents 15-19 <sup>2</sup>	38
Residents 10-14 <sup>2</sup>	43	80% of residents 15-19	30
Total K-8 students	83	Total 9-12 students	30
District School Budget <sup>4</sup>	\$980,883	Regional School Budget <sup>4</sup>	\$2,130,593.69
Cost Per Student	<b>\$11,818</b>	Cost Per Student	<b>\$71,020</b>
Equalized Value of Property	\$764,096,622	Equalized Value of Property	\$764,096,622
Equalized Total School Tax Rate 11-12 <sup>6</sup>	0.1423	Equalized School Tax Rate 11-12 <sup>5</sup>	0.2238
		Equalized School Tax Rate 13-14 <sup>7</sup>	0.3309
Total due:	\$1,087,309	Total due:	\$2,528,395.72



<b>TOTAL COSTS</b>	Per Person	Number of People	Total	
Resident	\$2,389	1693	\$4,044,965	\$5,265,939
Employee	\$1,317	927	\$1,220,973	
K-8 Student	\$11,818	83	\$980,883	
9-12 Student	\$71,020	38	\$2,698,752	
<b>Total</b>			<b>\$8,945,574</b>	

## Sources

1:DCA -> Local Gvt Services -> 2012 Property Value Classification

2: 2010 US Census

3: On The Map 2010 Report: All Jobs

4: DCA -> Local Gvt Services -> 2012 Abstract of Ratables

5: NJDOE Oceanport School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-4760.html>

6: NJDOE Shore School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-3830.html>

7: Shore Regional School District 2013-14 budget: <http://www.shoreregional.org/cms/lib5/NJ01000964/Centricity/Domain/15/User%20Friendly%20Budget.htm>

## Sources for Cost Per Resident/Employee

1: 2010 Fiscal Analysis of Haddonfield had an average cost of \$628 per resident and \$284 per employee

<http://www.haddonfieldnj.org/pdf/2010-Bancroft-supplement-docs/Fiscal-Impact-2010.pdf>

2: 2007 Assessment of Per Capita expenditures in NJ by David Listokin had per-resident average as \$984

<http://www.ourtowncenter.info/pdfs/107powerpoint.pdf>

3: 2012 Fiscal Impact Analysis in Morris Township shows costs of \$350 per resident and \$99 per employee

<http://www.morristwp.com/pdfs/PinpointFiscal.pdf>

## Costs: Fixed Municipal Budget

Municipal		
	# of Parcels	Assessed Value
Residential <sup>1</sup>	1060	\$425,051,100
Apartment <sup>1</sup>	5	\$4,814,800
Commercial <sup>1</sup>	69	\$84,860,100
Vacant <sup>1</sup>	167	\$3,255,100
Total		\$517,981,100
Municipal Budget <sup>4</sup>	\$3,968,932	
	Residential	Non-Residential
% of Parcels	93.9%	6.1%
% of Value	83.5%	16.5%
Avg of Above	88.7%	11.3%
Assumption for % of Municipal Expenditures	<b>85%</b>	<b>15%</b>
Share of Municipal Budget	\$3,373,592	\$595,340
	Number of Residents <sup>2</sup>	Number of Employees <sup>3</sup>
# of People Served	1,412	452
	Cost per Resident	Cost per Employee
Cost per person	<b>\$2,000</b>	<b>\$1,000</b>

School			
District School		Regional School	
Oceanport (K-8)		Shore (9-12)	
Residents 5-9 <sup>2</sup>	40	Residents 15-19 <sup>2</sup>	38
Residents 10-14 <sup>2</sup>	43	80% of residents 15-19	30
Total K-8 students	83	Total 9-12 students	30
District School Budget <sup>4</sup>	\$980,883	Regional School Budget <sup>4</sup>	\$2,130,593.69
Cost Per Student	<b>\$11,818</b>	Cost Per Student	<b>\$71,020</b>
Equalized Value of Property	\$764,096,622	Equalized Value of Property	\$764,096,622
Equalized Total School Tax Rate 11-12 <sup>6</sup>	0.1423	Equalized School Tax Rate 11-12 <sup>5</sup>	0.2238
Estimated based on last years taxes:	0.1284	Equalized School Tax Rate 13-14 <sup>7</sup>	0.3309
Total due:	\$1,087,309	Total due:	\$2,528,395.72

<b>TOTAL COSTS</b>	<b>Per Person</b>	<b>Number of People</b>	<b>Total</b>	
Resident	\$2,000	1693	\$3,386,000	\$4,313,000
Employee	\$1,000	927	\$927,000	
K-8 Student	\$11,818	83	\$980,883	
9-12 Student	\$71,020	38	\$2,698,752	
<b>Total</b>			<b>\$7,992,635</b>	

## Sources

1:DCA -&gt; Local Gvt Services -&gt; 2012 Property Value Classification

2: 2010 US Census

3: On The Map 2010 Report: All Jobs

4: DCA -&gt; Local Gvt Services -&gt; 2012 Abstract of Ratables

5: NJDOE Oceanport School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-4760.html>6: NJDOE Shore School District: <http://www.state.nj.us/education/finance/fp/ufb/2011/reports/25-3830.html>7: Shore Regional School District 2013-14 budget: <http://www.shoreregional.org/cms/lib5/NJ01000964/Centricity/Domain/15/User%20Friendly%20Budget.htm>

## Sources for Cost Per Resident/Employee

1: 2010 Fiscal Analysis of Haddonfield had an average cost of \$628 per resident and \$284 per employee

<http://www.haddonfieldnj.org/pdf/2010-Bancroft-supplement-docs/Fiscal-Impact-2010.pdf>

2: 2007 Assessment of Per Capita expenditures in NJ by David Listokin had per-resident average as \$984

<http://www.ourtowncenter.info/pdfs/107powerpoint.pdf>

3: 2012 Fiscal Impact Analysis in Morris Township shows costs of \$350 per resident and \$99 per employee

<http://www.morristwp.com/pdfs/PinpointFiscal.pdf>



Revenue = Market Value x Equalization Rate x Tax Rate		
Equalization Rate <sup>7</sup>	0.6779	67.79%
Municipal Tax Rate <sup>7</sup>	0.00766	0.766%
District School Tax Rate <sup>7</sup>	0.00189	0.189%
Regional School Tax Rate <sup>7</sup>	0.00411	0.411%
<u>Revenue Generated</u>		
Municipal	<b>\$ 4,684,320.753</b>	
District School	<b>\$ 1,155,791.935</b>	
Regional School	<b>\$ 2,513,388.811</b>	
<b>Total</b>	<b>\$ 8,353,501.499</b>	

## Sources:

- 1: Estimate based on Collier's Q4 2012 Market Report for Central NJ, Class C space. [http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officereleasingmarketreport\\_4q12.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/images/unitedstates/markets/parsippany%20princeton/officereleasingmarketreport_4q12.ashx)
- 2: Estimate based on Collier's 2013 Retail outlook: [http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers\\_na\\_retail\\_2012q4\\_final.ashx](http://www.colliers.com/en-us/parsippanyprinceton/~media/files/marketresearch/unitedstates/colliers_na_retail_2012q4_final.ashx)
- 3: Estimates based on current assessed values and average home sales price in Sea Bright in 2012, from NJ Division of Taxation. <http://www.state.nj.us/treasury/taxation/pdf/lpt/class2/avgsale12.pdf>
- 4: Estimate based on current assessed values and waterfront condo listings in Monmouth County <http://www.monmouthcountyhomesonline.com/monmouth-county-nj-waterfront-condos-for-sale.aspx?ptd=2&sortbyid=>
- 5: Estimate based on restaurant rental rates in NJ on Loopnet.com
- 6: Estimate based on current assessed values and multifamily sales prices in Monmouth County on Loopnet.com
- 7: NJ Dept of Treasury -> 2012 Monmouth County Abstract of Ratables
- 8: Number of Units from U.S. Census Bureau 2011 5-Year ACS
- 9: GIS analysis: Commercial Property Layer (minus Beach Clubs) intersected with Buildings Layer. To get value, divided assessed commercial by commercial SF to determine average market value per SF in Sea Bright
- 10: GIS analysis: Assessment of beach clubs divided by total area of beach club properties

## Development Numbers

<b>Option 2</b>	North	Central	South	<b>Totals</b>	<b>Units</b>
Hotel Space	91,650			<b>91,650</b>	<b>122</b>
Retail	26,500	13,200	26,132	<b>65,832</b>	
Residential	40,950	17,100	66,234	<b>124,284</b>	<b>124</b>
Office		50,400		<b>50,400</b>	
Gym		11,100		<b>11,100</b>	
Educational		9,000		<b>9,000</b>	
Library		6,000		<b>6,000</b>	
City Hall				<b>0</b>	
<b>Totals</b>	<b>159,100</b>	<b>106,800</b>	<b>92,366</b>	<b>358,266</b>	

<b>Option 3</b>	North	North Center	South Center	Co-Working	Community	Garage Base	<b>Totals</b>	<b>Units</b>
Hotel Space	61,380						<b>61,380</b>	<b>82</b>
Retail	5,580	18,480	12,745	7,703	1,841	24,658	<b>71,006</b>	
Residential	30,060	65,520	59,045				<b>154,625</b>	<b>155</b>
Office				38,513		56,258	<b>94,770</b>	
Gym					14,283		<b>14,283</b>	
Educational					9,765		<b>9,765</b>	
Library					4,883		<b>4,883</b>	
City Hall					5,524		<b>5,524</b>	
<b>Totals</b>	<b>97,020</b>	<b>84,000</b>	<b>71,790</b>	<b>46,215</b>	<b>36,295</b>	<b>80,915</b>	<b>416,235</b>	

## Table of Multipliers

Structure Type	Bedrooms	Total Persons	K-9	10-12	# of Units Anticipated in Scenario	Residents Generated	K-9 Students Generated	10-12 Students Generated
Single-Family Detached	2	2.145	0.089	0.030		0.00	0.00	0.00
Single-Family Detached	3	2.913	0.427	0.083		0.00	0.00	0.00
Single-Family Detached	4-5	3.863	0.969	0.183		0.00	0.00	0.00
Single-Family Attached	2	1.914	0.078	0.018		0.00	0.00	0.00
Single-Family Attached	3	2.444	0.215	0.068		0.00	0.00	0.00
Single-Family Attached	4-5	3.211	0.499	0.162		0.00	0.00	0.00
2-4 Units	0-1	2.225	0.257	0.061		0.00	0.00	0.00
2-4 Units	2	2.44	0.248	0.051		0.00	0.00	0.00
2-4 Units	3	3.388	0.436	0.093		0.00	0.00	0.00
2-4 Units	4-5	3.699	0.309	0.168		0.00	0.00	0.00
5+ Units, Own	0-1	1.682	0.069	0.000	38.66	65.02	4.49	0.00
5+ Units, Own	2	1.844	0.095	0.011	38.66	71.28	6.77	0.07
5+ Units, Own	3	2.104	0.234	0.049		0.00	0.00	0.00
5+ Units, Rent	0-1	1.644	0.052	0.012	38.66	63.55	3.30	0.04
5+ Units, Rent	2	2.107	0.140	0.025	38.66	81.45	11.40	0.29
<u>5+ Units, Rent</u>	<u>3</u>	<u>3.422</u>	<u>0.575</u>	<u>0.127</u>	-	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total</b>					154.63	<b>281.00</b>	<b>25.97</b>	<b>0.40</b>



Non-Residential Use	Range of Employees Per 1000 SF	Notes	Number of Employees	# of SF Anticipated in Scenario	Employees Generated
Office	3-4		3.00	94770.00	284.31
Retail	1-2	smaller stores have higher worker density	2.00	47337.50	94.68
Eating & Drinking	3-4	higher for fast food than sit down. Lots of variability	3.50	23668.75	82.84
Warehouse	.2-.8		0.50		0.00
Manufacturing	1-2		1.50		0.00
Lodging	.1-1	higher for higher amenity lodging	0.80	61380.00	49.10
Health	2-3		2.50	14282.50	35.71
<u>Schools</u>	<u>.8-1.2</u>		1.00		<u>0.00</u>
<b>Total</b>					<b>547.00</b>

Source: NJ Demographic Multipliers (Listokin)

---

## Borough of Sea Bright, 2012 Budget

2012 Municipal Budget	
Budget Raised by Current Taxes	\$ 3,968,931.61
Budget Raised by Other Sources	1103493.79
Delinquent Taxes	247558.55
Total Budget	5319983.95
% Raised by Taxes	79.26%

---



