

Spring 2013
Planning Studio

Edward J. Bloustein School of Planning and Public Policy



SEA BRIGHT, NJ

Presentation Outline

1. Who We Are
2. Background
3. Impacts of Hurricane Sandy
4. Previous Planning Efforts
5. Our Purpose
6. Community Engagement
7. Strengths, Weaknesses
Opportunities & Threats
8. General Planning Goals
9. Specific Recommendations
10. Areas of Focus
11. Conclusions



Who We Are

Edward J.
Bloustein School
of Planning and
Public Policy
Graduate
Planning Studio

Spring 2013



Background

- Approximately 60% of Sea Bright residents are owners and 40% are renters
- Majority of businesses in Sea Bright are restaurants and beach clubs
- Most Sea Bright residents work elsewhere
- Most goods and services are also acquired elsewhere
- Sea Bright's municipal budget relies heavily on local property taxes jeopardized by Hurricane Sandy
- As of April 2013, approximately 50% of Sea Bright's 1,400 year-round residents were back

Community Engagement

- Visited Sea Bright
- Met with Mayor Dina Long, Borough Engineer Jaclyn Flor
- Conducted Community Survey
- Attended Town Workshop



History of Coastal Storms

- Historically susceptible to severe and recurrent coastal storm damage
- In the late 19th C the natural dune system was leveled and transformed into lawns and gardens; the beach was urbanized (and later abandoned)
- Ash Wednesday storm of 1962
- The Nor'easter of 1992 increased the need for beach replenishment
- Flooding remains a recurrent and serious issue



Impacts of Hurricane Sandy

1,028 (of 1,126)
housing units
damaged

\$72.1 million in lost
assessed property
values

Community facilities
destroyed

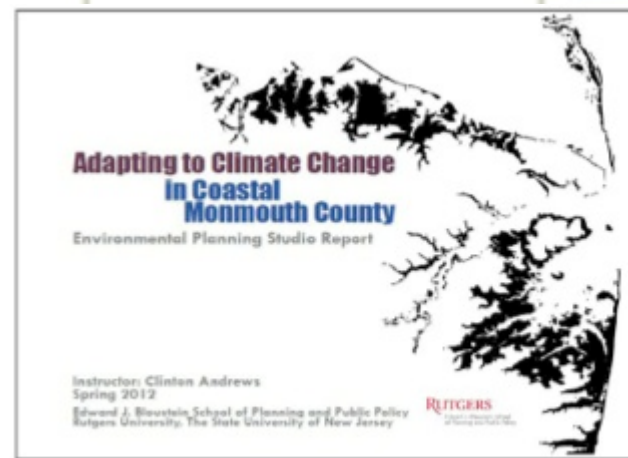
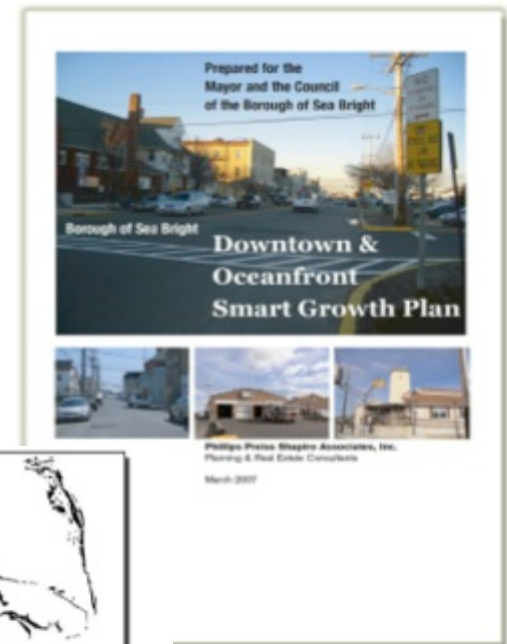
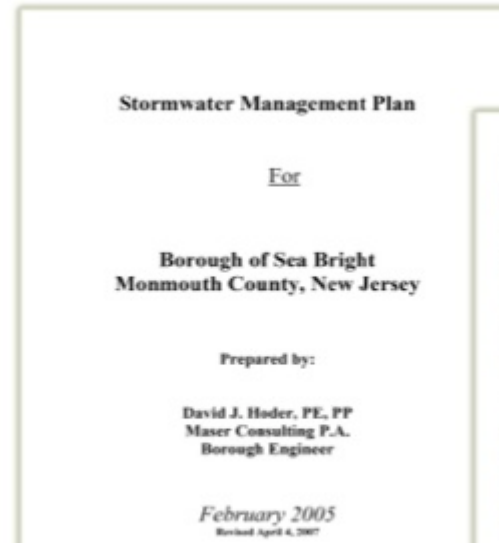
6 feet of sand on
Ocean Avenue after
Superstorm Sandy

Substantial negative
impacts to
homeowners, renters
and businesses



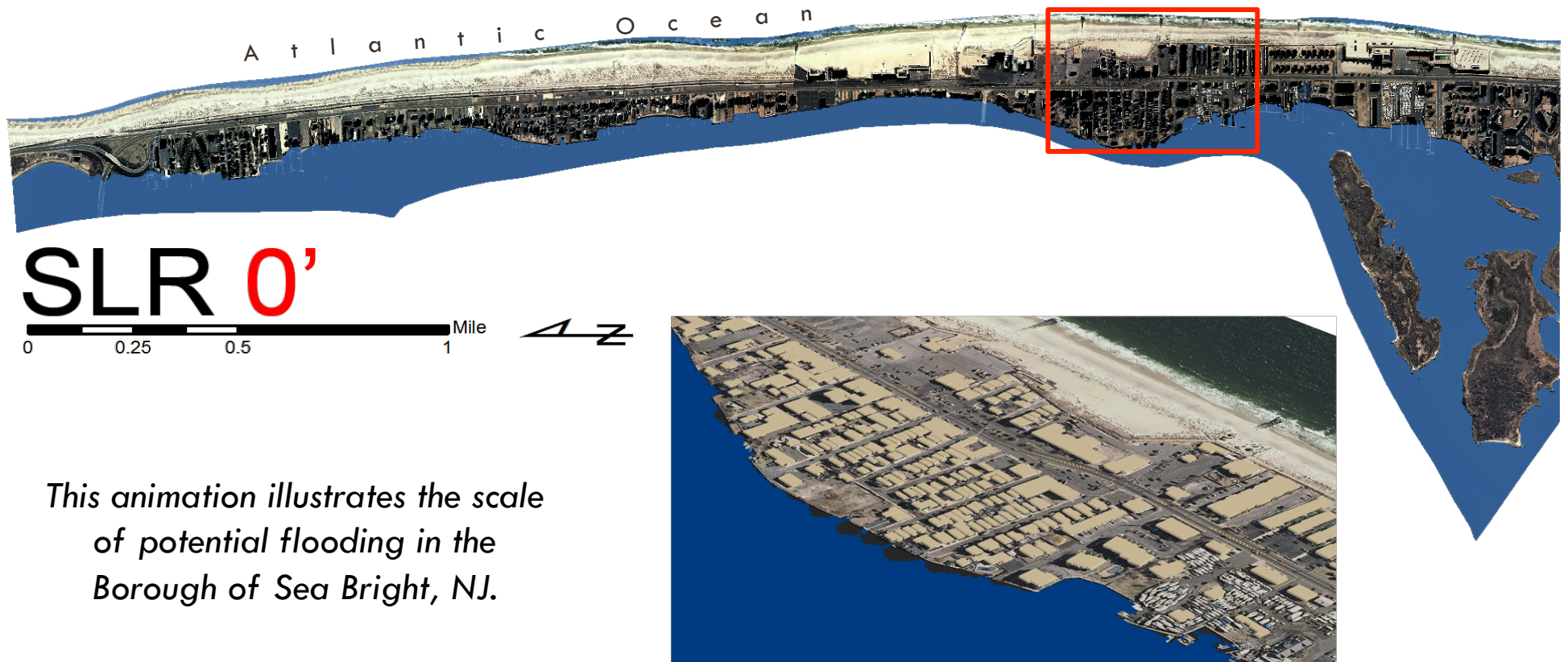
Previous Planning Efforts

- Earlier planning documents are dated | largely obsolete
- 2007 Smart Growth Plan not fully implemented
- Stormwater management plan can be more aggressive
- Spring 2012 Rutgers Studio – “Sea Level Rise in Coastal Monmouth County” raised red flags about the future



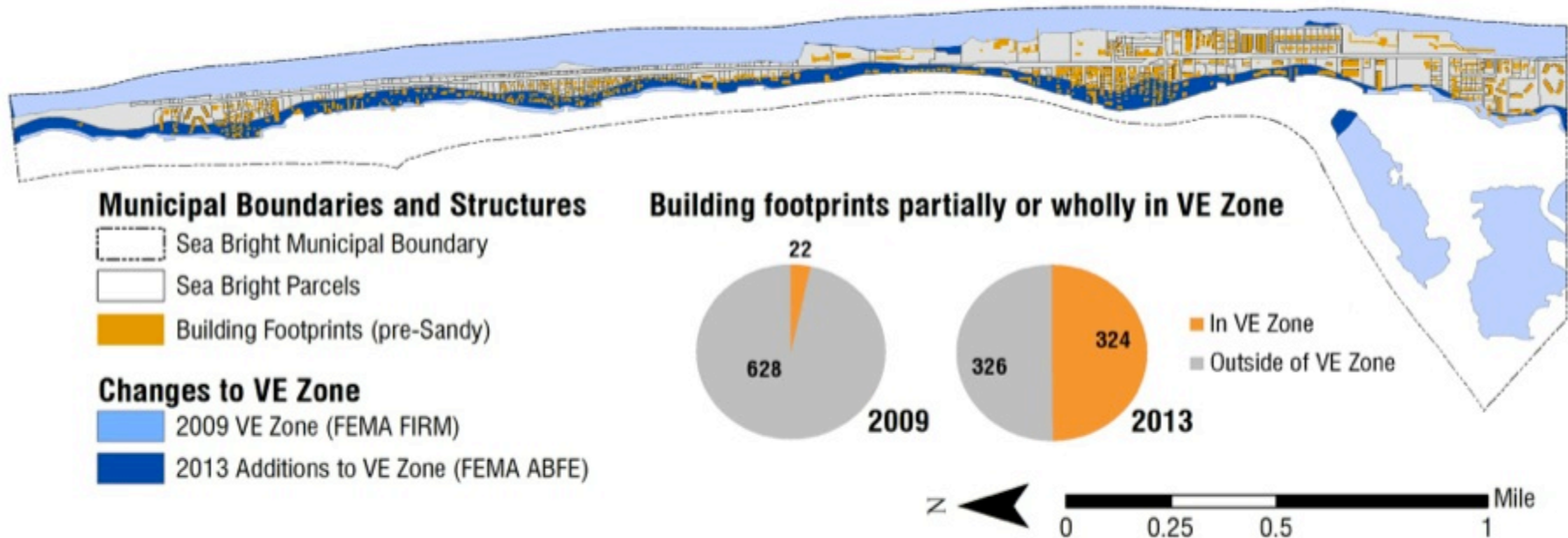
Sea Level Rise (SLR) and Flooding

Pre-Superstorm Sandy Conditions



Flooding from Sandy

Flood Zone Changes (2009-2013)



Source: NJDEP and FEMA

Our Mission

Given the increasing threats from severe coastal storm events and sea level rise, our studio's mission is to provide a planning framework that can assist Sea Bright to

1. Adapt to future storm and flood damage
2. Better take advantage of its natural and human assets
3. Strengthen and diversify the community's economic base
4. Correct or mitigate past planning errors
5. Enhance its qualities of place; and
6. Rebuild for a more resilient and sustainable future.

SWOT Analysis

- Strengths, Weaknesses, Opportunities & Threats

Economic

Downtown and other assets, land use, tax revenues, and the workforce

Environmental

Location, mitigation strategies, energy and the ecosystem

Community

Demographics, housing, open space and community facilities

Circulation and Transportation

Access, transportation, parking, automobiles, bicycle and pedestrian accommodations

SWOT Analysis (cont)

Strengths

Historic bond w/place
Community spirit
Special location
Proximity to NYC
Beaches, marinas
Restaurant destination
Affordability
Large public parcels

Weaknesses

Physically exposed
Seasonal economy
Bedroom community
Inefficient use of land
Lack of civic space
Difficult access to waterfront
Unattractive exposed sea wall
Micro-lots
Inefficient circulation | parking system
Auto-dependence

Opportunities

Diversify economy
Increase economic base | local jobs
Increase population
Storm mitigation strategies
Renewable energy | green technologies
Improve circulation and parking
Enhance public access to waterfront
Better manage land

Threats

Increased frequency and intensity of storms
Beach erosion
De-population
Loss of character
Fiscal collapse
Increased auto-dependence

General Planning Goals

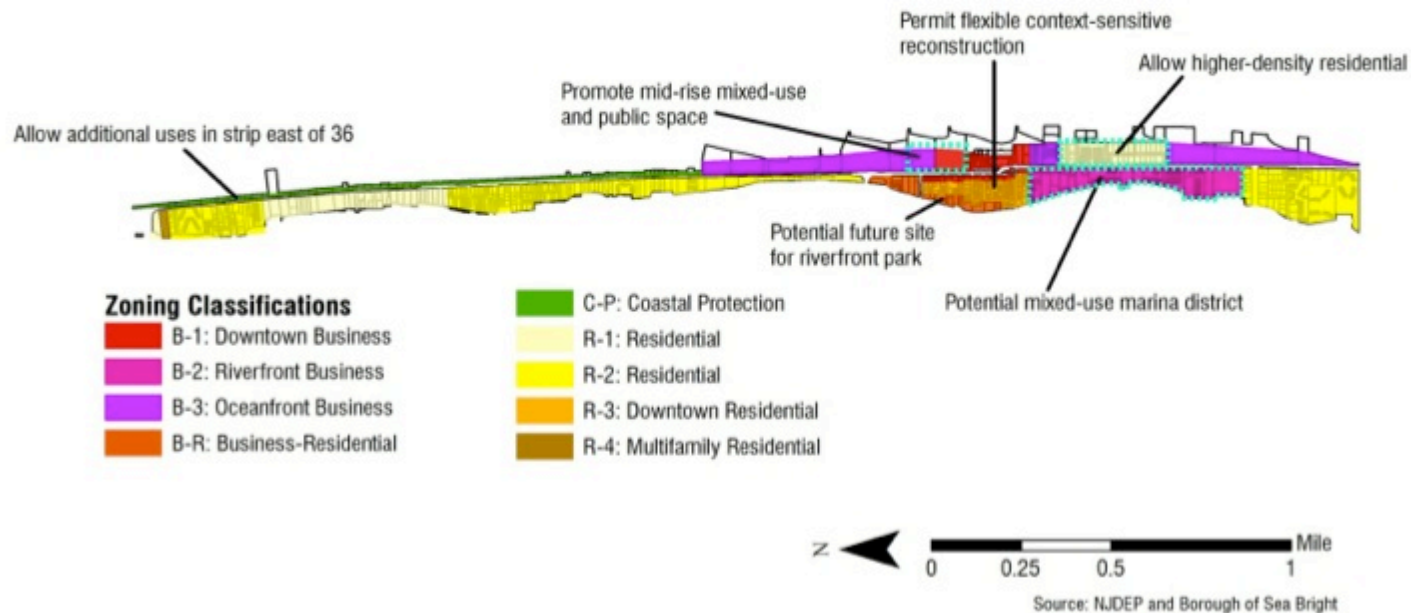
- Diversify Sea Bright's economy and become more self-sufficient
- Pursue renewable energy options and achieve greater self-sufficiency
- Reconfigure parking & circulation
- Pursue resilient building design strategies
- Mitigate storm water runoff
- Reconfigure open space/public spaces
- Enhance public access to the waterfront

Specific Recommendations

- Land Use Policy & Zoning
- Housing
- Environmental
- Economic Development
- Transportation

Proposed Zoning & Land Use Changes

Sea Bright Proposed Land Use



- Increase height limits
- Promote mixed uses
- Permit temporary uses
- Allow attached housing in R-3 Downtown Residential

Housing

Existing Housing Stock



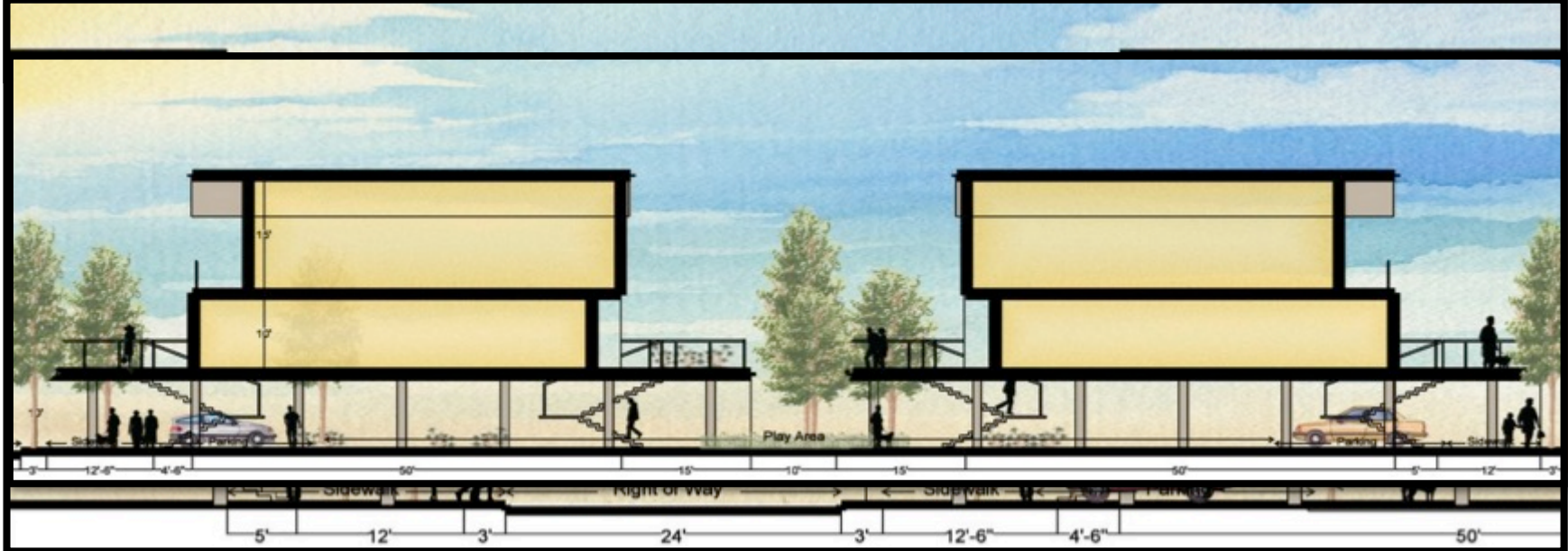
Proposed Housing Typology



- Encourage building typologies that recognize the size of the underlying lots and better respond to the challenges of periodic flooding
 - Permit attached housing in the downtown residential area to maximize usable space on small lots and enable shared staircases.
 - Adopt design guidelines to regulate aesthetics of elevated houses
 - Apply green building standards: opportunity to rebuild a more sustainable Sea Bright

Housing

Collective Elevation – Attached Single Family Houses



Environmental & Renewable Energy

- Short Term
 - Stormwater Management
 - Rain gardens
 - Porous surfaces
 - Rain barrels
 - Green roofs
 - Natural Defense Measures
 - Vegetated sand dunes
 - Small-scale wetlands
- Long Term
 - Renewable Energy Strategy
 - Solar parking canopies
 - Solar rooftop collectors



Economic Development

Overview

- **Develop economic base**
 - Retain existing businesses | recruit new businesses
 - Increase year-round businesses to serve permanent residents
 - Capture local spending | reduce “leakage” in goods and services
- **Diversify commercial uses**
 - Medical | Creative sector | Incubator office | Co-working | Place-based
- **Maximize tourism revenues**
 - Lodging | conference | recreational | arts and culture
- **Enhance community amenities**
 - Flex-space | flexible programming | special events

Economic Development

Immediate Actions Summer 2013

Temporary Structures

- Generate income for local businesses
- Provide amenities for residents and visitors
- Increase revenue for municipality
- Stimulate tourist interest

Mobile Vendors

Pop-up Retail



Economic Development

Short Term

- Plan for a Business Improvement District or economic development entity
- Rezone for proposed uses | building typologies
- Produce and execute marketing plan to incentivize and attract new businesses | uses



Economic Development

Long Term

- Enhanced tax base
- Tourism | hotel industry
- Office space for start-ups | creative activities
- Expand community center, programming and special events
- Develop and promote brand recognition
- Active economic development entity
- Renewable energy resources

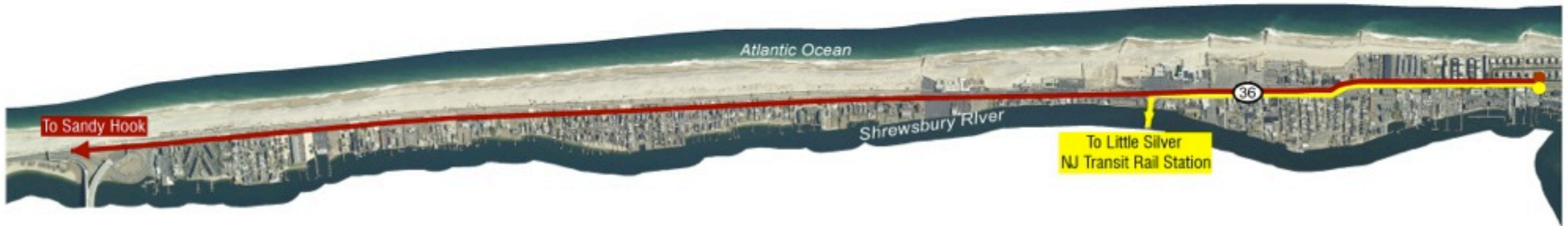


Transportation



- **Manage Parking Assets**
 - Shift parking away from the municipal lot
 - Create a fare structure to capitalize on parking revenue in municipal lot
 - Charge non-residents for on-street parking
 - Enforce parking time limits and payment
- **Pedestrian and Bicycle Safety**
 - Employ traffic calming measures
 - Implement bike and pedestrian infrastructure
- **Shuttle System**
 - Create a shuttle to enhance local mobility, servicing the parking locations, the downtown, the beaches and potentially the train station

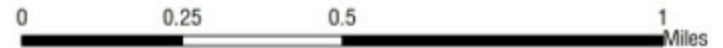
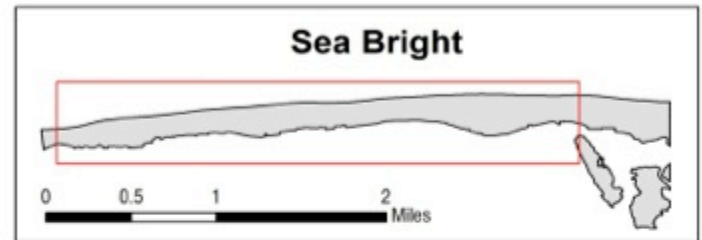
Transportation Shuttle System

Shuttle Bus Options



Potential Shuttle Routes

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



Source: NJDEP

Areas of Focus

- Route 36 North of Downtown
- Rumson Bridge
- Downtown
- Marina

Geographic Location of Focus Areas

Northern Route 36

Sea wall and unused land

New Rumson Bridge

Inappropriate intersection design

Downtown

Streetscapes and parking lot

Marina District

Mixed-use marina



Northern Route 36

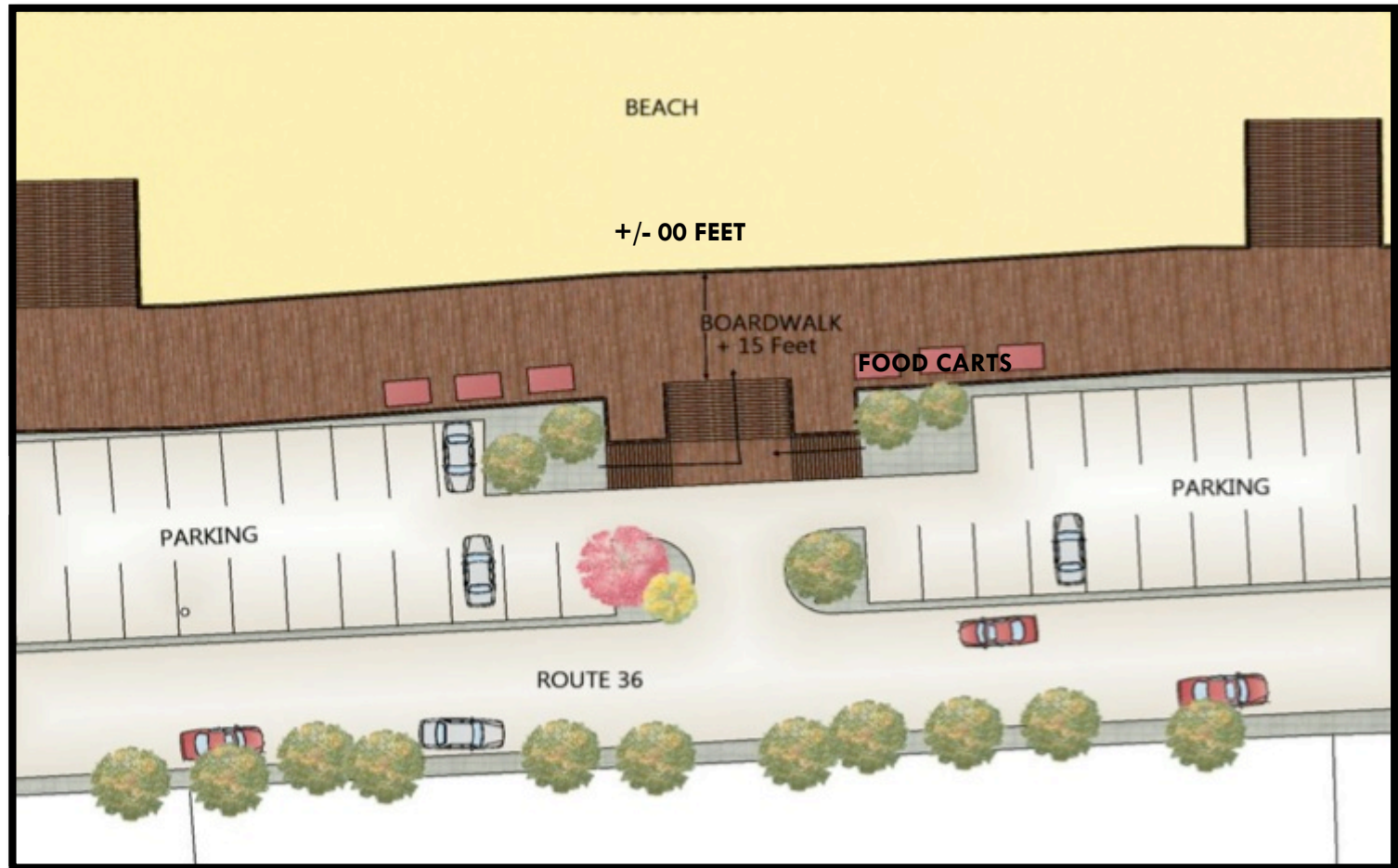


Problem:

- Inefficient use of land

Solutions:

- Parking and food trucks
- Transit way
- Camper trailers
- Widened streets
- Sea wall bike-pedestrian trail

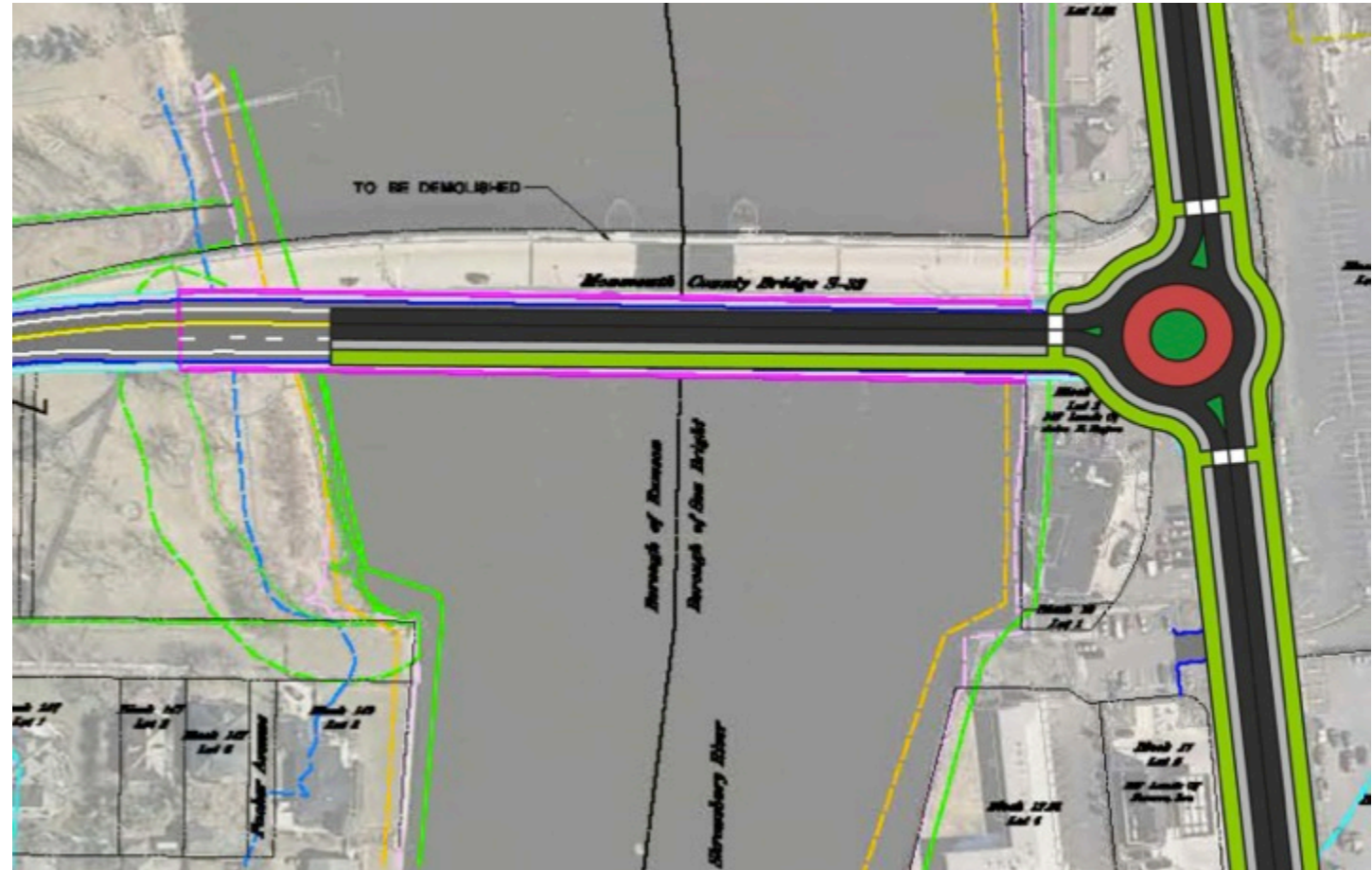


Rumson Bridge

Alternative Bridge Landing



- New bridge needed in 8 years
- Proposed design will be dangerous for pedestrians
- Alternative design creates safer intersection
- Creates bike lane across bridge
- Creates visual entrance to Sea Bright



Downtown



- Ocean Ave has a 140' ROW
- Large parking lot dominates downtown
- Potential to improve streetscape
- Opportunity to increase business

Downtown

Route 36 Boulevard



Sea Bright's 2007 Smart Growth Plan calls to preserve the identity and image of Sea Bright while creating a better streetscape along Ocean Ave with adequate parking and pedestrian space

Existing Conditions



Option 1

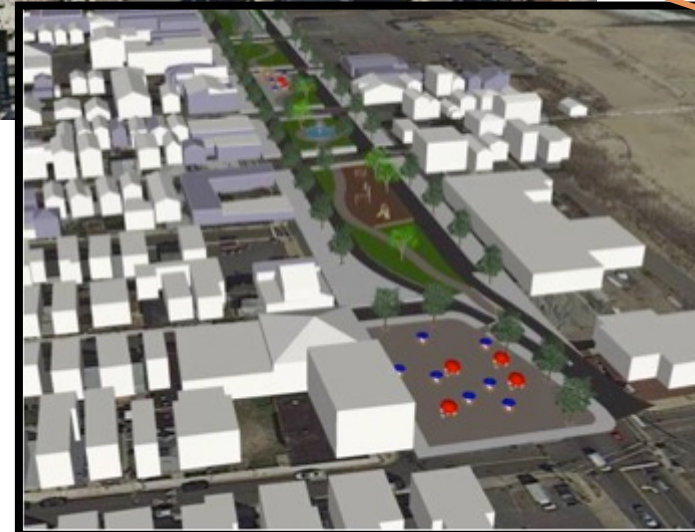


Option 2



Downtown

Route 36 Boulevard



Precedents

Historic Seaside Communities



- Shore communities were major vacation destinations in the 1920s-1940s
- Hotels were grand in appearance
- Sea Bright competed for tourists against other shore towns



Downtown

Municipal Parking Lots



Sea Bright's 2007 Smart Growth Plan calls to preserve the identity and image of Sea Bright while consolidating municipal facilities, providing adequate parking, increasing public access to the beach, fostering pedestrian-friendly, human-scaled design in the downtown



Downtown

Municipal Lot Option 1 – “Generate”



Features

- Combined municipal services and library
- Boardwalk
- Solar parking canopy
- Seasonal retail tents and mobile vendors
- Public restrooms and changing area

Negative Aspects

- Potential loss of parking due to Boulevard
- Municipal revenue generating potential limited to permits and excess energy sold back to the grid
- No additional flood or storm surge protection

Positive Aspects

- Generates clean and resilient energy
- Respects the existing scale of Sea Bright
- Creates attractive public space
- Completes Ocean Ave frontage through use of tents and other temporary | mobile structures



Downtown

Municipal Lot Option 2 – “Mitigate”



Features

- Structured parking within liner building
- Centralized civic building
- Boardwalk
- Flood proofed buildings
- Beachfront retail and hotel
- Public restrooms and changing area
- Co-working office space | incubator start-ups

Negative Aspects

- No additional flood or storm surge protection

Positive Aspects

- Generates municipal revenue
- Creates attractive and lively public space
- Completes Ocean Ave frontage with buildings
- Increases parking supply



Downtown

Municipal Lot Option 3 – “Defend”



Features

- Structured parking covered by boardwalk
- Sea wall incorporated into parking structure
- Centralized civic building
- Beachfront retail and hotel
- Public restrooms and changing area
- Co-working office space | incubator start-ups

Negative Aspects

- Out of scale with Sea Bright currently

Positive Aspects

- Generates municipal revenue
- Creates attractive and lively public space
- Completes Ocean Ave frontage with buildings
- Increases parking supply
- Provides expanded sea wall protection



Marina District

Mixed-use Marina



Current Conditions

- Land is used for boat parking (off-season)
- Land is under-utilized when boats are in the water
- Industrial feel
- Single-use
- Prime location

Potential Future

- Mixed use development
- Multi-level boat parking concealed by mixed-use liner buildings
- Ground floor retail and restaurants
- Riverwalk linking to downtown



Conclusions

- Importance of proactive planning and of vision
- Implementation of immediate, short and long term strategies
- Rebuilding from super-storm Sandy provides valuable opportunities to rethink current conditions and adopt more creative and effective planning approaches

Thank you! Questions?

