



# TOMS RIVER

ROUTE 37 WATERFRONT VISION PLAN

2013



# ACKNOWLEDGMENT

This report has been possible only due to the support and guidance of many individuals:

A special thank you to Toms River Township and Planning Department, particularly Jay Lynch, PP,  
and Erika Stahl, PP, AICP

# FALL 2013 GRADUATE COMPREHENSIVE PLANNING STUDIO

Alexander Anhwere-James

Randall Arthur

Kelly Beggs

Andrew Bomberger

Angela Burnett

Randy Fixman

Merisa Gilman

Simone Gore

Daniel Harris

Makeda Marshall

James Sinclair

Daniel Smith

Bradley Stuart

Sami Suleiman

Chloe Unger

Instructors: Fred Heyer, PP, AICP & Susan Gruel, PP

Teaching Assistant: Allan Zaretsky



# CONTENTS

---

EXECUTIVE SUMMARY	02
INTRODUCTION	06
STRENGTHS AND WEAKNESSES	10
ISSUES	12
GOALS AND OBJECTIVES	14
EXISTING CONDITIONS	18
MARKET STUDY	30
THE VISION	32
CIRCULATION	46
FORM-BASED CODE	48
IMPLEMENTATION	66
REFERENCES	68
APPENDIX	I-LXXVII

# EXECUTIVE SUMMARY

*The Toms River Route 37 Waterfront Vision Plan will transform a section of the Route 37 commercial corridor in Toms River, New Jersey into Coates Point, a waterfront destination full of economic vitality and pedestrian-friendly spaces. Route 37 will be the gateway to the Shore, featuring modern residencies, public beach access, marine activities, incubator retail, and breathtaking views of Barnegat Bay.*

The area is currently characterized by commercial strip development and shows signs of disinvestment. A number of the older establishments along Route 37 have fallen into disrepair, and several commercial properties along the corridor appear to be vacant. The buildings are haphazardly arranged and auxiliary storage on certain properties contributes to a disjointed and cluttered built environment. Despite the area's waterfront location, various properties seem to be underutilized and have experienced either significant damage or prolonged neglect, with boarded-up windows and entryways, debris in open view, and unkempt exteriors.

The setting and assets of the area demand a greater degree of economic utility and aesthetic performance in light of the site's current condition. The vision plan seeks to establish the best mix of uses and regulations in the area in order to ensure compliance with current land use regulations and to provide optimal benefits to small business owners, area residents, and consumers. As a result, this plan delivers key deliverables that are recommended as the best approach for future revitalization of this area.



First, this plan has re-branded the area as Coates Point; the historic name for the area. Reestablishing the area as Coates Point will establish a uniform community identity and create a commercial and recreational destination for Toms River along the Barnegat Bay waterfront.

Second, this plan presents a series of issues, goals, and objectives for the future development of the area. The identified issues are based on the existing assets and constraints of the site, and the objectives acknowledge the area's immense potential for future development if appropriate measures are taken. This plan puts forth development standards that will foster positive construction results, economic vitality, a pedestrian-friendly environment, and reinvigorate the waterfront gateway to the Jersey shore. The goals and objectives of the Toms River Route 37 Waterfront Vision Plan align with those of the Township, which strives for enhanced economic and residential spaces and the creation of commercial nodes.

Third, a market study assessed the potential for development in the plan area. Given the market characteristics of the area, the study suggests that a mix of uses is the best approach for future development along Route 37. The study served as the basis for the proposed development vision.

Coates Point is currently designated an Area in Need of Redevelopment. Thorough investigation of the area has determined that Coates Point no longer meets the statutory criteria for redevelopment, thus demanding an alternative path towards revitalization. This plan recommends a form-based code as



the best tool for revitalizing the area. A form-based code ensures predictable, high-quality development outcomes by creating standards for a building's physical form. Thus, form-based codes can control the character of development and are conducive to realizing a community vision. A form-based code was selected as the most appropriate tool for the Coates Point area after four opportunity sites were identified within the area. Subsequently, concept plans were created for each of the identified opportunity sites.

The first identified opportunity site is located in the southeastern section of the plan area. It fronts Barnegat Bay and a lagoon inset from the Bay. Presently, the site is undeveloped except for three parcels containing a restaurant, kitchen retailer, and a vacant commercial structure. The site is characterized by prolonged underutilization, unsafe and inefficient parking arrangements, and ill-maintained properties. The concept plan re-envisioned the site as unified marine-oriented destination village built upon a creative and desirable mix of entertainment, retail, dining and residential uses, public access opportunities, and scenic walkways that capitalize on the site's dual water frontage and existing marina amenities. Additionally, the concept design includes a boat launch facility for public use, and a public boardwalk to connect the district to the surrounding area.

Located in the northeastern section of the Coates Point plan area, the second identified opportunity site has waterfront access to Barnegat Bay, as well as frontage on Route 37. This area of Coates Point has a mixture of motels, restaurants, single-

family homes of varying size, and undeveloped green-space. The restaurants appear to be in good condition, but the layout of the buildings and parking is haphazard. While the area fronts the Bay, there is currently no infrastructure permitting public access to the beach-front. On the site's western lot, the vision is for a boutique hotel oriented towards the Bay with first floor retail space facing Route 37. On the second portion of the site, twelve 3-story townhouses are proposed facing Adams Avenue, a local street running parallel to and north of Route 37. To the south of the townhouses, a park and pedestrian corridor running east to west would serve as a public green area, rain garden, and buffer from Route 37.

The third identified opportunity site is located in the northwestern section of the Coates Point plan area. This site has no waterfront access, and is bounded by Route 37 and local streets. Currently, the site contains three structures: a motel and two small businesses with haphazard buildings and parking arrangement, a large amount of impervious surface, and a lack of pedestrian accessibility. The vision for this site is to transform it into a professional commercial space with two two-story buildings connected via skywalk over a center driveway. The concept plan includes sidewalks on all property sides and multiple convenient access points for pedestrians via internal walkways providing direct access to the structures.

Situated in the southwestern section of Coates Point, the fourth identified opportunity site fronts a lagoon along its southern edge. Existing

businesses in this portion of the plan area include a motorboat dealership and storage facility, a motorcycle dealership, and single-family homes. The motorboat dealership dominates the area with boat storage and parking. The vision for this site places twenty-two detached single-family homes along the waterfront. The homes will be staggered and oriented towards the lagoon to provide water views and a sense of privacy for homeowners. Additionally, included to the south of the development site, is a two-way access road bisecting Fischer Boulevard and Gary Road, and north of the site location is a landscaped buffer complete with a sound barrier to mitigate noise from Route 37.

A circulation plan was created for the Coates Point plan area to accompany the concept plans and form-based code. The plan highlights the need for pedestrian access and mobility, allowing for transportation beyond automobiles. It includes detailed street and sidewalk standards that are a component of the form-based code.

Finally, an implementation schedule has been created for the adoption and implementation of this plan. The implementation schedule follows a two-phase approach with short-range and mid-range implementation efforts. The Toms River Route 37 Waterfront Vision Plan provides the framework and the tools to create a prosperous future for the Coates Point plan area and establish it as a commercial, residential, and waterfront destination in Toms River, NJ.





## OPPORTUNITY SITES

Source: NJ GIN, 2012; New Jersey Department of Community Affairs, 2013

0 250 500 1,000 Feet





# INTRODUCTION

**In 2003, the Route 37 Corridor between Fischer Boulevard and Barnegat Bay in Toms River Township of Ocean County, New Jersey was designated an Area in Need of Redevelopment. A reassessment of the area concludes that it no longer meets the statutory criteria for redevelopment. Consequently, this report outlines why the area was designated in need of redevelopment, why the designation no longer applies, and a vision for future development.**

While the site area may no longer be suitable for redevelopment, it does implore stronger oversight to ensure compliance with current land use regulations and to provide optimal benefits to small business owners, area residents, and consumers. Over time, the land parcels have maintained a pattern of disorganization, vacancy, and inadequate maintenance. These have contributed to a stagnant economy on highly desirable waterfront real estate. The following Toms River Route 37 Waterfront Vision Plan proposes future development standards for the area drawing from thorough investigation of the area's history, land use, zoning, and market potential.

## SITE DESCRIPTION

The plan area is located along the eastern most region of Toms River Township, bisected by New Jersey Route 37. It contains all properties directly abutting Route 37, extending towards Fischer Boulevard to the west, Barnegat Bay to the east, Anchor Square to the south, and Adams Avenue to the north. This site will also be referred to as Coates Point in an effort to connect with the history of the plan area, and create an identity for this section of the Route 37 corridor. Route 37 is a major arterial road in Ocean County, New Jersey, spanning six lanes through the Coates

Point area. The main structures fronting Route 37 are zoned for commercial use, but there are also a few residential structures, which tend to face away from the street.

A number of the older establishments along Route 37 have fallen into disrepair, and several commercial properties along the corridor appear to be vacant. The buildings are haphazardly arranged and auxiliary storage on certain properties contributes to a disjointed and cluttered built environment. Despite the area's waterfront location, various properties seem to be underutilized and have experienced either significant damage or prolonged neglect, with boarded-up windows and entryways, debris in open view, and unkempt exteriors.

A few establishments, however, have proven fairly successful and have invested in substantial improvements to their properties including the Aqua Blu, Pisces, and Xina restaurants, as well as Seaside Furniture Shop. The area has seen some new construction in the past ten to fifteen years, but the preponderance of structures were built in the 1950's and 1960's. A 7-Eleven is expected to open at the corner of Fisher Boulevard and Route 37, and two large sites within the bounds of the plan area are for sale, and one site is available for lease.

The setting and assets of Coates Point demand a greater degree of economic utility and aesthetic performance than the site's current configuration. The area's primary advantage is its extensive waterfront along Barnegat Bay and its many lagoons, which could accommodate a number of water-dependent uses. Seasonal traffic, particularly during the summer months, provides potential customers for the multitude of businesses in the area.

## REDEVELOPMENT DESIGNATION

The Township of Toms River published the "Redevelopment Area Investigation Report" in December of 2003 for the plan area. The document ultimately found that the properties in the Route 37 corridor from Fischer Boulevard to Barnegat Bay met the Local Redevelopment and Housing Law's (LRHL) statutory criteria for redevelopment (see appendix for descriptions of the LRHL's statutory criteria). Meeting one or more of the statutory criteria indicates that the private market is unlikely to invest in an area, and authorizes a local governing body to intervene in order to protect the public interest.





## THE PLAN AREA

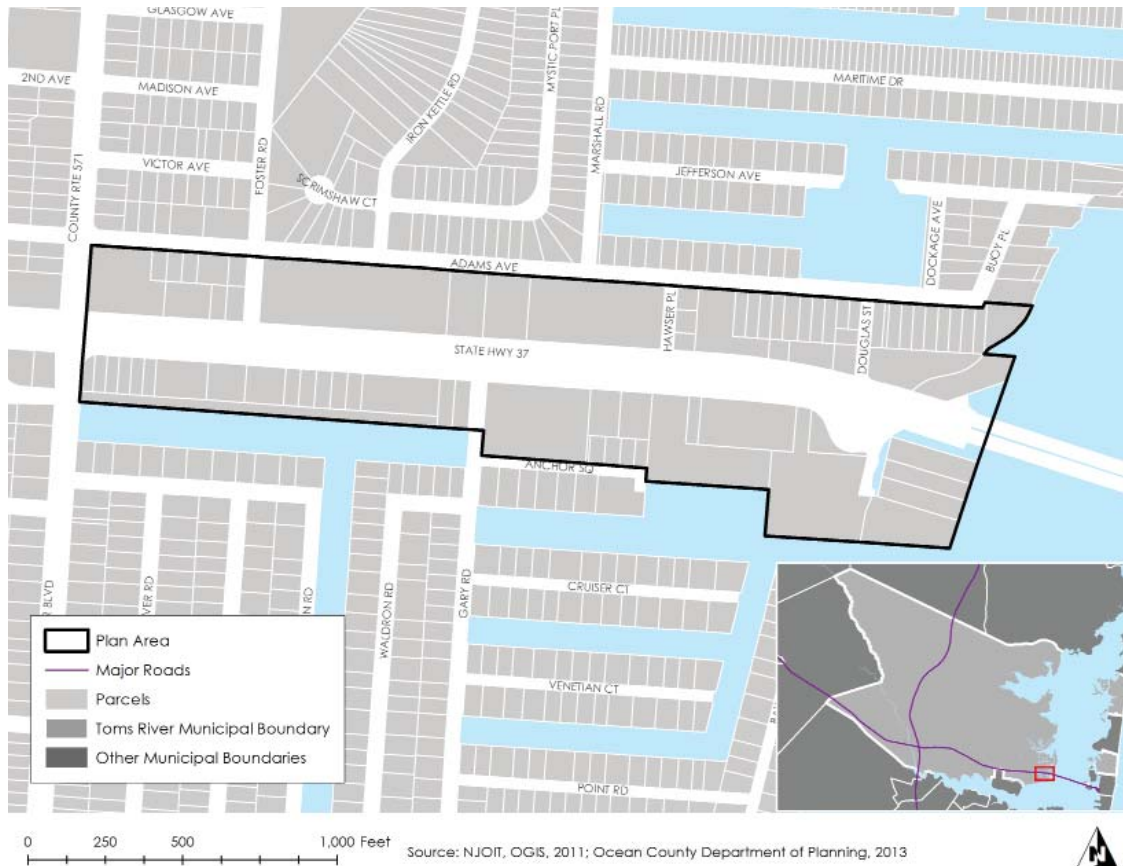
0 125 250 500 Feet



Source: NJOIT, OGIS, 2012; NJ DCA, 2013







## PLAN AREA LOCATION

The determination primarily relied upon the following criteria under the LRHL for its redevelopment designation:

1. "Faulty arrangement and obsolete layout of parcels and obsolescence and deterioration of structures, small lot sizes and the entrenchment of non-conforming uses" (Criterion "d")
2. "Diverse ownership of real property in the study area that impedes opportunities to assemble larger development parcels to achieve the size needed for modern commercial operations as permitted by zoning, and the practical difficulties of establishing commercial uses on lots that are small by commercial standards has resulted in the growing lack of proper utilization of the study area, and has resulted in a stagnant and not fully productive condition of land" (Criterion "e")

The report concluded that disinvestment in the corridor would not likely be resolved by private investment due to small and shallow lot shapes, diverse ownership, and a lack of property maintenance.

Currently, the major problems are caused by the outdated layout of the site. Development in the area began in the middle of the 20th century, and the layout does not accommodate modern uses. The lagoons that border the project area's northern and southern boundaries were constructed in the 1940's and 1950's with shallow highway frontage lots, which are problematic for today's commercial development and parking standards. Additionally,



the northern side of the lots bordering Route 37 were plotted for residential use, removing valuable space for parking and loading for the adjoining commercial lots. Parking is limited and internal site circulation is poorly designed throughout the area. In many cases, the site's layout has placed parking hazardingly close to the right of way. Overcrowded outdoor boat storage was another issue identified for several sites within the area.

## REDEVELOPMENT STUDY REASSESSMENT

Upon reevaluation and following the New Jersey State Supreme Court's ruling in *Gallenthin v. Borough of Paulsboro* and the New Jersey State Assembly's approval of the 2012 LRHL amendment, the plan area no longer fulfills the statutory requirements for an Area in Need of Redevelopment.

The amended LRHL states that the use of Criterion "e" cannot justify using eminent domain to acquire property solely because it is underutilized, unless the property also meets the criteria for blight. The "e" Criterion was heavily used to designate the plan area as suitable for redevelopment in 2003. However, there is currently no substantial evidence of blight within the plan area. In the absence of blight, and in light of the court's new interpretation of the "e" Criterion, the plan area no longer meets the LRHL's updated redevelopment requirements. See the appendix for a parcel-by-parcel comparison of the 2003 "Redevelopment

Area Investigation Report" versus the current state of the properties within the project area.

Other properties that were not addressed under Criterion "e" were analyzed using the LRHL's Criterion "d." Criterion "d" determines a need for redevelopment on the basis of dilapidated, obsolete, poorly ventilated or lit buildings, improvements that demonstrate faulty arrangement or design, lack of sanitary facilities, excessive or detrimental land cover, or any combination there in, which harms the safety, health, morals, or welfare of a community.

In many instances, commercial buildings within the plan area exhibit at least one condition under Criterion "d." However, there is a lack of substantial evidence to buttress claims that by reason of faulty arrangement or design, excessive land coverage, deleterious land use, or obsolete layout that these properties are presently detrimental to the safety, health, morals, or welfare of the community. Consequently, upon further evaluation, the reassessment concludes the properties formerly designated under Criterion "d" and "e" no longer

fulfill the designation requirements for an Area in Need of Redevelopment.

The plan area was additionally assessed to determine the applicability of an Area in Need of Rehabilitation designation. According to the LRHL, a basis for determining rehabilitation is if a majority of the water and sewer infrastructure in the delineated area is at least 50 years old and in need of repair or substantial maintenance. The plan area is not serviced by existing water infrastructure; water supplied in the area originates from a well within the plan area. Additionally, according to municipal records, the existing sewer infrastructure is only 45 years old. As a result, the project area does not fulfill statutory requirements to be designated an Area in Need of Rehabilitation.



# STRENGTHS AND WEAKNESSES



Anchor Reef Marina



Boat storage and marina

## STRENGTHS

- Barnegat Bay Waterfront
- Boat Access
- Beach-front Properties
- Successful Businesses



Pier One Motel beach-front



Aqua Blu restaurant

## WEAKNESSES

- Vacant Lots
- Boarded up buildings
- Disjointed and cluttered sites
- Underutilized sites
- Irregular and obsolete layouts
- Lack of potable water infrastructure
- Sidewalks
- Flooding



Boarded-up shopping center on Fischer Blvd



Vacant land along the waterfront



Worn path on Route 37



Flooding during Hurricane Sandy

# ISSUES

1. The plan area as a whole is underutilized. While there are some exceptions, it is generally characterized by vacant lots and poorly maintained structures. In particular, the two bay-front property assemblies do not maximize the potential of their locations. One property is completely vacant, while the other property contains one of the oldest structures in the redevelopment area—a small one-story hotel. Other buildings in the highway district are vacant.
2. The area's existing structures are disorganized with little compatibility among uses. Site layouts greatly vary in terms of setbacks, building size, parking requirements, and there is a very limited amount of cross-site access. These variations result in a lack of cohesion for the area and make multi-stop trips to the area's businesses inconvenient.
3. As the area is situated in the 100-year floodplain (FEMA Zone AE), it is vulnerable to sea level rise and flooding. Since many of the structures in the area were constructed decades ago, buildings have not been updated to meet new FEMA standards. The low elevation of the existing development puts the area's businesses and residents at risk to future hurricanes, storms, and eventual sea-level rise.
4. The area's location along Route 37 orients its infrastructure towards automobiles, and little consideration is given to pedestrian and cyclist safety. There are no bike lanes and sidewalks are inconsistent, which makes it hazardous to travel throughout the area by any mode other than private vehicular transportation.
5. Parking design is haphazard and is not integrated between properties, which creates unnecessary curb cuts and inefficient use of space. The area's businesses each have their own isolated parking lots, some of which are so poorly designed that parking spaces protrude into the right of way. Internal site circulation is poor on most sites and could greatly benefit from a more comprehensive layout approach.
6. The area's existing redevelopment study is outdated and needs reevaluation. While the area was designated as an Area In Need of Redevelopment in 2003, a redevelopment plan was never adopted. Since 2003, some property owners have begun improving their sites, while others have not upgraded their parcels. In addition, court decisions after the area's designation have tightened the standards for redevelopment in New Jersey, which has generally made it more difficult to designate any area in need of redevelopment. Therefore, the rationale is no longer valid.





Carpet City  
WEEKLY THINGS  
SUN & SAND  
MOTEL

U AND LEFT  
RNS  
RIGHT



# GOALS AND OBJECTIVES

## GOALS

The goal of this plan is to create development standards that will foster positive construction results, economic vitality, a pedestrian-friendly environment, and will reinvigorate the waterfront gateway into Toms River. The Coates Point area has the potential to become a commercial node for the Township, but it is currently stifled by haphazard layouts, deteriorating properties, and a lack of aesthetic controls, among other factors. This plan will address the identified issues within the plan area and, through carefully-selected objectives, will propose the best approach to capture the area's economic potential.



Douglas St jughandle on Route-37

## OBJECTIVES

### Economic Development

1. Transform the plan area into an economically viable destination that serves as a gateway into Toms River.
2. Maximize the community's ratable base.
3. Provide development incentives that encourage owners to reuse and improve their properties.
4. Encourage collaboration among property owners to create compatible uses, shared parking, and cross-access easements.

### Waterfront Development

1. Capitalize upon the area's waterfront land and support water-oriented economic activities, as well as residential opportunities.
2. Provide public access to the waterfront for both pedestrians and boaters by creating walkways and public boat slips.

### Environmental Responsibility

1. Improve the water quality of Barnegat Bay through green stormwater management practices.
2. Increase the area's resiliency to flooding by adopting FEMA building standards, relative to base flood elevation.

### Circulation Improvements

1. Increase pedestrian access and safety by providing sidewalks and crosswalks connecting the northern and southern sides of Route 37.
2. Minimize curb cuts to reduce congestion on Route 37.
3. Enhance the area's mass transit orientation by increasing pedestrian access from county bus route stops along Route 37.
4. Provide adequate, but not excessive, parking through shared parking strategies.





## RELATIONSHIP TO THE MASTER PLAN

The Toms River Route 37 Waterfront Vision Plan addresses many of the goals and objectives specified in the Toms River Master Plan. With respect to town goals, the Master Plan discusses a strengthened relationship between residential and economic foundations. This plan's underpinning is the balance of commercial and residential use for the prosperity of the plan area. The plan recognizes the area's longstanding commercial orientation and its future potential as a commercial node for Toms River. It also recognizes the area's waterfront as an asset for residential development.

Some of the land use objectives discussed in the Toms River Master Plan include creating additional nodes and centers throughout the Township that encourage walkability and reduce vehicular trips. This plan includes a tailored circulation plan that takes a pedestrian-friendly approach.

Additional town land use objectives include encouraging controlled and properly designed commercial and industrial development, encouraging appropriate development of vacant or underutilized parcels, and promoting redevelopment for Route 37 between Fischer Boulevard and the Mathis Bridge. This plan's form-based code approach will ensure good design and conforming development. Additionally, while this plan no longer sees statutory redevelopment as an appropriate tool for revitalizing the site, it strives to

unlock the economic and land use potential of the area through the form-based code.

Economic development objectives addressed in the Toms River Master Plan include enhancing the visual design of existing businesses to attract more consumers, encouraging the establishment of new businesses in the Township, promoting core retail destinations, capitalizing on mixed-use development, and revitalizing obsolete land uses. This plan furthers all of these objectives through its form-based code approach to design and development.

Environmental and energy objectives in the Master Plan include implementing efficient land use and design standards. This plan demonstrates a commitment to sustainable stormwater management and energy-conscious infrastructure, both of which are included in the circulation plan. Another objective is the acquisition of land for public open space. In response to a need for more public spaces, this plan identifies opportunities for a public boardwalk along the waterfront as well as a linear park in the vacant lots north of Route 37.

Circulation objectives set forth in the Master Plan include the need to improve access to business properties from adjoining roadways. This plan identifies chaotic ingress/egress and parking situations that afflict properties in the plan area and proposes remedies.

# EXISTING CONDITIONS

This section provides background information on Coates Point, the Township of Toms River, and Ocean County, in order to facilitate a comprehensive understanding of the plan area's history, as well as its current state. This section will also detail regulations that govern the area at the state and local level.

## HISTORIC BACKGROUND

The Township of Toms River was first established in 1767 as The Township of Dover. The name was officially changed to Toms River in 2006. It is the County seat for Ocean County, New Jersey, and has been since the County's creation when it broke away from Monmouth County in 1850.

During the mid-1700s, what was known as the Cranberry Inlet opened and provided Toms River with a direct route to the Atlantic. This inlet, which closed in 1812, allowed for the whaling, shipping, and fishing industries to prosper in Toms River. Early on, the town developed an extensive lumber industry and several prominent salt works. These were some of the first major employers in central New Jersey. During the early 1800s, more than \$200,000 worth of timber and cordwood was exported from Toms River annually. Charcoal production also became important to the town's economy, particularly in the 1830s when the Dover Forge increased its production.

In 1866, the Central Railroad's first train reached Toms River. Fourteen years later, the Pennsylvania Railroad brought more visitors, contributing to the development of the area as a vacation destination. In 1867 the Toms River Yacht Club opened to cater to this new and growing tourist population.

By the turn of the century, Toms River had five churches of different denominations, a grade school, a national bank, a fire company, eight secret societies and an abundance of high-quality roads for cyclists. Poultry farmers began to take advantage of the cheap land along Route 9 and Old Freehold Road, and by the early 1920s, Toms River became a major contributor to the egg market. Poultry farming was an important industry until 1950, when a drop in egg prices caused many farmers to sell their land to developers.

Population expanded between 1930 and 1950 as Toms River became a focal point for new development. In the 1950s, with the completion of the Garden State Parkway, Toms River became the most populated municipality in the county and the county's fastest growing municipality through the 1970s. It experienced another population boom in the 1990s, adding some 20,000 residents to the Township.

Presently, Toms River has a land area of 38.95 square miles and is located roughly 70 miles south of New York City and 50 miles east of Philadelphia. Its economy is dominated by the health services industry, with St. Barnabas Hospital being one of the largest employers in the area. Residents of Toms River rely heavily on automobile transportation; with a majority of the

population using their personal cars for commute and travel, rather than public transportation.

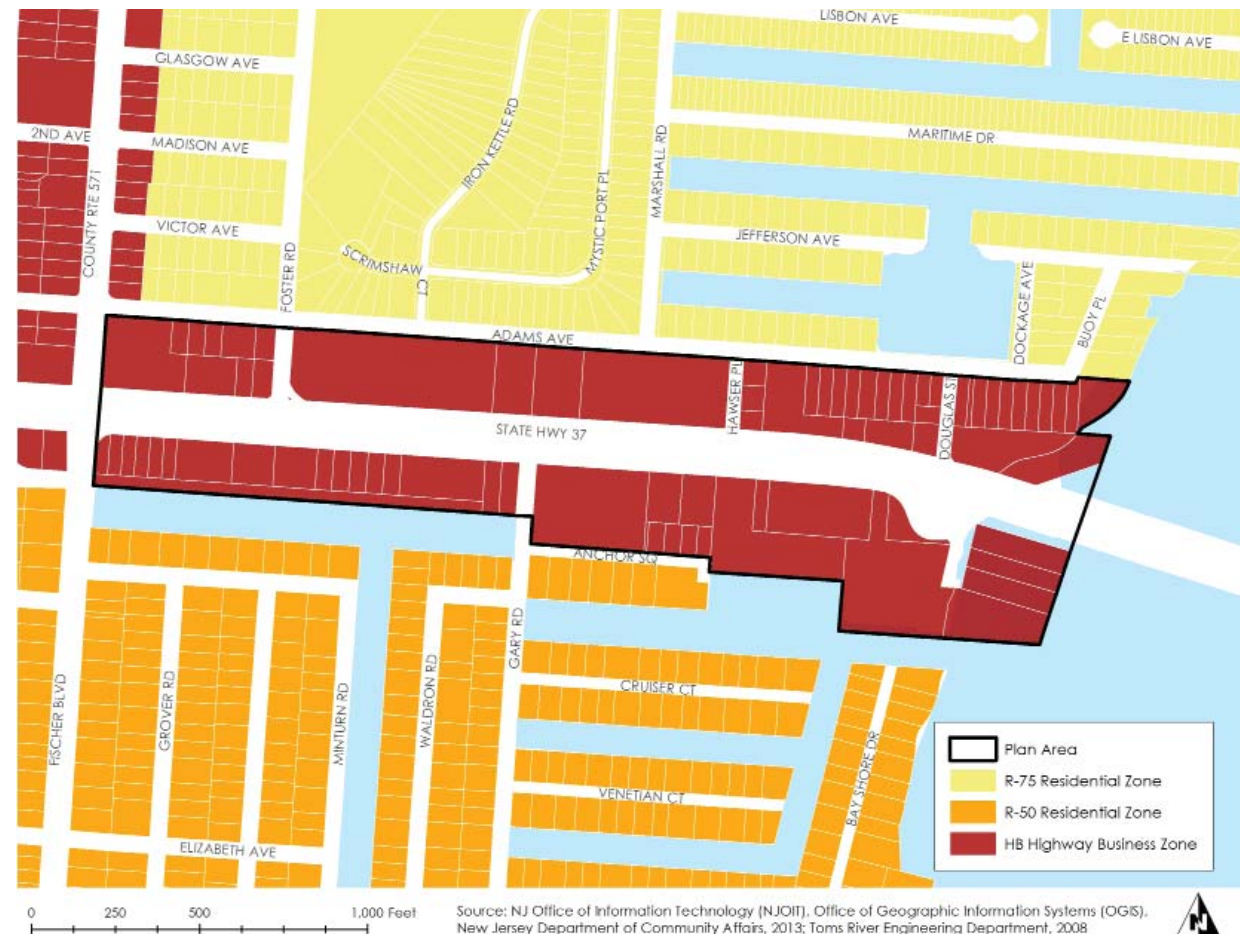
## LOCAL DEMOGRAPHICS

Toms River's racial composition is largely White (89.7%), although there appears to be a sizable Asian minority (3.7%), particularly compared to Ocean County overall (1.9%). Median age (42.5) within the Township is nearly identical to that of the County (42.6), but older than the state as a whole (39), which reflects the region's substantial senior population. Median household income in Toms River (roughly \$74,000) is comparable to the statewide aggregate (roughly \$71,000), but significantly higher than county-wide median (roughly \$61,000). A more detailed analysis of local demographics can be found in the Housing and Market Study in the Appendix.

## EXISTING ZONING AND PERMITTED USES

The entirety of the plan area is zoned Highway Business (HB). The HB Zone allows for retail and wholesale stores, business offices, financial institutions, personal service establishments, eating and drinking establishments, car dealerships, instructional schools for the arts, vocational schools, scientific and laboratory facilities, building contractor facilities, public buildings (except schools), funeral homes, shopping centers, lodging, gas stations and repair shops, places of worship, recreation areas, small warehouses, car washes, and adult day care centers.

Required accessory uses include off-street parking and loading. Permitted accessory uses in the HB Zone are fences, signs, storage, and outdoor displays, among others. Conditional uses in the zone include public utilities, boatyards and marinas, farmer's and auction markets, and fuel storage. See the appendix for parking requirements within the plan area.



## CURRENT ZONING

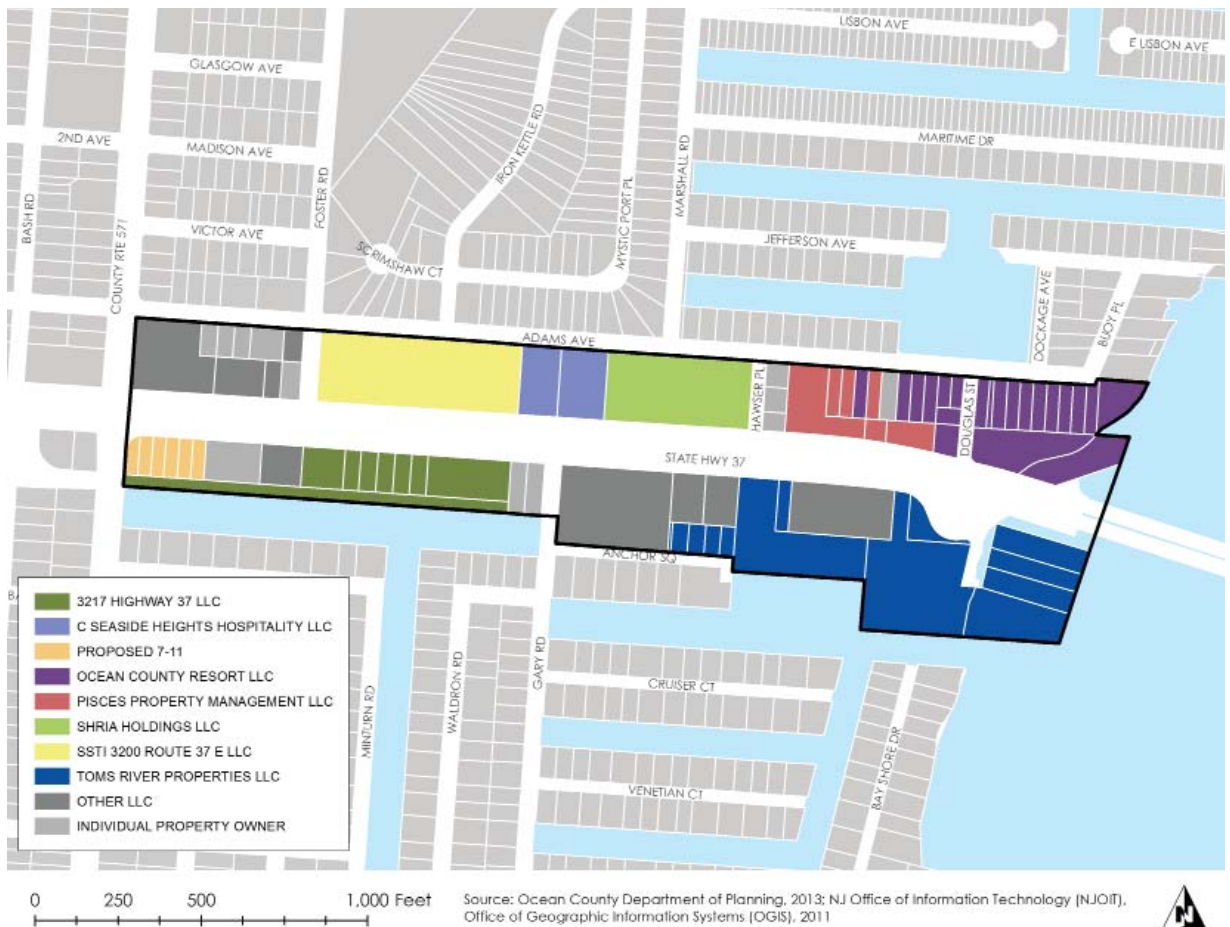
## PROPERTY OWNERSHIP

While private ownership of smaller residential lots exists in the plan area, many of the parcel owners are limited liability companies (LLCs) that own multiple adjoining parcels.

3271 Highway 37 LLC owns an assembly of 8 parcels south of Route 37 towards the eastern side of the plan area. This group of parcels has lagoon access from a long narrow parcel running the length of the block south of the highway-fronting parcels. Currently the area is used for boat sales and storage.

Toms River LLC owns 13 parcels in the southeastern portion of the plan area, most of which are on the waterfront. Some of the parcels extend into Barnegat Bay, denoting riparian rights, and the property uses associated with these rights including piers and boat slips. The Toms River LLC properties surround a parcel owned by VCLC, which is currently occupied by a restaurant.

The parcels in the northeast of the plan area also front Barnegat Bay, but do not have direct lagoon access. Ocean Resort LLC owns 13 parcels between the Bay and Douglas Street. Structures on the parcels include a small motel, a restaurant, and a boat rental facility. The LLC also owns parcels establishing riparian rights along this area. In addition, Ocean Resort LLC owns 8 parcels to the west of Douglas Street on the north side of Route 37. The lot that fronts Route 37 has no building improvements, while the others that front Adams Street have small residences. Finally, Ocean Resort



## OWNERSHIP



LLC owns one small residential parcel that does not adjoin its other holdings on this block.

Pisces Property LLC owns 6 of the other parcels in the block on the northern side of Route 37, between Douglas Street and Hawser Place, which include a restaurant and wholesale seafood store that fronts Route 37. The LLC also owns smaller residential lots that front Adams Street. Seaside Heights Hospitality Group owns two large parcels on the block west of Pisces on the northern side of Route 37. These parcels currently contain a motel and two other small businesses.



## PARCELS BY BLOCK AND LOT

## ENVIRONMENTAL CONSTRAINTS

### Soils

Soil composition is a determinant for development and certain soil characteristics can limit the type and amount of development that may occur on a given site. In fact, Criterion “c” of the LRHL lists “nature of the soil” as a factor that may contribute to a site not being developed through the instrumentality of private capital. The U.S. Department of Agriculture (USDA) Natural Resource Conservation Service identifies four soil types within the plan area, only one of which is hydric and may constrain development. It is confined to the western edge of the plan area and overall, there are no significant soil issues found that would prohibit development in the plan area.

### Psammaquents, Sulfidic Substratum

This soil type makes up the majority of the plan area. It is typically found on coastal plains and filled marshlands. Slopes range from 0 to 3%. This soil is very poorly drained, frequently flooded and ponded, and has a depth to root restrictive layer greater than 60-inches. The depth to the seasonal high water table is zero. Organic matter content in the surface horizon is approximately 0%. This soil does not meet hydric criteria.

### Psammments

These soils are typically found on fills and depressions on coastal plains. Slopes range from 0 to 3%. This soil is well drained, not frequently

flooded or ponded, and has a root restrictive layer greater than 60-inches. The depth to the seasonal high water table is 48-inches. Organic matter content in the surface horizon is approximately 2%. This soil does not meet the hydric criteria.

### Atsion Sand

This soil is typically found on flats on coastal plains. Slopes range from 0 to 2%. This soil is poorly drained, is not flooded or ponded, and has a root restrictive layer greater than 60-inches. The depth to seasonal high water table is between 0 to 12-inches. Organic matter content

in the surface horizon is approximately 85%. This soil meets hydric criteria.

### Lakehurst Sand

This soil is typically found on dunes and flats on coastal plains. Slopes range from 0 to 5%. This soil is moderately well drained, not frequently flooded or ponded, and has a root restrictive layer greater than 60-inches. The depth to the seasonal high water table is between 18 and 42-inches. Organic matter content in the surface horizon is approximately 85%. This soil does not meet hydric criteria.



## SOILS

## Topography

In general, the plan area is very flat with elevations rising moving inland. The elevation ranges from a low of sea-level to a high of 9-feet above sea-level. With the exception of beach improvements just north of Route 37, all elevation changes are gradual, creating no significant constraints on development.

## Buildings and Impervious Cover

The NJDEP's Land Use Land Cover data estimates that 59% of this section of the Route 37 corridor is impervious (19.03 acres impervious/32.48 acres total).

## Wetlands

There is one wetland area on the northern section of the site (Block 1077, Lot 3), between Route 37 and Adams Avenue. It is adjacent to Bridge Storage, a self-storage facility and is undeveloped.

## Natural Heritage Priority Sites

The plan area does not include any Natural Heritage Priority Sites, which are identified as the best remaining habitats for rare species and ecological communities in New Jersey.

## Contaminated Sites

The plan area does not contain any sites where chromate contamination of soil or groundwater has been identified. However, there is one known contaminated site (Block 794.37, Lot 31.01) where the soil or groundwater on the site has been affected by hazardous substances. The site is home to



## TOPOGRAPHY



Classic Kitchens, located on the southern side of the plan area between Route 37, Gary Road, and Anchor Square.

## Groundwater

Precipitation is the primary source of non-saline groundwater in Ocean County. The potable water in the county is supplied by the Kirkwood-Cohansey aquifer system, comprised of seven aquifers, the most active being the Cohansey Sand-Kirkwood Formation. The Coates Point plan area receives its water through a well within the Cohansey Sand-Kirkwood Formation.

The Kirkwood-Cohansey aquifer system is close to the surface, making it susceptible to contamination. In the 1980s the U.S. Geological Survey (USGS) found that water beneath commercial and industrial land uses in this aquifer system had high levels of dissolved calcium, and high levels of magnesium, chlorides, nitrates, and nitrites beneath residential land uses.

Ocean County currently has two prevalent groundwater issues: the overuse of groundwater and groundwater contamination. With respect to the first issue, more water is being withdrawn than is being replaced. The coastal areas of Ocean County have conservation measures to curb aquifer water consumption. The aquifers suffering from overuse are designated as Aquifer Critical Areas, which forces municipalities within those areas to secure an alternative water supply source. There are three aquifers with this designation in



## ENVIRONMENTAL CONSTRAINTS



the northern part of Ocean County; none affect the plan area.

Regarding contamination, along the coastal areas of the Kirkwood-Cohansey aquifer system, there have been cases of saltwater intrusion. Saltwater intrusion contaminates potable water when fresh water pumped from the aquifer is replaced with saltwater. This is a concern to consider within the plan area due to its proximity to Barnegat Bay. Additional sources of aquifer contamination include underground storage tanks, septic tank systems, surface spills, historic landfills, leaking drums, above ground storage tanks and road salt piles.

### **Water Quality in Barnegat Bay**

Barnegat Bay is the major water body immediately adjoining the easternmost boundary of the plan area. Its enclosure by the barrier island, lack of contact with the Atlantic Ocean, and lengthy flush period (approximately five days) make it susceptible to high nutrient levels from reduced stream flows.

### **Water Monitoring**

On January 5, 2011, New Jersey enacted the Fertilizer, Soil Health, and New Jersey Department of Transportation (NJDOT) Storm Water Basin Bills to help improve water quality issues in the state. The Fertilizer Bill regulates fertilizer content and usage, the Soil Health Bill modified soil erosion and sediment control standards, and the NJDOT Storm Water Basin Bill allows the NJDOT

to identify and review stormwater basins on state roads, as well as fund cleanups.

Toms River is located in the Long Swamp Creek area. The New Jersey Department of Environmental Protection (NJDEP) placed restrictions on shellfish harvesting in this area due to high/variable levels of coliform bacteria. Consequently, it is illegal to harvest shellfish in Toms River.

### **Flooding and Wave Action**

Base Flood Elevation (BFE) is derived from computations of 100-year stillwater elevations and wave setup. On Flood Insurance Rate Maps (FIRMs), the BFE for coastal flood hazard areas are established at the wave crest or run-up elevation. According to FEMA's preliminary work map, released in August of 2013, the Coates Point plan area lies solely in the VE and AE zones, with the VE zone encompassing only those areas in the immediate vicinity (roughly 50 feet or less) of the shoreline along Barnegat Bay. V and VE designations delineate the coastal high hazard area, extending from the primary frontal dune along the open coast. AE and A zones fall within the Special Flood Hazard Area (SFHA) or areas covered by floodwaters from the base flood zone, but are outside the coastal high hazard area. The entirety of the plan area lies within the SFHA and is predominantly classified as AE-7 and AE-8, meaning that structures must be elevated 7 to 8-feet above the BFE.

The Limit of Moderate Wave Action (LiMWA) divides coastal AE areas with moderate wave action (1.5 – 3 feet) between the limit and the V or VE zone with only minimal wave action (less than 1.5 feet). In the plan area, the LiMWA runs along the edge of the VE zone north of Route 37 and cuts roughly 300 feet inland south of the state highway.

## FEMA AND NFIP REQUIREMENTS

Flood insurance rates vary greatly based on elevation relative to the local BFE, and are significantly higher at one or more feet below the BFE. Under the National Flood Insurance Program (NFIP), buildings with the lowest floor elevated above the BFE enjoy considerable premium reductions, but the benefit per foot diminishes past 2-feet above the BFE. In residential buildings, unfinished and flood-resistant enclosures below the lowest floor can only be used for parking or storage. Construction below the first finished floor should consist of flood-resistant materials and must have proper openings to permit floodwaters to pass through. Non-residential buildings may incorporate flood proofing in place of an elevated structure. For such buildings, flood proofing is sufficient below the BFE if, "walls are watertight... structural components can resist hydrostatic and hydrodynamic loads and effects of buoyancy, and utilities are protected from flood damage."

## COASTAL AREA FACILITIES REVIEW ACT (CAFRA) REGULATIONS

The Coastal Areas Facilities Review Act (CAFRA) was established in 1973 to protect the vital shore areas of New Jersey from being overdeveloped. This act regulates all residential, commercial, industrial and public development through the NJDEP. Regulations apply to all structures constructed between the mean high waterline and

150 feet landward. CAFRA zones extend through eight New Jersey counties from the coastline of Middlesex County through Salem County. CAFRA does not regulate the reconstruction of buildings that occupy the same footprint of a legally existing structure that existed on or prior to July 19, 1994, but there may be no expansions of the footprint.

Smaller construction that does not require any grading, excavation or filling of a beach, dune or wetlands, such as patios and decks, does not fall under CAFRA regulation. Most importantly, CAFRA does not regulate any development that started prior to July 19th, 1994 without any lapse



## FLOOD ZONES

in construction activity for more than a year. CAFRA requires permits for all of the following:

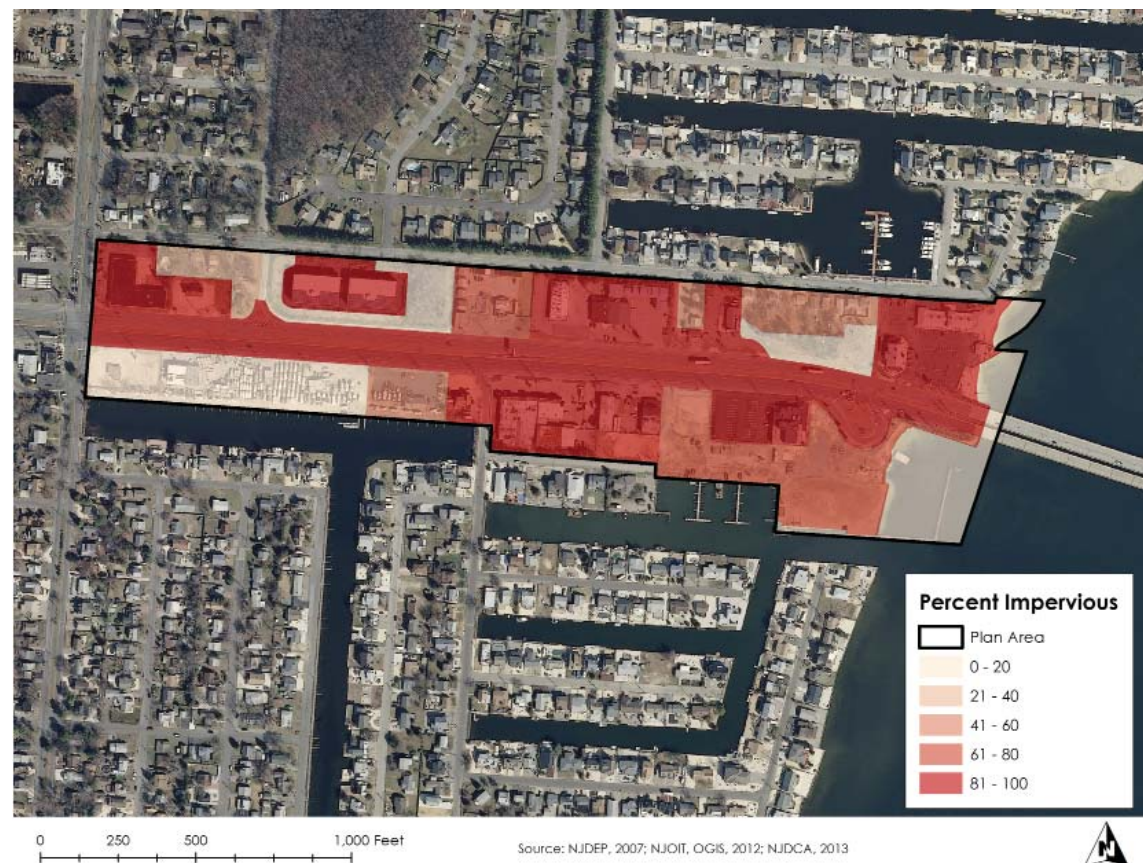
- Development located on a beach or dune
- Development within the CAFRA zone (mean high water line and 150-feet landward)
- Residential development having 25 or more dwelling units (500-feet of mean high water line)
- Commercial development having 50 or more parking spaces (500-feet of mean high water line)
- Public or industrial development (500-feet of mean high water line)
- Residential development having 75 or more dwelling units (more than 500-feet of mean high water line)
- Commercial development having 150 or more parking spaces (more than 500-feet of mean high water line)

Impervious cover, as defined by the Coastal Zone Management (CZM) Rules, consists of:

“Any structure, surface, or improvement that reduces and/or prevents absorption of stormwater into land. Porous paving, paver blocks, gravel, crushed stone, crushed shell, elevated structures (including boardwalks), and other similar structures, surfaces, or improvements are considered impervious cover.”

The plan area was designated a coastal regional center under the CZM Rules, which permit as much as 80% impervious cover in CAFRA centers. That designation expired in March of 2007 and was reinstated under the Permit Extension Act of 2008, set to expire in July 2010. The coastal center designation has since

been extended under the Permit Extension Acts of 2010 and 2012, and is currently set to expire on December 31, 2014.



## CURRENT IMPERVIOUS COVER



## CIRCULATION

### Route 37

Route 37, a state highway managed by NJDOT, bisects the plan area. Through the plan area, the road's official name is "Little League World Champions Boulevard." Route 37 is classified as an "Urban Principal Arterial" road, with a speed limit of 50 mph. Each direction has three 12-foot traffic lanes and an additional 12-foot shoulder. In the center of the road is an 18-foot wide grass median.

To the east of the plan area are two bridges that run across Barnegat Bay the barrier peninsula. The Thomas A. Mathis Bridge, a drawbridge built in 1950, handles eastbound traffic. It has three 10-foot lanes and no shoulder. The J. Stanley Tunney Bridge, built in 1972, carries westbound traffic, and is a high-level bridge. There is a project underway to repaint the bridges, but no other plans exist to replace the bridges or conduct more extensive rehabilitation.

Aside from variations in the width of the median and the installation of an intermittent fence, Route 37 follows the same design to the west of the project area.

Within the plan area, left turns are prohibited off Route 37. At the east end of the plan area, there is a jughandle intersection before the bridge to allow eastbound traffic to make a U-turn or to enter the local street network to the north. Traveling westbound, drivers must turn right before or after

the intersection and loop back for the opportunity to head south or make a U-turn.

Almost all of the parcels along Route 37 violate guidelines for curb cuts and lot access. Most of the lots have multiple curb cuts in very close proximity to each other and to side-street intersections. The easternmost lot in the area has curb cuts onto the jughandle, which is prohibited. Aside from providing visual clutter, numerous curb cuts present a traffic safety issue. While Route 37 is designed for truck access, many of the lots have not been properly designed to accommodate loading and violate town requirements for loading areas.

The annual average daily traffic volume for Route 37 adjacent to the plan area is 23,762 (2012), although the volume varies greatly with season.

Much higher traffic volumes are observed closer to Route 37's interchange with the Garden State Parkway.

Pedestrian access is quite limited along Route 37. Only one property on the north side has a continuous sidewalk, with none on the south side of the road. Under current city ordinance, sidewalks must exist on both sides of all streets, and be at minimum 4 feet wide. While pedestrians do have crossing signals across Route 37 at both the jughandle and Fischer Blvd, which are .5 miles apart, there are no connecting sidewalks or ADA-accessible ramps. Access across the Bay is also limited to those without motor vehicles. Pedestrians are barred from using the Mathis Bridge and must walk along the northern side of the Tunney Bridge along a narrow, inadequate



sidewalk. Developers may request to pay into a pedestrian fund rather than install a sidewalk.

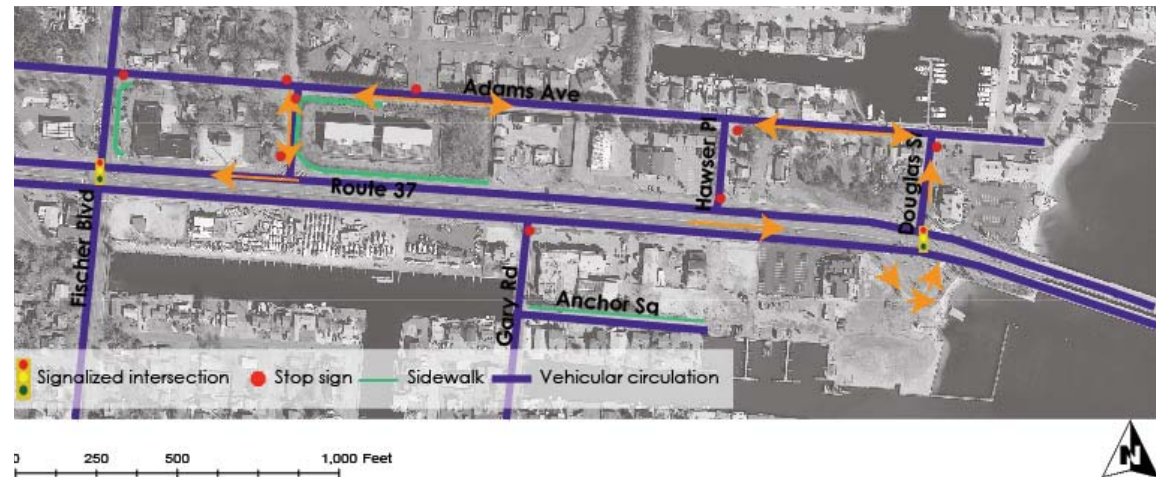
There are no official bicycle facilities along the highway, even though cyclists use the wide shoulders. Bicyclists are prohibited from riding over either bridge, and must walk their bicycles on the north side of Tunney Bridge.

Limited transit access exists within the plan area. Ocean County Bus Route 10 provides year-round service to the area, Monday through Saturday from 6 am to 7 pm. During the summer, service also operates on Sundays. The bus route serves portions of the barrier island, Seaside Heights, Route 37, the Ocean County Mall, the Toms River Park and Ride, and other portions of Toms River. During the summer, the seasonal NJ Transit 67x and 137 routes from Jersey City, Newark, and New York pass through the plan area on their way to the beach communities. However, the plan area has no fixed bus stops, but riders can request to be picked up or dropped off at any safe location along Route 37.

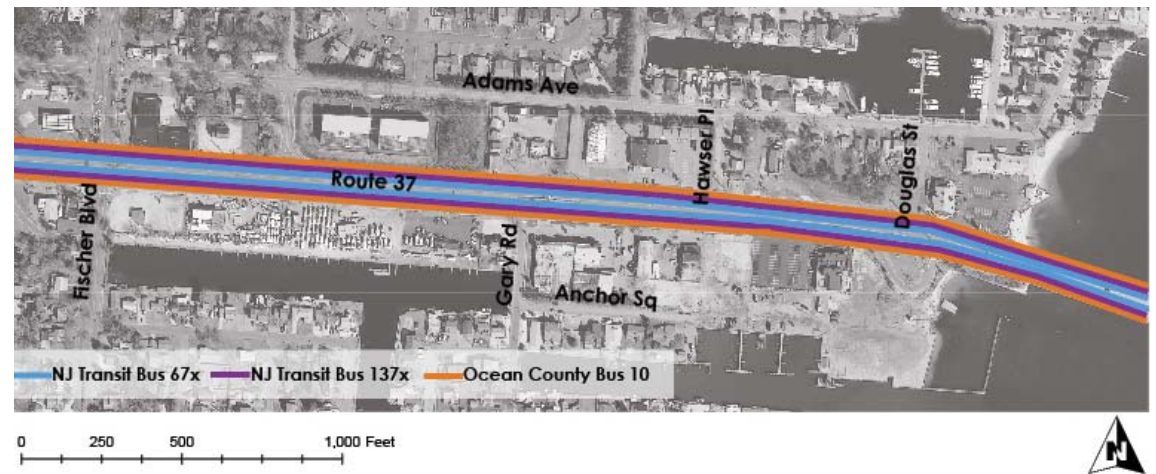
### Adams Avenue

Adams Avenue borders the northern edge of the plan area. It is a small, local, and bidirectional street. It serves local traffic and is low-speed, with multiple houses directly fronting the road. Portions of the avenue have sidewalks, but it is not comprehensive. Curbside parking is generally allowed.

There is no continuous parallel route on the south side of the plan area.



## EXISTING CIRCULATION



## BUS ROUTES

# MARKET STUDY AND ANALYSIS

The proposed objectives and development concepts for the Coates Point plan area were guided by the results of a market study analysis conducted as a part of the planning process. The purpose of the market study was to determine the most viable development opportunities within the plan area; office development potential was not studied in this analysis. The assessment consists of four related sections including (1) a demographic and socio-economic analysis, (2) an existing industry/business analysis, (3) a future industry/business potential analysis, and (4) a housing analysis.

Analysis was conducted at several geographic scales around the plan area, including the three census tracts that comprise the plan area, Toms River Township and Ocean County. A Primary Trade Area and Secondary Trade Area were defined by a 10-minute and 20-minute drive radius from the plan area, respectively. These trade areas illustrate the consumer market for economic activity occurring within the plan area and, therefore, serve as the focus of analysis.

The plan area is located within a large, attractive middle to upper-middle class market that continues to grow. The Primary Trade Area is representative of the State as a whole, with typically more money to spend on a per capita and per household basis. It is also the area from which consumer sales in the plan area will likely derive, therefore serving as the focus in assessing business opportunity. Demographic analysis suggests that the Primary Trade Area will support family-friendly businesses and those catering to the needs of the area's large retiree population. Retail trade is a major industry in Toms River and dominate the commercial space along Route 37 within the plan area. The accommodation and food services industries are equally as prevalent in the plan area. A third identified cluster is businesses that specialize in boating and watercraft sales and services.

Coates Point is within a Primary and Secondary Trade Area market where there is reasonable retail opportunity. Retail opportunity is split between opportunity to recapture sales currently leaking outside the trade area and future opportunity to capture a portion of new sales generated by growth of the trade area household base. Most of the opportunity in the Primary Trade Area exists from the former option. This suggests that in order to be most successful, retail development within the plan area must be competitive enough to recapture some of the current leakage outside of the trade area and secure its fair share of the new demand generated.

The Route 37 corridor has a small, but solid, business base of viable industries. Some of these businesses are in certain sectors, such as "Furniture and Home Furnishings" which is currently experiencing sales surpluses (meaning there are more sales than supported by the residents of the Primary Trade Area alone). Therefore, while these are strong industries, they may not represent the best expansion opportunities. On the other hand, the "Food Services and Drinking Places" sector and "Sporting Goods/Hobby" retail sector have large, unmet demand in the immediate vicinity (5-minute drive radius) and are viable opportunities for expansion. The related

"Limited-Service Eating Places" and "Drinking Places – Alcoholic Beverages" sectors also show positive retail gaps in both the wider Primary and Secondary Trade Areas. Within the food services sector, the best market exists for mid-fare family restaurants/steakhouses.

Generally, the retail categories with the strongest expansion opportunities, based on the largest current retail gaps within the Primary Trade Area are:

- Other General Merchandise Stores
- Gasoline Stations
- Limited Service Eating Places
- Health & Personal Care Stores
- Special Food Services

The Health & Personal Care sector appears to be a particularly attractive expansion option; it has one of the largest retail gaps in both the Primary and Secondary Trade Areas. Additionally, people within the Primary and Secondary Trade Areas spend above average on healthcare.

The capture rate necessary to support the potential of the plan area through retail development alone is quite high. Thus, a mix of uses is proposed

to achieve the highest rate of success and full market absorption of new developments in the plan area. Residential development, for example, is a highly recommended use and diversification of development within the plan area that will enhance its economic resilience.

Existing housing stock within Toms River is dominated by detached and attached single family homes. Although property values in Toms River were impacted by the burst of the real estate bubble, the market is starting to recover. Over the 5-year period 2010 to 2015, the Primary Trade Area is projected to grow by approximately 335 households, generating at least an equal demand for new housing units. The housing analysis indicates a high demand for waterfront homes. Given all this, residential development is a viable option for waterfront locations within the plan area and would most successfully take the form of single family detached homes or condominiums.

A cursory assessment of the accommodations sector based on nearby demand drivers, close competitors, and regional performance/competitiveness suggests that the plan area may best support smaller, boutique-type hotels. To enhance the earnings and overall quality of the area, a higher standard of accommodation should be supported and encouraged. Furthermore, the plan area has the potential to become a destination for marine-oriented entertainment, retail, and dining opportunities. Coates Point offers prime waterfront location and benefits as

the gateway to Seaside Heights, with its beaches, boardwalk, and vibrant nightlife.

Future development in the plan area should be mindful of trying to fill the occupation/employment gap in Toms River, and development within the healthcare sector presents one viable option for doing so. Moreover, development should be sensitive to the negative externalities of traffic congestion and should aim to limit traffic generation at acceptable levels.



# THE VISION

*This plan designates four opportunity sites within the plan area as anchors of future development. These opportunity sites were selected due to a multitude of existing factors including waterfront accessibility, underutilization of properties, and deteriorating structures, among others. Future conceptual plans have been developed for each of these sites as the best and most appropriate use of these parcels. These concepts comprise the foundation of the form-based code for future development within Coates Point.*









## OPPORTUNITY SITE I

### Location

The southeast opportunity site in Coates Point is bound by Gary Road to the east, Barnegat Bay to the west, Route 37 to the north, and Anchor Square to the south. Currently, a row of 6 waterfront, single-family detached homes immediately neighbor the site on Anchor Square Road.

### Current Conditions

This site is presently characterized by prolonged underutilization of prime parcels, unsafe and inefficient parking arrangements, and deteriorating properties. This section of the plan area has irregularly shaped parcels due to rectangular sections of varying dimensions along its length. The total land size of the southeast corner is 6.3-acres divided into 12 lots in addition to 4 riparian parcels totaling 2.1-acres. Land parcels range from .02 acres to 2.15-acres. Despite these issues, it has significant natural and built assets that make it an important opportunity site, including its dual water frontage, marina infrastructure, and existing viable business base.

This site's frontage along Route 37 is approximately 650 feet, allowing for high visibility and easy access. The site also has the unique advantage of dual water frontage from the lagoon and Barnegat Bay totaling 1,200 feet. There is also existing marina infrastructure along approximately half of its lagoon frontage and most of its Barnegat Bay face. The marina infrastructure consists of



wooden slips and docking facilities that appear to be fairly new and in good condition. The land portion of the site is currently undeveloped with the exception of the three parcels belonging to a restaurant, a kitchen retail store, and a rundown commercial building.

### Concept Plan

The vision for the site is a unified marine-oriented destination village built upon a creative and desirable mix of entertainment, retail, dining and residential uses, public access opportunities and scenic walkways that capitalize on the site's dual water frontage and existing marina amenities.

The development concept will serve four important goals, including 1) increasing tax revenues through ratable, low impact development types, 2) spurring economic development through the encouragement of viable, local small businesses and local employment, 3) diversifying local housing opportunities outside the single family detached home market, and 4) providing high quality public access to the waterfront.

The completed development concept will combine existing structures and uses with new development. The proposed new development includes two physically distinct but connected marina villages including a marina entertainment village and marina condo village.

A marina entertainment village is proposed in the southeast corner of the site on Lot 48 where it takes best advantage of the dual water frontage.





It will feature a functioning marina and water sport facility supported by a rich retail and dining environment oriented around a common theme of outdoor recreation, marine activity, seafood, and supporting lifestyle goods and services. The village will become a destination for boat owners, sailors, marine enthusiasts, active families, vacationers and other recreationists. Patrons can utilize the marina services for storing private vessels or chartering sailing excursions. To maximize the use of the land area, the village will have a west to east orientation facing the Lagoon side of the parcel.

Stacked multifamily units are proposed on Lot 15 immediately adjacent to the inner marina which fronts the lagoon. They will serve as a mixture of vacation homes and year round residences. Condo owners will help form the patron base for the marina facilities and other components of a marina entertainment village. The condo village will be a single, 3-story apartment-style condominium complex featuring a total of twenty 1-2 bedroom 1,000 square foot units. The first floor will be dedicated to parking and the two upper floors to living space. A public boat launch facility is proposed just west of the inner marina at the western edge of the site's lagoon frontage.

Boating is a popular activity in Toms River, but there is a shortage of public boat launch facilities. The Township's Master Plan proposed such a facility for this site, which fits well with the overall development concept and has been integrated as a key public access feature and attraction to help create a vibrant, marine-oriented destination. The



boat launch facility will consist of an approximately 20-foot wide boat ramp, a 7-stall boat trailer parking area, and a small public restroom and locker facility with outdoor showers.

An approximately 15-foot wide, 1,200-foot long landscaped boardwalk will stretch continuously from the public boat launch facility, through the marina condo village to the far end of the marina entertainment village. The public boardwalk will serve as a key functional and design feature fulfilling multiple purposes within the development concept, including (a) providing a scenic walkway connecting pedestrian traffic from the public boat launch facility, parking facilities and marina condo village to the marina entertainment village, (b) forming an important part of the internal circulation within the marina entertainment village, (c) enhancing the aesthetic quality of the development, and (d) providing high quality public access to the waterfront.





## OPPORTUNITY SITE 2

### Location

The northeastern opportunity site in Coates Point is bound by Barnegat Bay to the east, Hawser Place to the west, Adams Avenue to the north, and Route 37 to the south. The first portion of the lot from Douglas Street to the Bay is 55,200-square feet. The second part of the lot from Douglas Street to Hawser Place is 123,024-square feet.

### Current Conditions

The first lot contains a restaurant called Xina, the Pier One Motel and Marina, and a parking lot with 137 parking spots. This property is on the waterfront and leads to a small private beach. The restaurant is relatively new and in good condition, but the motel has not been well maintained.

The second lot contains several smaller properties including the Pisces Restaurant, six single-family homes of varying sizes, and an undeveloped green space. There are three additional properties on the other side of the Pisces Restaurant, which are owned by individual private owners.

This area was suggested for revitalization due to the current under-use of the land. While the area is on the Bay, there currently is no infrastructure that allows the public to enjoy the beach. The Toms River Master Plan explicitly demands improved access to the waterfront and increased greenways, but the current site setup fails to meet these requirements.



## Concept Plan

On the first lot, a boutique hotel is proposed that will also house first floor retail space facing Route 37, designed to incorporate the Xina Restaurant. The building will face Barnegat Bay and will connect to a public beach and surrounding pathway with an outdoor dining area. The pathway will also connect to a pier with a gazebo and views of the Bay in the direction of Seaside Heights. The pier will be 15-feet wide and will extend 141-feet into the bay.

On the second portion of the plan area, twelve townhouses are proposed facing Adams Avenue. Attached in clusters of four, each townhouse will be 20-feet by 40-feet, with three levels. Parking will be on the first level of the townhouse and living units on the upper two levels. To the south of the townhouses there will be a public park. The park will run west to east and be 377-feet long and 82-feet wide. The park is designed to house public art or a water feature at the center, alfresco dining for Pisces Restaurant and at least four public bocce courts. The front portion of the lot bordering Route 37 will be a rain garden. This will create a buffer to the public space and improve water quality within the Coates Point community.

Toms River wants to see investment in existing neighborhoods and improving this lot will help to integrate the communities to the north and south of Route 37 by providing public space and access. This will be accomplished through walking parks, planned greenery and sidewalks/boardwalks. Additionally, Toms River wants to capitalize on





tourism potential and create a tourist destination. Currently, the lots' uses and setup are not conducive to tourism, it is actually deterred due to the lack of upkeep on the properties. This area can deliver the various requests of the Township by improving the use of the land as well as pedestrian accessibility and safety.







## OPPORTUNITY SITE 3

### Location

The northwestern opportunity site in Coates Point is bound by Adams Avenue to the north, Route 37 to the south, Hawser Place to the east, and Fischer Boulevard to the west.

### Current Conditions

Today, the site contains three structures including the Sun and Sand Motel with three apartments, an attached building containing a carpet store, and a spa. A separate building, currently used as a pet salon, sits a few yards to the west.

Today, the site is poorly arranged, with haphazard placement of buildings and parking. Other issues include a large amount of impervious surface and the lack of pedestrian accessibility.





## Concept Plan

The vision for this site will fill the void in the local marketplace for office and professional commercial space. Two 2-story buildings connected via a skywalk over a center driveway are envisioned. Construction of new buildings allow for the most flexible use of space. Furthermore, the building will incorporate modern regulatory and design standards demanded by commercial clients.

The first floor of the buildings may contain professional retail, while the remainder of the property can be filled with small medical offices or other professional services. Alternatively, the entire building may also be used as 100% office space.

The concept plan includes sidewalks on all sides of the property, and multiple convenient access points for pedestrians via internal walkways, providing direct pedestrian access.





## OPPORTUNITY SITE 4

### Location

The southwestern opportunity site in Coates Point is bound by Fischer Boulevard to the west, Gary Road to the east, Route 37 on the north side, and a lagoon to the south.

### Current Conditions

Existing businesses in this portion of the plan area include a motorboat dealership and storage facility, a motorcycle dealership, and single-family homes.

### Concept Plan

The proposed development for these properties is the construction of 22 single-family waterfront homes. Each home will either be one and a half or two stories high. The homes will be staggered in their position and oriented towards the lagoon to provide a sense of privacy for homeowners and a great view of the water. Each home will have a 2-car parking area underneath the house, elevating each home approximately 10-feet above the base flood elevation. This surpasses the NFIP 7-foot requirement for floodplain development.

South of the homes will be a two-way access road bisecting Fischer Boulevard and Gary Road. The access road will begin/end approximately 552-feet west of the site location, approximately 184-feet south of the intersection of Fischer Boulevard and Route 37, and begin/end approximately 98-feet east of the site location, approximately 144-



feet to the south of the intersection of Gary Road and Route 37. A public mixed-use boardwalk will run parallel to the access road bisecting Fischer Boulevard and Gary Road. The boardwalk will contain benches and access to boat slips.

North of the homes will be rows of trees to mitigate noise pollution from Route 37. Running along the length of the tree buffer will be an 8-foot wall separating the site from the public right of way. North of the boundary wall will be a 4-foot wide sidewalk. Between the sidewalk and the road will be a 3-foot wide buffer of vegetation. Both the sidewalk and vegetation are within the Route 37 right of way. Including the tree buffer, homes will be set back at least 79-feet from the public right of way and at least 86-feet from Route 37.

Altogether, the concept plan will add value to existing homes in the neighborhood, generate property tax revenue for the Township of Toms River, improve public access to the lagoon and adjacent Barnegat Bay, decrease impervious surface coverage, encourage further usage of nearby commercial boat slips, address the demand for quality housing within the neighborhood, fulfill FEMA and CAFRA regulations for floodplain development, better protect homeowners from future flooding, and connect the neighborhoods off of Fischer Boulevard and Gary Road, all while providing a more enjoyable experience for the residents and visitors of Coates Point.



# CIRCULATION

**The following section will provide a comprehensive summary of the circulation plan designed to complement the form-based code for Coates Point. For the full circulation plan refer to the Appendix.**

The goal of the circulation plan is to improve circulation and accessibility between lots in the plan area, as well as the surrounding neighborhoods. The area currently has an auto-dominated form, even when the vehicle circulation is not optimized for existing businesses. Instead, the road system is primarily focused on connecting the Garden State Parkway with the barrier island via Route 37. Limited turning options make driving between businesses a hassle, which can decrease their potential sales. The lack of pedestrian and cycling options also prevent customers from accessing businesses if they do not have a car. The result is, customers may bypass the area shops for more convenient ones in other towns.

Route 37, which is managed by NJDOT, has limited options for improvement. Due to the lack of crossing points to the barrier island and the heavy seasonal traffic generated by the shore, it is important that NJDOT optimize the road to reduce congestion. Additionally, the highway is the major evacuation route for the area, which limits the changes to the design and capacity of the road. Consequently, the road will always resemble a highway due to the number of lanes and its width. However, there are changes that can be implemented even given these constraints.

The changes proposed in the circulation plan for Route 37 include the addition of large sidewalks, improved lighting, enhanced crosswalks, and a

reduction in driveways. None of these changes impact the carrying capacity of the road, but will greatly enhance safety for drivers, cyclists, and pedestrians, and general mobility for those without cars.

Route 37's existing wide shoulders will be used for bus stops, as well as designated bike routes. The wide shoulders also allow for tightening the turning radii into driveways and local streets, as slow-moving vehicles can use the shoulder area to decelerate and safely complete their turn. The reduction of driveways acts as an improvement to pedestrian and motorist safety, and also improves the visual appeal of the area. In many cases, the consolidation of driveways allows for increased parking opportunities.

For the surrounding streets, more significant changes are proposed. These streets include Adams Avenue and Douglas Street, among others, and are low-volume roads that primarily carry local residential traffic. The plan includes traffic-calming measures aimed at enhancing the pedestrian and cycling environment. The primary means being wide sidewalks, curb-extensions at intersections, and tight turning radii for vehicles. Improved lighting and enhanced sharrows will also create a better cycling environment. The goal is to construct an attractive pedestrian environment away from the highway and improve

connections between the neighboring residential neighborhoods and the highway businesses.

Improving the pedestrian environment in and around Coates Point is a key goal for the plan. The addition of wide sidewalks, pedestrian amenities and bright lighting allow pedestrians the ability to safely and comfortably explore the area. The advantages include increased patronage of local businesses and the opportunity to park once and visit multiple locations, which serves to reduce local traffic. The presence of pedestrians in the area also indicates to motorists that they are in a vibrant neighborhood and should consider stopping to discover the area's opportunities.

All sidewalk recommendations include the addition of planting strips. Additional vegetation aims at increasing the visual appeal of the neighborhood and enhancing stormwater management.

The circulation plan includes one entirely new form of street, a "boardwalk street," which is designed as an environment shared between pedestrians, cyclists, and motorists. This new street will allow access to a new line of cottage-homes on Opportunity Site 4 adjacent to an exclusive pedestrian boardwalk.



The circulation plan includes a strong emphasis on increasing public access to the water. This is done via a boardwalk system that abuts all waterfronts, and are linked across Route 37 through an improved crosswalk system. The wide, attractive, and well-lit boardwalks are intended to attract visitors to the area, and to serve the existing and future residents.

For cyclists, the most notable improvement is a bike lane in the jughandle across Route 37 that directs riders to the legally-allowed route to cross the Bay.



## PROPOSED CIRCULATION

# FORM-BASED CODE

**A form-based code is a set of regulations that generate predictable built environments by controlling physical form instead of controlling use, which is done through traditional zoning. Presented in both words and diagrams, form-based codes dictate how buildings relate to the public realm and to one another, as well as the layout of streets and blocks. Thus, form-based codes can control the character of development. The codes are regulatory rather than advisory, and are created as tools to implement community plans and ensure that the character of development conforms with a community vision.**

Traditional zoning focuses on the management and segregation of land uses, controlling development through numerical parameters such as floor area ratios (FAR), dwelling units per acre, height limits, setback, or parking ratios. Design guidelines can supplement traditional zoning codes, but they are typically advisory, not regulatory. Although traditional zoning is meant to implement a community's planning objectives, the land use regulations and the community's vision often do not correspond. Unlike traditional zoning, a form-based code addresses both development and the relationship between spaces. Codes include specific design standards, encourages strong connections between buildings and their context, and accommodates a mix of land uses. Superior to traditional zoning, a form-based code can achieve the specific form and mix of uses envisioned by a community.

The proposed form-based code for the Coates Point section of the Route 37 Corridor would conform with existing CAFRA restrictions under the coastal center designation. Impervious cover would be limited to 80% of site area and building heights limited to 65 feet throughout the district. Where new development would encroach on marina uses, at least 75% of existing boat slips will remain open to the general public and marina facilities will be

expanded by one slip for every two dwelling units constructed at water's edge. The code's building typologies and permitted uses confine residential uses to upper stories, in accordance with FEMA regulations, and ground floor businesses will need adequate flood-proofing that complies with NFIP requirements.

## **Districts and Building Typologies**

The code divides Coates Point into three distinct districts each with its own character and set of suitable building typologies to guide future development. To capitalize on the Barnegat Bay waterfront, the Harbor District is designed as a center for commerce and recreation, with a mix of higher intensity uses. Regulations in the Lagoon District are intended to create a quieter residential neighborhood along the plan area's lagoons, limiting suitable building typologies to lower intensity residential uses. With flexible standards for use and form, Highway District would foster a more efficient pattern of land use along Route 37 and accommodates a wide array of uses. The set of building typologies presented in the form-based code were developed to address the issues identified in for each district and capitalize on the area's assets while remaining suitable various uses.



Source: Ocean County Department of Planning, 2013

## FORM-BASED CODE DISTRICTS



## PERMITTED TYPOLOGIES BY DISTRICT

Building Type	Highway District	Lagoon District	Harbor District
Commercial Block	P	N	N
Bungalow	N	P	N
Townhouse	N	P	P
Multifamily	P	N	P
Cottage	N	N	P
Courtyard	P	N	P
Landmark	P	N	P

P - Permitted, N - Not Permitted

## PERMITTED USES BY BUILDING TYPOLOGY

Building	Dwelling Unit	Hotel	Office	Bank	Retail & Services	Drive-Through Use	Restaurant	Theater	Music & Dance Studio	Club/Fraternal Organization	Civic Use/Community Center
Block	N	N	P	P	P	P	P	P	P	P	P
Bungalow	Upper	N	N	N	N	N	N	N	N	N	N
Townhouse	Upper	N	N	N	N	N	N	N	N	N	N
Multifamily	Upper	P	First	N	First	N	First	N	N	N	N
Cottage	Upper	N	P	P	P	N	P	N	P	N	N
Courtyard	Upper	P	First	First	First	N	P	P	P	P	P
Landmark	N	P	Upper	N	P	N	P	P	P	P	P

First - ground floor only, Upper - upper floors only

## HARBOR DISTRICT

### a. District Purpose / Goals

To create a unified marine-oriented destination village with entertainment, retail, dining and residential uses.

To provide public access to the Barnegat Bay waterfront including scenic walkways and boat launch facilities.

### b. Permitted Uses

Principal Uses:	Regulated in the permitted uses by building type summary table
Accessory Uses:	Uses accessory and incidental to principal permitted uses such as parking, loading, on-site storage, apartment common areas, and trash or recycling areas

### c. Placement of Accessory Uses

Parking:	No more than 20% of the waterfront may be parked excluding interior parking
Loading:	Rear or interior only
Trash & On-Site Storage:	Rear or interior only



### d. Coverage Requirements

Max. Building Coverage:	40%
Max. Impervious Coverage:	80%

### e. Permitted Building Types

Townhouse	Multifamily
Cottage	Landmark
Courtyard	

### f. Additional Regulations

Largest ft <sup>2</sup> per Tenant:	20,000 ft <sup>2</sup>
Public Waterfront Access:	Required

## LAGOON DISTRICT

### a. District Purpose / Goals

To encourage context-sensitive residential uses while maintaining public access to the waterfront while promoting adaptive strategies to stormwater and floodplain management.

### b. Permitted Uses

Principal Uses:	Regulated in the permitted uses by building type summary table
Accessory Uses:	Uses accessory and incidental to principal permitted uses such as parking, loading, on-site storage, apartment common areas, and trash or recycling areas

### c. Placement of Accessory Uses

Parking:	First level interior or driveway only
Loading:	Rear or interior only
Trash and On-Site Storage:	Rear or interior only



Source: Ocean County Department of Planning, 2013

### d. Coverage Requirements

Max. Building Coverage:	50%
Max. Impervious Coverage:	80%

### e. Permitted Building Types

Bungalow	Townhouse
----------	-----------

### f. Additional Regulations

Largest ft <sup>2</sup> per Tenant	N/A
Public Waterfront Access:	Required
Highway Buffers:	Landscaped buffers along the north side of Route 37 must be kept open to the public. Buffers must incorporate stormwater management measures (e.g., rain gardens, swales etc.)



## HIGHWAY DISTRICT

### a. District Purpose / Goals

To provide enhanced opportunities for multi-modal access to retail, commercial and office uses with improved circulation and more efficient land use.

### b. Permitted Uses

Principal Uses:	Regulated in the permitted uses by building type summary table
Accessory Uses:	Uses accessory and incidental to principal permitted uses such as parking, loading, on-site storage, apartment common areas, and trash or recycling areas

### c. Placement of Accessory Uses

Parking:	For sites with parking requirements of 40 or more spaces, a maximum of 55% may be between Route 37 and the principal building.
Loading:	Rear or interior only
Trash and On-Site Storage:	Rear or interior only



### d. Coverage Requirements

Max. Building Coverage:	40%
Max. Impervious Coverage:	80%

### e. Permitted Building Types

Commercial Block	Multifamily
Courtyard	Landmark

### f. Additional Regulations

Largest ft <sup>2</sup> per Tenant:	50,000 ft <sup>2</sup>
Public Waterfront Access:	Required

## COMMERCIAL BLOCK

### a. Setbacks

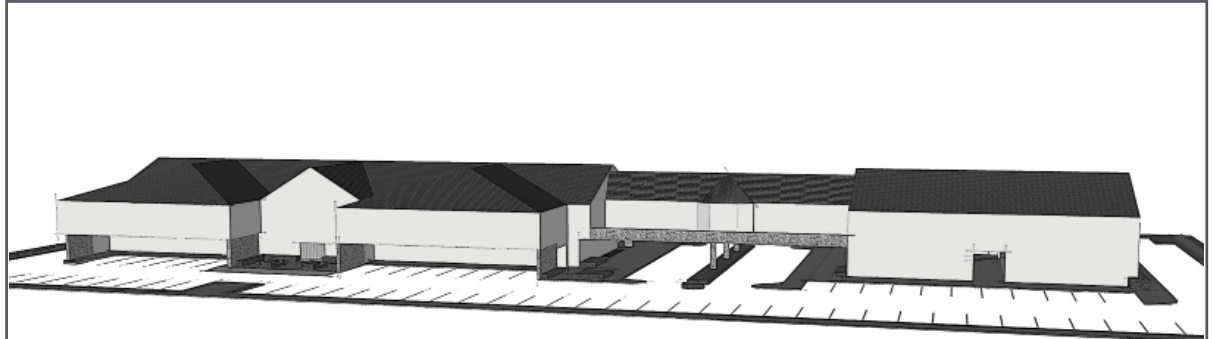
Highway/Water Setbacks:	Max. 75 ft from right-of-way
Local Road Setbacks:	Min. 25 ft from right-of-way
Side Setback:	Min. 10 ft
Min. Rear Setback:	N/A
Surface Parking:	5 ft from right-of-way

### b. Building Height

Number of Stories:	Max. 3 stories
Min. Ground Floor Height:	12 ft
Finished Floor Elevation:	N/A
Min. Units Per Structure:	N/A

### d. Permitted Uses

See permitted uses table



Massing Example

### c. Building Size

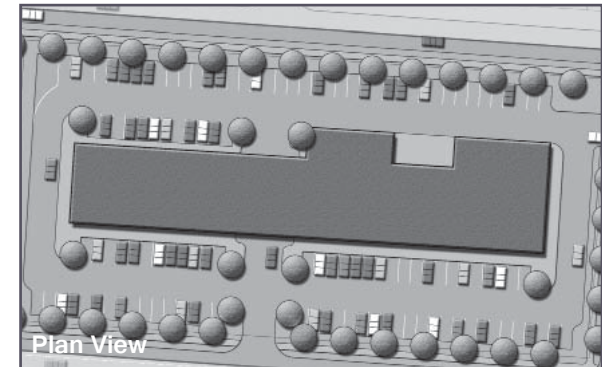
Width:	Max. 350 ft
Depth:	Max. 200 ft

### e. Permitted Parking Configuration

Surface front/rear or structure rear

### g. Signage

Size:	Max. 10% of building face or 250 ft <sup>2</sup> area
Location:	No freestanding, abandoned or flashing signs



### f. Additional Regulations

Upper story storage and mechanical units must be screened and may not be visible from the street

The height of a parking structure may not exceed the height of principal building

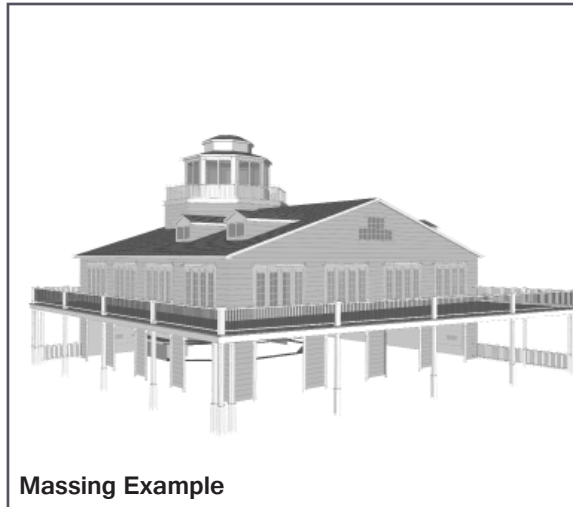
## LANDMARK

### a. Setbacks

Highway / Water Setbacks:	Max. 40 ft from water's edge (Harbor District) Min. 50 ft from right-of-way (Highway District)
Local Road Setbacks:	Min. 50 ft
Side Setback:	Min. 20 ft
Min. Rear Setback:	N/A
Surface Parking:	5 ft from right-of-way

### b. Building Height

Number of Stories:	Min. 2 stories Max. 4 stories
Min. Ground Floor Height:	15 ft
Finished Floor Elevation:	5 ft above base flood elevation
Min. Units Per Structure:	N/A



Massing Example

### c. Building Size

Width:	Min. 50 ft
Depth:	Min. 50 ft

### d. Permitted Uses

See permitted uses table

### e. Permitted Parking Configuration

Surface fronting highway or oriented away from waterfront



Plan View

### f. Additional Regulations

Upper story storage and mechanical units must be screened and may not be visible from street

Must have architecturally distinct elements

Must have indoor-outdoor features if water oriented and min. of 8 ft deck for all building faces that front water.

### g. Signage

Size:	Max. 10% of building face or 250 ft <sup>2</sup> area
Location:	No freestanding, abandoned or flashing signs



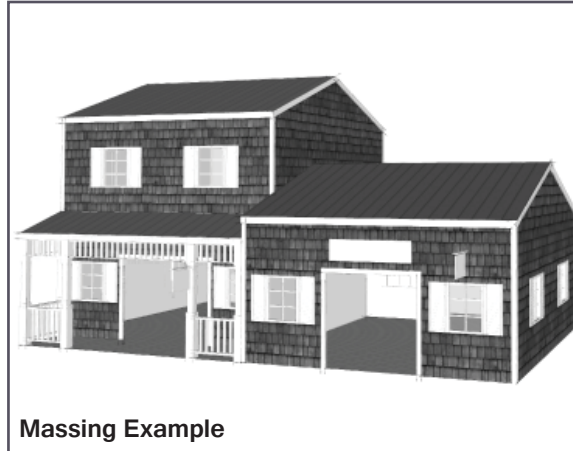
## COMMERCIAL COTTAGE

### a. Setbacks

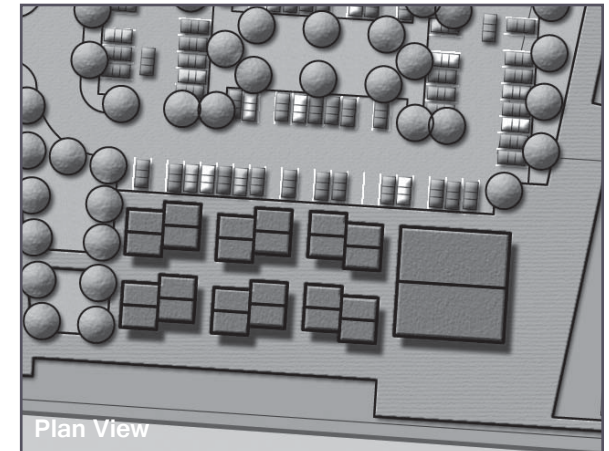
Highway/Water Setbacks:	First in from water max. 25 ft from water's edge Otherwise, max. 65 ft
Local Road Setbacks:	N/A
Side Setback:	N/A
Min. Rear Setback:	N/A
Surface Parking:	5 ft from right-of-way

### b. Building Height

Number of Stories:	Max. 2 stories
Min. Ground Floor Height:	12 ft
Finished Floor Elevation:	5 ft above base flood elevation
Min. Units Per Structure:	N/A



Massing Example



Plan View

### c. Building Size

Width:	Max. 40
Depth:	Max 30 ft

### d. Permitted Uses

See permitted uses table

### e. Permitted Parking Configuration

Surface fronting highway or oriented away from waterfront. No interior or tuck-under parking.

### f. Additional Regulations

Upper story storage and mechanical units must be screened and may not be visible from the street

Must have at least one entrance from exclusively pedestrian right-of way.

### g. Signage

Size:	Max. 10% of building face or 250 ft <sup>2</sup> area
Location:	No freestanding, abandoned or flashing signs Hanging or building-mounted signage only

## MULTIFAMILY

### a. Setbacks

Highway/Water Setbacks:	Max. 20 ft from water's edge (Harbor District)
Local Road Setbacks:	Max. 25 ft from right-of-way
Side Setback:	Min. 10 ft
Min. Rear Setback:	N/A
Surface Parking:	5 ft from right-of-way

### b. Building Height

Number of Stories:	Min. 2 stories Max. 4 stories
Min. Ground Floor Height:	10 ft
Finished Floor Elevation:	8 ft above base flood elevation
Min. Units Per Structure:	N/A

### c. Building Size

Width:	Min. 150 ft
Depth:	Min. 60 ft



Massing Example

### d. Permitted Uses

See permitted uses table

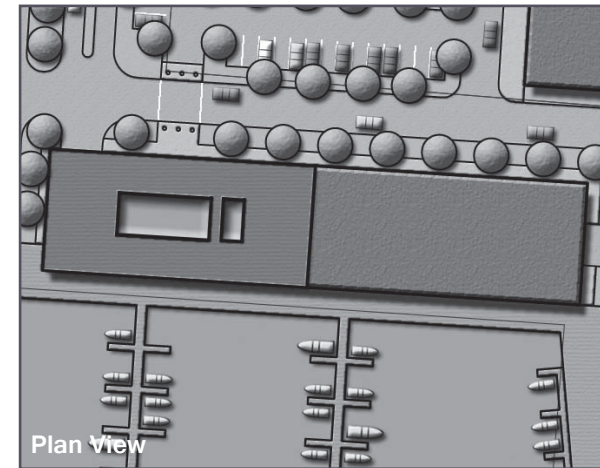
### e. Permitted Parking Configuration

Ground floor interior  
Surface front or rear (Highway District)

### f. Additional Regulations

Upper story storage and mechanical units must be screened and may not be visible from street

Ground floor must include at least 50% of required parking upper floor uses.



Plan View

### g. Signage

Size:	Max. 10% of building face or 250 ft <sup>2</sup> area
Location:	No freestanding, abandoned or flashing signs.

## COURTYARD

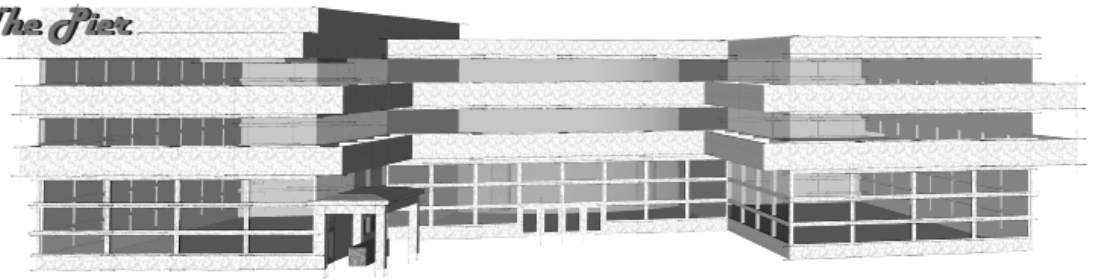
### a. Setbacks

Highway/Water Setbacks:	Max. 50 ft from water's edge (Harbor District)
Local Road Setbacks:	Min. 50 ft from right-of-way
Side Setback:	Min. 20 ft
Min. Rear Setback:	N/A
Surface Parking:	5 ft from right-of-way

### b. Building Height

Number of Stories:	Min. 2 stories Max. 5 stories
Min. Ground Floor Height:	15 ft
Finished Floor Elevation:	5 ft above base flood elevation
Min. Units Per Structure:	N/A

*The Pier*



Massing Example

### c. Building Size

Width:	Min. 50 ft
Depth:	Min. 60 ft

### d. Permitted Uses

See permitted uses table

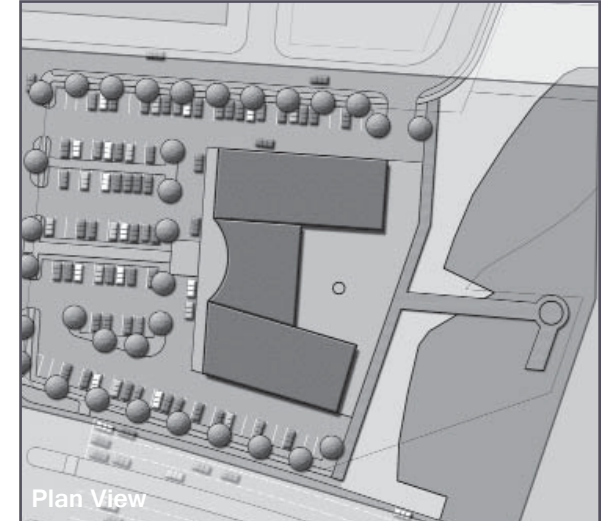
### e. Permitted Parking Configuration

Surface front/rear or structure rear

### f. Additional Regulations

Upper story storage and mechanical units must be screened and may not be visible from street

Must contain interior courtyard and if located on the waterfront, courtyard must face water



Plan View

### g. Signage

Size:	Max. 10% of building face or 250 ft <sup>2</sup> area
Location:	No freestanding, abandoned or flashing signs.



## TOWNHOUSE

### a. Setbacks

Highway/Water Setbacks:	N/A
Local Road Setbacks:	Max. 30 ft from right-of-way
Side Setback:	0 ft for attached units Min. 10 ft, Max. 30 ft for other units
Min. Rear Setback:	Min. 60 ft
Surface Parking:	N/A

### b. Building Height

Number of Stories:	Min. 3 stories
Min. Ground Floor Height:	10 ft
Finished Floor Elevation:	8 ft above base flood elevation
Min. Units Per Structure:	4



Massing Example

### c. Building Size

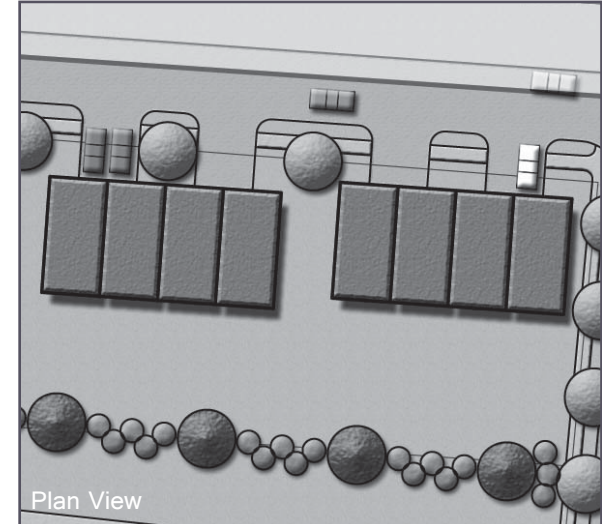
Width:	Max. 30 ft per unit
Depth:	Max. 40 ft. per unit

### d. Permitted Uses

See permitted uses table

### e. Permitted Parking Configuration

Ground floor interior or driveway



Plan View

### f. Additional Regulations

Minimum of 30 ft landscaped buffer from Highway 37

Units must be grouped in clusters of at least 3

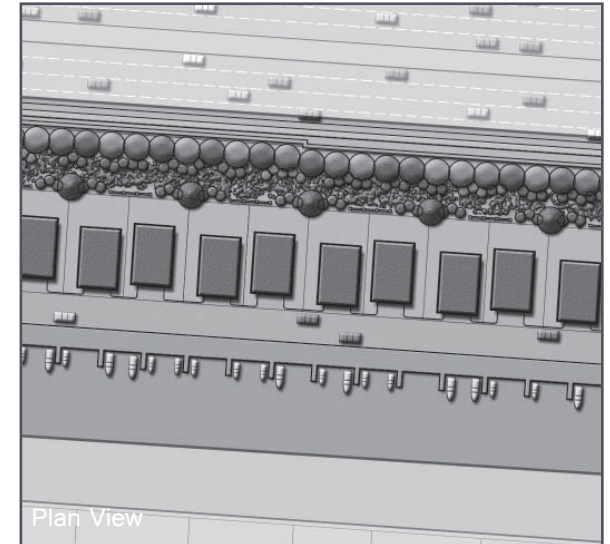
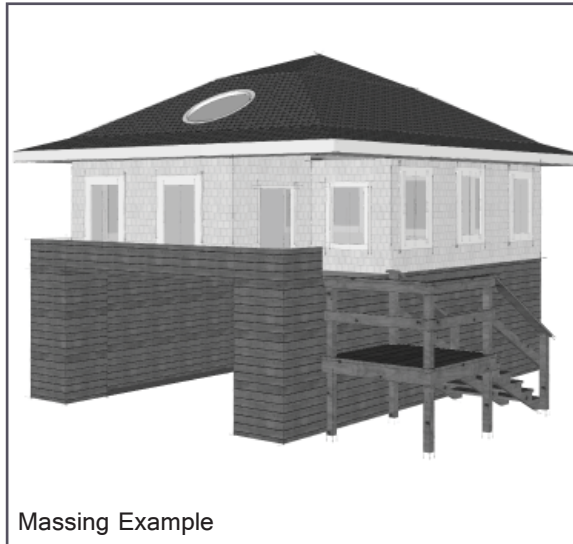
### g. Signage

Size:	N/A
Location:	N/A

## BUNGALOW

### a. Setbacks

Highway/Water Setbacks:	N/A
Local Road Setbacks:	Max. 10 ft from right-of-way
Side Setback:	Min. 5 ft
Min. Rear Setback:	N/A
Surface Parking:	N/A



### b. Building Height

Number of Stories:	Min. 2 stories Max. 3 stories
Min. Ground Floor Height:	10 ft
Finished Floor Elevation:	8 ft above base flood elevation
Min. Units Per Structure:	N/A

### c. Building Size

Width:	Max. 40 ft per unit
Depth:	Max. 50 ft. per unit

### d. Permitted Uses

See permitted uses table

### e. Permitted Parking Configuration

Ground floor interior

### f. Additional Regulations

Minimum of 30 ft landscaped buffer from Highway 37

### g. Signage

Size:	N/A
Location:	N/A

## SIDEWALK STANDARDS

Roadway	Buffer Requirement	Buffer Width	Minimum Width	Typical Width	Adjacent Walls and Fencing
Route 37	Landscaped buffer required	5 - 10 ft	Requirements reduced by 25% when shared	8 ft	Permitted with 5 ft landscaped buffer from sidewalk
Existing Streets	Landscaped buffer optional	4 ft minimum	5 ft with buffer 6 ft without buffer	6 ft	In accordance with §291-1 et seq.
New Streets	Landscaped buffer optional	4 ft minimum	5 ft with buffer 6 ft without buffer	6 ft	In accordance with §291-1 et seq.
Boardwalk Streets	Texture buffer	1 - 2 ft	N/A	10 ft	In accordance with §291-1 et seq.
Pedestrian Boardwalk	Landscaped buffer optional	N/A	6 ft unobstructed 8 ft total	10 ft	40 in high railing along water's edge

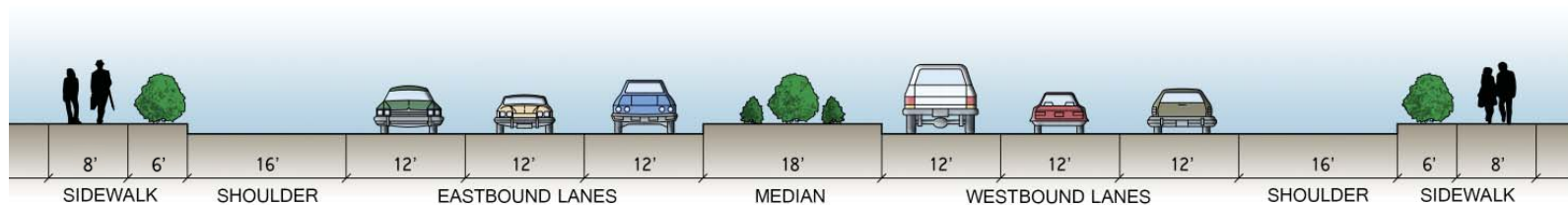
## DRIVEWAY STANDARDS

Roadway	Distance from Intersection	Turning Radius	Minimum Width	Maximum Width
Route 37	75 ft minimum	25 ft unless high truck or boat trailer traffic	One-Way: 15 ft Two-Way: 24 ft	One-Way: 20 ft Two-Way: 30 ft
Existing Streets	50 ft minimum	15 ft	One-Way: 12 ft Two-Way: 22 ft	One-Way: 16 ft Two-Way: 28 ft
New Streets	50 ft minimum	10 ft	One-Way: 12 ft Two-Way: 22 ft	One-Way: 16 ft Two-Way: 28 ft
Boardwalk Streets	30 ft minimum	N/A	One-Way: 10 ft Two-Way: 20 ft	One-Way: 15 ft Two-Way: 26 ft



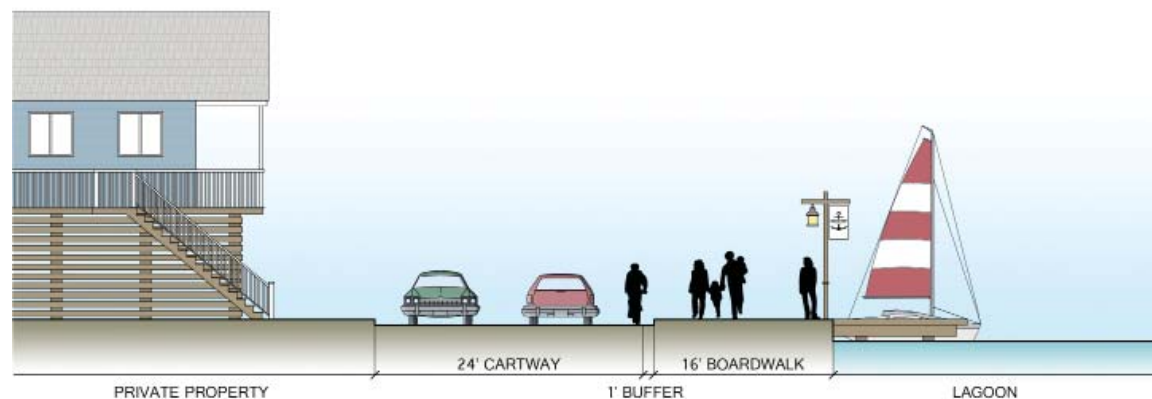
## STREET STANDARDS

Route 37 - Street Type	
Right-of-Way Width	120 ft
Pavement Width (excluding median)	104 ft
Vehicular Movement	Two-Way
Number of Traffic Lanes	6 Lanes
Number of Parking Lanes	None
Shoulder	16 ft
Median	18 ft
Curb Radius	35 ft Maximum
Pedestrian Provision Type	8 ft
Bicycle Provision Type	Shoulder
Landscape Type	DOT approved shrubs
Lighting	Min. 2.6 fc at pavement Min. 3.7 fc at Fischer and Douglas
Intersection Improvements	2 Curb Ramps per Corner Continental Crosswalks Median Refuge



## STREET STANDARDS

Boardwalk Streets - Street Type Specifications (proposed Leeward)	
Right-of-Way Width	31-42 ft
Pavement Width (excluding median)	22 ft
Vehicular Movement	Two-Way
Number of Traffic Lanes	2 lanes, no markings
Parking Lanes	None
Shoulder	None
Median	None
Curb Radius	5 ft, 10 ft at Fischer Blvd
Pedestrian Provision Type	Minimum 6 ft unobstructed, 8 ft total
Bicycle Provision Type	None
Landscape Type	None
Lighting	18 ft maximum height At 30'-50' on center 2.4 fc at pavement
Intersection Improvements	2 curb ramps per corner Bulb-outs to narrow pavement to 22ft



## STREET STANDARDS

Road 'A' - Street Type Specifications (Adams, Foster, Gary & Hawser)	
Right-of-Way Width	46 ft
Pavement Width (excluding median)	30 ft
Vehicular Movement	Two-Way
Number of Traffic Lanes	2 lanes
Parking Lanes	One 8ft-wide lane
Shoulder	None
Median	None
Curb Radius	5 ft at intersections with one-way roads 10 ft at intersections with two-way roads
Pedestrian Provision Type	6 ft sidewalk without landscaping 5 ft sidewalk with landscaping
Bicycle Provision Type	Shared lane, sharrow marker
Landscape Type	Street trees at 30'-50' on center
Lighting	18 ft maximum height At 30'-50' on center 2.4 fc at pavement
Intersection Improvements	2 curb ramps per corner Bulb-outs to narrow pavement to 24 ft

Road 'B' - Street Type Specifications (Douglas)	
Right-of-Way Width	36 ft
Pavement Width (excluding median)	24
Vehicular Movement	One-Way
Number of Traffic Lanes	1 lane
Parking Lanes	One 8ft-wide lane
Shoulder	None
Median	None
Curb Radius	5 ft at intersections with one-way roads 10 ft at intersections with two-way roads
Pedestrian Provision Type	6 ft sidewalk without landscaping 5 ft sidewalk with landscaping
Bicycle Provision Type	5 ft designated lane
Landscape Type	Street trees at 30'-50' on center
Lighting	18 ft maximum height At 30'-50' on center 2.4 fc at pavement
Intersection Improvements	2 curb ramps per corner Bulb-outs to narrow pavement to 24 ft



## PARKING REQUIREMENTS BY USE

Use Classification	Car Parking	Bicycle Parking	Shared Parking
Dwelling Unit	1.5 per dwelling unit	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Hotel	1 per room	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Office	4 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Bank	3 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Retail & Services	3 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Restaurant	1 per 4 seats	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Theater	1 per 5 seats	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Music or Dance Studio	4 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Club/Fraternal Organization	4 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Civic Use/Community Center	4 per 1,000 ft <sup>2</sup>	10% of dedicated or shared parking spaces	Requirements reduced by 25% when shared
Marina	.6 per boat slip	10% of dedicated or shared parking spaces	Marina parking may be shared seasonally

# IMPLEMENTATION

The form-based code, if endorsed by the Township of Toms River Planning Board, would require an amendment to the Township's zoning ordinance in accordance with New Jersey Municipal Land Use Law (MLUL) for adoption.

Implementation of the Toms River Route 37 Vision Plan for Coates Point would take place in two phases:

## Phase I

- Survey/consult property owners and residents for their economic vision
- Amend the Toms River Master Plan and adopt the form-based code
- Develop a public access path throughout corridor
- Utilize NJDEP & MPAP grants
- Coordinate with NJDOT, NJDEP, and water utility for infrastructure improvements
- Confirm CAFRA center designation
- Adopt transportation and circulation plans emphasizing pedestrian safety and non-motorized transportation

## Phase II

- Apply for the Transportation Improvement Plan (TIP) designation under NJTPA & NJDOT for the Route 37 corridor
- Market the area as a destination
- Establish a Special Improvement District (SID) for marketing and infrastructure improvements
- Implement circulation plan emphasizing pedestrian safety and non-motorized transportation

## FUNDING OPPORTUNITIES

Toms River has access to a variety of funding sources that can be used to aid in the implementation of the Coates Point vision plan, such as the Municipal Public Access Grant Program (MPAP):

### Municipal Public Access Grant Program

The MPAP Grant Program provides small competitive grants in order to financially assist municipalities developing Municipal Public Access Plans. MPAPs that receive funding will ensure public access is provided to tidal waterways in a manner that is consistent with local planning objectives, CZM rules, and that minimizes a towns risk to coastal hazards.

An MPAP may require contributions for new or enhanced public access outside the grant area and even outside municipal boundaries, but along the same waterway as part of a joint project with a county or municipal governmental body in lieu of on-site public access.

Toms River has recently secured an MPAP grant and the recommendations of this plan should be considered during the MPAP preparation process.

There are additional options presented below that should be utilized for future development in Coates Point:

### **NJDEP Green Acres Program**

The Green Acres Program helps municipalities and counties acquire open space for recreation and conservation purposes, as well as the development of outdoor recreation facilities through supportive funding from the Garden State Preservation Trust, and supplemented by federal programs such as the Land and Water Conservation Fund.

Secured funding secured can be used to acquire land for public outdoor recreation or conservation purposes, such as athletic fields, tracks, courts, walkways, trails, boat ramps, and boardwalks.

### **Environmental Infrastructure Financing Program**

This program provides low-interest financing for the construction of wastewater treatment facilities, stormwater and non-point source management facilities. The program offers loans for open space acquisition and conservation, as well as environmental remediation with funding from NJDEP and the New Jersey Environmental Infrastructure Trust.

### **Clean Water State Revolving Fund**

The Clean Water State Revolving Fund provides loans to help fund projects to protect, maintain, and improve water quality in New Jersey. The

loans are given to municipalities, counties and utility services for actions related to improving water quality.

Financing is provided by NJDEP and the New Jersey Environmental Infrastructure Trust. Loans are provided with 0% interest for approximately 20 years for either one-half or three-quarters of the allowable project costs.

### **SPECIAL IMPROVEMENT DISTRICT**

A Special Improvement District (SID) is a designation created by ordinance in New Jersey municipalities that allows businesses and property owners to form an entity that can raise capital for

the purpose of increasing or improving existing municipal services. The SID can also organize its businesses and property owners through a District Management Corporation, which allows for greater communication and collaboration around the common goal of increasing an area's commercial viability. As one of this plan's goals for Coates Point is increasing collaboration among property owners, the SID would be a very beneficial tool. The establishment of the SID would also provide a solution for existing issues in the area, such as allowing businesses to raise needed funding for water service improvements. It could also fund the branding and marketing of the area as the unified Coates Point District.





# REFERENCES

(2010). US Census Bureau. Retrieved from [http://factfinder2.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](http://factfinder2.census.gov/faces/nav/jsf/pages/community_facts.xhtml)

Allabeck, S. (1991). Historic American Buildings Survey: Town of Toms River, NJ. Historic American Buildings Survey. Retrieved from <http://lcweb2.loc.gov/pnp/habshaer/nj/nj1300/nj1302/data/nj1302data.pdf>

Bureau of Geographic Information Systems. NJDEP New Jersey Department of Environmental Protection. Retrieved from <http://www.state.nj.us/dep/>

Coastal Area Facilities Review Act (2006). N.J.S.A. 13:19.

Coastal Zone Management Rules (2013) N.J.A.C. 7:7E.

Environmental Infrastructure Financing Program: Wastewater Treatment, Stormwater Treatment, and Combined Sewer Overflow). Trenton: State of New Jersey.

Federal Emergency Management Agency. (2011). FEMA P-55, Coastal Construction Manual: Principles and Practices of Planning, Siting, Designing, Constructing, and Maintaining Residential Buildings in Coastal Areas 4th Ed. Retrieved from <http://www.fema.gov/media-library/assets/documents/3293?id=1671>

Federal Emergency Management Agency. (2005). National Flood Insurance Program (NFIP) Floodplain Management Requirements: A Study Guide and Desk Reference for Local Officials Retrieved from <http://www.fema.gov/media-library/assets/documents/6417?id=2165>

Form-Based Codes Institute. (n.d.) What Are Form-Based Codes? Retrieved from <http://www.formbasedcodes.org/what-are-form-based-codes>

Local Redevelopment and Housing Law (1992). N.J.S.A. 40A:12A-1.

Municipal Public Access Planning Grant Program. Trenton: State of New Jersey.

New Jersey Department of Environmental Protection. (2008). Mainland Coastal Center Boundaries Extended under the Permit Extension Act of 2008.

New Jersey Department of Environmental Protection. (2013). Green Acres & Loans.

New Jersey Office of GIS. The State of New Jersey Information Technology. Retrieved from <http://www.state.nj.us/it/oit/gis/index.html>

New Jersey Department of Environmental Protection. (n.d.). NJDEP Marine Water Monitoring - Pollutant Source Tracking - Long Swamp Creek. Retrieved from <http://www.nj.gov/dep/bmw/LSCPresentation.htm>

N. J. Assembly. (1992). Local Redevelopment and Housing Law. Municipal Land Use Law . New Jersey, United States: New Jersey State Legislature.

N. J. Assembly. (2013, September 6). New Jersey Assembly Bill 3615. Bill No. A-3615 of 2012. Trenton, New Jersey, United States: New Jersey State Legislature .

Ocean County Department of Planning. (2011). Ocean County: Demographic & Housing. Retrieved from <http://www.planning.co.ocean.nj.us/census.htm>

Ocean County Department of Planning. (2011). Ocean County: Economy. Retrieved from <http://www.planning.co.ocean.nj.us/census.htm>

Ocean County Department of Planning. (2011). Ocean County: Social. Retrieved from <http://www.planning.co.ocean.nj.us/census.htm>

Permit Extension Act Amendment. (2012). P.L. 2012, c.48.

Permit Extension Act of 2008. (2008). N.J.S.A. 40:55D-136.1 et seq.

SchoorDePalma, I. (2003). Route 37 Corridor: Fischer Boulevard to Barnegat Bay: Redevelopment Area Investigation Report. Dover Township Planning Board.

State of New Jersey. 2013. "Recovery and Reinvestment Plan." Clean Water State Revolving Fund. Trenton: State of New Jersey, December 4.

The Cecil Group. (n.d.) Conventional Zoning vs. Form-based Code. Retrieved from <http://www.cecilgroup.com/news/article-conventional-zoning-vs-form-based-code/>

Township of Dover Planning Board, (2006). Master plan. Retrieved from: [http://www.tomsrivertownship.com/downloads/engineering/MASTER\\_PLAN.pdf](http://www.tomsrivertownship.com/downloads/engineering/MASTER_PLAN.pdf)

Township of Toms River, (2013). Land use and development regulations. Retrieved from: <http://ecode360.com/12010481>

Township of Dover. (2003). Township Route 37 Corridor: Fischer Boulevard to Barnegat Bay Redevelopment Area Investigation Report.

U.S. Department of Agriculture. (n.d.). Web soils survey. Retrieved from: <http://websoilsurvey.nrcs.usda.gov/>

World Media Group, LLC. (2010). Demographic Information: Toms River, NJ. Retrieved from <http://www.usa.com/toms-river-nj.htm>







# APPENDIX





## LRHL REDEVELOPMENT CRITERIA





## REDEVELOPMENT REASSESSMENT

### Redevelopment Reexamination Reference Map Toms River, NJ



Block 794.37						
Lot(s)	2003 Site Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current site	2013 Site Conditions	2013 Statutory Criterion
1	"Insufficient room on the sites for adequate parking or truck loading areas in accordance with present-day standards, which is indicative of obsolete layout of improvements. The parcels are generally overcrowded with buildings, parking and outdoor storage areas that are not well maintained." (4)	<b>D</b>	"Due to the faulty arrangement of the buildings on the lots and the overcrowding there on, the growing obsolescence of unmaintained buildings, the deleterious outdoor storage of debris and faulty arrangement and layout of buildings and improvements, these parcels meet Criterion 'd' of the LHRL." (5)	Seaside Furniture Shop- Gingee LLC	A major investment has been made in improving the Seaside Furniture Store facade to a modern, high standard finish. The parking area, while small, is well delineated and does not appear to pose functional challenges or safety concerns. The loading and garage disposal area in the rear of the storefront is well separated from areas frequently used by customers. To further improve site conditions, screening this area from the street can be easily enhanced.	In order to meet Criterion "D" site conditions must be to the extent that they "are detrimental to the safety, health, moral or welfare of the community." The conditions at the time of the 2003 finding do not seem to rise to this standard and the improved current conditions certainly do not. No other criteria is applicable to this site.
10-15, 37, 48, 48.01-50.01, 50, 58.01,	"Lots 10-14 contain a deteriorated, boarded-up, abandoned one-story structure...the lots are not maintained and are weedy. The remainder of the lots [ 15, 37, 48, 48.01-50.01, 50, 58.01] in this parcel are associated with a vast area of broken pavement gravel, weeds and dilapidated piers and boardwalk." (5)	<b>E</b>	"[It] exhibits a total lack of property utilization that has resulted in a stagnant condition of land. The cause of the lack of proper utilization is not readily evident, but may involve title or environmental issues." (5)		The deteriorated, abandoned one story building referred to on lots 10-14 has been demolished. The other parcels remain vacant, but are well maintained. A large portion of the site has been covered with gravel keeping weed overgrowth to a minimum. The presence of equipment and industrial garbage disposal bins suggest that some active improvements may be taking place. There appears to be recent major improvements to the adjoining marina, including land side amenities such as a wooden walkway and what appears to be a fueling station. These lots are now under common ownership and for sale.	<i>Gallenthin v. Borough of Paulsboro</i> (2007) limited the application of Criterion "E" to causes of underutilization related to title or diverse ownership. There is no substantial evidence to tie the underutilization of this site to either criterion. No other criterion is applicable to this site, including Criterion "C."
31.01	[the] "storage trailers which demonstrates a lack of space inside the buildings that are already so large that the remainder of site is inadequate for parking and loading." (4-5)	<b>D</b>	"Due to the faulty arrangement of the buildings on the lots and the overcrowding there on, the growing obsolescence of unmaintained buildings, the deleterious outdoor storage of debris and faulty arrangement and layout of buildings and improvements, these parcels meet Criterion 'd' of the LHRL." (5)	Classic Kitchen Store, DMY Enterprises, LLC	The layout of the site remains the same, but does not appear to pose any safety concerns. Although it could do with some improvement in facade, the Classic Kitchen Store appears to be well maintained. While storage containers are present on the site these are far set back.	In order to meet Criterion "D" site conditions must be to the extent that they "are detrimental to the safety, health, moral or welfare of the community." The conditions at the time of the 2003 finding do not seem to rise to this standard and the improved current conditions certainly do not. No other criteria is applicable to this site.
31.02	"Parcel 4 is not well maintained and exhibits a deteriorating roofline and broken windows at the rear of the structure. The outdoor storage area adjacent to the building contains soil and the remainder of the sites are consumed by buildings and outdoor storage areas." (5)	<b>D</b>	"Due to the faulty arrangement of the buildings on the lots and the overcrowding there on, the growing obsolescence of unmaintained buildings, the deleterious outdoor storage of debris and faulty arrangement and layout of buildings and improvements, these parcels meet Criterion 'd' of the LHRL." (5)	Ocean Propeller, Inc. , Nikki's Marina, LLC	This building remains in dilapidated, poor condition. The site remains on the state list of known contaminated sites for groundwater contamination.	While this individual site may meet the redevelopment criteria, it is an isolated case and thus its improvement should be addressed via an alternative approach.



39	"The building exhibits haphazard additions, and appears to contain a second floor residential use, which is not permitted in the HB Zone; the sign is deteriorating, and is demonstrative of a general neglect of the property's improvements." (5)	<b>D / Section 3</b>	"This site meets Criterion 'd' of the LRHL, it is our opinion that the site, more importantly, is necessary for the effective redevelopment of the area due to its location adjacent to the large vacant parcel 2." (5)	Aqua Blu (was Nick the Greek at time of study)	There have been significant improvements to this site. The building is now well finished with a very modern and attractive facade. There appears to be no hazardous characteristics to the building's additions and there is no second floor residential use.	In order to meet Criterion "D" site conditions must be "detrimental to the safety, health, moral or welfare of the community." The conditions at the time of the 2003 finding do not seem to rise to this standard and the improved current conditions certainly do not. No other criteria is applicable to this site. The site is no longer needed for the effective redevelopment of the area as the adjacent vacant property does not meet the criteria.
----	---	----------------------	---	--	---	---

Block 794.10						
Lot(s)	2003 Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current Site	2013 Site Conditions	2013 Statutory Criterion
26-27	"Contains a structure originally built in 1942...the use of this structure is difficult to determine from an exterior inspection...The structure is not well maintained; has a boarded-up doorway and does not contain adequate paved parking area." (5)	<b>E</b>	"Exhibits a growing lack of proper utilization, most likely due to the small size, which does not provide adequate parking for most modern office or retail uses." (5-6)	Private Owner (house)	Private home and is currently occupied. Property is well maintained with adequate upkeep. Overall structure is in good condition. Does not seem to mesh with the surrounding lots (between commercial retail and industrial/commercial use). Owner uses space to store large vehicles such as boats and vehicles used to tow the boats. Owner keeps such vehicles to the rear of the site for accessibility and aesthetic purposes.	Site does not meet any of the statutory criteria for redevelopment.
16-21, 28	"This parcel is very shallow (157 +/-') for such a land-intensive use and is ultimately too small for the number of boats that are stored thereon, leaving little space on the site for vehicular parking, or for access throughout the site by emergency vehicles." (6)	<b>D</b>	"Due to the faulty arrangement of the site's layout and the excessive coverage and overcrowding of the outdoor storage component." (6)	Horizon Marine Group-3217 Highway 37 LLC	The parcels are owned by the Horizon Marine Group and are used for boat sales, maintenance, and storage. The marina area is currently underutilized. Site usage seems to fit the area since it supports marine activity. There is no established entrance to the site, paved parking, or pedestrian access. Lack of design and maintenance are observed and no boundaries are given, indicating the neglect of the property.	
10	"Building on this parcel was constructed in 1952, and was severely damaged by a fire in August 2001. The building was not removed or repaired by the owner. The majority of the building's windows are boarded-up. In addition to the deleterious condition of the building on the site, the property has been used by the owner or lessor of the property as a junkyard for trailer and other parts. The site is crowded with uncontained debris and junked trailers. Manufacturing and junk yard uses are not permitted in HB Zone." (6)	<b>D</b>	"Due to its deleterious land use that is detrimental to the safety and welfare of the community." (6)	Trkawayam Properties, LLC	This is the Yamaha/Kawasaki dealership. Business appears to be successful. On all sides of the site, conditions are clean. The use of the lot corresponds to the surrounding marine environment. Marine vehicles exist on the front, rear, and on both sides of the property. Maintenance of the building is in good standing condition, and the owner seems to take care of all necessities. Property abuts water, but there are no concerns about runoff and other environmental factors.	Site does not meet any of the statutory criteria for redevelopment.

7	"Overcrowded with site improvements and outdoor storage...the lot is shallow; only 122+/-' deep. The existing building...[has] insufficient parking in the front yard... and appears to require frequent encroachment into the Route 37 right of way to maneuver out of the parking area, which is a significant safety concern and is indicative of the obsolete layout of the building and improvements on the site." (6)	<b>D</b>	"The parcel contains a significant outdoor storage component, that combined with size of the building in relation to the lot size, results in an overcrowded condition that leaves little room on the site for vehicular parking and truck loading/unloading." (6)	Private Owner (house)	Recently, the property belonged to the Stewart's Root Beer stand and was used as a parking lot for the business. A 7-Eleven convenience store will replace Stewart's Root Beer. However, this lot is not included in the 7-Eleven plans, and may lead to signs of abandonment.	
1-6	"The Stewart's Root Beer use... may be active during the summer months, for the remainder of the year it is inactive. It is a not fully productive use of the Route 37 frontage that could be potentially useful and valuable for contributing more to the general welfare of the community...It is located adjacent to North Lagoon, which makes it a potentially critical component of the redevelopment of this section of Route 37 which makes is [sic] potentially necessary for the effective redevelopment of the area." (6-7)	<b>E/ Section 3</b>	"It is a not fully productive use of Route 37 frontage that could be potentially useful and valuable for contributing more to the general welfare of the community." (6)	Former Stewart's Site-soon to be 7-Eleven	Lot will contain a 7-Eleven, a viable business that will provide a demanded use for the surrounding sites and neighborhoods. 7-Eleven has been working with Toms River Planning Board in seeking approval for development of the site. The plans provide sufficient lighting, pedestrian and vehicle access.	Site does not meet any of the statutory criteria for redevelopment.

<b>Block 854</b>						
<b>Lot(s)</b>	<b>2003 Conditions</b>	<b>2003 Statutory Criterion</b>	<b>Reason(s) for Statutory Criterion</b>	<b>Current Site</b>	<b>2013 Site Conditions</b>	<b>2013 Statutory Criterion</b>
8, 8.01, 16-26	"The buildings on-site are among the oldest in the study area, as is the layout of the site... [the buildings were]...constructed in 1947. The site exhibits functional obsolescence and faulty arrangement of buildings and improvements. In order to provide adequate parking for the motel, restaurant and boat rental uses, the site has been almost completely paved and striped for parking." (7)	<b>D / Section 3</b>	"Parking spaces are striped to, or past the property line on Adams Avenue, creating a safety hazard and deleterious condition whereby vehicles must back into the public right-of-way to park in these parking spaces. For these reasons, Parcel 11, does meet Criterion 'd' of the LRHL. This parcel is also particularly necessary for the effective redevelopment of the area due to its size and Route 37 and bay frontage." (7)	Pier One Motel and Marina; Sushi Restaurant; Ocean County, LLC	Currently on this block there is one parcel owned by Ocean County, LLC. Housed on this lot is a motel and marina, Pier One, and a Sushi Restaurant, Xina. These mixed uses currently do not work well together and there is insufficient parking for the current uses. The buildings and parking are still currently arranged in a manner that is not completely functional as many of the parking lines are drawn into public right-of-way forcing vehicles to endanger others while trying to park.	Site does not meet any of the statutory criteria for redevelopment.

Block 853						
Lot(s)	2003 Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current Site	2013 Site Conditions	2013 Statutory Criterion
3, 15, 20, 38, 40	Parcels 20 & 3: fronting Route 37 East "are vacant and unimproved. The lots may be unimproved due to their shallow shape and configuration. Parcel 13 contains vacant land, owned by a different property owner than Parcel 12. This is parcel is small and shallow...the owner of this parcel does own adjacent Lots 10-14, (Parcel 14)...; Lots 10-14 each contain detached a detached dwelling, that all appear to be occupied. These lots are small, and the uses are non-conforming in the HB Zone." (8) The remaining parcels are small and have different ownership.	E	"The diverse ownership of the lots in Block 853 limits the conversion of small residential uses, vacant land and small commercial uses/lots into one or more uses that are potentially more useful or and valuable for contributing to and serving the public welfare, particularly along the Route 37 corridor. Spontaneous redevelopment of block into larger uses with adequate parking is hindered by the diversity of ownership of the many small lots in the Block. The diversity in ownership and small existing lot sizes creates a stagnant condition of land that that could potentially be more productive." (7-8)	Ocean County, LLC	Currently on Block 853 there is still a diversity of ownership. On the western section of this block there is vacant and unimproved land bordering Route 37 (Parcels 12, 13 and 19), which are owned by Ocean County, LLC. Parcels 18 and 20 are currently owned by Pisces Property and currently house a restaurant and vacant land that is also unimproved upon. There are also several detached dwellings on this block (Parcels 15, 16, and 17) which are private homes that face Adams Avenue that all have different owners.	Site does not meet any of the statutory criteria for redevelopment.
5,7		E		Ocean County, LLC		
10-14		E		Ocean County, LLC		
9		E		Private Owner (house)		
32		E		Private Owner (house)		
33		E		Private Owner (house)		
37		E		Pisces Property Management, LLC		
39		E		Ocean County, LLC		
41		E		Pisces Restaurant, Pisces Property Management, LLC		

Block 852						
Lot(s)	2003 Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current Site	2013 Site Conditions	2013 Statutory Criterion
32	"The awkward arrangement/combination of the building and motel, the shared parking area between the uses and the age of the structure make reuse of the front commercial building unattractive to all but the lowest-end uses, and does not foster reinvestment." (8)	D / Section 3	"The property as a whole exhibits functional obsolescence and faulty layout and design...This parcel is also particularly necessary for the effective redevelopment of the area given its location proximate to Parcels 22 and 23." (8)	Sun and Sands Motel; Wicker & Things; Pampered Pets; Shria Holdings, LLC	From conducting two thorough investigations, the site currently exhibits poor design in terms of parking layout (lack in handicap accessibility), building layout (spacing between motel and carpet store, setbacks from highway), pedestrian and vehicle accessibility to surrounding neighborhood (limited amount of curb cuts, narrow sidewalks, poor lighting). Landscape is minimal raising concern towards overall property management/maintenance, leading to lowering property values, discouraging private investment, discouraging promising business in the foreseeable future. Property is currently for sale. All conditions lead towards redevelopment of the site.	



Block 1077						
Lot(s)	2003 Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current Site	2013 Site Conditions	2013 Statutory Criterion
1-2	"The motel has been minimally updated since that time [1960], and the buildings are deteriorating. The easternmost building was recently demolished. The buildings and other site improvements such as the in-ground pool are outdated, and have become dwellings during the off-season, and possibly during the summer season, as well. The grounds of the motel complex are not well-maintained and contain debris and weeds." (8-9)	<b>D</b>	"Obsolescence of structures and improvements thereon, that detract from the visual and functional character of the Route 37 corridor." (9)	Pine Rest Motel, C Seaside Heights Hospitality, LLC	Currently owned and operated by the Pine Rest Motel and Seaside Heights Hospitality. Parking is insufficient and access to surrounding neighborhood is lacking. Layout of the site is obsolete: parking is concentrated in the front and large curb cuts expose pedestrians to moving vehicles. There is a lack of landscaping and permeable surface. Buildings look run down and very low quality for those using the structure" On-site parking appears very narrow and not k	
3	"Vacant since at least 1940...and is currently wooded. This parcel has received development approval from the Planning Board for a mini-warehouse storage use within the past year." (9)	<b>E</b>	"Improvements have not yet been constructed, and due to the site's unproductive condition thus far." (9)	Smart Stop Self-Storage, SSTI 3200 Route 37 E LLC	Currently owned and occupied by an established business, Smart Stop-Self Storage. The building looks fairly new and well maintained. The site seems to take into consideration water management and stormwater runoff. Onsite circulation for pedestrians and vehicles and access to the surrounding neighborhood and Route 37 are well established. Environmentally, the business/building is aware of the wetlands to the east of the property and they have included solar panels on the structure.	Site does not meet any of the statutory criteria for redevelopment.

Block 1079.01						
Lot(s)	2003 Conditions	2003 Statutory Criterion	Reason(s) for Statutory Criterion	Current Site	2013 Site Conditions	2013 Statutory Criterion
1	"The lots in this block are generally better proportioned than those in the remainder of the study area... although non-conforming uses, are generally larger and better-maintained than those on Block 853, as well, and are less disposed toward assembly and reuse for commercial purposes." (9)	<b>E / O / Section 3</b>	"Given the foregoing factors and the end position of this block in the study area, it is recommended that this block be omitted from the redevelopment area... [unless] necessary for the effective redevelopment of the area." (9)	Private Owner (home)	Site currently is occupied and shared by a fully-operating motel, watersports rental shop, and restaurant. All businesses seem to be well-kept. Site is mostly free of trash and the beach is clean. Issues can be found with the excessive amount of curb cuts to the west of the lots along Douglas St. and the lack of lighting at night in the parking lot. Access by vehicles and pedestrians is sufficient, but a sidewalk is not provided on the western and eastern sections of the site. Landscaping could be added, but is not a valid reason to redevelop site.	Site does not meet any of the statutory criteria for redevelopment.
2,4		<b>E / O / Section 3</b>		3112-3116 Toms River LLC		
6		<b>E / O / Section 3</b>		3100 Toms River LLC @Wick Companies		
11		<b>E / O / Section 3</b>		Coreland Property Group LLC		
13		<b>E / O / Section 3</b>		Private Owner (home)		
14-15		<b>E / O / Section 3</b>		Private Owner (home)		
16		<b>E / O / Section 3</b>		Private Owner (home)		

## MARKET AND HOUSING ANALYSIS

### I. INTRODUCTION

The purpose of the Market and Housing Analysis is to determine the most viable development opportunities within the plan area (designated in 2003 as the “Route 37 Corridor: Fischer Boulevard to Barnegat Bay Redevelopment Area”). Office development potential was not studied in this analysis. The assessment consists of four related sections including 1) a demographic and socio-economic analysis, 2) an existing industry/business analysis, c) a future industry/business potential analysis and 4) a housing analysis. Key findings and takeaways are presented within each section. The overarching key findings are as follows:

- The plan area is located within a large, strong middle to upper middle class market within which family households and retirees form an above average share of the market.
- In order to support the full redevelopment of the plan area by strictly retail uses a high capture rate would be required. A mix of uses is, therefore, proposed to achieve best success and full market absorption of new developments in the plan area. Residential development, for example, is another highly recommended proposed use. This diversification will help to enhance the economic resilience of the area.
- The plan area has the potential to become a destination area based around marine oriented recreational/entertainment, retail and dining opportunities.
- Within the plan area, commercial developments would be best located immediately along the highway frontage or on lots that take advantage of water frontage. The most viable commercial developments will continue to be in the sectors already represented in the area and surrounding highway stretch, including retail, food services and accommodations.
- Based on existing leakage of sales outside the trade area, the sectors with the best opportunities for growth are: *Other General Merchandise Stores, Gasoline Stations, Limited Service Eating Places, Health & Personal Care Stores, Special Food Services, and Food Services and Drinking Places*. Opportunities also exist for *Sporting Goods/Hobby Retail* and *Clothing & Clothing Accessories Stores*.
- Within the plan area, there is potential for residential development in lots with waterfront views. There will be healthy demand for housing as the number of households in Toms River continues to grow and as the housing market recovers. High value is placed on waterfront homes as reflected in current market values and thus housing developments in the plan area should be competitive and absorbed in the market with relative ease. Current market mix suggests that single family detached units or tasteful condominiums would be most successful.

Analysis was conducted at several geographic scales around the plan area, including the established boundaries of the three census tracts that comprise the plan area (Census Tracts 72350, 72340 and 72330), Toms River Township and Ocean County. A Primary Trade Area and Secondary Trade Area for the plan area were also defined. According to Phillips Preiss Shapiro Associates (2005), the firm that developed the Downtown Toms River Vision and Master plan, the Primary Trade Area is “an area within which residents and workers may easily travel for convenience shopping such as grocery stores, drug stores, errands, and perhaps to grab a simple bite to eat or sit in a café” while the Secondary Trade Area “encompasses the distance people are willing to travel for comparison shopping, destination retail, and fine dining” (p. 2.3). Residents of the Primary and Secondary Trade Areas are expected to form the market base for economic activity in the plan area and are, therefore, the focus of the market analysis.



The Primary Trade Area is defined by a 10 minute drive radius around the plan area. Geographically, the Primary Trade Area is largely confined within Toms River and covers about half of the Township. In 2010, the Primary Trade Area consisted of 50,982 persons and 18,117 households, equivalent to 56% of the population and 52% of the households of Toms River Township (ESRI, 2013 c). The Secondary Trade Area is defined by a 20 minute drive radius around the plan area.



Geographically, the Secondary Trade Area encompasses and significantly spills outside of Toms River, particularly to the south. The Secondary Trade Area consists of 253,878 persons and 99,921 households, equivalent to 278% of the population and 287% of the households of Toms River Township (ESRI, 2013 c).

Data on a 5 minute and 15 minute drive radius around the plan area are at times included in the analysis to help understand the immediate surroundings of the plan area and the gradient/transition between the Primary and Secondary Trade Areas. The boundaries of 5 minute drive radius roughly match the three census tract boundaries that comprise the plan area. The delineation of Toms River Township, the Primary and Secondary Trade Areas and the supplementary 5 minute and 15 minute drive radii are shown in the Figure 1-1 below.

## II. DEMOGRAPHIC AND SOCIO-ECONOMIC ANALYSIS

Demographic and socio-economic data describe pertinent characteristics of populations in geographic areas. Such data helps communities understand their true identity. In addition to being important in their own right, demographic and socio-economic analyses provide an important basis for understanding the market and development opportunities within an area, including the types of goods and services a particular population base will most likely demand and their ability to purchase those goods and services.

Over the 21st Century there has been a great amount of change in the characteristics of Toms River's population; this analysis, however, focuses on present day conditions including population size and density, age, race, household type, income and occupation. Not all data is provided for all geographic scales of analysis.

### KEY FINDINGS AND TAKEAWAY

- ***The plan area is located within a large, attractive market***

As measured by its population size, Toms River Township is one of the largest markets in New Jersey and continues to grow. Population density in the Township is also high, further enhancing the market, especially for retail. Both the Primary and Secondary Trade Areas are predominately middle and upper middle class communities, with the Primary Trade Area in particular representing an attractive market.

- ***There may be targeted opportunities for businesses catering to the demands of retirees and family households***

The demographic within the Primary and Secondary Trade Areas is characterized by a large population of seniors (65+), reflective of its strong retiree communities. This demographic has special demands, especially within the health care and services sector which may represent opportunities for business development in the plan area. Despite the retiree population falling within the lowest income bracket when assessed by age cohort, their income still fits comfortably within the middle class bracket, making them an attractive target market. 75% of households in the Primary Trade Area are family based households and more than a third of those households have children. This share of family households is appreciably larger than that for the State and represents an opportunity for businesses catered to family oriented activities and services.

- ***The plan area market does not present a strong opportunity for ethnically based businesses***

The Primary and Secondary Trade Areas as well as Toms River are significantly less diverse than the State with all minority groups highly under-represented.

- ***Businesses within the plan area that help close the occupation/employment gap in Toms River should be encouraged***

Most persons residing in Toms River are employed within the *Education, Healthcare, and Social Services* sector and have to commute outside of Toms River for work. The results of the demographic and socio-economic analysis (and the future industry/business potential analysis presented later) indicate an opportunity within the plan area market for businesses at least within the health sector which could help to provide more desired jobs locally.

## **DATA AND ANALYSIS**

### **i. Population Size**

#### ***Total Population (2010)***

Understanding population size and trends is important for communities to plan for important needs including housing, infrastructure and social services. In addition, population size provides basic insight into the market size of a locality; the other important factor is income or purchasing power (University of Wisconsin Cooperative Extension, 2011). In general, bigger populations equate to bigger local markets. In fact, using the Population Threshold Method of assessing market demand, rule of thumb ratios can be applied for the number of businesses that a population base can support within a certain sector (University of Wisconsin Cooperative Extension, 2011).

Ocean County's population was 576,567 in 2010 making it the 6<sup>th</sup> most populated county in the state of New Jersey (U.S. Census Bureau, 2010 b). Toms River's

population (91,239) was the 8<sup>th</sup> largest in the State by municipality, behind Newark, Jersey City, Paterson, Elizabeth, Edison, Woodbridge Township and Lakewood Township (U.S. Census Bureau, 2010 b). Therefore, both Ocean County and Toms River represent big local markets within the State.

The Primary Trade Area consists of 50,982 persons and 18,117 households, equivalent in magnitude to 56% of the population and 52% of the households of Toms River Township (ESRI, 2013 a). The Secondary Trade Area consists of 253,878 persons and 99,921 households, equivalent in magnitude to 278% of the population and 287% of the households of Toms River Township (ESRI, 2013 a).

	plan area Census Tracts (Total)	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	Toms River	Ocean County
<b>Total Population</b>	6,857	50,982	253,878	88,791	576,567

*Table 2-1. Total 2010 population across all geographies. Source: U.S. Census Bureau, 2010 b; ESRI, 2013 a.*

#### ***Population Growth (2000 - 2010)***

Over the ten year period (2000 – 2010), both Ocean County and Toms River experienced growth; Ocean County grew by 12.8% and Toms River by 1.7%. Over the same period households in Toms River grew by a faster rate of 3.7% reflective of the decrease in the average household size over the period (Ocean County Department of planning, 2013 a; U.S. Census Bureau, 2010 b). This positive growth trend in total population and number of households will no doubt translate into growing community needs of the sort already discussed, but will also translate into growing local markets which present opportunities for commercial and residential development.

#### ***Population Density (2010)***

Higher population densities tend to provide better markets, particularly for retail. New Jersey is the densest state in the country. Within the State, densities of municipalities range from a high of 51,810 persons/square mile to a low of 12 persons/square mile in rural towns (USA.com, 2013a). Population density in Toms River is 2,180 persons/square mile, ranking it 288<sup>th</sup> among municipalities in the State (about midrange). Population density in the plan area census tracks is slightly lower at 2,012 persons/square mile and at the County level is far lower at 630 persons/square mile (USA.com, 2013a).

	plan area Census Tracts (Average)	Toms River	Ocean County
<b>Population Density (Persons/square mile)</b>	2,012	2,180	630

*Table 2-2. Population Density (2010) within the plan area census tracts, Toms Rivers and Ocean County. Source: USA.com, 2013.*

## ii. Age of Population (2010)

Except for the Primary Trade Area, all of the geographies under analysis are characterized by a population that is generally older than the State; this is reflected in an older median age as well as a higher percentage of persons in the 65+ age cohorts. These geographies have median ages ranging from 41 years to 44 years compared to the State's median age of 39 years (see Table 2-3; U.S. Census Bureau, 2010 a). The percentage of population in the 65+ age cohort ranges from 16% (for the census tracts and Toms River) to 22% (for the Secondary Trade Area) compared to 14% for the State (U.S. Census Bureau, 2010 a). As one moves from the Primary to the Secondary Trade area, the population gradually becomes older. This reflects Toms River and Ocean County, more generally, becoming desirable retirement communities.

	plan area Census Tracts (Average)	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	Toms River	Ocean County	NJ
<b>Median Age (2010)</b>	41	39	44	43	43	39

**Table 2-3.** Median age (2010) across all geographies. Source: U.S. Census Bureau, 2010 a.

Table 2-4 and 2-5 below provide a more detailed look at the distribution of age cohorts in the geographies. Distribution of age cohorts is important because different age cohorts inherently have different needs and demands, including demands for goods and services in the market. The majority of the population lies within age groups; 25-34, 35-44, 45-54, and 55-64, the most lying within the 45-54 age cohort. Together these cohorts basically represent the working age population. Again, all geographies except the Primary Trade Area are characterized by a larger percentage of the population in the retirement age cohorts as compared to the State (ESRI, 2013 c).



Age	plan area Census Tracts (Total)	%	Toms River	%	Ocean County	%
Under 5	364	5.3%	4,559	5.1%	38,906	6.7%
5 -9	336	4.9%	5,034	5.7%	37,499	6.5%
10-14	354	5.2%	5,847	6.6%	36,372	6.3%
15-19	416	6.1%	6,020	6.8%	34,785	6.0%
20-24	375	5.5%	4,905	5.5%	30,652	5.3%
25-34	842	12.3%	9,481	10.7%	61,018	10.6%
35-44	937	13.7%	11,883	13.4%	66,714	11.6%
45-54	1,162	16.9%	14,435	16.3%	78,571	13.6%
55-64	1,001	14.6%	11,779	13.3%	70,946	12.3%
65-74	591	8.6%	7,349	8.3%	58,214	10.1%
75-84	343	5.0%	5,323	6.0%	43,280	7.5%
85 and Older	136	2.0%	2,176	2.5%	19,610	3.4%

*Table 2-4. Age distribution within the plan area census tracts, Toms Rivers and Ocean County. Source: U.S. Census Bureau, 2010 a.*

Age	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	NJ
0-18 yrs.	22.9%	21.3%	23.5%
18+ yrs.	77.1%	78.7%	76.5%
25 – 64 yrs.	56.1%	49.1%	54.3%
65 + yrs.	12.0%	22.2%	13.5%

*Table 2-5. Age distribution within the Primary and Secondary Trade Areas as compared to New Jersey State. Source: ESRI, 2013 a.*

## 1. Race & Ethnicity (2010)

The plan area census tracts, Primary Trade Area, Secondary Trade Area, Toms River and Ocean County are all significantly less diverse than the State with populations that are about 90% White as opposed to 69% for the State. All minority groups are highly under-represented as compared to the State; however, Hispanics remain the largest minority group in these areas (see Table 2-6; U.S. Census Bureau, 2010 c).

	plan area Census Tracts (Total)	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	Toms River	Ocean County	NJ
<b>White</b>	88.8%	89.7%	90.2%	83.0%	84.0%	68.6%
<b>Black</b>	1.5%	2.6%	3.4%	2.6%	2.9%	13.7%
<b>Hispanic</b>	6.0%	8.9%	8.5%	7.4%	7.6%	17.7%
<b>Asian</b>	1.5%	3.5%	2.3%	3.4%	1.6%	8.3%

*Table 2-6. Race and ethnicity (2010) across all geographies. Source: U.S. Census Bureau, 2010 c.*

## 2. Household Size and Type

The average household size in the Primary Trade Area (2.78) is larger than that of the State (2.68), whereas the average household size in the Secondary Trade Area (2.51) is smaller than that of the State (ESRI, 2013 a). As one moves from the Primary to Secondary Trade area the household size progressively gets smaller. This decrease in household size means that equal increases in population would generate higher demand for housing in the Secondary Trade Area.

This pattern reflects the gradual increase in the percentage of 1 person households (likely related to the considerable increase in 55+ age householders) and the gradual decrease in family households as one moves from the Primary to Secondary Trade Area (ESRI, 2013 a).

The Primary Trade Area has less 1 person households than the State (20.4% versus 25.2%) but more family households (74.5% versus 69.3%). Conversely, the Secondary Trade Area has more 1 person households (28.9%) than the State and less family households (66.5%). Finally, the Primary Trade Area has the same share of all households with children as the state (~35%) while the Secondary Trade Area has an appreciably less share (28%) (ESRI, 2013 c).

Household Size and Type	Primary Trade Area (10 min drive radius)	15 min Drive Radius	Secondary Trade Area (20 min drive radius)	NJ
Household size	2.78	2.62	2.51	2.68
1 Person households	20.4%	24.9%	28.9%	25.2%
Family households	74.5%	70.4%	66.5%	69.3%
Husband-wife families	57.1%	54.5%	52.0%	51.1%
Husband-wife with own children	24.5%	21.5%	19.5%	23.3%
All households with children	35.9%	31.3%	28.1%	35.0%
% Householders 55+	42.0%	50.2%	55.0%	41.8%

**Table 2-7. Household Size and Type within the Primary and Secondary Trade Areas as compared to the state, New Jersey. Source: ESRI, 2013 c.**

### 3. Income (2010)

Income is typically measured on a per capita (per person) as well as per household basis. Income is a measure of purchasing power and in addition to sheer population size provides insight into the market size and mix a population can support. Persons and households can be placed into various socio-economic brackets based on their income levels. The middle class is the target for consumerism; the middle class continuously spends money whereas the lower class tends to save, if possible, to gain upward mobility and the upper class tends to save money and spend on larger items that the average person does not consume.

The “middle class” in the United States ranges from the working class (blue collar workers) on the low end of the spectrum to the upper-middle class (typically high-level white collar workers) on the high end of the spectrum with the lower-middle class (typically lower-level, white-collar workers) somewhere between the two. Above the “middle class” are persons who earn in the top 5 percent and top 1 percent of all workers in the country (Francis, 2012).

Currently, persons earning between \$32,500 and \$60,000 per year fall into the lower-middle class, while households that earn above \$100,000 per year fall into the upper-middle class. The top “5 percent” consists of persons earning more than \$150,000 per year, while the top “1 percent” consists of persons earning more than \$250,000 per year (Francis, 2012).

Table 2-8 summarizes the performance of Ocean County, Toms River, the Primary and Secondary Trade Areas and the census tracts comprising the plan area on various income measures. The data shows that all geographic areas have lower per capita and average household incomes than the State. The same is true with

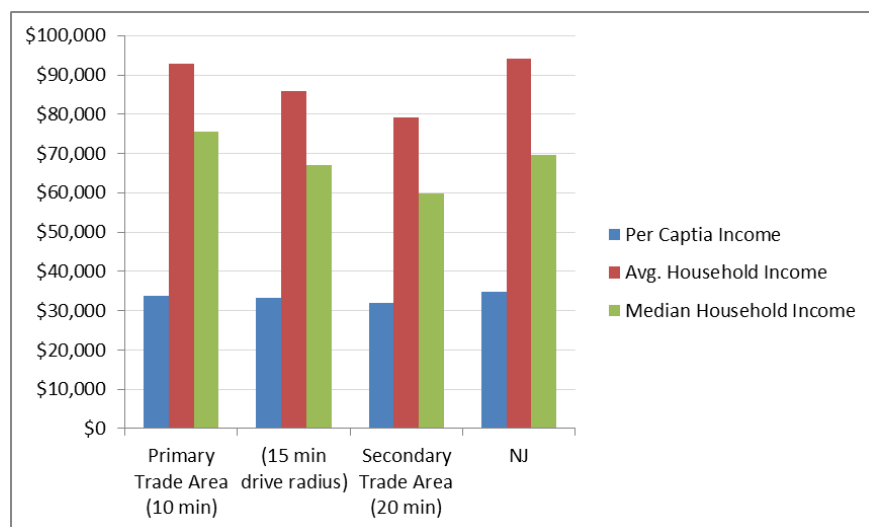
respect to the median household income, except for the Primary Trade Area which actually performs better than the State on this measure. Within the State, Ocean County ranks 16<sup>th</sup> of 21 counties on per capita income while Toms River ranks about midscale among municipalities (USA.com, 2013b). Among the geographic areas, the Primary Trade Area performs best on all measures of income followed by Toms River, the Secondary Trade Area and finally the County.

The Primary Trade Area, therefore, represents a particularly attractive market. The Primary Trade is predominately middle class with a solid 19% of households falling into the upper-middle class bracket, 7% falling into the top “5 percent” and about another 5% falling into the top “1 percent” (ESRI, 2013 d). While the Secondary Trade Area is not as high earning, it is still a robust middle and upper middle class market.

Income Measures	plan area Census Tracts (Average)	Primary Trade Area (10 min drive radius)	15 min drive radius	Second Trade Area (20 min drive radius)	Toms River	Ocean County	NJ
Per capita income (2012)	\$30,117	\$33,846	\$33,132	\$31,894	\$33,031	\$29,788	34,885
Median household income (2012)	\$68,866	\$75,483	\$66,959	\$59,762	\$61,634	\$59,312	\$69,667
Median household income for householder 55+ (2012)		\$62,390	\$53,791	\$47,013			\$56,426
Avg. household income		\$92,905	\$85,764	\$79,237	\$83,084	\$75,982	94,083

**Table 2-8.** *Income (2012) across all geographies. Sources: U.S. Census Bureau, 2012; ESRI, 2013 a, d.*





**Figure 2-1.** Income in the Primary Trade Area (10 min drive radius), 15 minute drive radius and Secondary Trade Area (20 min drive radius) as compared to New Jersey state.

Source: ESRI, 2013 d.

### Median Income by Age Cohort

To understand the relative purchasing power of different age groups, the median income of major age cohorts is examined (see Table 2-9). As expected, the most money is earned within the ages of 25 and 64 which represent the working population old enough to have obtained a Bachelors and even Master's degree and workers with more experience. Also as expected, the 45-64 age cohort is the highest earning as its workers are in the latter stages of their careers and would generally have acquired the most qualifications and experience. The 65 and older cohort consists mainly of retirees with limited incomes and is, therefore, understandably the lowest earning group. None the less, retirees in Ocean County, Toms River and the plan area census tracks earn enough to rank within the lower middle class.

	plan area Census Tracts (Average)	Toms River	Ocean County
Less than 25	N/A	\$63,300	\$43,492
25 -44	\$61,311	\$75,908	\$68,040
45-64	\$95,228	\$87,100	\$76,621
65 and Older	\$40,346	\$49,201	\$36,983

**Table 2-9.** Median income by age cohort within the plan area census tracts, Toms Rivers and Ocean County. Source: U.S. Census Bureau, 2012.

#### 4. Occupation (2010)

The occupations of persons living within Ocean County, Toms River, and the plan area census tracts are presented in Table 2-10 (U.S. Census Bureau, 2012). The distribution across sectors is highly uneven, but a similar pattern of concentration is observed across geographic units. Most persons in Toms River work within the industries of *Education, Healthcare, and Social Services; Retail Trade; Professional, Scientific, and Management, and Administrative and Waste Management Services; and Construction*.

Industry of Occupation (by NAICS classification)	plan area Census Tracts (Total)		Toms River		Ocean County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Agriculture, forestry, fishing and hunting, and mining	0	0.0%	219	0.5%	1,301	0.5%
Construction	292	8.3%	3,999	<b>9.2%</b>	19,516	8.0%
Manufacturing	274	7.8%	2,536	5.8%	14,013	5.8%
Wholesale trade	161	4.6%	1,134	2.6%	7,531	3.1%
Retail trade	440	12.5%	6,568	<b>15.1%</b>	32,291	13.3%
Transportation and warehousing, and utilities	98	2.8%	1,591	3.7%	12,605	5.2%
Information	64	1.8%	1,119	2.6%	6,690	2.8%
Finance and insurance, and real estate and rental and leasing	260	7.4%	2,695	6.2%	14,636	6.0%
Professional, scientific, and management, and administrative and waste management services	505	14.3%	4,041	<b>9.3%</b>	24,244	10.0%
Educational services, and health care and social assistance	802	22.7%	11,462	<b>26.4%</b>	66,051	27.2%
Arts, entertainment, and recreation, and accommodation and food services	332	9.4%	3,336	7.7%	19,183	7.9%
Other services, except public administration	92	2.6%	2,046	4.7%	11,803	4.9%
Public administration	212	6.0%	2,747	6.3%	13,186	5.4%

**Table 2-10. Occupation (2010) within the plan area census tracts, Toms Rivers and Ocean County. Source: U.S. Census Bureau, 2010 d.**

An important concern of local planners is the huge mismatch between the occupations of Toms River residents and the availability of suitable jobs locally which forces a large scale pattern of daily commuting outside of the Township (J. Lynch and E. Stahl, personal communication, September 26, 2013). This problem is evidenced in the employment data. As an example, the three largest employers in Toms River and their number of employees is provided in Table 2-11 below (Ocean County Department of planning, 2013 b.). All top three employers fall within the *Education, Healthcare, Social Services* sector and together provide 7,219 jobs in Toms River (some employment numbers include company jobs in other municipalities as noted in the table). There are, however, 11,656 Toms River residents employed within that sector, meaning that at least 4,000 plus persons occupied in that sector alone commute outside the Township for work.

Employers	Number of Employees	Industry
St. Barnabas Health Care	4,534 (includes jobs based in Lakewood and Manchester Townships)	Health Care
Toms River Regional School District	2,185 (includes jobs based in South Toms River, Beachwood, Pine Beach Boroughs)	Education
Ocean County College	500	Education

*Table 2-11. Top Employers within Toms River, NJ. Source: Ocean County Department of planning, 2013 b.*

***Ocean County: Occupation Projections (2010-2020)***

Occupation	2010	2020	% Change
Management	6,100	6,650	8.9
Business and Financial Operations	4,800	5,200	8.8
Computer and Mathematical	1,000	1,250	<b>22.6</b>
Architecture and Engineering	2,200	2,250	1.6
Life, Physical, and Social Science	500	550	13.6
Community and Social Services	2,250	2,550	14.3
Legal	1,300	1,450	11.8
Education, Training and Library	1,440	15,350	6.8
Arts, Design, Entertainment, Sports, and Media	1,300	1,450	10.5
Healthcare Practitioners and Technical	12,350	14,250	<b>15.3</b>
Healthcare Support	7,750	9,150	<b>18.2</b>
Protective Service	3,800	3,800	0
Food Prep and Serving Related	15,650	18,100	<b>15.8</b>
Building & Grounds Cleaning and Maintenance	6,200	6,850	10.4
Personal Care and Service	10,800	12,750	<b>18.2</b>
Sales and Related	20,400	22,200	8.8
Office Administrative Support	29,00	31,250	7.9
Farming, Fishing, and Forestry	50	50	12
Construction and Extraction	7,200	9,150	<b>27</b>
Installation, Maintenance, and Repair	6,750	7,900	7.2
Production	4,350	4,350	0
Transportation and Material Moving	7,800	8,650	10.5

On the county basis, the top growing occupations are in *Construction; Computers and Mathematical* fields; *Personal Care and Service; Healthcare Support; Food Preparation and Serving; and Healthcare Practitioner and Technical* fields (State of New Jersey, Department of Labor and Workforce Development, 2012 a). Most of these are sectors that require advanced training, including tertiary education. This shows that the population of the county is becoming more educated and increasing in skills. The growth in construction shows that the county is growing/becoming more developed.

***Table 2-12. Ocean County occupation projections (2010-2020). Source: State of New Jersey, Department of Labor and Workforce Development, 2012 a.***



### III. EXISTING INDUSTRY/BUSINESS ANALYSIS

The industry composition within Toms River Township, the Primary Trade Area of the plan area, the Route 37 Corridor and the plan area itself were studied to understand what types of industries/businesses are currently supported by the market. Industry profiles are based on the North American Industry Classification System (NAICS).

#### **Key Findings and Takeaway**

At all levels of geographic analysis, including Toms River, the Primary Trade Area and the Route 37 Corridor, a small, steady set of industries dominate the landscape. These dominant industries include *Retail; Health Care and Social Assistance; Professional, Scientific, and Technical Services; Other Services, except Public Administration; Construction; and Administrative & Support & Waste Management & Remediation Services*. The persistent dominance of these sectors indicates that the demographics of the market area are suitable to support these industries. As expected along a major highway, *Retail* dominates along Route 37 and this is reflected in the plan area portion of the corridor.

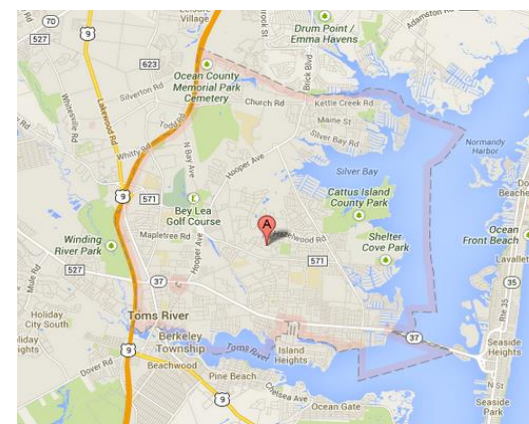
In the plan area, the market currently supports a mixture of retail, but the most successful appears to be the small cluster focused on home furnishings, building materials and supplies in which there has been recent expansion and upgrading. Accommodation and food services industries are equally as dominant in the plan area and represent a second cluster. The food services businesses also appear to be doing well and have too recently experienced expansion and upgrades. The accommodations sector, however, appears to be relatively stagnant with no obvious recent upgrades or expansion where room for such exists and would be beneficial to those businesses and the overall area. A third cluster in the plan area is the businesses that specialize in boating and watercraft sales and services. Much of the activity and land use associated with this cluster appears to be in dry dockage and storage. While this appears to be a viable business activity, it is not the highest and best use for the area. Marine oriented business activity should be encouraged in the area, but focused on maximizing development and use of the many existing marina facilities that are currently underutilized.

## DATA AND ANALYSIS

### i. Toms River

Table 3-1 shows the breakdown of industries/businesses in Toms River, NJ (U.S. Census Bureau, 2011 a). Specifically, this table only accounts for the section of Toms River in zip code 08753; this encompasses the section of Toms River between the Garden State Parkway and the barrier island, which contains the Route 37 plan area under analysis (see Figure 3-1).

NAICS Industry Code	Industry Code Description	Total Establishments	%
-----	Total for all sectors	1,758	100.0%
11----	Forestry, fishing, hunting, and Agriculture Support	2	0.1%
22----	Utilities	5	0.3%
23----	Construction	192	10.9%
31----	Manufacturing	21	1.2%
42----	Wholesale trade	30	1.7%
44----	Retail trade	310	17.6%
48----	Transportation and warehousing	29	1.7%
51----	Information	22	1.3%
52----	Finance and insurance	95	5.4%
53----	Real estate and rental and leasing	68	3.9%
54----	Professional, scientific, and technical services	226	12.9%
55----	Management of companies and enterprises	6	0.3%
56----	Administrative and Support and Waste Management and Remediation Services	107	6.1%
61----	Educational services	19	1.1%
62----	Health care and social assistance	234	13.3%
71----	Arts, entertainment, and recreation	31	1.8%
72----	Accommodation and food services	164	9.3%
81----	Other services (except public administration)	195	11.1%
99----	Industries not classified	2	0.1%



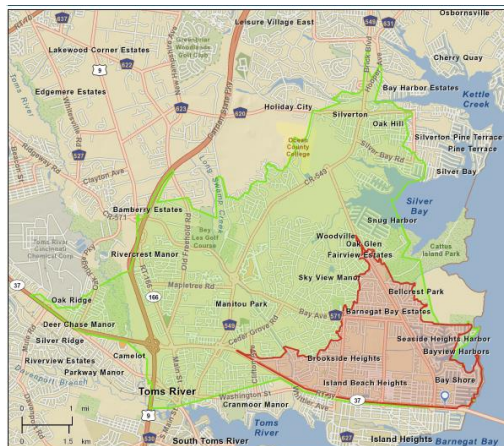
**Figure 3-1. Boundary of zip code 08753, Toms River, NJ**

**Table 3-1. Breakdown of industries in zip code 08753 Toms River. Source: U.S. Census Bureau, 2011 a.**

There are only 5 industries that on their own make up 10% or more of the total industrial composition. These dominating industries are *Retail* (18%); *Health Care and Social Assistance* (13%); *Professional, Scientific, and Technical Services* (13%); *Other Services, except Public Administration* (11%); and *Construction* (11%).

## II. PRIMARY TRADE AREA OF THE PLAN AREA

The entire Primary Trade Area of the plan area (defined by a 10 minute drive radius) as well as a subarea of the Primary Trade Area (defined by the 5 minute drive radius) were analyzed. The boundaries of these areas are shown in Figure 3-2.



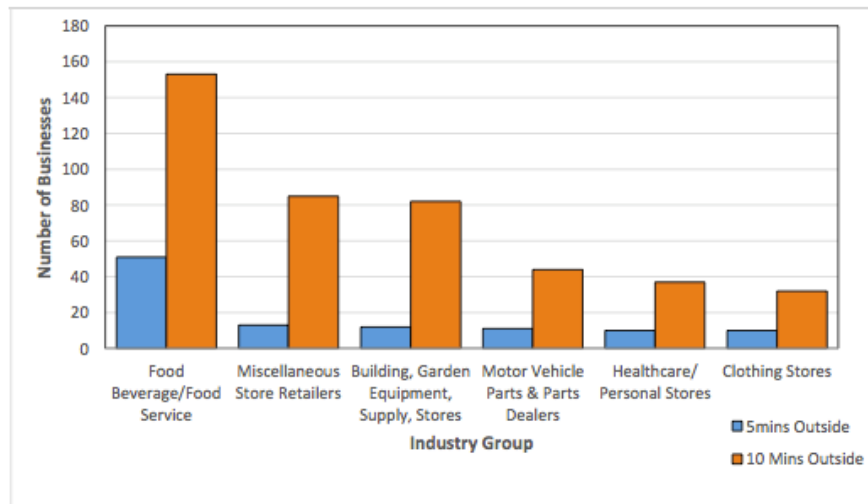
**Figure 3-2.** Boundaries of the Primary Trade Area (10 minute drive radius; green) and the 5 minute drive radius (red). Source: ESRI Business Analyst Online, 2013.

There are a total of 813 businesses within the 5 minute drive radius and 3,743 businesses within the wider Primary Trade Area. Like the Township, there are only 5 industries that on their own make up 10% or more of the total industrial composition. The dominant industries in both areas are the same and are very reflective of the pattern at the Township level (see Table 3-2; ESRI, 2013 b). The one exception is the *Administrative & Support & Waste Management & Remediation Services* sector which shows up in the Primary Trade area in replace of the *Other Services, except Public Administration* at the Township level.

Industry (NAICS Code)	5 Minute Drive Radius		Primary Trade Area (10 min drive radius)	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Construction	483	12.9%	1,139	14.4%
Retail Trade	499	13.3%	1,020	12.9%
Professional, Scientific & Tech Services	547	14.6%	1,043	13.2%
Administrative & Support & Waste Management & Remediation Services	545	14.6%	1,189	15.0%
Health Care & Social Assistance	381	10.2%	856	10.8%

**Table 3-2.** Dominant industries in the Primary Trade Area (10 minute drive radius) and 5 minute drive radius subarea. Source: ESRI, 2013 b.

The absolute abundance of the 6 dominating *Retail Trade* subsectors within the 5 minute and 10 minute drive radii are compared in Figure 3-3. On a relative basis, while not depicted in the graph, one important observation is the decline in the representation of the *Food and Beverage Stores/Food Services and Drinking Places* subsectors which together fall from 38% in the 5 minute drive radius to 27% in the 10 minute drive radius.

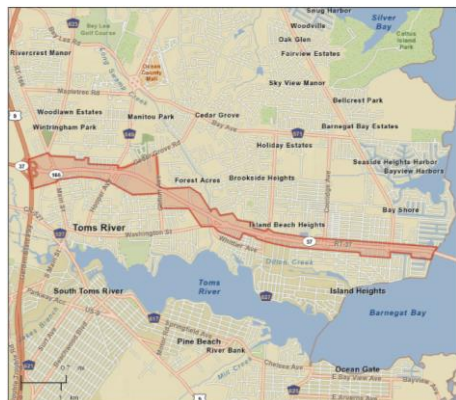


**Figure 3-3.** Absolute abundance of the 6 dominant retail trade industries within the 5 minute and 10 minute drive radii. Source: ESRI, 2013 b.



### iii. Route 37 Corridor

There are approximately a total of 421 businesses within a 1 block radius of the section of the Route 37 Corridor stretching from the Garden State Parkway to the bridge to Seaside (*ESRI, 2013 b*). A map of this area is included as Figure 3-4.



**Figure 3-4.** One block radius of the section of the Route 37 Corridor stretching from the Garden State Parkway to the bridge to Seaside. Source: ESRI Business Analyst Online, 2013.

The dominant industries along the Route 37 Corridor are also very reflective of the pattern at the Township level. The 5 dominating industries are *Retail* (17%); *Construction* (13%); *Administrative, Support, Waste management and Remediation Services* (13%); *Other Services, except Public Administration* (12%); and *Professional, Scientific, and Technical Services* (11%) (*ESRI, 2013 b*). These are basically the same industries that dominate at the Township level. Health Care and Social Assistance is the one dominant industry at the Township level that is under-represented along the Corridor, with only 6.5% of the business activity compared to 13% for the Township.

### iv. Route 37 Corridor plan area

The following table lists all of the businesses within the Route 37 plan area as determined using data from Reference USA and field observations. It highlights each company's operating status. There are a total of 25 businesses associated with the area of which 16 were confirmed to still be open; the status of 3 businesses is unknown.

Company Name	Address (unverified)	Operating Status	Notes
Advanced Roofing	3400 Route 37 E	Closed	Phone disconnected
Aqua Blue Kitchen & Cocktails	3411 Route 37 E	Open	Recent major renovations
Ava's On The Bay	3430 Route 37 E	Closed	
Carols Antiques & Collectables	3112 Route 37 E	Unknown	
Carpet City USA	3324 Route 37 E # 4	Closed	Phone disconnected
Classic Kitchens	3315 Route 37 E	Open	Company name is 4 Mica Works
For Your Nails Only	3100 Route 37 E	Open	
H & L Systems Inc	3112 Route 37 E	Open	
Home Sweet Homes	3400 Route 37 E	Open	
Horizon Marine Group	3217 Route 37 E	Open	
Lee Restaurant Group (known as Xina Restaurant)	3430 Route 37 E	Open	
Lucky Express Transportation Inc	3417 Adams Ave	Unknown	
Mw Web Designs	3423 Adams Ave	Unknown	
Nick The Greek Bay Bridge Inn	3410 Route 37 E	Closed	Phone disconnected
Pier One Motel & Marina	3430 Route 37 E	Open	
Pine Rest Motel	3226 Route 37 E	Open	
Pisces Seafood Restaurant	3400 Route 37 E	Open	
Route 37 Water Sports	3430 Route 37 E	Open	
Seaside Furniture	3301 Route 37 E	Open	Recent major renovations
Smart Stop Self Storage	3200 Route 37 E	Open	Recent development
Stewart's Rootbeer-NJ	3101 Route 37 E	Open	Being converted into a 7/11, NAICS code does not appear to be accurate
Sun & Sand Motel	3324 Route 37 E # 1	Open	
Toms River Kawasaki & Yamaha	3117 Route 37 E	Open	
Pampered Pets	3324 Route 37 E # 5	Open	New tenant
Wicker 'n Things	3324 Route 37 E # 3	Closed	Phone disconnected

**Table 3-3.** Inventory and status of businesses within the Route 37 Corridor plan area. Sources: Reference USA, 2013 and field observation.

Of the businesses still in operation, the retail, food services and accommodation sectors dominate. Local planners have informed that the three functioning restaurants in the area do very well, even with a seasonal customer base. The three motels have also been sustainable, in part given their significant support from Social Services temporary housing vouchers which help to mitigate seasonal effects (J. Lynch and E. Stahl, personal communication, September 26, 2013).

Accurate sales volumes for any of the businesses is hard to determine since they are private companies and are not required to disclose annual earnings; this information was, therefore, not included. Annual earnings would help to better understand the economic activity in the area and there should thus be some effort to try to obtain at least estimates.

Since its designation as an area in need of redevelopment in 2003 this section of the Route 37 corridor has experienced a lot of changes as can be seen from the table above. While there have been improvements to the area, there remains a pattern of businesses rotating in and out of the area, demonstrated by the number of business closures noted in the table. Significant room for physical and functional enhancements exist which can help to solve tenancy issues and create a viable, functioning, and stable economy.

#### **IV. Analysis of Future Industry/Business Potential in the plan area**

The future industry/business potential analysis was conducted to determine the best business development opportunities within the plan area based on what the markets of the Primary Trade Area and Secondary Trade Area would support.

Specifically, the market potential for various categories of retail trade and for restaurants within the Primary Trade Area and Secondary Trade Area was assessed using analytics from ESRI Business Analyst Online. Focus was given to retail trade as it is the dominant existing industry along the Route 37 Corridor and data was most readily available for this sector. Where data was available, a cursory assessment was also made of market opportunities for other industries currently represented within the plan area.

### **Key Findings and Takeaway: What types of industry/business should locate in the plan area?**

In considering the combination of demographic and socio-economic data, existing supported industries, and future market opportunities as assessed in this section, the following conclusions can be drawn concerning the plan area, its market and viable business development opportunities:

- The plan area is located within a large, attractive middle to upper middle class market that continues to grow. The Primary Trade Area is more representative of the State (NJ) and has more money to spend on a per capita and per household basis. It is also the area from which core sales in the plan area will likely come and should, therefore, be the focus in assessing business opportunity in the plan area.
- Given the demographics of the Primary Trade Area, targeted opportunities exist for businesses catering to the needs of family households and a large and expanding retiree community.
- Overall, the plan area is within a Primary and Secondary Trade Area market where there is still reasonable retail opportunity. Retail opportunity is split between opportunity to recapture sales currently leaking outside the trade area and future opportunity to capture a portion of new sales generated by growth of the trade area household base.

Most of the opportunity in the Primary Trade Area exists from the former option, recapturing existing demand that is leaking outside. For example, the estimated current leakage outside the Primary Trade Area for the 5 “leakiest” retail categories alone sums to \$44,121,099 or 190,730 square feet of retail (more than the size of a typical grocery-store anchored shopping strip). On the other hand, the projected growth in retail demand within the Primary Trade Area to 2015 is 44,897 square feet, just above the retail space proposed in the plan area. Within the Secondary Trade Area there are even larger opportunities from current leakage. The plan area can be expected to draw sales from the Secondary Trade Area including comparison shoppers and persons seeking dining experiences. The *Food Services and Drinking Places* category alone has a retail gap of \$105,327,171 or 410,350 square feet.

This data suggests that in order to be most successful and be fully absorbed, retail development in the plan area must be competitive enough to recapture some of the current leakage outside the trade area and secure its fair share of the new demand generated.



- The plan area has a small, but solid existing retail base in viable industries that can be built upon. Some existing viable businesses are in retail sectors that currently experience sales surpluses (that is, more sales than supported by the residents of the Primary Trade Area alone). Therefore, while these are strong businesses that should remain in the plan area, these may not represent industries with the best expansion opportunities. Examples include businesses in the *Furniture and Home Furnishings* and the *Building Material & Garden Equipment & Supplies Dealers* categories. Other existing viable businesses are in retail sectors with room for expansion with the best opportunity being in businesses related to food services. Within the food services sector the best market exists for mid-fare family restaurants/steakhouses. There is also opportunity for smaller scale retail in the *Sporting Goods/Hobby* sector to recapture leakage from the immediate trade area.
- Overall, the retail categories with the strongest expansion opportunities, based on the largest current retail gaps within the Primary Trade Area are:
  - Other General Merchandise Stores
  - Gasoline Stations
  - Limited Service Eating Places
  - Health & Personal Care Stores
  - Special Food Services
- The *Health & Personal Care* retail sector appears to be a particularly attractive area for expansion; it has one of the largest retail gaps in both the Primary and Secondary Trade Areas and persons within the Primary and Secondary Trade Areas spend above average on health.
- In order to support the full redevelopment of the plan area by strictly retail uses a high capture rate would be required. A mix of uses is, therefore, proposed to achieve best success and full market absorption of new developments in the plan area. Residential development, for example, is another highly recommended proposed use. This diversification will help to enhance the economic resilience of the area.
- While a detailed assessment was not conducted of the accommodations sector, a cursory assessment based on nearby demand drivers, nearby competitors, and regional performance/competitiveness in the accommodations sector suggest that the plan area may best support small, boutique type hotels. A higher standard of accommodation could be supported, however, and should be encouraged to enhance earnings and the overall quality of the area.
- The plan area has the potential to become a destination area based around marine oriented recreation/entertainment, retail and dining opportunities. The plan area is in a prime waterfront location and further benefits from being the gateway to Seaside with its beaches and vibrant nightlife. There is a strong

demand for marine based activity in Toms River expressed in part by high demand for public access boat slips (J. Lynch and E. Stahl, personal communication, September 26, 2013). The plan area could serve as a destination location for residents from other areas of Toms River or further afield who would like to have dinner near the water, etc. Development of the plan area as a local “destination” would help to ensure the success of retail development in the area.

## **Data and Analysis**

### **i. Retail Goods and Services Potential**

Retail Goods and Services Potential was analyzed on three factors:

- a) The Spending Potential Index (SPI) for retail goods and services and actual retail expenditures

This was analyzed to understand what persons in the market are currently most likely to buy and on what they spend most money. As defined by ERSI “SPI is household-based and represents the amount spent for a product or service relative to a national average of 100” (ESRI, 2013 f).

- b) Current leakage/surplus factor (i.e. positive/negative retail gap) for each retail category using ESRI and Dun & Bradstreet data.

This was used to assess current opportunity for expansion within retail categories.

“Potential sales are estimated sales that could be achieved if all people living within a trade area only shopped within the trade area. Actual (or estimated) sales are compared to potential sales to determine a surplus or leakage” (University of Wisconsin Cooperative Extension, 2011). A surplus represents a market where customers are drawn in from outside the trade area whereas leakage represents a market where sales are being lost to businesses outside the trade area.

The leakage/surplus factor, therefore, presents a snapshot of retail opportunity; a value of +100 represents total leakage of retail opportunity outside the trade area and -100 represents total surplus (ESRI and Dun & Bradstreet, 2013). Retail categories with a negative factor (surplus/negative retail gap) were assessed as those that are currently performing very well, but ones that are less likely to have opportunity for growth. On the other hand, retail categories with positive factors (leakage/positive retail gaps) were assessed as those with the best opportunity for expansion and, therefore, sectors that should be considered for future viable development within the plan area.

c) The growth in future retail demand

This was analyzed to understand the new potential retail sales that would be generated by growth in the number of residents within the Primary Trade Area up to 2015.

These three factors work together to paint a more complete picture of retail potential. Opportunity for expansion based on leakage represents current opportunity to capture more of the expenditure of existing residents of the trade area, whereas opportunity based on trade area demand growth represents opportunity to capture the expenditure of new residents of the trade area. The Spending Potential Index helps in understanding the nature of both current and future retail opportunities.

***A) Spending Potential Index (SPI) for retail goods and services and actual retail expenditures***

Compared to the USA, persons in both the Primary and Secondary Trade Areas are more likely to spend on all categories of retail except *apparel and services* (see Table 4-1; ESRI, 2013 f). Persons in the Primary Trade Area are most likely to spend on *home maintenance and remodeling materials/services* followed by *entertainment and recreation*. People, however, spend the most dollars on *food at home* followed by *entertainment/recreation*. Persons in the Secondary Trade Area are most likely to spend on *home maintenance and remodeling materials/services* followed by *health*. People, however, also spend the most money on *food at home* followed by *entertainment and recreation* which is followed closely by *food away from home*. This data reinforces the findings from the leakage/surplus data presented

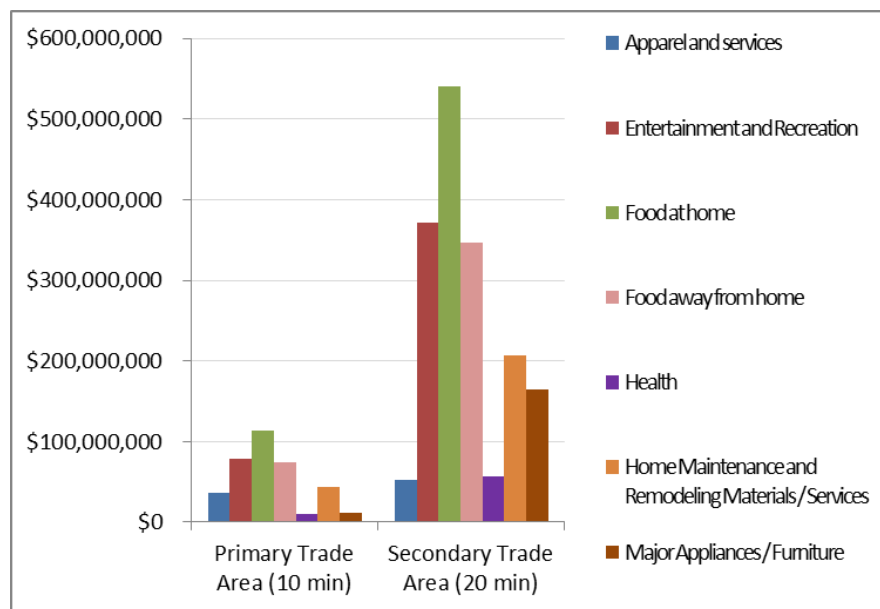
below; retail categories with high MPIs or high expenditures are those that are either already doing very well in the area or those that have the best opportunities for future growth.

Industry Group	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	NJ
	<i>Total Amount Spent, Spending Potential Index (SPI)</i>		
Apparel and services	\$35,973,134 92	\$164,280,453 76	\$6,363,661,922 92
Entertainment and Recreation	\$79,025,273 140	\$371,485,648 120	\$13,596,539,364 136
Food at home	\$113,837,428 131	\$540,020,428 113	\$20,148,904,734 131
Food away from home	\$74,381,404 135	115\$347,168,973 115	\$13,146,930,509 134
Health	\$2,068,408 - \$10,695,957 125-139	\$9,673,849 - \$56,808,764 115-124	\$348,030,843 - \$1,820,435,888 123-132
Home Maintenance and Remodeling Materials / Services	\$6,779,610 / \$43,614,542 135/156	\$31,335,202/ \$206,519,525 114/134	\$1,088,624,873/ \$6,923,319,331 122/140
Major Appliances / Furniture	\$6,130,167/ \$11,057,375 128/133	\$30,705,443/ \$51,786,266 117/113	\$1,050,030,756/ \$1,934,607,486 124/131

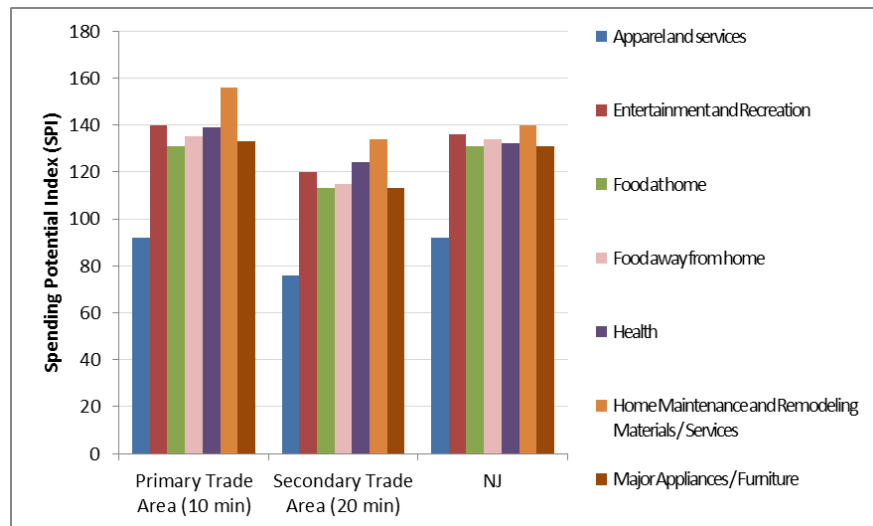
**Table 4-1.** Retail goods and services expenditures in the Primary and Secondary Trade Areas. Source: ESRI, 2013 f.

*ESRI Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.*





**Figure 4-1.** Expenditures on retail goods and services in the Primary (10 min) and Secondary (20 min) Trade Areas. Source: ESRI, 2013 f.



**Figure 4-2.** Spending Potential Index for the retail goods and services in the Primary (10 min) and Secondary (20 min) Trade Areas compared to the state, NJ. Source: ESRI, 2013 f.

### ***B) Current opportunities for retail expansion based on leakage/surplus factors***

Three separate analyses were conducted with the leakage/surplus factor to determine:

- current opportunity for retail categories already represented within the plan area,
- current opportunity for retail categories currently dominant within the Primary Trade Area, and
- the retail categories with the greatest current opportunity within the trade areas

#### ***Retail categories already represented within the Route 37 Corridor plan area***

Where data was available, opportunity within a 5 minute drive radius and 10 minute drive radius (the Primary Trade Area) was assessed for existing retail categories in the Route 37 Corridor plan area (see Table 4-2).

Industry Group	5 Minute Drive Radius	Primary Trade Area (10 minute drive radius)
	<i>Leakage/Surplus Factor</i>	
Food Services & Drinking Places	<b>20.3</b> \$5,814,350 (23,257 sq. ft.)	-9.8
Building Material & Garden Equipment & Supplies Dealers	-0.7	-33.3
Furniture & Home Furnishings Stores	-24.6	-6.5
Sporting Goods, Hobby, Book & Music Stores	<b>28.8</b> \$1,773,043 (8,247 sq. ft.)	-51.7

**Table 4-2.** *Leakage/surplus factor for existing industries of the Route 37 Corridor plan area within a 5 minute drive radius and 10 minute drive radius (the Primary Trade Area). Source: ESRI and Dun & Bradstreet, 2013.*

The plan area existing retail categories with expansion opportunity within the immediate 5 minute drive radius are *Food Services & Drinking Places* and *Sporting Goods, Hobby, Book and Music Stores*; all other categories have basically maximized the local trade area market and are now drawing in costumers from outside.

#### ***Retail categories currently dominant within the Primary Trade Area***

Within the Primary Trade Area (10 minute drive radius) most of the dominant retail categories have a negative retail gap. The retail category with the potential to

capture more business locally is *Health and Personal Care Stores*. Within the narrower 5 minute drive radius, expansion opportunities in more retail categories open up. The data shows that despite *Food Beverage/Food Service*, *Miscellaneous Store Retailers*, and *Clothing & Clothing Accessories Stores* being dominant in the trade area, they all still have potential to capture more of the retail demand within the immediate area (5 minute drive radius).

Industry Group	Number of Business	%	Leakage/Surplus Factor
Food and Beverage Stores	68	14.1%	-8.4
Miscellaneous Store Retailers	85	17.7%	-18.7
Building Material & Garden Equipment & Supplies Dealers	37	7.7%	-33.3
Furniture & Home Furnishings Stores	37	7.7%	-6.5
Clothing & Clothing Accessories Stores	82	17.0%	-39
Health & Personal Care Stores	44	9.1%	<b>3.9</b> \$3,717,799 (14,871 sq. ft.)

**Table 4-3.** Leakage/surplus factors for the dominant Retail Trade categories within the Primary Trade Area of the plan area (10 minute drive radius). Source: ESRI and Dun & Bradstreet, 2013.

Industry Group	Number of Business	%	Leakage/Surplus Factor
Food and Beverage Stores	27	24.1%	<b>3.2</b> \$1,991,197 (7,965 sq. ft.)
Miscellaneous Store Retailers	13	11.6%	<b>63.3</b> \$3,817,079 (17,754 sq. ft.)
Building Material & Garden Equipment & Supply Dealers	12	10.7%	-0.7
Motor Vehicle & Parts Dealers	11	9.8%	-18.8
Health & Personal Care Stores	10	8.9%	-11.6
Clothing & Clothing Accessories Stores	10	8.9%	<b>39.7</b> \$6,372,693 (25,491 sq. ft.)

**Table 4-4.** Leakage/surplus factors for the dominant Retail Trade categories within a 5 minute drive radius of the plan area. Source: ESRI and Dun & Bradstreet, 2013.

Retail categories with the greatest current opportunity within the trade areas

The largest positive retail gaps/leakage factors generally exist in the Secondary Trade Area; this is partly due to the area simply being larger. The largest retail gaps in the Secondary Trade Area (by dollar amount and estimated square footage) are presented below in Table 4-5.

Retail Category	Retail Gap	Estimated Square Foot Equivalent
Grocery Stores	\$112,061,324	448,245 sq. ft.
Gasoline stations	\$109,455,442	437,822 sq. ft.
Food Services and Drinking Places	\$105,327,171	421,309 sq. ft.
Food and Beverage Stores	\$102,587,452	410,350 sq. ft.
Health & Personal Care Stores	\$93,492,432	373,970 sq. ft.
Total	\$522,923,821	2,091,695 sq. ft.

**Table 4-5.** Largest retail gaps in the Secondary Trade Area. Source: ESRI and Dun & Bradstreet, 2013. Conversion to square feet based on standards provided in Phillips Preiss Shapiro Associates, Inc., 2005.

The core consumer spending in the plan area, however, will likely be generated within the Primary Trade Area. The largest retail gaps in the Primary Trade Area (by dollar amount and estimated square footage) are presented below in Table 4-6.

Retail Category	Retail Gap	Estimated Square Foot Equivalent
Other General Merchandise Stores	\$21,877,507	101,756 sq. ft.
Gasoline stations	\$9,930,821	39,723 sq. ft.
Limited service eating places	\$5,642,755	22,571 sq. ft.
Health & Personal Care Stores	\$3,717,799	14,871 sq. ft.
Special Food Services	\$2,952,127	11,809 sq. ft.
Total	\$44,121,009	190,730 sq. ft.

**Table 4-6.** Largest retail gaps in the Primary Trade Area. Source: ESRI and Dun & Bradstreet, 2013. Conversion to square feet based on standards provided in Phillips Preiss Shapiro Associates, Inc., 2005.

Some retail categories have a positive retail gap in both the Primary and Secondary Trade Area. These categories should not automatically be considered the best investments, however, as the size of the retail gap should be taken into account. For example, *Florists*, show up in this category but has one of the smallest retail gaps by dollar amount. Both *Health and Personal Care Stores* and *Gasoline Stations*, however, are in this category and have among the largest retail gaps, representing a strong opportunity. The sectors with a retail gap in both the Primary and Secondary Trade Areas are:



- Health and Personal Care Stores (large retail gap)
- Gasoline Stations (large retail gap)
- Florists
- Used Merchandise Stores
- Limited-Service Eating Places
- Special Food Services
- Drinking Places – Alcoholic Beverages

Industry Group	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)
	<i>Positive Retail Gap, Leakage factor</i>	
Furniture Stores	-	\$11,470,046 19.7
Lawn & Garden Equip & Supply Stores	-	\$1,483,877 6.6
Food & Beverage Stores	-	<b>\$102,587,452</b> 9.7
Grocery Stores	-	<b>\$112,061,324</b> 12.6
Health & Personal Care Stores	<b>\$3,717,799</b> 3.9	<b>\$93,492,432</b> 23.2
Gasoline Stations	<b>\$9,930,821</b> 9.4	<b>\$109,455,442</b> 24.4
Clothing & Clothing Accessories	-	\$46,322,499 13.2
Clothing Stores	-	\$38,274,592 14.9
Jewelry, Luggage & Leather Goods Stores	-	\$12,356,732 31.2
Book, Periodical & Music Stores	-	\$308,603 1.3
Other General Merchandise Stores	<b>\$21,877,507</b> 46.9	-
Miscellaneous Store Retailers		\$4,289,478 2.4
Florists	\$330,368 13.7	\$1,264,430 10.7
Used Merchandise Stores	\$299,344 17.8	\$1,207,606 14.9
Food Services & Drinking Places	-	<b>\$105,327,171</b> 20.7
Full Service Restaurants	-	\$44,351,446 15.1
Limited-Service Eating Places	<b>\$5,642,755</b> 13.6	\$49,430,961 28.8
Special Food Services	<b>\$2,952,127</b> 56.2	\$5,340,357 17.4
Drinking Places - Alcoholic Beverages	\$764,445 22.2	\$6,204,407 47.5

**Table 4-7. Industries with a positive retail gap and leakage within the Primary and Secondary Trade Areas. Source: ESRI and Dun & Bradstreet, 2013.**

*ESRI Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Market Place data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.*

### ***C) Future growth in retail demand in the Primary Trade Area***

Conservatively estimated, over the 5 year period from 2010 to 2015 the Primary Trade Area is expected to experience a growth of approximately 335 households. This is based on the 3.7% growth rate experienced in Toms River over the past decade and the 2010 base of 18,117 households in the Primary Trade Area. Again conservatively estimated, this growth in households will add a gross household income of approximately \$31,138,458 to the trade area using the 2010 average household income of \$92,905 as the basis. It can generally be assumed that households will spend 1/3 of their gross income on retail purchases; 60% of which will go to convenience spending and the remaining 40% to comparison spending (Bureau of Economic Analysis, 2013). As such, household growth in the Primary Trade Area is expected to generate \$10,379,486 in demand for retail goods and services over the 5 year period, \$6,227,692 to convenience and \$4,151,794 to comparison spending.

It can further be assumed that sales of \$250/square foot and \$215/square foot are typically required to support convenience retail and comparison retail respectively (Phillips Preiss Shapiro Associates, 2005). Given the added retail demand and considering the typical retail sales requirements per square foot, over the projection period (2010-2015), the Primary Trade Area could theoretically support an additional 44,221 square feet of retail space with 24,911 square feet of convenience retail and 19,311 square feet of comparison retail.

The development concept for the plan area proposes the addition of approximately 44,000 square feet of retail space, including redevelopment of existing vacant/abandoned retail spaces and construction of new spaces. The proposed supply is, therefore, just under the projected new retail square footage demand generated by the Primary Trade Area.

Considering the fact that there will be other retail developments occurring in the Primary Trade Area over the same period, to ensure success and full market absorption, this analysis highlights the need for the retail developments of the plan area to capture a fair share of new demand generated in the Primary Trade Area, to attract demand from the Secondary Trade Area and importantly to recapture a share of current leakage outside the trade area. This would require the developments to be highly competitive or of a niche or destination type.

This analysis also makes it clear that the market will not easily support the full redevelopment of the plan area by strictly retail uses. Rather a mix of uses will be necessary to achieve full market absorption of new developments in the plan area. Residential uses, for example, is another major use proposed and its potential is assessed in the housing analysis section further below.

## ii. Restaurant Market Potential

The restaurant market potential of the Primary and Secondary Trade areas was measured using the market potential index (MPI) as provided by ERSI Business Analyst Online. As described by ESRI, the Market Potential Index “measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average” (ESRI, 2013 e). The MPI for the state, New Jersey, is also provided as a ‘local’ point of reference.

As shown in Table 4-8, compared to the USA, persons in the Primary Trade and Secondary Areas are more likely to frequent family restaurants/steak houses and less likely to frequent fast food/drive-in restaurants.

	Primary Trade Area (10 min drive radius)	Secondary Trade Area (20 min drive radius)	NJ
	<i>Market Potential Index (Percentage of population)</i>		
Family restaurant/steak house last month: 2-4 times	111 (30%)	116 (31%)	104 (28%)
Family restaurant/steak house last month: 5+ times	104 (20%)	106 (21%)	96 (19%)
Went to fast food/drive-in restaurant 6-13 times/month	98 (28%)	96 (28%)	95 (28%)
Went to fast food/drive-in restaurant 14+ times/month	94 (23%)	87 (22%)	92 (23%)

**Table 4-8.** Market Potential Index for restaurants for the Primary (10 min) and Secondary (20 min) Trade Areas compared to the state, NJ. Source: ESRI, 2013 e.

*ESRI Data Note: Market Potential Index measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.*





**Figure 4-3.** Market Potential Index for restaurants for the Primary (10 min) and Secondary (20 min) Trade Areas compared to the state, NJ. Source: ESRI, 2013 e.

A closer examination of eating patterns in the Primary Trade Area and the narrower 5 minute drive radius reveals that fast-food consumption may be a matter of convenience; that is people are more likely to patronize fast-food establishments for a snack versus a meal for breakfast, lunch, or dinner. The data also show that adults are willing to eat at a restaurant any day of the week during all times of the day and that people typically patron mid-level chain restaurants (ERSI, 2013 e).

The apparent local affinity for family restaurants/steakhouses was reverberated by local planners who mentioned that local residents are always calling for a greater variety of dining options in the area (J. Lynch and E. Stahl, personal communication, September 26, 2013).

## **V. Housing Analysis**

This section provides an overview of housing in Toms River starting with a discussion of housing characteristics, followed by an examination of the real estate market and concluding with a look at affordable housing in the municipality.

### **Key Findings and Takeaway**

The current Toms River housing stock is dominated by single family detached homes followed by single family attached homes. The highest value is placed on waterfront homes. Therefore, residential properties developed within the plan area should generally be in high demand relative to other developments in the Primary Trade Area and municipality. Given the existing market preferences, residential developments in the plan area should take the form of single family detached units or tasteful condominium units.

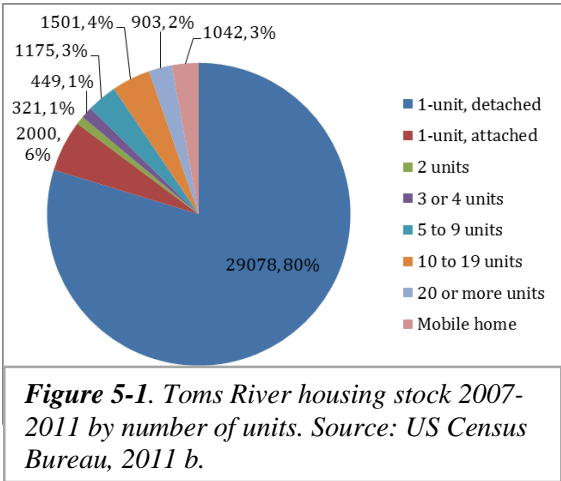
While Toms River was impacted by the recent housing market bubble, the market is starting to recover. Over the 5 year period 2010 to 2015, the Primary Trade Area is projected to grow by approximately 335 households, generating at least an equal demand for housing units. The actual need for construction of new housing units will likely be higher as some existing units will have to be replaced due to loss to disaster, conversion or demolition. Some of this future demand would be met through existing vacant units, but this represents a small percentage of the new demand. The development concept for the plan area proposes approximately 78 housing units which should be comfortably absorbed into the market on a preferential basis.

Data and Analysis

i. Housing Characteristics

The US Census Bureau’s *American Community Survey, 5-Year Estimates* for 2007-2011 were used to analyze the extant housing stock in Toms River. As such, this data does not include the effects of Hurricane Sandy. Types of units, vacancies, age of housing stock, average household size, home values, housing costs and mortgage status are discussed.

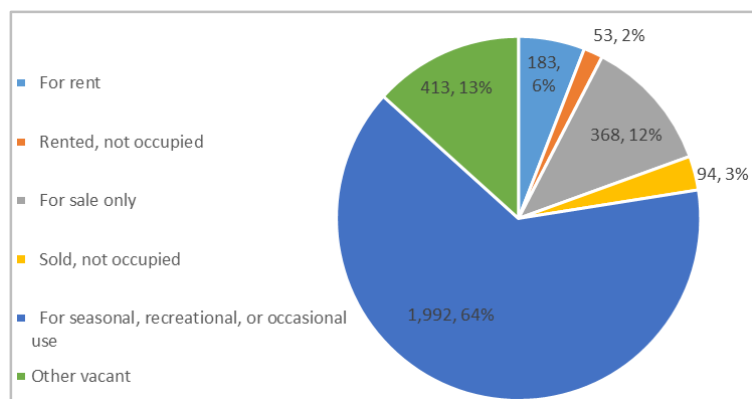
Types of Units



Approximately 80% of the housing stock (29,078 units) in Toms River is single family detached homes. Single-family attached homes (2,000 units, 6%) make up the second largest category followed by large, multi-unit buildings (10-19 units) at 4% (1,501 units), medium-sized multi-family buildings (5 to 9 units) at 3% (1,175 units), and mobile homes/manufactured housing also at about 3% (1,042 units). Very large multi-family buildings (20 or more units) account for 2% of the housing stock (903 units) and duplexes and triplexes and quadriplexes each account for approximately 1% of the market (321 units and 449 units, respectively). (See Figure 5-1; US Census Bureau, 2011 b). Overall, about 84% of housing units are owner occupied and 16% renter occupied (US Census Bureau, 2011 b).

Vacancies

Of the approximate 36,469 units in Toms River, there was an estimated 91% total occupancy rate (33,366 units occupied). As seen in Figure 5-2, 64% of all vacancies are attributable to seasonal, recreational, or occasional use (1,992 units; US Census Bureau, 2011 c). These vacancies are to be expected due to the coastal location of Toms River. It is reasonable to predict that due to Superstorm Sandy there will actually be a greater number of vacancies than demonstrated by this data.



**Figure 5-2.** *Vacancies in Toms River, 2007-2011. Source: US Census Bureau, 2011 c.*

### ***Age of Housing***

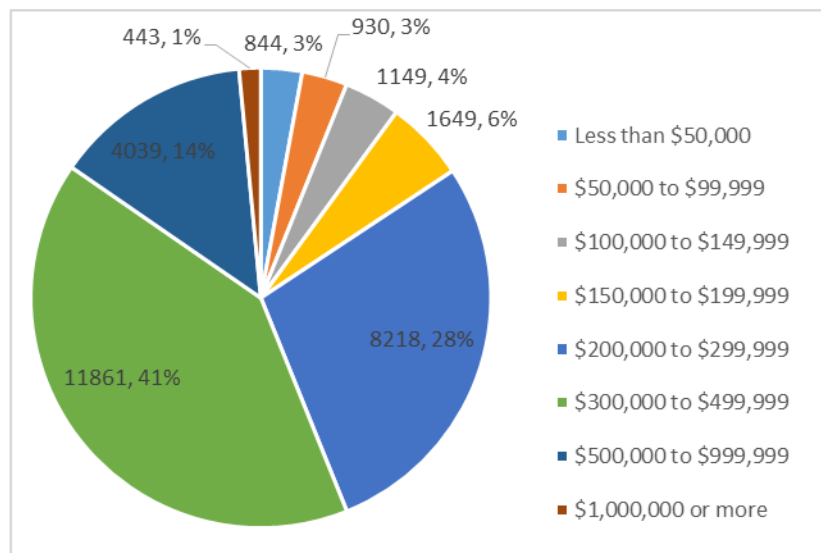
A great deal of Toms River housing stock was built within the last three decades. Approximately 40.8% of all units were built between 1980 and the 2011 (14,896 units). About 51.8% of all units were built between 1950 and 1979 (18,905 units). The remaining 7.3% (2,668 units) of housing was built on or before 1949 (US Census Bureau, 2011 b). Given the relatively young age of the housing stock, it is fair to predict that very few of the homes in Toms River are substandard (meaning they lack electricity or full indoor plumbing). Due to the margin of errors on substandard housing, the ACS data are not considered here.

### ***Household Size***

The average household size in owner-occupied housing is approximately 2.67 people per household and the average household size of renter-occupied housing is 2.33 people per household (US Census Bureau, 2011 b).

### ***Home Values (in \$2011)***

Housing typically represents the largest investment a family will make. The median home value for Toms River was \$320,900 as compared to \$349,100 for the State. About 41% of owner-occupied homes are valued between \$300,000 and \$499,999 (11,861 units). The second most common value range is \$200,000 to \$299,999 (8,218 units; 28%) which is followed by the \$500,000 to \$999,999 value range (4,039 units, 14%). (See Figure 5-3; US Census Bureau, 2011 b).



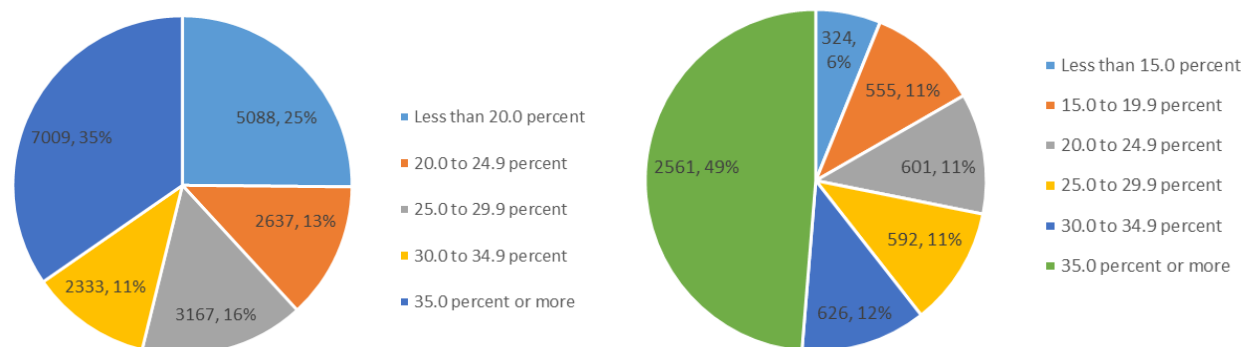
*Figure 5-3. Owner-occupied home values in Toms River, NJ 2007-2011. Source: US Census Bureau, 2011 b.*

### ***Housing Costs and Mortgage Status***

According to the Department of Housing and Urban Development (HUD), housing costs (including utilities) should not exceed 30% of a household's income. Paying over 30% of the household income is considered being housing cost burdened. For mortgage holders in Toms River, 35% are paying about 35% or more of their income towards their housing costs (given Hurricane Sandy, we can predict that this number may be even higher now). In addition, 12% of mortgage holders are paying between 30% and 34.9% of their income to housing costs. This means that approximately 47% of households with mortgages in Toms River are housing cost burdened (see Figure 5-4; US Census Bureau, 2011 b). Seventy percent of homeowners in Toms River have a mortgage (20,284 units) and the remaining 8,849 (30%) are owned free and clear (US Census Bureau, 2011 b).



For renters, gross rent is the cost that households pay for rent and utilities. Almost half of all Toms River renters pay 35 % or more for gross rent (49%, 2,561 households). Twelve percent of renting households pay between 30% and 34.9% of their monthly income towards gross rent. This means that about 60% of renters are housing cost burdened in Toms River (see Figure 5-4; US Census Bureau, 2011 b).



**Figure 5-4.** Left: Selected monthly owner costs as a percentage of household income, housing with mortgages 2007-2011. Right: Gross rent as a percentage of household income, Toms River, NJ 2007-2011. Source: US Census Bureau, 2011 b.

## ii. Real Estate Market

The data in this section was gathered from Zillow.com. The real estate market in Toms River is largely single-family homes. As of October 1, 2013 there were 781 homes for sale in Toms River and 52 homes for rent. Housing prices range from \$46,000 (the cheapest listing on Zillow) to \$1,599,999 for a home on a canal/lagoon. Homes near the plan area (within 4 blocks in any direction) of Route 37 range in price from \$69,000 to a lagoon/marina home listed at \$700,000 home. Median home cost in this area is \$182,500 and mean list price is \$263,650.

The effects of the recent housing market bubble are still visible in Toms River. There are currently 8 foreclosed homes for sale in Toms River and 28 that have been foreclosed upon that are not yet for sale. Additionally, there are 326 homes where lenders have begun foreclosure proceedings, but have not yet completed the foreclosure procedures. In 2012, there were 76 permits issued for single family housing in Toms River. For 2013, as of June, there were 107 permits issued for new single family private housing (State of New Jersey, Department of Labor and Workforce Development, 2013). This increase in construction suggests that the housing market in Toms River is improving.

## SOURCES

- Bureau of Economic Analysis (December 2013). *Personal Consumption Expenditures by Major Type of Product*. Retrieved December 7, 2013 from <http://www.bea.gov/iTable/iTable.cfm?reqid=9&step=1&acrdn=2#reqid=9&step=3&isuri=1&903=65>
- ESRI. (2013 a). *ESRI Business Analyst Online: Age 50+ Profile*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 b). *ESRI Business Analyst Online: Business Summary*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 c). *ESRI Business Analyst Online: Census 2010 Summary Profile*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 d). *ESRI Business Analyst Online: Demographic and Income Profile*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 e). *ESRI Business Analyst Online: Restaurant Market Potential*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 f). *ESRI Business Analyst Online: Retail Goods and Services Expenditures*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI. (2013 g). *ESRI Business Analyst Online: Retail Market Potential*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- ESRI and Dun & Bradstreet. (2013). *ESRI Business Analyst Online: Retail Market Place Profile*. Retrieved September 15, 2013 from <http://bao.esri.com/>
- Francis, D. (September 13, 2012). *Where Do You Fall in the American Economic Class System?* Retrieved September, 2013 from <http://money.usnews.com/money/personal-finance/articles/2012/09/13/where-do-you-fall-in-the-american-economic-class-system>

New Jersey Department of Community Affairs. (April 13, 2011). *COAH Third Round N.J.A.C. 5:96 and 97 Status*. April 13, 2011, Retrieved September 17, 2013 from <http://www.nj.gov/dca/services/lps/hss/archive.html>

New Jersey Department of Community Affairs. (June 5, 2012). *Affordable Housing Trust Fund Monitoring*. Retrieved September 7, 2013 from <http://www.nj.gov/dca/services/lps/hss/transinfo/reports/ahtfmuni.pdf>

Ocean County Department of planning. (2013 a). *Demographic Profile for Ocean County and Municipalities: 2000-2010 comparison*. Retrieved September, 2013 from <http://www.planning.co.ocean.nj.us/census.htm>

Ocean County Department of planning. (July 2013 b). *Leading Employers in Ocean County*. Retrieved September, 2013 from [http://www.planning.co.ocean.nj.us/databook/52\\_Lead\\_emp.pdf](http://www.planning.co.ocean.nj.us/databook/52_Lead_emp.pdf)

Phillips Preiss Shapiro Associates, Inc. (2005). *Downtown Toms River Vision plan and Master plan*. Retrieved September 8, 2013 from <http://www.downtowntomsriver.com/bid/docs/downtownvision.pdf>

Reference USA. (2013). U.S. Businesses Database. Retrieved September, 2013 from <http://referenceusa.com>

State of New Jersey, Department of Labor and Workforce Development. (October 2012 a). *Ocean County, NJ: Estimated & Projected Employment by Occupation, 2010-2020*. [http://www.planning.co.ocean.nj.us/databook/50\\_Occ\\_Proj.pdf](http://www.planning.co.ocean.nj.us/databook/50_Occ_Proj.pdf)

State of New Jersey, Department of Labor and Workforce Development. (2012 b). *Residential Housing Units Authorized by Building Permits: Annual Files 2012*. Retrieved September, 2013 from <http://bit.ly/MAPHOR>

State of New Jersey, Department of Labor and Workforce Development. (2013). *Residential Housing Units Authorized by Building Permits: 2013 Year-to-Date Summaries (through to June 2013)*. Retrieved September, 2013 from <http://bit.ly/MAPHOR>

Township of Toms River (April, 2010). *Toms River Township, Ocean County NJ 2010-2015: Five-Year Consolidated plan*. Retrieved October 1, 2012 from <http://bit.ly/151DY3s>

Township of Toms River. (March 2013 a). *Proposed Fiscal Year 2013 Action plan, Community Development Block Grant Program: July 1, 2013 - July 1, 2014, Fourth Year Action plan*. Retrieved September, 2013 from [http://www.planning.co.ocean.nj.us/CDBG/action\\_plan/2013/draft\\_2013\\_toms\\_riv\\_actionplan.pdf](http://www.planning.co.ocean.nj.us/CDBG/action_plan/2013/draft_2013_toms_riv_actionplan.pdf)

Township of Toms River. (May 28, 2013 b). *Toms River Municipal Code §348.11.1-11.6*. Retrieved September 18, 2013 from <http://ecode360.com/DO0275>

University of Wisconsin Cooperative Extension. (2011). *Downtown and Business District Market Analysis: Evaluating Retail & Service Business Opportunities*. Retrieved September 20, 2013 from <https://fyi.uwex.edu/downtown-market-analysis/analysis-of-opportunities-by-sector/retail-service-businesses/>

USA.com. (2013 a). *New Jersey Population Density City Rank*. Retrieved September, 2013 from <http://www.usa.com/rank/new-jersey-state--population-density--city-rank.htm>

USA.com. (2013 b). *Toms River, NJ Income and Careers*. Retrieved September 2013 from <http://www.usa.com/toms-river-nj-income-and-careers.htm>

U.S. Census Bureau. (2010 a). *Age Groups and Sex 2010*. Retrieved September, 2013 from <http://factfinder2.census.gov>

U.S. Census Bureau. (2010 b). *Profile of General Population and Housing Characteristics: 2010*. Retrieved September, 2013 from <http://factfinder2.census.gov>

U.S. Census Bureau. (2010 c). *Race and Hispanic or Latino Origin: 2010*. Retrieved September, 2013 from <http://factfinder2.census.gov>

- U.S. Census Bureau. (2011 a). *County Business Patterns: 2011 ZIP Code Business Patterns (NAICS): 08753 Toms River, NJ*. Retrieved September, 2013 from <http://censtats.census.gov/cgi-bin/zbpnaic/zbpsect.pl>
- US Census Bureau. (2011 b). *Selected Housing Characteristics, 2007-2011: American Community Survey 5-Year Estimates*. Retrieved September 17, 2013 from <http://1.usa.gov/1bqaVKY>.
- US Census Bureau. (2011 c). *Vacant Housing Units, 2007-2011: American Community Survey 5-Year Estimates*. Retrieved October 1, 2013 from <http://1.usa.gov/1hhMVrG>
- U.S. Census Bureau. (2012). *Selected Economic Characteristics 2012 American Community Survey 1-Year Estimates*. Retrieved September, 2013 from <http://factfinder2.census.gov>
- Zillow.com. (2013). Toms River Real Estate. Retrieved October 1, 2013 from <http://bit.ly/19Vcz2J>



## TOMS RIVER PARKING REQUIREMENTS

Parking spaces are required to be at least 9 feet wide and 18 feet long. Parallel parking spaces are required to be 10 feet by 23 feet, and handicapped spaces 12 feet wide. In addition, the parking aisles should be 24 feet wide. Parking spots are normally provided on the same lot or parcel as the building served, but are also permitted within a 300-foot radius of the lot served. That option may only be exercised if both lots have the same owner. Finally, lots with over 100 spaces must be divided into smaller lots of 50 spaces.

The following table details the parking requirements for different uses:

Activity	Parking Spaces Required
Banks and Financial Institutions	1 space per each 300 square feet of gross floor area
Business or Professional Office	1 space per each 250 square feet of gross floor area
Convenience Stores	1 space per each 175 square feet of gross floor area
Community Center, Museum, or Art Gallery	1 space per each 300 square feet of gross floor area
Community or Private Club	1 space per each 100 square feet of gross floor area, plus one space per each two boat slips, where applicable
Medical Offices	1 space per each 100 square feet of gross floor area
Hotel	1 space per rental room
Marina	1 space per two boat slips
Restaurants, Bars, or Nightclubs	1 space per two seats but no less than one space per each 75 square feet of gross floor area
Retail	1 space per each 225 square feet of gross floor area
Shopping Centers	4 spaces per each 1,000 square feet of gross floor area for centers having less than 400,000 square feet
Single-Family Detached Homes	1.5 spaces for a 2 bedroom house, 2 spaces for 3 bedrooms, 2.5 spaces for 4 bedrooms, and 3 spaces for a 5 bedroom house
Garden Apartment	1.8 spaces for a 1 bedroom unit, 2 spaces for a 2 bedroom, and 2.1 spaces for a 3 bedroom unit
Townhouse	1.8 spaces for a 1 bedroom unit, 2.3 spaces for a 2 bedroom, and 2.4 spaces for a 3 bedroom unit
High Rise	.8 spaces for a 1 bedroom unit, 1.3 spaces for a 2 bedroom, and 1.9 spaces for a 3 bedroom unit

## COATES POINT CIRCULATION PLAN

### I. INTRODUCTION

The plan area joins residential neighborhoods and serves as a major thoroughway to the barrier island. It is important that the street network continue to serve the need of highway users, while also accommodating local residents and business and reconnecting the neighborhoods to the north and south of Route 37. The following Transportation plan shall shape future development as it concerns transportation and street standards.

In general, streets shall comply with the Toms River Complete Streets Policy (7/2012), which states the need to accommodate all modes of travel, including pedestrians, cyclists, motorists, and mass transit riders. In addition, streets shall be designed to reflect the character of the zone through which they pass. Design priority between vehicular and pedestrian movement shall be decided in favor of the pedestrian.

On-street parking shall be allowed on all existing streets, excluding Route 37. This serves the purpose of narrowing streets (leading to slower speeds), providing convenient parking in already paved spaces, and providing a buffer for pedestrians. Any new streets do not require parking if they serve the express purpose of reaching a parking area.

### II. SIDEWALKS

Sidewalks are the building blocks of an economically dynamic and human-scale neighborhood. They invite pedestrians to safely and comfortably explore an area. Sidewalk facilities are long-term investments that shall anticipate and foster future demand for walking. A healthy pedestrian environment creates a sense of vibrancy and encourages health through physical activity.

Wide sidewalks, active storefronts, street furniture, landscaping, lighting, and shade and safe crossings are key to a healthy pedestrian environment, inducing a feeling of comfort and safety among walkers. All sidewalks must comply with the regulations set forth in the Americans with Disabilities Act (ADA). Landscaping can additionally be an effective stormwater management tool.

The city shall work with NJDOT to ensure improved pedestrian access on the Tunney and/or Mathis Bridges when they undergo major changes or maintenance.

Sidewalks can be a hazard to the pedestrian if not properly maintained. Expansion gaps, cracks, and unpaved surfaces can be dangerous and limit sidewalk use. It is important that sidewalks be maintained properly, and that trees planted near the sidewalk are the type that will not uproot it. All sidewalks will be designed to be as straight as possible, rather than a meandering design, and shall be paved with concrete, stone or brick (not asphalt).

We recommend that signage be added as necessary to orient the pedestrian, direct pedestrians to business, and to provide a more complete sense of connectivity to the district. All wayfinding signage must be consistent throughout the vision area, and fit with the general theme. The standards for sidewalks described in this plan are to be applied throughout the entire project area, and not just the example vision parcels.

***a. Route 37 Sidewalk Standards***

A continuous sidewalk along Route 37 will allow pedestrians to park once and visit multiple businesses, as well as encourage hotel visitors to explore the neighborhood on foot. A sidewalk network is also essential for visitors arriving via mass transit.

As Route 37 is the predominant road in the area, wide, well-maintained sidewalks are essential to highlight the neighborhood's pedestrian accessibility. The noticeable presence of pedestrian infrastructure will also help inform the motorists that they should watch for pedestrians at intersections and driveways.

Between the edge of the roadway, and the sidewalk, there shall be a landscape buffer (curb-side zone) of between five (5') and ten feet (10'). This buffer will contain grass and landscaping allowed per NJ DOT code, namely flowers and low shrubs. All utility poles, highway signs and other necessary components will be located within the buffer. The landscape buffer will be replaced with a concrete sidewalk at designated transit stops and at intersections to allow access to crosswalks.



The sidewalk (movement zone) shall be at minimum six feet (6') wide and may increase up to ten feet (10'), as appropriate with adjacent development. The sidewalk will be designed to be as straight as possible, rather than a meandering design, and shall be paved with concrete, stone or brick (not asphalt). Any pedestrian furniture, such as trashcans or benches, must be located on the far side of the roadway, and not narrow navigable pedestrian space to any less than six feet (6').

The frontage zone between the sidewalk and the adjacent buildings shall comply with the guidelines set forth in the building section of this code.

If a sound barrier or other type wall is to be located next to the right-of-way, an additional five foot (5') landscape buffer is required between the wall and the sidewalk.

***b. Sidewalk Standards For All Other Existing Streets Within the Redevelopment Area – Adams Avenue, Anchor Square, Douglas Street, Foster Road, Gary Road, Hawser Place, and Any New Streets of a Similar Nature***

To help encourage residents to visit local businesses on foot, it is important that sidewalks in the plan area allow access between these blocks and the surrounding neighborhood. A landscape buffer (curb-side zone) between the roadway and the sidewalk is not required, but is highly recommended.

If a buffer is provided, it can be no less than four feet (4') wide to allow room for trees. Additionally, if a landscape buffer is built, the sidewalk may be no narrower than five feet (5'). All utility poles and signs must be erected in the landscape buffer. If they must be located on the sidewalk, the sidewalk must be widened to provide no less than six feet (6') of horizontal walking space.

If no landscape buffer is provided, a five foot (5') by five foot (5') curb extension must be built within the roadway every 38 feet to allow for a tree. In addition, the adjacent sidewalk must provide no less than six feet (6') of unobstructed walking space.

The frontage zone between the sidewalk and the adjacent buildings shall comply with the guidelines set forth in the building section of this code.

***c. New Internal Street Sidewalk Standards***

New internal drives may be created to provide access to parking areas and to improve pedestrian access to buildings. As with existing streets, a landscape buffer is not required, but is highly recommended.

Requirements for the internal streets are the same as for existing streets, excluding the requirement for curbside parking. If no curbside parking is provided, there shall be no need to place tree wells, even if there is no landscape buffer.

The frontage zone between the sidewalk and the adjacent buildings shall comply with the guidelines set forth in the building section of this code.

***d. Boardwalk Street Sidewalk Standards (Leeward Lane)***

A “boardwalk street” is a new type of roadway, which is designed around low, local-traffic levels and low speeds. The primary distinguishing feature is the lack of curb separating the area in which vehicles are allowed and the exclusive area of pedestrians. The main roadway shall be a shared space, similar to an alley. Pedestrians and cyclists are able to use the space and are expected to cross it frequently. However, the space adjacent to the water shall be exclusively for pedestrians.

Between the pedestrian space and the shared space, a one to two foot (1' – 2') textured buffer shall be installed. This will visually and tactically indicate to motorists the boundary of the area in which they are allowed to drive. The texture must be compliant with ADA guidelines so that those with disabilities can enter and exit at any point. The texture also serves to indicate to blind pedestrians where the exclusive pedestrian area ends.

The frontage zone between the sidewalk and the adjacent buildings shall comply with the guidelines set forth in the building section of this code.

***e. Pedestrian Boardwalk Sidewalk Standards***



Pedestrian Boardwalks are the space adjacent to the water, exclusively for use by pedestrians. While they may border a boardwalk street, they can also exist independently. Pedestrian Boardwalks must allow for no less than six feet (6') of unobstructed walking space in a path that is no smaller than eight feet (8') wide. Pedestrian amenities like benches and trashcans are expected. The entire pedestrian boardwalk must comply with ADA regulations.

A landscape buffer between the boardwalk and any other space is optional, and does need to contain trees if installed.

A decorative fence must be installed between the boardwalk and the water for safety.

*The following table summarizes the various sidewalk standards to be implemented in the plan area:*

Road	Landscape Buffer?	Buffer Width	Sidewalk Min Width	Sidewalk Typical	Transit	Wall Adjacent to Sidewalk Allowed?
Route 37	Yes	5' – 10'	6'	8'	Yes	Yes, 5' landscape buffer
Existing Streets	Optional	4' min	5' w/buffer 6' w/o buffer	6'	No	No
New Streets	Optional	4' min	5' w/buffer 6' w/o buffer	6'	No	No
Boardwalk Streets	Texture Buffer	1' – 2'	N/A	10'	No	No
Pedestrian Boardwalk	Optional	N/A	6' unobstructed 8' total	10'	No	Fence between boardwalk and water

### III. DRIVEWAYS

A pedestrian crossing is defined as any location where the pedestrian leaves the sidewalk and enters the roadway. At a pedestrian crossing, the pedestrian's path of travel crosses the motorist's path of travel, and pedestrians are most at risk at these junctures. The design of intersections and driveways shall accommodate pedestrians and cyclists in a safe, accessible and convenient manner.

The number of driveways should be minimized, with steps taken to consolidate existing driveways. In cases where driveway consolidation is not possible, driveways may not be closer than sixty feet (60') from each other. At a street intersection, no driveway shall be constructed less than 75 feet (75') from the existing or established curb line on the adjoining side street, or constructed on said side street within fifty feet (50') from the curb line of the principal street or highway.

Driveways shall be built to minimize the risk to pedestrians through the use of appropriate design standards. One important consideration is a vehicle's turning radius. A larger turning radius allows for vehicles to enter and exit the roadway at faster speeds.

All driveways must follow the state guidelines for "conventional driveways" (i.e. where there is a change in grade between the street and abutting property and the driveway entrance is connected to the street via a sloped concrete apron). These are preferred over access points that resemble at-grade street intersections where there is no grade change. In the design of conventional driveways, the pedestrian right of way is established more clearly and vehicles must turn more slowly into and out of the driveway.

It is important to provide a level path of pedestrian travel (as an extension of the regular sidewalk) through the driveway cut.

#### *a. Route 37 Driveway Standards*

With a wide (16') shoulder along Route 37, it is not necessary to rush vehicles out of the way of through-moving vehicles with the use of large turning radii. Driveways should not have a turning radius larger than twenty-five feet (25'), with the exception of driveways frequently used by large trucks or boat-trailers. Those exceptions shall be made on a case-by-case basis. The width of the driveway shall be no less than fifteen feet (15') for a one-way driveway and no less than twenty-four feet (24') for a two-way driveway. Maximum width for any driveway is thirty feet (30').

*Driveway Standards For All Other Existing Streets – Adams Avenue, Anchor Square, Douglas Street, Foster Road, Gary Road, Hawser Place, and Any New Streets of a Similar Nature*

The turning radius into driveways from these streets shall be fifteen feet (15'). The width for the entrance shall be no less than twelve feet (12') and no greater than sixteen feet (16') for a one-way drive, and no less than twenty-two feet (22') and no greater than twenty-eight feet (28') for a two-way drive.

***b. New Internal Street Driveway Standards***

The turning radius into driveways from these streets shall be fifteen feet (15'). The width for the entrance shall be no less than twelve feet (12') and no greater than sixteen feet (16') for a one-way drive, and no less than twenty-two feet (22') and no greater than twenty-eight feet (28') for a two-way drive.

***c. Boardwalk Street Driveway Standards***

The width for the entrance into driveways, when applicable, shall be no less than ten feet (10') and no greater than fifteen feet (15') for a one-way drive, and no less than twenty feet (20') and no greater than twenty-six feet (26') for a two-way drive.

*The following table summarizes the various driveway standards to be implemented in the plan area:*

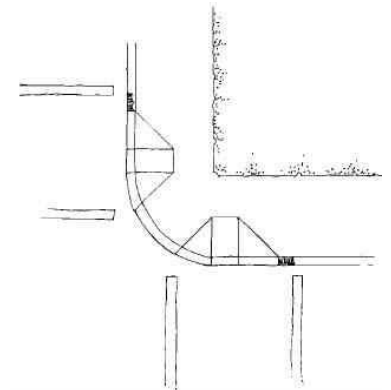
Road	Driveway Min Distance from Intersection	Driveway Turning Radius	Driveway Min Width	Driveway Max Width	Transit
Route 37	75'	25' (unless high truck or boat trailer traffic)	1-way: 15' 2-way: 24'	1-way: 20' 2-way: 30'	Yes
Existing Streets	50'	15'	1-way: 12' 2-way: 22'	1-way: 16' 2-way: 28'	No
New Streets	50'	10'	1-way: 12' 2-way: 22'	1-way: 16' 2-way: 28'	No
Boardwalk Streets	30'	n/a	1-way: 10' 2-way: 20'	1-way: 15' 2-way: 26'	No

## IV. INTERSECTIONS AND CROSSWALKS

Like driveways, intersections present a danger to pedestrians from crossing paths with motorists. Unlike driveways, which pedestrians simply cross, pedestrians enter the roadway at intersections. Under state law, crosswalks exist at all intersections, whether marked or not. To enhance the safety of pedestrians and encourage walking, it is important that all crosswalks within the redevelopment district be upgraded to the highest safety standards. All intersection and crosswalk improvements must comply with regulations set forth below. Additionally, all crosswalks must be the same width as the adjoining sidewalk.

### *a. Route 37 and Fischer Blvd Intersection Standards*

Route 37 presents the biggest challenge to pedestrian mobility in the area. Currently, only one painted crosswalk exists in the plan area, on the west side of Fischer Boulevard. It is proposed that all four legs of the intersection be upgraded with high-visibility continental crosswalks, and two ADA-compliant ramps on each corner, directly facing the crosswalk. The addition of pedestrian signal-heads with visual countdowns and audible signals will also be required at each corner. The center of both crosswalks will cut through their respective highway medians to provide an 18' pedestrian refuge area.



### *b. Route 37 and Douglas Street and Route 37 and Jughandle Intersection Standards*

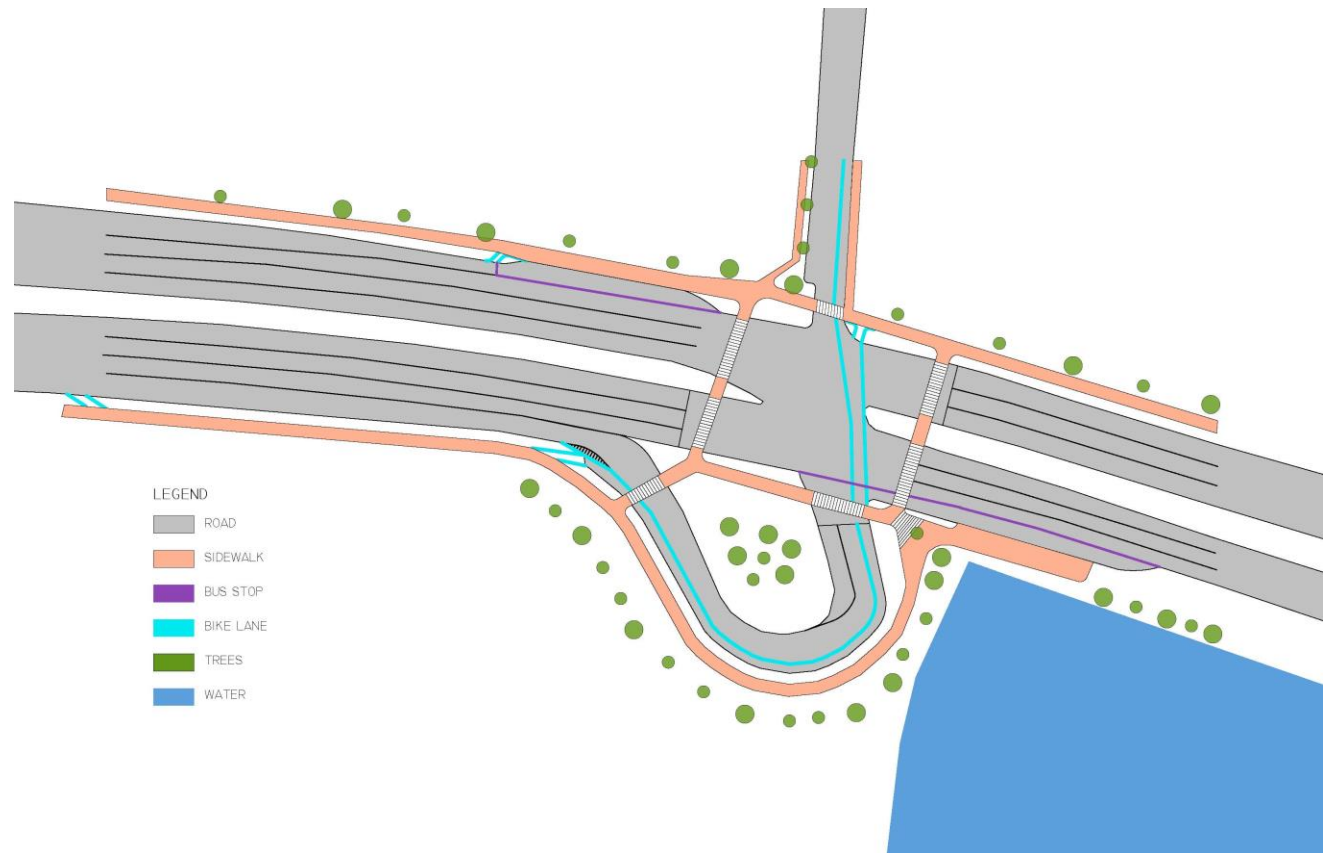
The intersection of Douglas Street with Route 37 will present the highest volume of pedestrian crossings, because of the commercial centers proposed on either side of this intersection. Currently, an unmarked crosswalk with a pedestrian signal exists on the east side of the intersection. We propose major upgrades to the pedestrian experience at this intersection.

On the jughandle side of the intersection, sidewalks shall be provided both around (below) the jughandle, and across it. The sidewalk below the jughandle will link to the Boardwalk. At the intersection, both sidewalks will provide access to a new bus stop. The entrance into the jughandle will be narrowed to provide a tighter turning radius (30'), and lower speeds on approach to the well-marked crosswalk. The right turn slip lane from the jughandle to Route 37 East will be removed, and replaced with a widened pedestrian areas. If absolutely necessary, vehicles can make the right turn at the intersection from the straight-movement lane. The

roadway within the jughandle will be narrowed to provide the addition of a six-foot (6') bicycle lane. The bicycle lane is intended to lead cyclists across the intersection, so they can access the bay crossings through the allowed sidewalk. See the bicycle section for additional details.

The main crosswalk across Route 37 will be on the east side. The crosswalk will be moved east to allow for a straight (shorter) crossing, and maximize the side of the median refuge. A secondary crosswalk on the west side of the intersection will provide access straight from the jughandle, also with a median refuge.

The entrance to Douglas Street will be significantly narrowed, as it is one-way. It will have a fifteen-foot (15') lane and a six-foot (6') bicycle lane. The remaining space will be a pedestrian sidewalk extension, with street parking on Douglas north of the extension. A bus stop will be provided to the west of the intersection.

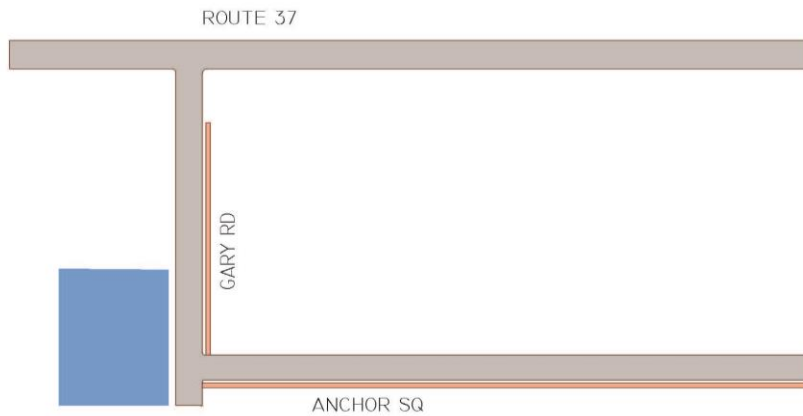




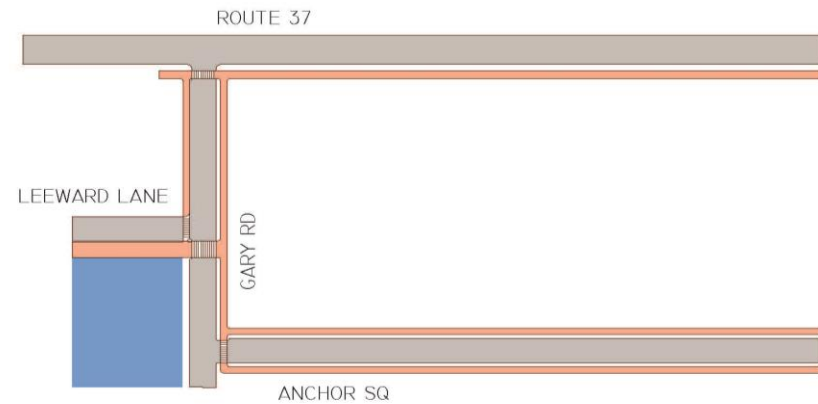
***c. Route 37 and Gary Road, Route 37 and Hawser Place, Route 37 and New Street Intersection Standards***

These intersections, on opposite sides of the highway, provide access to residential neighborhoods. Traffic volumes at these intersections and on these side roads are low. In conformance with the general design standards, street parking will be added to both streets. The addition of street parking allows for the use of curb extensions to narrow these streets as they reach Route 37. The curb extension should allow twenty-two feet (22') of road width on Gary Road at Route 37, and fourteen feet (14') on Hawser Place at Route 37, which is a one-way street.

EXISTING | GARY RD CROSSING



PROPOSED | GARY RD CROSSING



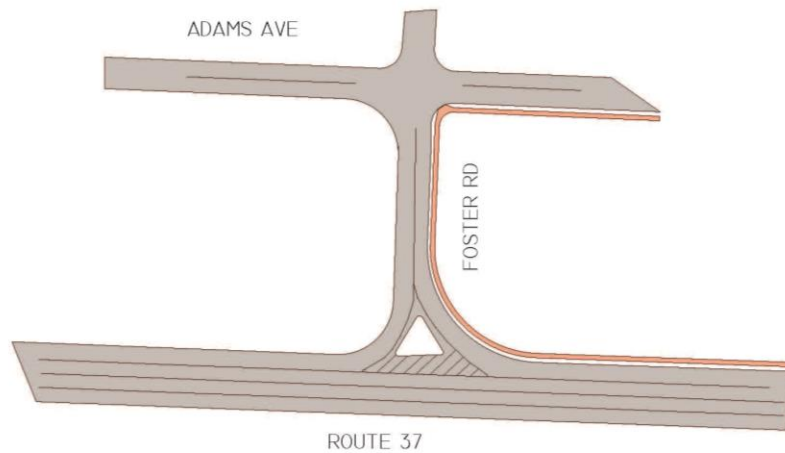
***d. Route 37 and Foster Intersection Standards***

Foster Road is currently signed as the vehicle route for northbound traffic, as a way to avoid the intersection with Fischer and Rt. 37. As such, it has a very wide entrance and turning radius. Including the median, the road has a total width of 180' from where the curve begins.

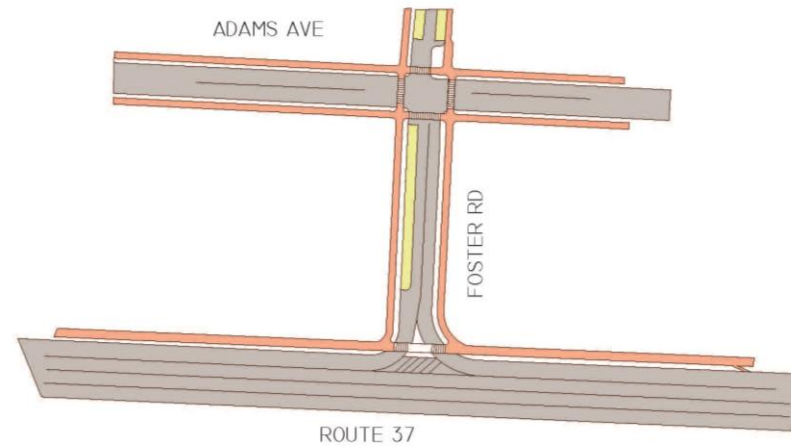
The proposed configuration greatly narrows the entrance to 100', including the median, from where the curve begins. The actual road width at the crosswalks shall be 18' – 22' for northbound traffic and 15' – 19' for southbound traffic.

The median island will provide a 12' – 22' pedestrian refuge. Above the intersection, the center road line shall be shifted east to allow for parking on the west side of the road.

EXISTING | FOSTER RD & ROUTE 37



PROPOSED | FOSTER RD & ROUTE 37



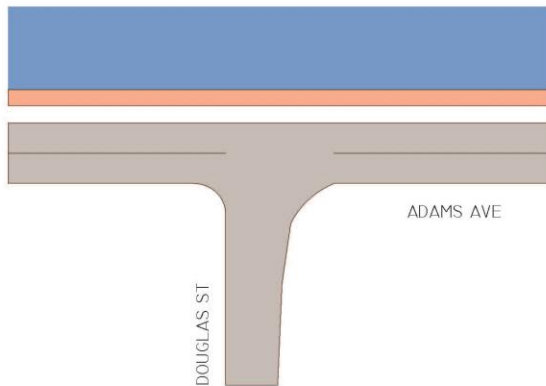
***e. Optional: Crosswalk across Route 37 at Gary Street***

Due to the large distance between the two intersections with crosswalks (2,500 feet), it may be necessary to add a signalized crosswalk at Gary Rd., across Route 37. The use of a HAWK signal here will allow pedestrians to cross safely and only delay traffic when demand requires it.

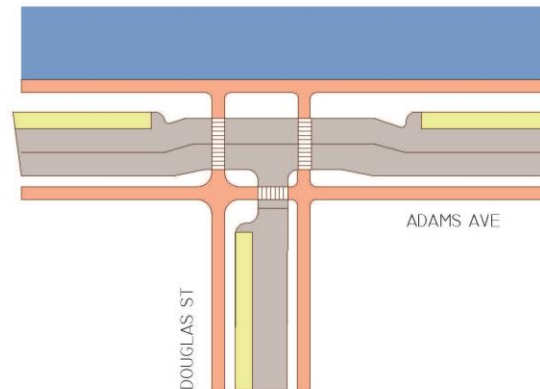
***f. Adams Avenue Intersection Standards***

Adams Avenue is a low-speed, low-volume road primarily used for residential access. However, to complement the overall pedestrian-friendly design of the plan it is important that crosswalks be safe and plentiful on this street. High-visibility continental-style crosswalks should be placed at all crossing points, including those at T-intersections. Every crossing point should be accompanied with a bulb-out, which should narrow one-way streets to fourteen feet (14') and two-way streets to twenty-two feet (22'). Adams Avenue should be narrowed to twenty-four feet (24') at all intersections. If a T-intersection exists, the entire side without a road shall be bumped out. All-way stop signs are recommended at all intersections with the exception of Adams and Iron Kettle Road. Crosswalks shall be added even in the absence of stop signs. Turning radii shall be 5' at one-way roads, 10' at two-way roads and 25' at Fischer.

EXISTING | ADAMS AVE & DOUGLAS ST



PROPOSED | ADAMS AVE & DOUGLAS ST



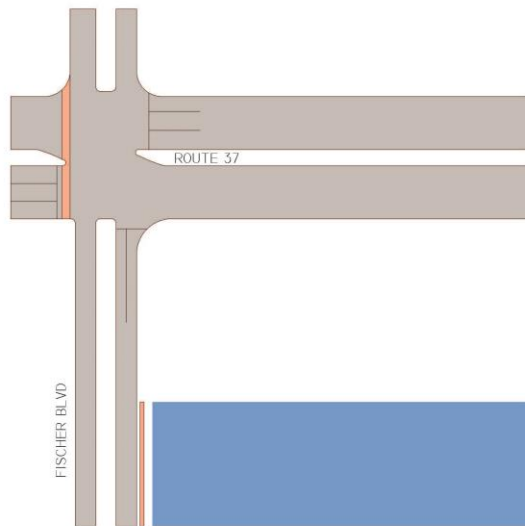
***g. Leeward Lane Intersection Standards***

As the road shall be twenty-four feet (24') wide for its entire length, no narrowing is needed at the intersections.

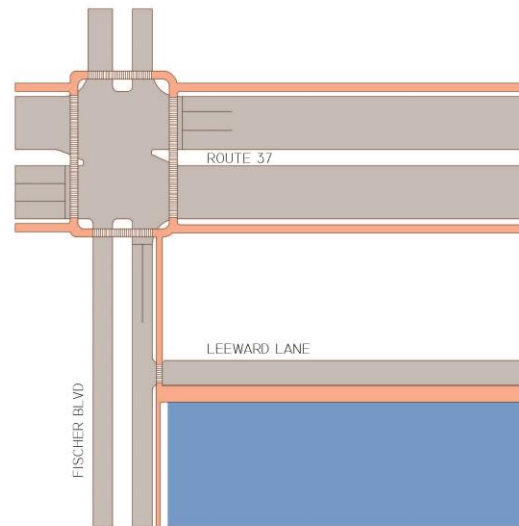
A raised crosswalks will be placed at Leeward Lane's intersections with Gary Road. The crosswalk should be raised to the height of the sidewalk/boardwalk and be ten feet (10') wide. The vehicle ramps on either side shall extend five feet (5').

If the 7-11 driveway is modified to feed into Leeward Lane, signage shall be added prohibiting left turns from the parking lot. Additional uses of texture and signage shall be added making it clear that Leeward Lane is not a cut-through road, but suited for local-access only.

EXISTING | FISCHER BLVD & ROUTE 37



PROPOSED | FISCHER BLVD, ROUTE 37 & LEEWARD LANE



*The following table summarizes the various intersection standards to be implemented in the plan area. No changes proposed to Route 37 through lanes.*

Intersection	Road width at crosswalk	Turning Radius
Route 37 and Fischer	No change to existing conditions	35' max
Route 37 entering Jughandle	22' vehicle lane 6' bike lane	30'
Jughandle north across Rt. 37	Two 13' lanes, one 6' bicycle lane	10' max for right turns from jughandle (rare)
Route 37 westbound and Douglas	18' Douglas	15' east side 5' west side
Route 37 and Foster	18' - 22' north 15' - 19' south	45' north 25' south
Route 37 and Gary Route 37 and Hawser Route 37 and New Street	22'	25'
Adams and One-way roads	14' One-way road 24' Adams	5'
Adams and Two-way roads (excluding Fischer)	24'	10'
Adams and Fischer	24' Adams N/A Fischer	25'
Leeward and Fischer	22'	10'
Leeward and Gary	22'	5'



## V. LIGHTING

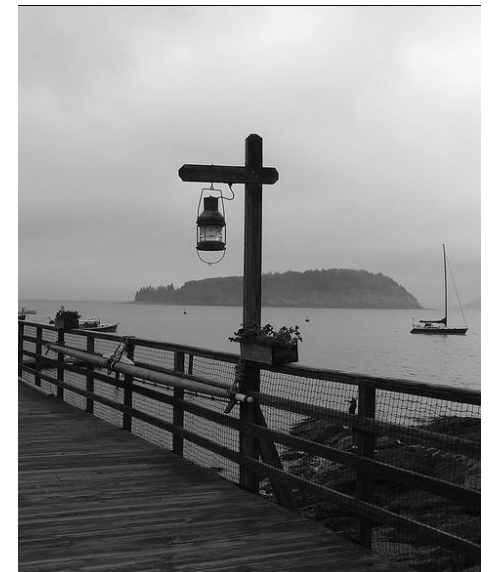
It is important that pedestrians feel safe walking around the project area at all hours. Lighting should not only illuminate the street, but also the sidewalk. Consequently, fixtures designed to illuminate both the road and the sidewalk are essential.

At the center of the crosswalks, the lighting level should be no less than 20 lux vertical. This can generally be accomplished by placing the light pole 0.7 times the mounting height before the crosswalk (e.g. for a 30' pole, the placement should be  $30 \times 0.7 = 21'$  before the center of the crosswalk). Within intersections, lighting should reach the following standards. The area within the intersection required to meet these elevated levels is defined by the area in the center of the intersection relative to the location of the stop bars at each intersecting street.

It is important that lighting in the district be uniform in character but not necessarily by type. That is, Route 37 will be brighter than the side streets, and the Boardwalk lighting should consider its impact on residential uses on both sides of the lagoon. However, the design of the fixtures should be consistent.

To preserve views of the night sky, lights used for roadways or parking lots must be fully shielded. In the case of ornamental roadway light fixtures (as may be chosen for the Boardwalk areas), the fixture may allow no more than 700 lumens from the fixture above a horizontal plane through the fixture's lowest light emitting part.

Boardwalks and other pedestrian-exclusive areas should be lit to no less than 0.4fc. The use of LED lighting fixtures is encouraged wherever possible. While high-pressure sodium may be more energy efficient, appropriate LED selection can provide a better quality of light.



*a. Average Maintained Luminance at Pavement (Lux/ft)*

Route 37 and Fischer, Route 37 and Douglas: 34.0/3.4

Route 37 and Gary, Route 37 and Hawser, Route 37 and New: 26.0/2.6

Other streets (Adams): 24.0/2.4

## VI. BIKE STANDARDS

Bicycles provide a low cost form of mobility for all people, but especially those too young, old, or without resources to buy a car. An improved cycling network is the most powerful factor for increasing the use of bicycles as transportation for those with modal choice.

*a. Route 37 Bike Route Standards*

Route 37 currently has 16-foot (16') shoulders in each direction for most of its length within the project area. These shoulders act as de-facto cycling lanes. Improvements in lighting and consolidation of driveways will be a boon to area cyclists. The greatest risk for cyclists today comes when drivers do not see them or when their paths cross with motorists. This is mitigated with improved lighting and reducing the number of driver-cyclist junctions, respectively. Mandated reductions in turning radii, as well as shortened roadway entrances at intersecting roads, will also enhance safety for cyclists.

We recommend supplementing these improvements with signage indicating the expected presence of bicycles in the areas. Navigational signage is important for cyclists, especially as they approach the highway bridges, which cross Barnegat Bay. Under current law, bicycles are not allowed on the eastbound bridge, and must take the northernmost sidewalk of the Tunney Bridge. Appropriate signage at the Douglas Street jughandle should be installed to direct cyclists across Route 37 where they can join the appropriate sidewalk. It is important that the municipality collaborate with NJ DOT during future modifications to the bridges to improve bicycle access across the bay.

The lack of shoulders at both ends of the plan area (Route 37 and Fischer Boulevard and Douglas Street) are problematic for cyclists. It is currently not practical to add safe bike lanes in these areas, and instead we propose directing cyclists onto the wide sidewalks, via dedicated cycling ramps.

The cycling ramps must be at minimum five feet (5') wide, and be installed at a soft angle so cyclists can mount the sidewalk without having to stop.

Prior to arriving at the jughandle, eastbound cyclists will be directed onto the sidewalk, where the shoulder ends, via a dedicated cycling ramp. They will then return onto the roadway within the jughandle, where a six foot (6') bicycle lane will be provided. The lane will direct cyclists across Route 37, where they can then access the sidewalk via another dedicated ramp. The sidewalk will then lead them to the bridge, to the east.

A similar ramps onto the sidewalk will be provided for westbound cyclists where the shoulder ends before Foster Road.

***b. Bike Route Standards For All Other Existing Streets – Adams Avenue, Anchor Square, Douglas Street, Foster Road, Gary Road, Hawser Place, and Any New Streets of a Similar Nature***

Due to the low-speed, low-traffic nature of these streets, bicycling is neither safe nor uncomfortable. As with Route 37, many of the pedestrian improvements proposed will yield dividends to cyclists. These include the traffic-calming sidewalk extensions and improved lighting. To compliment these changes, we propose the addition of “super-sharrows,” to further highlight the convenient and expected usage of bicycles. “Super-sharrows” are sharrows which are bound by two dashed line, which indicates the presence of a shared bike lane. Only Douglas will have an exclusive bicycle-lane, which will be accessed by cyclists crossing Route 37 from the jughandle, who desire to go north or west. The bicycle lane will be on the right side, and be six feet (6') wide.

***c. Boardwalk Street Bike Route Standards***

The addition of Leeward Lane will enhance cycling in the area by providing a convenient east-west route that does not require crossing Route 37. As a low-speed, shared space, this route does not need additional design elements for bicycles.

***d. Optional: Crosswalk across Route 37 at Gary Street Bike Route Standards***

If a crosswalk with a HAWK signal is installed on Route 37 at Gary Road, the signal push button must provide convenient accessibility to cyclists so they do not need to dismount their bikes to use it.

#### ***e. Bike Parking Standards***

Bike racks must be provided for cyclists to park at their destinations. Aside from being essential for cyclists, they also send a message that cycling is welcome and encouraged in the area. Without bicycle racks, cyclists will use polls, fences and trees. This can cause visual clutter, narrow or block pedestrian access points, and damage or potentially kill trees.

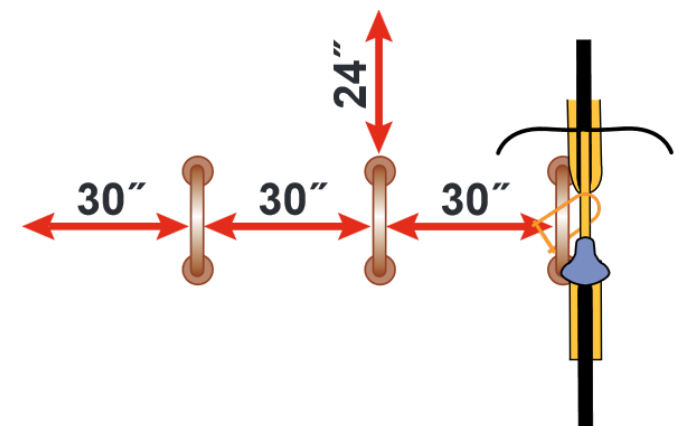
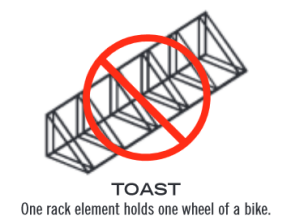
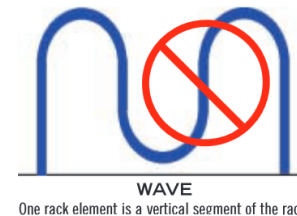
While there are many types of bike racks, the majority of are not suitable for bikes. A proper bike rack provides enough space to place the bike, two points in which to lock the frame, and support to keep the bike upright. Bike racks shall be one of the following types: Inverted U, “A”, Post and Loop. The prohibited rack types are: Comb, Wave, and Toast.

#### ***f. Bike Rack Installation***

Spacing between bike racks and the adjacent wall is necessary for appropriate use. An aisle or other space should be provided for bicycles to enter and leave the facility. This aisle should be at least five feet (5') wide and located to the front or the rear of a standard six foot (6') bicycle parked in the facility. Bicycle racks should be installed at a minimum of three feet (3') from a parallel wall and at three feet (3') from a perpendicular wall (as measured to the closest inverted-U rack).

#### ***g. Bike Rack Location***

The location of bike racks determines how often they will be used. The racks must be visible, so that cyclists know where to go. Visibility also enhances safety; bike thieves like nothing more than a secluded corner to do their work. Strong lighting also helps discourage theft and makes riders feel safe.



All bicycle parking spaces shall be:

1. Located to ensure significant visibility by the public and building users
2. Well-lit if accessible to the public or bicyclists after dark
3. Accessible without climbing more than one step or going up or down a slope in excess of eight percent (8%) and via a route on the property designed to minimize conflicts with motor vehicles and pedestrians.

All in-street bicycle parking and bicycle parking spaces located in a parking facility shall be:

1. Clearly marked
2. Separated from motor vehicles by a physical barrier (such as bollards, concrete or rubber curbing or pads, reflective wands, a wall, or a combination thereof) designed to adequately protect the safety of bicyclists and bicycles.

Another critical component is being close to the building entrance the cyclists will use. If a pole or fence is closer and more convenient, it will be used instead of any bike rack. Consequently, all bicycle parking areas should be located within fifty feet (50') of the front door whenever possible.

#### ***h. Bike Rack Quantity***

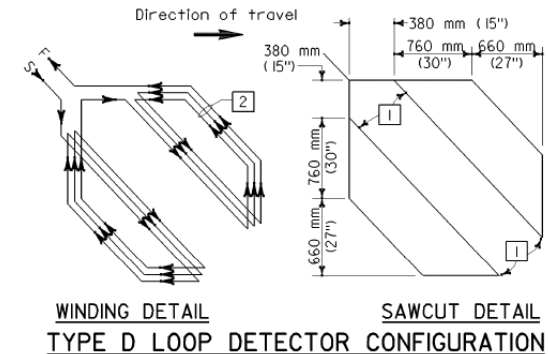
For commercial, office, recreational and industrial use, the minimum required bicycle parking shall be 10% of the amount of car spaces. If that amount is less than a 2, a minimum of 2 parking spaces must be provided (one rack). For multi-family residential units, there shall be 1 bicycle parking space provided per unit. If a single-family residential dwelling lacks an enclosed garage, there shall be 1 bicycle parking space per unit provided.



### *i. Other Bicycles Considerations*

If any traffic signal is modified as to respond to demand, via video-detection or induction-detection, installation must be done in a way, which will allow cyclists to be recognized by the signal. In the case of induction detection, this means installing induction in the area where cyclists are expected to travel, which may include the shoulder. The “type D loop detector” is the preferred method for detecting cyclists, and should be accompanied with the marking standards defined by the Federal Highway Administration.

In the case of video-detection, the intersection must be properly lit so that a camera will see cyclists at all hours. See lighting standards for details.



## VII. TRANSIT

The project area is currently served by one Ocean County bus route (OC10) and bypassed by NJ Transit buses. To encourage transit use, designated transit stops should be constructed on Route 37 for Ocean County and NJ Transit buses.

Proposed bus stops will be found on Route 37 east of Fischer Boulevard on both the north and south sides, an additional eastbound bus stop on the far side of the jughandle before the bridge, and an additional westbound bus stop on the far side of the Route 37/Douglas intersection.

A high-quality transit stop is one that is well connected to the neighborhood or community it serves, accommodates the needs of all transit passengers, and permits efficient transit operations.

The proposed stops are adjacent to the two major intersections in the project area, at Douglas Street and at Fischer Boulevard. If the optional crosswalk is constructed at Gary Road, transit accommodations shall also be made there.

The use of NJ Transit shelters at each stop will benefit customers by providing a comfortable place to wait for the bus while sheltered from the elements. Bus shelters also help show that the community respects and appreciates transit riders and help serve as an advertisement that service exists in the area. Finally, shelters allow for the installation of maps, schedules, and other material to provide information to those who may not be familiar with the bus service or surrounding area.

Other amenities to be installed at stops include adequate lighting, a trashcan, a bench outside the shelter, and way finding signs.

## VIII. PARKING

Sufficient parking is essential, however, excess parking is a waste of money, creates unpleasant pedestrian environments, and brings storm water and heat island issues. The plan area is currently over-parked, but poor access results in much wasted space. Allowing for shared parking can enable developers to save money and put it into better lot use. Furthermore, the ability to park once and visit multiple sites enhances the pedestrian environment of the project area while reducing vehicle greenhouse gas emissions.

Refer to the code-section for exact requirement for parking by district. When parking can be shared, the requirements shall be lowered by XX amount.

Design of the lot and stall shall remain consistent with town standards. Stalls are to be 18'x9', and aisles must provide the necessary amount of space as noted in the city ordinance. Dead-end aisles are strongly discouraged.

Landscaping shall be required within the parking area, with one tree for every eight (8) stalls. Trees should be selected for their ability to survive in a parking environment.

10% (TBD) of the paved parking area must be made of a permeable surface. This includes open pavers, permeable pavement, or other methods, with the exception of gravel or dirt.



All parking areas must be properly lit, with all fixtures being shielded away from residential areas and the night sky. Lighting must be consistent with the district fixture standards.

Refer to the bicycle section for bicycle parking requirements.

## SOURCES

US Department of Transportation, Federal Highway Administration (2001). *Designing sidewalks and trails for access: Part 2 best practices design guide*. Retrieved from: [http://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publications/sidewalk2/sidewalks208.cfm](http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/sidewalk2/sidewalks208.cfm)

Vanderslice, E. City of Portland, Office of Transportation. (1998). *Portland pedestrian design guide*. Retrieved from: <http://www.portlandonline.com/shared/cfm/image.cfm?id=84048>

Nicholls, J. The State of Washington Department of Transportation, (2011). *Washington's complete streets and main streets highway program: Case studies and practice resource* (WA-RD 780.1). Retrieved from: <http://www.wsdot.wa.gov/research/reports/fullreports/780.1.pdf>

Takacs, C. State of New Jersey, Department of Transportation. (1994). *Memo: Access control at jughandles and interchanges, and driveway reviews*. Retrieved from: [http://www.state.nj.us/transportation/eng/notices/ADU/pdf/ADU\\_1994\\_10\\_03.pdf](http://www.state.nj.us/transportation/eng/notices/ADU/pdf/ADU_1994_10_03.pdf)

State of New Jersey, Department of Transportation. (2013). *Roadway design manual*. Retrieved from: <http://www.state.nj.us/transportation/eng/documents/RDM/>

City of San Francisco, San Francisco planning Department. (2013). *Better streets plan*. Retrieved from: <http://www.sf-planning.org/ftp/BetterStreets/library.htm>

New York City, Department of Transportation. (2013). *Street design manual*. Retrieved from: <http://www.nyc.gov/html/dot/html/pedestrians/streetdesignmanual.shtml>

City of San Jose, (2011). *Public streetlight design guide*. Retrieved from: <http://www.sanjoseca.gov/DocumentCenter/Home/View/242>

Boodlal, L. US Department of Transportation, Federal Highway Administration. (n.d.). *Accessible sidewalks and street crossings - an informational guide* (FHWA-SA-03-01). Retrieved from: [http://www.bikewalk.org/pdfs/sopada\\_fhwa.pdf](http://www.bikewalk.org/pdfs/sopada_fhwa.pdf)

DVRPC, (2012). *Septa bus stop design guidelines*. Retrieved from: <http://www.septa.org/reports/pdf/SEPTA-Bus-Stop-Design-Guidelines-2012.pdf>

City of Cambridge, Community Development Department. (2010). *Cambridge lighting study report*. Retrieved from:  
<http://www.cambridgema.gov/CDD/climateandenergy/municipalsustainability/streetlighting.aspx>

Bicycle Coalition of Greater Philadelphia, (2012). *Fact sheet: Bicycle parking racks*. Retrieved from: [http://www.bicyclecoalition.org/files/Bike Parking Racks Fact Sheet.pdf](http://www.bicyclecoalition.org/files/Bike%20Parking%20Racks%20Fact%20Sheet.pdf)







