



BOROUGH OF POINT PLEASANT BEACH

2021 REEXAMINATION & MASTER PLAN AMENDMENT

Adopted by the Planning Board:
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Introduction

The Borough of Point Pleasant Beach is located in Ocean County and encompasses roughly 1.74 square miles.

Point Pleasant Beach's development is coastal suburban in character, bounded to the west and north by the Manasquan River and Inlet, and to the east by the Atlantic Ocean. The borough is bisected by State Route 35, which crosses over the Manasquan River from Brielle to the north, and then south into Bay Head. The borough is part of the North Jersey Coast rail line operated by NJTransit and has one stop located at the western terminus of Central Avenue. Point Pleasant Beach is bounded to the north by the Manasquan Inlet, which divides Monmouth and Ocean counties. Opposite the inlet include the neighboring boroughs of Brielle and Manasquan. South and southeast of Point Pleasant Beach are the boroughs of Bay Head and Point Pleasant Borough, respectively.

While the Municipal Land Use Law requires a general reexamination of the Master Plan and development regulations every ten years, reexaminations can be undertaken more frequently. It can be as frequent as an individual municipality believes it to be warranted. The Borough originally adopted a Master Plan in 1963.ⁱ A subsequent Master Plan was adopted in September 1978, which was then amended through the adoption of a housing element in 1988, a land use element in 1990, and an update to the land use element in 1992. The borough adopted reexamination reports in 1982, 1988, 1992, 1999,ⁱⁱ 2007,ⁱⁱⁱ and then again in 2015.^{iv} The 2015 reexamination was prepared in response to Hurricane Sandy and placed special emphasis on facilitating immediate-term recovery and promoting longer-term resiliency to future storm impacts and other natural hazards. To further those recommendations on recovery and resiliency, the 2015 reexamination was

accompanied by amendments to the Borough's Master Plan, including a comprehensive list of objectives, and amendments to the Land Use Element, Traffic Circulation Element, Open Space and Recreation Plan, and Community Facilities Plan Element.

While the original master plan dates back to 1963, these reexamination reports were based off of the Borough's Master Plan, adopted in 1978, and later amended through an updated Land Use Element in 1990, a Community Facilities Element and Traffic Circulation Element in 1992, and an updated Housing Element in 1988.

This reexamination of the Borough of Point Pleasant Beach Master Plan and development regulations conforms to the requirements of the New Jersey Municipal Land Use Law (MLUL) which stipulates that each municipality in the State of New Jersey shall reexamine its Master Plan and development regulations at least every ten years. Specifically, N.J.S.A. 40:55D-89 states:

"The governing body shall, at least every ten years, provide for a general reexamination of its Master Plan and development regulations by the Planning Board, which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the Office of Planning Advocacy and the County Planning Board. A notice that the report and resolution have been prepared shall be sent to any military facility commander who has registered with the municipality pursuant to section 1 of PL 2005 c.41 (C.40:55D-12.4) and to the municipal clerk of each adjoining municipality, who may request a copy of the report and resolution on behalf of the military facility or municipality."

This report addresses the requirements of a reexamination in accordance with the MLUL, N.J.S.A. 40:55D-89, by including sections addressing the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- C. The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law", P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.
- F. The recommendations of the planning board concerning locations appropriate for the development of public electric vehicle infrastructure, including but not limited to, commercial districts and, areas proximate to public transportation and transit facilities

and transportation corridors, and public rest stops; and recommended changes, if any, in the local development regulations necessary or appropriate for the development of public electric vehicle infrastructure.

Problems & Objectives at the Time of the Last Reexamination Report

The first step in the reexamination process, known as Section “A”, reviews the major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.

The 2015 Reexamination evaluated the continued validity of the major problems and objectives from the previous reexamination in 2007, ultimately adopting a Master Plan amendment which amended and replaced the Borough’s general objectives. The Master Plan Amendment also added a set of objectives intended to promote sustainability and resiliency, resolve parking issues, and minimize the risk of local flooding.

GENERAL OBJECTIVES

- *Strive to foster an aesthetically pleasing downtown commercial district for the ease and safety of pedestrians.*
- *The Land Use Plan and Development Ordinance should be a simple, straightforward set of regulations.*
- *Continue developing at prevailing land use intensities.*
- *Recognize the inherent incompatibility of certain land uses and strive to segregate those that are potentially incompatible.*
- *Foster a diversity of housing that: lowers the proportion of renter-occupied housing in order to support a stable population base; and, promotes the expansion of bed-and-breakfast uses in the borough’s commercial and resort residential districts.*
- *Regulate the unique and valuable resources in the community – the beach, ocean vista, and river frontage – and strengthen the borough’s resort economy and tax base.*

OBJECTIVES TO PROMOTE SUSTAINABILITY AND RESILIENCY

- *Automate, update and expedite the borough’s system for processing zoning and construction permits.*
- *Promote efficiency within and streamline the development review process.*
- *Prepare a Green Buildings and Environmental Sustainability Element.*
- *Adopt an updated Floodplain Management Plan.*
- *Install new generators at the municipal building and other locations, as necessary; new generators should be equipped with a natural gas backup facility.*
- *Explore opportunities and establish agreements for shared services and mutual aid, in particular with adjoining communities, to improve emergency response for a greater number of residents.*
- *Create a borough Debris Management Plan including such components as allocating debris removal sites, collection strategies, and debris reduction methods.*
- *Provide the Department of Public Works with an emergency staging facility.*
- *Provide temporary housing for emergency personnel.*
- *Develop recovery information resources (e.g., guidebooks, pamphlets, and websites) and a training program for borough staff.*
- *Continue and, where possible, expand outreach through local radio stations and school programs.*
- *Maintain and improve emergency warning systems (e.g., Nixle and Reverse 911).*
- *Reinforce existing and, where needed, provide new bulkheads.*
- *To the greatest extent possible, provide dunes along the beachfront through participation in United States Army Corps of Engineers beach replenishment and dune restoration projects and other means.*
- *Continue participation in the Community Rating System Program of the Federal Emergency Management Agency.*

- *Continue participation in the National Flood Insurance Program.*
- *Develop a GIS database and user interface to catalog and inventory all infrastructure owned by the borough, including roadways, its stormwater collection system, its sanitary sewer collection system, and residential and commercial property information.*
- *Continue to vigilantly enforce building codes.*
- *Work with the state and county to improve year-round emergency evacuation capability.*
- *Where feasible, elevate residential properties above the Advisory Base Flood Elevation.*
- *Encourage the use of green building and infrastructure techniques.*

PARKING OBJECTIVES

- *To the greatest extent possible, expand the supply of parking spaces in the downtown area of the borough.*
- *Where possible, increase the turnover of parking spaces in the downtown area of the borough.*
- *Strictly enforce parking regulations.*
- *Promote pedestrian circulation and reduced dependence on motor vehicle transportation by upgrading and expanding the availability of pedestrian facilities, such as sidewalks and pedestrian crossings.*
- *Quantify existing public and fee-based, private parking areas and land use patterns adjacent to Ocean Avenue, and maximize parking options while buffering residential areas.*

OBJECTIVES TO MINIMIZE THE RISK OF LOCALIZED FLOODING

- *Protect life and property from present and foreseeable flood risks.*
- *Promote the development and use of both active and passive flood hazard mitigation techniques.*
- *Approach the issue of flood hazard mitigation from multiple perspectives, including land use, engineering, and design.*

LAND USE ELEMENT GOALS AND OBJECTIVES

- *To recognize the importance of protecting and stabilizing established residential and commercial areas of the borough.*
- *To separate those land uses, which are inherently incompatible, and in those transition areas between zoning districts to encourage adequate traffic separation, buffering and screening.*
- *To provide appropriate land use regulations to preserve the pedestrian scale of the central business district along Arnold Avenue.*
- *To relate land use decisions to the established land use pattern of the borough, with new development taking place at essentially the same scale and intensity as nearby existing development patterns.*
- *To adequately relate planning in the borough to adjoining municipalities, Ocean County, and the State of New Jersey to assure full recognition of regional planning issues.*
- *To protect and preserve areas of environmental sensitivity, such as wetlands.*
- *To restrict impervious surface coverage through the development regulations ordinance as a way of controlling stormwater runoff.*
- *To regulate development in recognition of the importance of retaining the borough's valuable natural resources, including the beach, views of the ocean, and relationship to the Manasquan River.*
- *To recognize the continuing role of Point Pleasant Beach as a family resort, while addressing its increasing attractiveness as a year-round community.*

Extent that Problems & Objectives Have Changed

The second step in the reexamination process, known as Section “B” evaluates the extent to

which such problems and objectives have been reduced or have increased subsequent to the 2015 Reexamination. For ease of reference, the goals and objectives identified in Section “A” are reiterated in their entirety below, with an evaluation of their current status in the adjacent column.

	Objectives as Identified in the 2015 Reexamination	2020 Status
General Objectives	<p><i>Strive to foster an aesthetically pleasing downtown commercial district for the ease and safety of pedestrians.</i></p>	<p>This objective appears to address two different topics: safety and aesthetics. It is recommended that this objective be divided into two new objectives:</p> <ol style="list-style-type: none"> 1) Protect and enhance the borough’s historic maritime character by maintaining appropriate scales of development, intensity of use, and architectural style. 2) Promote streetscape designs that encourages pedestrian activity and enhances safety.
	<p><i>The Land Use Plan and Development Ordinance should be a simple, straightforward set of regulations.</i></p>	<p>This objective is a general statement that is understood to be a given and should be removed.</p>
	<p><i>Continue developing at prevailing land use intensities.</i></p>	<p>It is recommended that this objective remain.</p>
	<p><i>Recognize the inherent incompatibility of certain land uses and strive to segregate those that are potentially incompatible.</i></p>	<p>This objective is a general statement that is understood to be a given. Considering that a similar, but more detailed objective exists under the Land Use Element, it is recommended that this objective be removed.</p>
	<p><i>Foster a diversity of housing that: lowers the proportion of renter-occupied housing in order to support a stable population base; and, promotes the expansion of bed-and-breakfast uses in the borough’s commercial and resort residential districts.</i></p>	<p>This objective appears to address multiple different topics, some of which are redundant with others, and where each of which address the topic of encouraging investment in the community. It is recommended that this objective be divided into three new objectives:</p> <ol style="list-style-type: none"> 1) Foster a diversity of housing that supports a stable, year-round population base. 2) Pursue opportunities to encourage private investment and reinvestment into existing residential and nonresidential properties. 3) Promote the historic maritime character of the area through special events programming centered in the downtown.

Objectives as Identified in the 2015 Reexamination

2020 Status

	<p><i>Regulate the unique and valuable resources in the community—the beach, ocean vista, and river frontage—and strengthen the borough's resort economy and tax base.</i></p>	<p>It is recommended that this objective be revised to include reference to the three lakes:</p> <p>1) Regulate the unique and valuable resources in the community—the beach, ocean vista, river frontage, and view of the three lakes—and strengthen the borough's resort economy and tax base.</p>
<p>Objectives to Promote Sustainability and Resiliency</p>	<p><i>Automate, update and expedite the borough's system for processing zoning and construction permits.</i></p>	<p>It is recommended that this objective remain.</p>
	<p><i>Promote efficiency within and streamline the development review process.</i></p>	<p>It is recommended that this objective remain.</p>
	<p><i>Prepare a Green Buildings and Environmental Sustainability Element.</i></p>	<p>This objective is being addressed concurrently and is a component of this reexamination report.</p>
	<p><i>Adopt an updated Floodplain Management Plan.</i></p>	<p>It is recommended that this objective remain.</p>
	<p><i>Install new generators at the municipal building and other locations, as necessary; new generators should be equipped with a natural gas backup facility.</i></p>	<p>Objective addressed. New generator was installed with grant funding to power the municipal building and water treatment plant.</p>
	<p><i>Explore opportunities and establish agreements for shared services and mutual aid, in particular with adjoining communities, to improve emergency response for a greater number of residents.</i></p>	<p>It is recommended that this objective remain. The Borough has mutual aid agreements with Bay Head and Mantoloking and is currently retrofitting its ambulance with shared services, cost sharing from Bay Head and Mantoloking.</p>
	<p><i>Create a borough Debris Management Plan including such components as allocating debris removal sites, collection strategies, and debris reduction methods.</i></p>	<p>Objective addressed. Debris Management Plan was created and adopted for future disaster scenarios.</p>
	<p><i>Provide the Department of Public Works with an emergency staging facility.</i></p>	<p>It is recommended that this objective remain. The Borough acquired and demolished the Sea Coast Oil site in 2019, with plans to construct a combined Public Works/Office of Emergency Management emergency staging facility.</p>
	<p><i>Provide temporary housing for emergency personnel.</i></p>	<p>It is recommended that this objective remain. The Borough's plans for the aforementioned Sea Coast Oil site includes an area that can be used to set up cots during emergency events.</p>
<p><i>Develop recovery information resources (e.g., guidebooks, pamphlets, and websites) and a training program for borough staff.</i></p>	<p>It is recommended that this objective remain. The Borough adopted a strategic recovery plan in 2014.</p>	

Objectives as Identified in the 2015 Reexamination

2020 Status

Continue and, where possible, expand outreach through local radio stations and school programs.

It is recommended that this objective remain. The Borough has taken additional actions to improve outreach, such as through the addition of electronic message signs as part of its emergency program and radio station 1630 AM.

Maintain and improve emergency warning systems (e.g., Nixle and Reverse 911).

Objective addressed. The Borough utilizes Swiftreach 911 to provide reverse 911 calls and other pertinent information.

Reinforce existing and, where needed, provide new bulkheads.

It is recommended that this objective remain. The borough has been in the process of improving its bulkheads. The last bulkhead on Lake Louise has been designed, issued out to bid, awarded and in the process of commencing construction. Once this is completed, the only remaining older bulkheads to be addressed are at Will's Hole between Boston and St. Louis Avenue off Channel Drive. We note a significant portion of the privately-owned bulkhead in this area has since been replaced.

To the greatest extent possible, provide dunes along the beachfront through participation in United States Army Corps of Engineers beach replenishment and dune restoration projects and other means.

Objective addressed. The Army Corps of Engineers project was completed.

Continue participation in the Community Rating System Program of the Federal Emergency Management Agency.

It is recommended that this objective remain.

Continue participation in the National Flood Insurance Program.

It is recommended that this objective remain.

Develop a GIS database and user interface to catalog and inventory all infrastructure owned by the borough, including roadways, its stormwater collection system, its sanitary sewer collection system, and residential and commercial property information.

A GIS database was developed following Hurricane Sandy, and data collection efforts are ongoing. As a result, it is recommended that this objective be revised as follows:

- 1) Continue to develop, enhance, and maintain the borough's GIS database of municipal infrastructure and property data, that can be used in applications that will assist municipal operations and the public.

Continue to vigilantly enforce building codes.

It is recommended that this objective remain.

Work with the state and county to improve year-round emergency evacuation capability.

It is recommended that this objective remain.

Objectives as Identified in the 2015 Reexamination

2020 Status

	Where feasible, elevate residential properties above the Advisory Base Flood Elevation.	FEMA's updated flood hazard maps for the area became effective in June 2018. It is recommended this objective be revised accordingly: 1) Where feasible, elevate residential properties above the Base Flood Elevation.
	Encourage the use of green building and infrastructure techniques.	It is recommended that this objective remain.
Parking Objectives	To the greatest extent possible, expand the supply of parking spaces in the downtown area of the borough.	It is recommended that this objective remain. A related objective should be added: 1) Optimize use of the train station lot to better accommodate visitors.
	Where possible, increase the turnover of parking spaces in the downtown area of the borough.	This objective is no longer relevant.
	Strictly enforce parking regulations.	It is recommended that this objective remain.
	Promote pedestrian circulation and reduced dependence on motor vehicle transportation by upgrading and expanding the availability of pedestrian facilities, such as sidewalks and pedestrian crossings.	It is recommended that this objective remain.
	Quantify existing public and fee-based, private parking areas and land use patterns adjacent to Ocean Avenue and maximize parking options while buffering residential areas.	Objective addressed. This analysis was completed, and Ordinance 2016-15 was adopted to maximize parking space use by permitting parking in the Resort Commercial District west of Ocean Ave.
Objectives to Minimize the Risk of Localized Flooding	Protect life and property from present and foreseeable flood risks.	It is recommended that this objective remain.
	Promote the development and use of both active and passive flood hazard mitigation techniques.	It is recommended that this objective remain.
	Approach the issue of flood hazard mitigation from multiple perspectives, including land use, engineering, and design.	It is recommended that this objective remain.
Land Use	To recognize the importance of protecting and stabilizing established residential and commercial areas of the borough.	It is recommended that this objective remain.
	To separate those land uses, which are inherently incompatible, and in those transition areas between zoning districts to encourage adequate traffic separation, buffering and screening.	This objective continues to remain valid, however, it is recommended that this objective be revised for further clarity: 1) To separate inherently incompatible land uses through context-sensitive bulk, use, and design

Objectives as Identified in the 2015 Reexamination

2020 Status

	standards and appropriate buffering and screening requirements.
<i>To provide appropriate land use regulations to preserve the pedestrian scale of the central business district along Arnold Avenue.</i>	It is recommended that this objective remain.
<i>To relate land use decisions to the established land use pattern of the borough, with new development taking place at essentially the same scale and intensity as nearby existing development patterns.</i>	It is recommended that this objective remain.
<i>To adequately relate planning in the borough to adjoining municipalities, Ocean County, and the State of New Jersey to assure full recognition of regional planning issues.</i>	It is recommended that this objective remain.
<i>To protect and preserve areas of environmental sensitivity, such as wetlands.</i>	It is recommended that this objective remain.
<i>To restrict impervious surface coverage through the development regulations ordinance as a way of controlling stormwater runoff.</i>	It is recommended that this objective remain. The Borough has eliminated the provision in the Development Ordinance that considers pavers set in sand or other pervious material as 50 percent impervious, unless genuinely porous with an acceptable storage capacity.
<i>To regulate development in recognition of the importance of retaining the borough's valuable natural resources, including the beach, views of the ocean, and relationship to the Manasquan River.</i>	It is recommended that this objective be revised to include reference to the three bays: 1) To regulate development in recognition of the importance of retaining the borough's valuable natural resources, including the beach, views of the ocean, views of the three bays, and relationship to the Manasquan River.
<i>To recognize the continuing role of Point Pleasant Beach as a family resort, while addressing its increasing attractiveness as a year-round community.</i>	It is recommended that this objective remain.

Extent of Changes in Policies & Objectives Forming the Basis of the Master Plan or Development Regulations

The third step in the reexamination process, known as Section “C,” reviews the extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the Master Plan or development regulations.

DEMOGRAPHIC CHANGES

Data from the Decennial Census of Population and Housing, conducted every ten years, provides detailed demographic information such as total population, sex, age, race, and household size among others. The last decennial census was completed in 2010; the 2020 Census is currently underway. The decennial census is constitutionally mandated and, in many ways, dictates where and how much federal funds are distributed across the nation for a multitude of programs. The American Community Survey (“ACS”) is a US Census Bureau program that is designed to estimate population and housing characteristics such as age, school attainment, journey to work, and type of housing, on an annual basis. The ACS then releases these estimates as “1-year estimates” and “5-year estimates,” based on the period of time used for data collection. According to the US Census Bureau, 1-year estimates provide the most current data but have a larger margin of error due to a smaller number of people surveyed (“sample size”). In addition, 1-year estimates are only prepared for geographic areas with populations of 65,000 and over, with limited data available to communities with populations of at least 20,000 people. On the other hand, 5-year estimates utilize a larger sample size and thus provide

greater precision; however, data may not be as current as the 1-year estimate.^v For the purposes of this report, because data from the 2020 decennial census is still being processed, the sections below utilize estimates from the 2018 American Community Survey 5-Year Estimates, historic census data, the New Jersey Department of Labor, and the New Jersey Transportation Planning Authority.

POPULATION GROWTH

Historic population information since 1940 is readily available. Between 1950 and 1980, the population of Point Pleasant Beach grew by over 3,350 persons, a 163 percent increase, to 5,415. This was the peak of the Borough’s population. In the 1980s, the Borough’s population decreased by 300 residents. The following decade made up for about 200 of those residents but since 2000, Point Pleasant Beach’s population has declined. The 2018 ACS estimates the Borough’s population at 4,545 residents.

POPULATION GROWTH			
Year	Population	Change	Percent
1940	2,059	---	---
1950	2,900	841	40.8%
1960	3,873	973	33.6%
1970	4,882	1,009	26.1%
1980	5,415	533	10.9%
1990	5,115	-300	-5.5%
2000	5,314	199	3.9%
2010	4,824	-490	-9.2%
2018	4,545	-279	-5.8%

Source: <http://wd.dol.state.nj.us/labor/lpa/census/2kpub/njsdcp3.pdf>, 2010 Census table P1, and 2018 ACS table DP05

The North Jersey Transportation Planning Authority (“NJTPA”), which is the regional planning agency for northern New Jersey, projects in their “Plan 2045” long range plan that the Borough will grow from 4,666 residents in 2015 to 6,086 residents by the year 2045.^{vi} In order for that to occur, Point Pleasant Beach would need to gain 1,432 residents by 2045, which translates to approximately 48 residents annually. However, the 2018 ACS reported a population of 4,545, 121 less than what the NJTPA reported in 2015. Therefore, the Borough

would need to gain 1,541 residents by 2045, or 55 persons per year between 2018 and 2045. A population of 6,086 residents in 2045 is unlikely since the Borough's population has been declining since 2000.

PERMANENT POPULATION PROJECTION			
Year	Population	Change	Percent
2000	5,314	---	---
2010	4,824	-490	-9.2%
2015	4,666	-158	-3.3%
2045	6,086	1,420	29.4%

Source: 2000 & 2010 Census table DP-1; NJTPA Population Forecast 2015-2045

AGE DISTRIBUTION OF POPULATION

Over 30 percent of Point Pleasant Beach's population was estimated to be 60 years or older, while persons 19 years or younger comprised only 17.4 percent of the population. The cohorts for persons aged 45 to 55 years, 55 to 59 years, and 65 to 74 years each had over 600 residents. These three cohorts represent 41.4 percent of the Borough's population. This elderly population contributes to the Borough's median age of 51.3 years old. The following table shows the age distribution of the population.

POPULATION BY AGE COHORT		
Age	Total	Percent
Under 5 years	99	2.2%
5 to 9 years	238	5.2%
10 to 14 years	225	5.0%
15 to 19 years	228	5.0%
20 to 24 years	238	5.2%
25 to 34 years	503	11.1%
35 to 44 years	342	7.5%
45 to 54 years	651	14.3%
55 to 59 years	627	13.8%
60 to 64 years	398	8.8%
65 to 74 years	607	13.4%
75 to 84 years	298	6.6%
85 years and over	91	2.0%
Total	4,545	100.0%
Median Age	51.3	

Source: 2018 ACS table DP05

HOUSING OCCUPANCY & TENURE

Point Pleasant Beach contained an estimated 3,104 housing units in 2018. Approximately 64.5 percent of the housing units were occupied, while the remaining 35.5 percent were vacant. As shown in the table on the following page, most occupied households were owner-occupied (72.7 percent), while renter-occupied units totaled 27.3 percent. There were six categories of vacant housing units, of which nearly 800 units were for "seasonal" use, which represents over a quarter of the Borough's housing units. This is evident by the Borough's location along the Jersey Shore, which brings homeowners and renters into their vacation homes during the summer months.

HOUSING OCCUPANCY		
	Households	Percent
Occupied Total	2,001	64.5%
Owner Occupied	1,455	72.7%
Renter Occupied	546	27.3%
Vacant Total	1,103	35.5%
For rent	88	8.0%
Rented, not occupied	7	0.6%
For sale	29	2.6%
Sold, not occupied	23	2.1%
Seasonal	799	72.4%
Other	157	14.2%
Total	3,104	100.0%

Source: 2018 ACS tables DP04 & B25004

HOUSEHOLD SIZE

Point Pleasant Beach had a total of 2,001 households in 2018, according to the ACS. Over 40 percent of those households were two-person households. Nearly a third of households were one-person households. Three- and four-person households comprised only 12.9 percent and 9.2 percent of households, respectively. Only 5.3 percent of households had five or more persons. See the following table below for details.

HOUSEHOLD SIZE		
Size	Total	Percent
1-person	641	32.0%
2-person	808	40.4%
3-person	259	12.9%
4-person	185	9.2%
5-person	86	4.3%
6-person	13	0.6%
7+ person	9	0.4%
Total	2,001	100.0%

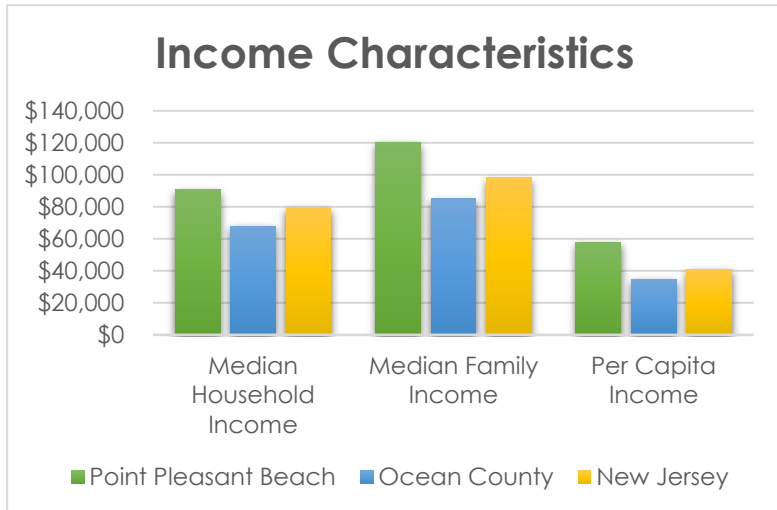
Source: 2018 ACS table B11016

HOUSEHOLD INCOME

The Borough had a median household income of \$90,785 according to the 2018 ACS. This is over \$22,000 more than the reported median income of Ocean County and over \$11,000 more than the State's median household income. The median family and per capita incomes follow the same trend with Point Pleasant Beach having a median family income of \$120,333 and per capita income of \$57,882. The Borough has the lowest poverty rates of individuals and families, compared to Ocean County and the State. See the following table and chart for additional details.

INCOME CHARACTERISTICS			
Income Type	Point Pleasant Beach	Ocean County	New Jersey
Median Household Income	\$90,785	\$68,021	\$79,363
Median Family Income	\$120,333	\$84,999	\$98,047
Per Capita Income	\$57,882	\$34,784	\$40,895
Poverty Status (Percent of People)	6.3%	10.7%	10.4%
Poverty Status (Percent of Families)	1.8%	7.1%	7.6%

Source: 2018 ACS table DP03



LAND USE (2020)		
Land Use Class	Parcels	Percent
Vacant	189	5.55%
Residential	2,880	84.63%
Apartment	5	0.15%
Public School	1	0.03%
Public Property	50	1.47%
Commercial	253	7.43%
Personal Property Telephone	1	0.03%
Church and Charitable	13	0.38%
Other Exempt Property	11	0.32%
Total	3,403	100%

Source: <https://www.state.nj.us/treasury/taxation/lpt/TaxListSearchPublicWebpage.shtml>

LAND USE

The Borough of Point Pleasant Beach is developed primarily with residential uses, with some commercial development. According to the New Jersey Department of Treasury, the borough contained 3,403 parcels in 2020. Most of these parcels (84.63 percent) were assessed as residential, with even more residential properties assessed as apartments (0.15 percent). In addition some residential parcels fall under the "exempt" category due to the various state exemptions in place for disabled veterans. The borough contains 253 commercially assessed parcels (7.43 percent), followed by vacant parcels (5.55 percent), and public property (1.47 percent).

COMMUTE TO WORK

The overwhelming majority of residents commute to work by driving alone (79 percent), according to 2018 ACS estimates, which represents a greater proportion of residents than the state as a whole (71.4 percent), but less than Ocean County (82.5 percent). In terms of the proportion of workforce residents, this is followed by those who work from home (6.9 percent), public transportation (5.3 percent), and carpooling (3.9 percent).

COMMUTE CHARACTERISTICS (2020)	
Workers (Age 16+)	2,131
Mean Travel Time to Work	32.5 Minutes
Drove to Work Alone	79%
Carpooled	3.9%
Public Transportation (excludes taxi)	5.30%
Walked	3.60%
Bicycle	0
Taxi, Motorcycle, Other Means	1.40%
Worked at Home	6.90%
Total	100%

Source: 2018 ACS, Table S0801

FEDERAL CHANGES

REED V. TOWN OF GILBERT (2015)

In 2015, the US Supreme Court ruled that a sign ordinance by the Town of Gilbert, Arizona, which established different requirements for different types of temporary signs, was an unconstitutional regulation of content. Per the syllabus of the court decision, “This decision will not prevent governments from enacting effective sign laws. The Town has ample content-neutral options available to resolve problems with safety and aesthetics, including regulating size, building materials, lighting, moving parts, and portability. And the Town may be able to forbid postings on public property, so long as it does so in an evenhanded, content-neutral manner.”^{vii}

RELIGIOUS LAND USE AND INSTITUTIONALIZED PERSONS ACT (RLUIPA)

The land use provisions of the Religious Land Use and Institutionalized Persons Act of 2000 (RLUIPA), 42 U.S.C. § 2000cc, et seq., protect individuals, houses of worship, and other religious institutions from discrimination in zoning and landmarking laws. In December 2016 the US Department of Justice submitted a letter to state, county, and municipal officials outlining the protections established by RLUIPA. The letter noted that even though the law has existed since

2000, many communities were unaware of their obligations to comply.

This letter noted that land use regulations frequently can impede the ability of religious institutions to carry out their mission of serving the religious needs of their members. Zoning or landmarking laws that create a substantial burden on religious exercise have been invalidated unless they are supported by a compelling governmental interest pursued through the least restrictive means. For example, zoning codes and landmarking laws cannot exclude religious assemblies in places where they permit theaters, meeting halls, and other places where large groups of people assemble for secular purposes. Under RLUIPA, zoning codes may not completely, or unreasonably, limit religious assemblies in a jurisdiction.^{viii}

STATE CHANGES

COUNCIL ON AFFORDABLE HOUSING (COAH)

COAH originally adopted affordable housing rules for the third round period in 2004. However, an Appellate Division decision in 2007 stayed COAH from reviewing any plans as part of a petition for substantive certification and resulted in a remand of the 2004 rules back to COAH to revise them consistent with the Appellate Division decision. COAH subsequently adopted revised third round rules in 2008.

In 2010, the Appellate Division invalidated COAH’s 2008 third round rules, and the “growth share” methodology upon which they were based. In 2013, the New Jersey Supreme Court upheld and modified the Appellate Division’s 2010 decision that invalidated COAH’s third round rules. As a result, COAH was then ordered by the NJ Supreme Court to adopt new affordable housing rules on or before October 22, 2014.

At its October 20, 2014 meeting COAH deadlocked 3-3 on the rules it had issued on April 30, 2014, thereby failing to adopt them. In response, the Fair Share Housing Center (FSHC) filed a motion in aid of litigant's rights with the NJ Supreme Court and oral argument on that motion was heard on January 6, 2015.

On March 10, 2015, the Supreme Court issued a ruling on the motion in aid of litigant's rights (In re Adoption of N.J.A.C. 5:96 & 5:97, 221 NJ 1, aka "Mt. Laurel IV"). This long-awaited decision provides a new direction for how New Jersey municipalities are to comply with the constitutional requirement to provide their fair share of affordable housing. The Court transferred responsibility to review and approve housing elements and fair share plans from COAH to designated Mt. Laurel trial judges in each vicinage. The implication of this was that municipalities could no longer wait for COAH to adopt Third Round rules before preparing new Third Round housing plans and municipalities must now apply to the Court, instead of COAH, if they wished to be protected from exclusionary zoning lawsuits. These trial judges, with the assistance of an appointed Court-appointed Special Master in each case, were directed to review municipal plans in much the same manner as COAH had previously done. Towns whose plans are approved by the Court would receive the judicial equivalent of Substantive Certification (a Judgment of Compliance and Repose).

While the NJ Supreme Court's decision set a process in motion for towns to address their Third-Round obligation, it did not calculate or prepare a methodology to determine municipal fair share obligations. The responsibility fell, instead, to the individual trial courts. The Supreme Court stated that municipalities should rely on COAH's first and second round rules (N.J.A.C. 5:93) and those components of COAH's 2008 regulations that were not specifically invalidated, as well as the Fair Housing Act (N.J.S.A. 52:27D - 301 et seq.), in their preparation

of Third Round housing elements and fair share plans. This Housing Element and Fair Share Plan is prepared in response to and in compliance with the March 10, 2015 NJ Supreme Court decision.

On January 17, 2017, the NJ Supreme Court issued a decision In Re Declaratory Judgment Actions Filed By Various Municipalities, 227 N.J. 508 (2017) that found that the "gap period," defined as 1999-2015, generates an affordable housing obligation. This obligation requires an expanded definition of the municipal Present Need to include new housing for low- and moderate-income households formed during the gap period. Accordingly, the municipal affordable housing obligation is now composed of the following four (4) parts: Present Need (rehabilitation), Prior Round (1987-1999, new construction), Gap Period Present Need (1999-2015, new construction), and Prospective Need (2015 to 2025, new construction).

STATEMENT OF STRATEGY

P.L. 2017, Chapter 275 (A4185/S2873) was approved on January 8, 2018, which amended the Municipal Land Use Law to require that the adoption of any subsequent Land Use Element to include a "statement of strategy" related to sustainability and storm resilience. In particular, the statement must address the following: smart growth, with a focus on the potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability.

ENERGY MASTER PLAN

The *New Jersey Energy Master Plan (EMP) Pathway To 2050* was unveiled in January 2020, envisioning initiatives to achieve 50 percent clean energy by 2030 and 100 percent clean energy by 2050. The plan concedes that the State's current trajectory will not allow it to meet these goals, so the Master Plan identifies major contributors to

the state’s carbon footprint—such as transportation and electric generation—and evaluates carbon neutral solutions. In reducing the dependence on fossil fuels, the EMP outlines seven key strategies guiding New Jersey’s path to energy efficiency, each with underlying goals and objectives intended to aid the transition to a clean energy future.

While the strategies, goals, and objectives of the Energy Master Plan are geared primarily toward state agencies and policy, many have the potential for replication on the local level, including, conversion of fleet vehicles to electric, installation of electric vehicle charging infrastructure, increasing transportation options, reducing congestion, encouraging transit oriented development, installation of alternative energy systems, improving energy efficiency in new and existing construction, developing shared bike and scooter programs, and incentivizing energy efficient purchasing. As such, Goal 6.1 and its underlying objectives seek to encourage municipalities to establish and enact community energy plans that will allow them to identify their own priorities and obstacles to complement the Energy Master Plan. The EMP suggests that a Community Energy Plan could include community redevelopment mechanisms to increase public space, walkability, and bike-ability; decrease congestion and idling; and enable equitable, multi-modal transportation opportunities to improve public health and quality of life. The EMP suggests that solid waste reduction plans, such as through a municipal composting program, could provide numerous benefits, including the energy saved from a reduction in waste sent to the landfill.

STORMWATER REGULATION

The State of New Jersey has recently undertaken several efforts to provide for the enhanced regulation of stormwater runoff.

In December 2018, the New Jersey Department of Environmental Protection proposed changes to the state’s stormwater management rules (N.J.A.C. 7:8), requiring developers to utilize green infrastructure to meet the minimum standards for stormwater management standards for water quality, groundwater recharge and stormwater volume control as part of any major development. If approved, these rules could significantly change how stormwater is managed in New Jersey. Previously, developers were only required to consider and incorporate green infrastructure “to the maximum extent practicable,” which the NJDEP now acknowledges involved a measure of subjectivity. A public hearing on these rules was held in January 2019, with a public comment period until February 2019. On March 2, 2020, these rules were published in the New Jersey Register, and will take effect in March 2021.

In March 2019, the Clean Stormwater and Flood Reduction Act (S1073/A2694) was signed into law, which gives municipalities and counties the option to establish “stormwater utilities.” Stormwater utilities are a tool used in communities throughout the country to fund maintenance, construction, and operation of stormwater management systems through the assessment of fees on certain impervious surfaces that contribute into the stormwater system.

ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

In 2019, the New Jersey State Legislature adopted Senate Bill 606 (P.L. 2019, Chapter 267), which made amendments to the Municipal Land Use Law (N.J.S.A. 40:55d-1 et. seq.) and the Local Redevelopment and Housing Law (N.J.S.A. 40A:12a-1 et. seq.), intended to encourage municipalities to consider Electric Vehicle Charging Infrastructure as part of the master plan, periodic reexamination of the master plan,

and redevelopment plans. The following subsections summarize these new requirements.

MASTER PLANS

Land Use, Circulation, and Green Buildings and Environmental Sustainability Plan Elements are required to identify potential electric vehicle charging stations. In the land use plan element, this relates to the statement of strategy showing the existing and proposed location of public electric vehicle charging infrastructure. In the circulation element, this includes identifying existing and proposed locations for public electric vehicle charging infrastructure. A green buildings and environmental sustainability plan should encourage and promote the development of public electric vehicle charging infrastructure in locations appropriate for their development, including commercial districts, areas proximate to public transportation and transit facilities and transportation corridors, and public rest stops.

PERIODIC REEXAMINATION OF THE MASTER PLAN

Reexamination reports are now required to include a section that recommends locations appropriate for the development of public electric vehicle infrastructure, including commercial districts, areas proximate to public transportation and transit facilities and transportation corridors, and public rest stops; and recommended changes, in the local development regulations necessary or appropriate for the development of public electric vehicle infrastructure.

REDEVELOPMENT PLANS

For a redevelopment plan, the plan shall indicate the project area's relationship to the development of public electric vehicle charging infrastructure in appropriate locations. The plan shall also include proposed locations for public electric vehicle charging infrastructure within the project

area in a manner that appropriately connects with an essential public charging network.

COUNTY CHANGES

OCEAN COUNTY MASTER PLAN

The 2015 Reexamination Report reviewed Ocean County's comprehensive master plan, which was adopted in 2011. Since that time, Ocean County amended its plan in 2018. These amendments included a functional roadway map (revised through February 28, 2017), a right-of-way widths map (Dated January 18, 2018), and a transportation model update for Brick, Jackson, Lakewood, and Toms River.

OCEAN COUNTY MULTI-JURISDICTIONAL ALL-HAZARDS MITIGATION PLAN

The Federal Emergency Management Agency (FEMA) approved Ocean County's 2018 Multi-Jurisdictional All-Hazard Mitigation Plan on July 16, 2020,^{ix} which had originally been adopted in 2014, in accordance with state and federal requirements to prepare updates every five years.

The County's Plan updated the list of mitigation actions for each municipality. The mitigation actions identified in the County plan for the Borough are as follows:

- Acquire 1 home in the borough to protect from flooding related hazards.
- Elevate 353 homes to build to higher standards and elevation that will mitigate impact of flood related hazards while maintaining residents in the community.
- USACE replenishment project and dune restoration.
- Continue participation in the CRS program and consider upgrading to the next class level to complete pro-active

floodplain management and assist residents with flood insurance costs.

- Examine and implement both maintenance and new projects that utilize dredging and pump stations as appropriate to improve drainage and minimize flooding.
- Acquire and maintain equipment including concrete and moveable barriers to protect people natural and human-made hazard events (i.e. to keep people away from flooding or terrorist event).
- Plan and complete outreach on storing hazardous household materials.
- Increase access to emergency generator power for critical facilities and infrastructure.

MUNICIPAL CHANGES

THIRD ROUND HOUSING

The borough adopted a third round Housing Element and Fair Share Plan in 2008, which outlined the means by which Point Pleasant Beach intended to meet its fair share affordable housing obligation. While COAH deemed the plan complete in September 2009, it did not grant substantive certification prior to the invalidation of the third round rules. Please see the section “Affordable Housing (COAH)” of this report for an expanded discussion of the challenges to the COAH process and the impacts they have on the borough. The borough continues to work to address its housing obligations and has been preparing an update to its Housing Element and Fair Share Plan.

ORDINANCE CHANGES SINCE 2015 (SELECTED)

- Ordinance No. 2016-02 rezoned Lots 1.01, 1.02, 1.03, 1.04, and 1.05 of Block 91.02 from Highway Commercial (HC) to Single Family (SF-5).
- Ordinance No. 2016-15 rezoned Lots 1, 2, 3, 4, and 26 of Block 99, Lots 1, 27, 28, and 29 of Block 100, and Lots 1, 2, and 37 of Block 123 to Resort Commercial (RC). This ordinance also revised sections of the code related to parking.
- Ordinance No. 2020-16 enhanced the grading and drainage and As-Built plan review and approval criteria. This ordinance expanded the requirement for providing drainage systems on-site, to capture and recharge stormwater.
- Ordinance No. 2020-17 enhanced the road restoration criteria for utility openings.
- Ordinance No. 2020-18 enhanced the definition of 'deck' and 'impervious coverage', eliminating the 50% credit for pavers unless genuinely porous with an acceptable storage capacity. This ordinance also requires curbs and sidewalk to be provided along all street frontages and establishes a Pedestrian Safety Fund.
- Ordinance No. 2020-19 prohibits the location and operation of any new establishment involved in the sale of vaping, e-cigarette and CBD products within 1,000 ft of any school, church/place of worship, park and/or lake within the Borough.

Reexamination Recommendations

The fourth step in the reexamination process, known as Section “D”, identifies the specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared. Recommended changes for the Master Plan and development regulations identified in this process are detailed in the following sections.

MASTER PLAN

GOALS AND OBJECTIVES

Section B of this Report recommends that the Goals and Objectives be revised to reflect changing conditions, eliminate redundancies, and clarify language. A revised listing is included as a proposed amendment to the Master Plan.

VISION STATEMENT

Based on a review of the Borough’s Master Plan and prior reexamination reports, it is not clear if a specific vision statement was ever prepared. A vision statement is included with this report as a proposed amendment to the Master Plan.

LAND USE PLAN ELEMENT

In accordance with the MLUL, if the Master Plan is amended, a Statement of Strategy must be added to the Land Use Element. A Statement of Strategy is included with this report as a proposed amendment to the Land Use Element.

COMMUNITY PROFILE

Updated population and housing demographics should be prepared following the release of the 2020 Census.

OPEN SPACE AND RECREATION PLAN ELEMENT

The 2015 Reexamination and Master Plan Amendments focused on improving resilience to future storm events. With greater attention by the state and county toward promoting resilience from extreme weather events, protection of open space, flood prone areas, and natural lands, or the effective management of existing parks and preserved spaces, may help to protect residents and businesses. The Borough should consider an update to its Open Space and Recreation Element

An analysis of recreational amenities can assist to identify areas of the Borough that are currently underserved, and also outline specific recommendations for the improvement of existing sites to reflect the needs of the community. This plan element could complement other elements, including Circulation and Land Use to ensure recreational amenities meet the needs of the community. They also identify maintenance needs for existing parks and recreational facilities. They can also identify sustainable funding sources for implementation.

HISTORIC PRESERVATION ELEMENT

It is recommended that the Borough prepare a Historic Preservation Element to its Master Plan.

GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY ELEMENT

The 2015 Reexamination and Master Plan Amendments predominantly focused on the immediate-term recovery from Hurricane Sandy and more long-term strategies to promote



Figure 1: The above image is an example of the updated branding used by the Borough.

resilience to future flooding and extreme weather events. The 2015 report recommended the Borough prepare a Green Building and Environmental Sustainability Element to its Master Plan. A Green Building and Environmental Sustainability Element is included with this report as an amendment to the Master Plan.

ECONOMIC PLAN ELEMENT

Considering the numerous challenges and disruptions to the economy in recent years, both locally and globally, it is recommended that the Borough prepare an Economic Plan Element as an amendment to the Master Plan that helps identify economic conditions and potential strategies to maintain and enhance the local economic base, while ensuring that development regulations do not inadvertently restrict economic activity.

STORMWATER MANAGEMENT PLAN ELEMENT

As described in the previous section, the revised stormwater rules published by the New Jersey

Department of Environmental Protection will take effect on March 2, 2021. By March 2021, municipalities will be required to update their stormwater regulations. As such, the Borough may want to consider updating its Stormwater Management Plan Element of its Master Plan to reflect these changes.

DEVELOPMENT REGULATIONS AND OTHER RECOMMENDED ACTIONS

DESIGN AND IDENTITY

- (1) Put the 'Beach' back in Point Pleasant Beach by establishing a recognizable identity (coordinate municipal website branding, wayfinding, tourism, and event branding).
- (2) Consider developing design guidelines that address all types of development, possibly in the form of a Pattern Book which provides visual examples. Such a document can serve as a guide to the types of design elements characteristic of a historic maritime community that the borough finds to be aesthetically acceptable while still providing for development flexibility. The guide should include, but not be limited to,

building materials, façade treatments, street furnishings, parking layout options, hard and soft landscape elements, green infrastructure, lighting, and signage. The borough should evaluate potential incentives for new development or renovation of existing development that choose to adopt these design standards.

ECONOMIC DEVELOPMENT AND DOWNTOWN REVITALIZATION

- (3) Prepare Downtown Revitalization Plan for Arnold Avenue and Bay Avenue commercial district (can be part of an Economic Development Element or an independent report to guide downtown revitalization)
- (4) Establish a Business Improvement District (BID)
- (5) Increase entertainment options and encourage a mix of commercial uses. Particular attention should be given toward uses that complement others, either in close proximity, or as part of a mixed commercial development. Consider ways to attract “experiential”-type retailers, such as wine tasting, brewery, distillery.
- (6) Encourage retailers to increase their hours of operation.
- (7) Decrease vacancies by considering – short- and long-term alternatives.
- (8) Consider a Façade Improvement Program.
- (9) Consider inclusion of elements from the Main Street NJ/USA programs
- (10) Enhance the appearance of downtown.
- (11) Enhance the appearance of the Channel Drive corridor.
- (12) Create an energy to the downtown by establishing a commonality that businesses (shops and restaurants) strive toward, including architectural design features/theme, coordinated street

furnishings, participation in activities and events.

- (13) Assess COVID related impacts and ways to address them - pop up shops for emerging businesses, outdoor dining (sidewalk, parklets, rooftop), limitations on indoor capacity, limited time parking spaces for take-out, expanding outdoor entertainment and recreation opportunities.

HISTORIC PRESERVATION

- (14) Establish regulations that guide the Borough’s Historic Preservation Commission, outlining parameters on how it receives and reviews applications for development.
- (15) Establish a downtown historic district
- (16) Define character and incentivize improvements through new code
- (17) Plaques recognizing historic buildings – residential and commercial
- (18) Secure Coast Guard Station for town use
- (19) Update list of buildings and sites of historic significance

SUSTAINABILITY AND RESILIENCY

- (20) Green up Point Pleasant Beach, through - trees, landscaping, clean up, and healthier lakes. It should be noted that a lake management plan is currently underway.
- (21) Continue participation in the Sustainable Jersey certification program.
- (22) An evacuation and sheltering plan shall be in place at all times including identification of shelters and any warming or cooling stations.

CIRCULATION

- (23) Continue to seek grants under the Safe Routes to School Grant program to enhance bicycle/pedestrian facilities and routes.

- (24) Publicize the local shuttle service, providing information to residents and visitors on schedule and stops.
- (25) Evaluate potential to repurpose large parking lots. Consider parking decks that are hidden from view through commercial businesses along the exterior or built within the height requirements, however no parking decks should be permitted east or west of Ocean Avenue.
- (26) Conduct a parking study of public parking: evaluating capacity, locations, and costs.
- (27) Improve pedestrian access and promote multi-modal transportation opportunities along the Channel Drive corridor.

LOCAL DEVELOPMENT CODE
CONSIDERATIONS

- (28) Encourage commercial uses that serve both a year-round and seasonal population, as well as providing a permanent market for businesses to draw from.
- (29) Revise the sign code. Such revisions should include adding language to the existing sign section of municipal Zoning Code to address permanent signage materials (also historic plaques authorized by the HPC), compliance with recent caselaw on content regulation, and provide design standards.
- (30) Update zoning map to a colorized version for better readability.
- (31) Continue to automate applications and codes to improve efficiency and enforcement.
- (32) Evaluate quality of tourist accommodations (including hotels and bed and breakfasts) and determine future changes to zoning code to encourage enhancement of facilities and properties
 - (a) Beach area hotels in need of modernization/enhancements

- (b) Hotels, guest houses closer to center of town
- (33) Similar to the above, reevaluate the conditional use standards for hotels, motels, and bed and breakfasts to identify potential amendments that would enhance and encourage reinvestment and modernization.
- (34) Evaluate Unfit and Abandoned Sites Inventory - Review sites using a variety of criteria including the local land maintenance regulations, zoning code, health code, NJ Local Redevelopment and Housing Law (LRHL), and any other applicable regulations. Determine ways to enhance these sites until they can be developed.
- (35) Evaluate potential locations to consider for rezoning, revitalization, or redevelopment.
- (36) A previous recommendation was to rezone the area of Arnold Avenue between Woodland Avenue and Lincoln Avenue from Highway Commercial (HC) to General Commercial (GC). Such a change would eliminate some nonconforming uses, such as the funeral home, however, it would appear to create nonconformities in the case of the medical offices. Many of these parcels are undersized for the HC Zone, but would conform to the GC Zone. It is recommended that these parcels be rezoned to GC. In addition, it is recommended that the GC Zone be revised to permit medical offices.
- (37) Revise the Highway Commercial (HC) zone to incorporate design elements that improve bicycle and pedestrian connectivity between properties and surrounding zones.
- (38) Determine ways to tie in several commercial blocks of Route 35 on either side of Arnold Ave to the downtown area to encourage walkability and make Route 35 seem like more of a main street than a highway.
- (39) Note that Code Enforcement should be more prominent and persistent in order to enhance the image/visual appearance

wanted by the community and ensure that development that is occurring is consistent with Borough approvals.

- (40) Examine accessory structures and temporary uses in the RC zone. Evaluate changes that would maintain amusements on the east side of Ocean Avenue and residential on the west side to the greatest degree possible.
- (41) Evaluate uses in the downtown area, particularly the General Commercial and Highway Commercial zones for the following:
 - (a) Promote pedestrian uses, walkability and bicycle-friendly design.
 - (b) Promote uses that draw customers to other uses within walking distance of each other to reduce vehicle congestion and encourage a one stop shopping experience.
 - (c) Service uses were previously removed from zones in the downtown area. For example, professional offices are prohibited on first floor.
 - Reevaluate service uses that are currently non-conforming and develop specific permitted service uses like rental and repair of recreational items (bicycles, kayaks, paddleboards, etc.).
 - Automobile-oriented uses, such as car rental should be limited to a highway location, not downtown.
 - (d) Evaluate entertainment options to determine if anything in the zoning is limiting in the downtown
 - (e) Evaluate uses that allow for combined retail and service, such as arts and crafts shops with classes.

Examples include, but are not limited to: paint and sip, woodworking, and knit/crochet/quilt.

- (f) Evaluate fitness-related uses in the zoning for consistency purposes, such as yoga, karate, dance, and fitness centers. Consider appropriate standards based on facility size.
- (42) Adopt standards that govern the design and placement of rooftop decks.
- (43) It is recommended that the Marine Commercial Zone be revised to encourage more uses that are compatible with the waterfront and complement the existing marine industry:
 - (a) Permit dock facilities as an accessory use in the zone.
 - (b) While the zone permits buildings to contain more than one permitted use, it is not clear if that would permit uses that themselves are a combination of uses that are permitted in the zone, such as marine service with a fueling station. It is recommended that the ordinance be revised to specifically permit uses that are a combination of any uses permitted in the zone.
 - (c) It is recommended that hotels be permitted by right on the waterfront.
 - (d) Evaluate standards that would allow for mixed-use development on the waterfront, provided that residential development be limited to the second story or above of a commercial use or ground level parking.
 - (e) Consider increasing the maximum height in the zone to 3 stories.
- (44) Consider the recommendation from the 2015 reexamination report to divide the Resort

Residential (RR-1) zone along Ocean Avenue. Such changes should encourage new development, infill development, and other retrofits to respect the existing scale and character of the neighborhood in order to maintain light, air, and open space, while still allowing property owners to make reasonable renovations to their homes.

- (a) Consider use standards similar to the SF-5 zone for properties west of Ocean Avenue. Bulk standards should reflect existing lot size and dimension requirements; however, certain adjustments may be needed to encourage garages. Consider a sliding scale for building heights, ranging from 25 to 35 feet, based on lot width and lot size.
 - (b) Establish minimum lot sizes for the properties east of Ocean Avenue which reflects the existing character of the area. Consider building height and bulk standards commensurate with existing lot size and establish design requirements that improve parking and circulation.
- (45) Enhance the existing definition of half story in order to ensure clear and consistent application of standards.
- (46) Consider bulk and design standards that would account for the residential bungalow area on Loughran Point, such as through a separate zone from the existing Marine Commercial (MC) designation, an overlay, or as a new conditional use requirement in the MC zone. Consider additional bulk and design enhancements that would improve parking and circulation.
- (47) Consider a new single-family residential zone district that accounts for lots measuring 25 feet in width in the area of Randall Avenue from Niblick Street in a northerly direction to the current boundary of the MC and SF-5 zone districts. Currently,

many of the lots in this area have a non-conforming lot width of 25 feet, and the Planning Board routinely grants variances to allow 25-foot lot widths. The establishment of zone district that permits lots of 25 feet in width would reduce the need for variances in the area.

- (48) In an effort to reduce visual interference associated with overhead utility wires, it is recommended that the Borough evaluate the potential to relocate utility wires underground. It is further recommended that the zoning ordinance be examined to encourage all new development and redevelopment to locate utilities underground.

STORMWATER

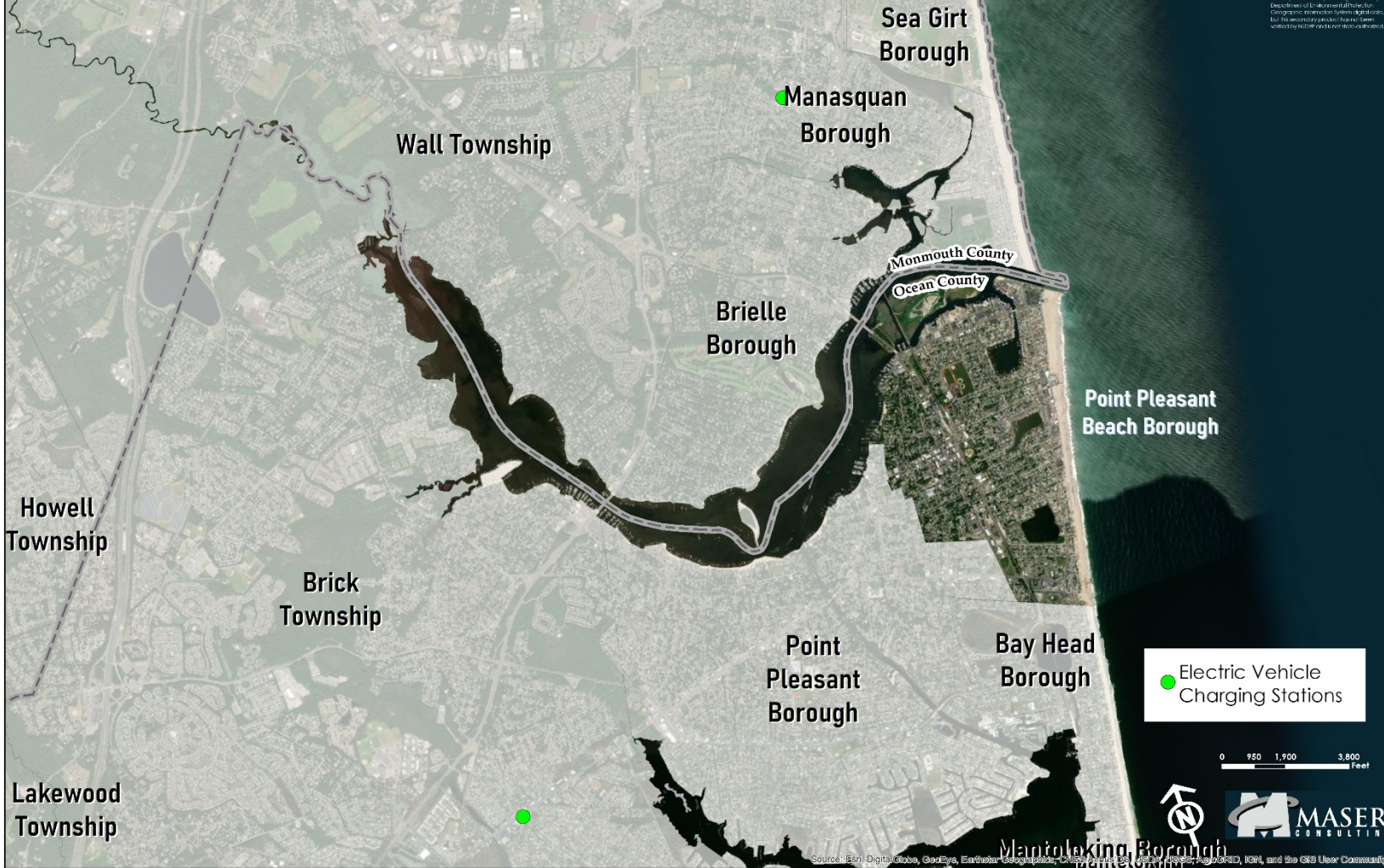
The 2015 reexamination report recommended the evaluation of stormwater management planning and mitigation measures to stay current with the latest technologies and best management practices, noting the 2009 adoption of an updated stormwater management plan, while also recommending amendments relevant to improving stormwater management in the borough. The updated rules prepared by the state will require the borough to update its stormwater regulations prior to March 2021.

OTHER RECOMMENDATIONS

- (49) Evaluate the need to consider pursuing center designation from the state to would allow enhanced impervious coverage for new development or redevelopment of existing sites.
- (50) Investigate all funding sources available to preserve existing open space and vacant lands and to investigate opportunities to provide additional recreation and open space in the borough as may be needed in accordance with the borough's Open Space and Recreation Plan.

Recommendations Concerning the Incorporation of Redevelopment Plans

The fifth step in the reexamination process, known as Section “E”, outlines the recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the “Local Redevelopment and Housing Law”, P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality. At this time, there are no redevelopment plans in Point Pleasant Beach, nor are there any sites currently being considered for redevelopment or rehabilitation under the Local Redevelopment and Housing Law.



Recommendations Concerning the Incorporation of Charging Infrastructure

The sixth step in the reexamination process, known as Section “F”, outlines the recommendations of the planning board concerning the locations appropriate for the development of public electric vehicle (EV) infrastructure and recommended changes in the local development regulations necessary for the development of public electric vehicle infrastructure.

At present, no public EV charging stations are located within the Borough. At present, the

nearest public stations within 5 miles are located in nearby Manasquan and Brick.^x

While residents of dwellings that are single-family detached in character generally have the infrastructure to charge their vehicle from their garage or driveway, more formal infrastructure (i.e. stations) are required for multi-unit residential. The same is true for non-residential development, where charging stations can be utilized by employees, customers, and other visitors. Therefore, it is a recommendation of this report that the Borough permit EV charging infrastructure as an accessory use in all districts. It is also recommended that the Borough review its public facilities and public parking areas as well as those managed by other public entities (i.e. state, NJTransit, county, and school district), to identify areas that may be suitable for EV charging, both for municipal fleet vehicles and those for public use.

Master Plan Amendments

This section seeks to amend the Borough’s Master Plan, specifically the Goals and Objectives, Vision Statement, and the Land Use Plan Element.

VISION

Point Pleasant Beach seeks to provide a family-oriented, bicycle and pedestrian-friendly environment. Greater energy, activity, and vibrancy of local businesses that include complementary uses and service a year-round community by providing goods, services, and jobs tailored to both seasonal and permanent residents. Adding to this vibrancy is a design scheme, which pays homage to the Borough’s historic coastal and maritime character, that is found in the design of buildings, signage, wayfinding, and streetscape.

GOALS AND OBJECTIVES

GENERAL OBJECTIVES

- (1) Protect and enhance the Borough’s historic maritime character by maintaining appropriate scales of development, intensity of use, and architectural style.
- (2) Promote streetscape designs that encourage pedestrian activity and enhances safety.
- (3) Continue developing at prevailing land use intensities.
- (4) Foster a diversity of housing that supports a stable, year-round population base.
- (5) Pursue opportunities to encourage private investment and reinvestment into existing residential and nonresidential properties.

- (6) Promote the historic maritime character of the area through special events programming centered in the downtown.
- (7) Regulate the unique and valuable resources in the community – the beach, ocean vista, river frontage, and view of the three bays – and strengthen the borough’s resort economy and tax base.

OBJECTIVES TO PROMOTE SUSTAINABILITY AND RESILIENCY

- (8) Automate, update and expedite the borough’s system for processing zoning and construction permits.
- (9) Promote efficiency within and streamline the development review process.
- (10) Adopt an updated Floodplain Management Plan.
- (11) Explore opportunities and establish agreements for shared services and mutual aid, in particular with adjoining communities, to improve emergency response for a greater number of residents.
- (12) Provide the Department of Public Works with an emergency staging facility.
- (13) Provide temporary housing for emergency personnel.
- (14) Develop recovery information resources (e.g., guidebooks, pamphlets, and websites) and a training program for borough staff.
- (15) Continue and, where possible, expand outreach through local radio stations and school programs.
- (16) Reinforce existing and, where needed, provide new bulkheads.
- (17) Continue participation in the Community Rating System Program of the Federal Emergency Management Agency.

- (18) Continue participation in the National Flood Insurance Program.
- (19) Continue to vigilantly enforce building codes.
- (20) Work with the state and county to improve year-round emergency evacuation capability.
- (21) Where feasible, elevate residential properties above the Base Flood Elevation.

PARKING OBJECTIVES

- (1) To the greatest extent possible, expand the supply of parking spaces in the downtown area of the borough.
- (2) Optimize increased use of the train station lot to better accommodate visitors.
- (3) Strictly enforce parking regulations.
- (4) Promote pedestrian circulation and reduced dependence on motor vehicle transportation by upgrading and expanding the availability of pedestrian facilities, such as sidewalks and pedestrian crossings.

OBJECTIVES TO MINIMIZE THE RISK OF LOCALIZED FLOODING

- (1) Protect life and property from present and foreseeable flood risks.
- (2) Promote the development and use of both active and passive flood hazard mitigation techniques.
- (3) Approach the issue of flood hazard mitigation from multiple perspectives, including land use, engineering, and design.

LAND USE OBJECTIVES

- (1) To recognize the importance of protecting and stabilizing established residential and commercial areas of the borough.

- (2) To separate inherently incompatible land uses through context-sensitive bulk, use, and design standards and appropriate buffering and screening requirements, (e.g. enlarged buffer requirements between parking lots and residential homes.)
- (3) To provide appropriate land use regulations to preserve the pedestrian scale of the central business district along Arnold Avenue.
- (4) To relate land use decisions to the established land use pattern of the borough, with new development taking place at essentially the same scale and intensity as nearby existing development patterns.
- (5) To adequately relate planning in the borough to adjoining municipalities, Ocean County, and the State of New Jersey to assure full recognition of regional planning issues.
- (6) To protect and preserve areas of environmental sensitivity, such as wetlands.
- (7) To restrict impervious surface coverage through the development regulations ordinance as a way of controlling stormwater runoff.
- (8) To regulate development in recognition of the importance of retaining the borough's valuable natural resources, including the beach, views of the ocean, views of the three bays, and relationship to the Manasquan River.
- (9) To recognize the continuing role of Point Pleasant Beach as a family resort, while addressing its increasing attractiveness as a year-round community.

STATEMENT OF STRATEGY

This Borough intends to reimagine how it accommodates future growth and development, while respecting the existing development patterns that have characterized the landscape. It incorporates the goals and objectives found

throughout the other elements of this Master Plan to plan a future that can be responsive and flexible to changing demands and interests, and resilient to future disruptions.

The state amended the Municipal Land Use Law (MLUL) in 2017 to require municipalities consider green building, smart growth, sustainability, and storm resilience as part of their Master Plan. This evaluation is summarized by a “statement of strategy,”^{xi} where municipalities consider these topics, with particular attention to potential locations for the installation of electric vehicle charging stations, energy supplies, flood-prone areas, and environmental infrastructure.

SMART GROWTH

Smart Growth, as defined by the US Environmental Protection Agency and the International City/County Management Association^{xii} is development based on the following principles:

- Mix land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, farmland, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair, and cost effective, and,

- Encourage community and stakeholder collaboration in development decisions.

Smart growth techniques borrow from the land development patterns that existed prior to the introduction of the automobile, where daily needs (work, shopping, services, and housing) were located within walking distance, or at least close enough to a train station or other transit hub that could provide access to larger markets. Compact development reduces the appearance and negative impacts of sprawl, supports the provision of more transit services and reduced reliance upon the automobile, particularly when fewer daily trips require automobile use. Compact development also helps increase sense of place, and typically provides a more diverse housing stock to serve a wider audience; ultimately, striving to reduce the generation of greenhouse gases and improve overall sustainability.

This Master Plan seeks to promote smart growth as part of future development by encouraging growth where development already exists. A mix of land uses, including a variety of housing types, is encouraged to create viable, and desirable destinations. It recognizes that while future growth and redevelopment is appropriate in the downtown and commercial centers, such densities and uses would not be appropriate in the Borough’s established single-family neighborhoods. In these areas, smart growth includes the improvement of existing sidewalk networks, preservation and maintenance of natural lands, and improved resilience to extreme weather.

Mixed use development and transit-oriented development increase the accessibility of retail shopping and services, restaurants, and office space to residents of all income groups and ages. These development patterns have greater flexibility to adapt to changing market demands than a standalone retail or office structure.

Safe and convenient access to the downtown affords residents and visitors the ability to be within an easy walk to and from the beach, shops, attend to medical services, and avail themselves of entertainment without the need to drive. This helps free up roadway capacity; promotes active lifestyle through increased opportunities to walk; improves affordability if the costs of owning and maintaining a car are removed; and provides a place for older adults to more safely age in place. Automobile congestion can be reduced when more people can access their everyday needs without a car. The Borough's Complete Streets Program, in place since 2013, helps to ensure that future road improvements consider the needs of all users, including bicycles and pedestrians.

While a significant proportion of residents—79 percent by recent estimates—rely on automobile use to travel to work, the borough can adopt retrofits that will continue to improve the quality of life for residents, visitors, and businesses. The continued provision of complete streets can help transition some away from regular automobile use, particularly if such routes are safe and convenient. The estimated 6.9 percent of residents who work remotely may still want to leave their home; in these cases, having a bicycle and pedestrian network that connects homes to local cafes or the beach would not only be a local amenity, but it would free up road and parking capacity.

Additionally, improving access to electric vehicle charging stations as part of commercial and residential development, as well as part of future public facilities and new development, will improve localized air quality.

STORM RESILIENCE

A goal of the Green Buildings and Environmental Sustainability Element is to improve resilience. As originally outlined in the 2015 Reexamination and Master Plan Amendments, this Master Plan incorporates resiliency as part of future

development to ensure that the borough and its residents and businesses can respond to extreme weather events with minimal disruption or threats to safety. For example, it recommends the preservation of publicly owned lands within the floodplain to provide natural mitigation for surrounding properties. This also reduces the amount of municipal infrastructure that is put at risk due to flooding. The Borough's continued participation in FEMA's Community Rating System will help encourage municipal and private actions to incorporate resilience.

Minimizing the regulatory hurdles that inadvertently discourage the incorporation of resilience as part of new development or renovations should be evaluated on a regular basis. For example, can a building elevate out of the floodplain without requiring a variance to install an entrance stairway? Where appropriate, providing flexibility in the bulk requirements for these properties to encourage resilient design is recommended.

In addressing energy supplies, this Master Plan recommends that the Borough prepare a Community Energy Plan to identify opportunities that would expand access to renewable energy sources for municipal and community needs, including potential battery storage facilities for use during periods of power outages to provide energy to critical facilities. It is also recommended that solar energy systems be permitted as an accessory use in appropriate zones to maximize potential of achieving such facilities.

SUSTAINABILITY

The Green Buildings and Environmental Sustainability Element outlines a series of implementation strategies to continue improving sustainability in the borough. This includes the continued participation in the Sustainable Jersey certification program, utilizing green infrastructure, promoting smart growth in the

downtown, implementing complete streets, incentivizing transit oriented development, improving access to electric vehicle charging infrastructure, and adopting green building strategies for new development.

ELECTRIC VEHICLE CHARGING

New Jersey’s 2019 Energy Master Plan notes that one of the largest barriers to passenger electric vehicle usage is the concept of “range anxiety,”^{xiii} the concern that an electric vehicle would not have the range to reach a destination due to the limited availability of charging stations, particularly when compared to the ubiquity of fueling stations for gas and diesel vehicles. This perception is certainly warranted, considering that there are no EV charging stations located in town, and the nearest public stations within 5 miles are located in nearby Manasquan and Brick.^{xiv}

Recent estimates suggest that only 5.3 residents rely on public transportation for their commute to work, which while higher than Ocean County (1.8 percent), is lower than the state as a whole (11.5 percent).^{xv} These same estimates suggest that 79 percent of residents commute alone using a car, truck, or van, with another 3.9 percent carpooling. While shifts in market demands may change working habits for some, such as through

increased adoption of remote working, personal automobile use by a significant proportion of the population is not likely to disappear anytime soon. To mitigate against the negative environmental impacts associated with gas and diesel-powered vehicles, Point Pleasant Beach has an opportunity to promote sustainable alternatives.

Residents living in detached single-family structures generally have the capacity to charge their vehicle from their garage or driveway using an external power outlet, however, more formal infrastructure (i.e. stations) is necessary for multi-unit residential and non-residential development. To minimize the potential impediments to electric vehicle usage and the charging of such vehicles, EV charging infrastructure should be permitted an accessory use in all districts. It is also recommended that the Borough review its public facilities, as well as those managed by the state, county, and school district, to identify areas that may be suitable for EV charging, both for municipal fleet vehicles and those for public use. By expanding access to electric vehicle charging stations as part of commercial and residential development, as well as part of future public facilities and redevelopment, the Borough can help reduce potential “range anxiety,” while also improving localized air quality.

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- ⁱ *Point Pleasant Beach Plan, Point Pleasant Beach, New Jersey, A Comprehensive Development Plan.* Prepared by E. Eugene Oross Associates, Planning Consultants. Dated April 1963.
- ⁱⁱ 1998 Master Plan Reexamination Report, Borough of Point Pleasant Beach, Ocean County, New Jersey. Prepared by John D. Maczuga, AICP, PP of Bay Pointe Engineering Associates, Inc.
- ⁱⁱⁱ 2007 Master Plan Reexamination Report, Borough of Point Pleasant Beach, Ocean County, New Jersey. Prepared by Stan Slachetka, PP, AICP and John C. Jennings, PP, AICP of T&M Associates. Dated July 12, 2007.
- ^{iv} 2015 Master Plan Reexamination Report and Master Plan Amendments. Prepared by Martin Truscott, PP, AICP, LEED GA of T&M Associates. Adopted by the Point Pleasant Beach Planning Board on November 4, 2015.
- ^v US Census Bureau. *Understanding and Using American Community Survey Data: What All Data Users Need to Know*, September 2020. Accessed November 20, 2020.
- ^{vi} NJTPA Plan 2045, Appendix A: 2045 Demographic Projections. <https://www.njtpa.org/NJTPA/media/Documents/Planning/Plans-Guidance/Plan-2045/Demographic-Appendix.pdf?ext=.pdf>. Accessed November 20, 2020.
- ^{vii} *Reed v. Town of Gilbert* (2015). Court Syllabus.
- ^{viii} US Department of Justice, Civil Rights Division. "Re: *The Religious Land Use and Institutionalized Persons Act*." December 15, 2016. <https://www.justice.gov/crt/page/file/918596/download> Accessed November 20, 2020.
- ^{ix} 2018 Multi-Jurisdictional All-Hazard Mitigation Plan, Ocean County, New Jersey. Prepared for Ocean County by Michael Baker International, and approved by FEMA on July 16, 2020.
- ^x New Jersey Department of Environmental Protection, Bureau of Energy and Sustainability. "Alternative Fueled Vehicle Fueling Stations for New Jersey." Accessed September 22, 2020.
- ^{xi} N.J.S.A. 40:55D-28
- ^{xii} EPA and ICMA, 2006. *This is Smart Growth*. <https://www.epa.gov/sites/production/files/2014-04/documents/this-is-smart-growth.pdf> Accessed November 25, 2020.
- ^{xiii} 2019 New Jersey Energy Master Plan: Pathway to 2050. Accessed December 3, 2020. https://nj.gov/emp/docs/pdf/2020_NJBPU_EMP.pdf
- ^{xiv} New Jersey Department of Environmental Protection, Bureau of Energy and Sustainability. "Alternative Fueled Vehicle Fueling Stations for New Jersey." Accessed September 22, 2020.
- ^{xv} ACS Commuting Characteristics by Sex (Table S0801). 2018 ACS 5 Year.