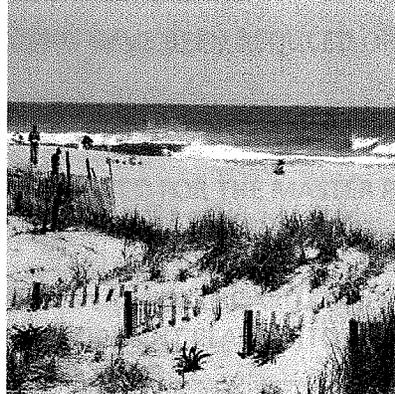


MASTER PLAN RE-EXAMINATION

**Borough of Bradley Beach,
Monmouth County, New Jersey**

Adopted July 24, 2014



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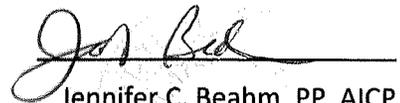

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I. INTRODUCTION

The Borough of Bradley Beach Master Plan Re-examination Report was last adopted in September of 2003. In accordance with the New Jersey Municipal Land Use Law (MLUL), N.J.S.A. 40:55D-89, the 2003 Master Plan Re-examination Report is being re-examined to reflect the changing needs of the Borough and to affirm the policies that were set forth.

The findings and recommendations contained in the Re-examination are based upon the review of the following documents:

- Bradley Beach Ordinance Chapter 270: Land Development
- Bradley Beach Zoning Ordinance
- Master Plan Reexamination Report, September 2003, T&M Associates
- 2010 US Census Data;
- 2011 American Community Survey

The governing body shall, at least every ten years, provide for a general re-examination of its master plan and development regulations by the planning board. The Re-examination Report shall state:

- a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination 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 al.) 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.

ii. **MAJOR PROBLEMS AND OBJECTIVES RELATING TO LAND DEVELOPMENT AT THE TIME OF ADOPTION OF THE LAST RE-EXAMINATION REPORT**

The first provision of N.J.S.A. 40:55D-89 of the MLUL states that the Re-examination Report shall include:

“The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.”

The 2003 Re-examination Report identified the following list of goals and objectives from the 1996 Borough Master Plan, to guide the future growth and development of the Borough:

1. Goal: Consolidate the Borough’s Zoning Ordinance and Subdivision Ordinance taking into consideration the additions and/or changes submitted by the Planning Board and other interested parties and changes in the Municipal Land Use Law.
 - a. Implementation: The Borough has decided not to consolidate the ordinances. However, both ordinances are currently being updated to address issues raised by the Zoning Board of Adjustment, such as building setbacks and impervious coverage. The Planning and Zoning Board Joint Subcommittee holds monthly open public meetings to review ordinances. In addition to these changes, the 2003 report recommends that the Borough establish continuing services contract with a code codifying company to ensure that both ordinances are continually kept up to date.
2. Goal: Include within the Master Plan references to the regulations and land development policies contained in the revised Coastal Area Facility Review Act (CAFRA) regulations which became effective July 19, 1994.
 - a. Implementation: A provision should be placed in the Borough’s Land Development Ordinance which acknowledges that CAFRA regulations

govern uses in the coastal zone. The Land Development Ordinance should indicate CAFRA regulations by reference as per N.J.S 13:19-1 et seq., assuring that most current regulations are used

- b. Prior to issuing a building permit, the Code Enforcement Officer should verify that the necessary CAFRA permit approvals have been granted. The Planning Board and Zoning Board of Adjustment should consider placing compliance with CAFRA rules and regulations as a condition of all approvals granted.
3. Goal: Include a statement that the Borough is interested in and encourages efforts of State (NJ), County (Monmouth) and Federal (U.S. Army Corps of Engineering) to develop and fund remedies to control beach erosion. The Borough also encourages similar efforts to implement and fund beach erosion counter-measures by its private property owners.
 - a. Implementation: In addition to participating in the US Army Corps' beach replenishment project, the Borough also controls beach erosion by mounding sand and construction dunes when necessary. The Borough continues to be interested in the development and funding of beach erosion remedies by State, County, and Federal entities.
4. Goal: Adopt a Recycling Plan Element in accordance with the Mandatory Source Separation and Recycling Act and Municipal Land Use Law Amendment of 1987.
 - a. Implementation: A recycling Plan Element was prepared in accordance with N.J.S.A. 40:55D-28 and N.J.S.A 13:E-1 et seq., and adopted by the Borough on June 6, 1996.
5. Goal: Adopt and updated Housing Plan Element in accordance with the Council on Affordable Housing Substantive Rules which were adopted on May 13, 1994.
 - a. Implementation: A Housing Plan Element was prepared in accordance with N.J.S.A. 40:55D-28 and N.J.A.C. 52:27D-310 et seq., and adopted by

the Borough on June 6, 1996. Within this Housing Plan, a vacant land adjustment was conducted which reduced the Borough's new construction obligation from 20 units to 0 units. Although the Plan was filed with COAH, substantive certification has not been granted. Just recently on August 26th 2003, new Round 3 draft COAH regulations were released. This reexamination report specifically recommends that the Borough finalize the submittal of the 1996 Housing Plan to receive substantive certification. Furthermore, the Borough should monitor the impact of the new COAH Round 3 guidelines and conduct the necessary planning investigations to comply with the Round 3 requirements.

6. Goal: Update background information of the Master Plan with 1990 Census information.
 - a. Implementation: the 1996 Reexamination Report of the Borough's 1988 Master Plan did not provided updated 1990 Census information. This (2003) Reexamination Report provides updated demographic and housing information as per the 2000 census.
7. Goal: Continue to actively pursue Federal, State and other forms of grants for upgrading municipal facilities and streets, affordable housing units and programs for residents including the elderly.
 - a. Implementation: Using Intermodal Surface Transportation Efficiency Act (ISTEA) funding, the Borough rehabilitated its train station, which is on the National Register of Historic Places. The Borough also recently entered into a Regional Contribution Agreement (RCA) with Wall Township that will provide funding for the rehabilitation of approximately 75 units of the Borough's existing housing stock. In addition, a tax abatement program was adopted in 1996 in order to improve properties in the Borough. Other projects have included Main Street revitalization efforts and improvement to the boardwalk area, including the construction of a new gazebo, restoration of a decorative fountain, and

replacement of the boardwalk with a concrete block paver promenade. The Borough is currently investigating entering into a new RCA with Spring Lake Borough.

- b. The Borough annually applies for and receives New Jersey Department of Transportation (NJDOT) grants to improve streets, and has received Community Development Block Grant (CDBG) funds to improve intersections. The Borough continues to actively pursue Federal, State, and other forms of grants in order to upgrade facilities and programs.
8. Evaluate the need for developing a master Drainage Plan for the Borough.
- a. The Borough enacted coverage limitations in the single family districts to better regulate development within the Borough. One reason for creating coverage limitations is to reduce stormwater runoff throughout the Borough. Additional consideration should be given to requiring groundwater recharge for all development in accordance with best management practices (BMP), i.e. installation of drywells, etc.

In addition to the above, the 2003 Reexamination Report identified several problems and areas that merit further investigation by the Borough by way of recommendations. Section III of this Reexamination discusses these recommendations and the extent to which they are still valid.

iii. EXTENT TO WHICH PROBLEMS HAVE BEEN REDUCED OR INCREASED

The second provision of N.J.S.A. 40:55D-89 of the MLUL states that the Re-examination Report shall include:

“The extent to which such problems and objectives have been reduced or have increased subsequent to such date.”

2003 Master Plan Reexamination

The 2003 Re-examination included several recommendations for the Borough.

1. *Create appropriate bulk standards*
 - Continuing recommendation: Bulk standards should continue to be evaluated to ensure they are consistent with the Borough’s single-family residential character.
2. *Revise standards for accessory apartments*
 - This recommendation has been addressed: The Schedule of Height, Area, and Yard Requirements was amended August 8, 2006 by Ordinance 2006-12 and subsequently on April 24, 2007 by Ordinance 2007-6. The new bulk requirements require uniform setbacks and building heights to ensure consistency for infill development. A discount is offered for pavers when impervious coverage of a lot is 50%, excluding the driveway.
3. *Create architectural design guidelines for infill development*
 - Continuing recommendation: Architectural design guidelines should continue to be evaluated within the residential zoned areas.
4. *Merge the R-A and R-B residential districts*
 - This recommendation has been addressed: The R-A and R-B residential districts have been merged to create the R-1 district.
5. *Encourage a more residential character in the B-R Beach Front-Resort district*
 - This recommendation has been addressed: The B-R Beach Front-Resort district has been renamed as the R-B Residential Beach-Front district.

Resorts and hotels are not permitted here, but rather single family dwellings, condominiums and townhomes that follow strict bulk requirements to maintain residential character.

6. *Eliminate garden apartments in the RCT Residential Commercial Transition zone*
 - This recommendation has been addressed: The RCT zone is now referred to as the RT-Residential Transition zone. Garden Apartments are not a permitted use in this zone.
7. *Update parking standards in the Borough's land development ordinance in accordance with the New Jersey State Residential Improvement Standards (RSIS)*
 - Continuing recommendation: Although amendments have been made to the Borough's parking standards, it is recommended that the Borough continue to evaluate the parking ordinance in order to mitigate parking shortages in certain areas.
8. *Encourage upgrades and/or planning acquisitions of land to improve open space and recreation planning within the Borough.*
 - Continuing recommendation: The Borough has constructed a small park between Fletcher Lake and the Beach-Front. It is recommended that the improvement of open space continues.
9. *Revise regulations governing townhomes, condominiums and apartments in the Beachfront Resort district (B-R) and the Residential Commercial Transition district (RCT)*
 - Continuing recommendation: At this time, it is the recommendation of the planning board that the existing zoning remain as is.
10. *Update Borough Zoning and Land Development Ordinance to reflect the following changes in: Ordinances, Parking, Building Height, Porches/Decks, Fencing and Lighting*
 - Continuing recommendation: The Borough has made changes in the Ordinances; however, as stated previously it is recommended to revisit the Parking Ordinance due to parking shortages.

IV. SIGNIFICANT CHANGES IN ASSUMPTIONS, POLICIES AND OBJECTIVES FORMING THE BASIS FOR THE MASTER PLAN OR DEVELOPMENT REGULATIONS SINCE THE 2003 REEXAMINATION

The third provision of 40:55D-89 of the MLUL requires that a Re-Examination Report address:

"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. "

In December of 1999, the New Jersey Department of Environmental Protection promulgated new stormwater regulations to address non-point source pollution from entering surface and ground waters of the State of New Jersey. As a result, in 2008 the Borough adopted a Municipal Stormwater Management Plan into the Borough's Master Plan ("MSWMP"). The MSWMP addresses groundwater recharge, stormwater quantity, and stormwater quality impacts through the incorporation of stormwater design and performance standards for new development and redevelopment projects that disturb one or more acre of land. The MSWMP provides long term operation and maintenance measures for existing and proposed stormwater management facilities; and also includes a mitigation plan to permit the Borough to grant variances or exemptions from proposed design and performance standards.

The overall character of the Borough has not changed since the 2003 Reexamination, nor have there been substantive changes in land use, environmental conditions or circulation patterns in the Borough. The main narrative in the Borough can be summed

up as adjusting to and carefully planning for the built-out nature of the Borough. This is particularly important, as it relates to limited future growth, preservation of environmental, economic and cultural resources, preservation of the multitude of recreational opportunities in the Borough, rehabilitating the aging housing stock, creating affordable housing opportunities and planning for a lasting and sustainable future as climate change and renewable energy technologies continue to advance.

The following is a summary of the demographic, housing and economic indicators and changes in the Borough, specifically as they relate to changes in the Borough compared to prior years and to Monmouth County:

Demographic Characteristics

Following a 7.1% increase in population from the 1990 census, the Population of Bradley Beach Borough declined from 4,793 people in 2000 to 4,298 people in 2010. This decline came at a time period when both New Jersey and the United States experienced population increases.

Population density is a measure of the number of people residing within a given land area. New Jersey has the highest population density in the nation, with an average of 1,134 persons per square mile. According to 2010 US Census data, the Borough of Bradley Beach, with a density of 7,024 persons per square mile, is almost seven times the average for the State of New Jersey as a whole. Over the course of the past decade, the Borough has experienced its first population decrease in several years. This population decrease is likely a by-product of the Borough reaching full build-out.

As illustrated in Table 1 below, the age cohort breakdown of the Bradley Beach Borough has changed slightly since 2000. A breakdown of population by age for the Borough and County is provided below:

Table 1: Age Distribution				
	2000		2010	
	Number	Percent	Number	Percent
Under 5 years	265	5.5	212	4.9
School Age (5-19)	309	6.4	483	11.2
Working Age (20-64)	3,629	75.7	3,003	69.9
Seniors (65+)	590	12.3	600	14.0
<i>Total Population</i>	<i>4,793</i>	<i>100</i>	<i>4,298</i>	<i>100</i>
<i>Source: U.S. Bureau of Census 2000 & 2010</i>				

According to the 2010 United States Census, Bradley Beach’s largest age cohort is between ages 45 to 64 years of age. The second largest age grouping is seen in the 25 to 44 age range. The Census data also indicates that the median age of Bradley Beach is 41.5 years of age, slightly above the Monmouth County median age of 41.3 years of age.

The Borough of Bradley Beach has seen a decrease in the number of family households since 2000. In 2010 46.7% of households were classified as family and 53.3% were classified as non-family. In 2000, families comprised 47.3% of households while non-families made up 52.7%. Household Characteristics between 2000 and 2010 can be found in Table 2 below.

Table 2: Household Characteristics				
	2000		2010	
	Number	Percent	Number	Percent
<i>Number of Households</i>	<i>2,297</i>	<i>100</i>	<i>2,098</i>	<i>100</i>
Family Households	1,086	47.3	979	46.7
Non-Family Households	1,211	52.7	1,119	53.3
Householders 65+	190	15.7	211	10.0

Persons Per Household	2.09	N/A	2.05	N/A
<i>Source: U.S. Bureau of Census 2000 & 2010</i>				

According to American Community Survey (ACS), the Borough of Bradley Beach has a relatively low income base when compared to the Monmouth County average. The distribution of households by income for the Borough of Bradley Beach and Monmouth County is presented within Table 3 titled Households by income (%) in 2010, below.

Table 3: Households by Income		
Income in (\$)	Bradley Beach	Monmouth County
Less than \$10,000	5.7%	3.8%
\$10,000 - \$14,999	2.9%	3.2%
\$15,000 - \$24,999	11.5%	7.1%
\$25,000 - \$34,999	8.7%	6.9%
\$35,000 - \$49,999	11.5%	9.1%
\$50,000 - \$74,999	18.6%	14.9%
\$75,000 - \$99,999	22.5%	12.9%
\$100,000- \$149,000	8.7%	19.2%
\$150,000 - \$199,999	7.0%	10.3%
\$200,000 or more	2.9%	12.5%
Median Household Income	\$65,000.00	\$83,842.00
Per Capita Income	\$38,147.00	\$42,234.00
<i>Source: Table DP03, 2006-2010 5-Year Estimates, American Community Survey</i>		

The 2010 ACS five-year estimate data indicates that the median household income in the Borough of Bradley Beach was \$65,000.00. This was significantly lower than the Monmouth County Average of \$83,842.00. Bradley Beach was much closer to the state average, which was \$69,811. In addition, the Census data also states that the per capita

income for the Borough of Bradley Beach residents was \$38,147.00, slightly higher than the State per capita income of \$34,811.

Employment Characteristics

The ACS also reports on work activity for the Borough’s residents who are sixteen (16) years of age or older. There were 3,778 people 16 years of age or older as reported in the ACS data. From this cohort, 2,823 or 74.7% of the Borough residents worked in 2011. As indicated in Table 4 below, only 5.2% of workers are self employed and that the majority of workers are employed in the private sector.

The Borough of Bradley Beach maintains a relatively diverse workforce ranging in occupation from manufacturing, finance, education and professional services to retail, wholesale and arts, entertainment, recreation, accommodation, and food service. These sectors make up the bulk of the workforce in Bradley Beach Borough.

As depicted in Table 5 below, 18.4% of the total workforce worked in the educational, health and social services sector. While 10.1% of the workforce was in the arts, entertainment, recreation, accommodation, and food service sector. The next concentration of workers, also at 10.1% of the total workforce was in manufacturing followed by retail trade comprising a total of 9.3% of the workforce.

Table 4: Classification of Workers		
Class	Bradley Beach Borough	Percentage of Workers
Private Wage and Salary	2,162	82.5%
Government Workers	323	12.3%
Self Employed	137	5.2%
Unpaid Family	0	0.0%
Total		100.00%
<i>Source: Table DP03, 2007-2011 5-Year Estimates, American Community Survey</i>		

Table 5 : Workforce by Sector		
Sector	Employees	Percentage of Workers*
Agriculture, forestry, Fisheries and Mining	15	0.6%
Construction	181	6.9%
Manufacturing	266	10.1%
Wholesale Trade	179	6.8%
Retail Trade	243	9.3%
Transportation, Warehousing and Utilities	137	5.2%
Information	141	5.4%
Finance, Insurance and Real Estate	201	7.7%
Professional, Scientific, Management, Administrative and Waste Management Services	150	5.7%
Educational, Health and Social Services	483	18.4%
Arts, Entertainment, Recreation, Accommodation and Food Services	266	10.1%
Other Services	281	10.7%
Public Administration	79	3.0%
Total	2,622	100%
<i>Source: Table DP03, 2004-2011 5-Year Estimates, American Community Survey</i>		

Housing

Characteristics

According to the 2010 ACS, the Borough of Bradley Beach contains an aging housing stock. The largest period of home construction overwhelmingly occurred prior to 1939 with 39.7%, while the largest single growth period after 1939 occurred between 1940 and 1959 and resulted in a growth of 25.6%. Both periods combined account for approximately 65.3% of the Borough's total housing stock. Since then, housing construction steadily decreased with .8% of houses built in 2005 or later. This is likely a reflection of a scarcity of vacant land as the Borough approaches build-out. See Table 6 below.

Table 6: Age of Housing Stock		
Timeframe	2011	
	Number	Percent
1939 or Earlier	1,384	39.7
1940-1959	892	25.6
1960-1969	366	10.5
1970-1979	270	7.8
1980-1989	228	6.5
1990-1999	165	4.7
2000-2004	150	4.3
2005 or Later	27	0.8
<i>Total Housing Units</i>	<i>3,482</i>	<i>100</i>
<i>Source: 2007-2011 ACS 5-Year Estimates</i>		

Analysis of Housing Units

Based upon the 2011 ACS, the Borough of Bradley Beach contains approximately 3,482 total housing units. The largest grouping of housing units in the Borough are classified as single-unit, detached, which comprise 87.8% of total housing units, while single-attached make up 12.2% of the housing stock. Housing structures with a total of 2-4 units make up 21.9% of total stock. Housing structures exceeding 4 units within the Borough account for approximately 26.4% of total housing stock. Refer to Table 7 below the review the total dispersion of housing units.

Table 7: Type of Housing Stock				
Structure Type	2000		2011	
	Number	Percent	Number	Percent
1 Unit	1,683	53.8	1,801	51.7
Detached	1,603	95.2	1,582	87.8
Attached	80	4.8	219	12.2

2 Units	395	12.6	491	14.1
3 or 4 Units	146	4.7	271	7.8
5 to 9 Units	126	4.0	94	2.7
10 to 19 Units	283	9.0	361	10.4
20 or more units	499	15.9	464	13.3
Other	0	0	0	0
<i>Total Housing Units</i>	<i>3,132</i>	<i>100</i>	<i>3,482</i>	<i>100</i>
<i>Source: U.S. Bureau of Census 2000 & *2007-2011 ACS 5-Year Estimates</i>				

Similar to many New Jersey beach communities, Bradley Beach has a high number of renter occupied housing units. The Borough's renter occupied units comprised 56.8% of the housing stock while 43.2% of the housing stock was made up of owner occupied units. Since 2000, the number of vacant units within the Borough increased by approximately 7% from 2000. Refer to Table 8 below. However, the Borough experienced a higher number of seasonal units as well. Communities with such a high number of renter occupied units should closely monitor and enforce property maintenance ordinances.

Table 8: Housing Occupancy				
Unit Type	2000		2010	
	Number	Percent	Number	Percent
<i>Number of Units</i>	<i>3,132</i>	<i>100</i>	<i>3,180</i>	<i>100</i>
Occupied Units	2,297	73.3	2,098	66.0
Owner Occupied	967	42.1	906	43.2
Renter Occupied	1,330	57.9	1,192	56.8
Vacant Units	835	26.7	1,082	34.0
Seasonal	614	73.5	858	79.3
For rent/sale/ other	221	26.5	196	20.7
<i>Source: U.S. Bureau of Census 2000 & 2010</i>				

Cost of Housing Stock

According to the 2011 ACS, the median value of housing sales in the Borough of Bradley Beach was \$569,600. The majority of the housing stock in the Borough was valued in excess of \$300,000 or higher, and more than 50% of the housing stock is valued over \$500,000, as shown below within Table 9, Value of Sales Housing.

Table 9: Value of Sales Housing		
Home Value Range	Total Units in Range	Percent of Total
Owner-occupied units	1,025	100%
Less than \$50,000	0	0.0%
\$50,000 to \$99,999	0	0.0%
\$100,000 to \$149,999	13	1.3%
\$150,000 to \$199,999	32	3.1%
\$200,000 to \$299,999	40	3.9%
\$300,000 to \$499,999	297	29.0%
\$500,000 to \$999,999	573	55.9%
\$1,000,000 or more	70	6.8%
Median (dollars)	\$569,600.00	--
Source: Table DP04, 2007-2011 5-Year Estimates, American Community Survey		

For rental units, the median gross rent in the Borough of Bradley Beach was estimated at \$1,104.00 according to the 2007-2011 American Community Survey.

v. SPECIFIC CHANGES RECOMMENDED FOR THE MASTER PLAN AND/OR DEVELOPMENT REGULATIONS

1. Comprehensive Goals

- a. Maintain consistency with the purposes of the Municipal Land Use Law (MLUL) as contained within N.J.A.C.4 0:55D-2;
- b. Continue to be a stable and diverse community through the provision of a balanced land use pattern;
- c. Encourage the development of both active and passive recreation opportunities for the residents and visitors, while maintaining sensitivity to environmental and cultural resources;
- d. To maintain and enhance a local economy that encourages the provision of more cost effective public services in order to improve the quality of life for Bradley Beach residents;
- e. To encourage the establishment of policies, codes and standards that promote the use of sustainable development practices, including but not necessarily limited to: infrastructure, public and private buildings, open space and recreation, local waste and recycling among other things;

2. Comprehensive Objectives

- a. To encourage the redevelopment or revitalization of vacant or underutilized properties;
- b. Preserve the high level of public services and provide new facilities where necessary, in order to accommodate population growth, economic development and the changing needs of the residents;
- c. To promote energy efficiency, conservation and increased use of renewable energy to reduce waste and increase recycling; to reduce the

use of hazardous materials and eliminate toxic substances; to reduce greenhouse gas emissions and to plan for mitigating the effects of climate change; to encourage materials reuse and recycling

- d. Promote the protection of neighborhood characteristics by enforcing buffer areas between non-residential and residential areas;
- e. To collaborate with other government, non-government and private entities to create the most efficient and effective means for realizing Bradley Beach's Master Plan goals, while minimizing the financial burden on the Borough.

3. Specific Goals

- a. The rehabilitation and infill of the housing stock should be encouraged, where appropriate, while maintaining the character, scale and privacy of the established residential neighborhoods in the Borough;
- b. Recognize the need to adapt to the changing dynamics and demands of a diverse and increasingly globalized economy;
- c. To coordinate land uses with transportation facilities to improve access and encourage alternatives to driving;
- d. Encourage those public and private actions necessary to develop and sustain the long-term vitality of the key commercial/retail areas. This can be achieved by improving streetscapes through unified signage, facades, public walkways and landscaping, and improving vehicular and pedestrian circulation and a unified wayfinding program. This will help guide residents and visitors to the plethora of environmental and recreational opportunities in the Borough.

4. Recommendations

a. Parking

4.a.1. Due to the shortage of parking spaces experienced along Main Street, it is recommended that the Borough establish innovative ways to mitigate the parking problem including:

- Allowing parking for businesses on the first floor of buildings on the west side of Main Street with retail space in front. These parking structures should have architecturally false facades.

4.a.2. Determine feasibility of shared parking: Share the use of off-street parking facilities among different buildings in an area to take advantage of different peak periods (see Table 10 below). For example, an office complex can efficiently share parking facilities with a restaurant or theaters, since offices require maximum parking during weekdays, while restaurants and theaters require maximum parking during evenings and weekends. As a result, the total amount of parking can be reduced 40-60% compared with standard off-street parking requirements for each destination.

Table 10: Peak Parking Demand		
Weekday Peaks	Evening Peaks	Weekend Peaks
Banks	Auditoriums	Religious Institutions
Schools	Bars and Dance Halls	Parks
Distribution Facilities	Meeting Halls	Shops and Malls
Medical Clinics	Restaurants	
Offices	Theaters	
Professional Services		

4.a.3 This report recommends conducting a comprehensive parking study and inventory along Main Street.

b. Pedestrian and Cycling Improvements

- 4.b.1. Encourage the development of bike share programs where appropriate.
- 4.b.2. Encourage the improvement of bicycling and pedestrian conditions including but not limited to the installation of bike racks along Main Street and the Ocean Avenue beach front.

c. Improvements to Main Street

- 4.c.1 It is recommended that the Borough develop the character of Main Street.
- 4.c.2 This report recommends establishing design guidelines for Main Street.
- 4.c.3 Discourage first floor residential/ single family homes along Main Street.
- 4.c.4 Discourage parking lots that front along Main Street.
- 4.c.5 It is recommended that the western portion of Main Street be rezoned to allow four (4) story buildings, with a maximum height of 48', in order to accommodate mixed use structures provided that the ground floor is utilized for parking.

d. Economic Development

- 4.d.1 It is recommended that Bradley Beach develop ordinances and policies targeted at encouraging developers into the Borough. Include business development resources on the Borough's website in order to streamline the process for developers. The establishment of a Downtown Corporation will help to spearhead development initiatives.

5. Sustainability

a. Borough's Sustainability Profile

It is recommended that the Borough increase its sustainability profile by setting forth a Borough wide "green" initiative. It is further recommended that the Borough seek *Sustainable New Jersey* certification; promote more walkability within the Borough; provide greater access and linkage for greenways, walkways, and bike paths in accordance with the Circulation Plan Element of the Borough Master Plan; and evaluate opportunities to purchase additional parcels for dedicated open space.

b. Climate Change

It is recommended that Bradley Beach develop a plan for reducing and mitigating its direct and indirect greenhouse gas (GHG) emissions. Direct emissions could be reduced through more efficient vehicles and the use of alternative fueled vehicles. Indirect emissions could be reduced through more efficient use of electricity and the use of renewable energy. Steps to mitigate GHG emissions could include increasing carbon sequestration capacity through tree planting and preservation of established forested areas. Bradley Beach should work closely with the county, state, and private sector (electric utilities) initiatives to access resources for reducing and mitigating greenhouse gas emissions and addressing the effects of global climate change.

6. Recommended Ordinance Amendments

- a. §450-39&42 off-street parking for nonresidential: Special parking requirements for the General Business district should be amended into the Parking Ordinance.

- b. Reevaluate Group Rental regulations to encourage a safer dwelling environment, prevent overcrowding, eliminate noise issues and preserve the overall residential character of neighborhoods.
- c. Determine if Main Street will qualify as an Area in need of Rehabilitation/Redevelopment.
- d. Establish a Wayfinding Signage ordinance
- e. It is recommended that the Borough amend its ordinance definition of *Swimming Pool* to exclude hot tubs as part of the definition.
- f. It is recommended that the Borough revise Chapter 270-25 to allow sprinkler systems within planting strips.
- g. It is recommended that bulk standards regarding mechanical equipment, such as air conditioning units, generators etc., should be revised to allow this type of equipment closer to principal structures.

vi. RECOMMENDATIONS OF THE PLANNING BOARD CONCERNING THE INCORPORATION OF REDEVELOPMENT PLANS INTO THE LAND USE ELEMENT AND LOCAL DEVELOPMENT REGULATIONS

Currently, there are no Redevelopment Areas in the Borough, but it should be recognized that this is still a viable tool to stimulate private investment, economic development and reconstitute otherwise stagnant buildings, structures, properties and or areas of the Borough. As such, it is recommended that the Borough consider utilization of this tool in the future, in appropriate areas of the Borough.

Appendix A:
Borough Land Development Ordinance Proposed Amendments

- Chapter 398-1 should be revised to read: “The owner or tenant of any lands lying within the Borough limits shall keep all brush, hedges and other plant life growing within 10 feet of any roadway or within 25 feet of the intersection of two roadways.
- Within Section 450-4. Definitions, the definition for *civic club* is recommended to be included. This type of use is typically appropriate in business areas. An example definition is as follows:
 - *Civic Club*- A group of people formally organized for a common interest, usually cultural, religious, or entertainment, with regular meetings, rituals, and formal written membership requirements. Examples of such groups are Masons or the Knights of Columbus.
- It is recommended that Main Street Signage design standards should be amended to the following:

Exterior signs along Main Street, should be in accordance with the following regulations:

1. Signs must relate to the uses being conducted on the premises.
2. One sign placed or inscribed upon any facade of a building for each permitted use or activity which occurs therein. The sign may be illuminated but shall not be of the flashing or animated type and shall not project more than 12 inches in front of the facade nor extend beyond the top or the end of the facade. The sign shall not exceed an area of two square feet for each foot in width of the front of the building or portion thereof devoted to such use or activity.
3. One non-illuminated, temporary sign pertaining to the lease or sale of the same lot or building upon which it is placed, situated

within the property lines of the premises to which it relates and not exceeding the area of the permanent sign permitted. This sign must be removed from the premises within two days after the property is leased or sold.

4. Only permanent business signs may be illuminated. Temporary or portable illuminated signs are prohibited. Any illuminated signs shall be shielded so as to prevent glare, and flashing signs are prohibited.
5. In addition to the above, all signs shall be of a design, character and placement approved by the Planning Board, pursuant to a site plan review.