



Somers Point Master Plan

A GUIDE FOR THE FUTURE

JUNE 18, 2014

Why Reexamine the Master Plan

- ▶ State Statutes require that all municipalities reexamine their master plan every ten years. The last reexamination was in 2004.
- ▶ Sandy Funding is available for towns that lost more than \$1 million in ratables due to the storm – Somers Point qualifies.
- ▶ Our local economy has change and the City's planning policies need to be revised to react to these changes.
- ▶ New flood maps have been provided that effect future development throughout the Jersey Shore.
- ▶ The City developed a Vision Plan in 2012 that can be implemented through the Master Plan process.

Master Plan Elements

- ▶ Economic Development Element
- ▶ Open Space & Recreation Element
- ▶ Circulation Element
- ▶ Conservation Element
- ▶ Utility Element
- ▶ Community Facilities Element
- ▶ Land Use Element



Opportunities – Regional Market

Community	Year Round	Seasonal	Median Hhld.	Median Family
	Population	Population	Income	Income
Somers Point	10,795	10,795	\$47,312	\$51,489
Linwood	7,092	7,092	\$80,518	\$103,529
Longport	895	5,000	\$70,625	\$107,188
Margate	6,354	25,000	\$77,667	\$90,625
Ocean City	11,701	120,000	\$55,202	\$79,196
Upper Township	12,373	12,373	\$81,250	\$97,372
Southern Egg Harbor Twp.	20,000	20,000	\$69,754	\$78,259
Total/Average	69,210	200,260	\$67,689	\$81,758

Opportunities – Regional Shopping

- ▶ Somers Point is the shopping mecca for Southern Atlantic County and Northern Cape May County.
- ▶ Commercial Development Incentives
 - ▶ Zoning Code Revisions
 - ▶ Shop at Home Incentives
 - ▶ Transportation Enhancements
 - ▶ Infrastructure Enhancements
 - ▶ Short Term Tax Abatement for Improvements
 - ▶ New Jersey Economic Development Authority Incentives



Opportunities – Waterfront Amenities

- ▶ Bay Avenue Provides Something for Everyone
- ▶ Potential Exists for:
 - ▶ Transient Marina
 - ▶ Additional dining, lodging, shopping and recreational uses
 - ▶ Harborwalk



Opportunities – Transportation Improvements

- ▶ The State's Biggest Transportation Projects in NJ
 - ▶ \$500 million Route 52 Causeway with many amenities
 - ▶ \$130 million Garden State Parkway Bridge with multi- use path



Opportunities – A Walkable/Bikeable Community

- ▶ As part of the Master Plan Process a Bicycle and Pedestrian Study is Being Completed By Parsons Brinkerhoff
 - ▶ Take advantage of the new Route 52 and Garden State Parkway mixed use paths.
 - ▶ Enhance the walkability of Route 9 and Bay Avenue.
 - ▶ Complete the Somers Point Bike Path
 - ▶ Provide safer access to schools and community facilities.

Opportunities – Full Mix of Housing

- ▶ Historic Structures
- ▶ 2,800 single family homes
- ▶ 1,800 multifamily homes and apartments



Opportunities - Funding

- ▶ Superstorm Sandy and the Master Plan process has provide a variety of funding options for:
 - ▶ Post Sandy Planning
 - ▶ Transient Marina
 - ▶ Stormwater Infrastructure
 - ▶ Elevating structures
 - ▶ Renovating Historic structures - Gateway
 - ▶ Dredging – USDOJ Grant
 - ▶ Coastal Protection – USDOJ Grant



Challenges – Local Economy

- ▶ 23,000 jobs lost in the Atlantic County
- ▶ New Jersey has only replaced 40 % of the jobs lost from the recession
- ▶ High unemployment
 - ▶ United States – 6.3 percent
 - ▶ New Jersey – 6.3 percent
 - ▶ Atlantic County – 10.3 percent
 - ▶ Cape May County – 11.4 percent



Challenges – New Flood Maps

- ▶ 218 properties have been added to the A zone, all located west of Route 9.
- ▶ 81 properties added to the A zone along Bay Avenue.
- ▶ Nine properties have been added to the V zone on Broadway Avenue, 14 properties have been added on Bay Avenue and 3 properties added along Patcong Creek and Somers Point – Mays Landing Road.
- ▶ Some homes will need to elevate to take advantage of lower flood insurance rates.
- ▶ New Flood Maps may become effective in 2015.
- ▶ Somers Point to enter the Community Rating System in May 2015.



Master Plan Schedule

- ▶ June 18, 2014 Public Meeting
- ▶ July/August Prepare Plan Elements and Meet with City Committees
- ▶ September Public Meeting
- ▶ Oct/Nov Prepare Draft Plan
- ▶ December Planning Board Plan Adoption
- ▶ Implementation – Design Standards
 - Capital Improvements Plan
 - Regionalization/Shared Services Plan

Your Ideas are welcomed!



SOMERS POINT

NEW JERSEY

*the shore starts here!*SM