



SOMERS POINT
MASTER PLAN

A GUIDE
FOR THE
FUTURE
AUGUST 2024



WHY REEXAMINE THE MASTER PLAN

State Statutes require that all municipalities reexamine their master plan every ten years. The last reexamination was in 2014.

Prioritize future City projects to strengthen support for grant funding.

The local economy has changed, and the City's planning policies may need to be revised to react to these changes.

The Federal and State Governments are proposing changes in the flood maps and coastal regulations that will impact future development throughout the Jersey Shore.

To pursue a consensus on the future direction for the City and gain input from the public.

OPPORTUNITIES – REGIONAL MARKET (POPULATION)

Community	Population		Change
	2012	2022	
Somers Point	10,853	10,482	-3.4%
Linwood	7,109	6,952	-2.2%
Longport	979	776	-20.7%
Margate	6,459	5,331	-17.5%
Ocean City	11,790	11,260	-4.5%
Upper Township	12,283	12,562	2.3%
Total	49,473	47,363	-4.3%

Source: American Community Survey 5-Year Estimates 2012 & 2022

OPPORTUNITIES – REGIONAL MARKET (SEASONAL POPULATION)

Community	Year Round	Seasonal	Median Hhld.	Median Family
	Population (2022)	Summer Weekend Population	Income (2022)	Income (2022)
Somers Point	10,482	11,000	\$68,262	\$86,642
Linwood	6,952	7,000	\$133,487	\$156,737
Longport	776	6,643	\$101,250	\$129,583
Margate	5,331	31,328	\$112,661	\$140,729
Ocean City	11,260	130,000	\$98,576	\$135,343
Upper Township	12,562	15,000	\$106,822	\$124,063
Total/Average	47,363	200,971	\$103,510	\$128,850

Source: American Community Survey 5-Year Estimates 2012 & 2022,

OPPORTUNITIES – REGIONAL MARKET (INCOME)

Community	Median Household Income		Change
	2012	2022	
Somers Point	\$49,607	\$68,262	37.6%
Linwood	\$86,492	\$133,487	54.3%
Longport	\$71,136	\$101,250	42.3%
Margate	\$66,444	\$112,661	69.6%
Ocean City	\$56,463	\$98,576	74.6%
Upper Township	\$76,633	\$106,822	39.4%
Average	\$67,796	\$103,510	52.7%

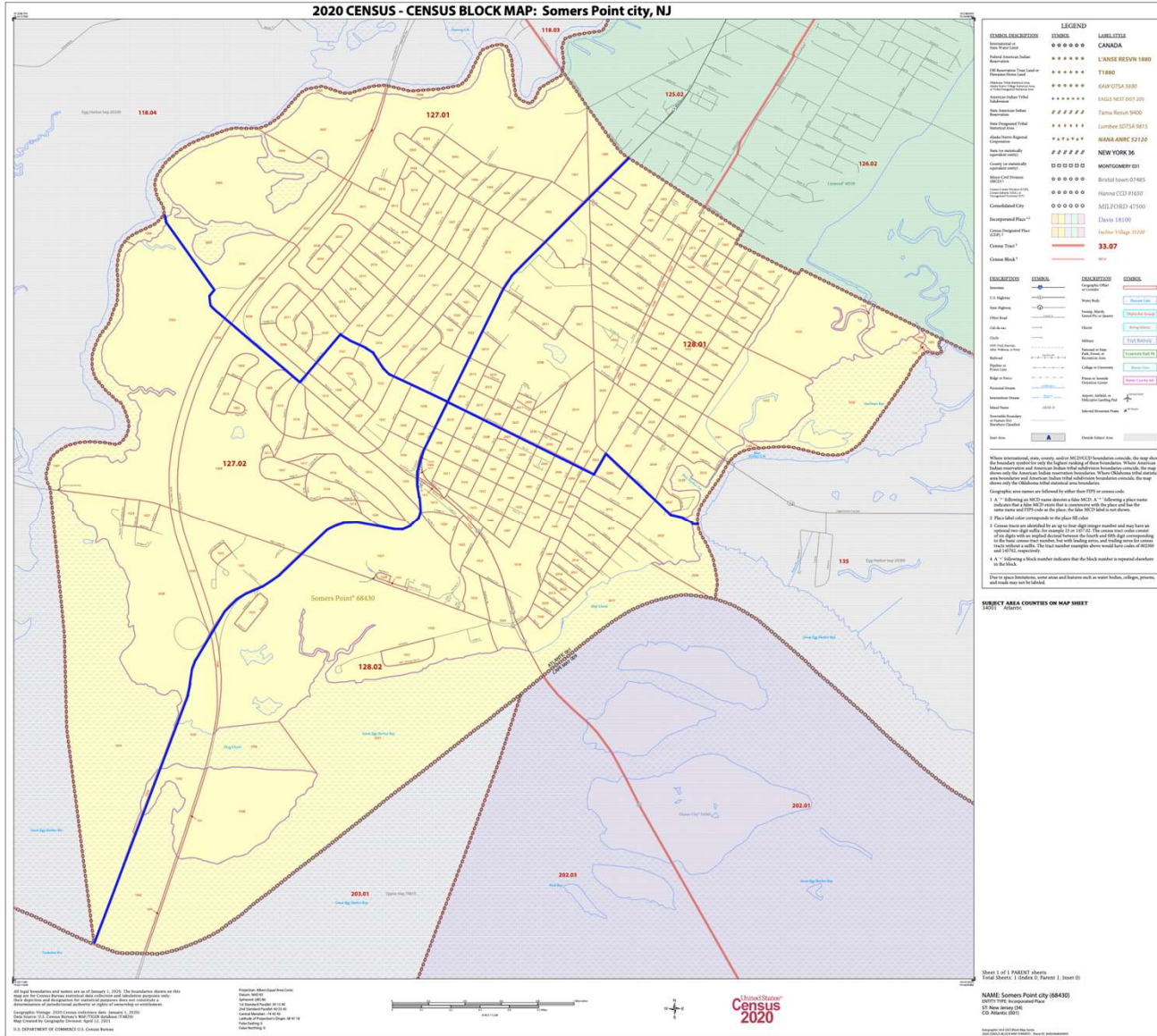
Source: American Community Survey 5-Year Estimates 2012 & 2022

OPPORTUNITIES – SEASONAL HOUSING GROWTH

Community	2012			2022			Change
	Housing Units	Seasonal Homes	% Seasonal	Housing Units	Seasonal Homes	% Seasonal	
Somers Point	5,616	579	10.3%	5,700	741	13.0%	2.7%
Atlantic County	126,824	15,242	12.0%	131,786	16,613	12.6%	0.6%
New Jersey	3,555,864	129,187	3.6%	3,756,340	132,358	3.5%	-0.1%
United States	131,642,457	5,014,560	3.8%	140,943,613	4,959,188	3.5%	-0.3%
Census Tract 127.01	1,543	157	10.2%	1,746	39	2.2%	-7.9%
Census Tract 127.02	916	95	10.4%	889	131	14.7%	4.4%
Census Tract 128.01	1,983	96	4.8%	1,930	252	13.1%	8.2%
Census Tract 128.02	1,174	231	19.7%	1,135	319	28.1%	8.4%

Source: American Community Survey 5-Year Estimates 2012 & 2022,

2020 CENSUS - CENSUS BLOCK MAP: Somers Point city, NJ



*Census tracts outlined in blue for improved clarity

OPPORTUNITIES – REGIONAL MARKET (RATABLE BASE)

Community	Net Taxable Value		Change
	2014	2023	
Somers Point	1,188,371,800	1,470,611,068	23.8%
Linwood	1,009,416,904	1,061,386,358	5.1%
Longport	1,789,862,901	2,459,747,497	37.4%
Margate	3,526,571,442	5,771,330,699	63.7%
Ocean City	11,181,508,929	12,557,654,700	12.3%
Upper Township	2,159,746,783	1,899,628,000	-12.0%
Total	20,855,478,759	23,320,731,850	11.8%

Source: Atlantic County Board of Taxation, Cape May County Board of Taxation

OPPORTUNITIES – REGIONAL MARKET (TOURISM)

Tourism	Atlantic County		Change	Cape May County		Change
	2014	2023		2014	2023	
Lodging	\$4,279.80	\$4,353.00	1.7%	\$2,296.30	\$3,195.00	39.1%
Food & Beverage	\$1,312.10	\$1,505.20	14.7%	\$1,286.10	\$1,746.20	35.8%
Recreation	\$375.80	\$519.90	38.3%	\$668.60	\$797.10	19.2%
Retail	\$1,008.20	\$1,151.10	14.2%	\$1,153.50	\$1,440.70	24.9%
Transportation	\$508.80	\$568.40	11.7%	\$389.60	\$534.60	37.2%
Total	\$7,092.80	\$8,097.50	14.2%	\$5,794.10	\$7,714.50	33.1%

Source: New Jersey Division of Travel and Tourism

OPPORTUNITIES – ECONOMIC DEVELOPMENT



- Somers Point is the shopping mecca for Southern Atlantic County and Northern Cape May County.
- Residential & Commercial Development Incentives:
 - Zoning Code Revisions
 - Redevelopment Plans
 - Route 9
 - Bay Avenue
 - Transportation Enhancements
 - Tax Abatement for Improvements
 - New Jersey Economic Development Authority Incentives
 - Historic Preservation Incentives
 - Expanded Events Schedule

OPPORTUNITIES – STATE TRANSPORTATION IMPROVEMENTS



- Leverage the State's Biggest Transportation Projects:
 - \$600 million Route 52 Causeway with many amenities
 - \$130 million Garden State Parkway Bridge with multi-use path
 - \$1.1 billion Parkway Expansion to accommodate three lanes in each direction (underway)

OPPORTUNITIES – PLANNED TRANSPORTATION IMPROVEMENTS



- Shore Road Safety Improvements (2025)
- Route 9 reconstruction Chapman Boulevard to Ocean Heights Avenue (2027)
- Route 9 to Parkway Bike/Pedestrian Bridge (2029)

OPPORTUNITIES – WATERFRONT AMENITIES



- Bay Avenue Provides Something for Everyone
- New Transient Marina Opened in 2019
- Potential Exists for:
 - Additional marinas
 - Additional dining, lodging, shopping and recreational uses
 - Dredging
 - Resiliency Improvements

OPPORTUNITIES – A WALKABLE/BIKEABLE COMMUNITY

- A Bicycle and Pedestrian Plan was Completed By Parsons Brinkerhoff in 2014
 - Take advantage of the new Route 52 and Garden State Parkway mixed use paths.
 - Enhance the walkability of Route 9, Shore Road, and Bay Avenue.
 - Provide safer access to schools and community facilities.
 - Provide sidewalk and curbing for all new development.
 - Be designated a Bike Friendly Community by the League of American Bicyclist
 - Synchronize traffic signals along Route 9, Route 52, and Shore Road

OPPORTUNITIES – ECOTOURISM

- Somers Point has a rich environment that can be enhance by:
 - Providing pedestrian/bike access to Drag Island
 - Completing and implementing a Community Forestry Management Plan
 - Continuing to improve parks and recreational facilities
 - Be designated a Tree City USA Community by the National Arbor Day Foundation

OPPORTUNITIES – FULL MIX OF HOUSING



- 2,765 single family homes
- 1,880 multifamily homes and apartments
- Historic District Expansion
- R-1 Residential Zoning District – density controls
- Neighborhood Revitalization Tax Credit Assistance

OPPORTUNITIES – ARTS, CULTURE & RECREATION



- Build on the Successful Events
- Provide Additional Space for Arts & Cultural Events
- Prepare a Creative Placemaking Plan

OPPORTUNITIES - FUNDING



- The Master Plan process provides a foundation for a variety of funding options for:
 - Resiliency
 - Stormwater Infrastructure
 - Elevating Structures
 - Home Improvements
 - Coastal Protection
 - Road Improvements
 - Federal Infrastructure Funding
 - Residential & Business Facades
 - Wayfinding

CHALLENGES – LOCAL ECONOMY



- 24,000 jobs lost in the Atlantic County since 2006
- Decline in Accommodations and Food Service – 67%
- Increase in Professional & Business Services, Education, and Health Care
- Regional economy has not fully recovered from the Pandemic

CHALLENGES – FEMA FLOOD MAPS

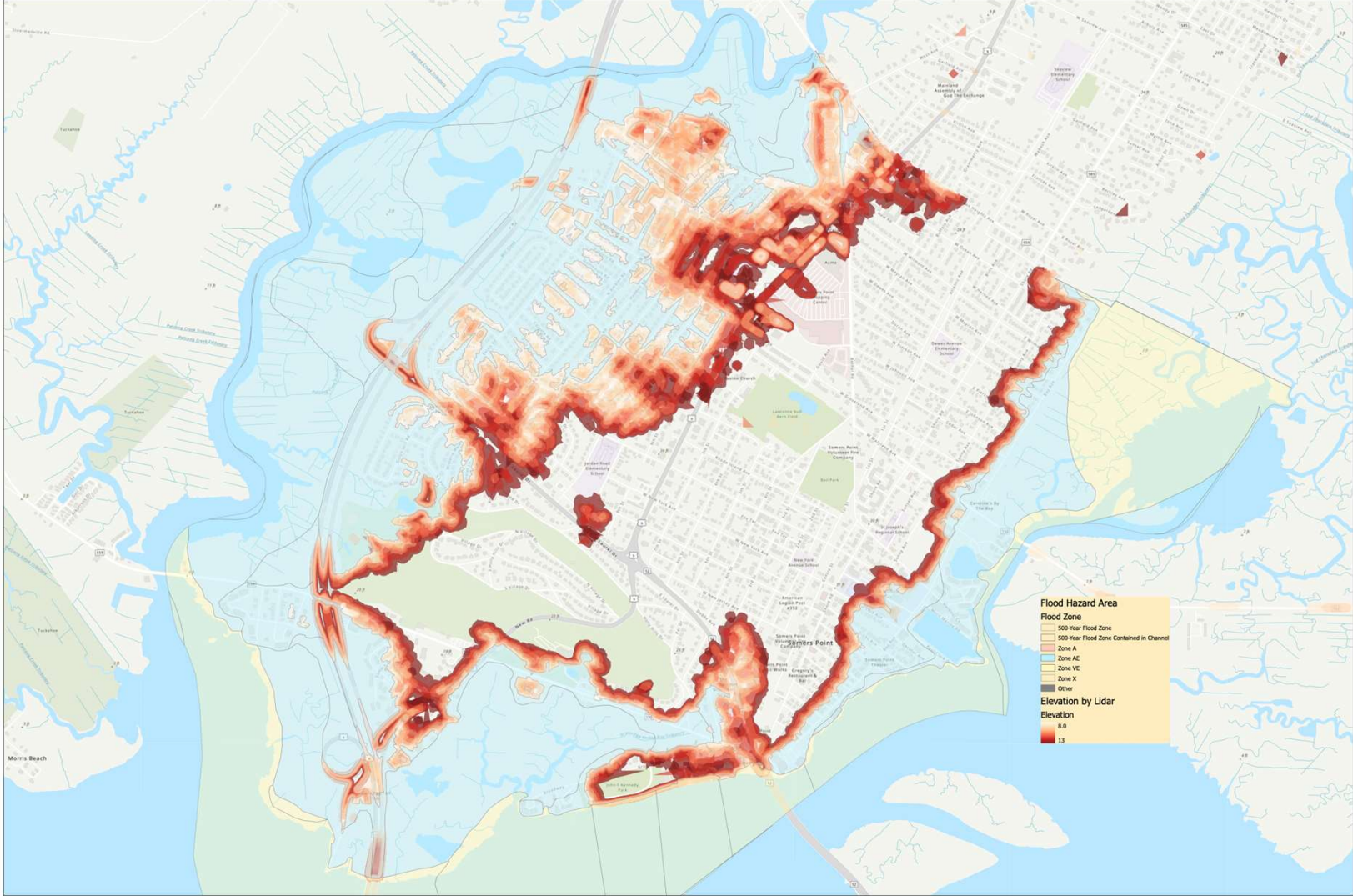


- 218 properties may be added to the A zone, all located west of Route 9.
- 81 properties may be added to the A zone along Bay Avenue.
- Nine properties may be added to the V zone on Broadway Avenue, 14 properties may be added on Bay Avenue and 3 properties may be added along Patcong Creek and Somers 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 2027.
- Somers Point entered the Community Rating System in May 2015 to provide flood insurance discounts.

CHALLENGES – STATE NJPACT REAL REGULATIONS



- Based on faulty projections of sea level rise by 2100.
- Almost 1,000 homes added to the floodplain.
- New homes and major renovations will have to be elevated 6 feet above base flood elevation.
- Requires State permitting, engineering assessments, and alternatives analyses.
- 3% impervious surface requirement.
- May become effective Summer 2025.



**Proposed Flood
Inundation Zone**

Somers Point, New Jersey

2024

New Jersey Office of GIS, Inc., Summit, NJ
 Prepared for: Somers Point, New Jersey
 Coordinate System: NAD 1983 StatePlane, New York-East FIPS 3103 Feet



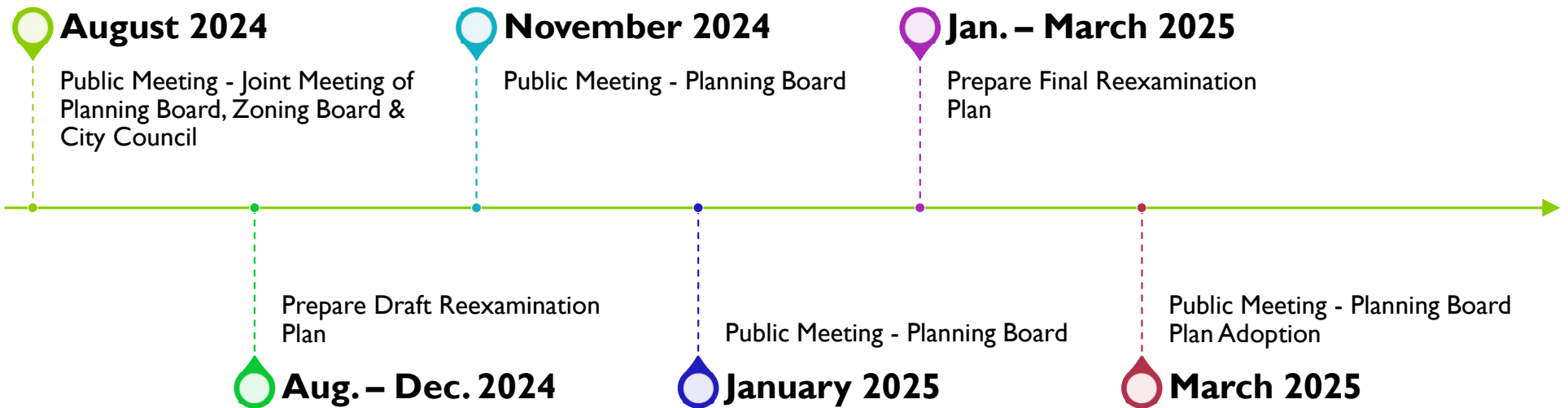
OUTSTANDING 2014 MASTER PLAN RECOMMENDATIONS

- Billboard Regulations
- Signage Improvements
- 7,500 SF Lot Requirements
- Sidewalk Requirements
- Route 9 Design Standards

OTHER ONGOING PLANNING EFFORTS IN SOMERS POINT

- Neighborhood Preservation Program – provided planning and improvement funds for the Bayfront
 - Shore Road to the Bay, MacArthur Boulevard to New York Avenue
- Neighborhood Revitalization Tax Credit Program – provide planning and up to \$1 M annually for the northeast section of the City
 - Route 9 to the Bay, Linwood boundary to Harbor Lane to Sunny Avenue, Sunny Avenue to Connecticut Avenue, Connecticut Avenue from Sunny Land to Route 9 (Census Tract 128.01)
- ACEA Municipal Economic Development Strategy Program
 - Engage with the business community

MASTER PLAN SCHEDULE



YOUR IDEAS ARE WELCOMED!



SOMERS POINT

NEW JERSEY

the shore starts here!™