

Borough of Neptune City

Master Plan Reexamination Report



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Master Plan Reexamination Report

Prepared for:

**The Borough of Neptune City
Monmouth County, New Jersey**

DRAFT FOR REVIEW

November 22, 2017

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INTRODUCTION

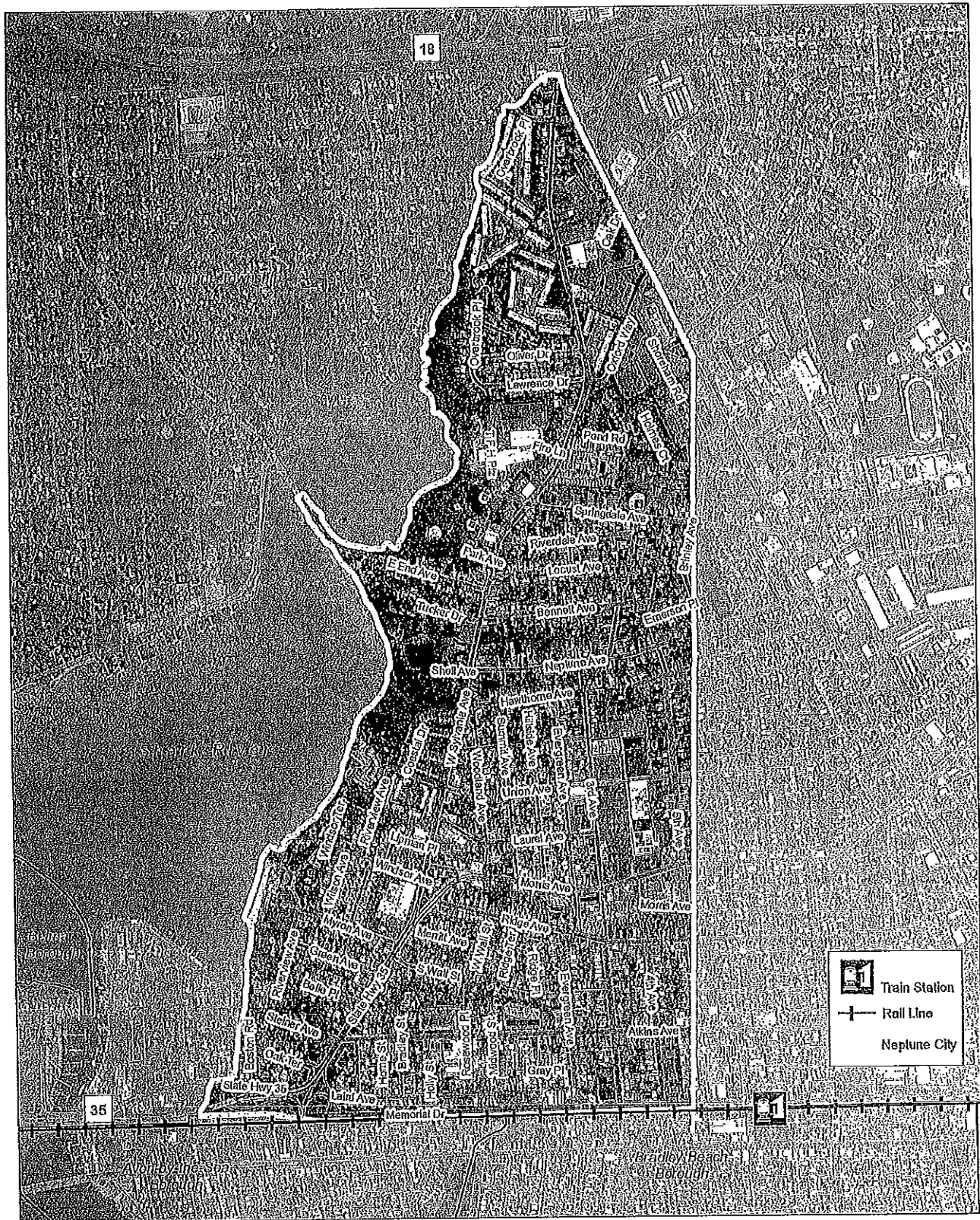
The Borough of Neptune City is an attractive, near-completely built out community located in southeastern Monmouth County, New Jersey (see figure 1). Most of the Borough's land area contains residential properties, with defined commercial areas and scattered industry. Previous land use planning policies have focused on protecting existing residential areas, providing development opportunities in vacant areas most suited for in-fill uses, providing adequate services and facilities for the present and projected population, and preserving open space in areas of environmental concern.

Purpose

This report constitutes the 2017 Master Plan Reexamination Report for the Borough of Neptune City, prepared pursuant to the requirements of the New Jersey Municipal Land Use Law, N.J.S.A. 40:55D-89. The Reexamination Report's purpose is to review and evaluate municipal planning documents and development regulations on a periodic basis to reflect the changing needs of the Borough and to affirm the continued relevance of policies that were previously set forth. Neptune City adopted its last Reexamination Report in January of 2006. Previously, the Borough adopted its last Master Plan in 1999.

The findings and recommendations contained in the Reexamination Report are based upon the review of the following documents:

- Neptune City Borough Code Chapter 139: Zoning;
- Master Plan Reexamination Report, January 2006, Beacon Planning and Consulting Services;
- Updated State and County planning documents;
- 2010 US Census Data; and
- 2015 American Community Survey Data

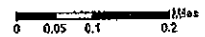


LEON S. AVAKIAN, Inc.
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Figure 1
Aerial Imagery (2015)

Date Source: Mr SID files 2015 NJGIN.
 Admin Boundaries NJGIN.
 November 2017

Borough of Neptune City



Requirements of Periodic Reexamination

In accordance with N.J.S.A. 40:55D-89, 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 is required to contain the following:

- 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.

The following sections of this Reexamination Report address each of these requirements in turn.

SECTION A. Goals, Objectives & Issues at the Time of the 2006 Reexamination Report

The first provision of N.J.S.A. 40:55D-89 of the MLUL states that the Reexamination 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 2006 Master Plan Reexamination undertook a comprehensive review of both the issues and goals identified by the 1999 Master Plan and their status at that time. The following provides a summary of Borough issues and goals as discussed in 2006.

Land Use Planning Issues 2006

1. Maintain Existing Residential and Commercial Areas

The 2006 Reexamination Report emphasized the continued importance of maintaining Neptune City's established land use patterns. In general, the Borough is characterized by a relatively uniform land use arrangement with residential neighborhoods preserved from the encroachment of non-residential uses. To maintain the land use pattern, the following implementation strategies were suggested:

- Encourage the continuation of the established pattern and reaffirm it through the master plan;
- Reinforce the delineation of boundaries through buffers, landscape elements, fencing, etc., that serve to separate residential and non-residential uses; and
- Address the issue of land use compatibility by clearly defining the extent and intensity to which development may occur in order to minimize any intrusions of incompatible uses or intensities of use.

2. Address the Borough's Affordable Housing Obligation

Neptune City has continually striven to comply with its affordable housing obligations throughout housing rounds as the administrative infrastructure and substantive requirements of the affordable housing process have changed over time. The foundational objective of the affordable housing program in New Jersey since the Mount Laurel State Supreme Court decision in 1975 has been to ensure that municipalities do not use their zoning and land use powers to limit residential development to a monoculture of expensive and high-cost housing types that effectively exclude lower- and moderate-income households from accessing any form of residence. As pointed out in the 2006 Reexamination Report, Neptune City has, over time, organically developed a housing stock that includes a variety of housing types. This diversity in unit options caters to a wide range of household incomes and preferences.

At the time of the 2006 Reexamination Report, the Borough's most recent Housing Element and Fair Share Plan had been adopted in 2005. At that time, the Borough intended to meet the prior round obligation through the redevelopment of the industrial district located along Steiner Avenue and/or through an RCA agreement. (RCA agreements are no longer an accepted method of providing for affordable housing.)

3. *Controlling the Use and Design of the Industrial District*

In the years leading up to the 2006 Reexamination Report, the Borough began to consider potential new uses for some of its underutilized industrial areas, especially those in close proximity to residential developments and transit hubs. Beginning with the 1999 Master Plan, the Borough advanced the redevelopment of the Steiner Avenue industrial area as a land use planning objective. The Borough observed that as location requirements changed for heavy industry over time, the Steiner Avenue area had become a less attractive space for industrial tenants. Operations in the Steiner Avenue area offered relatively few jobs, while containing uses that were incompatible with and had substantial impact on the quality of life in adjacent residential neighborhoods.

In August of 2005, the Borough acted to designate the Steiner Avenue industrial area as an "area in need of redevelopment" through the statutory processes for redevelopment area designation included in the New Jersey Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.). While a legal challenge regarding this designation was resolved, the Borough continued to consider designs for alternative development scenarios which included uses such as single-family attached residences, age-restricted dwellings, mixed-use commercial and residential projects along Steiner Avenue, and a business park into which some existing commercial and industrial entities could be relocated.

The 2006 Reexamination Report emphasized that the Borough should seek to promote only that type of development that is compatible with the limitations posed by their proximity to neighboring residential zones, either through redevelopment or within a framework of ordinances that reaffirm the protection of the Borough's residential neighborhoods. It continued the policy of addressing the existing development pattern between Steiner Avenue and Memorial Drive with the goals of eliminating incompatible land use arrangements.

4. *Protection and Acquisition of Riverfront Areas for Beneficial Use of Residents*

The 2006 Reexamination Report discussed public access to the Shark River basin as an issue. The basin runs along the Borough's southern boundary, presenting a riverine recreational asset and sensitive environmental feature. Much of the river is abutted by privately-owned residential properties, limiting public access. The 2006 Reexamination Report put forth a strategy for expanding public access along the river through a program of property and easement acquisition.

5. *Visual Appearance of the Borough with Emphasis on Route 35*

The 2006 Reexamination Report identified the Route 35 corridor as presenting a number of property maintenance and aesthetic challenges, including parking within front yards, excessive signage, and a lack of property maintenance. It was suggested that these conditions be addressed through updated sign regulations and site plan review as properties redevelop over time.

Land Use Planning Principles, Objectives & Policies

The list of principles, objectives and policies included in the 1999 Borough Master Plan were stated as follows:

Principles

1. Encouraging residential development in location and at densities which are compatible with existing development patterns and consistent with Borough standards. Any new development should be properly serviced by public roads, utilities, and services.
2. Locating public, commercial, service and office uses at sites and in locations which are suitable for their use environmentally, economically, and geographically. While promoting economic stability, care should be taken to keep new uses compatible with existing uses, public facilities, roadways, and natural features.
3. Protection of natural and environmental resources, including floodplains, wetlands and areas suitable for public and quasi-public uses.
4. Encouraging a development pattern which will protect and enhance the long term economic, social and welfare interests of present and future residents of the Borough.

Objectives

1. To encourage municipal actions which will guide the long-range appropriate use and development of the lands within the Borough of Neptune City in a manner which promotes the public health, safety, morals and general welfare of present and future residents.
2. To provide safety from fire, flood, panics and other natural and manmade disasters.
3. To provide adequate light, air and open space.
4. To ensure that development within the Borough does not conflict with the development and general welfare of neighboring municipalities, the County, the Region and the State as a whole.
5. To promote the establishment of appropriate population densities in locations that will contribute to the wellbeing of persons, neighborhoods and preservation of the environment.

6. To encourage the appropriate and efficient expenditure of public funds by coordinating public and private development within a framework of land use and development guidelines, principals and policies.
7. To provide sufficient area in appropriate locations within the Borough for residential, business, office, and public and quasi-public uses in a manner which will provide for balanced growth and development.
8. To encourage the location and design of transportation and circulation routes which will promote the free flow of traffic in appropriate locations while discouraging roadways in areas which would result in congestion, blight or depreciate property values.
9. To promote a desirable visual environment through creative development techniques which respect the environmental qualities and constraints of the Borough and of particular sites therein.
10. To promote the conservation of open space and valuable natural resources and prevent degradation of the environment through improper use of land.
11. To encourage the preservation and restoration of historical buildings and sites within the Borough to maintain the heritage of Neptune City for enjoyment by future generations.
12. To encourage coordination of the numerous public and private regulations and activities which influence land development towards a goal of producing efficient uses of land with appropriate development types and scales.
13. To encourage the practicable recovery and recycling of municipal solid waste through the use of planning practices designed to incorporate the State Recycling Program and to complement Monmouth County and existing Borough recycling programs.
14. To encourage the construction of senior citizen and age-restricted housing in order to address the growing demand for this type of housing in the Borough.

Policies

1. Planning will include a variety of residential and non-residential uses that will encourage continuation of an enhancement of the Borough of Neptune City as a quality suburban residential community and as a commercial, employment and recreation center for eastern Monmouth County.
2. To protect and enhance the environmental quality of the Borough.
3. To encourage commercial, office, recreational and service development within the Borough which will provide employment for residents and contribute to a balanced economic and taxable base for the Borough.

4. To enhance and increase public access to the Shark River water basin for the purpose of enhancing active and passive recreational opportunities in the Borough.
5. To encourage a transition of existing industrial properties to commercial and residential uses, which will serve to minimize impacts due to the juxtaposition of incongruous land uses.

In addition to the above, the 2006 Reexamination Report identified several problems and areas that merited further investigation by the Borough by way of new recommendations. Section B of this Reexamination discusses these recommendations and the extent to which they are still valid.

SECTION B. 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 Reexamination Report shall include the extent to which such problems and objectives have been reduced or have increased since the last Master Plan or Reexamination. The analysis below discusses the Borough's planning issues, objectives, and recent recommendations each in turn to determine whether they are ongoing, have been completed or addresses, or are no longer relevant due to changes in context.

Status of Land Use Planning Issues

The status of the five issues discussed in the 2006 Reexamination Report is as follows:

1. Maintain Existing Residential and Commercial Areas

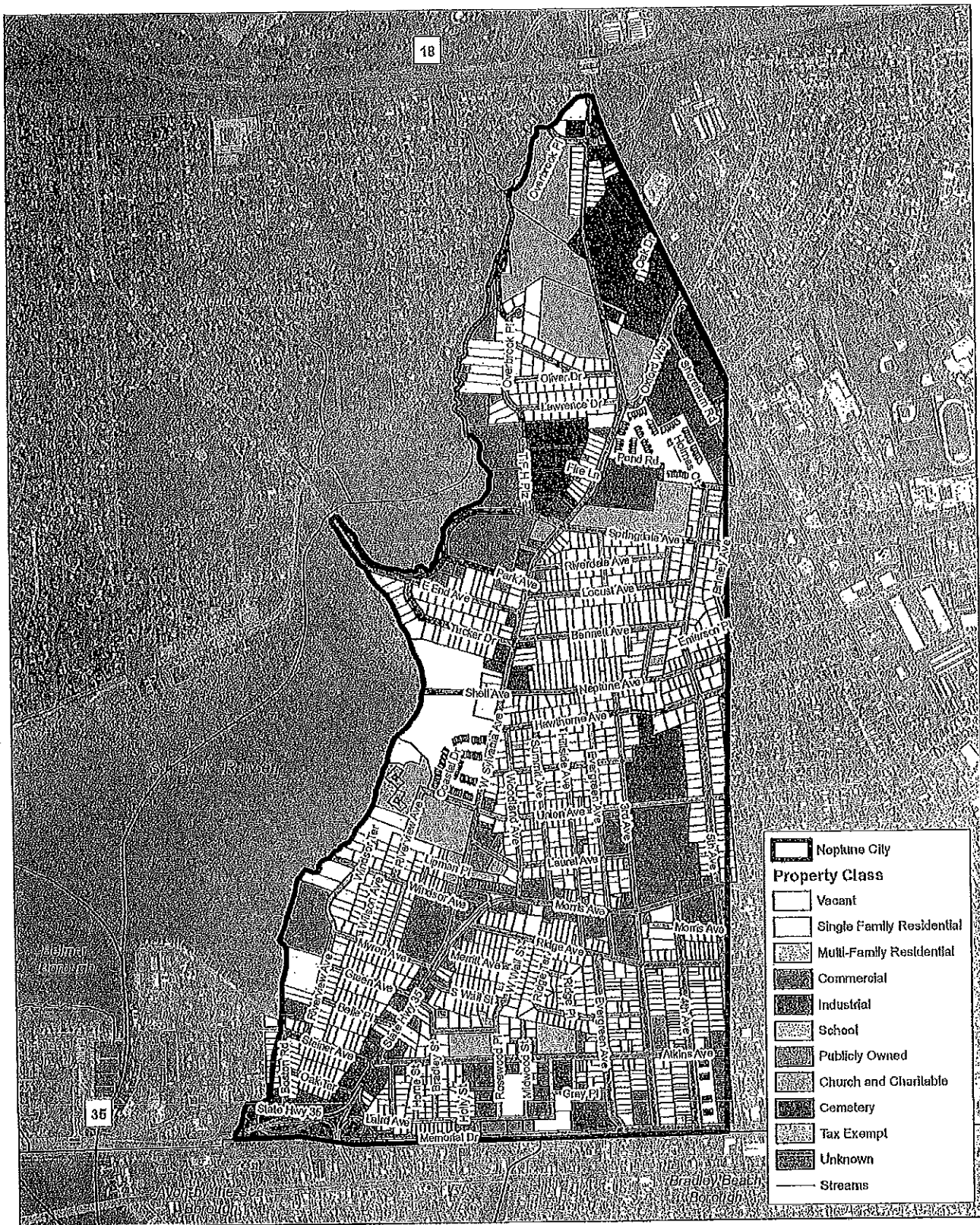
As can be seen in the updated Existing Land Use Map (figure 2), the characterization of the Borough as having an established general separation of uses continues to represent the built pattern of Neptune City accurately. Established residential neighborhoods, both single family and multi-family, occupy most of the land area, with pockets of commercial activity located in the northwestern section of the Borough off Route 33, along Sylvania Avenue, State Highway 35, Morris Avenue, and 3rd Avenue in the vicinity of the Stop and Shop plaza. Industrial areas are concentrated between Steiner Avenue, Memorial Drive, Highway 35, and Evergreen Avenue.

2. Address the Borough's Affordable Housing Obligation

Housing diversity continues to be a prominent feature of Neptune City. According to 2015 American Community Survey estimates, single-family detached homes comprise approximately half (52%) of the Borough's housing stock, while mid-rise and high-rise apartments collectively occupy approximately a quarter of the Borough's housing stock. The remaining quarter is made up of low-rise multi-family units, attached single family units, and mobile homes.

As discussed further in Section C below, the current Third Round of affordable housing obligation planning has resumed in earnest with the dissolution of the Council on Affordable Housing (COAH) in March 2015. The current Third Round obligation figures calculated for Neptune City are as follows:

- Present need ("rehabilitation") obligation: 9 units
- Prior Round (1987-1999) obligation: 33 units
- Prospective (1999-2025) obligation 152 units

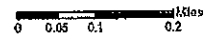


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Data Sources: Mr SID files 2015 NJGIN.
Admin Boundaries NJGIN.
Land Use Data, MODIV.(2017).
November 2017

Figure 2
Existing Land Use (2017)

Borough of Neptune City



The Borough's most recent affordable housing plan was adopted in November 2008, which addressed a 53-unit obligation (a prior round of 33 units and a growth share of 20 units) through an inclusionary development that was planned to take place within the Steiner Avenue Redevelopment Area. An updated Housing Element and Fair Share Plan is needed to demonstrate the Borough's chosen manner of meeting its rehabilitation, prior round, and prospective obligations within the current regulatory framework.

Controlling the Use and Design of the Industrial District

The Borough continues to pursue its policy of redeveloping the industrial district for the purpose of eliminating incompatibilities between adjacent residential and industrial land uses. Redevelopment studies and plans have repeatedly been prepared for this area, but efforts have been slowed by legal challenges from property owners within the district.

With the path blocked to formulating a comprehensive district-wide redevelopment plan, the Borough took a different approach, and was able to adopt the Steiner Avenue Scattered Sites Redevelopment Plan in February 2010, which is described further in Section E. In January 2017, the Borough acted to institute another redevelopment plan for a property in the industrial area, adopting the 142 Steiner Avenue Redevelopment Plan, also described further in Section E.

Controlling the use and design of the industrial district to promote appropriate and compatible uses remains an issue for the Borough, but progress is being made. Despite the challenges that have arisen, the Borough remains committed to its policy of redeveloping underutilized industrial sites in this area, and replacing them with mixed-use development that complements adjacent residential uses and capitalizes on the area's proximity to passenger rail mass transit.

Achieving real progress on this issue is of particular importance because it is tied to the Borough's ability to provide affordable housing. As a built-out municipality, Neptune City has limited options for the development of new affordable housing units. Its Fair Share plans have consistently targeted the planned redevelopment within the Steiner Avenue area as the most effective means of providing affordable housing units through mandatory inclusionary set asides.

3. Protection and Acquisition of Riverfront Areas for Beneficial Use of Residents

As can be seen in figure 2 above, much of the land along the Shark River is still privately owned. The Borough has, however, made progress in easement and property acquisition, notably in the area of Overbrook Place. Public access to the waterfront remains an issue.

4. *Visual Appearance of the Borough with Emphasis on Route 35*

The Route 33 and 35 corridors, as well as commercial properties along Sylvania Avenue, have not seen any significant changes in their appearance since the adoption of the 1999 Master Plan and subsequent 2006 Reexamination Report. There is a general need to improve the condition and appearance of the commercial properties along these roadways. The Borough should consider addressing this issue through the implementation of an aggressive property maintenance initiative aimed, in part, at removing structures and signs that are not properly maintained. The program can also include a façade improvement program, with incentives such as low interest loans and tax abatement.

A strict program of zoning enforcement should be considered to control new signage in these commercial areas, as well as other commercial properties in Neptune City. New signage standards were adopted in 2013, which may help to mitigate these design issues as properties are improved in the future.

Status of Land Use Planning Principles, Objectives & Policies

All of the principles, objectives and policies from the 1999 Master Plan, re-articulated in the 2006 Reexamination Report, remain valid. They are carried forward as the stated principles, objectives and policies guiding land development and planning decisions in the Borough today.

The Borough's planning objectives closely mirror those provided in the New Jersey Municipal Land Use Law at N.J.S.A. 40:55D-2. This statute has been updated in recent years with additional objectives that acknowledge the necessity of incorporating suitability and resiliency goals as issue areas with direct consequences for the health and welfare of residents. Consequently, these objectives should also be recognized in Neptune City's planning documents. Additions to the existing list of objectives are presented in Section D.

Status of 2006 Master Plan Reexamination Report Recommendations

The 2006 Reexamination Report identified several problems and areas that merited further investigation by the Borough by way of recommendations and policies. Action has been taken on those recommendations as follows:

1. Land Use Element

RECOMMENDATION: An assessment of current zoning and planning issues should be included in an updated Land Use Element. The areas that should be given specific attention include the following:

- Land uses for the Steiner Avenue Redevelopment Area.
- The properties to the east and west of the intersection of Route 35 and Third Avenue should be designated for mixed use development to encourage the development of a "Main Street" district in this location. This area is appropriate for retail and offices uses, as well as upper story residences.
- Properties along Steiner Avenue, exclusive of the properties located within the Steiner Avenue Redevelopment Area, should be designated for residential use.
- The RLC zoning district along Sylvania Avenue should be narrowed to those properties that currently have a commercial use. The remainder of the properties should be designated for residential use.

STATUS: Some progress has been made toward implementing this recommendation. Amended land use regulations have been developed for portions of the Steiner Avenue industrial area through the Steiner Avenue Scattered Site Redevelopment Plan and the 142 Steiner Avenue Redevelopment Plan. Use regulations will continue to be considered as additional properties emerge as viable redevelopment sites. The latter three recommendations were not implemented and remain valid.

RECOMMENDATION: A large number of residential lots located throughout Neptune City have a nonconforming lot area, or do not conform to one or more applicable bulk standards. As a result, many improvements contemplated by residential property owners necessitate applying to the Land Use Board for variances. While changing the bulk standards would serve to reduce the number of such applications, it would eliminate the ability to consider the potential impacts on neighboring properties afforded by the development application review process. This is critical in view of the nearly completely developed character of the Borough. Also, the number of vacant residential lots is small, with most being used in conjunction with an adjacent residential property. The development of these properties would not be anticipated to have any substantial impacts on either municipal or school services or facilities. As a result, no changes to the Borough's current residential bulk standards are recommended.

STATUS: This characterization of the issue of non-conforming and vacant residential lots remains valid, as does the recommended course of retaining existing bulk standards.

RECOMMENDATION: It is the Borough's experience that hotel and motel uses are not compatible with adjacent residential uses. Further, in view of the fact that all commercial properties are located in close proximity to residential properties, there is minimal opportunity for the substantial buffering and screening that would otherwise be required. Thus, it shall be the policy of the Borough to discourage any new development of hotels and motels in Neptune City.

STATUS: This policy remains valid.

RECOMMENDATION: Because adult uses, when left unregulated, have the potential to substantially impact schools, houses of worship, and residential neighborhoods, the Borough should consider adopting zoning regulations that provide for a reasonable opportunity for such uses only in such locations that would not impact the quality of life within the Neptune City. These locations are those that provide a distance of 1,000 feet or two blocks, whichever is greater, between any school, house of worship, or residence, and any use defined in such ordinance as a regulated adult use.

STATUS: This recommendation remains valid.

RECOMMENDATION: Because tattoo parlors, when left unregulated, pose a potential danger to the public health, it is the stated policy of the Borough of Neptune City to provide zoning regulations that provide for the reasonable opportunity for such use in locations deemed suitable. These locations shall include properties within the Highway Commercial zoning district that have frontage on Route 33. All building openings, entries, windows, etc., for tattoo parlors shall be covered or screened in such a manner as to prevent a view into the interior from any street or adjacent property. Only one sign shall be permitted bearing the name of the tattoo parlor and the hours of business.

STATUS: This policy remains valid.

2. *Housing Element*

RECOMMENDATION: On December 7, 2005, the Land Use Board adopted a Housing Element intended to address Neptune City's third round affordable housing obligation, which covers the period from 1999 to 2014. The calculation of the Borough's growth share obligation was left incomplete in view of litigation affecting the Steiner Avenue Redevelopment Area. Once pending litigation is cleared and the Borough develops a redevelopment plan for this area, the Housing Element and Fair Share Plan should be amended to incorporate the projected development for this redevelopment area.

STATUS: This recommendation is in part no longer valid and in part valid. All references to the growth share method of calculating affordable housing obligations are no longer relevant, as the growth share methodology was invalidated by the courts. However, the principle that the Borough should continue to seek compliance with its affordable housing obligation through the development of an updated Housing Element and Fair Share Plan is valid, as is the acknowledgement of the importance of the Steiner Avenue redevelopment site as the primary opportunity to create new affordable housing in this built-out Borough.

3. *Community Facilities Plan Element*

RECOMMENDATION: The Borough should prepare a general assessment of existing community facilities and determine what areas are in need of short- and long-term improvements. New and/or improved facilities should take into account any assistance the Borough could receive, including funds from the State School Construction Bond Act, Green Acres, and other State and Federal assistance that could aid in the improvement of community facilities.

STATUS: This recommendation remains valid. Certain specific resiliency-related improvements for the Borough's community facilities were examined and incorporated into the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan. However, a more general assessment should be conducted to plan for long-term improvements, to determine if service levels for community facilities are meeting current and projected demand, and to catalog necessary maintenance requirements.

4. *Recreation and Conservation Plan Element*

RECOMMENDATION: A Master Plan update should provide an inventory of park and recreation areas available to the Borough, including an assessment of existing facilities. Parcels that could be acquired for recreational purposes should be identified.

STATUS: Action has not been taken on this item. This recommendation remains valid and should be pursued in the short-term. It should include an update to the Borough's Recreation and Open Space Inventory, and be expanded to assess and identify potential conservation areas, especially those that can provide the dual benefit of expanded access to the Shark River. The Borough could also consider preparing a formal Municipal Public Access Plan for its waterfront.

RECOMMENDATION: The current mapping of flood zones in the Borough includes inaccuracies in the manner in which some properties are identified on flood maps. However, the Borough is not currently in a position to bear the cost of the study necessary to amend such mapping. The Borough should identify grants that would enable it to retain the professional services necessary to accomplish this task.

STATUS: This recommendation is no longer valid. In the years post Superstorm Sandy, the Federal Emergency Management Agency has undertaken a comprehensive review of floodplain mapping. As preliminary flood insurance rate maps are drafted, the Borough should provide ongoing comment and work with FEMA on any areas of concern.

RECOMMENDATION: In an effort to ensure protection of wetlands areas, the submission of a Letter of Interpretation (LOI) should be required for all development, as part of its development application checklist. It is recommended that the Borough review its LOI requirements and determine whether certain categories of applications should be exempt from this checklist requirement where NJDEP approvals are not necessary.

STATUS: Action has not been taken on this item. This recommendation remains valid.

RECOMMENDATION: The State has also adopted legislation regulating development adjacent to Category I streams in New Jersey. These waterways include the Shark River and its tributaries, which form much of Neptune City's southern boundary. The Borough's zoning regulations should be amended to identify the affected properties and indicate that a buffer area is required.

STATUS: Action has not been taken on this item. This recommendation remains valid.

5. Economic Plan Element

RECOMMENDATION: The Borough may consider an economic plan measuring the commercial activity occurring in Neptune City. Specifically, the emphasis would be on employment and the types of jobs generated within the Borough

STATUS: Action has not been taken on this item. This recommendation remains valid.

6. Utilities Plan

RECOMMENDATION: The Borough should consider conducting an assessment of public utility services within Neptune City, including sanitary sewage disposal, water services, electric and gas service. In particular, the sewage treatment system should be assessed to determine what changes can be made to eliminate odor problems within the Steiner Avenue Redevelopment Area. Also, the stormwater drainage system should be assessed to determine changes that may be implemented to eliminate isolated areas of flooding in the Borough. The assessment would determine the need for any short- and long-term improvements, and should investigate funding programs.

STATUS: The utility plan recommendations remain valid. The sewage treatment system should be assessed as described above. The Borough reiterated the need for a general study of the stormwater drainage system in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan, while identifying a few targeted known problem areas as priority sites for improvements (Section C below for further detail).

7. Stormwater Management Plan

RECOMMENDATION: The Borough adopted a Stormwater Management Plan Element to the Master Plan in June, 2005. The Borough is currently drafting an ordinance to implement this element of the Plan.

STATUS: The Borough's Stormwater Management Plan was last revised in September 2008. It has been kept up to date with the Best Management Practices promulgated by the NJDEP, including those which encourage local implementation of non-structural stormwater management measures. Neptune City should continue to update its Stormwater Management Plan and stormwater regulations as new standards and practices emerge.

SECTION C. Significant Changes in Assumptions, Policies and Objectives

The third provision of 40:55D-89 of the MLUL requires that a Reexamination 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.”

Since the Borough adopted its 2006 Reexamination Report, the overall character of the Borough has not changed, nor have there been substantive changes in land use, environmental conditions or circulation patterns in the Borough. There have been, however, some significant changes at the state, county and local level affecting the assumptions, policies and objectives forming the basis of the Master Plan. This section discusses the following changes in conditions and assumptions:

- Local demographic characteristics;
- Affordable housing compliance procedures;
- Impacts from Superstorm Sandy as an Impetus for Sustainability and Resiliency Planning;
- Circulation planning; and
- State and County regional planning.

Local Demographic Characteristics

Population

In 2015, Neptune City had an estimated total population of 4,834. This number represents a population decrease of 384 persons (7.4 percent) since the year 2000. This downward population trend has been occurring in Neptune City since 1970, the year in which population peaked at 5,502. Population experienced a brief period of increase in the decade 1990 to 2000, but returned to a downward trend. Monmouth County, in comparison, experienced a slight population decrease between 2010 and 2015, but had been experiencing consistent population increases up to that point.

Table 1: Population Trends, 1940-2015

Year	Neptune City			Monmouth County			New Jersey		
	Population	Change		Population	Change		Population	Change	
		Number	Percent		Number	Percent		Number	Percent
1940	2,392	-	-	161,238	-	-	4,160,165	-	-
1950	3,073	681	28.5%	225,327	64,089	39.7%	4,835,329	675,164	16.2%
1960	4,013	940	30.6%	334,401	109,074	48.4%	6,066,782	1,231,453	25.5%
1970	5,502	1,489	37.1%	461,849	127,448	38.1%	7,171,112	1,104,330	18.2%
1980	5,276	-226	-4.1%	503,173	41,324	8.9%	7,365,011	193,899	2.7%
1990	4,997	-279	-5.3%	553,124	49,951	9.9%	7,730,188	365,177	5.0%
2000	5,218	221	4.4%	615,301	62,177	11.2%	8,414,350	684,162	8.9%
2010	4,869	-349	-6.7%	630,380	15,079	2.5%	8,791,894	377,544	4.5%
2015*	4,834	-35	-0.7%	629,185	-1,195	-0.2%	8,904,413	112,519	1.3%
2040**	5,050	216	4.5%	696,900	67,715	10.8%	-	-	-

Source: U.S. Census Bureau Decennial Census (table DP-1)
 *U.S. Census Bureau, 2011-2015 ACS 5-Year Estimates (table B01003)
 **Projections from North Jersey Transportation Planning Authority

Age

The age composition of Neptune City has shifted noticeably since 2000. According to American Community Survey 5-Year Estimates, significant changes occurred in many age groups. The number of elementary and pre-school-aged children decreased over this period, as has the number of adults in age cohorts ranging from 25 to 55 years. Conversely, the Borough has seen a significant increase in the number of residents aged 55 years and older. The greatest percentage increases occurred in the 55 to 59 age cohort, which increased by 102 percent, and the 60 to 64 age cohort, which increased by 125 percent. A significant increase was also observed in the teenage 15 to 19 age cohort, up 43 percent from 2000.

Table 2: Population by Age Cohort, Neptune City, 2000-2015

Population	2000		2015		Change 2000-2015
	Number	Percent	Number	Percent	
Total population	5,218	100.0%	4,834	100%	-7.4%
Under 5 years	304	5.8%	224	4.6%	-26.3%
5 to 9 years	325	6.2%	279	5.8%	-14.2%
10 to 14 years	317	6.1%	319	6.6%	0.6%
15 to 19 years	262	5.0%	377	7.8%	43.9%
20 to 24 years	254	4.9%	157	3.2%	-38.2%
25 to 34 years	734	14.1%	627	13.0%	-14.6%
35 to 44 years	918	17.6%	568	11.8%	-38.1%
45 to 54 years	816	15.6%	598	12.4%	-26.7%
55 to 59 years	252	4.8%	511	10.6%	102.8%
60 to 64 years	182	3.5%	410	8.5%	125.3%
65 to 74 years	391	7.5%	505	10.4%	29.2%
75 to 84 years	322	6.2%	99	2.0%	-69.3%
85 years and over	141	2.7%	160	3.3%	13.5%

2000 US Census Bureau (table DP-1)
U.S. Census Bureau, American Community Survey 2011-2015 (table DP-05)

The median age of Neptune City's residents increased by 2.6 years between 2000 and 2015. This trend is consistent with the general "graying" of America as the Baby Boom Generation continues to age. While the State, County, and Borough all experienced increases in median age over this timeframe, the Borough experienced an increase on par with that of the State overall, and a smaller increase than that of the County. The Borough and the County have reach an equivalent approximate median age of 42 years.

Table 3: Median Age

Year	Neptune City	Monmouth County	New Jersey
2000	39.8	37.7	36.7
2015	42.4	42.3	39.4
Change	2.6	4.6	2.7

U.S. Census Bureau, 2000 Decennial Census (table DP-1)
U.S. Census Bureau, American Community Survey 2011-2015 (table DP-05)

Households

A household is defined as one or more persons, related or not, living together in a housing unit. 2015 ACS 5-Year Estimates note that there were approximately 2,067 households in Neptune City. Approximately 70 percent of the Borough's households were comprised of one or two persons, split approximately evenly between these two categories. A smaller percentage (57%) of Monmouth County households fell into these categories. The Borough exhibited a lower percentage of three and four-or-more person households than

the County. The Borough's average household size reflects these trends, at 2.3 persons per household compared to the County's 2.7-person per household figure.

Table 4: Household Characteristics
Neptune City and Monmouth County, 2015

	Neptune City		Monmouth County	
	Number	Percent	Number	Percent
Total Households	2,067	100.0%	233,105	100.0%
1-person	672	32.5%	60,419	25.9%
2-persons	779	37.7%	72,772	31.2%
3-persons	234	11.3%	39,624	17.0%
4 or more persons	382	18.5%	60,290	25.9%
Average Household Size	2.3		2.7	
U.S. Census Bureau, American Community Survey 2011-2015 (tables S2501 & B25010)				

Income

Neptune City experienced a 41 percent increase in per capita income between 2000 and 2015, which was a greater increase than that of Monmouth County (39.6%) and the State (35.5%). Although the Borough experienced the highest increase in per capita income of the three geographic regions studied, the Borough's per capita income of \$ 31,284 in 2015 is significantly lower than the County's \$43,469 per capita income figure and slightly less than the State's \$36,582 per capita income. Should Neptune City's per capita income continue to increase at a higher rate, the Borough would eventually catch up with the State and County.

Table 5: Per Capita Income and Median Household Income

	2000 Per Capita Income	2015 Per Capita Income	Percent Change	2000 Median Household Income	2015 Median Household Income	Percent Change
Neptune City	\$22,191	\$31,284	41.0%	\$43,451	\$55,728	28.3%
Monmouth County	\$31,149	\$43,469	39.6%	\$64,271	\$85,242	32.6%
New Jersey	\$27,006	\$36,582	35.5%	\$55,146	\$72,093	30.7%
U.S. Census Bureau, 2000 Decennial Census (tables DP-3 and P082)						
U.S. Census Bureau, American Community Survey 2011-2015 (tables S1902 and S1903)						

The income distribution for the Borough deviates from that of the County. The income brackets containing the highest percentage of households in Neptune City are the \$50,000 to \$74,999 range (17.9%), followed closely by the \$100,000 to \$149,000 range (16.4%). This suggests a wide range of household incomes in Neptune City. Meanwhile, the highest percentage of households for the County overall fall into the \$100,000 to \$149,999 range (18.7%). In terms of median household income, households in Neptune City earned less than households in Monmouth County and the State overall in 2015. The median income in

Neptune City was \$55,728, approximately \$30,000 less than county median household income and \$16,000 less than state median household income. Between 2000 and 2015, the median household income increased 28.3 percent, less than the 32.6 percent increase experienced in Monmouth County and the 30.7 percent increase for the State overall.

Table 6: Household Income Distribution

	Neptune City		Monmouth County	
	Number	Percent	Number	Percent
Total Households	2,067	100.0%	233,105	100.0%
Less than \$10,000	92	4.5%	9,486	4.1%
\$10,000 to \$14,999	61	3.0%	7,152	3.1%
\$15,000 to \$24,999	275	13.3%	16,568	7.1%
\$25,000 to \$34,999	244	11.8%	16,469	7.1%
\$35,000 to \$49,999	267	12.9%	20,691	8.9%
\$50,000 to \$74,999	370	17.9%	33,078	14.2%
\$75,000 to \$99,999	240	11.6%	29,102	12.5%
\$100,000 to \$149,999	340	16.4%	43,498	18.7%
\$150,000 to \$199,999	93	4.5%	24,853	10.7%
\$200,000 or more	85	4.1%	32,208	13.8%
U.S. Census Bureau, American Community Survey 2011-2015 (table B19001)				

Employment

The 2015 ACS reports on the work activity of residents aged 16 years and older. While the Borough's working age population was 3,848 persons, approximately 2,646 residents were part of the labor force (79.6%). Approximately 31 percent of the Borough's working age residents were not participating in the labor force. All of Neptune City's labor force was employed in civilian jobs, while zero residents reported being members of the armed forces. Approximately 10.6 percent of Borough residents reported being unemployed at this time, double the unemployment rate of Monmouth County overall.

Table 7: Employment Status

	Neptune City		Monmouth County	
	Number	Percent	Number	Percent
Population 16 years and over	3,848	79.6%	505,316	80.3%
In labor force	2,646	68.8%	333,780	66.1%
Civilian Labor Force	2,646	100.0%	333,439	99.9%
Employed	2,238	58.2%	307,183	60.8%
Unemployed	408	10.6%	26,256	5.2%
Armed Forces	0	0.0%	341	0.1%
Not in labor force	1,202	31.2%	171,536	33.9%
U.S. Census Bureau, American Community Survey 2011-2015 (table DP03)				

Employment by Industry

An analysis of employees (over the age of 16) by economic sector indicates that employed working age individuals in Neptune City were involved in a range of economic sectors. As depicted in Table 19 below, the highest concentration of workers (36.3%) are employed in the educational, health, and social services sectors. The only other sector employing over 10 percent of Borough's residents was Retail Trade. Employment is relatively diffuse across sectors for the Borough's population, spread amongst five sectors that employ between 5 and 10 percent of residents.

Table 8: Workforce by Sector

Industry	Number	Percent
Civilian employed population 16 years and over	2,238	100.0%
Agriculture, forestry, fishing and hunting, mining	4	0.2%
Construction	163	7.3%
Manufacturing	171	7.6%
Wholesale Trade	25	1.1%
Retail Trade	269	12.0%
Transportation and Warehousing, and Utilities	92	4.1%
Information	71	3.2%
Finance and insurance, and real estate and rental and leasing	126	5.6%
Professional, scientific, and management, and administrative and waste management services	154	6.9%
Educational services, and health care and social assistance	813	36.3%
Arts, entertainment, and recreation, and accommodation and food services	177	7.9%
Other Services, except public administration	85	3.8%
Public administration	88	3.9%
U.S. Census Bureau, American Community Survey 2011-2015 (table DP03)		

Housing Stock

The housing stock in Neptune City is generally divided into three different unit types. Single-family detached homes comprise approximately half (52%) of the Borough's housing stock while mid-rise and high-rise apartments collectively occupy approximately a quarter of the Borough's housing stock. The remaining quarter is made up of low-rise multi-family units, attached single family units, and mobile homes.

Table 9: Housing Units by Size and Type, 2015

Units in Structure	Total	Percent
Total	2,154	100.0%
1 Unit, detached	1,119	51.9%
1 Unit, attached	117	5.4%
2 Units	80	3.7%
3 or 4 Units	76	3.5%
5 to 9 Units	107	5.0%
10 to 19 Units	259	12.0%
20 Units or more	319	14.8%
Mobile home	77	3.6%
Boat, RV, van, etc.	0	0.0%

According to ACS 5-Year Estimates, most housing units in Neptune City were valued between \$200,000 and \$399,999. Table 13 provides a breakdown of home values for owner-occupied units within the Borough. Less than 10 percent of owner-occupied housing units in Neptune City were worth less than \$100,000. The median value of an owner-occupied housing unit was \$273,100 at the time of the survey. In comparison, most housing units in Monmouth County overall were valued in the next highest bracket, between \$300,000 and \$499,999. The median value of an owner-occupied home in Monmouth County was \$112,000 more than that of the Borough.

Table 10: Value of Owner-Occupied Housing Units, 2015

	Neptune City		Monmouth County	
	Number	Percentage	Number	Percentage
Total	1,168	100.0%	173,378	100.0%
Less than \$50,000	93	8.0%	4,274	2.5%
\$50,000 to \$99,999	13	1.1%	2,597	1.5%
\$100,000 to \$149,999	89	7.6%	4,625	2.7%
\$150,000 to \$199,999	76	6.5%	8,214	4.7%
\$200,000 to \$299,999	501	42.9%	33,465	19.3%
\$300,000 to \$399,999	235	20.1%	66,926	38.6%
\$400,000 to \$499,999	92	7.9%	45,369	26.2%
\$500,000 and greater	69	5.9%	7,908	4.6%
Median Value	\$273,100		\$385,100	
U.S. Census Bureau, American Community Survey 2011-2015 (table DP04)				

For rental units, the median contract rent in Neptune City was estimated at \$1,117 in the 2011-2015 5-year American Community Survey. The highest percentage of renters paid between \$1,000 and \$1,499 for rent

(56.6%), followed by those who paid \$500 to \$999 (20.6%). The County's median contract rent was slightly higher at \$1,238.

In terms of residential growth, for the period January 2000 through December 2016, the Borough issued building and demolition permits authorizing the development of a net of 49 additional residential units. The majority of the Borough's building permits were authorized between 2002 and 2004, with another peak from 2013 to 2015.

Table 11: Building Permits and Demolition Permits Issued, 2000 - 2016

Year	1 & 2 Family	Multi-Family	Mixed Use	Total New Construction	Total Residential Demolitions	Net Units Added
2000	-	-	-	1	0	1
2001	-	-	-	1	0	1
2002	-	-	-	10	0	10
2003	-	-	-	15	1	14
2004	12	0	0	12	14	-2
2005	2	0	0	2	3	-1
2006	0	0	0	0	0	0
2007	1	0	0	1	0	1
2008	0	0	0	0	0	0
2009	3	0	0	3	0	3
2010	1	0	0	1	0	1
2011	1	0	0	1	0	1
2012	1	0	0	1	0	1
2013	11	0	0	11	0	11
2014	6	0	0	6	2	4
2015	15	0	0	15	6	9
2016	6	0	1	7	12	-5
Total	59	0	1	87	38	49

*The DCA Construction Reporter did not begin to report housing permits by type until 2004.

Population and Employment Projections

The most recent forecasts completed by the NJTPA project to the year 2040. The population is expected to reach 5,050 dispersed across 2,180 households. Due to the built-out nature of the Borough, there is limited opportunity for rapid job growth. The 2013 NJTPA report predicts Neptune City's employment will increase by 330 jobs, or 21%, between 2010 and 2040.

Affordable Housing

Neptune City has a history of compliance with its constitutional obligation to provide its fair share of regional low- and moderate-income housing. However, the “Third Round” of affordable housing has been a decades-long conflict over methodologies, during which municipalities struggled to comply with their obligations while unit figures and procedures continually shifted, or were brought back to the drawing board.

COAH made no progress in adopting a constitutional framework for affordable housing methodology. In March 2015, the New Jersey Supreme Court disbanded COAH. Before its decision in Re Adoption of N.J.A.C. 5:96 & 5:97 by the N.J. Council on Affordable Housing, 221 N.J. 1 (2015) (“Mount Laurel IV”), the Court held that because COAH was no longer functioning, trial courts were to resume their role as the forum of first instance for evaluating municipal compliance with Mount Laurel obligations, and also established a transitional process for municipalities to seek a Judgment of Compliance and Repose (“JOR”) in lieu of Substantive Certification from COAH.

On January 18, 2017 in Re Declaratory Judgment Actions Filed by Various Municipalities, County of Ocean, Pursuant To The Supreme Court’s Decision In In re Adoption of N.J.A.C. 5:96, 221 N.J. 1 (2015), the Court decided that for the sixteen year period between 1999 and 2015 (known as the “gap period”) when the Council on Affordable Housing failed to implement rules creating fair share obligations for municipalities, the Mount Laurel constitutional obligation did not go away. Therefore, municipalities continue to be responsible for the need created during the gap period.

The Borough should consider the preparation of an updated Housing Element and Fair Share Plan to comply with the current Third Round of court-mandated compliance so that it is not vulnerable to a builder’s remedy lawsuit.

Sustainability and Resiliency

In the wake of Superstorm Sandy, municipalities in New Jersey are following national and global trends towards planning for enhanced environmental sustainability and community resiliency. Land use planning and land development policies play a key role in advancing resiliency and sustainability initiatives, because land development policies mediate the natural and built environments.

Sustainability is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Many municipalities have started to address sustainability issues by forming a citizen-led Green Teams and participating in *Sustainable Jersey*, the statewide program that has established a framework for implementing sustainable practices across many community development dimensions. Neptune City is not yet a participating community.

Resiliency is defined as the capacity of a system to withstand disturbance while still retaining its fundamental structure, function, and internal feedbacks. One pillar of resiliency is the use of mitigation

techniques before disaster strikes in order to anticipate and potentially avoid likely threats to life and property. In June 2015, Monmouth County adopted a FEMA-approved Multi-Jurisdictional Natural Hazard Mitigation Plan, which includes municipal chapters. Hurricane and tropical storms, and storm surge were identified as hazards of high concern for Neptune City on a low-medium-high scale that ranked hazards for each municipality in Monmouth County.¹

To combat these issues, the Borough proposed seven Hazard Mitigation Actions, which were included in the County Hazard Mitigation Plan, summarized in the chart below.

Mitigation Action or Program	Target Locations
Stormwater Management Regulation Program – increasing drainage capacity through increased flow capabilities.	Evergreen, East End Avenue, Boston Road, Route 35 at 3 rd Avenue, and Windsor Court.
Emergency Generator installation	Borough Hall, the Fire Station, and the School
Floodproofing critical infrastructure	Raise the sewer pump within the Sanitary Pump Station
Locate a safe house for critical OEM equipment	Exact location unknown
Install shower and sleeping facilities at emergency shelters and for EMS staff	Borough Hall, the Fire Station, and the School
Conduct a drainage study.	Borough-wide study to determine where larger piping is needed for better volume / flow throughout system
Elevation and/or acquisition of flood-prone residential structures	Repetitive Loss and Severe Repetitive Loss properties.

Circulation

In addition to addressing problematic transportation infrastructure and vehicular traffic patterns, municipalities throughout the country are taking a wider view of their transit systems to develop multi-modal circulation networks that are functional for pedestrians and cyclists, as well as cars. This movement comes from an expanded understanding of the health and quality-of-life benefits that accrue to communities that present a wider array of transportation options to residents and visitors, allowing network users to access the combined benefits of recreation and transportation. Initiatives such as new sidewalk audits and the Safe Walk to School programs are examples. The Borough could pursue some of these alternative transportation planning mechanisms, or take the next step to affirm its intention to expand transit and circulation options by adopting a Complete Streets policy.

State Development and Redevelopment Plan

The State Planning Commission adopted the most recent State Development and Redevelopment Plan (SDRP) on March 1, 2001. The SDRP contains a number of goals and objectives regarding the future

¹ Multi-Jurisdictional Hazard Mitigation Plan – Monmouth County, New Jersey, Page 3e-8 (pdf page 315).

development and redevelopment of New Jersey. The primary objective of the SDRP is to guide development to areas where infrastructure is available or can be readily extended such as along existing transportation corridors, in developed or developing suburbs, and in urban areas. Concentrated growth will have the positive effects of consuming less land, depleting fewer natural resources and using the State's infrastructure more efficiently.

The SDRP's principal mechanism for guiding growth is its Planning Area classification system, whereby land areas are categorized along a spectrum from urban to environmentally sensitive. Each category is associated with a particular set of goals, policies, and objectives for land development or preservation. The 2001 SDRP identifies Neptune City as part of the Metropolitan Planning Area (PA 1), which is characterized by mature settlement patterns, the need to rehabilitate housing, the recognition that redevelopment will be the most predominant form of growth, and a growing need to revitalize and regionalize services and systems. According to the SDRP, the PA-1 Metropolitan Planning Area intends to:

- Provide much of the State's future development;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities.

Furthermore, some of the SDRP Policies for PA 1 are as follows:

- Promote redevelopment and development in Cores and neighborhood Centers;
- Promote a diversification of land uses;
- Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse;
- Promote economic development by encouraging strategic land assembly, site preparation and infill development;
- Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure; and
- Promote design that enhances public safety, encourages pedestrian activity and reduces depend on the automobile.

Since the last Borough Reexamination in 2006, the State released the final draft of the State Strategic Plan in 2011, meant as an update to the 2001 SDRP. While the State Strategic Plan has not been officially adopted, and the SDRP is still the official State Plan, it is still prudent to plan with updated State goals and objectives in mind so as to be prepared for its eventual implementation, or the implementation of a State Plan with similar goals. The 2011 State Strategic Plan articulates a number of goals as Garden State Values (GSV), stated as follows:

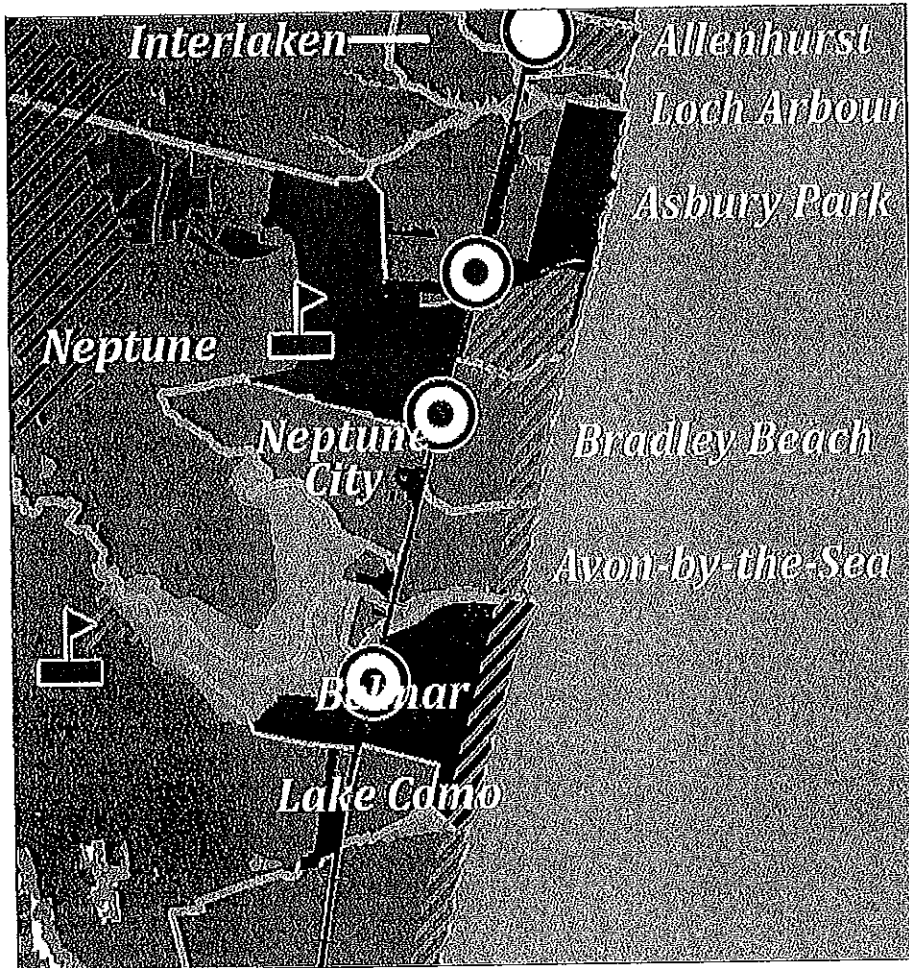
- GSV #1: Concentrate development and mix uses.
- GSV #2: Prioritize Redevelopment, infill, and existing infrastructure.
- GSV #3: Increase job and business opportunities in priority growth investment areas.
- GSV #4: Create High-Quality, Livable Places.
- GSV #5: Provide Transportation Choice & Efficient Mobility of Goods.
- GSV #6: Advance Equity.
- GSV #7: Diversify Housing Options.
- GSV #8: Provide for Healthy Communities through Environmental Protection and Enhancement.
- GSV #9: Protect, Restore and Enhance Agricultural, Recreational and Heritage Lands.
- GSV #10: Make Decisions within a Regional Framework

Monmouth County Master Plan Update 2016

The most recent Monmouth County Master Plan was adopted in 2016. The County Plan establishes a new regional land use planning system called the Monmouth County Framework for Public Investment. The entirety of Neptune City is located in either the Priority Growth Investment Area or the Priority Reinvestment Area. The County Master Plan's vision for these areas is as follows:

Priority Growth Investment Area (PGIA)

The PGIA is situated where there is either existing or planned infrastructure that lead to development and redevelopment opportunities. PGIA's are considered the locations for meeting most of the county's future population and employment growth. Public investments related to the efficient development and redevelopment of previously developed sites and optimization of existing settlement patterns should be encouraged. However, the PGIA also includes many established communities seeking to maintain their existing development pattern and character [description taken from the 2016 county plan].



COUNTY OF MONMOUTH
NEW JERSEY

FIGURE 2.14
Framework for Public Investment Map

Monmouth County
Master Plan
May 2010

Priority Growth Investment Area (PGIA)
Priority Growth - Reinvestment Area/Site Overlay (PG-RAS)
Priority Growth - Water Supply Watershed Area Overlay (PG-WSAO)
Hospital
Corporate/Industrial Parks
College Campus
Ferry Terminal
Transit Oriented Development (TOD) Initiatives
Train Station
Limited Growth Investment Area (LGIA)
Priority Preservation Investment Area (PPIA)
PPIA in PGIA
Military

*As best as available, water/wastewater areas in a PGIA are PPIA.

This map was developed using Monmouth County Digital Data from the Monmouth County Division of Planning GIS Section, New Jersey Office of GIS, and the NJDEP. The municipal open space dataset is for planning purposes and may be missing properties or contain inaccuracies.

Priority Growth Reinvestment Area/Site (PG-RAS)

PG-RAS are those areas or sites located within the PGIA where more intense or significant development, redevelopment, revitalization, and hazard mitigation investments are highly encouraged. In Neptune City, the former/underutilized Steiner Avenue industrial area is the only portion of the Borough belonging to this classification. Public investment should encourage the productive reuse of historic, vacant, abandoned, contaminated, and underutilized sites/structures, especially where these areas fall near certain transit stations and within ready access to cultural and recreational amenities [description taken from the 2016 county plan].

SECTION D. Specific Changes Recommended for the Master Plan and/or Development

Regulations

The following actions are recommended in order to align the Borough's policies and regulations with the changes in planning issues, circumstances, and assumptions that have been set forth in the previous sections B and C:

Principles

1. Retain the four principles articulated in the 1999 Master Plan.
2. No changes to the Master Plan principles are proposed at this time.

Objectives

1. Retain the 14 objectives articulated in the 1999 Master Plan.
2. Add the following objectives:
 - a. Promote the utilization of renewable energy resources within the Borough.
 - b. Promote the health, safety, and welfare of Borough residents by recognizing the threats posed by natural and man-made hazards, and engage in hazard mitigation planning.
 - c. Promote the wellbeing of future generations of Borough residents by engaging in sustainability and resiliency planning that help craft land use and community development policies that provide for the needs of current residents without compromising the needs of future residents.

Policies

1. Retain the 5 policies articulated in the 1999 Master Plan.
2. Add the following policies:
 - a. 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. Encourage the establishment of codes and standards that promote the use of sustainable, low-impact, and green development practices, including but not necessarily limited to: infrastructure, public and private buildings, open space and recreation, local waste and recycling among others.
 - d. 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

Planning Recommendations

Land Use

1. Continue to promote the protection of neighborhood characteristics by enforcing buffer areas between non-residential and residential areas.
2. Remain committed to the redevelopment of underutilized industrial and commercial properties along Steiner Avenue. Encourage the development of the area with uses that are compatible with adjacent residential uses and that capitalize on the area's proximity to passenger rail mass transit.
3. Implement a façade improvement program for properties along the Borough's commercial corridors to improve their visual appearance and appeal to customers.
4. Implement the land development-related hazard mitigation actions included in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan, including:
 - a. Elevate or acquire repetitive loss and severe repetitive loss properties.

Housing

1. Prepare and updated Housing Element and Fair Share Plan to address the Borough's Third Round affordable housing obligation.

Community Facilities

1. Implement the community facilities recommendations in the 2006 Reexamination Report that have yet to be achieved, including:
 - a. Prepare a general assessment of existing community facilities and determine what areas are in need of short- and long-term improvements. New and/or improved facilities should take into account any assistance the Borough could receive, including funds from the State School Construction Bond Act, Green Acres, and other State and Federal assistance that could aid in the improvement of community facilities.
2. Implement the community facilities-related hazard mitigation actions included in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan, including:
 - a. Install emergency generators at Borough Hall, the Fire Station, and the school.
 - b. Install shower and sleeping facilities at Borough Hall, the Fire Station, and the school.
 - c. Locate a safe house for OEM equipment.

Circulation

1. Coordinate land uses with transportation facilities to improve access and encourage alternatives to driving.
2. Incorporate transit village and other transit oriented development strategies for the portions of the Borough that are within a five- to ten-minute walking distance from rail stations in neighboring municipalities (Belmar and Bradley Beach).
3. Pursue the idea of expanding Steiner Avenue into a Boulevard-type street that has been advanced in redevelopment plans.
4. Develop a complete streets policy.
5. Conduct a sidewalk audit to determine gaps in the pedestrian circulation network.

Economic Development

1. Implement the economic development recommendations in the 2006 Reexamination Report that have yet to be achieved, including:
 - a. Consider an economic plan measuring the commercial activity occurring in Neptune City. Specifically, the emphasis would be on employment and the types of jobs generated within the Borough.
2. Recognize the need to adapt to the changing dynamics and demands of a diverse and increasingly globalized economy.
3. 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.

Recreation and Conservation

1. Continue to expand public access to the Borough's waterfront, especially along the Shark River, through acquiring property and/or access easements.
2. Consider the preparation of a Municipal Public Access Plan to develop a comprehensive strategy for waterfront access and recreation planning.
3. Prepare an updated Open Space, Recreation, and Conservation Master Plan Element that updates the Borough's recreation and open space inventory, analyzes the adequacy of existing facilities, and identifies specific properties for targeted open space, conservation, or recreation preservation.

Sustainability, Resiliency, and Hazard Mitigation

1. It is recommended that the Borough increase its sustainability profile by setting forth a Borough wide “green” initiative.
2. It is further recommended that the Borough catalyze the formation of a Green Team that can work to achieve *Sustainable Jersey* certification.
3. Promote multi-modal transit options that provide infrastructure for pedestrians and cyclists to comfortably navigate.
4. Enforce landscaping and tree planting requirements to reduce heat islands effects and improve air quality.
5. Participate in the Natural Flood Insurance Program Community Rating System program.
6. Implement the seven Borough-specific hazard mitigation actions included in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan (2015).

Utilities

1. Implement the utilities recommendations in the 2006 Reexamination Report that have yet to be achieved, including:
 - a. Conduct an assessment of public utility services within Neptune City, including sanitary sewage disposal, water services, electric and gas service. In particular, the sewage treatment system should be assessed to determine what changes can be made to eliminate odor problems within the Steiner Avenue Redevelopment Area.
 - b. Assess the stormwater drainage system with a comprehensive study to determine changes that may be implemented to eliminate isolated areas of flooding in the Borough.
2. Implement the utility-related hazard mitigation actions included in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan, including:
 - a. Increase the drainage capacity at the targeted locations of Evergreen Avenue, Boston Road, Route 35 at 3rd Avenue, and Windsor Court.
 - b. Floodproof critical sewer pump station infrastructure.
3. Prepare emergency management plans with contingencies and backups for utility service interruptions due to natural or man-made disasters.
4. Continue to update the Borough’s Stormwater Management Plan and stormwater regulations as new Best Management Practices are promulgated.

Recommended Ordinance Changes

1. Implement the zoning and use changes recommended in the 2006 Reexamination Report that have yet to be adopted, including:
 - a. The properties to the east and west of the intersection of Route 35 and Third Avenue should be designated for mixed use development to encourage the development of a "Main Street" district in this location. This area is appropriate for retail and offices uses, as well as upper story residences.
 - b. Properties along Steiner Avenue, exclusive of the properties located within the Steiner Avenue Redevelopment Area, should be designated for residential use.
 - c. The RLC zoning district along Sylvania Avenue should be narrowed to those properties that currently have a commercial use. The remainder of the properties should be designated for residential use.
 - d. Require a wetlands Letter of Interpretation (LOI) for developments requiring site plan and/or subdivision approval as part of the development application checklist.
 - e. Institute required riparian buffers for Category One streams as required by NJDEP in the local zoning ordinance.

SECTION E. Recommendations Concerning the Incorporation of Redevelopment Plans into the Land Use Element and Local Development Regulations

There are currently two designated Areas in Need of Redevelopment in Neptune City.

1. The Steiner Avenue Scattered Sites Redevelopment Area

In February 2010, the Borough Council adopted the Steiner Avenue Scattered Sites Redevelopment Plan, which covered a select number of sites within the former/underutilized Steiner Avenue industrial area of the Borough. This plan was adopted after a more comprehensive Redevelopment Plan for the section of the Borough located between Steiner Avenue and Memorial Drive was challenged through litigation.

The Scattered Sites Redevelopment Plan is allowing the Borough to make progress in achieving its land use goals and implementing its long-stated land use policy of redeveloping these areas with uses more compatible with adjacent residential neighborhoods. This approach enables Neptune City to prepare separate but coordinated redevelopment plans for the portions of the industrial district where amenable conditions exist for the pursuit of redevelopment.

The goals and objectives of the Steiner Avenue Scattered Sites Redevelopment Plan are stated as follows:

- To create an aesthetic character and scale within the redevelopment area that is consistent with that of the Borough as a whole.
- To create positive tax benefits for the Borough.
- To address the parking needs of businesses and residents.
- To encourage pedestrian activity through a coordinated pedestrian system.
- To capitalize on the proximity of the redevelopment area to the Bradley Beach and Belmar train stations.
- To improve the visual streetscape within the redevelopment area through design and signage standards.
- To improve the public elements of the streetscape, e.g., lighting, paving, pedestrian linkages.
- To control the location, size, scale and aesthetic character of parking lots.

The Redevelopment Plan replaces the former zoning designations with superseding use and bulk standards. Potential redevelopers are required to submit a Statement of Qualifications to the Borough Council, and to execute a redeveloper agreement in conjunction with any proposed redevelopment of a property located within the redevelopment area. One of the district-wide ideas contained in the Scattered Sites Plan is to redesign Steiner Avenue itself as a boulevard.

2. The 142 Steiner Avenue Redevelopment Area

In January 2017, the Borough Council adopted the 142 Steiner Avenue Redevelopment Plan. The provisions of this plan affect one property -- Block 1 Lot 1 in the northeast portion of Neptune City. As described in the plan, the intent of this Redevelopment Area is to renovate underutilized buildings, eliminate deteriorated and obsolete buildings, promote the Borough's proximity to public transportation, and to promote the utilization of high quality design standards, among other purposes. The use, bulk, design, and other standards included in the plan supersede applicable provisions of the Borough's development regulations.

The 2006 Reexamination Report had included two other areas for redevelopment designation considerations:

1. The Borough should investigate the possibility of delineating certain properties along Route 35 and Third Avenue for purpose of creating a mixed-use central business district that would essentially function as the Borough's "Main Street."
2. The former Shop 'N Bag property is largely vacant, and represents a potentially blighting influence at a major gateway to the community. The Borough should investigate designating this property as an "area in need of redevelopment" for the purpose of redevelopment and/or rehabilitation.

These recommendations for redevelopment study remain valid. The Borough is encouraged to evaluate the possibility of the establishment of other redevelopment or rehabilitation areas in appropriate locations throughout the Borough.